

Style Guide

Graphic Standards

Graphic Standards Guide

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, or graphite. 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 Pomona-Pitzer 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Outdated Logos

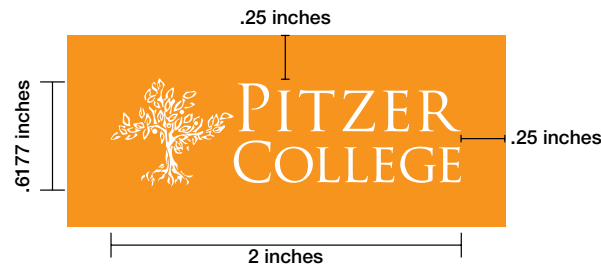
Below are outdated uses of the Pitzer wordmark that may no longer be used.



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 .6177 inches.



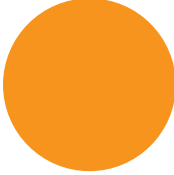

Return Address

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.

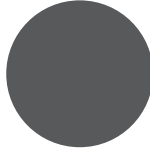


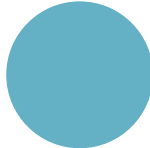
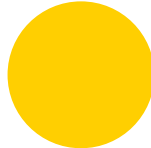



Office of the President
1050 North Mills Avenue
Claremont, CA 91711-6101


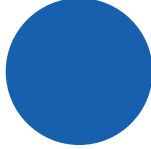
The official Pitzer College colors are orange and white.

<u>PITZER ORANGE</u>	<u>PANTONE 144</u>	<u>WHITE</u>	<u>PANTONE White</u>
	CMYK 0/50/100/0 RGB 247/148/29 HEXADECIMAL F7941D		CMYK 0/0/0/0 RGB 0/0/0 HEXADECIMAL FFFFFF




The Pitzer College secondary color palette includes six colors:

<u>GRAPHITE GRAY</u>	<u>PANTONE Cool Gray 10</u>	<u>LIGHT BEIGE</u>	<u>PANTONE 7500</u>	<u>AVOCADO GREEN</u>	<u>PANTONE 383</u>
	CMYK 0/0/0/80 RGB 88/89/91 HEXADECIMAL 58595B		CMYK 0/5/25/10 RGB 232/217/181 HEXADECIMAL E8D985		CMYK 35/0/85/35 RGB 122/148/29 HEXADECIMAL 7A941D
<u>CALIFORNIA BLUE</u>	<u>PANTONE 549</u>	<u>MUSTARD YELLOW</u>	<u>PANTONE 7406</u>	<u>ACCENT RED</u>	<u>PANTONE 199</u>
	CMYK 58/12/17/2 RGB 100/176/196 HEXADECIMAL 64B0C4		CMYK 0/18/100/0 RGB 255/207/1 HEXADECIMAL FFCF01		CMYK 0/96/80/0 RGB 238/44/60 HEXADECIMAL EE2C3C

The Sagehen Athletics color palette includes orange and blue.

<u>PITZER ORANGE</u>	<u>PANTONE 144</u>	<u>ATHLETIC BLUE</u>	<u>PANTONE 2935</u>
	CMYK 0/50/100/0 RGB 247/148/29 HEXADECIMAL F7941D		CMYK 92/67/0/0 RGB 0/87/184 HEXADECIMAL 0057B8

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

<u>GOLD</u>	<u>PANTONE 8640</u>	<u>LIGHT SILVER</u>	<u>PANTONE 8001</u>	<u>DARK SILVER</u>	<u>PANTONE 8403</u>
	CMYK not achievable RGB not achievable HEXADECIMAL not achievable		CMYK not achievable RGB not achievable HEXADECIMAL not achievable		CMYK not achievable RGB not achievable HEXADECIMAL not achievable

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.

Trajan Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 123456789.;"'?!-

HelveticaNeueLT Std

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 123456789.;"'?!-

Minion Pro

abcdefghijklmnopqrstuvwxy
 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,” “OLLEGE,”- 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.