GRAPHIC STANDARDS GUIDE
What you need to know to use the college logo, symbol and slogan for every occasion.
PIERCE COLLEGE
GRAPHIC STANDARDS

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INTRODUCTION

Every time we design a brochure, sponsor an event, issue a press release or just hand someone our business card, we are communicating the Pierce College image. When our name is put in front of the public, we are shaping both our reputation and our college’s identity. Clarity, consistency and coherency ensure that all our communication strengthens our brand.

This graphic standards manual and style guide establishes guidelines for properly using the college logo and images that constitute and influence our identity and our brand’s integrity.

THE COLLEGE BRAND

It’s important that our brand – who we are and what we stand for – be presented to our various audiences in a positive, consistent manner. Those audiences include current and future students, alumni, faculty, college employees, and our community. Public perception of the college is built on the constant, repeated presentation of the brand. Wherever it appears, on a web page, business card, schedule, mailer, ad, brochure or billboard, the name in its various graphic manifestations represents the college.

The Pierce College graphics standards program is a systematic guide to the consistent use of our brand. It establishes guidelines that should be used by the college community on a variety of levels.

Why branding?
The following are Pierce College’s objectives for this brand identity program:
- To build public awareness of the college and its services to all of our audiences.
- To present the college as a united entity.
- To create an appropriate visual style for the college – one that represents both the nature of our service to the community and our unique collegiate culture.

The purpose of this manual is to:
- Help you understand how our name, logo, and colors work together to form our identity.
- Show you how to apply it correctly and consistently.

The manual is not meant to deter creativity, but to establish parameters that will, in the long run, give those who use them a sense of clarity and freedom.

The College’s identity is more than a logo
We are very proud of our identity, and proud of what it represents in our faculty, staff and students. We ask that you, as an ambassador of the college, embrace it.

It takes time
Identity programs take time and commitment. It takes diligence to assure that the identity system is followed and applied correctly. However, by following the standards in this manual, we will ultimately help those who come in contact with us, know us, and appreciate the quality education we provide to the community.

Regulations regarding the manual (the fine print)
The permanent items found in this manual, like the stationary items, should not be altered or interpreted by any user.

The contents of this manual are subject to change and modifications with approval of the Director of Marketing and Communications.

This guide was produced for all entities of the college by the Marketing and Communications Department, which is responsible for overseeing creation of publications and other visual representations of Pierce College.
THE COLLEGE NAME

The official name is, of course, “Pierce College.” Be sure to use the full name whenever referring to the college in print. This will avoid confusion with the many other “Pierces” in our county. Never use the initials “PC” when referring to the college. When referring to the various campuses and sites, the official naming policy is simply: Pierce College Fort Steilacoom, Pierce College Puyallup, Pierce College at Joint Base Lewis-McChord, etc. The only time “at” is acceptable is for Pierce College at Joint Base Lewis-McChord. Avoid using hyphens or commas and never abbreviate Fort. If you have any questions, contact Marketing and Communications (MarCom) at (253) 964-3230.

THE COLLEGE LOGO

This graphics standards section applies to all Pierce College personnel at each campus and site. This section will be updated as needed. Check the District Marketing and Communications intranet site for the latest information at: http://www.pierce.ctc.edu/internal/marcom

The official logo was designed to represent an abstract mountain form that would be unique and stand out from the many other mountain logos that are common in our part of the state. The design concept depicts the feeling that there is only one Pierce College, whereas there are many companies and institutions that use the name “Pierce” and the image of the mountain. It is vital that the integrity of the symbol be maintained and that it be used in a consistent manner. This will help ensure high recognition for the college in the community. The official logos are shown here:

TERMINOLOGY

The logo consists of two parts: the symbol and the specially designed logotype. The symbol may be used without the logo type, however when doing so, the name of the college must appear prominently on the page. Whenever using the symbol without the logo type, do not delete the baseline. See the following pages for correct usage. Never use the logotype without the symbol.

TERMS:

Logotype → PIERCE COLLEGE possibilities. realized.  Symbol → Baseline
Slogan → possibilities. realized.  (part of the symbol)
THE COLLEGE COLORS

The official colors of Pierce College are maroon and gray and should be used whenever possible. Our slogan contains a secondary orange color which should only be used on the word “possibilities” and as a secondary color in layouts. The logo has two versions: full color version using the official colors and a one-color version for use whenever there is only black or one color available.

