PIERPONT
COMMUNITY & TECHNICAL COLLEGE™

Advanced
Technology
Center
PIERPONT COMMUNITY & TECHNICAL COLLEGE

Brand Book

Mission, Vision & Tagline

Mission
Pierpont Community & Technical College's mission is to provide accessible, responsive, comprehensive education that works.

Vision
Empowering individuals to transform their lives through education.

Tagline
Education That Works!

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Purpose

The purpose of maintaining a brand guideline allows for the institution to send a unified message across all platforms, including but not limited to print, social media (Facebook, Twitter, Instagram, YouTube, etc.), videos, and photos.

By incorporating a design strategy that reinforces a consistent look and feel and emphasizes our identity, we ensure that our brand remains professional, memorable and impactful. Therefore, all uses of the Pierpont brand should remain consistent to increase brand equity.

The guidelines have been specifically created to provide the graphic tools necessary to visually preserve and grow the value and integrity of the Pierpont Community & Technical College brand.

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Referencing the Institution

This Faculty Marketing Tool Kit 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.

Who Needs to Follow the Guidelines?

The Pierpont Community & Technical College brand represents the institution across a variety of platforms, including print, electronic (i.e. social media), videos, and photos. The brand is to be used in accordance with the specific guidelines outlined within the brand book. Any person, including Pierpont faculty, staff, or students representing the institution must follow any and all guidelines laid out in this document. Any outside agencies that may utilize any aspect of the Pierpont brand on any print, electronic, or any other materials must follow all of the guidelines within this document.

These guidelines also apply to any and all internal and external communications, print materials (including brochures, folders, postcards, etc.), social media, videos, commercials, or any other form of communication.

All uses of this brand should be approved by both the Office of Communications and the Office of the President.

Visual Guidelines

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

1. Pierpont branded logos are to be used in official Pierpont publications, digital communications and collateral only.

2. Unofficial logos (any Pierpont logo that has not been approved by the Office of Communications and the Office of the President) may not be used on any official publication or collateral representing Pierpont.

3. 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 both the Office of Communications and the Office of the President.

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Logos

Proper Usage of Logos

The logo of a brand is the "face" and "identity" of the institution. 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. 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.

Primary Logos

Primary Logo with No Background

Primary Logo with Gold Background

Primary Logo with Black Background

Secondary Logos

Secondary Logo with No Background

Secondary Logo with Gold Background

Secondary Logo with Black

Alternate Logos

Stacked Logo

Department / Program Logo

Monogram

Monogram w/Ring

Icon

Alternate Logos - Monty

The Pierpont 'Monty' logos are used by permission only. User must have written authorization from the Office of Communications prior to using the 'Monty' logo on any official Pierpont branded materials.

Lion Head 1

Lion Head Silhouette

Lion Head Profile

Best Practices

Clear Space

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.

Scale

When trademarked logos are resized, all logo elements must be scaled in correct proportion.

Correct Scale

Incorrect Scale

Unapproved Usage

The Pierpont logo must be used as shown in the section of this guide book. It may not be redrawn, re-proportioned or modified. The following examples demonstrate unapproved changes to the logo and are prohibited.

No unapproved logo colors

Do NOT rearrange elements

Do NOT tilt or transform in any way

Do NOT enclose within boxes or other shapes

Do NOT apply a drop shadow or other special effects.

Do NOT change the fonts.

Department Logo - Examples

FOODSERVICE**MANAGEMENT**
@PIERPONT COMMUNITY & TECHNICAL COLLEGE

OFFICEOF**COMMUNICATIONS**
@PIERPONT COMMUNITY & TECHNICAL COLLEGE

CENTERFOR**WORKFORCE**EDUCATION
@PIERPONT COMMUNITY & TECHNICAL COLLEGE

ADVANCEDTECHNOLOGY**CENTER**
@PIERPONT COMMUNITY & TECHNICAL COLLEGE

EMERGENCYMEDICAL**SERVICES**
@PIERPONT COMMUNITY & TECHNICAL COLLEGE

AVIATIONMAINTENANCE**TECHNOLOGY**
@PIERPONT COMMUNITY & TECHNICAL COLLEGE

Color Palettes

Primary Colors

Coal Black

Pantone 433 C
CMYK: 80, 69, 58, 67
RGB: 29, 37, 44
HEX: 1d252c

Vegas Gold

Pantone 4525 C
CMYK: 24, 23, 56, 0
RGB: 198, 183, 132
HEX: c6b784

Accent Colors

Light Gold

Pantone: 4545 C
CMYK: 18, 16, 42, 0
RGB: 212, 202, 159
HEX: d4ca9f

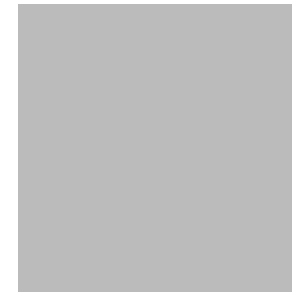### Pierpont Blue

CMYK: 69, 14, 0, 0
RGB: 0, 174, 239
HEX: 00aeef

Secondary Accent Colors

White

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: ffffff

Light Gray

Pantone: Cool Gray 4 C
CMYK: 27, 21, 22, 0
RGB: 187, 187, 187
HEX: bbbbbb

Dark Gray

Pantone: Cool Gray 10 C
CMYK: 62, 53, 48, 19
RGB: 99, 101, 105
HEX: 636569

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Typography

Bitter

ABCDEFGHIJKLMNOPQRS
TUVWXYZabcdefghijklmn
opqrstuvwxyz0123456789

For use in headlines. Styled in sentence case or title case where appropriate. Semi-bold is preferred.

Body Copy

Avenir

ABCDEFGHIJKLMNOPQRS
TUVWXYZabcdefghijklmno
pqrstuvwxyz0123456789

For use in large bodies of text. Styled in sentence case or title case where appropriate. Regular weight is preferred.

Body Copy

Lucida Handwriting

ABCDEFGHIJKLMNOPQRSTUVWXY
Zabcdefghijklmnopqrstuvwxyz01
23456789

For use in special circumstances as a stylized accent. Styled in sentence case or title case where appropriate. Regular weight is preferred.

Example Usage

This is a headline.

This is an example of the body copy font used on all official Pierpont documents.

Script font example.

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Equal Opportunity & Non-Discrimination Statement

Pierpont's Equal Opportunity and Affirmative Action statement must be included on ALL Pierpont media. This includes, but not limited to any and all print, digital, video, or radio media.

The statement is to read as follows:

Pierpont Community & Technical College is an Equal Opportunity and Affirmative Action Institution.

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Education That Works.