PCC Visual Identity Standards

Portland Community College

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BRAND PCC
A brand is more than a logo, a color combination or a slogan. It's about reputation. PCC thrives on a reputation grounded in access and opportunity for all — and we can all be part of strengthening and furthering this awareness.

PORTLAND COMMUNITY COLLEGE IS VITAL.

As Oregon's largest post-secondary institution, no single educational resource is more vital to our region than Portland Community College. By preparing students to complete a high school degree, transfer to a university, train for a family-wage job, gain skills to advance a current career, or explore passionate interests—PCC changes lives.

Fundamentally, PCC stands for opportunity. We strive to create educational possibilities for every student, regardless of age, background or financial status. Opportunity is our "brand promise," the central focus of our mission. That promise should be powerfully communicated through a unified visual style.

This guidebook will help us maintain a consistent look, feel, voice and tone whether we're developing promotional material, posting to social media, or just talking with others about PCC.

PCC's visual identity standards cover elements such as logo usage, style, color, photography and typefaces. They also provide guidance for organizing key messages, using sample layouts and templates, and understanding advertising, social media and editorial practices. The system is designed to offer a consistent framework with enough flexibility for individuals and units across the college to tell their own stories. **Simply put, these pages offer a few rules—and many tools.**

Everyone who communicates on behalf of PCC is an ambassador. With every interaction with students, colleagues, donors, influencers, lawmakers or members of the community, we have the potential to create interest and goodwill. Together we can ensure that our college is understood, recognized and supported—and inspire others to join our cause.

Dr. Amo DeBernardis, PCC founding president and champion of the opportunity brand

Sixty years ago, Oregon had a very different educational landscape. Choices for high school graduates were limited. They could enroll in an expensive university, join the armed forces, or look for a job. Choices for women, minorities and immigrants were more limited still.

During the cultural revolution of the 1960s, Portland Public School Administrator Dr. Amo DeBernardis dreamed about changing the way we educate Oregon. As head of PPS's adult and vocational educational program, he believed that all people deserved a chance to improve their lives through higher education. He also believed that learning should be a lifelong activity, and that the primary role of a college should be to build an aspiring and competent workforce.

From this founding vision, Portland Community College was born. More than five decades later, Oregon's largest post-secondary institution has opened a new world of possibilities for more than a million students.

TIMELINE

1960s

- Portland Community College begins as the adult education program of Portland Public Schools.
- PCC writes its own charter. Voters of a five-county area approve the formation of a new college district, elect the first board of directors, and approve a tax base. Dr. Amo DeBernardis becomes founding president.
- Dr. DeBernardis opens the Sylvania Campus with a blowtorch, and PCC introduces 28 transfer courses and a program of vocational-technical classes.
- Addressing community needs, PCC's two-year nursing program is created to help build a qualified workforce of registered nurses.

1970s

- PCC's nursing program is accredited, and a second PCC location in North Portland (now called Cascade Campus) is opened.
- To meet surging enrollment, construction begins at Rock Creek and Southeast 82nd Avenue locations (now the third and fourth PCC campuses).
- PCC's physical education, recreation and athletics programs expand dramatically thanks to the expansion of facilities.

1980s

- John Anthony becomes PCC's second president, followed by Daniel Moriarty in 1986—the year PCC celebrates its 25th anniversary.
- District residents vote twice to increase the PCC tax base as enrollment continues to grow.
- The PCC Foundation is established to raise funds for student and program support.
- PCC receives its second 10-year accreditation and celebrates the first Art Beat Festival.
- PCC's first small business development center is launched at Cascade Campus with numerous training programs geared toward high-tech employees.

1990s

- Steady enrollment growth leads voters to approve a $61.4 million bond measure to expand and upgrade facilities.
- PCC begins delivering information at its first world wide web address, and opens specialized workforce training centers in Beaverton, near OMSI in central Portland, and in Northeast Portland.
- PCC's new online registration system goes live, and enrollment surges.

2000s

- In 2000, district residents approve a $144 million bond measure for new construction and upgrades on all campuses; a second measure totaling $374 million is passed in 2008 to expand classroom space and improve technology—the largest educational bond in Oregon history.
- A welding program at Swan Island and a new center in Newberg are launched.
- Jess Carreon is named PCC's fourth president in 2001, and in 2004 Preston Pulliams becomes its fifth.
- PCC commemorates its 50th anniversary with a year-long celebration including a project to provide more than 50,000 hours of service to the community.

2010s

- PCC commits to a Climate Action Plan and earns its first LEED Platinum designation.
- The Southeast Center officially becomes PCC's fourth campus with more than 1,500 people participating in a celebratory community fair.

BRAND PCC

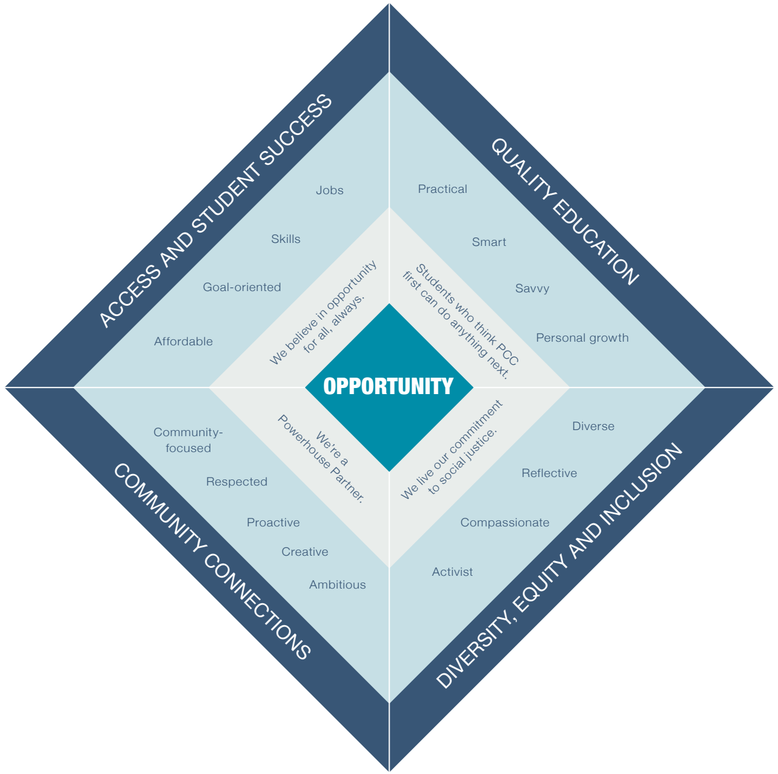
What do people mean when they talk about “the PCC brand”? Talking about brand is another way of talking about reputation—the feelings people hold in their heads and hearts when they think about our institution.

