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**POINT  
PARK**  
UNIVERSITY

**GRAPHIC STANDARDS GUIDE**

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v3.1

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As Point Park continues to expand, we must take advantage of the opportunity to not only create real change, but to accept it. We must look forward to new possibilities, while ever remaining mindful and respectful of our rich history. With this in mind, we have continued our repositioning efforts and are proud to present our new university logo.

This new logo is an important change for our University. It enables us to maintain a contemporary, consistent look, as well as a cohesive and easily recognizable brand identity for all of the University's endeavors. This consistency will translate into stronger marketplace recognition and enhance our ability to achieve market leadership – which, in turn, will help to build credibility and confidence among our target audiences.

Any departure from the correct usage of this new identity is likely to create confusion – which will ultimately dilute the power of the Point Park University brand. Therefore, it is important for each of us to do our part to preserve the integrity of the University name, logo and academic seal through all of its various applications.

This comprehensive graphic standards guide has been created to help all departments of the University, as well as all external organizations that are approved users of the University logotypes and seal, to present a consistent Point Park image inside – and just as importantly, outside – the University. This guide includes examples of how to correctly use the Point Park University logo and academic seal in all forms of communication. If you have any questions concerning the proper use for a specific application not outlined in this guide – or any questions regarding the usage of the logo and seal, please contact the director of organizational identity and photography at x3989 or refer to the Marketing and Communications intranet site.

There are two brands that fall under the Point Park University name. This page provides a general description for each brand.



**LOGO**

This logo is used as the main brand mark for the University. Any school, department or program associated with the University is branded with this logo. It will appear on all literature, advertising and interactive material that is representative of the University.

**SEAL**

The official seal of the University is to only be used in connection with University academic documents such as diplomas and official communications from the president. It may also be displayed at approved University events such as graduation ceremonies, presidential functions, or a University sponsored event. It is never to be used in place of the University logo.

This brand consists of the overarching logo for Point Park University's Pittsburgh Playhouse, the logo for The REP, the University's professional theater company, and the logos for the conservatory's three other companies: the Conservatory Theatre Company, the Conservatory Dance Company and Playhouse Jr. This brand is to be used to promote shows, events, directors, actors and other members.

## BRAND ONE

# Point Park University Logo

The new Point Park University logo was created in 2009 to give the brand a more focused, modern identity. The logo is comprised of two parts, which join together to create a recognizable and unique symbol for the University.

**POINT  
PARK**  
UNIVERSITY

The Point Park University logo is the fundamental building block in the Point Park University identity system. It serves as the key to the visual identity of the University and is used on all communications material. By using it consistently and correctly, it will become a highly recognizable brand identifier for the University.

The Point Park University logo places the emphasis on Point Park, using a bold, contemporary font (ITC Symbol Black) to make the name of the school immediately readable. The small serifs in this font allow us to add a classic look while remaining modern.

The underlying “University” is simple and understated in comparison, using a clean, sans-serif font (Akzidenz Grotesk Bold). The two pieces of this logo work together seamlessly to communicate that Point Park University is an educational institution that believes in its traditions while looking toward the future.

## Correct Use Of The Point Park University Logo

In order to maximize the value of the newly developed Point Park University logo — and to preserve its integrity as an exclusive brand identity for the university — it's important that the logo is used consistently and correctly.

The following pages outline the proper use of the logo and include color, typography and reproduction specifications, as well as details about the proper use of the logo on all University materials and communications.

### COLOR REPRODUCTION OPTIONS

When reproducing in color, the Point Park University logo should appear in PMS 7496 or the equivalent 4-color (CMYK) process.

### SIZE REPRODUCTION LIMITS

In order to retain the quality of the Point Park University logo, the stacked logo should not appear smaller than 1/2 of an inch wide.

