



PENINSULA COLLEGE

# IDENTITY STYLE GUIDE

Guidelines for consistency and trust

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## OUR BRAND

### INTRODUCTION

This brand guide helps ensure all parts of the college are working together to communicate with a unified image and voice in our district, the state of Washington, across the nation, and around the world. Given this dynamic environment and these diverse audiences, it is increasingly important to express a single identity in everything we do.

Included are general guidelines for the Peninsula College brand. Please contact the Department of Marketing and Communications with other questions related to branding.

**Our brand identity is an expression of our mission, vision, and core themes.**

Brand consistency is about trust. In order for people to trust us, they have to feel like they know us. In order to feel like they know us, they must be aware of us, recognize us, and remember us. In order for people to recognize and remember us, we must show up in a way that's consistent.

### MISSION

Peninsula College educates diverse populations of learners through community-engaged programs and services that advance student equity and success.

### VISION

Peninsula College is a destination of cultural and environmental diversity where academic excellence transforms students' lives and strengthens communities.

### CORE THEMES

- Advancing Student Success
- Achieving Academic Excellence
- Fostering Equity and Inclusion
- Strengthening Communities

## LOGO

### Peninsula College Logo

Logo guidelines create a recognizable brand signature. Proper usage of our logo ensures that it is instantly recognizable and prevents mistakes that could send the wrong message.

The official logo is the trees/bridge symbol in conjunction with the name of the college. The logo must be used in its entirety. The two elements are inseparable and should not be altered. No additional elements may be added.

### PRIMARY LOGO



PENINSULA COLLEGE

### SECONDARY LOGO

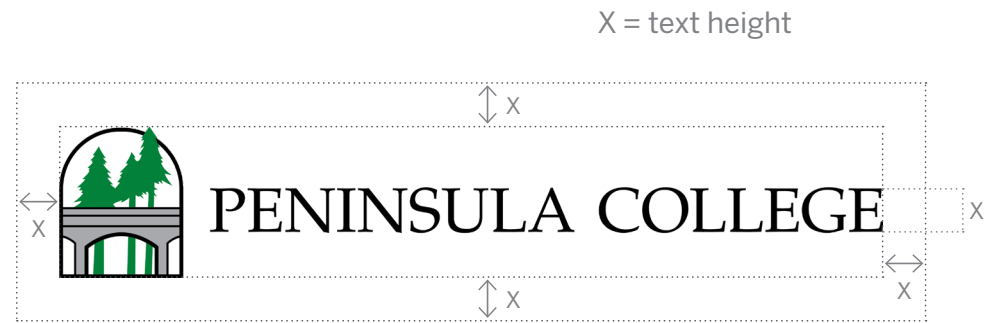


PENINSULA  
COLLEGE

# LOGO | CLEAR SPACE + MINIMUM SIZE REQUIREMENTS

## Clear Space

The amount of space immediately surrounding all sides of the logo ensures optimal visibility and legibility. Do not crowd the logo with any extra elements, such as text, graphics, or other symbols or logos within this area of clear space. Be sure the document edge is not closer than the clear space.



## Minimum Size

To ensure the logo is always clear and legible, there is a specified minimum size.



Minimum size for print



Minimum size for print



Minimum size for pixel/web



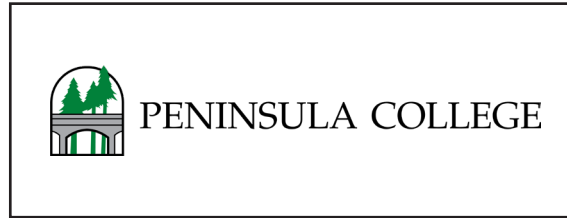
Minimum size for pixel/web

## LOGO | USAGE

### Correct / Incorrect Use

- Avoid old versions of the logo
- The logo must always be resized in proportion
- Do not stretch, rotate, add filters, or otherwise alter the logo
- Do not use the college logo or elements of it as a background or watermark
- Avoid backgrounds with textures or mid-tones
- The all white logo may be used on dark backgrounds; the all black logo may be used on light backgrounds
- If putting the logo on top a background color (other than tints of or black) use the all white or all black logo to avoid clashing colors