Our brand is a high-level promise about what we stand for and offer. It is the cumulative result of every experience, communication and reference made by or about our college over time. A brand is not something we buy—and it’s not something that an advertising agency figures out for us. It is simply and fundamentally who we are, and how people relate to us.

There are four primary themes, or pillars, that provide an overall framework for PCC’s brand: quality education; access and student success; diversity, equity and inclusion; and sustainability and economic development. These themes correspond directly to planks of our college mission statement and to areas of intention within PCC’s strategic plan. Later in this book, you’ll find a message platform aligning these elements with a set of key messages and proof points.

It is important to note, however, that our brand is not simply a summary of themes. Our brand is the unique way our institution owns and expresses those themes. It’s the flag we proudly fly. In short:

PCC people 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’re at, 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.



Along with our four brand pillars, PCC’s brand voice sets the tone for all communications. It is how our brand pillars are expressed in language.

When PCC speaks, our brand voice is:

Smart. PCC offers practical solutions for savvy students.

Inspirational. PCC encourages students to achieve their dreams.

Real. PCC talks the way real people talk.

Personal. PCC addresses you as an individual.

Our brand voice is NOT:

Exclusionary. PCC talks to everyone.

Too casual. PCC is educated, straightforward, confident.

Inwardly focused. PCC’s culture is fluid and evolving.

BRAND PILLAR 1 | ACCESS AND STUDENT SUCCESS

We believe in Opportunity for all, always.

Mission Theme: Access and Student Success
Strategic Planning Themes: Provide Affordable Education, Drive Student Success

PCC is Oregon's number one gateway to higher education and lifelong learning. We provide educational excellence at an affordable price, a practical pathway to a better future.

PCC offers educational opportunities for all who seek them, and faculty and staff work tirelessly to help students meet their goals.

ACCESS AND STUDENT SUCCESS: KEY MESSAGE THEMES AND PROOF POINTS

PCC is the number one gateway to higher education in Oregon and beyond.

- PCC is Oregon's largest post-secondary institution and the 19th largest community college in the nation.
- PCC serves around 85,000 individual learners a year (including through our community education programs)—more than the University of Oregon, Oregon State University and Portland State University combined.
- PCC students come from every Oregon legislative district, every U.S. state, and more than 40 foreign countries.
- More than three quarters of those recently surveyed across PCC's 1,500-square-mile district say that they or a family member have attended PCC.
- PCC has more learning locations than any other Oregon college, with four comprehensive campuses, six educational centers, and 75 community learning locations across the metropolitan area.
- PCC's many learning locations provide flexibility for all types of students, especially those with jobs, families and responsibilities outside of school. PCC also provides the greatest number of distance learning opportunities among Oregon community colleges.

PCC is a smart choice for students seeking a more affordable education in an era of out-of-control student debt. Without PCC, many Oregonians would be unable to attend college.

- PCC's tuition is about half the cost of a four-year university, and one-tenth the cost of a private college, making it a high-value choice for savvy students.
- Students who start their four-year degree program at PCC can finish faster with less debt. PCC transfer credits meet requirements at all public Oregon universities, as well as most out of state systems.
- Dual enrollment options empower students to simultaneously enroll at PCC and a local university, reducing overall costs and allowing students to complete their degree faster.

Investing in student success returns powerful ROI.

- According to industry analysts, for every $1 of public money invested in America's community colleges, taxpayers receive a nearly six-to-one return over the course of students' working lives.
- PCC does more with less. Every philanthropic dollar contributed to PCC makes an exceptional return in the lives of students who may not otherwise be able to attend college. Because the cost of a PCC education is far less than the cost of other institutions, those private investments have a greater reach and impact.

Student success is a top priority. PCC programs and initiatives help get students to the finish line.

- PCC recently ranked in the top 20 nationally for associate degree completion among U.S. community colleges according to the U.S. Department of Education.
- PCC initiatives such as the Panther Path and Future Connect help keep students focused on meeting their goals.

BRAND PILLAR 2 | QUALITY EDUCATION

Students who think PCC first can do anything next.

Mission Theme: Quality Education
Strategic Planning Themes: Provide Outstanding Education, Ignite a Culture of Innovation

PCC is widely recognized for the excellence of its programs, faculty and staff as well as the breadth of its offerings. Far from the college of last resort, PCC is the smart choice for savvy students (and parents) who know they are getting not just a great deal but a great education. For lifelong learners, there's no more vital or beloved community resource.

The breadth, scope and quality of PCC's program offerings give every student educational options.

- PCC provides educational programs, certificates and training in more than 100 areas of study. Students can earn a GED degree, earn credentials that lead to a family-wage job, prepare to transfer to a university, gain skills for advancing a current career, or explore passionate interests.
- Eight out of 10 people surveyed across PCC's 1,500-square-mile district describe PCC as the best Oregon resource for providing students with the skills to compete in today's economy.
- PCC is the hub of the entire educational wheel, connecting each stage of educational attainment. Partnerships with grade schools, high schools, colleges and universities provide entry points and opportunities for students at every stage.

