

Visual Identity Standards Manual



Pine Technical College

TABLE OF CONTENTS

Table of Contents	2
Introduction	3
Visual Identity	3
Policies	4
• Official Name.....	4
• Official Logos.....	4
• Official Colors.....	5
• Official Fonts	5
Official Stationery	6
• Official Letterhead	6
• Official Facsimile Transmittal Coversheet	7
• Official News Release format.....	8
• Official Business Card format.....	9
Official Name Badges	10
Web Corrections	11
Bulletin Boards	12
“Quick Fix” Publications	12
Embroidered and/or Screen-Printed Clothing	13
Legal Requirements	14
• American Disabilities Act Compliance	14
• Equal Access/Equal Opportunity Statement	14
Diversity in Imagery and Text	14

INTRODUCTION

This manual outlines the visual identity program and official publication policies including logo usage and style for Pine Technical College.

To ensure our image is consistent throughout our publications, signage and other media, these guidelines apply to all printed and electronic materials developed for PTC.

Publications are a key marketing tool for PTC, so it is important they be used effectively. In creating publications, remember PTC must present a consistent, uniform and professional image.

We are one institution, and although our departments and activities are many, it is important we show unity in the way we present our programs and services. Publications do not need to look exactly alike, but they must follow certain parameters and incorporate certain identifying icons in specific ways to present a unified image to all various constituencies to build tradition, spirit and an overall consistent look — a *brand* for the College. Whether it's a brochure, poster, newsletter, website, T-shirt, billboard, program plan sheet or appearing in a video production, PTC's image should be consistent, organized and easily and quickly identifiable in the often cluttered and confusing marketplace.

This manual is designed to help all PTC employees present the College in a consistent, quality voice, and it serves as an authoritative reference for all communication pieces emanating from PTC.

VISUAL IDENTITY

Imagery, text and graphic design have a significant impact on identity. PTC's various publics quickly form opinions about PTC based on materials the College produces. If the College disseminates consistent impressions (whether good or bad), they play a forceful role in shaping the public's impressions of the College's overall image and its services. Therefore, the way in which PTC spreads its news is vital to the College's reputation. Good and consistent presentation in College publications is a direct reflection of PTC, its mission, its vision, its policies and procedures and all its publics including students, staff, faculty, alumni and donors.

It is important PTC carry forward a strong identity program that projects a clear, consistent and quality image to the College's many and diverse publics. It is critical standards not be changed or used in non-approved ways resulting in a deterioration of the College's overall image and brand.

PTC's visual identity program applies to all visual communications that represent the College to a significant audience, either internally or externally. This includes, but is not limited to: printed publications such as newsletters, event flyers, posters, letters, facsimiles and more; websites; T-shirts; video productions; exhibit materials; promotional items such as mugs, pens and key chains; signage for buildings and vehicles. Altogether, any commercial and/or promotional visual materials paid for in part or wholly by College funds or public or private grants awarded to the College are to be included in the College's visual identity program.

POLICIES

Official Name

The official name of the institution is “Pine Technical College.” Introduce the organization as such, and upon second reference, “PTC” is acceptable. There are NO periods when the initials are used. Additionally, “the College” is acceptable usage upon second reference; note the capital “C.”