### BLACK ONLY

**POINT  
PARK**  
UNIVERSITY

### REVERSED VERSION



### 1-COLOR, PMS GREEN

**POINT  
PARK**  
UNIVERSITY



# Correct Use Of The Point Park University Logo

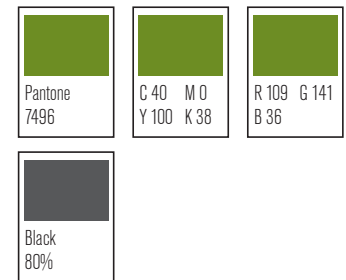
## LOGOTYPE 2-COLOR

The Point Park University logotype can be used in PMS 7496 (green) and 80% black. Point Park must always be in green and University must always be used in black.

## COLOR REPRODUCTION OPTIONS

In special circumstances, the Point Park University logo may appear in PMS130, reversed out of PMS 7496. Usage of this option is limited.

## 2-COLOR



## 1-COLOR, PMS YELLOW WITH PMS GREEN ONLY



## PMS, 4 COLOR AND RGB



	ONE COLOR PMS 7496	ONE COLOR 4-COLOR BUILD	ONE COLOR PMS 130 ON PMS 7496 ONLY	ONE COLOR 4-COLOR BUILD YELLOW ON GREEN ONLY	ONE COLOR BLACK	WHITE	TWO COLOR PMS 7496 BLACK 80%	TWO COLOR 4-COLOR BUILD
JUSTIFIED								
STACKED								
HORIZONTAL								
SCHOOL VERSIONS								



# Correct Use Of Point Park University Logo

## MINIMUM SPACE REQUIREMENTS

Maintain a consistent margin of clear space around the logo at all times. Clear space is equivalent to the width of the "N" in the logo.

Gray represents area to be kept clear.



## Combining Logo With Schools, Etc.

These examples show the correct and approved uses of the Point Park University logo when used together with the University's four schools, Pittsburgh Playhouse, Children's School and specific offices within the University. The approved typeface used in conjunction with the logo is Akzidenz Grotesk Light in black.

When the University's four schools are called out, the Point Park University logotype should always appear in Pantone 7496 (green) to maintain brand identity.

**POINT PARK**  
UNIVERSITY

School of Business

**POINT PARK**  
UNIVERSITY

School of Arts  
and Sciences

**POINT PARK**  
UNIVERSITY

School of Communication

**POINT PARK**  
UNIVERSITY

Office of the President

**POINT PARK**  
UNIVERSITY

Pittsburgh Playhouse

**POINT PARK**  
UNIVERSITY

Conservatory of  
Performing Arts

## Typesetting Combination Logos

Point Park University supports a number of product brands and services, which are always listed as secondary to the main Point Park brand. The logos that denote these secondary brands and services are referred to as “combination logos.” This enables us to communicate the strength of the Point Park brand along with the versatility of its services.

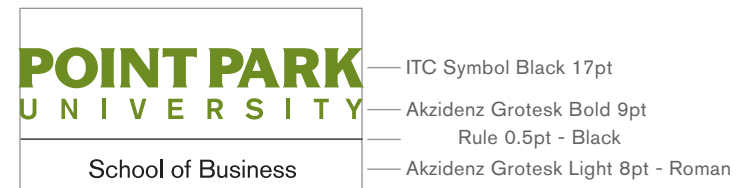
Combination logos should be typeset in line with the approved fonts of Point Park University with the text or copy as it applies. The Point Park University logo always comes first, followed by the school or service name.

To achieve the proper proportions, the upper case “V” in University is used as the base measurement. All spacing in the combination logos is measured by using the height of this “V” character.

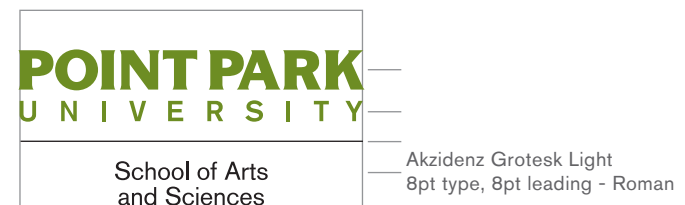
The creation of any new combination logo is a formal approval process that begins with contacting Marketing and Communications. Ultimately, any new combination logo must be approved by the executive officers of the University.



