Introduction

The Office of Communications is responsible for the quality and consistency of the College’s communications efforts, including but not limited to event publicity, media relations, news dissemination, publications, advertising, use of logos and the College’s official Website. We tell the world about Pitzer College every day with accuracy and clarity, and we want this important message, whether in the form of a news release, brochure, magazine or newsletter or ad, to be consistent in its content and style. Our ultimate goal, and one we all share as representatives of Pitzer, is to put a face on the College that is so strong and crystal clear that our audiences will immediately connect the Pitzer experience with successful students, faculty, staff and alumni that lead fulfilling lives with an emphasis on social responsibility, critical thinking, intercultural understanding and environmental sensitivity.

Because of the naturally wide scope of the College’s communications and in an effort to serve you better, the Office of Communications has established certain procedures and policies, laid out in this guide, to facilitate this campus-wide cooperation.
Marketing, Publications and Advertising
The Office of Communications can advise you on identifying your target audiences, how to get the most for your money, the many different routes available to promote your department or event, how to develop realistic project timelines, which vendors best suit your needs and more.

All advertising and marketing efforts should be approved by the Office of Communications for consistency with the image of the institution, factual accuracy, appropriate use of photos, correct grammar and punctuation and correct use of graphics and style. Items that should be submitted for review include but are not limited to letters, invitations, brochures, posters, newsletters, survey instruments and newspaper and magazine ads.

Graphic Design Services
The Office of Communications produces attractive publications tailored to your needs. In order to do this on a consistent basis, we ask that you plan ahead and submit Graphics Request forms for your projects that outline the details of your project and propose a timeline for completion. Keep in mind, we work with the entire campus, so it is imperative that requests be submitted a minimum of two weeks for a simple project and four weeks for a major project to accommodate the many other projects that may be in progress. Note that this timetable begins only after all text and photos have been submitted. For your convenience, the Graphics Request form can be found on Pitzer’s Website at www.pitzer.edu/grf
Photo Guidelines
The Office of Communications maintains an electronic archive of photos of people, buildings, artwork and events. We either take photos, hire a professional photographer or facilitate you hiring a professional photographer for various events throughout the year. Please contact us one week in advance at Communications@pitzer.edu if you would like our office to take pictures of your event.

Photo resolution
All digital photos or scanned photos submitted or solicited for use in publications should be at least 300 dpi and at least 4” x 6” in size. Photos with a resolution of less than 300 dpi must be at least 9” x 11” in size. Actual printed photos may also be submitted to the Office to be scanned.

Photo credits
Unless otherwise prearranged with contract photographers, photo credits are at the discretion of designers and editors. As a general rule, if photographs are taken of an event, etc. during your normal course of duties, the Office of Communications reserves the right to use those photos, with or without credit, as needed when they are submitted for publications. The design of certain pieces may sometimes necessitate the absence of credits.

Photo usage
Photos submitted for publications or for the photo repository managed and maintained by the Office of Communications are the property of Pitzer College and cannot be used or reproduced without explicit permission from the College or its agents. Outside vendors requesting photos for publications must contact the Office of Communications at 909.621.8219 or communications@pitzer.edu and provide detailed explanations of how and where the photos will be used. Photos purchased or otherwise acquired from contract photographers become the property of Pitzer College in perpetuity unless otherwise prearranged. The Office of Communications reserves the right to digitally manipulate images supplied for publications as is normal in the course of graphic design. This includes manipulation of color, size and cropping. Every effort will be made to preserve the integrity of photos. Final judgment is reserved for publication editors.
Logo, Seal, Spirit Mark

The Pitzer College logo contains the Pitzer tree, selected by Russell K. Pitzer, college founder, as well as the school name and text indicating membership in the Claremont Consortium.

All fonts in the logo are Trajan.

The Pitzer College tree should never be used alone as a logo, though it may be used in some cases as an artistic element. In most cases, for external audiences, the wordmark should retain the “A Member of The Claremont Colleges,” but on occasion it may be removed for internal, less formal correspondence.

The Pitzer College wordmark and tree should never be rotated in any way, including on their sides or upside down. The wordmark and tree should appear right side up exactly as they do below.

The Pitzer wordmark and tree should always appear in orange, white, graphite grey, or black. These colors must not be altered or changed, and the wordmark and tree should appear in only one color. For example, the tree should not be colored orange and the wordmark black—both should appear in orange, white, or black. Also, the wordmark and tree should always appear in 100 percent of the chosen color; gradient and shading effects should not be applied.