The official college colors according to the Pantone Matching System (PMS) are:

- PMS 202 Maroon
- PMS Cool Gray 6 (40% black)
- PMS 151 Orange

When Pantone Matching colors are not available, standard CMYK (Cyan, Magenta, Yellow and Black) printer inks can be used (such as a desktop printer) with the following formulas:

- C = 0, M = 100, Y = 65, K = 47
- C = 5, M = 5, Y = 5, K = 35
- C = 0, M = 60, Y = 100, K = 0

For matching the colors on your computer or for video, use these RGB (Red, Green, Blue) formulas:

- R = 165, G = 29, B = 54
- R = 167, G = 169, B = 172
- R = 245, G = 130, B = 31

For matching the colors for the web use these hex values:

- #900027
- #a7a6a7
- #f7931d
USING THE GRAYSCALE OR ONE-COLOR VERSIONS

GRAYSCALE

The official grayscale college logo was designed to be used in any situation where only black and white printing is an option.

ONE-COLOR

When special circumstances prevent using the full color or grayscale versions as shown, it can be used in all black or in either maroon or gray. In this version the symbol is outlined instead of filled in. It should be used black, gray or maroon on white or light-colored paper stock. On darker paper, the logo must be used in black.

REVERSED OUT

The logo may also be reversed out of a dark background in white as in these examples:

In each instance the important factor is that the logo be clear and easy to read.
VARIATIONS OF THE LOGO AND SPECIAL USES

FITTING IN A SQUARE

When the space for the logo is closer to a square than a rectangle, use this condensed version.

THE BASELINE IS AN INTEGRAL PART OF THE SYMBOL

The baseline below the mountain symbol is part of the official symbol and MUST appear whenever the symbol is used. Visually, the mountain sits on this baseline. The line itself may be elongated or shortened as required by the type of logo application used or as the space permits, but it MUST always appear with the symbol.

The baseline may be extended or shortened:

USING THE SYMBOL ONLY

The Pierce College logo may be used with or without the words "Pierce College" underneath the symbol. However, when using the logo without the name, the words "Pierce College" must appear prominently elsewhere on the page or image. The symbol may be used in either official colors or in black, gray or white as needed to stand out in its environment.

SPECIAL APPLICATIONS

The logo may be embossed, engraved, etched, cast in metal or carved in wood or stone. Always contact Marketing and Communications before initiating these kinds of projects. When doing so, the two-color version of the logo will be the template for shape, with the colors represented as raised areas.
WHAT NOT TO DO WITH THE LOGO

The logo is the college’s official signature. Every effort should be made to respect the integrity of the symbol and logotype. Never distort the image by stretching it to fit a space. Be careful when placing it over other artwork or photographs. The logo should always be easily distinguished.

Don’t distort the logo!

Don’t use any colors except for official college colors.

Don’t color in the symbol, change the font, or use the old college logotype.

Don’t bury the logo in a photo with a busy background.

If you have any questions contact Ken Murphy (x3234) or Amy Foster (x3236) in the MarCom office.
THE PIERCE COLLEGE RAIDER ATHLETICS MASCOT LOGO

The Athletic Department has a special mascot logo designed for the college’s sports teams. It is the only exception to the use of the official college logo. This logo is only for the Athletic Department and may not be used by any other department. All other departments must use only the official college logo.

**FULL COLOR**

**ONE COLOR**

**REVERSED OUT**

White fill on interior of bird.
“Raider” changed to white.

Don’t alter, distort or add to the Raider mascot logo in any way.

*If you have any questions contact Ken Murphy (x3234) or Amy Foster (x3236) in the MarCom office.*
DEPARTMENT LOGOS

Does your department need a logo? Marcom can add your name to the Pierce College logo and provide you with a variety of file types. To get your package of logos please put in a work request here: http://www.pierce.ctc.edu/internal/marcom/work-request/

Here are some examples of department logos.

![PIERCCE COLLEGE ACADEMIC SUPPORT SERVICES](image1.png)

![PIERCCE COLLEGE AT JOINT BASE LEWIS-McCHORD](image2.png)

FREQUENTLY ASKED QUESTIONS

**Can our department have a logo with the Raider Bird logo or a symbol that represents our vocation?**

The Raider Bird is our mascot and the logo is for use by the Athletic Department. Your vocation is what people will do but it's not about our brand. The mountain logo is our official logo; it is the signature of the college. The college only has one official signature and it needs to be used consistently so people know who we are. Imagine if the Seahawks all wanted a different logo on their helmet. You wouldn't even know what team is playing.