For career-technical students:

- PCC is our region's most popular pathway to a family-wage job.
- Hundreds of career-technical classes, professional licensing, trades apprenticeships and continuing education offerings give students the skills, certificates and licensing needed to enter and advance in high-demand areas such as welding, healthcare, automotive, fire fighting, aviation, building construction, technology and many others.
- Instructors are practitioners in their fields who know what it takes to succeed and how to train students to meet their real-world goals.
- In 2014, the White House heralded PCC's Career Pathways program as a national model for job training.
- PCC's Career Pathways program offers short-term stackable certificates that lead to jobs and degrees. Graduates of this program make an average of $19.40/hour after one year of employment.

For transfer students:

- More than 40 percent of PCC students are working towards their bachelor's degrees.
- In 2015, more than 8,100 students transferred from PCC to another higher ed institution.

For community education students:

- More than 80 percent of those surveyed across PCC's 1,500-square-mile district rate PCC good or excellent for providing lifelong learning opportunities for adults.

BRAND PILLAR 3 | DIVERSITY, EQUITY AND INCLUSION

We live our commitment to social justice.

Mission Theme: Diversity, Equity and Inclusion
Strategic Planning Themes: Create a nationally renowned culture for Diversity, Equity and Inclusion

PCC is Oregon's most important educational entry point for traditionally underserved students. We work to reduce barriers to student success, to ensure equitable opportunities, and to enrich learning through a diversity of perspectives and experiences.

We also seek to live a shared commitment to the tenets of social justice and critical race theory, even when it calls for a challenging examination of assumptions and practices. We are committed to address systems of inequality at and beyond PCC.

For underrepresented and underprepared students, PCC is THE pathway to success.

- Award-winning PCC programs such as Future Connect, Middle College, Gateway to College, Yes to College, TRIO Talent Search, and Upward Bound all aid in preparation and goal completion for underrepresented students.
- PCC's model Future Connect program showcases the power of coaching and peer support to help first generation, low-income students succeed. Participants are twice as likely to complete their college goal as students who do not receive support.
- Support outside the classroom can make all the difference to goal completion. Career counselors, financial aid advisors and faculty are easy to access, and multicultural centers, women's resource centers, queer resource centers, and child development centers provide additional support.

PCC is Oregon's most important educational entry point for traditionally underserved students, and one of the region's most diverse institutions of any kind.

- Fully one third of PCC students are of color, making PCC among the state's most diverse large institutions of any kind.
- Each year, PCC serves more than 3,000 ESOL (English for Speakers of Other Languages) students.
- PCC serves more than 1,500 veterans each year. Full-service veteran resource centers on two campuses provide work study and volunteer opportunities, career counseling and academic advising, and help enrolling in VA healthcare.

PCC is deeply committed to diversity, equity and inclusion.

- PCC is the only community college in the nation to cite Critical Race Theory as a philosophical framework for addressing institutional equity.
- PCC earned the 2007 National Equity Award from the Association of Community College Trustees for its diversity initiatives.

BRAND PILLAR 4 | ECONOMIC DEVELOPMENT AND COMMUNITY CONNECTION

We're A powerhouse partner.

Mission Theme: Economic Development and Sustainability
Strategic Planning Themes: Achieve Sustainable Excellence in All Operations; Transform the Community Through Opportunities

PCC is Oregon's premier community connector. As one of the most powerful conveners in Oregon and beyond, PCC is a critical catalyst for the region's educational, government, business, industry, community and philanthropic partners.

As Oregon's largest post-secondary educational institution, PCC can't rest on its laurels. We embrace innovation and sustainable practices as we seek to serve students today and tomorrow.

ECONOMIC DEVELOPMENT AND COMMUNITY CONNECTION: KEY MESSAGE THEMES AND PROOF POINTS

PCC is an economic engine for Oregon.

- Since PCC's founding, more than a million alumni have gone on to contribute to the economic health and vitality of our region.
- PCC alumni are the people who make our community work. They are the small business owners, technicians, teachers, manufacturers, emergency service providers, nurses and more who keep our economy strong and thriving.
- PCC is a significant regional employer, with more than 3,200 total employees.
- PCC graduates continue to live and work in the area, giving back to our local economy. A recent study found that 87 percent of Oregon community college graduates stayed in the region 30 years after leaving college.
- Beyond enhancing the educational mission, PCC's long-term capital program benefits the community through construction jobs, sustainable construction practices, partnerships with local business owners, and the ongoing betterment of neighborhoods.

PCC is recognized for a commitment to sustainability and innovation.

- PCC is the only community college in the nation invited to be a member of the Sustainable Purchasing Leadership Council's Founders Circle.
- PCC has been committed to achieving LEED Platinum or Gold certification for all new construction since 2006.
- PCC practices a closed loop food management system on the Rock Creek Campus, producing cafeteria food in campus gardens and returning food waste to the soil in the form of compost.
- PCC is the fourth college in the nation to be certified by Bee Campus USA as a pollinators-friendly college.

PCC is Oregon's premier business connector.

- PCC partners with major regional employers in Oregon that account for economic growth and jobs (e.g. SolarWorld, Boeing, Caterpillar and Intel). For instance, PCC recently joined forces with Vigor Industrial to open a training center in the industrial heart of Portland.

Making our mark

LOGO SYSTEM
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.

PRIMARY LOGO

The PCC logo is a signature consisting 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 logo is the official mark of Portland Community College and should appear on all college communications.

The horizontal signature is the preferred format for most applications. An alternate vertical configuration may also be used if size or space considerations make it a better choice.

PREFERRED LOGO

ALTERNATE

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 and on certificates, degrees and diplomas. The great seal should not be used for decorative or marketing purposes.

