



Pierpont Community & Technical College Identity & Graphic Standards Manual



Pierpont Community & Technical College
Office of Community Engagement

Graphic & Identity Standards Manual

Released: 2012

NOTES



Table of Contents

Introduction

- 1| Manual Overview & Purpose Statement
- 2| Branding Standards & Pierpont in Copy
- 3| Best Practices
- 4| General Usage Restrictions
- 5| Trademarks
- 6| Licensing

Trademarks

- 7| Primary Logo
- 9| Secondary Logos
- 14| Approved Colors
- 15| Approved Reverse
- 16| Clear Space & Scale
- 17| Incorrect Use

Color Palettes & Typefaces

- 19| The Color Palette
- 20| Primary Colors
- 21| Secondary Colors
- 22| Secondary Accent Colors
- 23| Neutral Colors
- 24| Typefaces

General Use Collateral

- 25| Business Cards
- 26| Stationery
- 27| Templates
- 30| Pierpont Tagline

Introduction

Manual Overview & Purpose Statement

Branding Standards & Pierpont in Copy

Best Practices

General Usage Restrictions

Trademarks

Licensing

Manual Overview & Purpose Statement

Pierpont's Graphic Standards Manual was developed by the Pierpont Office of Community Engagement in conjunction with the organization's stakeholders and senior management.

This manual serves as the official guide for all Pierpont schools, departments and units. It is intended to help anyone who writes, edits or designs printed or digital materials for and about Pierpont Community & Technical College.

Consistent use of this manual will ensure that Pierpont trademarks are being properly applied to official stationery, business cards, signage, institution web sites, products, publications and other collateral materials.



Introduction

Manual Overview & Purpose Statement

Branding Standards & Pierpont in Copy

Best Practices

General Usage Restrictions

Trademarks

Licensing

Branding Standards & Pierpont in Copy

When done thoughtfully and strategically, an entity's brand is carefully design to promote its unique features from the collective perspective of its stakeholders.

Unified branding enhances the coordination of Pierpont's campus marketing and communications efforts, helping to convey a professional and positive image to our valued constituencies.

Consistent use of Pierpont's branding promotes reliable identity recognition in a crowded higher education marketplace where the college must compete for students, faculty and funding resources.

In copy, the first instance of the institution's name shall be written as:

"Pierpont Community & Technical College"

Note the ampersand "&" connecting Community & Technical College.

The second and subsequent references may be written as either

"Pierpont" or

"Pierpont C&TC"

In all instances, the following written identifiers for Pierpont are **prohibited**:

~~"PCTC"~~ and

~~"Pierpont Community and Technical College"~~

Introduction

Manual Overview & Purpose Statement

Branding Standards & Pierpont in Copy

Best Practices

General Usage Restrictions

Trademarks

Licensing

Best Practices

Logos are visual manifestations of a brand, which can invoke powerful meanings that are instantly recalled along with the logo. Examples of iconic US-based logos are Coca-Cola and Apple.

Iconic logos are able to stand alone as the sole symbol of an organization. To achieve such a high-level of marketplace brand recognition, logos must not be altered by changes in scale, proportions, colors, relative relationship of design elements (the approved logo “lock up”) or by special effects.

Logos should not be modified or locked up with unapproved taglines or design elements. Such alterations can dilute or undermine a brand’s intended identity, creating perception ambiguity in the marketplace.



Introduction

Manual Overview & Purpose Statement

Branding Standards & Pierpont in Copy

Best Practices

General Usage Restrictions

Trademarks

Licensing

General Usage Restrictions

All Pierpont branded logos are the property of the institution and are governed by specific guidelines as specified in this standards manual. General usage restrictions are as follows:

- Pierpont branded logos are to be used in official Pierpont publications, digital communications and collateral only.
- Unofficial logos (any Pierpont logo that has not been approved by the Office of Community Engagement) may not be used on any official publication or collateral representing Pierpont.

- Unofficial web sites and publications, such as faculty and student web pages, student organization fliers, stationery and professional organization sites, may not use Pierpont branded logos without express written permission of the Office of Community Engagement.