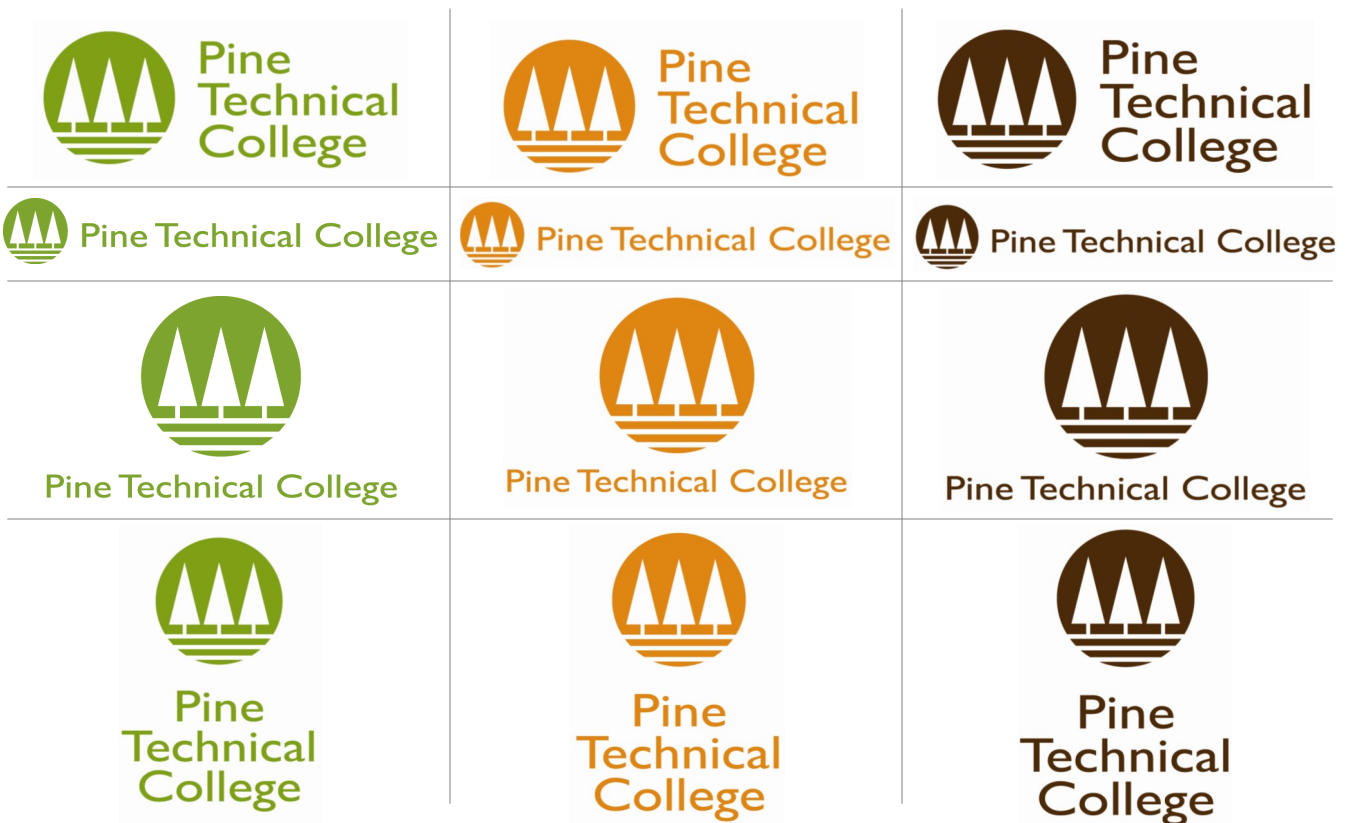
Official Logos

The official PTC logo is the College’s official identifier. It is the visual symbol to represent the College and must be incorporated prominently in all print and electronic media emanating from PTC (with the exception of e-mail communications).

The official PTC logo is available in each of the College’s official colors: spring green; orange; brown. Logos must be reproduced in the College’s official colors. However, when the ink color in a one-color publication is to be something other than the official color, the logo may be reproduced in that color as long as it does not detract from a professional presentation.

The official logo may not be distorted, re-drawn, repositioned or modified in any way. Tip: When resizing the logo, only use the sizing handles on the corners of the image — do not resize the logo with the vertical or horizontal sizing handles; this causes distortion.

The official logo also is available in many configurations, shown below. All acceptable variations of the official logo are available on the Intranet and at this location: <S:\Marketing\Official Logos>.



POLICIES, continued

Official Colors

The College's official colors are spring green, orange and brown. While spring green is the College's most prominent and most often used official color, orange and brown may be used as accentuating colors or as leading colors in College media as well.

The official colors are defined using the **Pantone Matching System**. In terms of the PMS, PTC Green is PMS 377; PTC Orange is PMS 718; PTC Brown is PMS 476.

