

Pennsylvania Highlands Community College

# BRAND GUIDELINES

This document contains vital Pennsylvania Highlands' materials that are needed to maintain a consistent image. We kindly ask that you respect the instructions in these guidelines. Our team works hard to maintain the College's image; every pixel, space, and procedure is there for a reason.

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# CONTENT

The guidelines within describe the basic elements of the Pennsylvania Highlands identity and provides detailed examples of its proper application. The application of these basic elements is essential to maintaining the integrity of the College's identity.

**Consequently, these guidelines must be followed closely as any deviation will weaken the overall image of the College.**

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## CONTACT & APPROVALS

These guidelines will help you maintain the College's brand and overall image, leading to recognition throughout the region. If you have any questions, please contact Marketing & Communications at 814.262.3816 or [marketing@pennhighlands.edu](mailto:marketing@pennhighlands.edu).

Please understand that anything produced in the College and is meant for public consumption, which has the College logo or name on it, must be fully approved by Marketing & Communications at Penn Highlands Community College.

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# BRAND & VISUAL IDENTITY

A brand is a cluster of ideas that, if successful, is evoked by many things, including the name, logo, font, photography, and more. Brands thrive in the minds of people. The Pennsylvania Highlands brand not only supports the mission and strategic plan of the College; it is what people mentally package as Pennsylvania Highlands Community College.

The College brand must reflect the quality and effectiveness of the College's products and services, every underlying process, and all systems within the College community. The messages (ideas) that Penn Highlands conveys, both verbally and visually, must represent the College concisely in order to elicit the proper meaning to all members of our community.

The brand serves many purposes. It lends to the cohesiveness of the imaging and messaging that advocates the strengths and values of the College's services and programs. It also fosters true understanding and helps prevent any confusion with outlying brands or misrepresentations of the College.

The College brand builds credibility, trust, loyalty, and pride. It also generates positive impressions and feelings... unifying the entire organization. When used effectively, it can increase enrollment, create top-of-mind awareness and brand recognition, increase utilization by employers of the College's business-related services and programs, and aid in generating financial donations.

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# LOGOS

The College logo is a visual representation of the brand, promoting immediate identification. The readability and integrity of the logo should never be compromised; its integrity must be strictly maintained in order to continually build awareness. The logo is a piece of artwork and is a core element of the Pennsylvania Highlands Community College identity. Consequently, all that use it should do so with the utmost respect and affection it so obviously deserves.

The logo consists of the College logotype (Cassannet Bold and Lithos Pro) and the Pennsylvania Highlands symbol (mountain ridge and two trees). Both have been carefully designed and may not be modified in any way.

**The Pennsylvania Highlands Mountain Symbol can be used alone. However, the logotype cannot be used without the accompanying Pennsylvania Highlands Mountain Symbol.**

On screen, the logo should be reproduced in the College's hex color, and subsequently using the RGB color. In print, the logo should be reproduced in the College's spot color (Pantone), and subsequently using the process color (CMYK), or in black/white.

# LOGO USAGE

**Preferred use: green and black logo on white background.** Preference between square and horizontal logo is determined by applicable space. Always leave a generous margin around logo.



**Secondary use (one color): white logo on PMS 349 College Green / PMS 349 College Green logo on white.** Use when preferred logo is not applicable or not visible. If design calls for a one color scheme, this is preferred. Preference between square and horizontal logo is determined by applicable space. Always leave a generous margin around logo. *Note: black may replace PMS 349 College Green in some cases.*



**Secondary use (no color): white logo on black / black logo on white.** Use when preferred logo is not applicable or not visible. Preference between schemes is determined by the contrast within a piece. Preference between square and horizontal logo is determined by applicable space. Always leave a generous margin around logo.



# LOGO USAGE

Background photographs may be utilized under proper contrast. Mostly, they are busy and deter from the brand. Consult with and receive approval from Marketing & Communications before using any form of a background.