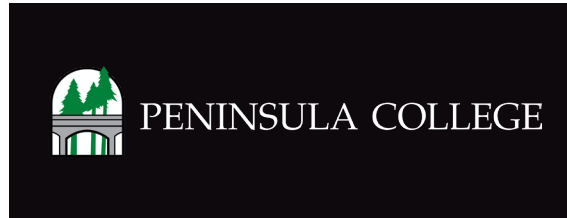
01 ✓



05 ✗



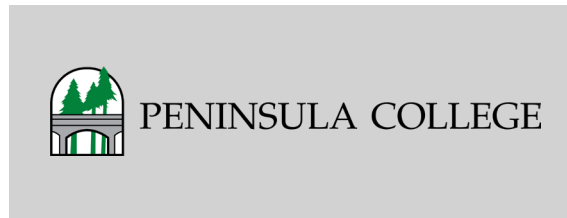
02 ✓



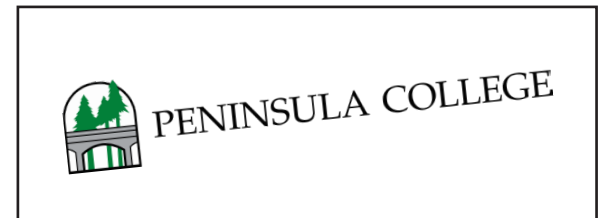
06 ✗



03 ✓



07 ✗



04 ✓



08 ✗



09 ✓



13 ✗



10 ✓



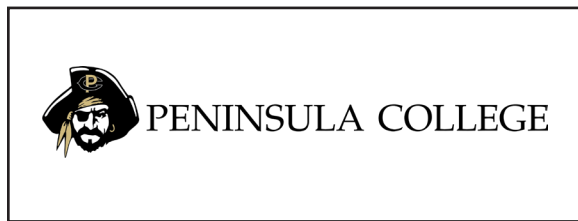
14 ✗



11 ✓



15 ✗



12 ✓



16 ✗



## LOGO | COLLEGE PROGRAMS

### Program Logo

Programs may use approved college program logos. Logos associated with the Peninsula College brand must be approved by the Marketing and Communications Department. Individualized logos may not be developed outside of the Marketing and Communications Department.

Program logos must follow all logo usage guidelines, including clear space and minimum size.



### Special Use Program Logo

Special use program logos are for very small imprint situations only where the program logo cannot be used; this typically occurs on a small promotional item. Special use program logos must follow logo usage guidelines and should not be used in place of the program logo without checking with the Marketing and Communications department.





## LOGO | COLLEGE SEAL/ATHLETICS

### College Seal

The Peninsula College Seal is used for official college business, limited to student transcripts, diplomas and other official actions. It is not, and should not be used as the college's logo.



### PC Athletics Logo

The pirate logo and its variations represents Pirate Athletics and student life.

**It does not represent the college as a whole.**



PENINSULA COLLEGE  
**ATHLETICS**

# COLORS

## Core Colors

The core color palette will cover the majority of our needs. It's intentionally small in variety so as to not dilute the brand visuals, which adds confusion.

### PRIMARY COLORS

**PC Green**  
**PANTONE** 7741 CP  
**CMYK** 80•0•100•24  
**RGB** 0•143•61  
#008f3d

**Black**  
**PANTONE** Black 3 CP  
**CMYK** 25•20•20•100  
**RGB** 0•0•0  
#000000

### TINTS

A series of five color swatches showing the tint scale for PC Green and Black, labeled 100%, 80%, 60%, 40%, and 20%. Below the swatches are two horizontal gradient bars: the top one transitions from PC Green to white, and the bottom one transitions from Black to white.