COMBINE LOGO SINGLE LINE



COMBINE LOGO DOUBLE LINE



## Supplemental Color Palette

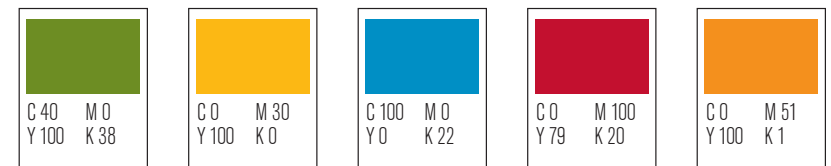
Color is a critical component of the Point Park University identity. While the logo is always represented in its iconic green hue, these additional, dynamic colors can be used with the logo to make Point Park University communications and publications more energized and exciting. They've been chosen to effortlessly complement the logo and one another.

The Pantone colors for the logo and supplemental colors should always be used whenever possible. If a Pantone color is not available, the colors may also be printed in the following 4-color process, RGB or hex color formulas.

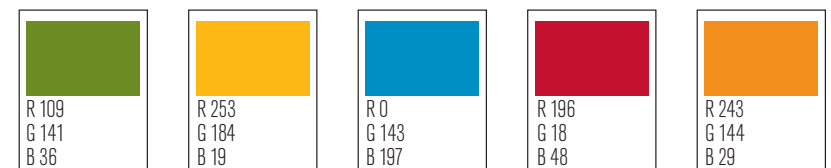
### PANTONE SOLID COATED



### 4-COLOR PROCESS



### RGB



### HEX



# Typography

ITC Symbol and Akzidenz are the approved typefaces for Point Park University and should appear in all formal documents and correspondence. When writing articles for The Point, or any piece promoting the University and/or its various performances and programs (ie: postcards, posters, programs, bulletins, etc.), liberties may be taken to utilize typefaces that help convey the creative message.

## TWO PRIMARY FONTS

### ITC SYMBOL

ITC Symbol is a strong, typeface with a slight serif that balances between contemporary and classic fonts.

### ITC SYMBOL BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#%&\*().,?**

### ITC SYMBOL BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#%&\*().,?**

### ITC SYMBOL MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#%&\*().,?

### ITC SYMBOL BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#%&\*().,?

### ITC SYMBOL BLACK ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#%&\*().,?***

### ITC SYMBOL BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#%&\*().,?***

### ITC SYMBOL MEDIUM ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#%&\*().,?*

### ITC SYMBOL BOOK ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#%&\*().,?*

# Typography

## TWO PRIMARY FONTS

### AKZIDENZ GROTESK

Akzidenz Grotesk is a sans-serif typeface chosen for its legibility and clean look. It has a wide variety of weights making it easy to use for collateral.

AKZIDENZ GROTESK BLACK  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**  
**!@#\$%^&\*(),.?**

AKZIDENZ GROTESK BOLD  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**  
**!@#\$%^&\*(),.?**

AKZIDENZ GROTESK ROMAN  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#\$%^&\*(),.?

AKZIDENZ GROTESK LIGHT  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#\$%^&\*(),.?

## Usage Of Point Park University In Copy

These examples show the correct and incorrect uses of Point Park University when the name appears in copy.

CORRECT

**Graduates of Point Park University are well prepared for their intended career.**

CORRECT

**Graduates of Point Park are well prepared for their intended career.**

INCORRECT: NEVER INSERT THE LOGO INTO A SENTENCE.

**Graduates of  are well prepared for their intended career.**

INCORRECT: ALWAYS USE INITIAL CAPS.

**Graduates of point park university are well prepared for their intended career.**

INCORRECT: NEVER ABBREVIATE THE UNIVERSITY NAME.

**Graduates of PPU are well prepared for their intended career.**

INCORRECT: DO NOT ADD "THE" TO THE UNIVERSITY NAME.

**Graduates of The Point Park University are well prepared for their intended career.**

## Unacceptable Logo Treatments

The following pages outline examples of the improper use of the logo. If an example arises that is not covered in this book, please call the director of organizational identity and photography at x3898 for clarification.

NEVER USE THE LOGO TYPE WITHOUT UNIVERSITY



DO NOT DISTORT THE LOGO IN ANY WAY.



NEVER RECONFIGURE THE ELEMENTS OF THE LOGO IN ANY MANNER.