- Do not use drop shadows.
- Do not rotate the logo.
- Do not give the logo any transparency.
- Do not use any foreign background colors.
- Do not separate the typeface from the symbol.
- Keep proper proportions; do not stretch the logo horizontally or vertically.
- Do not use a stroke to outline the logo unless it falls within the approved color palette. Seek approval for weight of stroke.

**Exceptions to the logo can be granted only by consulting with and receiving approval from Marketing & Communications.**



# LOGO USAGE

The College continues to grow regionally. Each location is essential to the College brand and has its own unique logo that compliments the over-arching brand presence. These logos are to be used when dealing with materials specific to only one location. If the materials deal with more than one location, the general logo must be used. Note: Central Park is considered an informational, drop-in facility, which does not require an individualized logo. *Note: for one color logo usage, please follow the same guidelines as that of the main logo.*



# COLLEGE NAME & ABBREVIATIONS

In most cases, the full name of the College will be used to maintain brand integrity. There are cases where using a shortened version of the College name is appropriate. Please proceed accordingly with using the College's name.

## **APPROVED**

Pennsylvania Highlands Community College (proper)

Penn Highlands Community College (preferred)

Pennsylvania Highlands (secondary)

Penn Highlands (secondary)

## **UNAPPROVED (DO NOT USE)**

PA Highlands Community College

PA Highlands Comm College

PA Highlands

PHCC

## **APPROVED SITE-SPECIFIC (APPROVED FOR ALL SITES)**

Pennsylvania Highlands Community College Ebensburg Center

Penn Highlands Community College Ebensburg Center

Pennsylvania Highlands Community College Ebensburg

Penn Highlands Community College Ebensburg

Penn Highlands Ebensburg

# COLLEGE COLORS

Color is a core element to any brand. In fact, brand recognition can be increased by up to 80% through just color alone. There is a strong correlation between brand recognition and consistency in color. With this in mind, Penn Highlands follows a strict color guide.

College colors must be reproduced exactly at all times. Every effort must be made to ensure that the primary colors appear identical regardless of the media they are displayed in. Please consult with Marketing & Communications before reproducing materials on any machine not approved by Marketing & Communications.

PRIMARY COLORS

**College Green**  
 Pantone 349  
 CMYK: 91, 25, 99, 30  
 RGB: 0, 98, 51  
 HEX: #006233

**College Black**  
 Pantone Process Black  
 CMYK: 100, 100, 100, 100  
 RGB: 0, 0, 0  
 HEX: #000000

**College White**  
 No Pantone Specified  
 CMYK: 0, 0, 0, 0  
 RGB: 255, 255, 255  
 HEX: #ffffff

SECONDARY COLORS

**College Dark Green (Secondary)**  
 Pantone 3435  
 CMYK: 91, 44, 82, 49  
 RGB: 0, 71, 49  
 HEX: #004731

**College Light Green (Secondary)**  
 Pantone 363  
 CMYK: 79, 23, 100, 9  
 RGB: 57, 137, 48  
 HEX: #398930

**College Lime (Secondary)**  
 Pantone 584  
 CMYK: 16, 2, 69, 0  
 RGB: 220, 223, 114  
 HEX: #dcd772

**College Yellow (Accent)**  
 Pantone 127  
 CMYK: 5, 8, 66, 0  
 RGB: 244, 222, 117  
 HEX: #f4de75

**College Orange (Accent)**  
 Pantone 7409  
 CMYK: 4, 34, 100, 0  
 RGB: 243, 174, 1  
 HEX: #f3ae01

ACCENT COLORS



**College Cool Gray Series (Accent)**  
 Pantone Cool Gray 1-11  
 CMYK: TBD  
 RGB: TBD  
 HEX: TBD

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# TYPOGRAPHY

Typography is another core element to any brand. It helps to increase the Pennsylvania Highlands brand wherever it is used.

## LOGO TYPEFACES

The logo uses **CASSANET BOLD** and a form of **LITHOS PRO** to represent the College.