The Pitzer College logo is the official trademark of the College. Permission must be obtained to use the logo outside of official campus publications. The logo is never to be used for commercial purposes. Please contact the Office of Communications at 909.621.8219 or communications@pitzer.edu with questions about usage or to request the official logo.
Provida Futuri Seal
The Pitzer College seal, containing the words *Provida Futuri*, should not be confused with the logo. The seal is used in formal documents, such as the diploma. The seal should not be used on any publications or promotional materials. Please contact the Office of Communications regarding the use of the seal.

Cecil the Sagehen
Cecil the Sagehen is the mascot for Pitzer-Pomona athletic teams. The rendering here is the official depiction of Cecil and should not be substituted with any other likeness or altered in any way. Please contact the Office of Communications regarding the use of this image.

Improper Use of the Logo
The examples below represent improper use of the Pitzer College logo.

Outdated Logos
Below are outdated uses of the Pitzer wordmark that may no longer be used.
**Protected Area & Proper Scale**
When using the wordmark and logo, it is important that the area surrounding it remain free of type or imagery, so that nothing competes with the wordmark or logo for the viewer's attention. To insure this, the entire wordmark and logo should not appear closer than .25 inches from the edge of the paper or to any other typography or artwork, as shown below.

The Pitzer wordmark has been designed for readability over a wide range of sizes from banner-size prints to business cards. The minimum dimensions for the logo and wordmark are 2 inches x .75 inches.

Return Address
The Pitzer College return address should appear as shown below. Please contact the Office of Communications if you would like this return address customized for your office. Keep in mind that the same protected area and proper scale guidelines apply with the return address.
The official Pitzer College colors are orange and white.

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>Hexadecimal</th>
</tr>
</thead>
<tbody>
<tr>
<td>PITZER ORANGE</td>
<td>0/50/100/0</td>
<td>247/148/29</td>
<td>F7941D</td>
</tr>
<tr>
<td>WHITE</td>
<td>0/0/0/0</td>
<td>0/0/0</td>
<td>FFFFFFF</td>
</tr>
</tbody>
</table>

The Pitzer College secondary color palette includes six colors:

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>Hexadecimal</th>
</tr>
</thead>
<tbody>
<tr>
<td>GRAPHITE GRAY</td>
<td>0/0/0/80</td>
<td>68/89/91</td>
<td>58595B</td>
</tr>
<tr>
<td>LIGHT BEIGE</td>
<td>0/5/25/10</td>
<td>232/217/181</td>
<td>E8D985</td>
</tr>
<tr>
<td>AVOCADO GREEN</td>
<td>35/0/85/35</td>
<td>122/148/29</td>
<td>7A941D</td>
</tr>
<tr>
<td>CALIFORNIA BLUE</td>
<td>58/12/17/2</td>
<td>100/176/196</td>
<td>64B0C4</td>
</tr>
<tr>
<td>MUSTARD YELLOW</td>
<td>0/18/100/0</td>
<td>255/207/1</td>
<td>FFCF01</td>
</tr>
<tr>
<td>ACCENT RED</td>
<td>0/96/80/0</td>
<td>238/44/60</td>
<td>EE2C3C</td>
</tr>
</tbody>
</table>

The Sagehen Athletics color palette includes orange and blue.

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>Hexadecimal</th>
</tr>
</thead>
<tbody>
<tr>
<td>PITZER ORANGE</td>
<td>0/50/100/0</td>
<td>247/148/29</td>
<td>F7941D</td>
</tr>
<tr>
<td>ATHLETIC BLUE</td>
<td>100/75/10/0</td>
<td>32/67/143</td>
<td>20438F</td>
</tr>
</tbody>
</table>

The Pitzer College metallic palette for specialty projects is Pantone only.

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>Hexadecimal</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOLD</td>
<td>not achievable</td>
<td>not achievable</td>
<td>not achievable</td>
</tr>
<tr>
<td>LIGHT SILVER</td>
<td>not achievable</td>
<td>not achievable</td>
<td>not achievable</td>
</tr>
<tr>
<td>DARK SILVER</td>
<td>not achievable</td>
<td>not achievable</td>
<td>not achievable</td>
</tr>
</tbody>
</table>
Type
The typography chosen for Pitzer College plays a major role in creating a consistent look on all materials. The official font for the Pitzer wordmark is Trajan. Minion Pro is used only as a body font for The Participant magazine and occasionally for special publications designed by the Office of Communications.

**TRAJAN PRO**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789.:;"*?!-
```

**HelveticaNeueLT Std**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789.:;"*?!-
```

**Minion Pro**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789.:;"*?!-
```

Trajan is an all-caps font, both small and large caps are available. For “Pitzer College,” note that the “P” and “C” should appear in large caps and “itzer,” “College,” in small caps. “A Member of The Claremont Colleges” appears in Trajan. Also, when building a stacked wordmark, “Pitzer” should always be equal in width to “College.” Neither “Pitzer College” nor “A Member of The Claremont Colleges” should be bolded.