Introduction

Manual Overview & Purpose Statement

Branding Standards & Pierpont in Copy

Best Practices

General Usage Restrictions

Trademarks

Licensing

Trademarks

Trademark law applies to all Pierpont images included in this manual. Any unauthorized use of Pierpont Community & Technical College trademarks is prohibited and enforceable in a court of law.

Regardless of application usage, e.g., commercial or non-commercial, internal or external audience, all graphical identifiers specified in this manual should be followed by the common law trademark symbol, TM.

All products intended for campus or public sale bearing a Pierpont trademarked identifier must be produced by a Pierpont-authorized licensee. A

licensee list can be accessed at www.pierpont.edu/marcom or by calling the Office of Community Engagement, Electronic Communications at 304-333-3654.

Unauthorized use of Pierpont's trademarked identifiers is illegal, including use by employees, students or the public in any way that implies endorsement or support by the college of any non-Pierpont sanctioned activity, program or product.



Introduction

Manual Overview & Purpose Statement

Branding Standards & Pierpont in Copy

Best Practices

General Usage Restrictions

Trademarks

Licensing

Licensing

Pierpont trademarked images may not be used to create items for public resale without first having executed a licensing contract for Pierpont Community & Technical College branded items.

Licensing contracts to create Pierpont-branded items can be acquired through Strategic Marketing Affiliates (SMA). For more information refer to SMA's online step-by-step guide to getting licensed:

<http://www.smaworks.com/getting-licensed-a-step-by-step/>

Contact Info:

Strategic Marketing Affiliates
8900 Keystone Crossing
Suite 605
Indianapolis, IN 46240

Phone: 317-669-0808

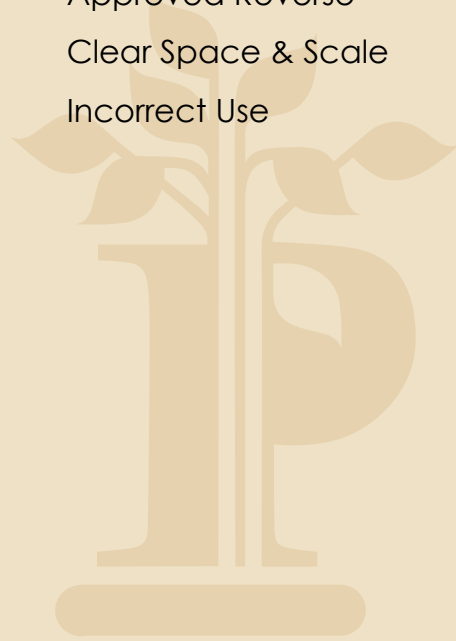
Fax: 317-669-0810

Email: questions@smaworks.com

SMA will collect royalties on all Pierpont branded products for public resale. All royalty proceeds are used toward funding student scholarships.

Pierpont Trademarks

- Primary Logo
- Secondary Logos
- Approved Colors
- Approved Reverse
- Clear Space & Scale
- Incorrect Use



Primary Logo

The primary Pierpont logo is represented by the word-based graphic logo ("wordmark") shown at right. Pierpont's primary wordmark locks up the name of the college in a customized design.

As shown here and throughout this manual, the Pierpont logo optimally displays in Pierpont Coal Black or Pierpont Vegas Gold (see Pierpont Color Palettes and Typefaces section of this manual, Page 19, for color specifications).

The Pierpont wordmark is one complete digital artwork file. This customized logo is NOT a font and should not be recreated using standard fonts. In addition, the word-

mark should not be inserted into text. When the school name appears in copy, the first reference should be spelled out as:

"Pierpont Community & Technical College"

Note the ampersand "&" connecting Community & Technical College.