## PRIMARY TYPEFACES

The **CENTURY GOTHIC FONT FAMILY** and **OPEN SANS FONT FAMILY** are considered to be primary typefaces. These fonts should be utilized first, and foremost, when creating and drafting communications for the brand. Either font family is to be utilized for standard documentation, emails, and more.

## ACCENT/EMPHASIS TYPEFACES

Various fonts can show emphasis and importance within College materials. Key among these fonts is found within the **KLINIC SLAB FONT FAMILY** as it is considered to be top among all accent fonts. This and other accent fonts are housed within Marketing & Communications.

## SECONDARY TYPEFACE

The **ARIAL FONT FAMILY** is the secondary typeface. This font should be utilized when no other options are available.

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# TYPOGRAPHY EXAMPLES

Century Gothic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789

Open Sans Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789

Open Sans Semibold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789

Klinik Slab

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789

Arial

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789

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# LOGO TYPOGRAPHY

**CASSANET BOLD**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789**

LITHOS PRO REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789

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# EMAIL MESSAGES & SIGNATURES

All College communications, even email, are reflections of the institution. Consequently, it is important that all email messages sent from College accounts are professional in appearance. Please understand that many recipients may not be able to view all formatting styles. As a result, the following is to be observed when sending email:

- Keep your formatting simple. Utilize Century Gothic, Open Sans, or Arial typefaces. Fonts that mimic handwriting or are difficult to read are not permitted.
- Do not include any decorative clip art or backgrounds with your messages as they can be distracting and create emails that are not legible on certain devices.
- All messages should be in College Black or College Green (as noted in the College Colors section). Yellow, blue, or red may be used to highlight only keywords or passages.
- Your email signature/tagline should be no more than your name, title, and College contact information. Literary or individual quotes, Bible passages, political references, or other statements that are a reflection of the individual rather than the College are not permitted.
- Images should not be included in a person's signature as they are not legible on all devices.
- External messages must include a salutation and email signature.

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## EMAIL SIGNATURE EXAMPLE

**Name in Bold**

Title or Position

Pennsylvania Highlands Community College

XXX.XXX.XXXX

*www.pennhighlands.edu*

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# PRESS RELEASES & THE MEDIA

Marketing & Communications provides all media and communications services and support for all academic and administrative areas of Pennsylvania Highlands Community College. Marketing & Communications handles all media relations and is the principal contact for all communications between the College and media representatives, as determined by the President's Office.

Marketing & Communications advances the College's reputation and identity by providing printed and electronic information to a wide variety of internal and external audiences. Marketing & Communications distributes information about the College to the media for the purpose of developing a public relationship and understanding of its mission, message, positioning, and identity.

Marketing & Communications provides strategic public relations planning, and internal, executive, and marketing communications for the College in accordance with institutional priorities.

**Members of the College community are encouraged to submit content for press coverage by completing a Press Release Request via Brand Central, on the College's website. Details about press release distribution can be found within the College's Integrated Marketing Communications Plan.**

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# PRESS RELEASES & THE MEDIA

Marketing & Communications generates media coverage by identifying opportunities in breaking news, and by placing news, features, and other information that support the College's mission, vision, and strategic plan.

Marketing & Communications manages the placement of faculty experts in various media to discuss College research, projects, initiatives, or other newsworthy events. In addition, Marketing & Communications oversees movie, commercial, and special filming projects on location, and the production of public service announcements which support the College's mission.

Factors that help determine if an event or opportunity is newsworthy:

- A new or unique program at the College.
- A breakthrough in College research or ingenuity.
- A significant award or grant won by a faculty or staff member, student, alumni, or administrator.
- A significant special event consistent with the College's mission and objectives.
- An individual or College-related activity that ties in directly with breaking news, or a major regional, national, or global story.

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# PRESS RELEASES & THE MEDIA

All members of the College community are encouraged to promote teaching, scholarly research, and the free exchange of ideas, as well as carry out the rights and responsibilities which flow from the exercise of academic freedom, while recognizing the inherent need to provide accurate information to the public and preserve the College's reputation as a quality institution. In support, all interaction with the media on issues and policies regarding the College must be cleared by Marketing & Communications and the President's Office.

