

PRESBYTERIAN  
COLLEGE



BRAND STANDARDS GUIDE

*Go  
True Blue*



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# 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 **864-833-8259** or e-mail [Marketing@presby.edu](mailto:Marketing@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](mailto:PCcommunications@presby.edu).



# Identifiers

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## LOGO

Can be used with the wordmark or stand alone on a piece.

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PRESBYTERIAN  
COLLEGE

## 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.

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## SIGNATURE

The signature—the logo and brand line combined.

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PRESBYTERIAN  
COLLEGE

**AMERICA'S" INNOVATIVE" SERVICE" COLLEGE**

## WORDMARK + BRAND LINE

PRESBYTERIAN  
COLLEGE

## WORDMARK

Can be used as part of the logo or can stand alone.

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Go  
True Blue

## BRAND LINE

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



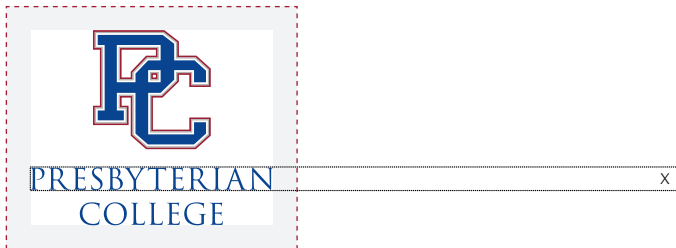
# Clear Zone

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.



## WORDMARK

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

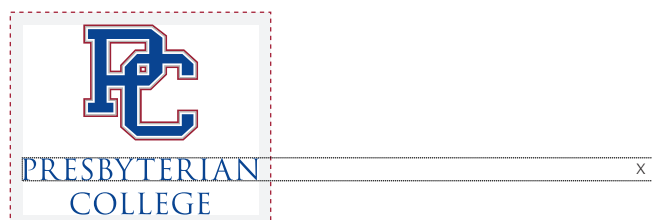
# Clear Zone: Tight Applications

The tight application clear zone should be used for applications with limited space.



## 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 "S" in Service (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 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 "I" in Innovative (X). A clear zone must be equal to or greater than 1/2-X.



# School of Pharmacy

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PRESBYTERIAN COLLEGE  
SCHOOL *of* PHARMACY

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

# College Seal

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The college seal may be used on formal and official institutional documents, merchandise and collateral. Use must be approved by the president's office.



# Sub-Identities

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

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Measure the height of the "P" in Presbyterian (X). When adding a department or program, use the font Univers LT STD 55 Roman. The point size of the Univers font should appear at 60% of the height of X.



PRESBYTERIAN COLLEGE X

CAREER & PROFESSIONAL DEVELOPMENT 60%-X

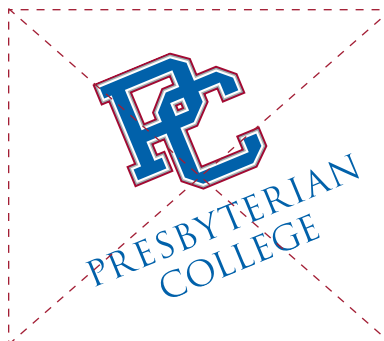


# Identifiers: Improper Usage

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



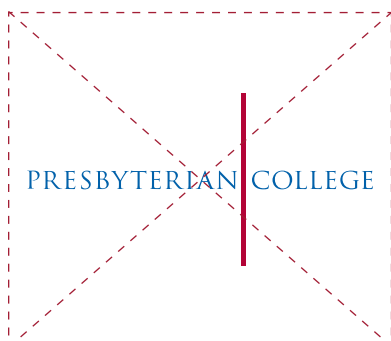
INCORRECT  
 Do not use unapproved color combinations.



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

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

## Mascot

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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.






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 55 Roman.



