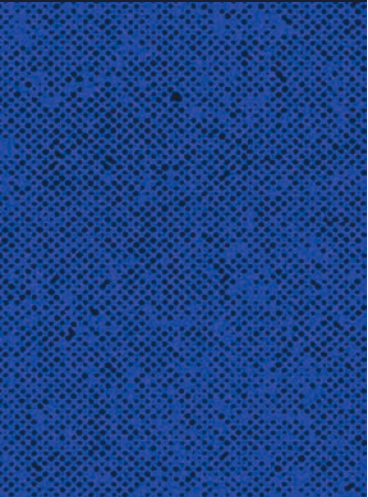
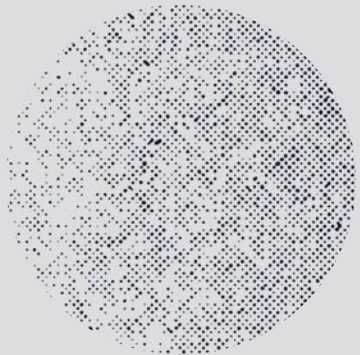


PENNSYLVANIA
COLLEGE OF
TECHNOLOGY



BRAND GUIDELINES



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BRAND POSITIONING
BRAND PILLARS
BRAND TONE
RATIONALE
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**PENNSYLVANIA
COLLEGE OF
TECHNOLOGY**

WELCOME TO THE PENNSYLVANIA COLLEGE OF TECHNOLOGY BRAND

Penn College is a public institution providing comprehensive, hands-on education at the baccalaureate, associate, and graduate degree levels.

We are tomorrow-makers. Graduates leave Penn College with not only the technical skills to be successful the first day on the job, but also with the vision to affect future change — to make their industries more innovative, artistic and imaginative throughout the course of their career.

Our brand is much more than a logo, or our history. Our brand is what students, parents, faculty, alumni, corporations, peers, and outside observers respond to when they encounter anything and everything “Penn College.”

BRAND STANDARDS

This document is intended for those responsible for creating communication materials for Pennsylvania College of Technology, from parent pieces and brochures for high school counselors to student information packets and more.

Great brands build strong bonds with their audiences by being consistent. They are instantly recognizable and immediately stand for something. And they speak a common language, despite the fact that they may be speaking to very different people from very different places. The boldness of our brand is transferrable between various media formats, flexing naturally across digital, print, social, mobile, video and web. By using these established brand standards, our look and feel will remain consistent across all channels.

Maintaining a strong, unified voice ensures that our brand will not be diluted or misconstrued. Amid the complexities that make up Penn College, there are very few times that we ask our community to be single-minded. This is one of them.

PENN COLLEGE TOOL KIT

To ensure proper usage of certain elements, we have developed a brand guide toolkit that consists of several source files. Here you'll find color swatches, typography, graphic elements, photography treatments and more.

**To obtain the toolkit,
please contact:**

Public Relations & Marketing
prn@pct.edu

THIS IS A LIVING DOCUMENT

Elements outlined within are subject to change.

DISCLAIMER // Some photos in this guide may be part of the conceptual work and are not owned by Pennsylvania College of Technology.

PENNSYLVANIA
COLLEGE OF
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SEC. 01

BRAND OVERVIEW

BRAND POSITIONING

To create the Pennsylvania College of Technology brand, we conducted a deep review of everything Penn College stands for, which we call the discovery phase. Using the research we compiled, the interviews we conducted, and everything we learned about what it means to be a member of the Penn College community, we arrived at the Unique Selling Proposition. This phrase is not a tagline, but rather encapsulates the essence of Penn College. The Unique Selling Proposition is influenced and formed by the support pillars, and serves as an internal reference guide to marketing communications.

UNIQUE SELLING PROPOSITION



**HANDS ON
TOMORROW**



BRAND PILLARS

**COMMUNITY
OF CREATORS**

**REAL WORLD
READY**

**GUARANTEED
MOMENTUM**

BRAND PILLARS

COMMUNITY OF CREATORS

We provide a community of shared momentum, with a hands-on approach that propels us forward. The experiences our students have here can change the trajectory not only for them, but for their entire families. Our top-notch faculty are passionate and engaged, with both industry experience and business acumen.

REAL WORLD READY

Our unique combination of liberal arts and real-world preparation creates an atmosphere where students are stretched and where each one of them can grow. Using the latest technologies, we provide crucial industry skills and knowledge. But we also provide the full college experience, through NCAA athletics, campus housing, study abroad programs, and academic support.

GUARANTEED MOMENTUM

We don't do anything without doing it the right way. As we update our curriculums and add majors, we stay nimble and relevant, on the cutting-edge of a wide range of industries. We respond quickly to changes in technology, industry, and education in the state of Pennsylvania. We continue to maintain relevant programs, educate based on the job markets of today and tomorrow, provide recession-proof career development, and place students upon graduation.

Our alumni faculty know how to provide a transformational education for students. And our graduates are prepared to affect change as they create a sustainable future.

BRAND TONE

The Unique Selling Proposition is complemented by tonal words that reflect the personality of the organization. The tone will shift depending on the audience, but all brand communications—from social media posts to printed materials to web—should use the following words as a guide.

TRANSFORMATIVE

We develop successful leaders of the future economy and world by preparing students with the vision and skills to create a better future.

BOLD

The Penn College community is united by a shared mindset – if you can imagine it, it can be done.