MONOGRAM

The monogram consists of the diamond logomark with an initial logotype. The monogram offers a more informal signature that recognizes the way many in our region refer to the college. The monogram should only be used when the full Portland Community College context is made explicit and/or logo space is limited. This usage is primarily for promotional items.

SINGLE 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.

SECONDARY LOGOS

There are three additional college marks, all of which can be used in limited circumstances only—the great seal, the monogram and the stand-alone diamond mark.

All use of secondary logos must be approved by PCC's Office of Strategic Communications.

LOGO VERSIONS

There are several version options for PCC's primary logos using the college's signature colors. Turquoise is the preferred color. The reverse treatment may be used on a dark background if sufficient contrast exists.

LOGO IN COLOR

BLACK AND WHITE

REVERSE

HISTORY OF THE PCC DIAMOND

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 incorportates the C's in Community College.

1994 to 2002

The stylized PCC tilts back 45° and recieved 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.

PLACEMENT AND MINIMUM 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 marks) should interfere with the logo, nor should it be combined with other logos. At minimum, the logo should be surrounded on all sides by clear space equal to the distance of the top of the C to the bottom of the G in the word College. More is better to allow for visibility and impact.

MINIMUM SIZES

Minimum size refers to the smallest width advisable for the primary PCC logo. The minimum size for the horizontal logo is 1.375 inches and the minimum size for the vertical logo is 0.95 inches For electronic applications, the minimum size for the horizontal logo is 99 pixels and the minimum size for the vertical logo is 69 pixels.

For help sizing PCC's special use logos (the monogram logo or single diamond logomark), contact the Office of Strategic Communications.

MINIMUM LOGO CLEAR SPACE

MINIMUM LOGO SIZE

1.375"

0.95"

SIZE RECOMMENDATIONS

TYPICAL BROCHURE

1.75"

8.5 x 11 SHEET

2.25"

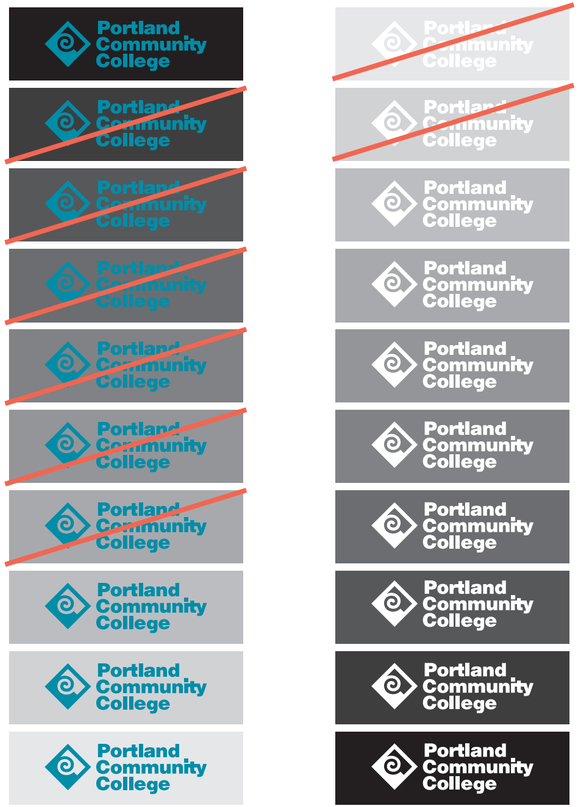
RECOMMENDED SIZES

The suggested size for the PCC logo is 1.75 inches on a typical rack brochure, and 2.25 inches on larger (8.5 inches by 11 inches) publications. For electronic applications, the suggested size of the logo is 99 pixels for PowerPoint and for the web.

For help sizing the logo for a very large application (vehicle wrap, building sign or the space shuttle), contact the Office of Strategic Communications.

BACKGROUND AND CONTRAST RECOMMENDATIONS

Background colors and images should not compete with the PCC logo or render the logo unreadable. On a white or light solid background, the two-color logo may be used. If the logo is placed on a dark background, you may use a reverse (knock out) version of the logo. For sufficient contrast, reference diagrams are below. For questions about contrast, contact the Office of Strategic Communications.



LOGO MISUSE

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

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

Do not change the alignment of the PCC logo.

Do not stretch or condense the PCC logo.

Do not change the color of the brand identity.

Do not alter the proportion of the elements.

Do not separate or move elements of the PCC logo.

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

Do not rotate the PCC logo to a diagonal angle.

Do not change the typeface on the PCC logotype.

SPECIAL USE LOGOS

Though characterized by a rich diversity of programs and offerings, PCC is one college. **All units and programs are represented by the primary PCC logo.** The strongest impression is most often made by using this mark, which should appear on most materials.

In certain circumstances, however, secondary signatures for campuses and special units make sense. For questions about usage, contact the Office of Strategic Communications.

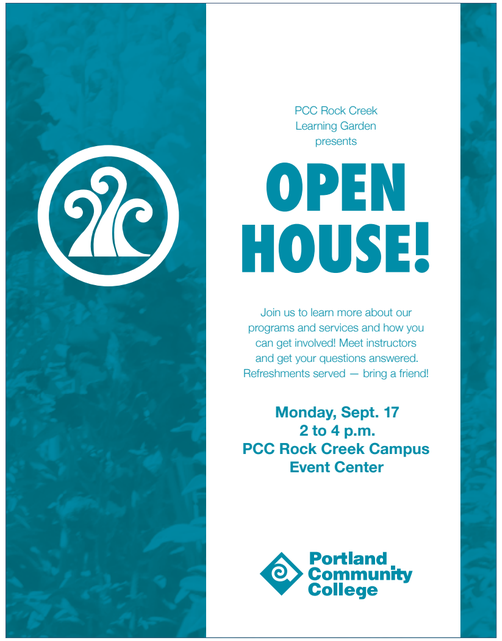
CAMPUS AND CENTER SIGNATURES

Marketing of individual classes, programs or opportunities should use the primary PCC logo regardless of location. Secondary logos for PCC campuses and centers are provided primarily for internal spirit-building and community relations (such as community events). Guidelines may be different for monument signage.

