Portland Community College®

BRAND IDENTITY STANDARDS

Table of Contents

WHO WE ARE

The Marketing and Communications Department is charged with promoting the college and upholding PCC's reputation and brand. We've developed these identity standards as a helpful guide for navigating through the world of logos, photos, and messaging.

We're your partner for all things branding. While our main focus leans towards student recruitment, college-wide initiatives, and government and donor relations, we are also here to help you utilize the resources needed to communicate on behalf of the college.

GREG HARRIS
Director of Marketing
& Communications

MAYA ALKHAYYAT
College Advancement
Assistant

ALAINA BULLER
Digital Media Specialist

JUSTIN ESLINGER
Interim Non-Credit Program
Marketing Manager

CELESTE HAMILTON-DENNIS
Writer

KATRINA HARSHA
Senior Designer

KATHERINE MCDONALD
Events Specialist

JENELLE NEIL
Media Production Supervisor

EMILY SMUDDE
Marketing Coordinator

HEIDI STANLEY
Senior Designer

For questions about the PCC brand, please contact the Marketing and Communications Department.

What is branding and why does it matter?

The Portland Community College brand is more than our logo and color scheme. Our brand exists in the thoughts and feelings of our audiences, and not just the brand manual our Marketing team uses to guide our work.

Think about branding as a relationship, or promise, about what we stand for and offer. Like people we are close to, some brands have a hold on us, too. What is the fundamental attribute of those close relationships? It's trust.

The most important attribute of a strong brand is the trust earned in the relationship. Trust is very important to PCC. Our students need to trust we will deliver the learning we promise them. Our funders need to trust we will be good stewards of the resources they share with us. Our colleagues and partners need to trust we will collaborate in good faith.

Trust is built through high-quality, consistent experiences over time. That's why branding matters to everyone. Whether you're speaking to a student, posting on social media, or creating a brochure, you're speaking for Portland Community College. You're helping build trust. And that trust ultimately leads to a more robust and engaged community at PCC.

WHAT PCC BELIEVES

At Portland Community College, we see college as a cause. We believe in opportunity for all, always. That is why we provide educational excellence at an affordable price – the broadest and most practical range of learning opportunities in Oregon. That is why we meet every student where they are, and work tirelessly to reduce barriers to success. That is why we strive to live our commitment to diversity and inclusion through a challenging examination of our own assumptions and practices. That is why we are a powerhouse community connector, convening vital educational and workforce partnerships. And that is why we are bolder and more ambitious than people might expect. **We know we are a powerful force for good in our community, and we feel a profound responsibility to deliver on that promise.**

Logo Guidelines

The PCC diamond embodies the college's history and values in a single symbol. The diamond is the fundamental building block of our logo system.

☞ To download a PCC logo, please visit pcc.edu/marketing.

PORTLAND COMMUNITY COLLEGE LOGO

The PCC logo consists of two components: the logomark and a logotype. The two components should appear together and never be altered, modified, or redrawn. These elements together form a cohesive mark that provides immediate college recognition.

The primary logo is the official mark of Portland Community College and should appear on all college communications. The logo must have the appropriate registered trademark symbol (®). Changes, alterations, and modifications to the registered logo are not permitted. These standards apply to all visual representations of the PCC logo, including print and digital communications, websites, and specialty items. See pages 6 – 7 for details. *Note:* The PCC logo was registered with the United States Patent and Trademark Office in 2021.

PRIMARY LOGO

Logomark   Logotype

☞ Do not use the primary PCC logo without the registered trademark symbol.

HISTORY OF THE PCC LOGOMARK

1960S
PCC is branded with a monogram
within a circle inside a square.

EARLY TO MID 1970S
The type becomes more stylized and adds an arrow.
The square and circle are replaced with a border.

LATE 1970S
The previous logomark is replaced by a stylized P shape.

1980 TO 1985
The logomark becomes bolder and simplified.

1985 TO 1994
The P becomes ever more stylized,
and incorporates the Cs in Community College.

1994 TO 2002
The stylized PCC tilts back 45° and
received a tinted diamond-shaped background.

2002 TO CURRENT DAY
The tinted background is replaced by a solid frame, and the
modern PCC diamond is born.

LOGO VERSIONS

There are several versions of PCC's primary logo. The turquoise logo is always preferred and should be used at every opportunity.

The navy and black versions are additional options and should only be used when the turquoise cannot.

The white logo may be used on a dark background if sufficient contrast is needed.

LOGO IN COLOR

BLACK AND WHITE

MONOGRAM LOGO

The monogram logo consists of the diamond logomark and initial logotype. The monogram logo is informal and should only be used when the full Portland Community College primary logo is rendered illegible. This usage is primarily for promotional items.

LOGOMARK

The diamond logomark can be used alone in extremely limited circumstances. This mark should not be used as a stand in for the primary logo. It is a special use mark for promotional or spirit items only.

