Introduction

Implementing the Brand Standards

This guide is designed to support and strengthen Presbyterian College’s brand presence, which is imperative to the College’s success.

Adherence is required for anyone creating communications materials that represent the College—for signage, video productions, exhibit materials, vehicles and the like, in addition to printed and electronic publications.

Academic, administrative and support units of the College are required to use approved letterhead on all correspondence. Envelopes, notepads, business cards, mailing labels and other stationery items must also conform to these guidelines.

Agencies external to the College may not use any part of the College’s identity for any purpose without the appropriate permission of the Office of Communications & Marketing.

CONTACT INFORMATION

The Office of Communications & Marketing is a valuable resource when developing College communications materials. For questions or to obtain approved templates, College seal, logos, colors and fonts, call 864.833.8283 or e-mail PCcommunications@presby.edu.
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Electronic Artwork: Always use approved artwork when reproducing any of the Presbyterian College identifiers—wordmark, icon, brand line, or signature. Electronic artwork is available from the Office of Communications & Marketing.

eps, jpg and png files will be provided for all items. Files will work in both Macintosh and Windows platforms.
eps Use for quality reproduction, scalable vector art created in Adobe® Illustrator.
jpg, png Use in Microsoft® Office Suite and digital applications.

JPG AND PNG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG OR PNG FILE.

If you have questions or concerns regarding the Presbyterian College identity, contact the Office of Communications & Marketing by phone 864.833.8283 or by e-mail PCcommunications@presby.edu.
Identifiers

LOGO
Can be used with the wordmark or stand alone on a piece, provided that the wordmark also appears somewhere within view on that same surface.

LOGO + WORDMARK
The vertically stacked, centered logo is the primary logo and is composed of two components: the PC logo mark and the stacked wordmark.

SIGNATURE
The signature — the logo, wordmark and brand line combined — must be used in external publications, advertising, or anywhere “Be Inspired for Life.” is not part of the headline, or not a major part of the message of the creation.

WORDMARK + BRAND LINE
Must be used in external publications, advertising, or anywhere “Be Inspired for Life.” is not part of the headline, or not a major part of the message of the creation.

WORDMARK
Can be used as part of the logo or can stand alone. Subtle letterspacing changes have been made to improve visual balance and readability.

BRAND LINE
The brand line is designed to stand alone as a statement, or be part of the full signature.
Clear Zone

The immediate recognition and overall visibility of the Presbyterian College wordmark or signature can be enhanced by maintaining an ample clear area, void of typography or other elements, around the perimeter of the wordmark or signature. This area is referred to as the “clear zone.”

**LOGO**
Measure the height of the “P” in PC (X). A clear zone, represented by the dashed red line surrounding the logo on all sides, must be equal to or greater than 1/2-X.

**LOGO + WORDMARK**
Measure the height of the “P” in Presbyterian (X). A clear zone must be equal to or greater than X.

**SIGNATURE**
Measure the height of the “P” in Presbyterian (X). A clear zone must be equal to or greater than X.

**WORDMARK + BRAND LINE**
Measure the height of the “P” in Presbyterian (X). A clear zone must be equal to or greater than X.

**WORDMARK**
Measure the height of the “P” in Presbyterian (X). A clear zone must be equal to or greater than X.

**BRAND LINE**
Measure the height of the “B” in Be (X). A clear zone must be equal to or greater than X.
Clear Zone: Tight Applications

LOGO
Measure the height of the “P” in PC (X). A clear zone, represented by the dashed red line surrounding the logo on all sides, must be equal to or greater than 1/4-X.

LOGO + WORDMARK
Measure the height of the “P” in Presbyterian (X). A clear zone must be equal to or greater than 1/2-X.

SIGNATURE
Measure the height of the “P” in Presbyterian (X). A clear zone must be equal to or greater than 1/2-X.

WORDMARK + BRAND LINE
Measure the height of the “P” in Presbyterian (X). A clear zone must be equal to or greater than 1/2-X.

WORDMARK
Measure the height of the “P” in Presbyterian (X). A clear zone must be equal to or greater than 1/2-X.

BRAND LINE
Measure the height of the “B” in Be (X). A clear zone must be equal to or greater than 1/2-X.
School of Pharmacy

The Presbyterian College School of Pharmacy logo must appear on any communications related to the Pharmacy program.