DO NOT ALTER THE PROPORTION OF THE LOGO TYPOGRAPHY.





## Unacceptable Logo Treatments

NEVER SURROUND THE LOGO WITH  
COMPETING SHAPES.



NEVER INITIAL CAP THE  
LOGO TYPOGRAPHY.



DO NOT SUBSTITUTE ANOTHER TYPEFACE OR RECREATE  
THE POINT PARK UNIVERSITY TYPE.



DO NOT DUPLICATE ANY PART OF THE LOGO TO CREATE A PATTERN.



DO NOT PLACE THE LOGO OVER HEAVILY PATTERNED  
OR GRADIENT BACKGROUNDS.



## Unacceptable Logo Treatments

DO NOT PLACE THE BLACK, GREEN OR 2-COLOR LOGO OVER A DARK BACKGROUND.



DO NOT PLACE THE REVERSED OUT LOGO ONTO A LIGHT OR WHITE BACKGROUND.



DO NOT CHANGE ANY COLORS OF THE LOGO.



DO NOT SCREEN ANY PORTION OF THE LOGO COLORS.



# Point Park University Seal

The original Point Park University seal was created by Professor Robert Kerr, who taught design from 1961-1969 and served as director of publications. In 2004, the seal was modified to indicate Point Park's new University status.



Point Park University's seal retains several elements from the original seal. These include the escutcheon with the inverted furca (fork) as its ensign. The inverted furca represents salvation flowing from above and embracing the world below. This furca also draws obvious attention to the Monongahela, Allegheny and Ohio Rivers and their confluence at Point State Park, the triangular spot of land in Downtown Pittsburgh that gave the University its name.

The three scrolls contained within the escutcheon articulate the goals of a Point Park University education.

- "Pro Arte"
- "Pro Communitate"
- "Pro Professione"

express that a Point Park education stands for the benefit of knowledge, the community and careers.

## **CORRECT USE OF THE POINT PARK UNIVERSITY SEAL**

In order to maximize the value of the Point Park University seal — and to preserve its integrity as an exclusive brand identity for the University — it is important that the seal is used consistently and correctly.

The seal is restricted to official communications from the president's office, to official ceremonial events such as commencement and graduate hooding and to official documents.

The following pages outline the proper use of the seal and include color, typography and reproduction specifications, as well as details about the proper use of the seal on all University materials and communications.

# Point Park University Seal

## COLOR REPRODUCTION OPTIONS

The University seal should appear in the approved colors only with no screening of hues. Following the color reproduction guidelines set forth here will help to create a consistent image and maintain the visual impact of the seal.

## SIZE REPRODUCTION LIMITS

In order to retain the quality of the Point Park University seal, the seal should not appear smaller than one inch wide.

PMS 341 AND PMS 459



DETAILED/SIMPLIFIED BLACK ONLY



PMS 341 ONLY



SIMPLIFIED BLACK ONLY



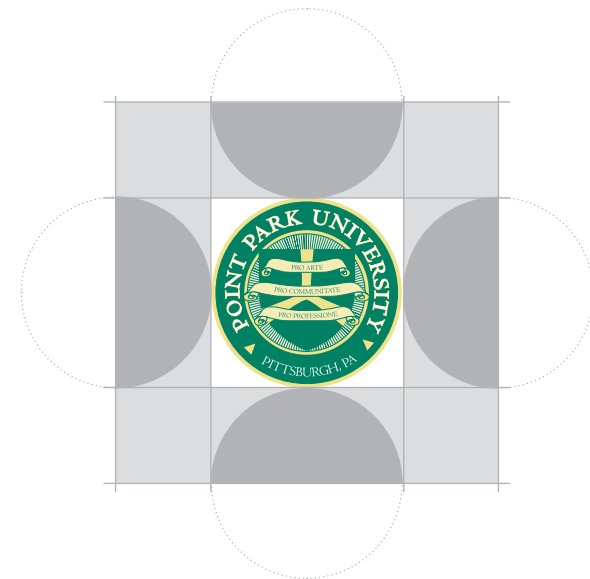
# Point Park University Seal

## MINIMUM SPACE REQUIREMENTS

Maintain a consistent margin of clear space around the seal at all times. Clear space on each side is equivalent to half the width of the seal.