- Only Marketing & Communications will act as the official news source and principal contact for all communications between the College and media representatives.
- Only designated College spokespersons have the authority to represent the College or speak with the media within their area of expertise unless cleared by Marketing & Communications.
- Marketing & Communications must be notified in advance of all media visits for the purpose of accompanying reporters and/or photographers to ensure that procedures regarding security and confidentiality are followed.
- Marketing must be promptly notified of all potentially sensitive, contentious, or controversial media inquiries for the purpose of identifying the appropriate spokesperson and arranging for interviews or statements, if deemed necessary.

The above applies to all interviews, tapings, and event coverage, whether hosted by students, staff, faculty, or external parties using the College's premises. Members of the College community requesting assistance to publicize an event or opportunity should submit requests at least two weeks prior utilizing the online Press Release Request Form (via Brand Central). All submissions are subject to discretion for publication based on the interests of the College and institutional priorities.

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# SOCIAL MEDIA

Pennsylvania Highlands supports the need for a strong social media presence; it is committed to supporting honest, transparent, and knowledgeable dialogue. The College encourages collaboration and participation from departments, offices, areas, and other college-related entities to enhance our social media presence.

Penn Highlands has developed specific social media guidelines to ensure the College is represented in the most effective and strategic way, to protect the institution, and to assist with promotion of the College's mission and vision across social media platforms. These guidelines are intended to serve as a set of "best practices" for the College's officially affiliated social media channels, and may not necessarily apply to social media for instructional or personal use.

Officially-recognized College social media accounts are managed by the Marketing & Communications Office. Marketing & Communications holds the right to maintain social media integrity and holds full responsibility for content loaded to social media.

**Social media guidelines are subject to change as this area is constantly evolving. For complete and current guidelines, visit Brand Central on the website.**

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# SOCIAL MEDIA: RESPONSIBILITIES

## **MARKETING & COMMUNICATIONS**

This area maintains and manages all official College social media accounts, including all Facebook, Twitter, Instagram, LinkedIn, YouTube, and others. This office is responsible for the upkeep of all College accounts.

*Marketing & Communications holds editorial discretion in determining the frequency, focus, and visual aspects of materials posted. Marketing & Communications has undergone training in appropriate conduct specific to each social media platform, as well as reviewed these guidelines, allowing them to hold this privilege.*

## **FACULTY & STAFF**

These individuals have access to submit content in official capacity via the Social Media Request Form. The form was designed as an easy way for members of the College to submit content for public consumption.

## **CLUBS, ORGANIZATIONS, & STUDENTS**

These individuals have the ability to submit content through proper College officials. Clubs and organizations are encouraged to have their advisors submit content. Students are encouraged to reach out to the Student Senate President to submit content. All parties may have the Student Activities Office submit content. All content is to be submitted via the Social Media Request Form.

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# SOCIAL MEDIA: PERSONAL

Pennsylvania Highlands does not have established rules and regulations specifically related to personal use of social media by its employees, nor does the school actively monitor social media accounts of employees and students.

However, as a College, we want to establish and maintain brand consistency and messaging through all College-related accounts, as well as encourage appropriate use of social media through personal accounts. **Remember, that as an employee of the College, your personal actions reflect back on the College as a whole.**

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## **GUIDELINES AND ITEMS TO CONSIDER WHEN USING YOUR OWN SOCIAL MEDIA:**

When mentioning College news and events, use the official statements provided by the College.

If creating College content and utilizing the College's official name and logo, contact Marketing & Communications first for details on how to properly distribute the message and to seek permission for brand use.

If someone posts a negative comment, leave it; taking it down can make things worse.

Posts can be deleted, but screenshots can be taken. Respond to messages publicly so others can see you've addressed the issue in a timely manner. For help with wording when dealing with a hostile situation, please seek assistance from Marketing & Communications. Then, take any issue offline if possible to resolve. Please refrain from getting into debates.