SUPPORTIVE

Every member of our community endeavors to create and sustain excellence in a student-centered environment that promotes personal growth, social awareness, a shared commitment to diversity, and lifelong learning, all of which help prepare our graduates for success.

AUTHENTIC

Penn College is designed for outcomes. Here, students pursue rewarding careers. And they get there by doing, not watching.

**TRANSFORMATIVE | BOLD | SUPPORTIVE | AUTHENTIC |
SMART | CONNECTED | ACCESSIBLE**

SMART

Penn College provides forward-thinking, hands-on education while using the latest technologies and industry equipment.

CONNECTED

We provide more access, opportunities, and relevant experience to our students. Experienced and involved faculty provide them with the inspiration, knowledge and connections that help them move forward.

ACCESSIBLE

Mission-driven, our student-focus remains of the utmost importance, providing the one-on-one attention that helps them thrive.

RATIONALE

The Unique Selling Proposition, Brand Pillars, and Tonal Words all come together to form the Rationale. This Rationale is what guides concept development and execution, sets a baseline tone, and becomes the springboard for the entire brand expression. Here again, this is not a tagline, but an emotion that resonates throughout the work. Think of it less as a template and more as a litmus test for successful communication.

The future needs us. For the skills we've built and the expertise we're building. For how we think and make and lead across industries. For how we do and redo, so we can always outdo. We get our hands dirty and our minds tired, always eager for more. We partner with the best to strive for better. Because it takes the steady hand and the bright mind of a Penn College grad to create the future we need.

PENNSYLVANIA
COLLEGE OF
TECHNOLOGY



SEC. 02

COPY TONE



BRAND VOICE

The Penn College brand is about hands-on creation and connection. The brand voice echoes these sentiments. Our language is confident yet welcoming; straightforward yet engaging; thoughtful without being flowery.

With our Tonal Words as our guide, the copy that we develop should reinforce the spirit found at Penn College: conversational writing that engages the reader.

HEADLINES AND DESIGN

While text-based media exists (e.g., web banners), many print, digital, social, and mobile communications materials will blend textual and graphic elements. To successfully pair an image or design element with a headline, consider the two as complementary, not separate entities. Both will evoke a similar theme or emotion appropriate to the piece, and to one another: The design sets a visual tone; the headline provides context for the image or graphic element. Done properly, this will amplify your message, extending its reach and appeal.

HEADLINES

A headline is our first and best opportunity to grab the reader's undivided attention and get them to commit to the rest of the story. It needs to be both intriguing and simple.

Headlines for Penn College should communicate quickly what sets us apart from any other college on the planet. They can be rooted in a sense of place—depending on the story and audience—but must also capture the Penn College spirit of activity and enthusiasm. This will help make the tone distinctive.

EXAMPLES

EXPERIENCE ACQUIRED

STAY WILD

TOMORROW IS IN THE MAKING

MOMENTUM GUARANTEED

BODY COPY

Body and long-form copy is where tone and style can flex the most.

For a refresher, let's look at the Tonal Words again:

**TRANSFORMATIVE | BOLD | SUPPORTIVE | AUTHENTIC |
SMART | CONNECTED | ACCESSIBLE**

Think of these words not as a checklist, but as a spectrum. Depending on the execution, you can turn some tonal elements down and others up. When writing for an undergraduate audience, the tone and style should be at its most optimistic (Accessible, Transformative, Bold, Authentic), conveying an air of achievement and possibility (Connected, Smart, Supportive).

EXAMPLE

The best part of living with a group of students pursuing different paths is how they band together to make Penn College their own. With so many ways to get involved in college life, you'll always be a part of something here. Because the college experience is about so much more than classrooms, lectures, and textbooks. It's about exploring, joining, leading, and recharging, too.

PENNSYLVANIA
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SEC. 03

TYPOGRAPHY

TYPEFACES

UNIVERS

Univers is a modern sans-serif typeface that combines thick and thin strokes for a subtle visual sensitivity. It strikes a utilitarian tone and suggests the smart and accessible tone of Penn College. It's flexible, complete with a full range of weights and obliques, an ideal choice when dealing with body copy and longer documents that may need subtleties in hierarchy.

UNIVERS LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! ? \$ %

UNIVERS ROMAN

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! ? \$ %

UNIVERS BOLD OBLIQUE

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! ? \$ %

UNIVERS BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! ? \$ %

UNIVERS BOLD CONDENSED

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! ? \$ %

HEADLINE STYLES

There are a variety of headline styles that bring interest to a design. Having several headline styles and spacing options to choose from gives communication pieces more flexibility so that the design doesn't feel too repetitive from page-to-page. The format, available space, and layout pacing will often determine what treatments work best within the design.

1 / UNIVERS BOLD MIXED CAPS

At its simplest, a headline can be set in Univers Bold to offer enough branded personality. It's best to set headlines in Mixed Caps without tracking or with modest tracking to space out the letters, depending on the type size and available space.

2 / UNIVERS BOLD ALL CAPS

This headline style is used as either a subheadline, or as a headline for individual pieces of body copy.

3 / OUTLINED — UNIVERS BOLD CONDENSED ALL CAPS

An outlined version of Univers Bold adds a lighter style of headline when the design calls for it. This style can also be mixed with Univers Bold Condensed / All Caps / Fill / No Outline.