Gray represents area to be kept clear.

In order to retain the quality of the Point Park University seal, the seal should not appear smaller than one inch wide.



1" smallest size



# Unacceptable Treatments of the University Seal

The following pages outline examples of the improper use of the seal. If an example arises that is not covered in this guide, please call x3898.

DO NOT DISTORT THE LOGO IN ANY WAY.



NEVER SURROUND THE SEAL WITH COMPETING SHAPES.



NEVER CROP ANY PART OF THE SEAL.



# Unacceptable Treatments of the University Seal

DO NOT DUPLICATE ANY PART OF THE SEAL TO CREATE A PATTERN.



DO NOT PLACE THE SEAL OVER HEAVILY PATTERNED OR GRADIENT BACKGROUNDS.



DO NOT PLACE THE SEAL IN BLACK OVER A DARKENED BACKGROUND.



DO NOT SCREEN ANY PORTION OF THE SEAL COLORS.



## Design And Printing At Point Park University

Many times a design/print meeting is necessary or recommended during the concept phase for your publications needs. Printing and Office Services can suggest ideas, timelines, and cost-effective alternatives. Please refer to the Marketing and Communications intranet site before contacting that office.

Printing of materials is a mass production manufacturing process that deals in large quantities, therefore, it is critical that your concept or idea is not only feasible and can be completed, but also that it is affordable. The meeting is also critical for discussing the necessity of following the established graphic standards of the University.

Advice on getting your materials designed and printed is free. Design of materials is a free service. There is a charge for printing, which is either produced in-house or competitively bid.

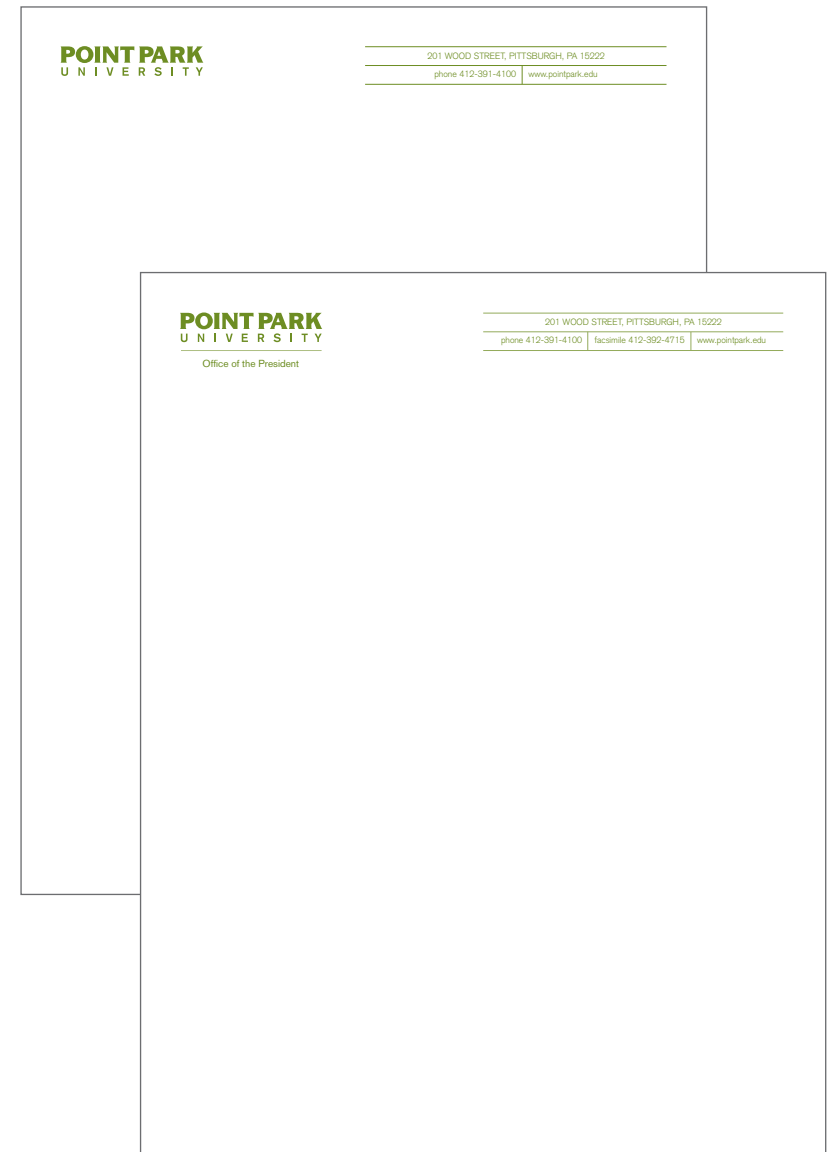
The managing director of communications and client services can be reached at x4764 and manager of printing services can be reached at x3817.