Do not use profanity or offensive language when handling any situation online. As a College employee, we ask that you try to refrain from using this type of language as it reflects on the College.

Be mindful of FERPA laws before you tag students. Seek permission before tagging.

Pay very close attention to copyright laws; do not use music or images that you do not have permission to use.

Have fun, and be yourself on social media. Be mindful, though, of who can see your posts, and use your best judgment.

*Contact Marketing & Communications with any questions or concerns.*

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# PHOTOGRAPHY

Occupying prime real estate, photography is an integral part of the College brand and identity. The photography style should illustrate a dynamic and vibrant setting, with beautiful composition highlighting students, faculty members, facilities, events, and other aspects of the College community.

The use of non-professional photographs raises both brand quality and legal issues, such as photos subject to permission and copyright. For these reasons, outside of rare circumstances as deemed appropriate by Marketing & Communications, only photos taken or approved by Marketing & Communications are to be used in any and all print, web, or external materials.

All photos found on the College website or any other external communications tool are the property of Pennsylvania Highlands Community College and/or the photographer. The express written consent of Marketing & Communications must be given prior to any photograph used by other departments, areas, students, clubs, organizations, and/or groups.

If any member of the College community is requesting professional photography, please contact Marketing & Communications at least one week in advance. There is a request form found online via Brand Central to provide these services.

# PROGRAM FLYERS

Marketing & Communications encourages all members of the College community to be advocates of the College brand. To assist, Marketing & Communications has created a specific flyer for each academic program that the College offers to the community.

These materials are full color, descriptive pieces that utilize the brand to its fullest. Each flyer has a description, facts, key courses, and more, all geared to promoting the program of choice.

These flyers are able to be printed through Marketing & Communications. There is a request form found online via Brand Central to provide you with these flyers.

## ACCOUNTING

### TRANSFER DEGREE PROGRAM (A.S.)

Fond of numbers and mathematics? Accounting would be your perfect choice. No matter how automated or technologically advanced the world becomes, the need for an accountant will always be around. Companies need someone to interpret, analyze, gather, measure, record, and report economic and financial information. That person could be you.

Not simply bean counters, accountants analyze financial information and consult with upper management about important business decisions. Those completing this program will have demonstrated an understanding of accounting theory and practice and will have achieved a level of proficiency in related areas, including economics, management, marketing, IT, and business sub-disciplines.

The Associate of Science (A.S.) degree in Accounting is designed to provide the foundation necessary for optimal transfer to related bachelor degree programs. It also simultaneously prepares students for immediate employment in a wide range of businesses requiring advanced skills and knowledge of accounting. This program will prepare you for either path.

**CAREER OPPORTUNITIES\***

- Public or Private Accountant
- Cost Accountant
- Financial Manager
- Internal Auditor
- Payroll Specialist
- Accounting Specialist
- Accounts Payable/Receivable Specialist
- Project Manager

**KEY CLASSES**

- Principles of Accounting
- Managerial Accounting
- Tax Accounting
- Management Principles
- Business Law
- Microeconomics
- Macroeconomics

\*A.S. programs are designed for transfer to a four-year program.

**» ACADEMIC PROGRAMS**

- Accounting
- Architectural Technology
- Architectural/Civil: CAD & Design
- Business Administration
- Business Management
- Child Development
- Civil Technology
- Computer Science
- Computer Support Specialist
- Criminal Justice
- Early Childhood Education
- Early Childhood Mgmt & Leadership
- Electric Utility Technology
- Healthcare Information Specialist
- Histotechnology
- Human Services
- Information Security & Analysis
- IT - Cyber Security
- IT - Network Administration
- IT - Server Administration
- Liberal Arts & Sciences
- Media Production
- Medical Assisting Technology
- Medical Coding Specialist
- Network Administration
- Office Administrative Specialist
- Paramedic
- Pharmacy Technician
- Pre-Health Professions
- Professional Pilot
- Psychology
- Radiologic Technology
- Small Business Management
- Teacher Education Transfer
- Welding Technology

**WE ARE AFFORDABLE.**

On average, you can save **\$5,970 annually** by attending a community college compared to a four-year public college. Most, if not all, of your educational expenses may be covered after grants and federal college loans.