Subsequent references to the school may be abbreviated as:

"Pierpont" or
"Pierpont C&TC"

The following written identifiers for Pierpont are **prohibited**:

~~"PCTC" and~~

~~"Pierpont Community and Technical College"~~



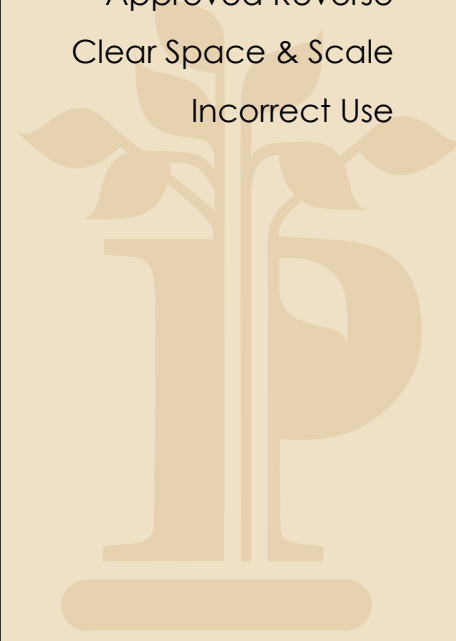
Pierpont Trademarks

Primary Logo

Pierpont Primary Wordmark



- Primary Logo
- Secondary Logos
- Approved Colors
- Approved Reverse
- Clear Space & Scale
- Incorrect Use



Pierpont Trademarks

Primary Logo

- Secondary Logos
- Approved Colors
- Approved Reverse
- Clear Space & Scale
- Incorrect Use



Secondary Logos

From time to time, when Pierpont's primary wordmark is not cohesive with a particular design or purpose, different versions of Pierpont's logo are needed. Secondary graphical trademarked logos have been created for this purpose.

As with Pierpont's primary wordmark, these logos optimally display in Pierpont Coal Black or Pierpont Vegas Gold (see the Pierpont Colors and Typefaces section of this manual for color specifications).

Each of Pierpont's secondary logos are one complete digital artwork file. These customized

trademarks are NOT designed using a standard font and should not be recreated using standard fonts.

Additionally, these secondary trademarks should not be inserted into text. When the school name appears in copy, it should be spelled out as "Pierpont Community & Technical College" or abbreviated as "Pierpont".

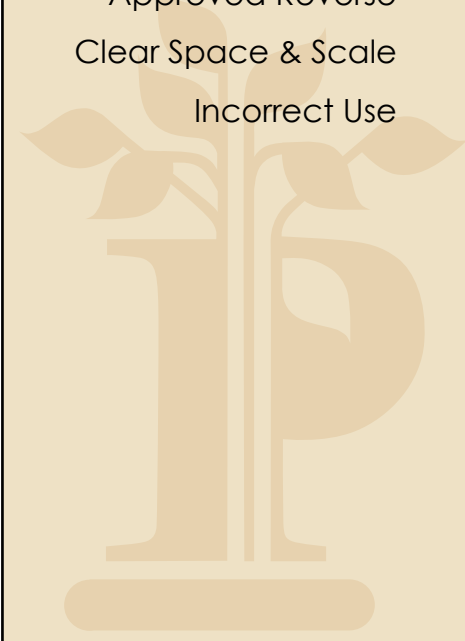
The Pierpont monogram is a shortened version of the primary wordmark. It can be more quickly interpreted and works better for certain applications such as promotional items like T-shirts, cups, mugs, key chains and button pins.



Pierpont Trademarks

Primary Logo

- Secondary Logos
- Approved Colors
- Approved Reverse
- Clear Space & Scale
- Incorrect Use



Secondary Logos

Do not display the Pierpont monogram on the same page as the Pierpont primary wordmark. However, when using the monogram, please be sure to locate the complete institution name somewhere on the same page, document or other application, if at all possible. This helps to clearly identify that the letter "P" means Pierpont Community & Technical College.