GREAT SEAL

The great seal features the torch of enlightenment, a beacon for all who seek opportunity and education. The great seal is used on official school documents, including certificates, degrees and diplomas. The great seal should not be used for decorative or marketing purposes.

SECONDARY LOGOS

These three additional college marks may be used in limited circumstances.

All use of secondary logos must be approved by PCC's Marketing and Communications Department.

WHAT IS A TRADEMARK?

A trademark can be any word, phrase, symbol, design, or a combination of these things that identifies your goods or services. It's how customers recognize you in the marketplace and distinguish you from your competitors.

The word "trademark" can refer to both trademarks and service marks. A trademark is used for goods, while a service mark is used for services. **Federal trademark registration provides nationwide legal protection for your brand.**

(Source: uspto.gov/trademarks)

REGISTERED TRADEMARK SYMBOL SIZE AND PLACEMENT

The primary logo's registered trademark symbol should be equal to the height and width of the dot of the "i" in "Community."

The monogram logo's registered trademark symbol should be equal to the height of the "P" counter (the hole in the P) in "PCC."

The logomark's registered trademark symbol should be proportionate to the monogram's trademark symbol. The placement of the symbols on all registered logos should never be altered.

TRADEMARKED LOGOS

Portland Community College claims ownership of and has registered logos with the United States Patent and Trademark Office (USPTO). Registration at the federal level is not required for the college to claim rights to its logos. These standards apply to all visual representations of the PCC logos, including print and digital communications, websites, and specialty items.

The primary PCC logo, monogram logo, and the logomark must have the appropriate registered trademark symbol. If they do not, they will not be compliant with the college's legal standards. These logos are property of Portland Community College and must be reproduced from an authorized original electronic file provided by the Marketing and Communications Department.

PRIMARY LOGO

MONOGRAM LOGO

LOGOMARK

SECONDARY LOGOS

PCC campuses, centers, departments, academic programs, and affiliated groups **may not** create or display secondary logos containing the registered PCC logos or the registered trademark symbol, as they have not been registered with the USPTO.

Portland Community College® | Dental Sciences

☞ No other PCC logo may use the registered trademark symbol.

AUTHORIZED USE OF REGISTERED LOGOS

PCC's registered primary logo may be used for any college-sanctioned activity, provided written consent is obtained prior to its use. **Deliberate misuse of the registered logos will not be allowed.** To obtain permission, please contact the Marketing and Communications Department.

Who needs approval to use a logo?
All individuals, organizations, non-profits, and companies are required to obtain written approval before using any of PCC's registered logos.

Why does PCC care who uses the logos?
The college must control and monitor use of its registered logos to avoid loss or dilution in the marketplace. Inappropriate use of the logos harms PCC's brand recognition and reputation.

Unauthorized Use
Any unauthorized use of the logos, by an entity or individual, without expressed written consent from the PCC Marketing and Communications Department will be deemed a violation of the college's brand identity standards. The college will take any and all steps necessary to protect such rights. Commercial use and reproduction without written permission is strictly prohibited. This includes use by nonbusiness groups or individuals, employees, non-profits, and other organizations.

EXCEPTIONS TO THE RULES

When creating a multipage print or digital document, or website containing a large number of pages, the first and most prominent appearance of the PCC logo must contain the registered trademark symbol. All other logos within the same document or website do not require the symbol.

If only one PCC logo is present on the item, the registered logo must be used.

All other exceptions to the use of the registered PCC logos must be approved by the Marketing and Communications Department. Documentation of written consent is required.

PLACEMENT AND CLEAR SPACE

The logo should appear on all college communications, generally in the bottom right corner.

Care should be taken to ensure the PCC logo's visibility and impact. No competing visual elements (including text, images, or other logos) should interfere with the logo, nor should it be combined with other logos.

At minimum, the logo should be surrounded on all sides by a clear space that is equal to the distance of the top of the "C" to the bottom of the "g" in the word "College." More clear space is always encouraged, and will allow for better visibility and impact.

MINIMUM SIZES

Minimum size refers to the smallest width advisable for the primary logo. The minimum size for the horizontal logo is 1.375 inches. For electronic applications, the minimum size for the horizontal logo is 99 pixels.

8

CLEAR SPACE

MINIMUM LOGO SIZE

1.375"
(or 99 pixels wide
for digital use)

SIZE RECOMMENDATIONS

Typical Brochure Size

Portland
Community
College®

1.75"

8.5" x 11" Paper Size

Portland
Community
College®

2.25"

Electronic Use Size

Portland
Community
College®

99 px

RECOMMENDED SIZES

The suggested size for the PCC logo is 1.75" wide on a typical brochure, and 2.25" wide on a larger (8.5" x 11") publications. For electronic applications, the suggested size of the logo is 99 pixels wide.