College Seal

The college seal may be used on formal and official institutional documents, merchandise and collateral.
Sub-Identities

Sub-identities may be used to identify organizations or programs related to the College.

Measure the height of the “P” in Presbyterian (X). When adding a department or program name, use the font Univers 45 Light. The point size of the Univers font should appear at 90% of the height of X.
Minimum Size

- **LOGO**
  When used on its own, the minimum size is 1/2-inch wide.

- **LOGO + WORDMARK**
  Minimum size is 1-inch wide.

- **SIGNATURE**
  Minimum size is 1-inch wide.

- **WORDMARK + BRAND LINE**
  Minimum size is 1-7/8-inch wide.

- **WORDMARK**
  When used on its own, the minimum size is 1-7/8-inch wide.

- **BRAND LINE**
  When used on its own, the minimum size is 1-1/4-inch wide.

- **PCSP LOGO**
  Minimum size is 1-1/2-inch wide.

- **COLLEGE SEAL**
  Minimum size is 1/2-inch wide.
**Identifiers: Improper Usage**

Always use approved digital artwork; do not attempt to recreate.

- **INCORRECT**
  - Do not use unapproved color combinations.
- **INCORRECT**
  - Do not skew or rotate the identifier.
- **INCORRECT**
  - Do not improperly constrain the identifier.
- **INCORRECT**
  - Do not split the wordmark.
- **INCORRECT**
  - Do not place logo on a low-contrast background.
Athletic Logo

The Presbyterian College Blue Hose logo is approved for use in communications and on merchandise.

Mascot

The Presbyterian College mascot, also known as the Scotsman, is approved for use in communications and on merchandise.
Athletic Sub-Identities

**ATHLETIC TEXT-ONLY PREFERRED**
Used in most communications.

**TEXT-ONLY CASUAL**
Used in more casual communications.

**SPORT**
Used in conjunction with a sport. The sport name may be placed centered below or to the bottom right of the logo using the font Univers 53 Extended.
Athletic Uniforms

Use the full-color logo on uniforms and equipment.

“PC Blue” (PMS 286) is the official and main color for home uniforms. Please remain as close to this color as materials will allow. Secondary colors include red (PMS 201), black and grey (PMS 421).

Fonts are to appear bold. Include the full College or mascot name (Presbyterian College or Blue Hose). Baseball and softball teams may continue to use the traditional sports script fonts.

THE DIRECTOR OF ATHLETICS WILL APPROVE ALL DESIGNS FOR UNIFORMS.
Color Palette

It is permissible to use screens, or tints, of these colors to enhance readability or for aesthetic reasons.

**PRIMARY COLORS**

<table>
<thead>
<tr>
<th>Pantone 286</th>
<th>Pantone 201*</th>
<th>Pantone 421</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK: 100 / 60 / 0 / 6</td>
<td>CMYK: 7 / 100 / 68 / 32</td>
<td>CMYK: 13 / 8 / 11 / 26</td>
</tr>
<tr>
<td>RGB: 0 / 96 / 169</td>
<td>RGB: 157 / 34 / 53</td>
<td>RGB: 178 / 180 / 178</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pantone 286</th>
<th>Pantone 201*</th>
<th>Pantone 421</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK: 100 / 60 / 0 / 6</td>
<td>CMYK: 7 / 100 / 68 / 32</td>
<td>CMYK: 13 / 8 / 11 / 26</td>
</tr>
<tr>
<td>RGB: 0 / 96 / 169</td>
<td>RGB: 157 / 34 / 53</td>
<td>RGB: 178 / 180 / 178</td>
</tr>
</tbody>
</table>