Headline / 01

Univers Bold / Mixed Caps / 40 pt size / Opt Tracking

HEADLINE/02

Univers Bold / All Caps / 11 pt size / 150pt Tracking

HEADLINE/03

Univers Bold Condensed / All Caps / 38 pt size / 100pt Tracking / Outlined / No Fill

HEADLINE STYLES

4 / **OVERSIZED UNIVERS CONDENSED BOLD** + **UNIVERS CONDENSED BOLD**

As a special headline treatment, two headline styles can be layered to create graphic texture while maintaining readability. This contrast in scale is effective to visually distinguish content in a bold way.

OVERSIZED UNIVERS CONDENSED BOLD

Univers Bold Condensed / All Caps / 165pt size / Opt Tracking

UNIVERS CONDENSED BOLD

Univers Bold Condensed / All Caps / 16pt size / 400pt Tracking

REAL WORLD
RELEVANT
REAL WORLD
RELEVANT
REAL WORLD
RELEVANT
REAL WORLD
RELEVANT

HEADLINE STYLES

5 / VERTICAL UNIVERS CONDENSED BOLD

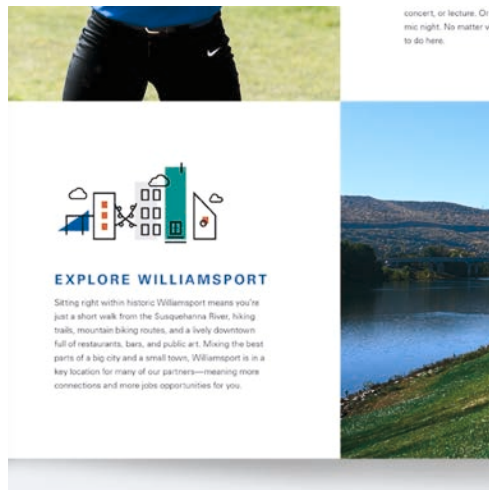
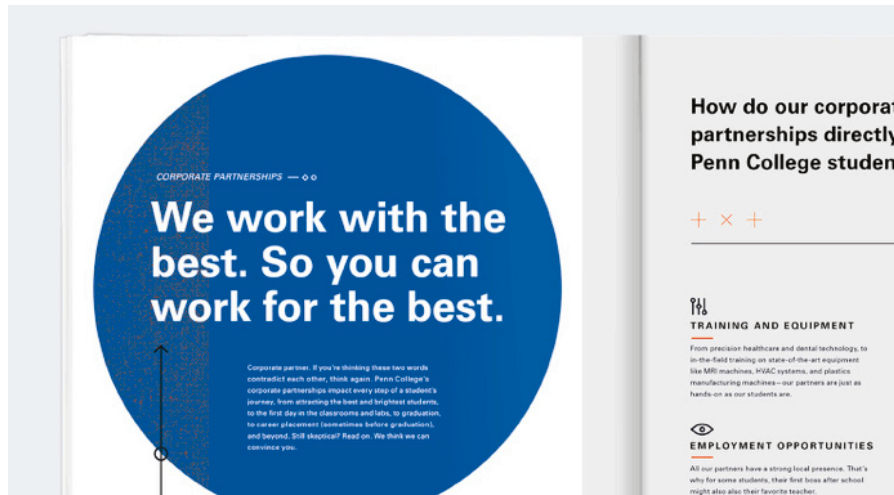
This vertical headline visually demonstrates the unexpected aspects of Penn College. It is used to break up copy dense layouts with an intriguing visual twist.

Univers Bold Condensed / All Caps / size extends to touch edges of composition / Opt Tracking

GO FOR
TOMORROW

HEADLINE APPLICATION

Here are some examples from the brand concept that help visualize the possibilities of the various headline styles.



BEST PRACTICES

Setting type is a subtle art and it's important to have some guidelines in place to ensure legibility and continuity of the brand. Here are some general rules to keep in mind when laying out type for headlines or body copy.

Headlines are always set larger than the body copy and in the bold weight, which provides the most contrast from body copy.

Body copy should be set between 7-11pts for print, and 12-16px for web.

THINGS TO AVOID WHEN SETTING HEADLINES

- 1 / Do not create your own modifications to the font. Use only the faces provided.
- 2 / Do not use the outline headline style in a size smaller than 30pts.
- 3 / Do not place the headline over a photo in such a way that the legibility is compromised.
- 4 / Do not vary the size of a specific weight or style within a headline treatment.

THINGS TO AVOID WHEN SETTING BODY COPY

- 1 / Do not track out the body copy more than 15pts as it's difficult to read.
- 2 / Do not set body copy in all bold; it will become too dense to read at small sizes.
- 3 / Do not place the copy over a photo in such a way that the legibility is compromised.
- 4 / Do not set body copy in a weight other than light, regular, or medium for call-outs.

PENNSYLVANIA
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SEC. 04

BRANDING ELEMENTS



SET TYPE WORDMARK

In lieu of a logo, use the set type wordmark when labeling materials with the full Pennsylvania College of Technology institution name. For easy readability, break up the name into three lines. This wordmark should be all caps and tracked out for a modern industrial feel that complements the other brand elements. It can exist in any brand color, but must always be high contrast against its background. This allows for easy readability and recognizability. Preference is given to the word mark in opaque white on a PMS 285.

 PCOT_Toolkit.ai

**PENNSYLVANIA
COLLEGE OF
TECHNOLOGY**

Univers Bold Condensed / All Caps / 11 pt size / 400pt Tracking

BEST PRACTICES

The wordmark can exist in any brand color, but must always be high contrast against its background. This allows for easy readability and recognizability. Preference is given to the word mark in opaque white on a PMS 285.