For help sizing the logo for a very large application (vehicle wrap, building sign, or the space shuttle), please contact the Marketing and Communications team.

BACKGROUND AND CONTRAST

Background colors and images should not compete with the PCC logo or render the logo illegible.

On a white or light solid color background, use the primary turquoise logo. If the logo is placed on a dark background, you may use the white version. For sufficient contrast, reference the examples on this page.

When in doubt, contact the Marketing and Communications team for guidance.

LOGO MISUSE

The PCC logo cannot be altered, changed, or modified in any way. It should also not be combined with any other logo.

Do not rotate the diamond. It should resemble the letter "P."

Do not change the alignment of the logo.

Do not stretch or condense the logo.

Do not change the color of the logo.

Do not alter the proportion of the logo.

Do not separate or move elements of the logo.

Do not add a drop shadow or any other effect to the logo.

Do not rotate the logo.

Do not change the typeface on the logo.

SPECIAL USE LOGOS

Though characterized by a rich diversity of programs and offerings, PCC is one college that collectively uses the primary logo. **The strongest impression is made by the consistent use and implementation of the PCC logo.**

In certain circumstances, however, secondary logos are required. These logos are provided primarily for internal spirit-building and community relations (such as community events). Please note that individual course-specific logos do not qualify for a special use logo.

For questions about creation and usage of a campus, center, club, department, program, and resource-specific logo, please contact the Marketing and Communications team for assistance.

👉 **Please Note:**

The use of a secondary logo must be approved and created by PCC's Marketing and Communications Department.

SPECIAL LOGOS

Secondary logos are provided primarily for internal spirit-building and community relations (such as community events). Guidelines may be different for monument signage.

Portland Community College | Office of Equity and Inclusion

PCC | Office of Equity and Inclusion

Portland Community College | Newberg Center

PCC | Newberg Center

Portland Community College | Planning & Capital Construction

PCC | Planning & Capital Construction

Gym Floor Logo

Two Color Logo

One Color Logo

PCC Athletics

Portland Community College Athletics is committed to providing an outstanding collegiate experience to our student-athletes while supporting educational excellence, community inclusion, and equity among students, faculty, staff, and alumni.

LOGO

The panther logo is the primary mark for PCC Athletics, and the department is permitted to use the logo in their materials and promotional items. The panther logo is meant to showcase PCC's excellence in athletics and build school spirit. This logo should never replace the PCC logo and can only be utilized by the Athletic Department.

The panther logo's colors are navy and gold and should not be altered to match the PCC primary logo.

Additionally, in order to build brand awareness and maintain consistency, alternate versions of the panther logo, including stylized, hand-drawn, or cartoon images of panther are not permitted.

All use of the panther logo outside of the Athletic Department must be approved by PCC's Marketing and Communications Department.

NAVY
PMS   2757c
CMYK   100 / 94 / 31 / 29
RGB   0 / 31 / 96
HEX   1F285C
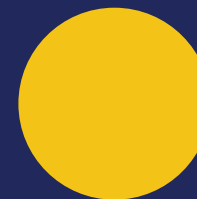
GOLD
PMS   7406c
CMYK   5 / 22 / 100 / 0
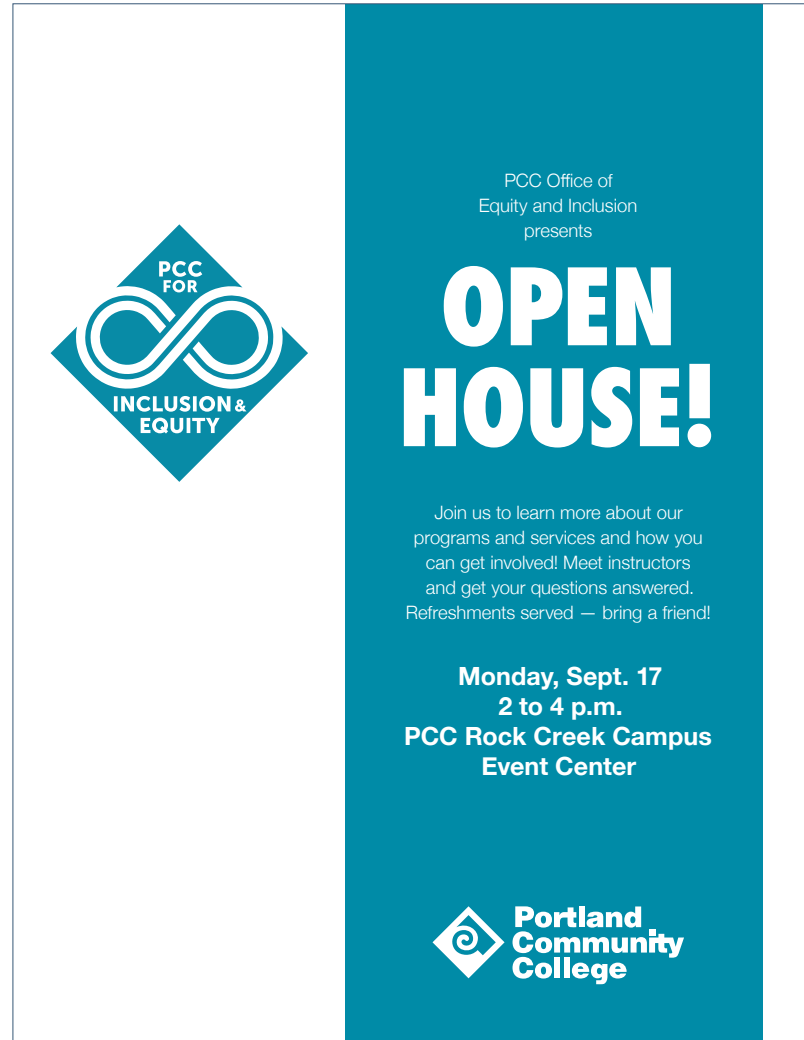RGB   342 / 195 / 0
HEX   F3C413