**WE ARE CLOSE TO HOME & FLEXIBLE.**

We have five locations throughout the region: Blair, Ebensburg, Huntingdon, Richland, & Somerset. We also understand that you may have other priorities, so we offer evening, weekend, & online courses to fit your desired lifestyle.

[pennhighlands.edu](http://pennhighlands.edu)  
 @pennhighlands

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# PUBLICATIONS & MATERIALS

Program flyers are just one of the many communication vehicles that the College utilizes to increase brand awareness. Every single piece, both internal and external, plays its part and must adhere to the graphic style of the brand.

What is graphic style? It is the use of logos, typefaces, and colors to create a clearly recognizable image for an institution. Graphic style standards are necessary for organizations in order to build and communicate a clear institutional brand for its target audiences.

A successful graphic style will help the College develop strong name recognition by defining a “look” for all materials that audiences instantly identify as Penn Highlands Community College. This does not mean that all materials must look exactly alike. It does mean that they must all clearly belong to the same family, with wordmarks, logos, typefaces, and colors used consistently.

The College’s graphic style applies to all brochures, publications, web-based items, periodicals, and other types of marketing materials produced by Penn Highlands for various audiences.

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# PUBLICATIONS & MATERIALS

## WHAT APPLIES TO THE GRAPHIC STYLE?

Publications and materials governed by our graphic style include, but are not limited to, the following:

- Recruitment brochures
- PowerPoints and other presentations
- Departmental program information
- Publications to alumni, donors, and other external audiences
- Official College websites and social media outlets
- Periodical magazines, annual reports, and newsletters
- All advertising vehicles
- Promotional videos and CDs
- Stationery and business cards
- Banners and posters
- Promotional items
- College signage

Some examples of materials that are not governed by the graphic style guidelines include the following:

- Academic papers or academic presentations
- Articles written for academic journals
- Internal College reports, memos, and forms
- Letters and other College business correspondence (*must be on official stationery*)

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# ATHLETICS

The Black Bears of Penn Highlands Community College began competition in 2010. The College is a chartered member college of the National Junior College Athletic Association (NJCAA), and holds rank within the Western Pennsylvania Collegiate Conference (WPCC).

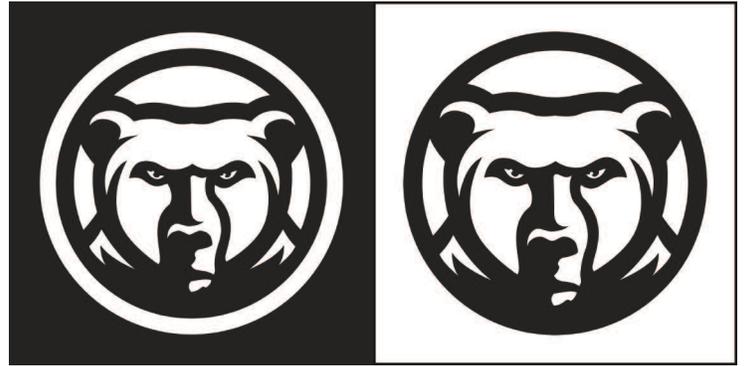
The NJCAA fosters a national program of athletic participation in an environment that supports equitable opportunities consistent with the educational objectives of member colleges.

The following logo and typeface guidelines apply to all official College Athletic (or Club Athletic) Programs. Any deviation from these must have the approval of both the Athletics and Marketing & Communications departments.

