VISUAL IDENTITY GUIDELINES
# ONLINE RESOURCES

To download logos, PowerPoint files, templates, digital letterhead, and other assets, select [Marketing](#) under Offices on PrinWeb.

To initiate a marketing job, fill out a [Marketing and Communications Request Form](#).
Visual Identity Guide Overview

A core part of an organization's brand is its visual identity. Our name and logos are important assets that are recognized around the world. This branding guide is designed to help everyone at Principia College present our visual identity in a consistent way across all communications.

Utilizing the visual identity standards provided in this guide will help accomplish three key objectives:

• Enable academic units and administrative departments to communicate cohesively and consistently to a diverse range of audiences
• Differentiate Principia College in a consistent and effective manner
• Reinforce Principia College's brand, which, in turn, will support the institution's growth and strategic objectives
Principia College’s visual identity marks are vitally important to our brand. These marks act as a signature, an identifier, and a stamp of quality and recognition. They are, and always should be, the most consistent component in our communications. By reviewing and adhering to these guidelines, you will help support this vital consistency and brand awareness.
PRINCIPIA COLLEGE WORDMARK

A wordmark is a stylized treatment of an institution’s name. The word the is not part of the College’s name, as evidenced by this wordmark. The wordmark and College P, used individually or together, are the only marks that may be used for non-athletic logo items, such as clothing, banners, water bottles, mugs, etc. The wordmark uses a special typeface that cannot be replicated, so the correct artwork must always be used and should appear only in the colors below.
PRINCIPIA COLLEGE P

The Principia College P is the collegiate mark of the College as well as the official mark of Principia College Athletics. It should always appear in navy with gold outline within a white circle. When used as the collegiate mark, it should appear with the wordmark. When used in connection with athletics, the College P should appear without the wordmark.

**MINIMUM HEIGHT**
In some instances, the height of the P may be reduced, but it should never be smaller than 0.5 inches, to preserve legibility. If working within a smaller visual space, use the College wordmark in place of the P.

**AGAINST NAVY**

**COLLEGE P + WORDMARK**
The College P and the wordmark, used individually or together, are the only marks that may be used for non-athletic logo items, such as clothing, banners, water bottles, mugs, etc. The College wordmark can be paired with the College P in the following ways. It is important that these respective sizes and balances be maintained.
PRINCIPIA COLLEGE ATHLETICS BRANDING

The Panther is Principia's mascot for both the Panthers and Lady Panthers. The official graphic representations of the Principia Panther and Panther Paw were adopted and approved in November 2012. This art cannot be altered, tweaked, or changed in any way.

PANTHER MARKS

STANDARD PANTHER HEAD

ONE-COLOR PANTHER HEAD

REVERSE ONE-COLOR PANTHER HEAD

STANDARD PANTHER PAW
(Use in these colors only.)

ATHLETICS WORDMARKS

ATHLETICS TYPOGRAPHY

Principia uses two standard typefaces for athletics: Freshman and Nevis. Please contact the Marketing Department, or have your vendor work directly with the Marketing Department, to get these font files.
Our audiences may encounter Principia digitally through our website or social media long before they experience Principia in person. To translate our brand thoughtfully for digital communications, it’s important to keep in mind how our audience digests digital content and how it appears on screen.
SOCIAL MEDIA OVERVIEW

Many of our audiences communicate primarily through one of the four main social media channels. Below are high-level practices to keep in mind so that appropriate content is crafted in the right manner for each channel.

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<th>CHANNEL</th>
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<th>FACEBOOK</th>
<th>INSTAGRAM</th>
<th>LINKEDIN</th>
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<tr>
<td>HOW TO USE</td>
<td>Share live-event updates, engage one on one with the community, and seek out and engage in brand-related conversations.</td>
<td>Share news, milestone updates, or photos and videos that show campus life and events.</td>
<td>Post visually striking “in-the-moment” photos and videos that communicate a sense of brand personality.</td>
<td>Post job opportunities and industry thought leadership, and publish news about the institution itself.</td>
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IDENTITY FOR SOCIAL MEDIA

Principia College runs active channels on Facebook, Twitter, YouTube, and Instagram. We encourage our community to like, share, and engage with these channels to increase our exposure and help us communicate via social media. For a full list of our channels, visit www.principia.edu/socialmedia.

COLLEGE SOCIAL MEDIA PROFILES AND CHANNELS

Facebook—College
@PrincipiaCollege

Twitter—College
@PrinCollege

Instagram—College
@PrincipiaCollege

Facebook—College Athletics
@PrincipiaCollegeAthletics

Twitter—College Athletics
@PrinAthletics

Instagram—College Athletics
@Prin_Athletics

YouTube—College
/PrincipiaCollege
Principia’s colors say a lot about who we are. Beyond our logos, they’re one of the most identifiable aspects of our brand. Our color palette helps audiences identify us at a glance, and the way we use color sets the mood for each of our pieces. To maintain visual consistency across all College materials, use only the colors outlined in this section.
Our colors consist of primary, neutral, secondary, and tertiary palettes. Our primary palette features the institutional colors—blue and gold. This primary palette ensures we stay true to who we are, but the neutral, secondary, and tertiary palettes help build color schemes that are complementary and balanced. This helps the primary palette adjust to meet the needs of various communications.

