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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
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.
**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.
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
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.
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.
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

SECONDARY COLOR

PC Gold
CMYK 20•24•60•0
RGB 207•184•124
#cfb87c

TINTS

100% 80% 60% 40% 20%

100% 80% 60% 40% 20%
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.
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
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

GO local
pencol.edu/go
(360) 417-6340

NOW RECRUITING
FOR OUR NEW ESPORTS ATHLETICS PROGRAM

GO winter

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

Discover
PENINSULA COLLEGE
Day

WED, MAY 29 11AM-7PM

GAMES • FREE FOOD • ACTIVITIES
Visit pencol.edu/discoverpcday for a schedule of activities and more information

Peninsula College does not discriminate on the basis of race, color, religion, national origin, sex, disability or age in its programs and activities. Coordination of compliance is the responsibility of the Human Resources Officer, PC HR Office, (360) 452-9277.
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.

**VOICE**

**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
- ʔaʔkʷuustənàw̱txʷ, House of Learning, Peninsula College
- 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.
EMAIL SIGNATURE

A branded college email signature format shows our unity and consistency, while sharing relevant contact information. A clear, uniform email signature also helps us maintain a professional appearance when conducting business through email.

Click here for the PC branded email signature and instructions.