Pierpont Monogram

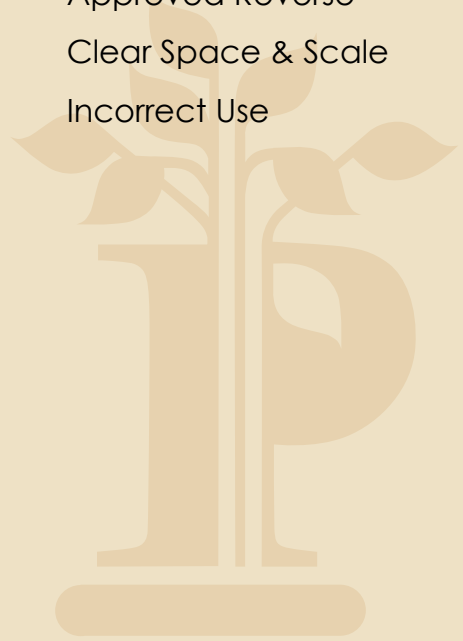


Pierpont Secondary Wordmark

PIERPONT
COMMUNITY & TECHNICAL COLLEGE™

Pierpont Trademarks

- Primary Logo
- Secondary Logos
- Approved Colors
- Approved Reverse
- Clear Space & Scale
- Incorrect Use



Secondary Logos

Pierpont Stacked Logo



Pierpont Icon



Pierpont Avatar



Pierpont Trademarks

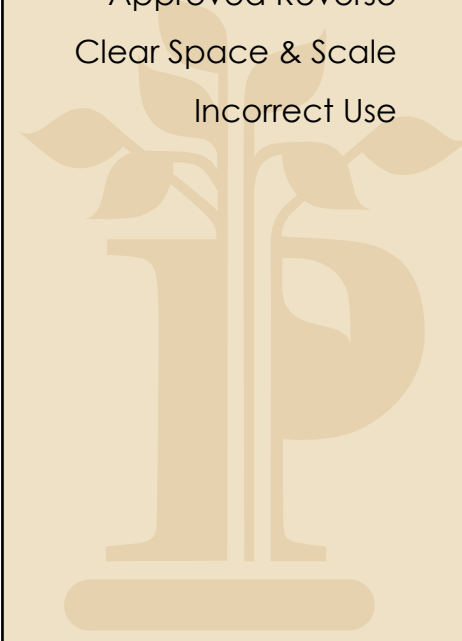
Secondary Logos

Special Use Logos

PIERPONT™



- Primary Logo
- Secondary Logos
- Approved Colors
- Approved Reverse
- Clear Space & Scale
- Incorrect Use



Pierpont Trademarks

- Primary Logo
- Secondary Logos
- Approved Colors
- Approved Reverse
- Clear Space & Scale
- Incorrect Use

Secondary Logos

School & Program Logos



Reversed - White



Pierpont Trademarks

- Primary Logo
- Secondary Logos
- Approved Colors
- Approved Reverse
- Clear Space & Scale
- Incorrect Use

Approved Colors

When displaying any of Pierpont's trademarked logos on a background color, it is best to place it on one of the primary identity colors, Pierpont "Coal" Black or Pierpont "Vegas" Gold. This reinforces the strength of Pierpont's brand in the marketplace.

Pierpont Vegas Gold on Pierpont Coal Black



Pierpont Trademarks

- Primary Logo
- Secondary Logos
- Approved Colors
- Approved Reverse
- Clear Space & Scale
- Incorrect Use

Approved Reverse

When any of the trademarked logos must be placed on a multicolored or busy background, it should be reversed out to white if Pierpont "Vegas" Gold or Pierpont "Coal" Black does not provide enough contrast for unfettered visibility.

Pierpont Approved Reverse



Pierpont Trademarks

- Primary Logo
- Secondary Logos
- Approved Colors
- Approved Reverse
- Clear Space & Scale
- Incorrect Use

Clear Space & Scale

To maintain logo integrity, the Pierpont trademarks must be surrounded by minimum clear space on both the "x" and "y" axis that is at least equal to the width of the letter "T" on the same scale as the trademark.

Other design elements, such as type, photography and illustrations, should not be positioned within this clear space. As a general rule, the more clear space around the wordmark the better.

When trademarked logos are resized, all logo elements must be scaled in correct proportion, as shown throughout this guide.

Minimum Clear Space



Correct Scale



Incorrect Scale



Pierpont Trademarks

- Primary Logo
- Secondary Logos
- Approved Colors
- Approved Reverse
- Clear Space & Scale
- Incorrect Use



Incorrect Use

Pierpont's trademarks exclusively establish Pierpont's distinct identity. This identity must be displayed consistently as per the guidelines herein. From time to time, some applications may require deviation from these guidelines. In such cases, an exception may be granted by contacting the Office of Community Engagement, Electronic Communication, 304-333-3654.