☞ Learn more about PCC Athletics at panthers.pcc.edu.

ART ELEMENTS

Some programs at PCC use associated art elements to distinguish themselves. These are approved graphic designs that convey the character and intent of the program and build recognition.

Art elements must be approved by the Marketing and Communications Department and are used sparingly. Art elements do not include the official name of the department or program and should not take the place of a PCC logo.

Correct use of art element

PCC FOR

INCLUSION & EQUITY

PCC Office of
Equity and Inclusion
presents

OPEN HOUSE!

Join us to learn more about our programs and services and how you can get involved! Meet instructors and get your questions answered. Refreshments served — bring a friend!

**Monday, Sept. 17
2 to 4 p.m.
PCC Rock Creek Campus
Event Center**

Portland
Community
College

Incorrect use of art element

Bigfoot Studies
Department
presents

OPEN HOUSE!

Join us to learn more about our
programs and services and how you
can get involved! Meet instructors
and get your questions answered.
Refreshments served — bring a friend!

**Monday, Sept. 17
2 to 4 p.m.
PCC Rock Creek Campus
Event Center**

Portland Community College
**BIGFOOT STUDIES
DEPARTMENT**

WHY DOESN'T THIS FLYER WORK?

This document used a department name in an art element coupled with the PCC diamond. The PCC diamond should never be used in place of the primary logo and never be used within an art element.

Additionally, unapproved colors that are not part of our color palette were used.

If you have questions or concerns about whether or not a document you're working on meets brand standards, please contact the Marketing and Communications Department.

Color and Typography

Consistent use of color and typography supports visual cohesion and leverages emotional resonance with our brand. It's a powerful way to help people get to know our unique style and increase the impact of our storytelling.

BRAND COLORS

One of the ways that Portland Community College creates visual continuity and impact is through consistent use of brand colors. Aside from our logo, PCC turquoise is the most identifiable element of our college. PCC's primary colors are turquoise and navy. These two colors provide a palette that can be adapted for multiple audiences as needed. In general, turquoise should be emphasized over all other colors. If navy serves as a primary color (i.e., for a business audience), then turquoise should be utilized as an accent color.

PRIMARY COLOR PALETTE

PCC TURQUOISE

The PCC turquoise was instituted as the primary color during the college's 50th anniversary in 2011. It was updated to feel lighter and more contemporary.
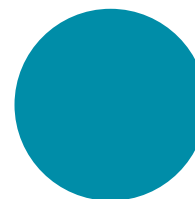
TURQUOISE
PMS   3135c
CMYK   100 / 23.36 / 29.48 / 1.15
RGB   0 / 142 / 170
HEX   008EAA

PCC NAVY

The PCC navy color was adjusted and is an update to the legacy color palette.
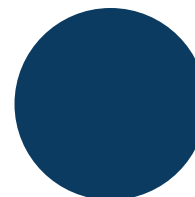
NAVY
PMS   2955c
CMYK   100 / 60 / 10 / 53
RGB   0 / 56 / 101
HEX   003865

COLOR BUILDS

When possible, projects should be printed using the Pantone Matching System values (PMS 3135c and PMS 2955c). If spot colors are not available, the CMYK values listed on this page should be used. To translate our brand thoughtfully for digital audiences, we've created web-specific values of our color palettes, using the HEX and RGB color builds.

