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Pennsylvania College of Technology’s long-standing tradition of bold innovation and institutional pride is reflected in the athletic visual identity displayed and explained in this style guide.

With a move toward full NCAA Division III membership, a growing association with the North Eastern Athletic Conference, and a staff of full-time coaches recruiting student-athletes to the college, 2017 marked an ideal time to build a cohesive brand identity and usher in a new era of Penn College Athletics.

Penn College student-athletes participate in fifteen intercollegiate sports. The college is a member of the North Eastern Athletic Conference. Twelve of the college’s 15 intercollegiate athletic teams participate in the NEAC: men’s and women’s soccer, men’s and women’s basketball, men’s and women’s tennis, men’s and women’s cross country, women’s volleyball, men’s golf, baseball, and softball. The wrestling team competes at the Division III level as an independent, while the men’s and women’s archery team has no affiliation with the NCAA and competes in USA Archery.

The purpose of the visual identity and accompanying style guide is to supply Penn College Athletics with the graphic tools necessary to promote its department, as well as establish and articulate specific guidelines for proper usage and application of the identity to ensure consistency across all brand touchpoints.

With an underlying visual narrative that captures the rich essence of Penn College, the visual identity honors its past, is relevant to the present, and is built to stand as a symbol for its future.

Gear Up Wildcats!
1 - Three Eras Represented
The three whiskers on the machine wildcat pay homage to the three phases of Penn College's history as an institution - Williamsport Technical Institute, Williamsport Area Community College, and Pennsylvania College of Technology.

2 - Cog-Inspired Font
The metal cog from the academic seal inspires details found in the custom font. In addition to being a universal symbol for technology-based programs, the metal cog also carries traits of synergy, power and motion ideal for an athletic identity.

3 - Metal-Forged, Penn College Students Shine
The machine wildcat represents the distinct, metallic elements found throughout campus as well as the technology industry while also serving as a fitting metaphor of Penn College student excellence.

4 - Based in Williamsport, Pennsylvania
The machine wildcat is standing upon both Bald Eagle Mountain and the West Branch of the Susquehanna River, regional landmarks in Williamsport, Pennsylvania, the home of Penn College.
PRIMARY MARKS
The Penn College Primary 1 Mark features a full body metal-forged, machine wildcat standing upon Bald Eagle Mountain and the West Branch of the Susquehanna River - regional landmarks of Williamsport, Pennsylvania - as well as ‘Penn College Wildcats’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Primary 2 Mark features the wildcat head icon above an italic orientation of ‘Penn College Wildcats’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College **Primary 3** Mark features the wildcat head to the left of an italic orientation of ‘Penn College Wildcats’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
SECONDARY MARKS
The Penn College Secondary 1 Mark features a metal-forged, machine wildcat head icon.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Secondary 2 Mark features a metal-forged, machine wildcat full body icon.

Additional color and background applications are to be applied as demonstrated below.
TERTIARY MARKS
The Penn College Tertiary 1 Mark features a machine wildcat paw icon connected by a cog gear.

Additional color and background applications are to be applied as demonstrated below.
The Penn College **Tertiary 2** Mark features an interlocking ‘PCT’ monogram rendered in the custom, athletic font. Additional color and background applications are to be applied as demonstrated below.
WORDMARKS
The Penn College Wordmark 1 features the italic orientation of ‘Penn College’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Wordmark 2 features an italic orientation of ‘Wildcats’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Wordmark 3 features the an italic orientation of ‘Penn College Wildcats’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
SPORT-SPECIFIC MARKS
The Penn College Athletics Enclosed Mark features a full body metal-forged, machine wildcat standing upon Bald Eagle Mountain and the West Branch of the Susquehanna River, as well as ‘Penn College Athletics’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Athletics Stacked 1 Mark features the wildcat head icon above an italic orientation of ‘Penn College Athletics’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Athletics Extended 1 Mark features the wildcat head icon to the left of an italic orientation of ‘Penn College Athletics’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Athletics Wordmark 1 features an italic orientation of ‘Penn College Athletics’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Athletics Stacked 2 Mark features the wildcat head icon above an italic orientation of ‘Wildcat Athletics’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Athletics Extended 2 Mark features the wildcat head icon to the left of an italic orientation of ‘Wildcat Athletics’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Athletics Wordmark 2 features the italic orientation of ‘Wildcat Athletics’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Archery Enclosed Mark features a full body metal-forged, machine wildcat standing upon Bald Eagle Mountain and the West Branch of the Susquehanna River, as well as ‘Penn College Archery’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
METALLIC VERSION (GRADIENT)