Incorrect Use Examples

Do Not alter the composition. (No double "P")



Do Not use colors other than those specified (Pages 14 & 15.)



Do Not set on competitive backgrounds.



Do Not affix other design elements.



Pierpont Trademarks

- Primary Logo
- Secondary Logos
- Approved Colors
- Approved Reverse
- Clear Space & Scale
- Incorrect Use



Incorrect Use

Do Not add textual or other modifying elements.



Do Not apply a drop shadow or other special effects.



Do Not tilt or transform in any way.



Do Not enclose within boxes or other shapes.



Do Not reorganize or extract any elements.



Pierpont Color Palettes & Typefaces

- The Color Palette
- Primary Colors
- Secondary Colors
- Secondary Accent Colors
- Neutral Colors
- Typefaces

The Color Palette

Pierpont's colors are based on the PANTONE* Color Standard.

For color matching, refer printers and other suppliers to the current editions of PANTONE Color Formula Guide. Pierpont "Vegas" Gold and "Coal" Black colors must print to match PANTONE ink swatches.

Since differences in substrates and processes can affect color, the CMYK equivalents provided are guidelines only and should not be considered exact matches. To ensure consistent results, always proof carefully against the PANTONE Color Standard.

NOTE: Colors shown throughout this manual are for example purposes

only. For accurate color standards, refer to the current edition of the PANTONE Color Formula Guide.

> Pierpont's Primary Color Palette should be used prominently in all print and digital collateral.

> The Secondary Color Palette should be used sparingly so as to not overshadow the Primary Color Palette.

> The Neutral Color Palette may be used liberally.

> Neither the Secondary or Neutral Color Palettes may be used in place of the Primary Color Palette.

*PANTONE is Pantone, Inc.'s check standard for color reproduction and color reproduction materials.



Pierpont Color Palettes & Typefaces

- The Color Palette
- Primary Colors
- Secondary Colors
- Secondary Accent Colors
- Neutral Colors
- Typefaces

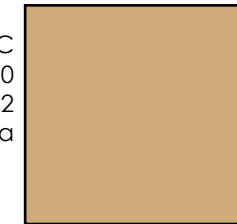
Primary Colors

Pierpont "Coal Black"



Pantone: 433 PC
 CMYK: 33 3 0 95
 RGB: 22 39 50
 HEX: 162732

Pierpont "Vegas Gold"



Pantone: 465 PC
 CMYK: 20 32 58 0
 RGB: 207 170 122
 HEX: cfaa7a

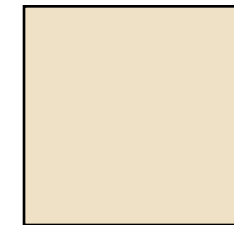
Primary Accent Colors

Pierpont "Light Gold"



Pantone: 466 PC
 CMYK: 12 22 43 0
 RGB: 224 195 152
 HEX: e0c398

Pierpont "Sand"



Pantone: 468 PC
 CMYK: 26 9 23 0
 RGB: 238 225 197
 HEX: eee1c5



Pierpont Color Palettes & Typefaces

- The Color Palette
- Primary Colors
- Secondary Colors
- Secondary Accent Colors
- Neutral Colors
- Typefaces

Secondary Colors

**Pierpont
"Green"**



Pantone: 574 PC
CMYK: 34 0 81 71
RGB: 69 90 33
HEX: 455a21

**Pierpont
"Blue"**



Pantone: 199-3 PC
CMYK: 80 60 0 35
RGB: 46 74 129
HEX: 2e4a81

**Pierpont
"Yellow"**



Pantone: 110 U
CMYK: 20 35 100 1
RGB: 206 161 40
HEX: cea128

**Pierpont
"Red"**



Pantone: 478 C
CMYK: 35 76 83 39
RGB: 117 60 42
HEX: 753c2a

**Pierpont
"Brown"**



Pantone: 7511 C
CMYK: 25 59 100 0
RGB: 180 112 21
HEX: b47015

**Pierpont
"Purple"**



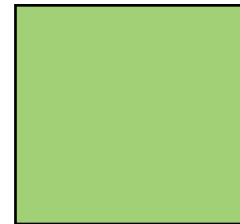
Pantone: 187-2 C
CMYK: 85 85 0 35
RGB: 51 45 113
HEX: 332d71