For those working in draw or image editing programs which support RGB or CMYK color values, the following values are to be used for each official PTC color:

RGB		CMYK	
PTC Green —	R: 120 G: 162 B: 47	PTC Green —	C: 43 M: 0 Y: 100 K: 23
PTC Orange —	R: 227 G: 127 B: 28	PTC Orange —	C: 0 M: 56 Y: 100 K: 6
PTC Brown —	R: 83 G: 48 B: 26	PTC Brown —	C: 57 M: 80 Y: 100 K: 45

Official Fonts

Calibri or Gill Sans MT are both official fonts of the College, and either font is to be used in all correspondence whether it's a memorandum, facsimile, e-mail message, meeting minutes, billboard, poster, etc. In more creative pieces, such as advertising, both fonts may be used to separate messages. (To this end, remember, all of the College's official colors may be used to accentuate the many messages an advertising piece may be attempting to promote.)

Oftentimes, the font itself and the font used with the official logo can communicate as much to a viewer as the words themselves. Font helps attract attention, promote visual harmony, establish mood and assists with maintaining an organized and consistent look for the College. As such, consistency in font usage is as important to the College's visual identity program and overall brand as much as the logo and colors. Rigorous adherence to font standards will help the College maintain its unified brand.

OFFICIAL STATIONERY

PTC has a standard format for each of the following: letterhead, fax coversheets, news releases and business cards.

Official Letterhead

The College letterhead prominently displays the logo to emphasize the College's brand, and standard contact information is listed across the bottom of the page. Second and subsequent pages are the same as the first. The letterhead can be found on the Intranet and at the following location: S:\Marketing\Official Stationery\Official Letterhead. It is highly encouraged employees copy this document and save it in their own file(s) for future use. Additionally, it is highly encouraged employees, once done typing their message(s) onto the letterhead, save it as a portable document file (PDF) before sending the correspondence.

Note: Nearly all portable document files (PDF) and Microsoft Word documents (DOC) faculty and staff members request to be added to the website must be formatted on PTC letterhead. For example, this includes job announcements, tool lists, news releases, the Faculty and Staff Directory, policies and more. Cases where documents may *not* be formatted on PTC letterhead include special event flyers and brochures, for example.