ACCEPTABLE EXAMPLES

**PENNSYLVANIA
COLLEGE OF
TECHNOLOGY**

**PENNSYLVANIA
COLLEGE OF
TECHNOLOGY**

NOT ACCEPTABLE EXAMPLES

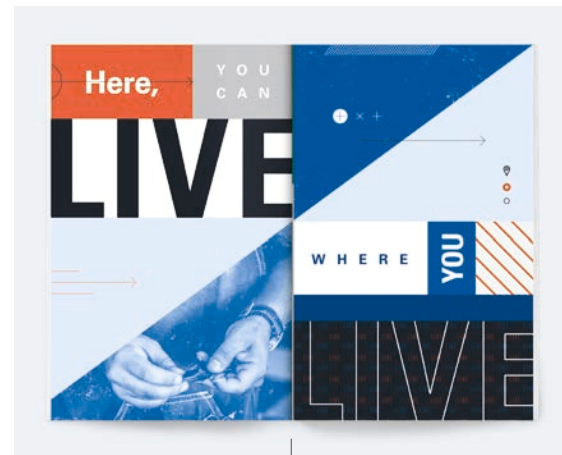
**PENNSYLVANIA
COLLEGE OF
TECHNOLOGY**

**PENNSYLVANIA
COLLEGE OF
TECHNOLOGY**

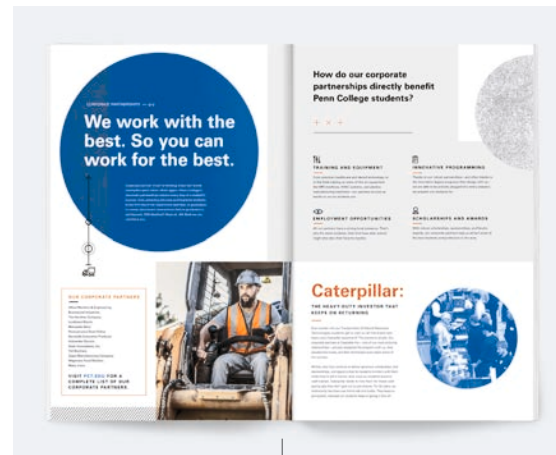
COLOR-BLOCKING

Color-blocking is a brand move that activates space and grounds expressive type moves. It sets an industrial, bold tone, characteristic of the utilitarian nature of the brand. Color-blocking references building and creation, but also adds a sense of structure to the visual space. It is used to inform the composition and divide the content, or to enliven a brand moment. When used sparingly, it adds visual interest to a layout.

PCOT_Toolkit.ai



engaging activation of space



informing the layout



adding visual interest



dividing content

COLOR-BLOCKING BEST PRACTICES

Effective color-blocking creates balanced and dynamic color arrangements that lead a viewer through a composition or call attention to content. Though bold and vibrant, color-blocking moments should be easy on the eyes by avoiding combinations that are low contrast or create awkward tension.

COLOR PROPORTIONS

Color proportions should always be in high contrast of scale to adjacent spaces. This creates a sense of dynamic movement within a structured layout characteristic of the Penn College brand.



TONAL CONTRAST

When color-blocking, adjacent color tones should never be similar and should be in high contrast to create a bold expression of the brand. Similar adjacent tones should be avoided because this dilutes the impact of the visual message, and can often feel harsh to look at.



COLOR-BLOCKING BEST PRACTICES

SUCCESSFUL COLOR-BLOCKING EXAMPLES

The following arrangements are examples of color-blocking with successful proportions of primary and secondary colors, as well as a good balance of contrast between adjacent color tones.

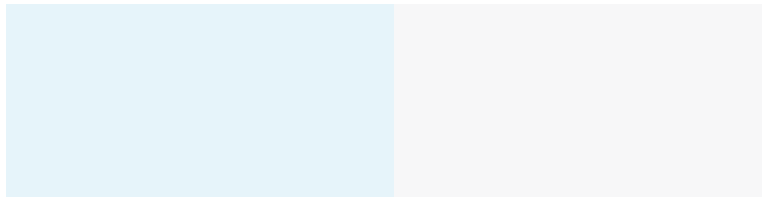


COLOR-BLOCKING BEST PRACTICES

COLOR-BLOCKING EXAMPLES TO AVOID

The following arrangements are examples of color-blocking with unsuccessful proportions of primary and secondary colors, as well as adjacent color tones that are low contrast or harsh on the eyes.

LOW CONTRAST



HARSH ON THE EYES



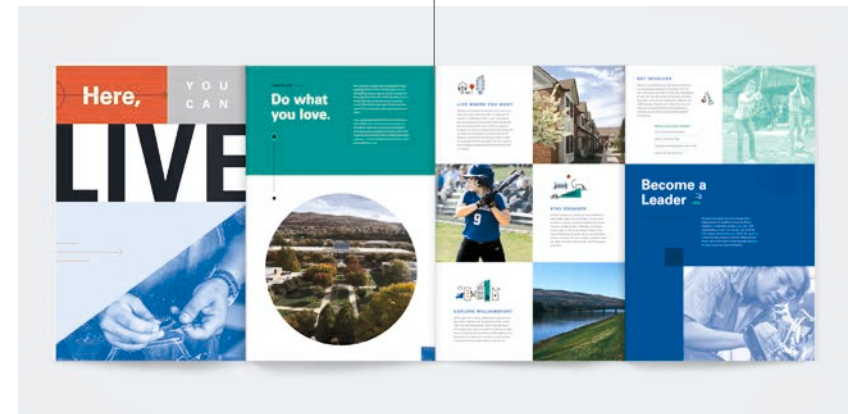
SPOT ILLUSTRATIONS

Spot illustrations balance the industrial and systematic tone of other brand elements by conveying a light-hearted spirit. They inject a human element into designs while clarifying and organizing content. Layered line segments and geometric shapes used in these illustrations evoke the idea of progress, creation, and building. Spot illustrations should never be present without context. They should always visually represent content and be paired with relevant copy.

