



 **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!



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.

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.



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



OFFICE OF COMMUNICATIONS
@PIERPONT COMMUNITY & TECHNICAL COLLEGE



CENTER FOR WORKFORCE EDUCATION
@PIERPONT COMMUNITY & TECHNICAL COLLEGE



ADVANCED TECHNOLOGY CENTER
@PIERPONT COMMUNITY & TECHNICAL COLLEGE



EMERGENCY MEDICAL SERVICES
@PIERPONT COMMUNITY & TECHNICAL COLLEGE



AVIATION MAINTENANCE 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

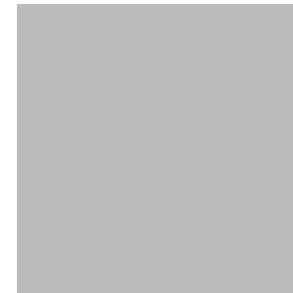
Secondary Accent Colors

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

Typography

Headline

Bitter

ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZabcdefghijklmnopqrstuvwxyz
0123456789

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

Body Copy

Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZabcdefghijklmnopqrstuvwxyz
0123456789

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

Body Copy

Lucida Handwriting

ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZabcdefghijklmnopqrstuvwxyz
0123456789

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.

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.



PIERPONT

COMMUNITY & TECHNICAL COLLEGE™

Education That Works.