SECONDARY AND TERTIARY COLORS

Although our color system relies heavily on turquoise and navy, we understand the need to complement that palette with a vibrant set of additional colors. This full set of secondary and tertiary colors was developed to help elevate marketing projects and speak to a variety of audiences. Please use these colors sparingly and always with PCC's turquoise. Also, under no circumstances should any of these colors become the predominant color for an academic program, department, or center.
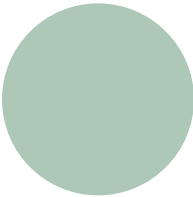
SECONDARY COLOR PALETTE
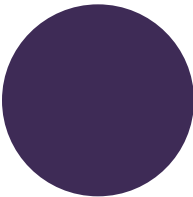
PURPLE
PMS   669c
CMYK   87 / 97 / 8 / 49
RGB   63 / 42 / 86
HEX   3D2B57

TAN
PMS   403c
CMYK   18 / 21 / 27 / 47
RGB   140 / 133 / 123
HEX   8A837A

APPLE GREEN
PMS   383c
CMYK   29 / 1 / 100 / 18
RGB   168 / 173 / 0
HEX   A8AD00

LIGHT TAN
PMS   400c
CMYK   6 / 7 / 13 / 16
RGB   196 / 191 / 182
HEX   C3BEB5

SEAFOAM GREEN
PMS   559c
CMYK   29 / 2 / 24 / 3
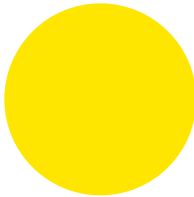RGB   173 / 202 / 184
HEX   ADC8B8

TERTIARY COLOR PALETTE
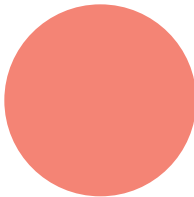
SALMON PINK
PMS   170c
CMYK   0 / 48 / 50 / 0
RGB   255 / 134 / 116
HEX   FF8571
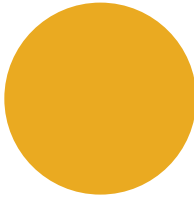
GOLDEN YELLOW
PMS   124c
CMYK   0 / 30 / 100 / 0
RGB   234 / 170 / 0
HEX   EBA904

BRIGHT YELLOW
PMS   803c
CMYK   0 / 5.47 / 97.71 / 0
RGB   255 / 232 / 0
HEX   FFE80A

BRAND COLOR COMBINATIONS

When building color combinations, be sure PCC's turquoise is predominate (approximately 50% of the design). The secondary colors are to support the turquoise (approximately 15% of each color, or 45% of the design) and the tertiary colors are for highlights or call-outs (approximately 5% of the design).

PALETTE COMBINATION EXAMPLES
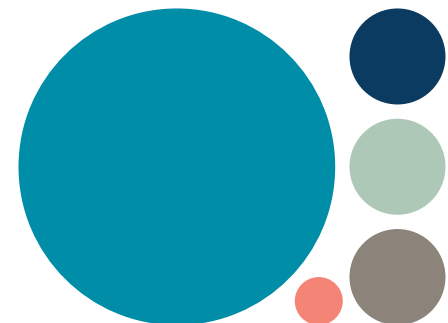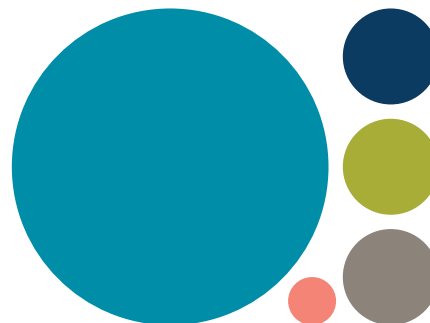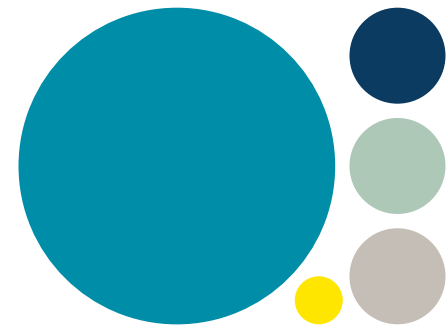
At Portland Community College, you'll…

Save money on school

At $123 per credit, the cost of a PCC education is about 53% less than a public university and about 87% less than the cost of a private university in Oregon. It's a fact:

TUITION COMPARISON

$5,600
Portland Community College*

$11,900
Four-year Oregon public university*

$42,100
Four-year Oregon private university*
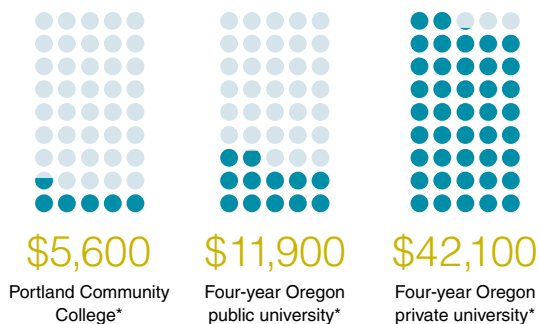
*Estimated full-time tuition and fees for residents (12-18 credits, OSAC 2019/20). For up-to-date costs, visit pcc.edu/tuition.