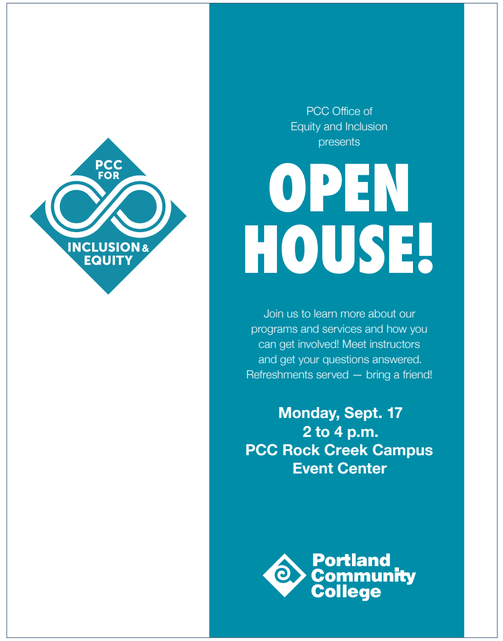
ART ELEMENTS

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 Office of Strategic Communications 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



CORRECT USE OF ART ELEMENT



INCORRECT USE OF ART ELEMENT

This version used department/program name in the art element, unapproved colors/use of diamond and takes place of PCC logo.

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.

SIGNATURE COLORS

One of the primary ways that Portland Community College creates visual continuity and impact is through consistent use of signature colors. Both of PCC's signature colors—PCC Turquoise and PCC Dark Navy—are refinements of legacy colors that are already part of the PCC palette.

Together, these two colors provide a primary palette that can be adapted to multiple audience needs. In general, PCC Turquoise should be emphasized. If PCC Dark Navy serves as the primary color (ie, for a business audience), PCC Turquoise should be utilized as an accent color. See the templates for additional guidance.

For now, PCC is making a bold claim around these signature colors. We are not defining a secondary palette at this time. This does not mean that other colors should never be used as design accents on PCC materials. As long as PCC's signature colors are emphasized in the design, any additional accent color is permissible.

PCC TURQUOISE

PCC Turquoise was instituted as PCC's signature color to mark the college's 50th anniversary in 2011. It has been updated to feel lighter and more contemporary, and remains the college's primary brand color.

PMS PANTONE 3135U
CMYK C100 M5 Y20 K22
RGB R0 G136 B164
HEX #0088A4

PCC DARK NAVY

PCC Dark Navy is a modern update of PCC's legacy color, navy blue.

PMS PANTONE 2955U
CMYK C84 M65 Y34 K16
RGB R58 G86 B117
HEX #395575

PANTHER ATHLETICS

At this time, navy and gold are still PCC's spirit colors for athletics. Turquoise will be integrated into the athletic spirit palette in future.

PRIMARY TYPOGRAPHY

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

On this page are the typographic families we prefer be used as headlines, subheads, and body copy on the majority of our communications. You will notice there is a serif and sans serif family available. We recommend that people not trained in graphic design use one family per project.

For addition guidance on the use of display fonts contact the Office of Strategic Communications.

Helvetica Neue

Sans Serif

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:-’”*!?()/$

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:-’”*!?()/$

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:-’”*!?()/$

BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:-’”*!?()/$

REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXY
abcdefghijklmnopqrstuvwxyz
1234567890.,:-’”!?()/$*

Garamond

Serif

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:-’”*!?()/$

REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:-’”!?()/$*

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:-’”*!?()/$

BOLD ITALIC

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
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BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:-’”*!?()/$

FALLBACK TYPOGRAPHY

Whenever possible, the primary typefaces should be employed.

The fallback system contains options that are freely available on PC and Mac operating systems. Default Helvetica (Mac) and Arial (PC) can be used for sans serif applications, and Georgia replaces Utopia on both Mac and PC operating systems where the primary is unavailable. This can include email signatures and other uses where brand fonts simply cannot be accessed.

Brave and bold

DESIGN PERSONALITY

PCC's personality isn't just reflected in words, but in the graphic design elements we use to build reputation over time. Consistent use of photography, pattern, texture, infographics and our Panther motif inspire creativity but also allow us to show unity.

PHOTOGRAPHY

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.

Attributes that make our images memorable:

Authentic
Photos should be clean, compelling and real, with the subject caught in a moment that resonates with the viewer. Candid shots or personality poses are encouraged.

High-quality
Photos should be at least 300 dpi for print, 250 dpi for newsprint, and 72 ppi for Web/email. Purposeful subject matter, dynamic cropping, shallow depth of field, unconventional camera angles and saturated color all add visual interest.

Propel the PCC brand
Whenever possible, include something turquoise or PCC-specific. Can a book in the background have a turquoise cover? Can a micro-electronics instructor wear her lab coat with the college's logo on it? Look for ways to add a touch that says "this is PCC."