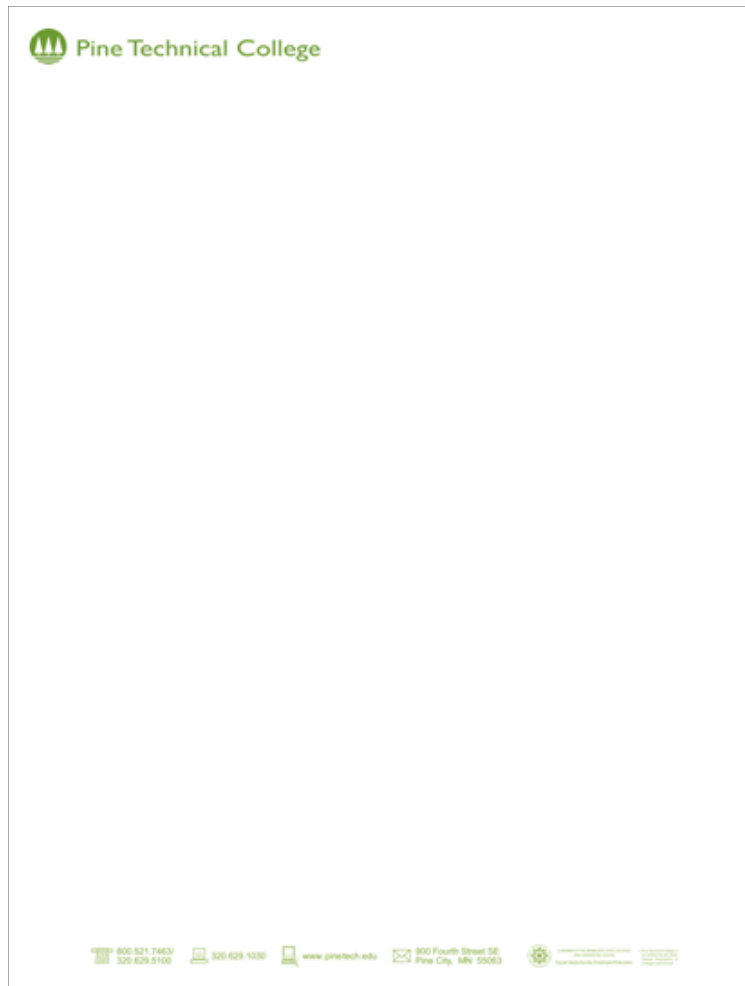


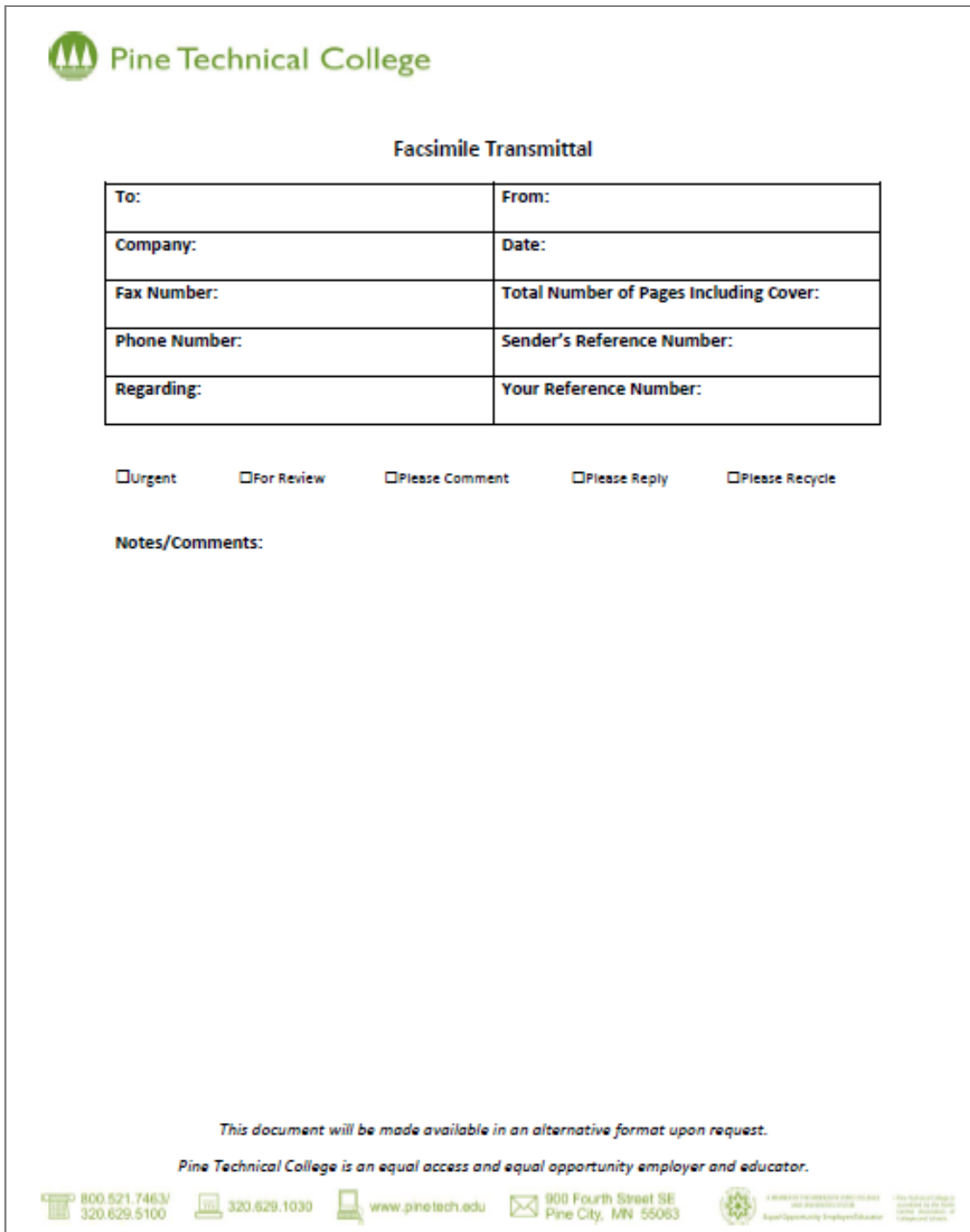
Image: Sample of PTC official letterhead (not to scale).

OFFICIAL STATIONERY, continued


Official Facsimile Coversheet

The College has an official format used for fax coversheets. The fax coversheet format starts with the College's official letterhead, and certain information regarding the date, time, subject and more are added. This format can be found on the Intranet and at the following location:

S:\Marketing\Official Stationery\Official Fax Coversheet format.



