

NEWS RELEASE

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Pine Technical College Foundation adopts new logo

PINE CITY, Minn. – The Pine Technical College Foundation Board voted in favor and adopted a new logo at their Nov. 19 board meeting. The logo will be used as the organization’s primary visual identifying icon and will appear on all Foundation brochures, fliers and correspondence.

“Previously, the Foundation was using a logo that did not match the College logo,” said Dani Chandonnet, Pine Technical College Director of Marketing. “Looking at the old Foundation logo, it appeared as though the Foundation was a separate organization and not necessarily affiliated with the College. Now, with the new logo, the Foundation is clearly associated with Pine Technical College,” Chandonnet added.

The Pine Technical College logo, or “house logo,” was revamped and updated in 2007 and is a prominent feature in all print and electronic communication pieces. The house logo features a graphic image of three aligned, stylized pine trees with the text, “Pine Technical College,” and the image and text together comprise the College’s official logo.

“The new Foundation logo is a kind of spinoff of the house logo,” Chandonnet said. “The Foundation logo is actually the PTC house logo with ‘Foundation’ written underneath the text ‘Pine Technical College,’” Chandonnet explained. “Additionally, in the future, should more PTC departments wish to develop and use their own logos, this formatting is the template those departments will follow – this template provides consistency in the College’s overall image and message while maintaining unity among our many departments, functions and services,” Chandonnet added.

“It’s important that the Foundation’s identity and image match the College,” said Foundation Board President Lori Tapani. “The Foundation logo is now a part of the family of PTC logos, and it’s much more stylized and catchy for easy identification and quick memory recall,” Tapani added.

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