PCC People

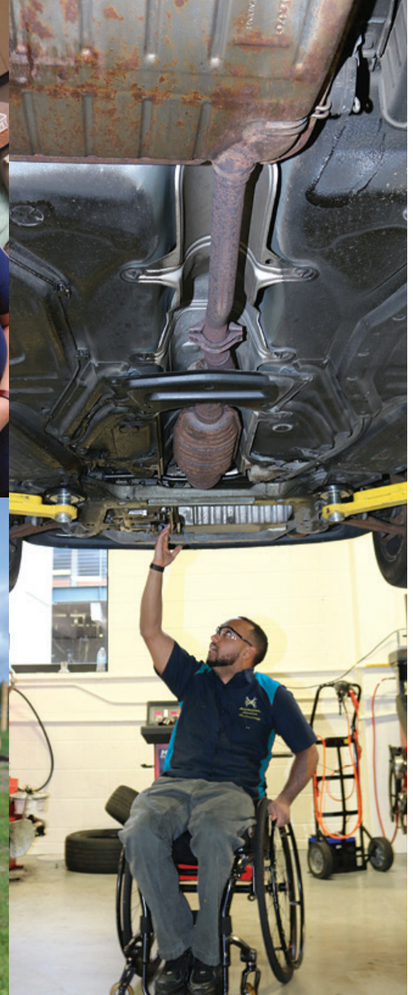
People are the college's most important asset and therefore a critical component of our photographic style. Look for subjects that convey the following qualities:

- **Smart and confident**
  Our people should show a positive strength with their expression and body language.
- **Engaging**
  Subjects should either be engaging with each other or with an object or activity. If not, subjects should be engaging with the viewer.
- **Diverse**
  Diversity—of age, background, culture, economic situation, everything—is deeply rooted in PCC identity. Our images should reflect this key value.

PCC Places

Character and personality are not limited to people. PCC's many locations also tell the story of a college closely linked with its community. Look for subjects that convey the following qualities:

- **Lively**
  Environmental shots should feature the hustle and bustle of daily life on any PCC location, filled with people, energy and culture.
- **Surprisingly modern and beautiful**
  Our state-of-the art facilities and landscapes reflect a commitment to fostering spaces where students flourish – in surroundings many may not expect of a community college. Showcase environmental details that reflect this level of care and thoughtfulness.
- **Creative**
  Shots of architecture should feature interesting angles and scale. Event photography should consist of more than podium shots and instead seek to capture the kinds of memorable moments that occur at PCC locations.



PCC Programs

Photos go a long way in explaining the amazing things people learn at PCC. When choosing photos to promote programs, look for subjects that convey the following qualities:

- **Hands-on**
  Showcase students actively engaged in the program, not passively receiving information.
- **Natural**
  Convey a sense of authenticity by capturing real learning moments – strive to not overly stage program shots.
- **People-focused**
  Photos of objects or outcomes of the program should take a back seat to photos of students actually interacting with the subject material.

Photography guidelines

When taking someone's photograph for anything related to PCC, 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.

Getting permission from your subjects is especially important for portraits and classroom shots. It is not necessary to collect photo release forms for campus shots in public places or crowd scenes where no prominent person is featured (such as events).

Photo release forms are available for download at pcc.edu/stratcomms and must be returned to Strategic Communications for filing.

VISUAL ELEMENTS | PATTERN

Drawing inspiration from the diamond shape, PCC patterns are a way to create an easy “canvas” for communications that build visual interest particularly in the absence of photography. New patterns are created by the Office of Strategic Communications regularly but always feature the iconic angles of the diamond, our core symbol.

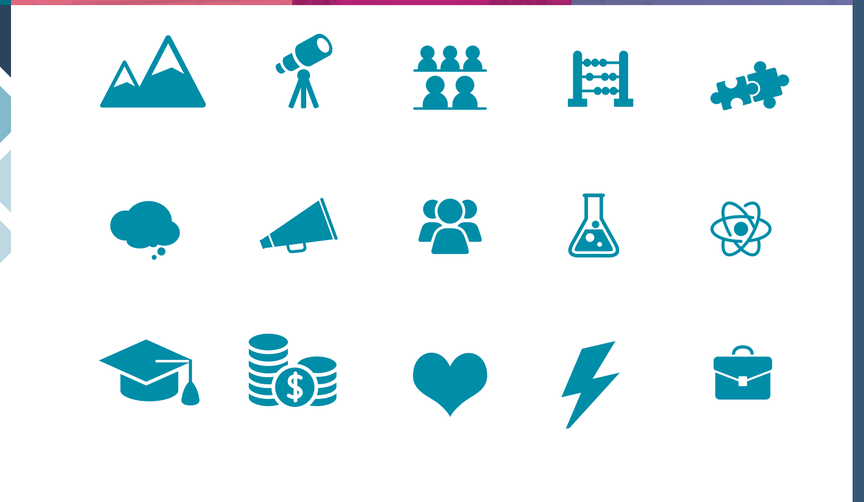
VISUAL ELEMENTS | SHAPE

PCC employs the diamond and variations of the diamond as a central design element. Geometrical shapes such as triangles, diamonds, and chevrons add visual appeal and may be used to embellish print materials.

VISUAL ELEMENTS | TEXTURE

Textural photos are an option for adding visual interest when high-quality photography is unavailable. Textural photos feature beautiful details of the PCC landscape and appear with a colored overlay that complements the overall design.

Reminder: the foregrounded color in any communication should be PCC Turquoise or Dark Navy.



VISUAL ELEMENTS | ICONS

Icons are a highly graphic way to express an idea without relying on photographs or text. Icons can add variety to your promotional or printed materials, categorize content by subjects, and quickly give readers a sense of your overall message.

MASCOT | POPPIE THE PANTHER

PCC's college 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 to represent PCC.

The PCC Panther wears a turquoise T-Shirt with Portland Community College on the front, and "Poppie the PCC Panther" on the back. For special occasions, Poppie wears other turquoise clothing including headbands and sweatshirts.

Poppie takes his studies very seriously.
What he studies remains a mystery.

Poppie takes his
brand ambassador
duties worldwide
whenever he can.

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" in order to ensure proper pronunciation. Poppie is not the Pope, which is what a lot of the people thought.

created for you

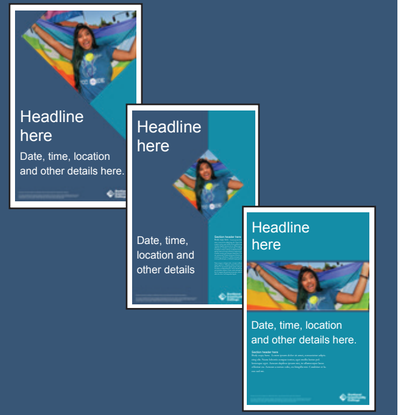
TOOLS AND TEMPLATES

Customizable tools allows for users to express their individual voice while backing up their message with the recognition and clout that comes with a trusted institution.