### SECONDARY COLOR

**PC Gold**  
**CMYK** 20•24•60•0  
**RGB** 217•184•124  
#008f3d

### TINTS

A series of five color swatches showing the tint scale for PC Gold, labeled 100%, 80%, 60%, 40%, and 20%. Above the swatches is a horizontal gradient bar transitioning from PC Gold to white.

## TYPOGRAPHY

The typeface used in the college logo is Garamond, but it is one of our secondary typefaces. Our primary typeface, Benton Sans, contrasts with the logo to help it stand out, and another secondary typeface is used to add variation.

In situations where the primary or secondary typefaces cannot be used—such as the branded templates or email—Arial is the substitute font.

### PRIMARY TYPEFACE

## Benton Sans

Light  
*Light Italic*  
Regular  
*Italic*

Medium  
**Bold**  
***Bold Italic***  
**Black**

### SECONDARY TYPEFACES

## Garamond

Regular  
*Italic*  
**Bold**

## Benton Sans Condensed

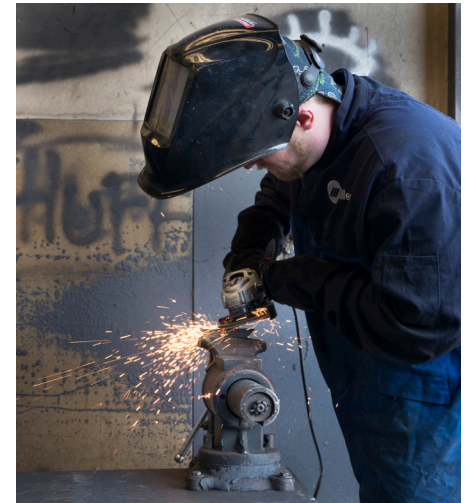
Light  
*Light Italic*  
Regular  
*Italic*

Medium  
**Bold**  
***Bold Italic***  
**Black**

## IMAGERY | PHOTOGRAPHY

Our photography is authentic and highlights our students, beautiful campus, and unique location. It is a photojournalistic style that is honest and tells a story.

- Uses depth of field to focus on the subject
- Colors are ideally associated with PC primary and/or secondary colors
- Thoughtful backgrounds
- If it is a campus photograph, people are in the image so campus does not appear empty



## EXAMPLES



**GO** local



PENINSULA COLLEGE

[pencol.edu/go](http://pencol.edu/go)  
(360) 417-6340

**NOW RECRUITING**  
FOR OUR NEW ESPORTS ATHLETICS PROGRAM



**GO** winter



PENINSULA COLLEGE

Off work for the season?  
Make the most of your winter season and get ahead with classes at PC. Classes start January 2.

Apply Now!

[go.pencol.edu](http://go.pencol.edu)

# DEGREES AND CERTIFICATES

## BACCALAUREATE DEGREE

Bachelor of Applied Science in Applied Management\*

## TRANSFER DEGREES

Associate in Arts\*

Associate in Arts - Bridge to Native Pathways

Associate in Business

Associate in Computer Science

Associate in Math Education

Associate in Nursing

Associate in Science

The Honors Program

- Associate in Arts
- Associate in Business
- Associate in Science

## PROFESSIONAL/TECHNICAL DEGREES AND CERTIFICATES

Addiction Studies

Administrative Office Systems\*

- Accounting
- Administrative Assistant
- Computer App. Support Specialist
- Legal
- Medical
- Administrative Office Systems Certificate

Advanced Manufacturing

- CNC Machining & Programming Certificate
- Composites Recycling Certificate

Automotive Technology

Business Administration\*

- Accounting
- Management
- Entrepreneurship
- Business Administration Certificate
- Business Foundations Certificate



PENINSULA COLLEGE

WED, MAY 29 11AM-7PM

Discover  
**PENINSULA COLLEGE**  
Day

GAMES • FREE FOOD • ACTIVITIES

Discover Peninsula College and check out all that PC has to offer at this family friendly event. Learn about academic and career training programs, student life, and resources while enjoying free food, games, and activities for the whole family, including a visit from our very own Pirate Pete.