**SECONDARY COLORS**

<table>
<thead>
<tr>
<th>Pantone 2955*</th>
<th>Pantone 292</th>
<th>Pantone 143</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK: 100 / 60 / 10 / 53</td>
<td>CMYK: 59 / 11 / 0 / 0</td>
<td>CMYK: 0 / 32 / 87 / 0</td>
</tr>
<tr>
<td>RGB: 0 / 56 / 101</td>
<td>RGB: 105 / 179 / 231</td>
<td>RGB: 241 / 180 / 52</td>
</tr>
<tr>
<td>Hex: 003865</td>
<td>Hex: 69B3E7</td>
<td>Hex: F1B434</td>
</tr>
<tr>
<td>ALT: 100 / 53 / 6 / 43</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pantone 584</th>
<th>Pantone 576</th>
<th>Pantone 1817</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK: 21 / 89 / 0</td>
<td>CMYK: 54 / 94 / 24</td>
<td>CMYK: 30 / 59 / 70</td>
</tr>
<tr>
<td>RGB: 210 / 215 / 85</td>
<td>RGB: 120 / 157 / 74</td>
<td>RGB: 100 / 51 / 53</td>
</tr>
<tr>
<td>Hex: D2D755</td>
<td>Hex: 78D4A</td>
<td>Hex: 643335</td>
</tr>
</tbody>
</table>

| Pantone 7532 | | |
|--------------|| |
| CMYK: 23 / 45 / 65 | | |
| RGB: 99 / 81 / 61 | | |
| Hex: 63513D | | |

**BACKGROUND COLORS**

<table>
<thead>
<tr>
<th>Pantone 9081</th>
<th>Pantone 656</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK: 10 / 9 / 13 / 0</td>
<td>CMYK: 10 / 2 / 0 / 0</td>
</tr>
<tr>
<td>RGB: 225 / 221 / 213</td>
<td>RGB: 221 / 229 / 237</td>
</tr>
<tr>
<td>Hex: E1DDD5</td>
<td>Hex: DDE5ED</td>
</tr>
</tbody>
</table>

* WHEN PRINTING TRADITIONAL 4-COLOR PROCESS ON AN UNCOATED SHEET, USE ALT SCREEN BUILDS FOR PANTONE 201 AND PANTONE 2955.

Depending on the media, colors can be reproduced using these formulas:
PANTONE For offset printed materials or signs with match colors.
The PANTONE colors are the same regardless of paper stock specified (i.e., gloss coated, matte coated, uncoated, etc.).
CMYK For printed materials using 4-color process.
RGB For Microsoft Office Suite, other computer, or broadcast media use.
HEX For websites and online use.
Typography: General Applications

Adobe Caslon
Adobe Caslon Pro: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890
*Adobe Caslon Pro Italic: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890*
Adobe Caslon Pro Semibold: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890
*Adobe Caslon Pro Semibold Italic: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890*
Adobe Caslon Pro Semibold: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890
*Adobe Caslon Pro Semibold Italic: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890*

Caslon 224 (Supplemental)
Caslon 224 Book: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890
Caslon 224 Book Italic: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890
Caslon 224 Medium: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890
Caslon 224 Medium Italic: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890
Caslon 224 Bold: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890
Caslon 224 Bold Italic: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890
Caslon 224 Black: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890
Caslon 224 Black Italic: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Adobe Caslon, a classic serif typeface, is used for headlines and intro segments to text, but it can be used for body text as well.

Caslon 224, is a modern interpretation of the classic typeface Caslon. The typeface may be purchased separately and used to augment the primary typeface, Adobe Caslon, when more weights are desired.

Univers, a modern and legible sans serif typeface, is used for body text, but it can be used for headlines and intro segments to text as well.
Typography: General Applications