Pierpont Color Palettes & Typefaces

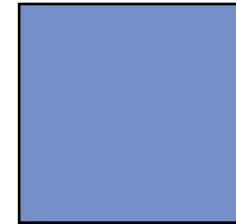
Secondary Accent Colors

**Pierpont
"Spring Green"**



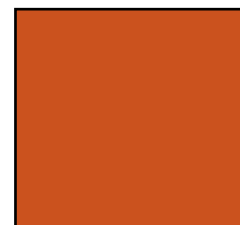
Pantone: 290-3 C
CMYK: 40 0 70 0
RGB: 161 208 119
HEX: a1d077

**Pierpont
"Sky Blue"**



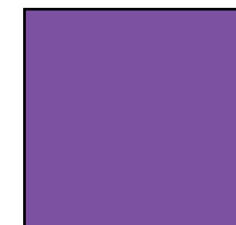
Pantone: 196-5 C
CMYK: 60 40 0 0
RGB: 108 140 199
HEX: 6c8cc7

**Pierpont
"Blaze"**



Pantone: 167 PC
CMYK: 3 78 100 15
RGB: 203 82 30
HEX: cb521e

**Pierpont
"Grape"**



Pantone: 172-1 C
CMYK: 60 80 0 0
RGB: 124 81 161
HEX: 7c51a1

- The Color Palette
- Primary Colors
- Secondary Colors
- Secondary Accent Colors
- Neutral Colors
- Typefaces

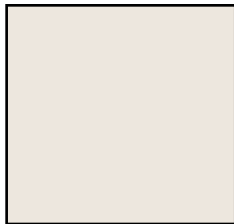
Pierpont Color Palettes & Typefaces

The Color Palette
 Primary Colors
 Secondary Colors
 Secondary Accent Colors
 Neutral Colors
 Typefaces



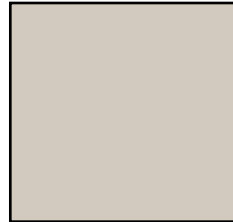
Neutral Color Palette

Pierpont "Bone"



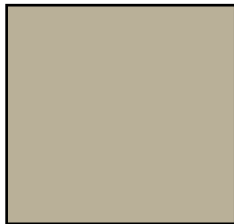
Pantone: 7527 PC
 CMYK: 0 2 6 7
 RGB: 237 231 222
 HEX: ede7de

Pierpont "Lt. Warm Gray"



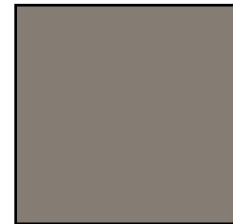
Pantone: 330-8 C
 CMYK: 0 3 10 20
 RGB: 210 203 190
 HEX: d2cbbe

Pierpont "Warm Gray"



Pantone: 7536 PC
 CMYK: 0 4 22 32
 RGB: 185 176 152
 HEX: b9b098

Pierpont "Dark Warm Gray"



Pantone: 404 M
 CMYK: 49 45 49 10
 RGB: 132 124 117
 HEX: 847c75

Pierpont Color Palettes & Typefaces

The Color Palette
 Primary Colors
 Secondary Colors
 Secondary Accent Colors
 Neutral Colors
 Typefaces



Typefaces

The following San Serif fonts should be used for all digital materials, including website content, and are recommended for printed material headlines. The following Serif fonts are suggested for body content in printed materials, such as posters, letters or memos.

Lucida Handwriting is the official font for Pierpont's tagline:

Practical... Possible... Pierpont

San Serif

Century Gothic
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 12345678910!@#%&*()

Trebuchet
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 12345678910!@#%&*()

Serif

Rockwell
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 12345678910!@#%&*()

Lucida Handwriting
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 12345678910!@#%&*()

General Use Collateral

Business Cards

Stationery

Templates

> Powerpoint

> Email Signature Block

> Mailing Labels

Pierpont Tagline

Business Cards



Pierpont's business cards are designed to prominently display Pierpont's trademarked logos. The card layout offers flexibility for both staff and faculty to include pertinent job-related information.