PCOT_Toolkit.ai



paired with copy to visually represent content

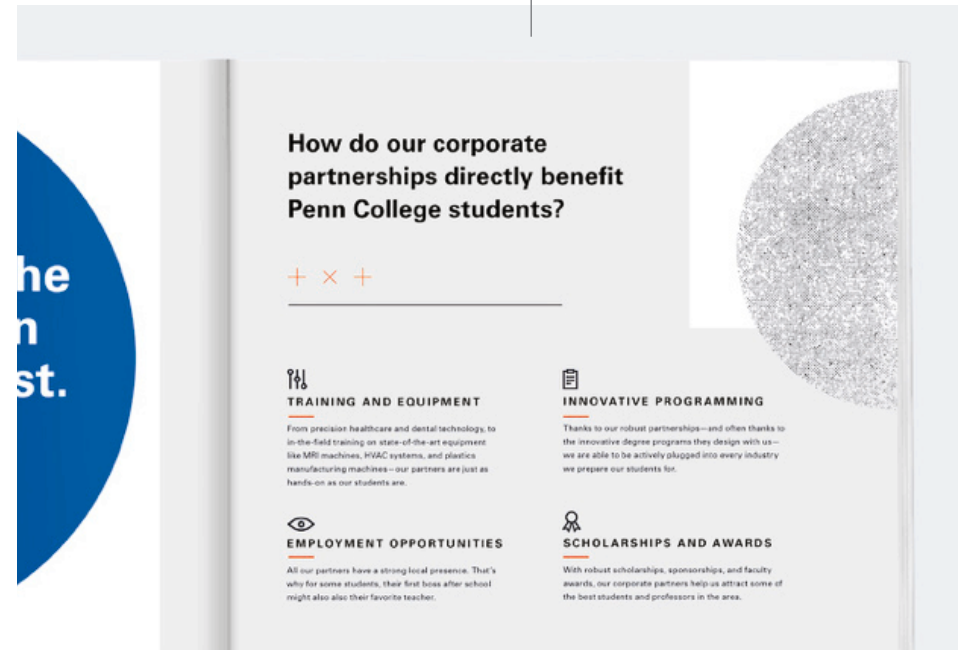
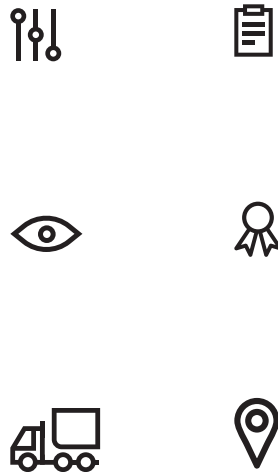


MONOLINE ICONS

For a more subtle and versatile representation of content, monoline icons can be used. Minimal, industrial, and utilitarian, they can be used to represent body copy or elements in list form. They can also be used to visually break up content or to make that content more digestible.

 PCOT_Toolkit.ai

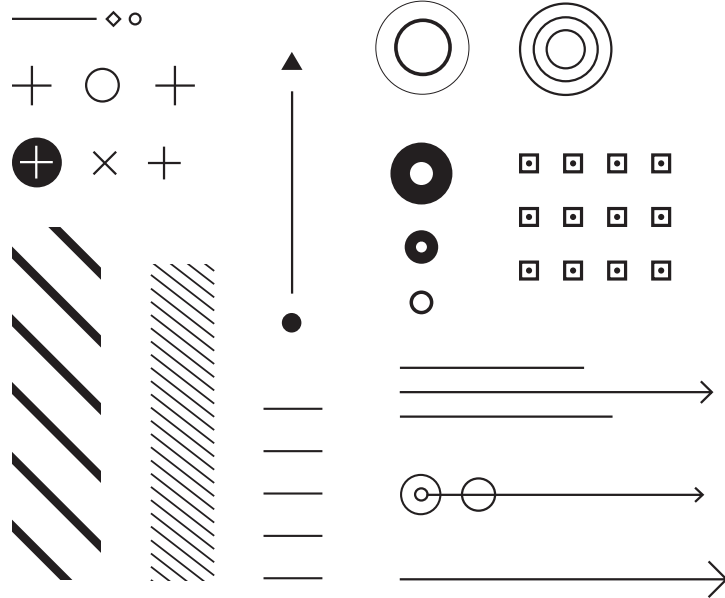
paired with copy to visually represent content



ABSTRACT GRAPHIC ELEMENTS

Generally, graphic elements are used to symbolize connections and forward thinking. Influenced by machine graphics and technical diagrams, they add visual depth to a composition. They activate space and direct the viewer's eye through the layout, and while they can be used as solely decorative elements, they should primarily be thought of as tools that create compositional flow.