The image shows a sample of a Pine Technical College official fax coversheet. It features the college's logo and name at the top left. The main title is "Facsimile Transmittal". Below this is a table with six rows and two columns for inputting recipient and sender information. Underneath the table are five checkboxes for "Urgent", "For Review", "Please Comment", "Please Reply", and "Please Recycle". A "Notes/Comments:" section follows. At the bottom, there is a disclaimer about alternative formats, an equal access statement, and contact information including phone numbers, website, and address, along with several small logos.

 **Pine Technical College**

Facsimile Transmittal

To:	From:
Company:	Date:
Fax Number:	Total Number of Pages Including Cover:
Phone Number:	Sender's Reference Number:
Regarding:	Your Reference Number:

Urgent For Review Please Comment Please Reply Please Recycle

Notes/Comments:

This document will be made available in an alternative format upon request.

Pine Technical College is an equal access and equal opportunity employer and educator.

800.521.7463 / 320.629.5100 320.629.1030 www.pineitech.edu 900 Fourth Street SE Pine City, MN 55063




  

Image: Sample of PTC official fax coversheet (not to scale).

OFFICIAL STATIONERY, continued

Official News Release format

The College has an official format for news releases. The news release format starts with the College's official letterhead, and the user is to add the text, "NEWS RELEASE," the date the news story is being released, contact information whereby the reporter or intended recipient(s) may receive more information about the story and other certain information.

Although all PTC employees are encouraged to assist in gaining the College publicity, and disseminating news releases is one way to accomplish this, it is encouraged employees direct their newsworthy stories to the Director of Marketing. The Director of Marketing will be able to ensure proper formatting is used in the news release, that the story is written in APA news writing style, and this position may be able to further disseminate the newsworthy story across many channels including the website, the PTC Blog, the PTC Twitter and Facebook accounts, radio, video, etc. (Remember, not all newsworthy stories will require all channels of dissemination.)

The news release format may be obtained on the Intranet and at the following location:
S:\Marketing\Official Stationery\Official News Release format.



Image: Sample view of an official PTC news release (not to scale).

OFFICIAL STATIONERY, continued

Official Business Card format

The College's standard business card format is shown in the sample image below (not to scale). Each employee is responsible for ordering his or her own business cards.

To order business cards, go to: <https://secure.pinetech.edu/cgi-bin/welcome/StaffPortal>. Access the Intranet; go to "Procedures and Guidelines," and follow the procedure, also printed here:

1. Complete a material requisition form for \$32 to the following:
 - Vendor: ECM Publisher (Vendor Number: 066045001-00; Object Code: 3000, Supplies)
 - Address: 880 SW 15th St. Forest Lake, MN 55025
2. E-mail ECM Publishing (commercial.camb@ecm-inc.com) with the following information:
 - Name
 - Title
 - E-mail
 - Direct telephone
 - Toll-free telephone
 - Facsimile
3. Ask for a proof to be faxed to you for your approval prior to printing. Review the proof, and e-mail the vendor your approval of the proof.



Image: Sample view of a PTC business card (not to scale).

OFFICIAL NAME BADGES

The College's standard name badge format is shown in the sample image below (not to scale). Official PTC name badges are to be worn at all times while working at the College and at all outside or otherwise public or professional events where PTC is a sponsor, host or participant.

To order name badges, contact the Director of Marketing. The Director of Marketing has pre-ordered a bulk amount of official PTC name badges. Be prepared to give your first name, last name and title to be engraved, and clarify whether you would like a magnet backing or a pin backing.

This procedure also is noted on the Intranet and at the following location:
<S:\Marketing\Name Badge ordering instructions>.



Image: Sample view of a PTC name badge (not to scale).

WEB CORRECTIONS

Use the “Web Corrections form” to request additions or changes to the Pine Technical College website. When completed, return it to the Director of Marketing in Student Affairs for the revision. If you are requesting a form/publication/document to be added to the website, ensure it is ready for publication and conforms to the standards published in the Pine Technical College Visual Identity Standards Manual. Please allow a week for turnaround time.

The Web Corrections form may be obtained on the Intranet and at the following location:
S:\Marketing\Web Corrections form.

Image: Sample view of the PTC Web Corrections form (not to scale).