Business cards may be ordered using Pierpont's Business Card Order Form Template (.pdf form). Printing is done at the Fairmont campus

copy shop on a digital press. The design and ordering process ensures the most cost effective means by which to produce business cards for faculty and staff.

Access the Business Card Order Form Template and Instructions at: www.pierpont.edu/marcom.

General Use Collateral

Business Cards

Stationery

Templates

> Powerpoint

> Email Signature Block

> Mailing Labels

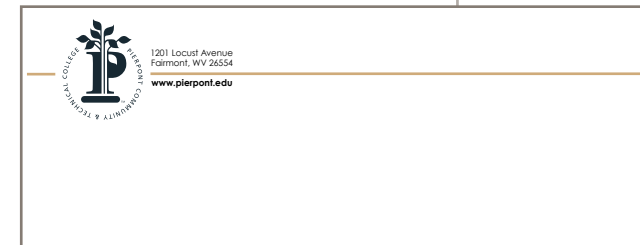
Pierpont Tagline

Stationery

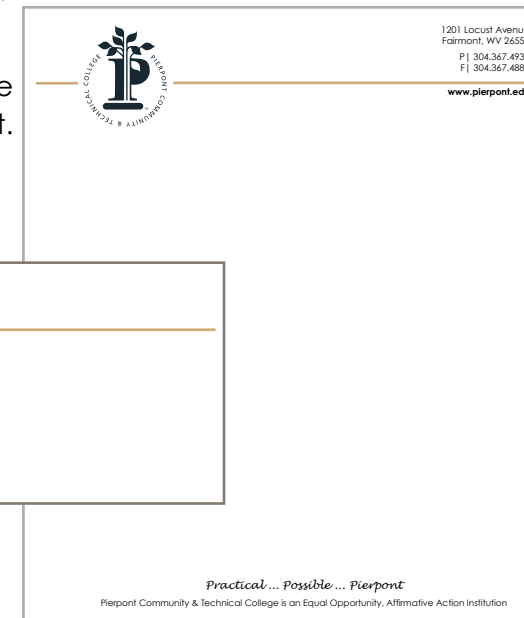
Pre-printed Pierpont letterhead and No. 10 envelopes may be ordered through the Fairmont campus copy center.

Digital letterhead is available for download at: www.pierpont.edu/marcom

No. 10 Envelope



Letterhead



General Use Collateral

Business Cards

Stationery

Templates

> Powerpoint

> Email Signature Block

> Mailing Labels

Pierpont Tagline

Templates

Powerpoint Template



Pierpont's branded Powerpoint templates can be downloaded at: www.pierpont.edu/marcom.

General Use Collateral

Business Cards

Stationery

Templates

> Powerpoint

> Email Signature Block

> Mailing Labels

Pierpont Tagline

Templates

All Pierpont Faculty & Staff are highly encouraged to use one of five branded email signature blocks. The Email Signature Block Word Template* with instructions can be downloaded at: www.pierpont.edu/marcom

*Email Signature Block Word Template is not supported in Outlook Web Mail Application (OWA).

Email Signature Blocks



Note: The co-branded Email Signature Block is for shared services staff only, e.g., Financial Aid, Student Affairs, etc..



General Use Collateral

Business Cards

Stationery

Templates

> Powerpoint

> Email Signature Block

> Mailing Labels

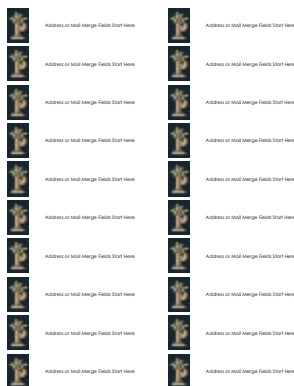
Pierpont Tagline

Templates

Pierpont's branded Word Template Address Labels, Mailing Labels and Name Tags can be downloaded at: www.pierpont.edu/marcom.