Find your squad

We've got something for everyone. With numerous clubs, resource centers, sports teams, and more, there are a lot of ways to find your people at PCC.

20+
Resource Centers
Including DREAMers, Multicultural, Queer, Veterans, and Women's across PCC.

35%
Students of Color
Making us one of the most diverse colleges in Oregon.

Four
Athletic Teams
Panthers compete in men's and women's basketball and soccer.

150+
Clubs and Organizations
Join a student-led club or organization, or start your own and find people with the same hobbies and interests.

Go to **pcc.edu/payingforcollege** to explore your payment options.

Go to **pcc.edu/student-life** to see how we do community at PCC.

TYPOGRAPHY

Typography is an important part of the PCC visual identity system. When used correctly and consistently, typography unifies the appearance of marketing communications.

These are the typographic families PCC uses for headlines, subheads, and body copy. You will notice there is a serif and sans serif family available. We recommend Helvetica be used for all categories (headlines, subheads, pull quotes, etc.), where Garamond only be used for large paragraphs of text. If you are not trained in graphic design, we suggest using only Helvetica and its provided weights.

PRIMARY TYPEFACES

Helvetica LT Pro
Sans Serif

LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:-'"*!?()/$

LIGHT OBLIQUE
*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:-'"*!?()/$*

ROMAN
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:-'"*!?()/$

ROMAN OBLIQUE
*ABCDEFGHIJKLMNOPQRSTUVWXY
abcdefghijklmnopqrstuvwxyz
1234567890.,:-'"*!?()/$*

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:-'"*!?()/$

BOLD OBLIQUE
*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:-'"*!?()/$*

Adobe Garamond Pro
Serif

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:-'"*!?()/$

REGULAR ITALIC
*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:-'"*!?()/$*

BOLD
**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:-'"*!?()/$**

BOLD ITALIC
***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:-'"*!?()/$***

BLACK
**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:-'"*!?()/$**

BLACK OBLIQUE
***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:-'"*!?()/$***

Arial
Sans Serif

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:-'"*!?()/$

REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXY
abcdefghijklmnopqrstuvwxyz
1234567890.,:-'"!?()/$*

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:-'"*!?()/$

BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXY
abcdefghijklmnopqrstuvwxyz
1234567890.,:-'"*!?()/$

Georgia
Serif

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:-'"*!?()/$

REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:-'"!?()/$*

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:-'"*!?()/$

BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:-'"*!?()/$

ALTERNATIVE FONTS

In marketing and communication materials, our brand typefaces should always be used. However, there are circumstances when the PCC brand fonts will be unavailable. In those instances, these alternative fonts should be used in lieu of the brand fonts.

These alternate fonts are freely available on all PC and Mac operating systems. They are recommended for business correspondence, as well as email signatures, PowerPoint templates, and websites.

Tools and DIY Templates

These customizable tools allow users to express their individual voice while backing up their message with the recognition and clout that comes with a trusted institution.

☞ To download a DIY template, please visit pcc.edu/marketing.
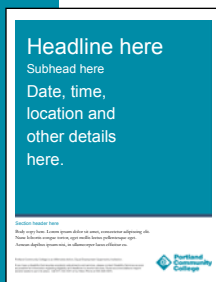
DIY TEMPLATES: FLYERS

Flyers are good tools for offering text-driven information. PCC's flyer templates include options for organizing your text in visually interesting ways so you can offer more detail. Flyers can be posted or used as "one sheets" – informational overviews you can hand to people or mail. Flyers are also good for sharing testimonials and stories. We also offer a "handbill" version in our template suite that allows you to create a smaller 5" × 7" flyer – ideal for stacking on a counter or handing out at a table or fair.

8.5"

11"

HEADLINE
Helvetica or Arial, left aligned

BODY COPY
Adobe Garamond Pro or Georgia, left aligned

Headline here

Body copy here.Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc lobortis congue tortor, eget mollis lectus pellentesque eget. Aenean dapibus ipsum nisi, in ullamcorper lacus efficitur eu. Aenean a cursus odio, eu fringilla nisi. Curabitur et lacus sed mi vestibulum luctus. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Fusce nec ipsum nisl. Etiam accumsan lobortis eros, a rutrum est vehicula eu. Nulla consequat diam at tortor pellentesque, a eleifend neque pretium.

Nam congue volutpat odio, sit amet sollicitudin augue egestas a. Aliquam ornare lorem in molestie dictum. Ut accumsan.

Section header here

Body copy here.Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc lobortis congue tortor, eget mollis lectus pellentesque eget. Aenean dapibus ipsum nisi, in ullamcorper lacus efficitur eu. Aenean a cursus odio, eu fringilla nisi. Curabitur et lacus sed.