**PRIMARY PALETTE**

PMS 872C
CMYK 20 / 30 / 70 / 15
RGB 180 / 151 / 90
HEX #b49759

PMS 295C
CMYK 100 / 85 / 36 / 39
RGB 16 / 43 / 82
HEX #102b51
PRINCIPIA COLLEGE NEUTRALS PALETTE

- White: CMYK 3 / 2 / 2 / 0, RGB 244 / 244 / 244, HEX #f4f4f4
- Black: CMYK 70 / 63 / 62 / 58, RGB 51 / 51 / 51, HEX #323333
- Dark Blue: CMYK 91 / 61 / 18 / 3, RGB 29 / 99 / 151, HEX #1c6396

PRINCIPIA COLLEGE TERTIARY PALETTE

- Green: CMYK 100 / 8 / 59 / 38, RGB 0 / 111 / 96, HEX #006e60
- Orange: CMYK 1 / 75 / 100 / 8, RGB 220 / 93 / 32, HEX #dc5d1f
- Yellow: CMYK 2 / 22 / 100 / 15, RGB 215 / 172 / 17, HEX #d7ab10
When used thoughtfully, typography becomes a powerful brand tool that can add visual meaning to what is communicated. Principia’s typography communicates clearly and cleanly and is flexible across a wide range of print and digital communication mediums.
Flexibility comes from using one type family that contains all the necessary styles. Principia’s typeface, Roboto, features sans and slab fonts. The typeface was selected because of its modern and clean form.

### PRIMARY SANS-SERIF

**Roboto**

**Uses:** Headlines, subheadlines, body copy, page titles, captions

**Characters:**
- ABCDEFGHIJKLMNOPQRSTUVWXYZ
- abcdefghijklmnoqrstuvwxyz
- 123456789!@#$%^&*~({"+=.,;:•"})

**Weights:**
- Regular
- Italic
- Bold
- Bold Italic

### PRIMARY SERIF

**Roboto Slab**

**Uses:** Headlines, callouts, fast facts

**Characters:**
- ABCDEFGHIJKLMNOPQRSTUVWXYZ
- abcdefghijklmnopqrstuvwxyz
- 123456789!@#$%^&*~({"+=.,;:•"})

**Weights:**
- Light
- Regular
- Bold
TYPOGRAPHY HIERARCHY

This sample setting shows how typography could be used in a hierarchy that ensures effective use of typefaces to convey information.

PELLENTESQUE HABITANT MORBI TRISTIQUE

Label
Roboto, Black, All Caps
Kerning -25, Size 9 pt.

Short Headline
Roboto Slab, Bold, All Caps
Size 45 pt., Leading 45 pt.

Subhead or Lead-In Copy
Roboto, Bold, Title Case
Size 16 pt., Leading 20 pt.

Body Copy
Roboto, Regular
Size 10 pt., Leading 14 pt.

Captions
Roboto, Italic
Size 8 pt., Leading 12 pt.

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PHOTOGRAPHY

Photography is a powerful asset for visual storytelling. It helps us tell the rich, full story that is Principia. By aligning our photography style and usage across the institution, we can create a look and feel that’s distinctly ours.
PHOTOGRAPHY SNAPSHOT

Principia’s photography should feel personal, joyful, and light, while also conveying a sense of engagement and innovation. Photography should illustrate the range of activities on and off campus, including academics, athletics, the arts, experiential education, abroads, character development, and Christian Science in action. It should also include student portraits and highlight our beautiful campus.
DUOTONE PORTRAITS

When engaging prospective students or other external audiences for the College, duotone portraits can be used to showcase our students and their stories. These portraits should be forward facing, photographed in studio on a neutral background. Use these photos with headlines, quotes, or the Principia brand marks.

1. Use a .tif file with a grayscale color profile for the image.

2. Change the image fill color to Pantone 295 by using the Direct Select tool. Do not use any other color or add a layer effect to the image.

3. Set the background or container to a 30% tint of Pantones 117, 1525, or 3298 by using the Selection tool.
Principia has a standard suite of identity materials that includes letterhead and envelopes, business cards, note cards, digital letterhead, and templates for PowerPoint presentations. This section shows how our master visual brand comes to life through some of the core identity materials such as letterhead and business cards.
PERSONAL NOTE CARDS

The Principia Copy Center can create personalized cards based on the template below. Personalized note cards include first and last name and are printed on 5” x 7” white card stock. Institutional thank-you cards are printed at a 10” x 7” size and folded in half to a final size of 5” x 7” with the inside blank.

COLLEGE NOTE CARD

Customized letterhead, envelopes, business cards, and note cards can be ordered from the Principia Copy Center using the Copy Center Request Form.
LETTERHEAD

Principia has standard letterhead for the College to be used by all departments.

Customized letterhead, envelopes, business cards, and note cards can be ordered from the Principia Copy Center using the Copy Center Request Form.
BUSINESS CARDS

The Principia Copy Center can create personalized business cards based on the template below. Please provide the Copy Center with the following information exactly as you wish it to appear on your card: first and last name, title, department, office number, cell number (if desired), and e-mail address.

Customized letterhead, envelopes, business cards, and note cards can be ordered from the Principia Copy Center using the Copy Center Request Form.