Pitzer College Visual Brand Guide

How we tell the college's visual story

PITZER COLLEGE

A MEMBER OF THE CLAREMONT COLLEGES

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PITZER COLLEGE

A MEMBER OF THE CLAREMONT COLLEGES

About Pitzer



PITZER COLLEGE

A MEMBER OF THE CLAREMONT COLLEGES

About Pitzer

Pitzer College's mission is to produce engaged, socially responsible citizens of the world through an academically rigorous, interdisciplinary liberal arts education emphasizing social justice, intercultural understanding, and environmental sensitivity.

Meaningful participation of students, faculty, and staff in College governance and academic program design is a core value. Our community thrives within the mutually supportive framework of The Claremont Colleges, which provide an unsurpassed breadth of academic, athletic, and social opportunities.



Visual Content Message Alignment

PITZER COLLEGE
A MEMBER OF THE CLAREMONT COLLEGES

Visual Content Message Alignment #1

Key Message #1

Since our founding, we have been ahead of the curve and at the forefront of pushing for change.

Thematic Imagery

- Pitzer's sustainable landscaped campus; students working in the Outback or other preservation areas
- Elements of Pitzer's mid-century California architecture, like the clock tower
- Students and/or faculty engaged in change efforts or research that's ahead of the curve

Attributes

Savvy, leading edge, proactive, the thought leader











Visual Content Message Alignment #2

Key Message #2

We celebrate our thriving, eclectic community of smart and creative thinkers in Southern California.

Thematic Imagery

- Murals, artwork, and performances on campus
- Unique campus features, like the Grove House and surrounding arboretum
- Portrait photography that reflects, accurately, the diversity of Pitzer's faculty and student body. Try to match the relative proportions of different groups on campus.
- Faculty and students working together in different environments (labs, workshops, libraries, outside, etc.)

Attributes

Artsy, fun, hip, creative, eclectic, cool, friendly, casual, authentic, inclusive, down-to-earth, welcoming, informal








Visual Content Message Alignment #3

Key Message #3

Pitzer lets you merge rigor with purpose. We are a place for driven students who want to make a difference.

Thematic Imagery

- Students studying together; Small groups of faculty and students working together
- Students in the classroom, in science labs, etc.
- Students involved in out-of-the-classroom activities where they are making a difference
- Pitzer students working/studying with other Claremont Colleges students
- Students abroad and being engaged (i.e., not just posing by a landmark)

Attributes

Relevant, professional, attentive, responsible, resilient, reliable, experienced, trusted, driven, focused, research-oriented, flexible, tailored








Visual Content Message Alignment #4

Key Message #4

Community is foundational. We stand up for what's right, together.

Thematic Imagery

- Groups of students and employees working together and listening to each other. Sessions that involve flip charts, sticky notes, etc.
- Faculty listening to students, 1:1 student/faculty interactions.
- Students working together on projects like the Student Garden or at CASA Pitzer
- Students relaxing together in shared spaces, chairs on the Mounds, etc.

Attributes

High-quality, relationship-oriented, student-oriented, assertive, custom, diverse, responsive, current, consistent






Visual Content Message Alignment #5

Key Message #5

We are not a passive institution; we commit to action. Our community is a vehicle for change-making.

Thematic Imagery

- Students and faculty engaged in events at CASA Pitzer; student garden; Green Bike Program
- Sustainability features of campus: green roofs, solar panels, environmentally appropriate landscaping
- Groups of students and faculty in engaged in working or planning together

Attributes

Action-oriented, values-oriented, empowering, socially conscious, progressive





Three professors and 57 students worked together to improve water quality in the City of Adelanto.





College Logo

PITZER COLLEGE

A MEMBER OF THE CLAREMONT COLLEGES

Primary Logo

The Pitzer College logo contains the Pitzer tree, selected by Russell K. Pitzer, College founder and designed by the late Claremont artist Tom Jamieson, as well as the school name and text indicating membership in the Claremont Consortium. Pitzer was a philanthropist and orange grower.

