# Table of Contents

**Introduction**
- Manual Overview & Purpose Statement
- Branding Standards & Pierpont in Copy
- Best Practices
- General Usage Restrictions
- Trademarks
- Licensing

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

**Color Palettes & Typefaces**
- The Color Palette
- Primary Colors
- Secondary Colors
- Secondary Accent Colors
- Neutral Colors
- Typefaces

**General Use Collateral**
- Business Cards
- Stationery
- Templates
- Pierpont Tagline
Introduction

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.

Branding Standards & Pierpont in Copy

When done thoughtfully and strategically, an entity’s brand is carefully designed 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.

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.

Back to Table of Contents
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.

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:

Pierpont Trademarks

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 wordmark 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”
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.

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 Trademarks

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

Secondary Logos

Pierpont Stacked Logo
Pierpont Avatar

Special Use Logos

Pierpont Icon
Pierpont Avatar

Back to Table of Contents
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

Approved Reverse

When any of the trademarked logos must be placed on a multicolor 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

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.
Pierpont Trademarks

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 set on competitive backgrounds.
- Do Not affix other design elements.
- Do Not use colors other than those specified (Pages 14 & 15.)
- 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.

Do Not use colors other than those specified (Pages 14 & 15.)
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 not to 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.
Secondary Colors

- **Pierpont “Green”**
  - Pantone: 574 C
  - CMYK: 34 0 81 71
  - RGB: 117 60 42
  - HEX: 75322a

- **Pierpont “Red”**
  - Pantone: 478 C
  - CMYK: 33 76 83 39
  - RGB: 117 60 42
  - HEX: 75322a

- **Pierpont “Blue”**
  - Pantone: 199-3 C
  - CMYK: 40 0 70 0
  - RGB: 161 208 119
  - HEX: a1d077

- **Pierpont “Brown”**
  - Pantone: 731-1 C
  - CMYK: 23 91 100 0
  - RGB: 180 112 21
  - HEX: b47015

- **Pierpont “Purple”**
  - Pantone: 167-2 C
  - CMYK: 85 80 0 35
  - RGB: 51 45 113
  - HEX: 332d71

- **Pierpont “Yellow”**
  - Pantone: 290-3 C
  - CMYK: 40 0 70 0
  - RGB: 161 208 119
  - HEX: a1d077

Secondary Accent Colors

- **Pierpont “Spring Green”**
  - Pantone: 196-5 C
  - CMYK: 60 40 0 0
  - RGB: 108 140 199
  - HEX: 6c8cc7

- **Pierpont “Sky Blue”**
  - Pantone: 172-1 C
  - CMYK: 60 80 0 0
  - RGB: 124 81 161
  - HEX: 7c51a1

- **Pierpont “Blaze”**
  - Pantone: 167 PC
  - CMYK: 3 78 100 15
  - RGB: 203 82 30
  - HEX: cb521e

- **Pierpont “Grape”**
  - Pantone: 110 U
  - CMYK: 20 35 100 1
  - RGB: 206 161 40
  - HEX: cea128
The Color Palette
Primary Colors
Secondary Colors
Secondary Accent Colors
Neutral Colors
Typefaces

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

Neutral Color Palette

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

Pantone: 330-8 C
CMYK: 0 3 10 20
RGB: 210 203 190
HEX: d2cbbb

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

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

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

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

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

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

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CMYK: 0 2 6 7
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ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910!@#$%^&*( )

Lucida Handwriting:
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Trebuchet:
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ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910!@#$%^&*( )

Lucida Handwriting:
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910!@#$%^&*( )
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.
Pierpont’s branded Powerpoint templates can be downloaded at: www.pierpont.edu/marcom.

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 Application (OWA).

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