Univers

39 Thin Ultra Condensed: ABCDEFGabcdedefghijklmnopqrstuvwxyz1234567890
48 Light Ultra Condensed: ABCDEFGabcdedefghijklmnopqrstuvwxyz1234567890
59 Ultra Condensed: ABCDEFGabcdedefghijklmnopqrstuvwxyz1234567890
47 Light Condensed: ABCDEFGabcdedefghijklmnopqrstuvwxyz1234567890
47 Light Condensed Oblique: ABCDEFGabcdedefghijklmnopqrstuvwxyz1234567890
57 Condensed: ABCDEFGabcdedefghijklmnopqrstuvwxyz1234567890
57 Condensed Oblique: ABCDEFGabcdedefghijklmnopqrstuvwxyz1234567890
67 Bold Condensed: ABCDEFGabcdedefghijklmnopqrstuvwxyz1234567890
67 Bold Condensed Oblique: ABCDEFGabcdedefghijklmnopqrstuvwxyz1234567890
45 Light: ABCDEFGabcdedefghijklmnopqrstuvwxyz1234567890
45 Light Oblique: ABCDEFGabcdedefghijklmnopqrstuvwxyz1234567890
55 Roman: ABCDEFGabcdedefghijklmnopqrstuvwxyz1234567890
55 Roman Oblique: ABCDEFGabcdedefghijklmnopqrstuvwxyz1234567890
65 Bold: ABCDEFGabcdedefghijklmnopqrstuvwxyz1234567890
65 Bold Oblique: ABCDEFGabcdedefghijklmnopqrstuvwxyz1234567890
75 Black: ABCDEFGabcdedefghijklmnopqrstuvwxyz1234567890
75 Black Oblique: ABCDEFGabcdedefghijklmnopqrstuvwxyz1234567890
85 Extra Black: ABCDEFGabcdedefghijklmnopqrstuvwxyz1234567890
85 Extra Black Oblique: ABCDEFGabcdedefghijklmnopqrstuvwxyz1234567890
53 Extended: ABCDEFGabcdedefghijklmnopqrstuvwxyz1234567890
53 Extended Oblique: ABCDEFGabcdedefghijklmnopqrstuvwxyz1234567890
63 Bold Extended: ABCDEFGabcdedefghijklmnopqrstuvwxyz1234567890
63 Bold Extended Oblique: ABCDEFGabcdedefghijklmnopqrstuvwxyz1234567890
75 Black Extended: ABCDEFGabcdedefghijklmnopqrstuvwxyz1234567890
75 Black Extended Oblique: ABCDEFGabcdedefghijklmnopqrstuvwxyz1234567890
93 Extra Black Extended: ABCDEFGabcdedefghijklmnopqrstuvwxyz1234567890
93 Extra Black Extended Oblique: ABCDEFGabcdedefghijklmnopqrstuvwxyz1234567890
Typography: Microsoft Office & Web

Times

Times: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Times Italic: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Times Bold: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Times Bold Italic: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Arial

Arial: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Arial Italic: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Arial Bold: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Arial Bold Italic: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

TIMES and ARIAL—Presbyterian College's default typefaces—are used in the majority of communications where the main type families are not available.

PREFERRED USE:

Times is used in place of Adobe Caslon for headlines and intro segments to text and body text.

Arial is used in place of Univers for body text, headlines and intro segments to text.
**Tartan**

**COLLEGE TARTAN**
The tartan is an approved design element for use in all correspondence.

**MUTED TARTAN**
A muted version is approved for use where a more subtle background texture is needed.

**Tartan: Improper Usage**

When using the Presbyterian College Tartan, special attention must be paid to the placement of the red bars within the pattern. If there are only 1 or 2 bars in view, vertically or horizontally, the pattern must be offset in a way that will avoid a symmetrical cross being formed by the crop.

**INCORRECT**
Tartan is positioned to create a cross shape in the pattern

**ACCEPTABLE**
Tartan is offset to prevent a cross shape in the pattern
Email Sign-Off

Joe Smith | Director of Campus Relations
503 South Broad Street, Clinton, SC 29325

T: 864.555.5555 | C: 864.555.5555
presby.edu
Identity Index: Logo

4-Color Process
File name: PC_4C

Black
File name: PC_BLK

Greyscale
File name: PC_GS

Pantone 286 + Pantone 201 + Pantone 421
File name: PC_SC

White
File name: PC_WHT

eps, jpg and png files will be provided for all items. Files will work in both Macintosh and Windows platforms.

eps  Use for quality reproduction, scalable vector art created in Adobe® Illustrator.
jpg, png  Use in Microsoft® Office Suite and digital applications.

JPG AND PNG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG OR PNG FILE.
Identity Index: Logo + Wordmark

Four versions of the Logo + Wordmark have been approved for general applications.

STACKED CENTERED
The preferred configuration.

eps, jpg and png files will be provided for all items. Files will work in both Macintosh and Windows platforms.

- eps   Use for quality reproduction, scalable vector art created in Adobe® Illustrator.
- jpg, png  Use in Microsoft® Office Suite and digital applications.

JPG AND PNG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG OR PNG FILE.
Identity Index: Logo + Wordmark

Four versions of the Logo + Wordmark have been approved for general applications.

STACKED FLUSH LEFT
Suited for applications where logo needs to align left to maintain a balanced composition.