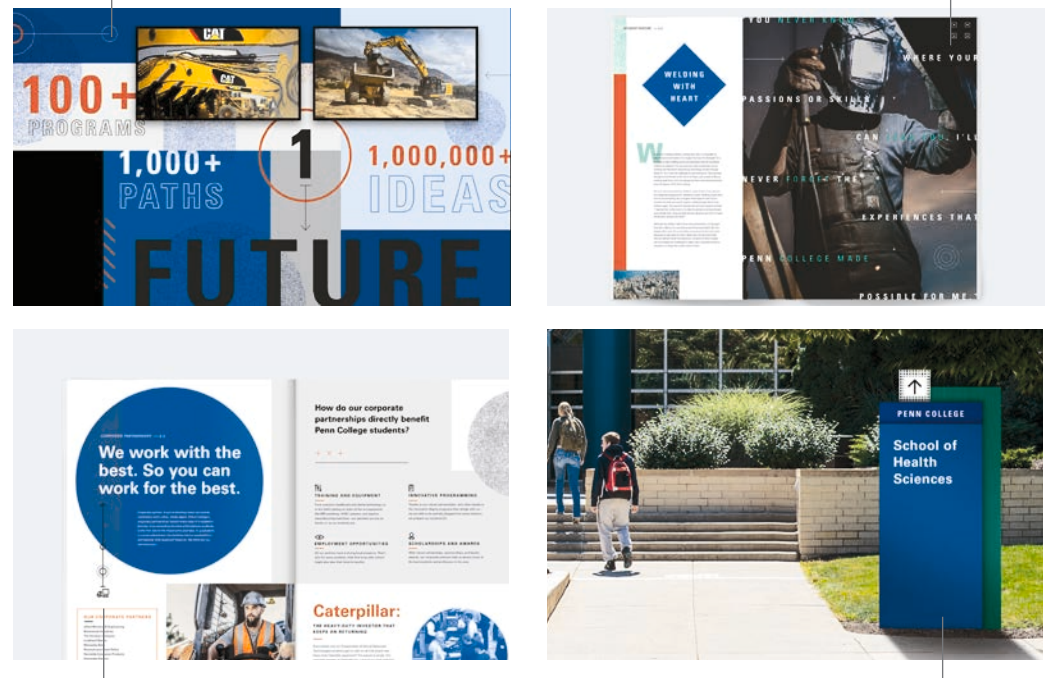
PCOT_Toolkit.ai



ARROWS

The arrow is a small detail that references the graphic language of industrial systems to convey a sense of momentum and trajectory. Arrows accent designs as anchors, guiding the reader's eye to entry points of content, as well as adding visual texture to a layout.

visual depth and movement in composition



arrows as guide to information

TEXTURES

The texture palette adds visual depth and subtle grit to layouts. These elements reference the handmade nature of maker culture, and portray a human touch in a composition.

BB Textures



Dark Blue Halftone



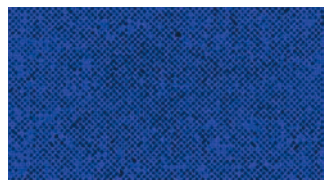
Green Halftone



Red Orange Halftone



Medium Blue Halftone



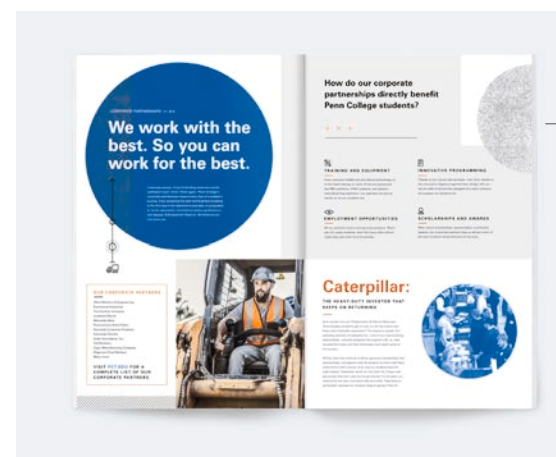
Dark Blue Halftone on Solid Medium Blue



Distressed Blue



distressed blue



halftone texture

PENNSYLVANIA
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SEC. 05

PHOTOGRAPHY



PHOTOGRAPHY OVERVIEW

At the core of this innovative approach to photography is a dynamic portrayal of a maker culture. This invites the viewers to see and think differently about what Penn College has to offer. The unique visual vocabulary challenges, questions, excites, and inspires. Photography should build curiosity and compel the viewer to explore beyond their previously held expectations.

On the whole, photography should capture the people and places that convey the hands-on and focused community of Penn College. The photography's tone supports the tone words of transformative, bold, supportive, authentic, smart, connected, and accessible.