EMBROIDERY VERSION (PMS 877)

FLAT VERSION (PMS 421)

The Penn College Archery Stacked 1 Mark features the wildcat head icon above an italic orientation of ‘Penn College Archery’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Archery Extended 1 Mark features the wildcat head icon to the left of an italic orientation of ‘Penn College Archery’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Archery Wordmark 1 features the an italic orientation of 'Penn College Archery' rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Archery Stacked 2 Mark features the wildcat head icon above an italic orientation of ‘Wildcat Archery’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Archery Extended 2 Mark features the wildcat head icon to the left of an italic orientation of ‘Wildcat Archery’ rendered in the custom, athletic font. Additional color and background applications are to be applied as demonstrated below.
The Penn College Archery Wordmark 2 features the an italic orientation of ‘Wildcat Archery’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Baseball Enclosed Mark features a full body metal-forged, machine wildcat standing upon Bald Eagle Mountain and the West Branch of the Susquehanna River, as well as ‘Penn College Baseball’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Baseball Stacked 1 Mark features the wildcat head icon above an italic orientation of ‘Penn College Baseball’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Baseball Extended 1 Mark features the wildcat head icon to the left of an italic orientation of ‘Penn College Baseball’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Baseball Wordmark 1 features the an italic orientation of ‘Penn College Baseball’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Baseball Stacked 2 Mark features the wildcat head icon above an italic orientation of ‘Wildcat Baseball’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Baseball Extended 2 Mark features the wildcat head icon to the left of an italic orientation of “Wildcat Baseball” rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Baseball Wordmark 2 features an italic orientation of 'Wildcat Baseball' rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Basketball Enclosed Mark features a full body metal-forged, machine wildcat standing upon Bald Eagle Mountain and the West Branch of the Susquehanna River, as well as ‘Penn College Basketball’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Basketball Stacked 1 Mark features the wildcat head icon above an italic orientation of ‘Penn College Basketball’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Basketball Extended 1 Mark features the wildcat head icon to the left of an italic orientation of ‘Penn College Basketball’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Basketball Wordmark 1 features the an italic orientation of ‘Penn College Basketball’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Basketball Stacked 2 Mark features the wildcat head icon above an italic orientation of ‘Wildcat Basketball’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Basketball Extended 2 Mark features the wildcat head icon to the left of an italic orientation of ‘Wildcat Basketball’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Basketball Wordmark 2 features the italic orientation of ‘Wildcat Basketball’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Cross Country Enclosed Mark features a full body metal-forged, machine wildcat standing upon Bald Eagle Mountain and the West Branch of the Susquehanna River, as well as ‘Penn College Cross Country’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Cross Country Stacked 1 Mark features the wildcat head icon above an italic orientation of 'Penn College Cross Country' rendered in the custom, athletic font. Additional color and background applications are to be applied as demonstrated below.
The Penn College Cross Country Extended 1 Mark features the wildcat head icon to the left of an italic orientation of ‘Penn College Cross Country’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Cross Country Wordmark features an italic orientation of ‘Penn College Cross Country’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Cross Country Stacked 2 Mark features the wildcat head icon above an italic orientation of ‘Wildcat Cross Country’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Cross Country Extended 2 Mark features the wildcat head icon to the left of an italic orientation of ‘Wildcat Cross Country’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Cross Country Wordmark 2 features the italic orientation of ‘Wildcat Cross Country’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Golf Enclosed Mark features a full body metal-forged, machine wildcat standing upon Bald Eagle Mountain and the West Branch of the Susquehanna River, as well as ‘Penn College Golf’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Golf Stacked 1 Mark features the wildcat head icon above an italic orientation of ‘Penn College Golf’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Golf Extended 1 Mark features the wildcat head icon to the left of an italic orientation of ‘Penn College Golf’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Golf Wordmark 1 features the an italic orientation of ‘Penn College Golf’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Golf Stacked 2 Mark features the wildcat head icon above an italic orientation of ‘Wildcat Golf’ rendered in the custom, athletic font. Additional color and background applications are to be applied as demonstrated below.
METALLIC VERSION (GRADIENT)