Visit [pencol.edu/discoverpcday](http://pencol.edu/discoverpcday) for a schedule of activities and more information



PENINSULA COLLEGE

Peninsula College does not discriminate on the basis of race, color, religion, national or ethnic ancestry, or sex. The University of the Pacific maintains an Affirmative Action Policy. ©2019



DISCOVER **PC**

SAVE TIME & MONEY  
**FINISH COLLEGE FASTER,**  
AND BE ON YOUR WAY TO THE CAREER YOU WANT

COMING THIS FALL TO SUPPORT STUDENT SUCCESS:  
FOOD PANTRY  
CAREER PATHWAYS CENTER  
VETERANS CENTER

PENINSULA COLLEGE | FALL 2019

## VOICE

Maintaining a consistent voice is one of the most important aspects of our PC brand. It communicates our value and makes us recognizable to our audience. Our approachable, friendly tone shapes the experience that our audience has with PC. Our voice is how we communicate our message and how it makes our audience feel.

That said, here are some do's and don'ts for grammar, spelling, punctuation, vocabulary, naming, and tone with examples/use cases.

### Web Pages

#### Start a Conversation

Who's your audience and what's your point? Build your message by imagining what your readers' questions will be, using words that they know. Steer clear of higher ed jargon.

#### Set a Helpful Tone

Apply a conversational tone by using personal pronouns like "we" and "you" to speak with your reader. Use strong verbs and an active voice.

#### Break It Down (web)

Break your writing into short sections and paragraphs, sharing the most important information up front in each section.

Write direct, descriptive headings that help people understand the content, and use bullets or numbering to break up complex ideas or tasks.

#### Keep it brief, and to the point

Write short, clear sentences (1 – 3 per paragraph), using details that help people understand a topic or complete a task. Leave out details that don't help, even if they're interesting.

### Social Media

- Balance of FYI, kudos, student life, academics
- Use exclamation points sparingly/avoid carnival barking
- Tone is generally informal, though based on subject matter.

*Example:* The passing of a former college president vs. a student winning a hot dog eating contest.

#### Calls to action

Invitational "Join us"

Sense of urgency "Fall quarter starts September 23.

Enroll now!" "Don't miss..."

### Project or Activity Funded by Federal Funds

When issuing statements, press releases, or other documents describing a project or activity funded by Federal Funds, clearly state:

1. The dollar amount of federal funds for the project;
2. The percentage of the total cost of the project financed with federal funds; and
3. The percentage and dollar amount of the total costs of the project financed by non-governmental sources.

## Photos

Photo captions should clearly identify the subject.

Example: President Robins, 2019 SAMPE Bridge Building Team, or “Cold Winter’s Night”.

### For photos with more than one person

Photo credit: Photographer’s name

Pictured from left to right are: Names

## Frequently Misnamed Venues

- PUB Gallery of Art
- ʔaʔkʷustəŋáwtɬw, House of Learning, Peninsula College Longhouse
- Maier Performance Hall
- Sigmar Athletic Complex
- Allied Health and Early Childhood Education Building
- College Green (south lawn behind PUB)
- Quad (concrete square next to the flag pole on the north side of the PUB)

## Formatting

We follow the Chicago Style Guide

- No space between building and room number (E213)
- No periods after am/pm (12:30 pm)
- Spell out month, no letters after date (October 20 not Oct. 20th)

### Titles

In general, titles that come before names are capitalized, and titles that come after names are lowercase.

*Example:*

Shipping and Receiving Clerk Sarah Shaw

Dr. Michael Maxwell, board of trustees member

### Press Releases

HEADLINE IN ALL CAPS

LOCATION, Washington (Date) – story goes here.

11 point, Calibri font

Indent each new paragraph

1.5 line spacing

Must include time, date, location, cost (if any), contact, and relate to students, faculty or staff.

Times are written in the following format, 9:00 am, to make transition onto the web easier.

Peninsula College  
Marketing & Communications Department

**REVISED 10/2019**