

## BRANDING

Branding enables us to reinforce a clear, unified brand identity, within Southwest Texas Junior College and the public. Managing these components establishes consistency and value that is crucial in relaying our message. Words and visuals that are consistent with the organization's image and relevant to the audience help maintain our marketing goals.

Consistent use of brand standards will ensure coordinated publications which are creatively identifiable as part of the SWTJC family. Layout principles and esthetic design concepts in Photoshop, Illustrator, InDesign and publisher follow an established common design for publications and offer standards for typography, color, and formats. Publications include any or all brochures, catalogs, fliers, posters, postcards, websites or other materials representing the college or a program within the college.

## LOGO



### Blue

R 21, G 38, B 92

C 100, M 94, Y 34, K 28

### Red

R 199, G 24, B 31

C 15, M 100, Y 100, K 5

### Black

R 0, G 0, B 0

C 75, M 68, Y 67, K 90

## CREATIVE SAMPLES

### Business Administration



### WHERE **Leaders** ARE BORN

#### 1 Award Option:

- Associate of Arts Degree: Business Administration Field of Study

The Business Administration Field of Study degree is transferable to a senior college or university and provides students with courses approved by the Texas Higher Education Coordinating Board (THECB).

The program introduces students to accounting, computers, economics, business math and speech will provide a broad-based exposure to business theory, techniques and applications for business majors.

*Salary range commensurate with demonstrated skills, knowledge, ability and potential to advance in the organization.*

#### Any Questions?

Call the department directly at 830.591.4176



# WELCOME <sup>NEW</sup> Students

## 1 Applications

- Apply for **Admission** at [www.applytexas.org](http://www.applytexas.org)  
*College Code: 6666*
- Apply for **Financial Aid** at [www.fafsa.ed.gov](http://www.fafsa.ed.gov)  
*SWTJC's Federal School Code: 003614*

## 2 Check your Mailbox

- Receive an Official letter of acceptance from the Admissions Office.
- Submit an Official High School/College Transcript or GED certificate
- Obtain Bacterial Meningitis Immunization

## 3 Housing

- Submit a dorm application to the Business Office, visit [swtjc.edu](http://swtjc.edu) under the "Student Life" tab click on "Housing". (Uvalde Campus Only)

## 4 Activate

- Activate your SWTJC email address
- Activate your Higher One Card

## 5 TSI Assessment

- Take the *TSI Pre-Assessment*
- Take the *TSI Assessment*
- Submit your scores to the Admissions Office

## 6 Register

- We recommend you visit with an Academic Advisor or Counselor to review your Degree Plan.
- Register for classes

## 7 Payment

- Make arrangements to pay for your tuition.
- If you applied for Financial Aid, please ensure they have **ALL** the necessary documents to process your application.
- If you plan to *make payments* visit **e-Cashier**, please be aware there are deadlines to make payment arrangements and a \$25 fee.
- If you pay in **FULL** visit your WebAdvisor.

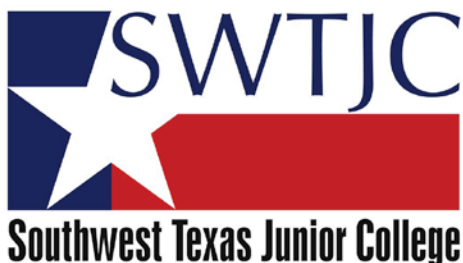
## 8 ID Card & Parking

- Pick up College ID "Smart Card" and parking decal in the Admissions Office.

# COMMIT TO Success.



830.278.4401  
[www.swtjc.edu](http://www.swtjc.edu)



### Vision Statement

Create and nurture a learning-centered environment in which students, faculty, staff, and the community at-large can achieve their greatest potential.

### Mission Statement

Southwest Texas Junior College is a comprehensive, public college serving eleven counties in Southwest Texas. The college provides accessible, affordable, high quality education that prepares students to successfully transfer to senior colleges and universities; enter the job market; pursue their professional and personal goals; and contribute to the economic growth of the region.