TEMPLATES | POSTERS

The large size of posters makes them ideal for image-driven communication. Consider posters if you have a strong photograph and simple information to convey. Posters should contain minimal copy.

Find the full set of templates at pcc.edu/stratcomms.



11"

17"

Headline
Helvetica Neue Light or Arial Left Aligned

Optional Subhead
Helvetica Neue Light or Arial Left Aligned

Optional Details
Helvetica Neue Light or Arial Left Aligned

Section Header
Helvetica Neue Light or Arial Left Aligned

Body Copy
Garamond Left Aligned

Headline here

Subhead here

Date, time, location and other details

Section header here

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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 971-722-4547 or by Video Phone at 503-828-5873.

Portland Community College

8.5"

11"

Headline
Helvetica Neue Light or Arial Left Aligned

Body Copy
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Headline here

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Section header here

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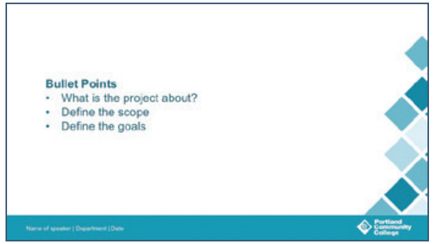
Portland Community College

TEMPLATES | FLIERS

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

TEMPLATES | BROCHURES

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

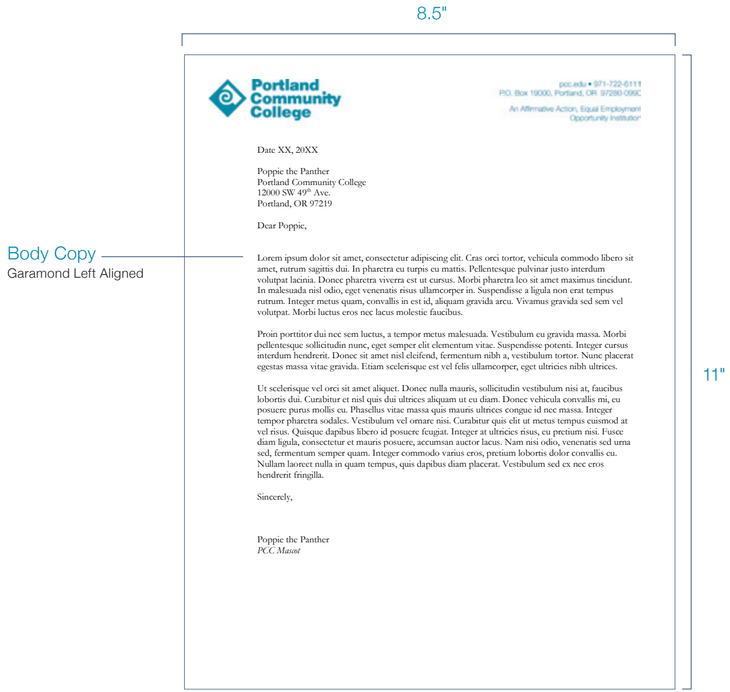


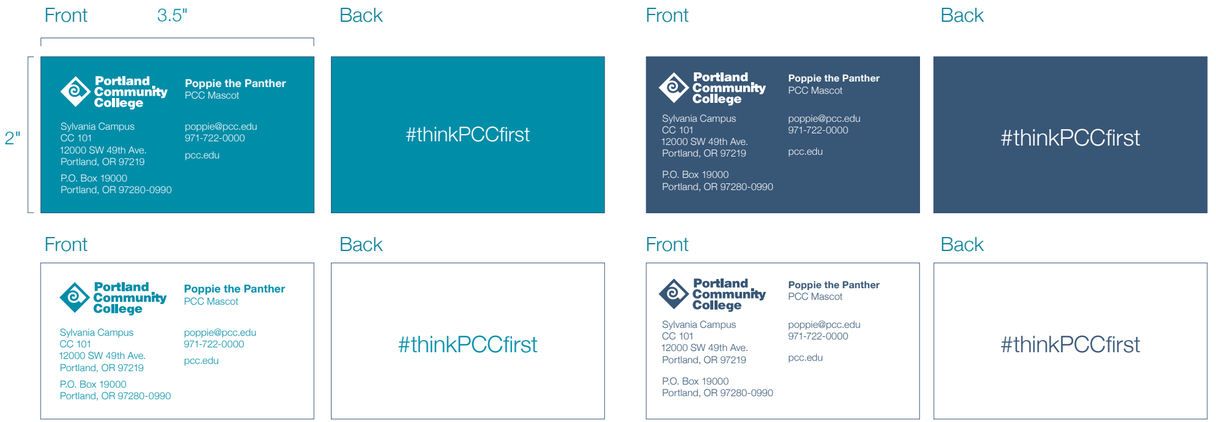
TEMPLATES | PRESENTATIONS

Our template suite includes a branded PowerPoint available for download. PowerPoints are great tools for in-person presentations. Use the PCC PowerPoint as a base and customize your presentation with your own photos to add visual interest.

TEMPLATES | BUSINESS SYSTEM

Our business system features the college's signature PCC Turquoise color in association with the logo, and should be used in color whenever possible. When color is not an option, black-and-white options are available. Note: business cards include options for full turquoise bleed or not; and you are welcome to customize the back with your preferred copy as long as it follows design standards. Order stationery through the PCC Print Center.





Four design options are available to PCC staff for business cards

PCC COMMUNICATIONS GUIDELINES

When we are unified in what we say and how we say it, we can build momentum and together help advance the college. To do this, the Office of Strategic Communications prioritizes the following policies and guidelines. Complete policies and direction for communicating externally with public audiences can be found online at pcc.edu/stratcomms.