The Pitzer College logo is the official trademark of the College.

The primary logo should be used for all instances.

All fonts in the logo are Trajan. The logo should not be rebuilt, reimagined, or reformatted in any way.

For external audiences, the primary logo must contain the tagline “A Member of The Claremont Colleges.”

Permission must be obtained to use the logo outside of official campus publications and communications. The logo is never to be used for commercial purposes.

Questions? Contact the Office of Communications and Marketing at communications@pitzer.edu.

The Primary Logo



Primary Logo: Color

Primary Color Usage

Approved color options are shown below. The primary color option should be Pitzer orange. For instances where readability is at a disadvantage or for accessibility reasons, a secondary option should be used.



Pitzer orange is for white backgrounds.



All white is for dark backgrounds

Secondary Color Option

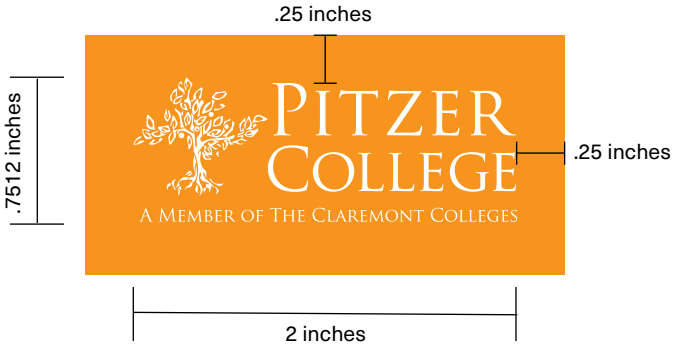


On occasion, a darker logo is needed. The secondary option color is graphite.

Primary Logo: Protected Area, Proper Scale, and Sizing

When using the 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 ensure this, **the entire 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 .7512 inches**.







Logo Option: Internal Audience

In most cases, for external audiences, the logo should retain the “A Member of The Claremont Colleges,” but on occasion it may be removed **for internal, less formal correspondence and on-campus or promotional branding**.

Color Usage for Internal Audience Logo Option

Approved color options are shown below. The primary color option should be Pitzer orange. For instances where readability is at a disadvantage or for accessibility reasons, a secondary option should be used.



Pitzer orange is for white backgrounds.



All white is for dark backgrounds

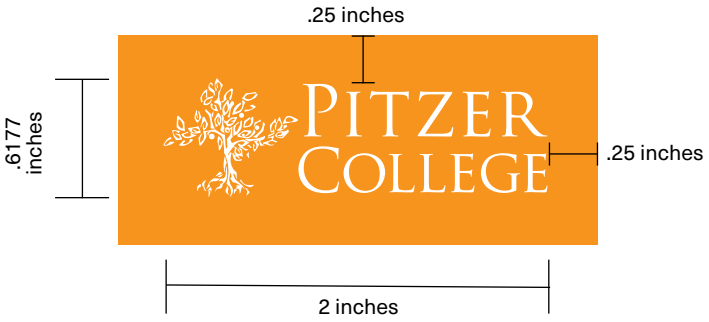


On occasion, a darker logo is needed. The secondary option color is graphite.

Logo Option: Protected Area, Proper Scale, and Sizing

When using the 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 ensure this, **the entire 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 .7512 inches**.





Vertical Logo Option for Approved Circumstances

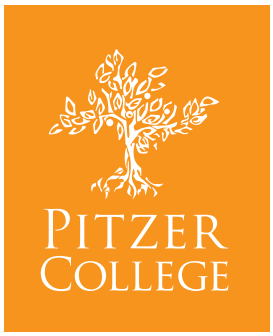
On occasion, a vertical orientation logo is needed due to specific constraints for signage or merchandise.

For internal on-campus or promotional branding, a vertical logo is available by permission only. Approval is dependent upon final use and sizing needs.

