

Web Content Brand Guidelines

SJSU Website Migration Project

Last Updated: December 10, 2020
Version 1.0

Overview

BarkleyREI reviewed the previous and developing brand standards and analyzed the existing digital presence to create a unified content approach for on-page content strategy and copywriting for key pages.

Site owners and contributors are encouraged to use this document to help inform content decisions in order to achieve consistent, branded messaging across all SJSU sites.

Brand Pillars

What do you want to communicate?

- Public Good on a Global Scale
- Teaching Through Research
- Silicon Valley Experience
- Equity, Inclusion and Justice
- Student-Centered

Brand Personality

Which traits do you want to convey?

- Collaborative
- Community-minded
- Social justice-oriented or “Just”
- Innovative
- Resilient

Brand Voice

How do you want to communicate?

Voice Characteristics	Description	Do	Don't
Engaging and Helpful	We're trustworthy experts, and we're here for you as a resource.	Be personal and direct. Use first person ("we", "our," "us" and second person ("you", "your") to maintain a conversational feel when appropriate.	Be overly formal or institutional.
Direct and Informative	We're going to give you the information and resources you need upfront.	Use simple, straight-forward, concise language.	Be wordy or use jargon.
Authentic and Inclusive	We're unique and community-oriented.	Use warm, welcoming, language wherever appropriate.	Be distant or overly prescriptive.

Engaging and Helpful

Instead of saying: Winter Session is a condensed, mini-semester, that allows students to get ahead in their degree progress.

Say: Want to graduate early? Earn credits towards your degree in a condensed, mini-semester: Winter Session.

Direct and Informative

Instead of saying: Please explore this web site to learn more about our campus, opportunities and application processes. If you can't find the information you're seeking, please [contact us](#) through e-mail.

Say: Learn more about our [campus community](#), [career-building opportunities](#) and the [application process](#).

Can't find what you're looking for? Email us at example@sjsu.edu.

Authentic and Inclusive

Instead of saying: Connect with the people who work in the dean's office. Look here to find telephone numbers and email addresses for members of our staff.

Say: We're here to help. Connect with the dean's office, our college's academic and administrative leadership. Browse our staff directory for contact information.