---

eps, jpg and png files will be provided for all items. Files will work in both Macintosh and Windows platforms.
eps   Use for quality reproduction, scalable vector art created in Adobe® Illustrator.
jpg, png  Use in Microsoft® Office Suite and digital applications.

JPG AND PNG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG OR PNG FILE.
Identity Index: Logo + Wordmark

Four versions of the Logo + Wordmark have been approved for general applications.

HORIZONTAL CENTERED
For applications with limited top-to-bottom space.

4-Color Process
File name: PC_WM_H_CT_4C

Black
File name: PC_WM_H_CT_BLK

Greyscale
File name: PC_WM_H_CT_GS

Pantone 286 + Pantone 201 + Pantone 421
File name: PC_WM_H_CT_SC

White
File name: PC_WM_H_CT_WHT

eps, jpg and png files will be provided for all items. Files will work in both Macintosh and Windows platforms.

eps     Use for quality reproduction, scalable vector art created in Adobe® Illustrator.
jpg, png Use in Microsoft® Office Suite and digital applications.

JPG AND PNG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG OR PNG FILE.
Identity Index: Signature

Four versions of the Signature have been approved for general applications.

STACKED CENTERED
The preferred configuration.

4-Color Process
File name: PC_WM_BL_S_CT_4C

Black
File name: PC_WM_BL_S_CT_BLK

Greyscale
File name: PC_WM_BL_S_CT_GS

Pantone 286 + Pantone 201 + Pantone 421
File name: PC_WM_BL_S_CT_SC

Black
File name: PC_WM_BL_S_CT_WHT

eps, jpg and png files will be provided for all items. Files will work in both Macintosh and Windows platforms.
eps  Use for quality reproduction, scalable vector art created in Adobe® Illustrator.
jpg, png  Use in Microsoft® Office Suite and digital applications.

JPG AND PNG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG OR PNG FILE.
Identity Index: Signature

Four versions of the Signature have been approved for general applications.

STACKED FLUSH LEFT
Suite for applications where logo needs to align left to maintain a balanced composition.

EPS
Use for quality reproduction, scalable vector art created in Adobe® Illustrator.

JPG, PNG
Use in Microsoft® Office Suite and digital applications.

JPG AND PNG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG OR PNG FILE.
Identity Index: Signature

Four versions of the Signature have been approved for general applications.

HORIZONTAL CENTERED
For applications with limited top-to-bottom space.

4-Color Process
File name: PC_WM_BLM_H_CT_4C

Black
File name: PC_WM_BLM_H_CT_BLK

Greyscale
File name: PC_WM_BLM_H_CT_GS

Pantone 286 + Pantone 201 + Pantone 421
File name: PC_WM_BLM_H_CT_SC

White
File name: PC_WM_BLM_H_CT_WHT

eps, jpg and png files will be provided for all items. Files will work in both Macintosh and Windows platforms.

eps Use for quality reproduction, scalable vector art created in Adobe® Illustrator.
jpg, png Use in Microsoft® Office Suite and digital applications.

JPG AND PNG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG OR PNG FILE.
Identity Index: Signature

Four versions of the Signature have been approved for general applications.

**HORIZONTAL FLUSH LEFT**
Suited for applications where logo needs to align left to maintain a balanced composition.

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
<th>File Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-Color Process</td>
<td>Use for quality reproduction, scalable vector art created in Adobe® Illustrator.</td>
<td>PC_WM_BL_H_FL_4C</td>
</tr>
<tr>
<td>Black</td>
<td>Use in Microsoft® Office Suite and digital applications.</td>
<td>PC_WM_BL_H_FL_BLK</td>
</tr>
<tr>
<td>Greyscale</td>
<td>Pantone 286 + Pantone 201 + Pantone 421</td>
<td>PC_WM_BL_H_FL_GS</td>
</tr>
<tr>
<td>White</td>
<td>Pantone 286 + Pantone 201 + Pantone 421</td>
<td>PC_WM_BL_H_FL_SC</td>
</tr>
</tbody>
</table>

eps, jpg and png files will be provided for all items. Files will work in both Macintosh and Windows platforms.

- **eps** Use for quality reproduction, scalable vector art created in Adobe® Illustrator.
- **jpg, png** Use in Microsoft® Office Suite and digital applications.