EMBROIDERY VERSION (PMS 877)

FLAT VERSION (PMS 421)

The Penn College Golf Extended 2 Mark features the wildcat head icon to the left of an italic orientation of ‘Wildcat Golf’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Golf Wordmark 2 features the an italic orientation of ‘Wildcat Golf’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Soccer Enclosed Mark features a full body metal-forged, machine wildcat standing upon Bald Eagle Mountain and the West Branch of the Susquehanna River, as well as ‘Penn College Soccer’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Soccer Stacked 1 Mark features the wildcat head icon above an italic orientation of ‘Penn College Soccer’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Soccer Extended 1 Mark features the wildcat head icon to the left of an italic orientation of ‘Penn College Soccer’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Soccer Wordmark 1 features the an italic orientation of ‘Penn College Soccer’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Soccer Stacked 2 Mark features the wildcat head icon above an italic orientation of ‘Wildcat Soccer’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College **Soccer Extended 2 Mark** features the wildcat head icon to the left of an italic orientation of ‘Wildcat Soccer’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Soccer Wordmark 2 features the an italic orientation of ‘Wildcat Soccer’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College **Softball Enclosed Mark** features a full body metal-forged, machine wildcat standing upon Bald Eagle Mountain and the West Branch of the Susquehanna River, as well as ‘Penn College Softball’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College **Softball Stacked 1 Mark** features the wildcat head icon above an italic orientation of ‘Penn College Softball’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Softball Extended 1 Mark features the wildcat head icon to the left of an italic orientation of ‘Penn College Softball’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Softball Wordmark 1 features the an italic orientation of ‘Penn College Softball’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Softball Stacked 2 Mark features the wildcat head icon above an italic orientation of ‘Wildcat Softball’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Softball Extended 2 Mark features the wildcat head icon to the left of an italic orientation of ‘Wildcat Softball’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Softball Wordmark 2 features the an italic orientation of ‘Wildcat Softball’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Tennis Enclosed Mark features a full body metal-forged, machine wildcat standing upon Bald Eagle Mountain and the West Branch of the Susquehanna River, as well as ‘Penn College Tennis’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Tennis Stacked 1 Mark features the wildcat head icon above an italic orientation of ‘Penn College Tennis’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Tennis Extended 1 Mark features the wildcat head icon to the left of an italic orientation of ‘Penn College Tennis’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Tennis Wordmark 1 features the italic orientation of ‘Penn College Tennis’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Tennis Stacked 2 Mark features the wildcat head icon above an italic orientation of ‘Wildcat Tennis’ rendered in the custom, athletic font. Additional color and background applications are to be applied as demonstrated below.
The Penn College Tennis Extended 2 Mark features the wildcat head icon to the left of an italic orientation of ‘Wildcat Tennis’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Tennis Wordmark 2 features the italic orientation of ‘Wildcat Tennis’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Volleyball Enclosed Mark features a full body metal-forged, machine wildcat standing upon Bald Eagle Mountain and the West Branch of the Susquehanna River, as well as ‘Penn College Volleyball’ rendered in the custom, athletic font. Additional color and background applications are to be applied as demonstrated below.
The Penn College Volleyball Stacked 1 Mark features the wildcat head icon above an italic orientation of ‘Penn College Volleyball’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Volleyball Extended 1 Mark features the wildcat head icon to the left of an italic orientation of ‘Penn College Volleyball’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Volleyball Wordmark 1 features the an italic orientation of 'Penn College Volleyball' rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Volleyball Stacked 2 Mark features the wildcat head icon above an italic orientation of ‘Wildcat Volleyball’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Volleyball Extended 2 Mark features the wildcat head icon to the left of an italic orientation of ‘Wildcat Volleyball’ rendered in the custom, athletic font. Additional color and background applications are to be applied as demonstrated below.
The Penn College Volleyball Wordmark 2 features the italic orientation of ‘Wildcat Volleyball’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Wrestling Enclosed Mark features a full body metal-forged, machine wildcat standing upon Bald Eagle Mountain and the West Branch of the Susquehanna River, as well as ‘Penn College Wrestling’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Wrestling Stacked 1 Mark features the wildcat head icon above an italic orientation of ‘Penn College Wrestling’ rendered in the custom, athletic font. Additional color and background applications are to be applied as demonstrated below.
The Penn College Wrestling Extended 1 Mark features the wildcat head icon to the left of an italic orientation of ‘Penn College Wrestling’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Wrestling Wordmark 1 features the an italic orientation of ‘Penn College Wrestling’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Wrestling Stacked 2 Mark features the wildcat head icon above an italic orientation of ‘Wildcat Wrestling’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Wrestling Extended 2 Mark features the wildcat head icon to the left of an italic orientation of ‘Wildcat Wrestling’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The Penn College Wrestling Wordmark 2 features an italic orientation of ‘Wildcat Wrestling’ rendered in the custom, athletic font.