Samples of all print- and design-related forms are available at the Marketing and Communications intranet site.



## Letterhead

As part of the newly developed identity for the University, Point Park has established a standard format for stationery. The new look of letterhead, business cards and envelopes will help to create a consistent look and feel to all internal and external correspondence. Please contact the production department with any questions or to place orders.



In keeping with the look of all Point Park University correspondence, business cards have been redesigned. The new look incorporates the Point Park University logo and a maximum of 9 lines of text printed in green. The card must include employee name, title, address, phone number, fax number, e-mail address and University Web address.

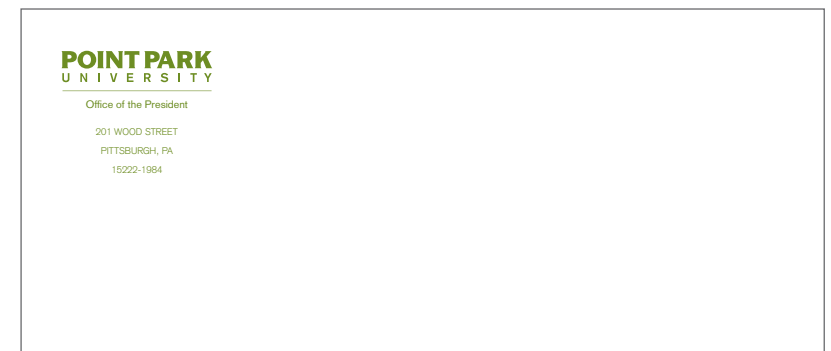
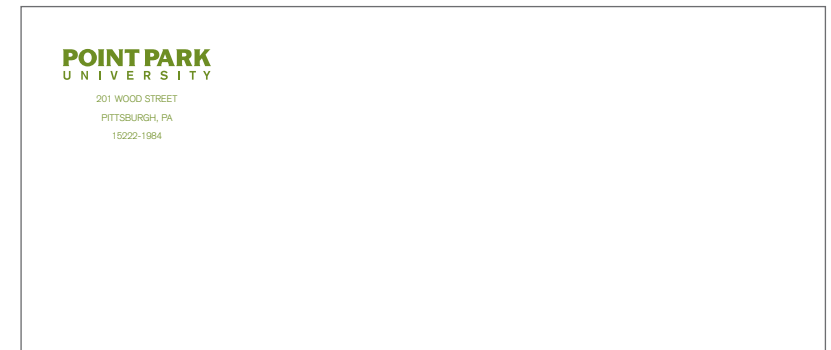
- Business cards 3.5 x 2"
- Printed on white 80# cover recycled
- Ink: PMS 7496 (Green)
- Printed one side only

The examples shown are for illustrative purposes only. To place your order, please complete a Stationery Design/Print Requisition Form available at the Marketing and Communications intranet site.



## Envelopes

A variety of standard envelopes are available within the new stationery system. All standard envelopes should include the University logo and address. The school name may also be added.



## Other Items

The Point Park University logo will appear on several items that will be seen in and around the campus. From products and apparel for students and faculty, to various items for alumni, each will proudly display the University logo and school colors, helping to create stronger marketplace recognition and a true brand identity for the University.

- Memo Pads
- Fax Cover Sheets
- Forms