**JPG AND PNG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG OR PNG FILE.**
Identity Index: Wordmark + Brand Line

Four versions of the Wordmark + Brand Line have been approved for general applications.

STACKED CENTERED
The preferred configuration.

PRESBYTERIAN COLLEGE
Be Inspired for Life.

4-Color Process
File name: WM_BL_S_CT_4C

Black
File name: WM_BL_S_CT_BLK

Pantone 286 + Pantone 201
File name: WM_BL_S_CT_SC

White
File name: WM_BL_S_CT_WHT

eps, jpg and png files will be provided for all items. Files will work in both Macintosh and Windows platforms.

eps
Use for quality reproduction, scalable vector art created in Adobe® Illustrator.

jpg, png
Use in Microsoft® Office Suite and digital applications.

JPG AND PNG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG OR PNG FILE.
Identity Index: Wordmark + Brand Line

Four versions of the Wordmark + Brand Line have been approved for general applications.

STACKED FLUSH LEFT

Suitied for applications where logo needs to align left to maintain a balanced composition.

**PRESBYTERIAN COLLEGE**

**Be Inspired for Life.**

**4-Color Process**

File name: WM_BL_S_RL_4C

**Black**

File name: WM_BL_S_RL_BLK

**Pantone 286 + Pantone 201**

File name: WM_BL_S_RL_SC

**White**

File name: WM_BL_S_RL_WHT

Eps, jpg and png files will be provided for all items. Files will work in both Macintosh and Windows platforms.

Eps
Use for quality reproduction, scalable vector art created in Adobe® Illustrator.

Jpg, png
Use in Microsoft® Office Suite and digital applications.

JPG AND PNG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG OR PNG FILE.
Identity Index: Wordmark + Brand Line

Four versions of the Wordmark + Brand Line have been approved for general applications.

HORIZONTAL CENTERED
For applications with limited top-to-bottom space.

PRESBYTERIAN COLLEGE
Be Inspired for Life.

4-Color Process
File name: WM_BL_H_CT_4C

Black
File name: WM_BL_H_CT_BLK

Pantone 286 + Pantone 201
File name: WM_BL_H_CT_SC

White
File name: WM_BL_H_CT_WHT
Identity Index: Wordmark + Brand Line

Four versions of the Wordmark + Brand Line have been approved for general applications.

**HORIZONTAL FLUSH LEFT**
Suited for applications where logo needs to align left to maintain a balanced composition.

---

**PRESBYTERIAN COLLEGE**

*Be Inspired for Life.*

- **4-Color Process**
  - File name: WM_BL_H_FL_4C

- **Black**
  - File name: WM_BL_H_FL_BLK

- **Pantone 286 + Pantone 201**
  - File name: WM_BL_H_FL_SC

- **White**
  - File name: WM_BL_H_FL_WHT

---

**eps, jpg and png files will be provided for all items. Files will work in both Macintosh and Windows platforms.**

- eps Use for quality reproduction, scalable vector art created in Adobe® Illustrator.
- jpg, png Use in Microsoft® Office Suite and digital applications.

**JPG AND PNG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG OR PNG FILE.**
Identity Index: Wordmark

Three versions of the Wordmark have been approved for general applications.

HORIZONTAL
The preferred configuration.

PRESBYTERIAN COLLEGE

4-Color Process
File name: WM_H_BLUE

PRESBYTERIAN COLLEGE

Black
File name: WM_H_BLK

PRESBYTERIAN COLLEGE

Pantone 286
File name: WM_H_SC

PRESBYTERIAN COLLEGE

White
File name: WM_H_WHT

eps, jpg and png files will be provided for all items. Files will work in both Macintosh and Windows platforms.
eps    Use for quality reproduction, scalable vector art created in Adobe® Illustrator.
jpg, png Use in Microsoft® Office Suite and digital applications.

JPG AND PNG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG OR PNG FILE.
Identity Index: Wordmark

Three versions of the Wordmark have been approved for general applications.

STACKED CENTERED
For applications with limited side-to-side space.

PRESBYTERIAN COLLEGE

4-Color Process
File name: WM_S_CT_BLUE

Black
File name: WM_S_CT_BLK

Pantone 286
File name: WM_S_CT_SC

White
File name: WM_S_CT_WHT

eps, jpg and png files will be provided for all items. Files will work in both Macintosh and Windows platforms.

eps   Use for quality reproduction, scalable vector art created in Adobe® Illustrator.
jpg, png  Use in Microsoft® Office Suite and digital applications.