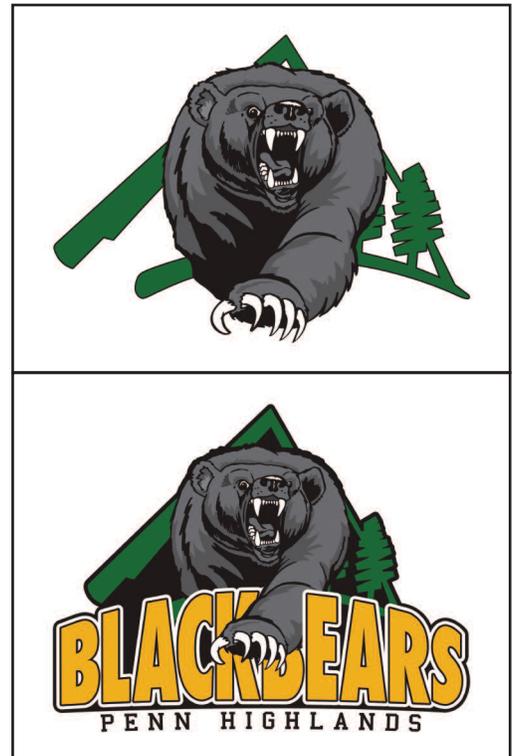
The use of any NJCAA or WPCC likeness is prohibited unless approval is granted by both the Athletics and Marketing & Communications departments.

# ATHLETICS: LOGO

**Circle Bear Logo.** This is the primary bear face used for marketing purposes. It can be found on various pieces including uniforms, telecasts, and other promotional pieces. Light version to be used on dark backgrounds; dark version to be used on light backgrounds. Logo can appear using only specific colors: white, black, College Green, and College Dark Green. Using the inverse form of this logo is strictly prohibited.



**Standard Complete Logo (Two Forms).** This is known as 'Bear Mountain' and can appear on various pieces and materials where color and space is at a premium. This logo can only be printed in full color. The form with words can only be used when space allows for 'Penn Highlands' to be legible. If space is minimal, please use the version without wording.



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# ATHLETICS: TYPOGRAPHY

The Black Bears of Penn Highlands follows a slightly different set of rules with typography with the intention of standing out from the College, yet being a core element of the brand. The subtle differences in typography helps increase the Black Bear brand throughout the region.

## HEADER AND CIRCLE BEAR LOGO TYPEFACE

The **FRANCHISE FREE** font is used for all header and call-outs. It is the primary Athletics font when wanting to show strength or emphasis. This font is also the primary font to be used with the Circle Bear Logo. The name **BLACK BEARS** can appear either centered directly below or to the right of the Circle Bear Logo.

## SECONDARY HEADER TYPEFACE

**OPEN SANS SEMI-BOLD** font is considered the secondary header, and it is used to show importance to a level almost as great as that of the main header font. This font bridges the gap between detailed information and call-out content.

## BODY TYPEFACE

The **OPEN SANS FONT FAMILY** is to be used for all general bulk content pertaining to Athletics. It is to be used for lengthier writing and for going into detail and specifics.

## SECONDARY TYPEFACE

The **CENTURY GOTHIC FONT FAMILY** is the secondary typeface. This font should be utilized when no other options are available.

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# ATHLETICS: TYPOGRAPHY

## FRANCHISE FREE

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789**

### Open Sans Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789

### Open Sans

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789

### Century Gothic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789

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# EXCEPTIONS & APPROVALS

The President of Pennsylvania Highlands Community College has endorsed these brand guidelines. The President has designated Marketing & Communications, under the guidance of the Vice President of Student Services, to enforce these guidelines and review requests for any exceptions or special permissions related to these guidelines.

An exception request may be made by contacting Marketing & Communications at [814.262.3816](tel:814.262.3816) or [marketing@pennhighlands.edu](mailto:marketing@pennhighlands.edu).

## **SECONDARY LOGOS**

Secondary logos for departments, programs, and clubs are highly discouraged to be stand-alone pieces, but may be approved for use by Marketing & Communications or the Vice President of Student Services.

Secondary logos reduce the impact and effectiveness of the College's brand identity. Any and all secondary logos that are to be used on College publications or other College materials must be approved in advance by Marketing & Communications.