EDITORIAL

The Office of Strategic Communications maintains an editorial style guide based on the 2015 Associated Press Stylebook. In general, the college follows AP style for all external-facing publications including press releases, news articles and magazine articles.

ADVERTISING

All external advertising must be purchased and designed through the Office of Strategic Communications. This is to ensure PCC maintains a coordinated public presence, does not compete internally, and gets the best price through deep relationships with media outlets.

To arrange an advertising consultation, contact the Office of Strategic Communications.

MEDIA RELATIONS

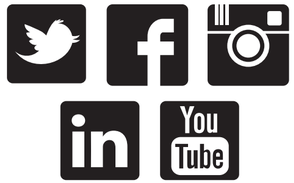
PCC's Community Engagement team maintains relationships with local and regional media outlets.

If you would like assistance contacting the media, sharing a story, or highlighting a particular aspect of your program to local or regional news outlets, please contact Community Engagement.

PROMOTIONAL ITEMS

In partnership with PCC's Central Storeroom, Strategic Communications offers a variety of promotional items available for order at pcc.edu/stratcomms. Orders can be submitted directly through the storeroom through their intranet site. Please provide your department budget number at time of purchase.

Custom swag items can be ordered through the Office of Strategic Communications. We work with a variety of preferred vendors to ensure brand consistency and fair pricing. All items need to be branded with the PCC logo unless the imprint area for the selected item necessitates use of the monogram logo.



SOCIAL MEDIA

The Office of Strategic Communications maintains PCC's official accounts on Twitter, Facebook, Instagram, LinkedIn and YouTube. A directory of affiliated accounts, best practices, hashtag index, and social media guidelines are available at pcc.edu/social.

Employees and social media account managers are expected to follow existing college policies when engaging in conversations on social media. Visit pcc.edu/policy to see Privacy Policy, Nondiscrimination and Non-Harassment Policy, and Standards for Professional Behavior for more information.

LEGISLATIVE AFFAIRS

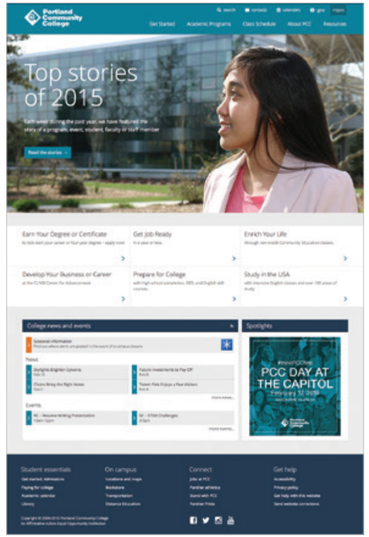
PCC's Office of Government Relations maintains relationships with elected officials to advance the college's strategic goals. If you would like to arrange a visit from an elected official, advocate on behalf of the college, or have questions about state laws or policies, please contact the college's Government Relations team.

WEBSITE | PAGE TYPES

There are two main page types on the website – the homepage and content pages.

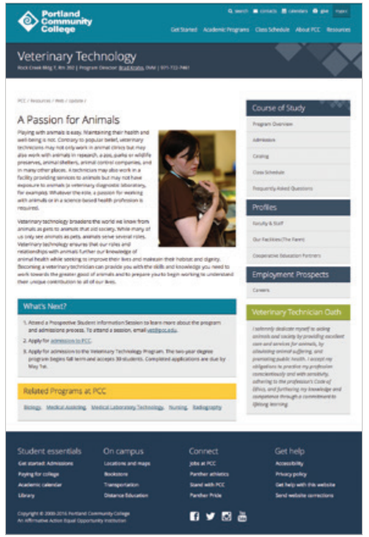
The website aligns with PCC's visual language through the use of consistent brand symbols, fonts and signature colors. This means all pages on the website use the same page template, fonts and color scheme.

Any questions concerning the website or web projects should go to the PCC Web Team.



Homepage

The homepage template is only used for the main website homepage. Other "homepages," like those for programs or Community Education, use the content page type with a special set of page components.



Content pages

The content page template is used for all pages on the website except for the main homepage. Content pages use various components (callouts, sidebar, media) to create sub-page types for different purposes.

WEBSITE | COLOR AND TYPOGRAPHY

The website uses Open Sans for both headings and body copy. Open Sans is an effective web alternative to Helvetica, used on print materials. Headings use Open Sans Light and body copy uses Open Sans Regular and Open Sans Semi-bold.

The dominate colors on the website PCC turquoise and PCC Dark Navy, matching the college's visual identity.

The website also utilizes four secondary colors, each with specific uses. While photography and other media can be any combination of colors, all text and website components must use their designated color.

Colors on the website must be fully accessible. For this reason, we can't use other colors for text and website components.

Headings

About PCC

Body copy

From training our community's workforce to preparing students for four-year schools to leading the way in educational success and completion, **the work we do at Portland Community College today is at the heart of our region's success tomorrow.**

Primary Colors

Turquoise

Header, buttons, action callouts, tab headings, round icons, quotes, homepage news and events

Dark Navy

Page header, horizontal navigation, sidebar headings, homepage callouts, footer

Custom Headers

STAND WITH PCC

PCC is more than a college...it is a cause. And as part of the PCC family, you have the privilege of propelling the cause of PCC every day. It is a mission of opportunity and personal accomplishment. It is a story of community and regional vitality.

It's too big of a saga for our office to tell alone. By showing Panther Pride, each of us can be a powerful advocate for PCC, and encourage others to support Oregon's most far-reaching institution of higher education. Check with the Office of Strategic Communications for ways you can participate in events, share your story, promote current campaigns and lend your voice.

PCC is working for our entire community's success. Stand with PCC and join the cause for access to higher education for everyone.

Portland Community College