3.688"

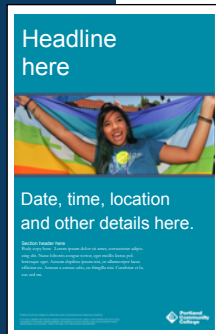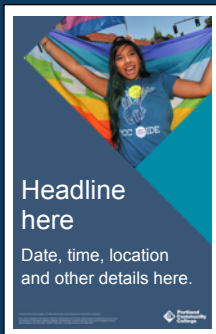Helvetica or Arial,
left aligned

Headline
here

8.5"

DIY TEMPLATES: BROCHURES

Brochures are typically used as an introduction tool. They are designed to include multiple photos and extended text. They are best used when you have three or more categories of information. Brochures always include a call-to-action and contact information.

DIY TEMPLATES: POSTERS

Posters are ideal for image-driven communication. Consider posters if you have a strong image and simple information to convey. Posters should contain minimal content.

11"

17"

HEADLINE
Helvetica or Arial, left aligned

OPTIONAL SUBHEAD
Helvetica or Arial, left aligned

OPTIONAL DETAILS
Helvetica or Arial, left aligned

SECTION HEADER
Helvetica or Arial, left aligned

BODY COPY
Adobe Garamond Pro or Georgia, left aligned

Headline here

Subhead here

Date, time, location and other details

Section header here

Body copy here. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc lobortis congue tortor, eget mollis lectus pellentesque eget. Aenean dapibus ipsum nisi, in ullamcorper lacus efficitur eu.

Nam congue volutpat odio, sit amet sollicitudin augue egestas a. Aliquam ornare lorem in molestie dictum. Ut accumsan sagittis
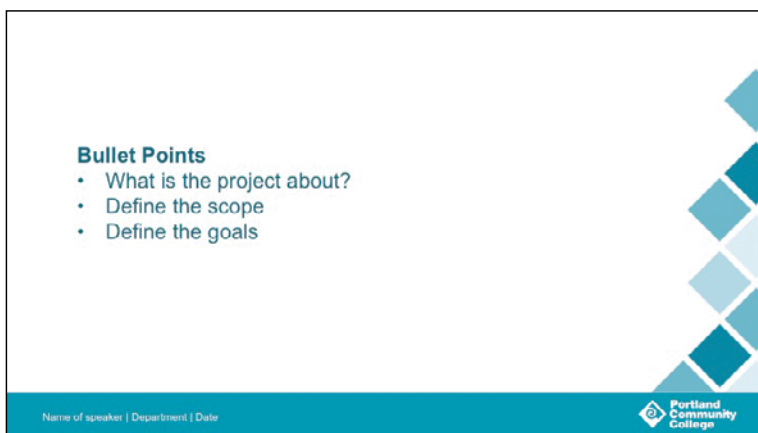
quam sed gravida. Vivamus ac bibendum leo. Fusce lacinia ipsum in nisi porttitor ultrices. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Sed imperdiet ligula nec nisl tempor, sit amet auctor augue auctor. Pellentesque a tortor sed sapien luctus imperdiet non sed diam. Ut consectetur enim non arcu egestas, ac mattis lorem pulvinar. Donec elementum molestie .

Portland Community College is an Affirmative Action, Equal Employment Opportunity Institution.

If you have a disability that requires academic adjustments and services, please contact Disability Services as soon as possible for information regarding eligibility and deadlines to receive services. Some accommodations require several weeks to put into place. Call 971-722-4341 or by Video Phone at 503-928-5875.

Portland Community College

Headline here
Date, time, location and other details here.

Headline here
Date, time, location and other details

Headline here
Date, time, location and other details here.

DIY TEMPLATES: PRESENTATIONS

Our DIY toolkit includes a branded PowerPoint template. PowerPoint presentations are great tools for in-person and virtual presentations. Use the PCC templates as a base and customize the presentation with your own photos to add visual interest.

☞ To download a DIY template, please visit pcc.edu/marketing.

DIY TEMPLATES: BUSINESS STATIONERY

Find a variety of business stationery templates online, including letterhead, certificates, and thank you cards.

☞ To download a DIY template, please visit pcc.edu/marketing

8.5"

Portland Community College

pcc.edu • 971-722-6111
P.O. Box 19000, Portland, OR 97280-0990

An Affirmative Action, Equal Employment
Opportunity Institution

Date XX, 20XX

Poppie the Panther
Portland Community College
12000 SW 49th Ave.
Portland, OR 97219

Dear Poppie,

BODY COPY
Adobe Garamond Pro
or Georgia, left aligned

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras orci tortor, vehicula commodo libero sit amet, rutrum sagittis dui. In pharetra eu turpis eu mattis. Pellentesque pulvinar justo interdum volutpat lacinia. Donec pharetra viverra est ut cursus. Morbi pharetra leo sit amet maximus tincidunt. In malesuada nisl odio, eget venenatis risus ullamcorper in. Suspendisse a ligula non erat tempus rutrum. Integer metus quam, convallis in est id, aliquam gravida arcu. Vivamus gravida sed sem vel volutpat. Morbi luctus eros nec lacus molestie faucibus.