*People DO know that we are the Raiders and that the bird is our logo too. I'm just not sold on why we can't use both? Other colleges do.*

We have precious few opportunities to get our name and brand out into our external community. There is also another Pierce College in California. Not everyone who inquires about our college knows or cares that we are Raiders and have a Raider Bird mascot. They want to find a college and we want to be sure we are easily identified. We recently had instances where international students were looking for info about us online and came to some of our poorly branded sites and thought they were Spam. We need one signature and consistency in our branding to be credible externally.

More frequently asked questions can be found here: http://www.pierce.ctc.edu/internal/marcom/faq
LETTERHEAD, BUSINESS CARDS AND FORMS

Visit the MarCom web site for letterhead and PowerPoint slide templates, the business card order form, downloadable logos and signature block for logos for your Outlook account.

http://www.pierce.ctc.edu/internal/marcom

Also, you’ll find more information about our services including:

- Advertising and marketing
- Business cards
- Employee communications
- Event calendar placement
- Event planning
- News releases
- Outreach planning
- Publications
- Web development

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TERMINOLOGY DEFINITIONS

**Branding** - to create a consistent, emotional connection with people, and to distinguish your product and/or company from competitors.

**CMYK** - Four-color process printing in which four individual printing plates (cyan, magenta, yellow and black) are combined to achieve a full-color image, such as a photograph.

**EPS (Encapsulated PostScript)** - A self-contained file that contains vector image data. An EPS graphic file has the capability to be enlarged to any size without loss of quality.

**GIF (Graphics Interface Format)** - A file format that is used extensively on websites. They can be compressed to a very small file size and are better for use in flat-colored graphics, such as logos or buttons, rather than photographic images.

**High-Res Image (High Resolution)** - An image that has sufficient sharpness (as measured by the number of pixels per inch) to make it suitable for print reproduction. Images that are going to be printed must usually be scanned to a resolution approximately 1.5 to 2.5 times the intended line screen of the output format.

**Identity** - The result of a planned effort to project an impression of an organization through the consistent use of such elements as a logo, trademark, signage, letterhead, packaging, uniform use of color, publication layout and design and other visual materials.

**JPG/JPEG (Joint Photographic Experts Group)** - A file format used to compress the size of images. There is some loss of quality in a JPG format.

**Logo** - Logotype, unique design, symbol or other special representation of a company name or organization that is used as a trademark.

**Offset Lithography** - Traditional printing method using plates whose image areas attract ink and whose non-image areas repel ink. The ink is transferred to blanket cylinder and then onto the paper.

**PDF (Portable Document Format)** - A file format created by Adobe that allows users to view and print documents independent of the applications used to create the files.

**Perfect Binding** - A method of binding, which uses adhesives to hold signatures or pages together, as in bookbinding.

**PMS Color** - Acronym for the Pantone Matching System of colors. This is a universally accepted method which the printing industry uses to specify various shades of ink, all created by printing specific proportions and densities of primary colors of ink on paper. (See Spot Color)

**Reverse** - The technique of printing text or a graphic element in white or light-colored ink on black or dark colored background, or versa, depending on the original designer’s format.

**RGB** - The primary colors (red, green and blue) used in electronic display devices and scanners. Commonly used as the images shown on a computer or video monitors.

**Saddle Stitching** - In binding, to fasten a booklet by wiring it through the middle fold of the sheets (as a staple).

**Spot Color** - Printing inks of special colors, in which the ink is mixed before going to press.

**TIFF (Tagged Image File Format)** - A cross-platform file format that does not contain vector information. This format can bitmap and look jagged when enlarged.

**Trademark** - An identification mark, as defined by the Lanham Trade-Maker Act of 1946. It is not just a logo but “names, symbols, titles, designations, slogans, character names, and distinctive features emphasized in advertising…” A trademark is used by a manufacturer, advertiser or merchant to communicate a promise about a product or service and to distinguish it from a competitive product or service.

**Typography** - The art of selecting and spacing typefaces in order to produce a legible and aesthetically appealing printed piece. Considerations include the content of the material, the target audience of the finished piece, the distribution method, and the ink and paper used.

**Web Printing** - Printing method in which the press prints on a continuous roll of paper.

**Vector** - A graphic file has the capability to be enlarged to any size without loss of quality. See EPS.