Additional color and background applications are to be applied as demonstrated below.
The **Custom Font** Penn College Condensed is the official typeface of Penn College Athletics and may be used on all athletic-related collateral and promotional materials.

The accompanying .OTF file is installable for use on all computers.
The Penn College Uniform Numerals are to be used for all uniform applications.

Additional color and background applications are to be applied as demonstrated below.
All colors used in each Penn College brand trademark must adhere to the official Color Information standards listed at left.

There are three values for Penn College Chrome and each should be implemented according to the specific application described to its right.

PANTONE, CMYK, RGB, and thread color specifications are provided to help guide the application process for all brand touchpoints.

**BLUE**

PANTONE 285 C  
Thread: MD 1177 or RA 2529  
RGB: 00, 113, 206  
CMYK: 89, 43, 00, 00

**BLACK**

PROCESS BLACK C  
Thread: MD 1000 or RA 2296  
RGB: 35, 31, 32  
CMYK: 00, 00, 00, 100

**CHROME *Note: PRIMARY CHROME VALUE**

PANTONE NA  
Thread: NA

**CHROME *Note: EMBROIDERY USE ONLY**

PANTONE 877 C  
Thread: MD Silver 02 or RA J.Aluminum

**CHROME *Note: FLAT USE ONLY**

PANTONE 421 C  
RGB: 178, 179, 178  
CMYK: 00, 00, 00, 27
BRAND GUIDELINES
The Penn College Wildcats brand identity was designed for the exclusive use of its athletic department and varsity teams. Approval by the athletics department is required for all other uses.

To ensure its maximum performance, each mark must be displayed properly and may never be modified or altered in any way.

The **Violation Information** listed below and shown at left demonstrate unacceptable uses of the marks within the brand identity.

1. **Do not alter the orientation or proportions of marks**
2. **Do not alter, rescale, or reformat elements in marks**
3. **Do not change typefaces within marks**
4. **Do not alter colors within marks**
5. **Do not outline marks**
6. **Do not crop marks in any way**
7. **Do not place marks on visually distracting grounds**
8. **Only official Penn College PANTONE colors may be used**
9. **Do not add elements to marks**
10. **Do not make low-quality reproductions of marks**
1 - Safe Zone Information

A protected field the height and width of the ‘W’ in ‘Wildcats’ in the Penn College Primary 1 Mark should surround the family of marks at all times. This protective field ensures a clear and prominent presentation of all marks within the brand identity.

2 - Sizing Information

To ensure proper legibility of the variety of marks within the brand identity, please adhere to the measurements shown below for the minimum size requirements for high resolution printed images.

For lower resolution items, the minimum size should be increased in order to maintain integrity of the marks.
Penn College Athletics
Pennsylvania College of Technology
One College Avenue
Williamsport, Pa 17701

Matt Blymier
Assistant Director of Athletics/Sports Information Director
mjb32@pct.edu
570-320-2400 x 7415

John Vandevere
Director of Athletics
jdv@pct.edu
570-320-2400 x 7083