Proin porttitor dui nec sem luctus, a tempor metus malesuada. Vestibulum eu gravida massa. Morbi pellentesque sollicitudin nunc, eget semper elit elementum vitae. Suspendisse potenti. Integer cursus interdum hendrerit. Donec sit amet nisl eleifend, fermentum nibh a, vestibulum tortor. Nunc placerat egestas massa vitae gravida. Etiam scelerisque est vel felis ullamcorper, eget ultricies nibh ultrices.

Ut scelerisque vel orci sit amet aliquet. Donec nulla mauris, sollicitudin vestibulum nisi at, faucibus lobortis dui. Curabitur et nisl quis dui ultrices aliquam ut eu diam. Donec vehicula convallis mi, eu posuere purus mollis eu. Phasellus vitae massa quis mauris ultrices congue id nec massa. Integer tempor pharetra sodales. Vestibulum vel ornare nisi. Curabitur quis elit ut metus tempus euismod at vel risus. Quisque dapibus libero id posuere feugiat. Integer at ultricies risus, eu pretium nisi. Fusce diam ligula, consectetur et mauris posuere, accumsan auctor lacus. Nam nisi odio, venenatis sed urna sed, fermentum semper quam. Integer commodo varius eros, pretium lobortis dolor convallis eu. Nullam laoreet nulla in quam tempus, quis dapibus diam placerat. Vestibulum sed ex nec eros hendrerit fringilla.

Sincerely,

Poppie the Panther
PCC Mascot

11"

PCC PROMOTIONAL ITEMS

The Marketing and Communications Department will work with you to locate an already-existing promotional item or create a specific item that meets college brand standards.

ORDER EXISTING PROMOTIONAL ITEMS

Looking for giveaway items you could take to a fair, event, or informational session? PCC's Central Storeroom offers items that anyone in the college can access. With a department budget number, you can order items like pencils, notepads, hand sanitizer, and more! Visit pcc.edu/marketing.

PCC APPAREL

PCC branded apparel and outerwear is available through our preferred vendor, SwagNW. Check out the PCC Staff apparel store and get some gear. Visit swagnw.com.

CREATE NEW PROMOTIONAL ITEMS

Marketing and Communications can work with you to design PCC branded items that can be used for specific events or projects. We work with preferred vendors to ensure brand consistency and get the best prices available.

All items need to be branded with the PCC logo unless the imprint area for the selected item necessitates use of the monogram logo. Get in touch with us to discuss your project, and we can help you decide if custom swag is right for you. Visit pcc.edu/marketing.

PHOTO GALLERY

Photography is one of the best opportunities to convey the personality of Portland Community College. A good image becomes the opening sentence of your story, grabs people's attention, and ingrains itself into a person's memory. PCC's photography style reflects and reinforces our brand by spotlighting our unique and diverse community.

PHOTOGRAPHY GUIDELINES

When taking someone's photograph, it is necessary to ask your subjects to sign a photo release form. When photographing a minor, a photo release form must be signed by a legal guardian. It is not necessary to collect photo release forms from someone who is in a public places or crowd scene where no prominent person is featured (such as events).

Media release forms are available online at pcc.edu/marketing and must be returned to the Marketing and Communication's team for filing.

👉 To utilize PCC's photo gallery, please visit pcc.edu/marketing.

PCC MASCOT
POPPIE THE PANTHER

The college's mascot, Poppie the Panther, represents the unique and fierce spirit of our community. Poppie is a physical manifestation of our PCC pride, and an inspirational figure around which all of us can rally.

While panthers in the wild are known to be somewhat elusive, the PCC Panther makes special appearances at community, campus, and athletics events to cheer on our students and represent PCC.

Poppie uses "they/them" pronouns and wears a turquoise T-shirt with Portland Community College on the front and "Poppie the Panther" on the back. For special occasions, Poppie wears other turquoise clothing, including headbands and sweatshirts.

Poppie the Panther was born in 2004. Dr. Nan Poppe, who was the executive dean for Southeast Center (now Southeast Campus), purchased the first panther suit for the college. A contest was held through the student leadership program to name the panther, and the college chose the name "Poppe" (pronounced "Poppie") in honor of its benefactor. Today we spell the panther's name with an "ie" to ensure proper pronunciation.

👉 Learn more about Poppie by visiting pcc.edu/marketing.