Web Corrections form

Use this form to request additions or changes to the Pine Technical College website. When completed, return it to the Director of Marketing in Student Affairs for the revision. If you are requesting a form/publication/document to be added to the website, ensure it is ready for publication and conforms to the standards published in the Pine Technical College Visual Identity Standards Manual. Please allow a week for turnaround time.


Note: You also may e-mail the Director of Marketing with your Web Corrections request — please be sure to include in your e-mail message all information listed on this form.

Name of requester: _____

Date requested: _____

Link to be corrected: _____

Describe revision needed: _____

 **Pine Technical College**

This document will be made available in an alternative format upon request.

Pine Technical College is an equal access and equal opportunity employer and educator.

OFFICE USE ONLY Date Corrected: _____ Initial: _____
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BULLETIN BOARDS

The Marketing Department at PTC handles the maintenance of all bulletin boards and literature racks in the main building except the following:

- The bulletin board located on the west wall across from the LRTC near the Nursing classrooms;
- The bulletin board located on the south wall in the Student Lounge.

Bulletin boards and literature racks are reserved for College news and student information. The College does not allow outside advertising on bulletin boards (for payment), nor does the College host literature for outside organizations within its literature racks (with the exception of MnSCU documents). One bulletin board where outside organizations may post information is located on the north wall in the student lounge (across from the vending machines). Appropriate outside organizations may post related information under the appropriate pre-labeled section(s): “For Rent;” “For Sale;” “Employment Opportunities;” “General.”

“QUICK FIX” PUBLICATIONS

Occasionally, situations will arise that call for “quick” signage to be posted, such as “Class Cancelled,” or “ENGL 1276 has temporarily moved to room 250,” for example. In such cases where it is tempting to create a document as quickly as possible and tape it to a door or wall, PTC faculty and staff members must follow the standards outlined in the Visual Identity Standards Manual.

Any signage or communications pieces not following the College’s visual identity standards are subject to confiscation. Oftentimes, “quick fix” pieces do not meet visual identity standards and compromise the integrity of the organization’s image and brand.

It is each employee’s responsibility to study the Visual Identity Standards Manual and to be familiar with its standards so that, in such a “quick fix” case, everyone is able to create necessary and appropriate signage that contributes to the College brand rather than detract from it.

EMBROIDERED AND/OR SCREEN-PRINTED CLOTHING

The following sketches show how the College brand may be applied to clothing. Whenever possible, the visual brand should be imprinted in official PTC colors; however, a nearly infinite amount of artistic combinations that look professional and appealing are acceptable. If the visual brand is to be imprinted on a dark fabric that would not provide sufficient contrast, white embroidery is strongly recommended.



LEGAL REQUIREMENTS

American Disabilities Act Compliance

The College's publications must comply with requirements set forth in the American Disabilities Act. The following statement must appear on all College publications, flyers, posters, etc: "This document will be made available in an alternative format upon request."

Upon request, the written piece must be interpreted or read to the requester for his or her complete understanding. (To inquire further about this policy, direct your questions to the Director of Disability Services.)

Equal Access/Equal Opportunity Statement

To signify PTC's commitment to maintaining a diverse student body and workforce, College publications must display this statement of nondiscrimination: "Pine Technical College is an equal access and equal opportunity employer and educator."

Certain exemptions exist for both the ADA Statement and EA/EO Statement. These statements are intended for more comprehensive, detailed publications such as newsletters, syllabi, postcards, job announcements, brochures, news releases, letters, etc.

Exemptions to this rule include but are not limited to:

- Billboard advertisements;
- Building signage;
- College/fleet vehicles;
- Embroidered and/or screen-printed shirts and other promotional items;
- Name badges;
- Staff awards.

DIVERSITY IN IMAGERY AND TEXT

Pine Technical College is committed to the principles of diversity, inclusiveness and equal opportunity. Communicators must use the following "best practices" in visuals and text, within print and electronic media:

- Include individuals from different racial and ethnic groups, and show the broadest possible diversity including but not limited to gender, age and ability that is truly representative of Pine Technical College;
- Refrain from stereotypical depictions of individuals;
- Use gender-neutral language.



Pine Technical College

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Web: www.pinetech.edu

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Pine Technical College is an equal access and equal opportunity employer and educator.