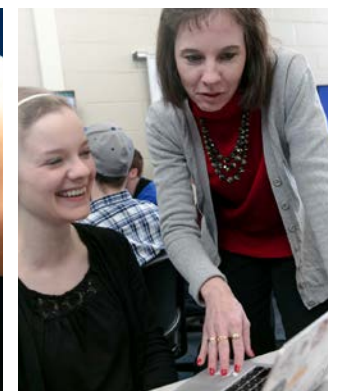
*IMAGES ARE FPO

PHOTOGRAPHY

PEOPLE

The brand utilizes a heroic style of portraiture to emphasize the exciting, larger-than-life feel of the Penn College experience. In the spirit of hands-on learning, subject matter should include student and faculty interactions, detail shots of hands interacting with tools of learning, and engaging active moments from campus life. In general, these

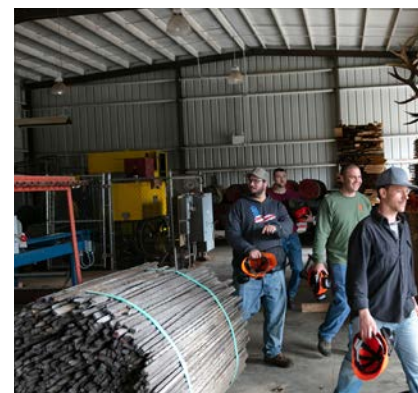
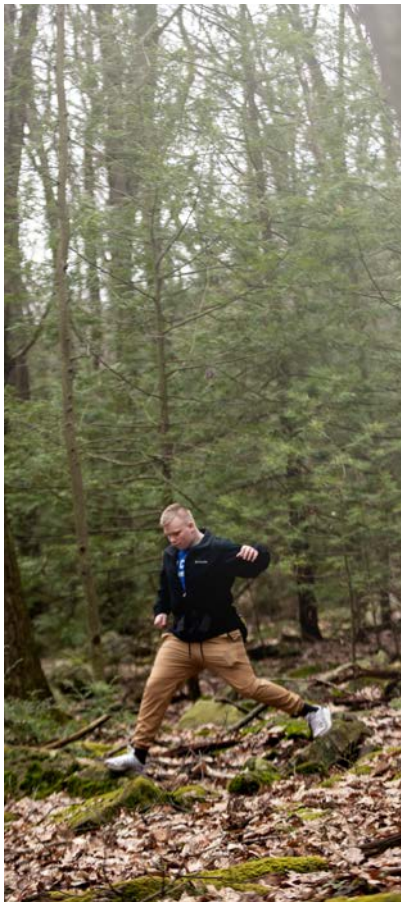
moments capture experiences, and should never feel passive. Unconventional angles, such as shooting from above, can help to portray this uniquely dynamic student culture and campus community. As a reference to the USP “Hands on Tomorrow,” images focused on hands are featured in this selection. It is important to be conservative with the amount of hand images within a layout, as to not overuse the conceptual message.



PHOTOGRAPHY

ENVIRONMENT

Because Penn College is distinguished by its cutting edge facilities, wide angle photography is ideal to showcase academic spaces. For a relatable perspective, campus and student life should be captured at eye level. To convey a sense of real world preparation, photographs should be selected for layout that juxtapose on and off campus experience.



PHOTOGRAPHY

MATERIALS AND TOOLS

To evoke the hands-on learning environment and the maker culture of the student body, detail shots that showcase materials and tools should be incorporated into layouts. They give a sense of place and a textural element to a composition. When used in combination with people and environmental photography, these images ground the portrayed experiences by providing further situational context.

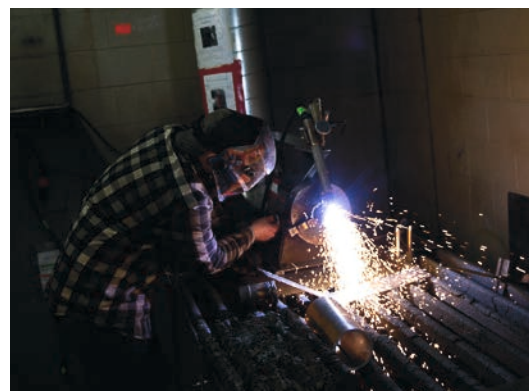
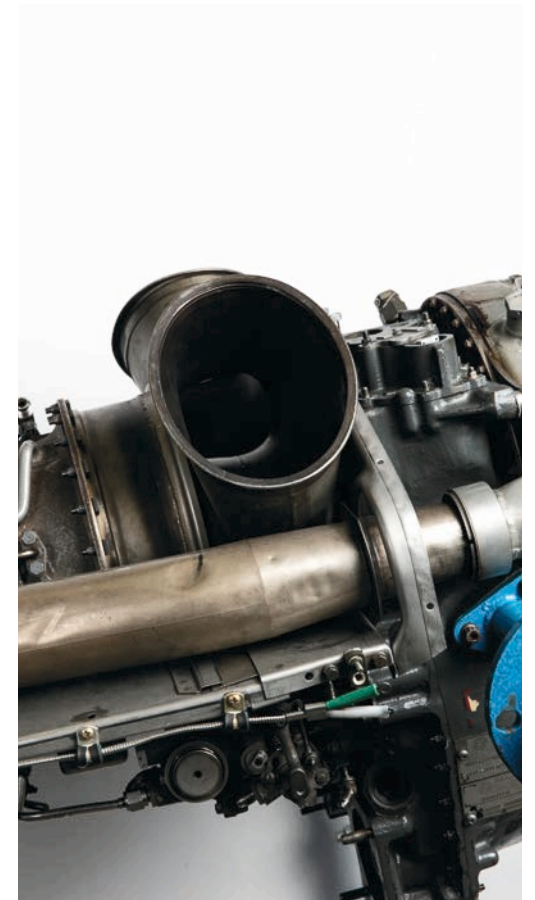


PHOTO TREATMENTS

COLOR MONOTONES

This photo treatment should be used sparingly to add depth to photo collections in a layout. Use only either green or blue from the brand color palette for a bright yet subtle touch.