# Color Palette

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

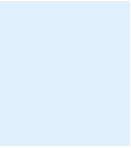


## PRIMARY COLORS

	<b>PC TRUE BLUE</b> <b>Pantone 286</b> CMYK: 100 / 66 / 0 / 35 RGB: 0 / 51 / 160 Hex: 0033A0		<b>TARTAN RED</b> <b>Pantone 201</b> CMYK: 7 / 100 / 68 / 32 RGB: 157 / 34 / 53 Hex: 9D2235		<b>RAIL STEEL GRAY</b> <b>Pantone 421</b> CMYK: 1 / 0 / 1 / 29 RGB: 178 / 180 / 179 Hex: B2B4B3
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## SECONDARY COLORS

	<b>CLINTON NAVY</b> <b>Pantone 2955</b> CMYK: 100 / 45 / 0 / 60 RGB: 0 / 56 / 101 Hex: 003865		<b>JACOBS RED</b> <b>Pantone 1817</b> CMYK: 0 / 49 / 49 / 60 RGB: 102 / 52 / 52 Hex: 643434		<b>CORNELSON FOUNTAIN</b> <b>Pantone 292</b> CMYK: 56 / 23 / 0 / 9 RGB: 102 / 178 / 231 Hex: 66B2E7
	<b>CELTIC CROSS GRAY</b> <b>Pantone COOL GRAY 1C</b> CMYK: 29 / 23 / 23 / 0 RGB: 183 / 183 / 183 Hex: D9D9D6		<b>GRADUATE GRAY</b> <b>Pantone 445</b> CMYK: 3 / 0 / 3 / 60 RGB: 99 / 102 / 100 Hex: 636664		<b>GRADUATE GARNET</b> CMYK: 7 / 100 / 68 / 55 RGB: 107 / 0 / 37 Hex: 6B0025

## ACCENT COLORS

	<b>Pantone 1265</b> CMYK: 32 / 16 / 0 / 40 RGB: 104 / 129 / 151 Hex: 688197		<b>Pantone 290</b> CMYK: 22 / 8 / 0 / 7 RGB: 184 / 216 / 236 Hex: B8D8EC		<b>Pantone 124</b> CMYK: 0 / 27 / 100 / 8 RGB: 234 / 170 / 0 Hex: EAAA00
	<b>Pantone 877</b> METALLIC SILVER				

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: ABCDEFGabcde fghijklmnopqrstuvw xyz1234567890

*Adobe Caslon Pro Italic: ABCDEFGabcde fghijklmnopqrstuvw xyz1234567890*

Adobe Caslon Pro Semibold: ABCDEFGabcde fghijklmnopqrstuvw xyz1234567890

*Adobe Caslon Pro Semibold Italic: ABCDEFGabcde fghijklmnopqrstuvw xyz1234567890*

Adobe Caslon Pro Semibold: ABCDEFGabcde fghijklmnopqrstuvw xyz1234567890

*Adobe Caslon Pro Semibold Italic: ABCDEFGabcde fghijklmnopqrstuvw xyz1234567890*

## Redwing

Redwing Think: ABCDEFGabcde fghijklmnopqrstuvw xyz1234567890

Redwing Light: ABCDEFGabcde fghijklmnopqrstuvw xyz1234567890

*Redwing Italic: ABCDEFGabcde fghijklmnopqrstuvw xyz1234567890*

Redwing Medium: ABCDEFGabcde fghijklmnopqrstuvw xyz1234567890

**Redwing Heavy: ABCDEFGabcde fghijklmnopqrstuvw xyz1234567890**

**Redwing Bold: ABCDEFGabcde fghijklmnopqrstuvw xyz1234567890**

**Redwing BLACK: ABCDEFGabcde fghijklmnopqrstuvw xyz1234567890**

## Strikeout

*Strikeout: ABCDEFGabcde fghijklmnopqrstuvw xyz1234567890*

***Strikeout Bold: ABCDEFGabcde fghijklmnopqrstuvw xyz1234567890***

*Strikeout Italic: ABCDEFGabcde fghijklmnopqrstuvw xyz1234567890*

***Strikeout Bold Italic: ABCDEFGabcde fghijklmnopqrstuvw xyz1234567890***

ADOBE CASLON PRO, CASLON 224 and UNIVERS—Presbyterian College’s main type families—are used in the majority of communications.

### PREFERRED USE:

**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.

**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.

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# Athletic Uniforms

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**BASEBALL**



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.