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Identity Index: Wordmark

Three versions of the Wordmark have been approved for general applications.

STACKED FLUSH LEFT

Suited for applications where logo needs to align left to maintain a balanced composition.

PRESBYTERIAN COLLEGE

4-Color Process
File name: WM_S_FL_BLUE

Black
File name: WM_S_FL_BLK

Pantone 286
File name: WM_S_FL_SC

White
File name: WM_S_FL_WHt

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eps Use for quality reproduction, scalable vector art created in Adobe® Illustrator.

jpg, png Use in Microsoft® Office Suite and digital applications.

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Identity Index: Brand Line

Two versions of the Brand Line have been approved for general applications.

HORIZONTAL
For applications with limited top-to-bottom space.

Be Inspired for Life.

- 4-Color Process Blue
  - File name: BL_H_BLUE

Be Inspired for Life.

- 4-Color Process Red
  - File name: BL_H_RED

Be Inspired for Life.

- 4-Color Process Grey
  - File name: BL_H_GREY

Be Inspired for Life.

- Black
  - File name: BL_H_BLK

Be Inspired for Life.

- Pantone 286
  - File name: BL_H_286

Be Inspired for Life.

- Pantone 201
  - File name: BL_H_201

Be Inspired for Life.

- Pantone 421
  - File name: BL_H_421

Be Inspired for Life.

- White
  - File name: BL_H_WHT

eps, jpg and png files will be provided for all items. Files will work in both Macintosh and Windows platforms.

- eps: Use for quality reproduction, scalable vector art created in Adobe® Illustrator.
- jpg, png: Use in Microsoft® Office Suite and digital applications.

JPG AND PNG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG OR PNG FILE.
Identity Index: Brand Line

Two versions of the Brand Line have been approved for general applications.

**STACKED**
For applications with limited side-to-side space.

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**Be Inspired for Life.**

- **4-Color Process Blue**
  - File name: BL_S_BLUE

- **4-Color Process Red**
  - File name: BL_S_RED

- **4-Color Process Grey**
  - File name: BL_S_GREY

- **Black**
  - File name: BL_S_BLK

- **Pantone 286**
  - File name: BL_S_286

- **Pantone 201**
  - File name: BL_S_201

- **Pantone 421**
  - File name: BL_S_421

- **White**
  - File name: BL_S_WHT

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**eps, jpg and png files will be provided for all items. Files will work in both Macintosh and Windows platforms.**

**eps**  Use for quality reproduction, scalable vector art created in Adobe® Illustrator.

**jpg, png**  Use in Microsoft® Office Suite and digital applications.

**JPG AND PNG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG OR PNG FILE.**
Identity Index: School of Pharmacy

eps, jpg and png files will be provided for all items. Files will work in both Macintosh and Windows platforms.

eps   Use for quality reproduction, scalable vector art created in Adobe® Illustrator.
jpg, png  Use in Microsoft® Office Suite and digital applications.

JPG AND PNG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG OR PNG FILE.
Identity Index: College Seal

eps, jpg and png files will be provided for all items. Files will work in both Macintosh and Windows platforms.

eps   Use for quality reproduction, scalable vector art created in Adobe® Illustrator.
jpg, png  Use in Microsoft® Office Suite and digital applications.

JPG AND PNG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG OR PNG FILE.
Identity Index: Athletic Logo

eps, jpg and png files will be provided for all items. Files will work in both Macintosh and Windows platforms.

eps   Use for quality reproduction, scalable vector art created in Adobe® Illustrator.
jpg, png  Use in Microsoft® Office Suite and digital applications.

JPG AND PNG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG OR PNG FILE.
Identity Index: Mascot

4-Color Process
File name: Scotsman_4C

Pantone 286
File name: Scotsman_286

Pantone 201
File name: Scotsman_201

Black
File name: Scotsman_BLK

White
File name: Scotsman_WHT

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eps Use for quality reproduction, scalable vector art created in Adobe® Illustrator.
jpg, png Use in Microsoft® Office Suite and digital applications.

JPG AND PNG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG OR PNG FILE.