Approved color options are shown below. The primary color option should be Pitzer orange. For instances where readability is at a disadvantage or for accessibility reasons, a secondary option should be used.



Pitzer orange is for white backgrounds.



All white is for dark backgrounds



On occasion, a darker logo is needed.
The secondary option color is graphite.

Incorrect Usage

Incorrect Usage Examples

Consistency is the cornerstone of visual branding of the College. The logo strengthens the College's recognizability and impact. Please do not use outdated logos or modify the Pitzer College logo in any way.

Incorrect
Stretched Vertically ⊗



Incorrect
Stretched Horizontally ⊗



Incorrect
Placed Over Busy Image ⊗



Incorrect
Faded ⊗

Incorrect
Recolored ⊗



Incorrect
Reformatted ⊗



Incorrect
Flipped Tree ⊗



Incorrect
Rebuilt ⊗



Incorrect
Rotated ⊗



Incorrect
Crop ⊗



Logo Return Address

The Pitzer College return address should appear as shown below. Please contact the Office of Communications and Marketing 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 College Advancement
1050 North Mills Avenue
Claremont, CA 91711-6101



Office of College Advancement
1050 North Mills Avenue
Claremont, CA 91711-6101

Provida Futuri Seal



Provida Futuri Seal

Provida Futuri Seal

The Pitzer College seal was designed by late Claremont artist Tom Jamieson in 1964. The seal should not be confused with the logo.

The seal contains the Pitzer College tree, *Provida Futuri* motto (meaning “Mindful of the Future” in Latin), and MCMLXIII (Roman numeral for 1963—the year of our founding).

The seal is used in the Office of the President materials or formal documents, such as the diploma. The seal should not be used on any publications or promotional materials. Please contact the Office of Communications & Marketing regarding the use of the seal.



Color Palette

PITZER COLLEGE

A MEMBER OF THE CLAREMONT COLLEGES

Primary Colors

The official Pitzer College colors are orange and white. The college's founder, Russell K. Pitzer, was a philanthropist and orange grower—hence the color orange. The first graduates in 1965 designed commencement regalia that still stands today—a white robe with orange stole and white mortarboard .

Pitzer Orange

PANTONE 144

CMYK
0/50/100/0

RGB
247/148/29

HEXADECIMAL
f7941d

White

PANTONE White

CMYK
0/0/0/0

RGB
0/0/0

HEXADECIMAL
ffffff

Secondary Colors

Color options for accents are available through the secondary color palette. Of these options, only Graphite Gray can be used for the Pitzer logo under certain circumstances. Black is not part of the secondary palette but can be used for body copy.

Graphite Gray

CMYK
0/0/0/90

RGB
65/64/66

HEXADECIMAL
414042

Background Beige

CMYK
0/5/25/10

RGB
232/217/181

HEXADECIMAL
e8d9b5

Teal

CMYK
94/60/44/27

RGB
5/79/99

HEXADECIMAL
054f63

Light Teal

CMYK
60,15,19,0

RGB
100,176,196

HEXADECIMAL
64b0c4

Green

CMYK
54/5/94/24

RGB
103/150/58

HEXADECIMAL
67963a

Yellow

CMYK
2/22/100/8

RGB
230/183/17

HEXADECIMAL
e6b711

Red

CMYK
13/85/100/3

RGB
207/75/39

HEXADECIMAL
cf4b27

Brown

CMYK
9/55/100/39

RGB
151/90/17

HEXADECIMAL
975a11

Color Gradients & Special Metallics

Gradients

Gradients are the gradual blending from one color to another and can be used to add depth and dynamics to backgrounds and graphic elements.