Address Labels

1"x4"



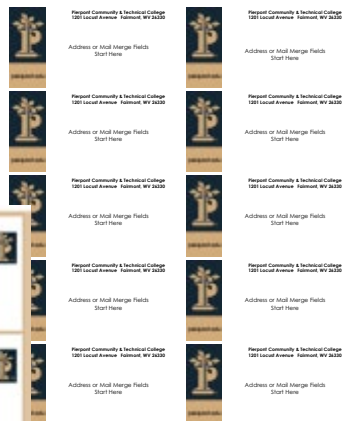
Name Tags

2.5"x4"



Mailing Labels

2"x4"



General Use Collateral

Business Cards

Stationery

Templates

> Powerpoint

> Email Signature Block

> Mailing Labels

Pierpont Tagline

Pierpont Tagline

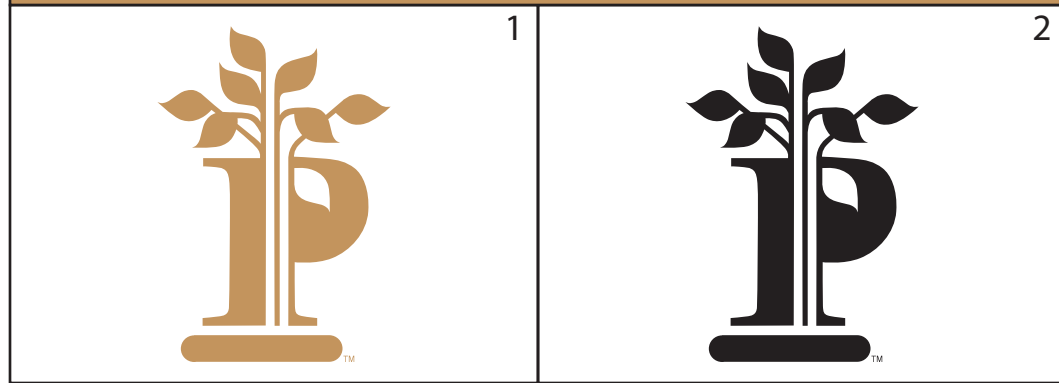
Pierpont's official tagline is:

Practical... Possible... Pierpont

The tagline is always written in Lucida Handwriting, a font available in most MS Office and Adobe applications.

Practical & Possible should be followed by an ellipsis (three consecutive periods). **Pierpont should not be followed by any punctuation marks** -- i.e., no period and no exclamation mark.

PRIMARY MARKS



SECONDARY MARKS



SECONDARY MARKS



SECONDARY MARKS



MASCOT MARKS



MASCOT MARKS



All information relevant to this entity is available on the last page of this style guide. / Digital art distributed by J. Patton • Phone: 770-612-0400 • Fax: 770-612-0439 • Web: www.jpatttondemand.com

The marks of Pierpont Community and Technical College are controlled under a licensing program administered by Strategic Marketing Affiliates. Any use of these marks will require written approval from Strategic Marketing Affiliates.

COLOR INFORMATION

TAN
PANTONE 465

TAN
PANTONE 466

TAN
PANTONE 468

DARK GRAY
PANTONE 433

CATEGORY INFORMATION

VERBIAGE

Pierpont Community & Technical College™
 Pierpont C&TC™
 Practical...Possible...Pierpont™

GENERAL INFORMATION

Location: Fairmont, WV
 Established Date: 1974

ADDITIONAL PERTINENT INFORMATION

College seal permitted on products for resale: TBD
 Alterations to seal permitted: TBD
 Overlaying / intersecting graphics permitted with seal: TBD
 College licenses consumables: TBD
 College licenses health & beauty products: TBD
 College permits numbers on products for resale: TBD
 Mascot caricatures permitted: TBD
 Cross licensing with other marks permitted: TBD

NO USE of current player's name, image, or likeness is permitted on commercial products in violation of College's rules and regulations.
 NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with College marks.

You must use the approved *PANTONE colors listed on this page. The colors on this page are not intended to match the PANTONE color standards.
 For the PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.