PCOT_Photo_Treatments.psd



PHOTO TREATMENTS

ACCEPTABLE PHOTO ADJUSTMENTS /

1 / TONE AND COLOR

Color and tonal correction to ensure accurate reproduction of the original photograph.

2 / RETOUCHING AND EDITING

Technical touch-ups such as balancing or removal of flaws (dust spots, scratches, digital noise, artifacts, etc.) to achieve better reproduction.

3 / CROPPING

Cutting into a photograph to remove distracting elements and creating a more interesting composition.

4 / COLOR MONOTONE

Conversion of a color image to a monotone brand color to add visual variety to a composition.

UNACCEPTABLE PHOTO ADJUSTMENTS /

1 / CONTENT ALTERATION

Content alteration—moving, adding, deleting, combining, stretching, flipping, shrinking, etc.

2 / OVER CROPPING

Avoid cropping an image so severely that the subject and emotion of the photo are compromised.

3 / OVER EDITING

Avoid combining multiple overlays or editing in a way that the subject matter becomes hard to discern or looks out of brand.

PENNSYLVANIA
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SEC. 06

COLOR



COLOR

PRIMARY PALETTE

The lead colors and foundation to all Penn College communications are blue and grey. Shades of both can also be used to create a focused, clear, and unified color palette.

TINTS

Tints of the primary grey may be used to add tonal depth to compositions. The grey tints provide opportunities for high contrast color-blocking as well as subtle color fields within layouts with dense copy. DO NOT use tints of the primary blue, as it does not have enough tonal contrast against tints of the grey. A separate light blue has been provided in the secondary palette when a composition calls for it.

PMS 285

C89, M43, Y0, K0

R0, G113, B206

HEX 0072ce

PMS 424

C0, M0, Y0, K65 (black only alternative)

R119, G120, B123

HEX 77787b

COLOR

SECONDARY PALETTE

A variety of colors are primarily used for the separation of content and elements as well as copy. These colors can work in conjunction with the primary palette



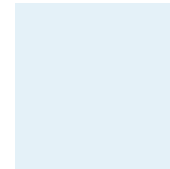
C4, M87, Y100, K0

PMS 2349 U
R230, G70, B34
HEX e64622



C70, M0, Y81, K0

PMS 2270 U
R72, G184, B92
HEX 48b85c



C14, M3, Y0, K0

PMS 115-9 U
R227, G242, B250
HEX e3f2fa



C96, M82, Y2, K0

PMS 2935 U
R33, G74, B159
HEX 214a9f



C94, M86, Y48, K61

PMS 289 U
R16, G24, B51
HEX 101833



C0, M0, Y0, K0

Opaque White
R255, G255, B255
HEX ffffff

CONTACT INFO

QUESTIONS?

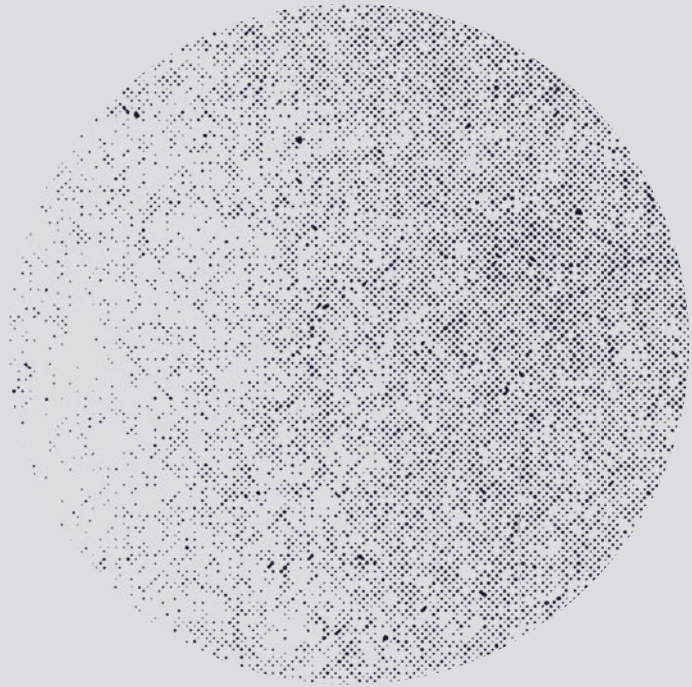
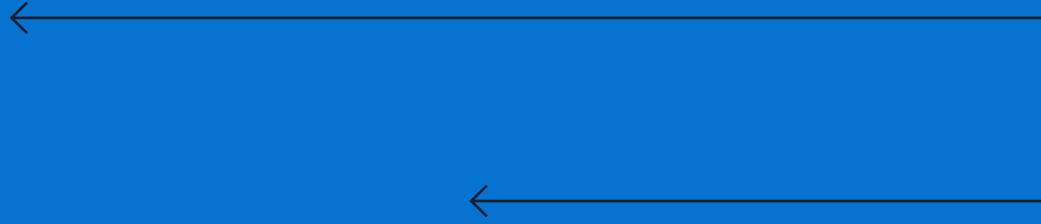
If you have any questions about how to use the brand guidelines, where to find elements, or any other concerns regarding Pennsylvania College of Technology's new brand, please contact the communications department for further advice.

[CONTACT INFO] //

Please contact Public Relations & Marketing for further advice.

prm@pct.edu

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THANK YOU