Primary Gradient

CMYK 0/50/100/0	CMYK 0/18/100/0
RGB 247/148/29	RGB 255/207/1
HEXADECIMAL f7941d	HEXADECIMAL ffcf01

Secondary Gradient

CMYK 87/35/41/7	CMYK 94/60/44/27
RGB 0/126/138	RGB 5/79/99
HEXADECIMAL 007e8a	HEXADECIMAL 054f63

Metallics

Metallic colors can be used for special instances approved by the Office of Communications and Marketing. These are achievable with Pantone inks.

Gold	Light Silver	Dark Silver
PANTONE 8640	PANTONE 8001	PANTONE 8403
CMYK N/A	CMYK N/A	CMYK N/A
RGB N/A	RGB N/A	RGB N/A
HEXADECIMAL N/A	HEXADECIMAL N/A	HEXADECIMAL N/A

Typography

PITZER COLLEGE
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Typography: Sans Serif

The typography chosen for Pitzer College plays a major role in creating a consistent look on all materials.

Sans Serif Typeface

Neue Haas Unica is the sans serif font. The typeface family carries weights and styles including light, medium, bold, and italics. Neue Haas Unica is an all-purpose typeface due to its clean and legible design. It can be used for print, web, video, etc.

EXAMPLES:

Neue Haas Unica

Environmental Sustainability is a Pitzer Core Value.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789.:;’”*?!-

Download the Neue Haas Unica font family using your Pitzer credentials:
https://fonts.adobe.com/fonts/neue-haas-unica

If Neue Haas Unica is unavailable, Arial may be used as a temporary solution until Neue Haas Unica can be installed.

Typography: Serif

Serif Typeface

Freight Text Pro is the serif typeface. The typeface family carries weights and styles including light, medium, bold, and italics. Use Freight Text Pro for text-heavy documents in printed formats.

EXAMPLES:

FreightText Pro

Environmental Sustainability is a Pitzer Core Value.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789.:;””*?!-

Download the FreightText Pro font family using your Pitzer credentials:
https://fonts.adobe.com/fonts/freight-text

If FreightText Pro is unavailable, Times New Roman may be used as a temporary solution until FreightText Pro can be installed.

Special Case Serif Typeface

Trajan Pro is the typeface used in the Pitzer College logo. Trajan Pro is all-capital typeface reserved for sophisticated design use in displays, headings, or minimal text. Trajan should not be used for body copy, notes, or large amounts of type.

EXAMPLES:

TRAJAN PRO

PITZER COLLEGE CORE VALUES

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789.:;’”*?!-

Download the Trajan Pro typeface using your Pitzer credentials:
https://fonts.adobe.com/fonts/trajan

Typography: Slab Serif

Slab Serif Typeface

Adelle is a versatile slab serif font suitable for display, headings and medium-length copy. Adelle is used on the website for headlines.

EXAMPLES:

Adelle

Mission, History & The Claremont Colleges

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789.:;’”*?!-

Download the Adelle typeface using your Pitzer credentials:
https://fonts.adobe.com/fonts/adelle

Pomona-Pitzer Sagehens

Pomona-Pitzer Sagehens Logo & Illustration

The united two-college athletics partnership between Pitzer College and Pomona College has its own branding. The renderings here should not be substituted with any other likeness or altered in any way.

Primary Logo

The primary logo of the Pomona-Pitzer Athletics brand identity is the linked double P ligature. This logo should be limited to Athletic-related messaging.



Cecil Illustration

In homage to the legacy Cecil the Sagehen logo, an updated and simplified version has been created.



Pomona-Pitzer Sagehens Colors

The official colors of Sagehen Athletics are orange and blue, representing the partnership between Pitzer College and Pomona College. Athletics has its separate versions of orange and blue from the Colleges because of limitations within the athletics apparel industry color palette.

Athletic Orange

PANTONE 021c

CMYK
0/74/100/0

RGB
253/80/0

HEXADECIMAL
FD5000

Athletic Blue

PANTONE 293c

CMYK
100/75/0/9

RGB
0/62/171

HEXADECIMAL
003EAB

Pomona-Pitzer Sagehens Typography

The typography chosen for Pomona-Pitzer Athletics plays a major role in creating a consistent look on all materials.

The official font for Pomona-Pitzer Athletics is Archivo. The typeface family carries weights and styles including regular, medium, semibold, bold, extra bold, black, and italics. Do not use Thin, Light, or Extra Light weights.

EXAMPLES:

Archivo

Pomona-Pitzer Sagehens victorious over CMS in SCIAC opener!

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789.:;’”*?!-

Download the Archivo font family using your Pitzer credentials:
https://fonts.adobe.com/fonts/archivo

Photography

Pitzer College
A Member of The Claremont Colleges

Photography

Photos

- Use photos as storytelling elements on the page. They can illustrate the text on the page or add in their own story.
- Make sure you're letting photography and video subjects know how their image will be used and that you have their permission to use it in multiple contexts.
- Avoid staged photographs* in favor of photos that capture authentic moments between members of the Pitzer community.
  * *But stage things if you need to!*
- People are most attracted to faces, so include faces and people in campus shots whenever possible.

Branding and Appearance

- Wear Pitzer gear or neutral clothing.
- Avoid logos, text, or branding from other colleges or companies.
- Remove posters or banners with other brands or institutions.
- Solid colors work best on camera.














Video

Recording Device
- You can record using a smartphone, laptop, or tablet.
- Whichever device you use, make sure it's steady — use a tripod or prop it up securely.
- If possible, avoid handheld recording to prevent shakiness.

Framing and Composition
- Position your camera at eye level and frame from the chest up.
- Look directly into the camera lens when speaking.
- Keep a bit of space above your head and center yourself in the frame.

Sound Quality
- Record in a quiet space.
- Avoid background noise like fans, TVs, or music.
- Stay 2–3 feet from your microphone for clear sound.
- Earbuds or headsets with a mic are helpful for clarity.

Lighting
- Film in a well-lit environment — natural light works best.
- Face a window or lamp rather than having light behind you.
- Avoid harsh sunlight or strong overhead lighting.

Background
- Choose a clean, non-distracting background.
- Avoid clutter, movement, or bright lights behind you.
- Tidy up visible areas — make sure the focus stays on you.

Branding and Appearance
- Wear Pitzer gear or neutral clothing.
- Avoid logos, text, or branding from other colleges or companies.
- Remove posters or banners with other brands or institutions.
- Solid colors work best on camera.

Delivery Tips
- Be authentic, positive, and conversational.
- Smile — your energy translates on camera!
- Keep messages short (30–60 seconds) and focused.

Final Check
- Sound is clear and background is tidy.
- Lighting is bright and even.
- Framing is centered and steady.

Video

Videos on the Website

- Embed videos as content on your web pages. Don’t keep them on a single page of videos. That makes them harder to discover and can cause performance issues.
- Keep embedded videos shorter than 60 seconds when possible. Cut longer interviews into short clips on individual themes.
- Because not all users will watch videos, make sure key messages of video are also provided in the page text.
- If there is speaking in the video, they must be captioned to ensure the content is accessible to all users.

Email Signature

PITZER COLLEGE

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Email Signature

Our college identity is seen by others both internally and externally in email correspondence. We want to share important contact information while supporting the Pitzer branding. The details below explain how to have a consistent and branded email signature.

Formatting

- Body copy set to black, 12 point type, in Aptos, Arial, or Helvetica
- Signature set to the same typeface and color as body copy; signature set to 10-12 point type per preference
- Do not use orange text as it is not accessible
- Name and web address can be bolded for emphasis
- Pronouns are optional; if used, include unbolded in parentheses after last name
- Pitzer College should be capped and bolded
- Office names can be included after job title to clarify your specific office or program
- Phone numbers are optional; if used, preceed with country code and include dashes like +1 909-621-8000
- Web address should include www.
- Web address can be a different URL within the www.pitzer.edu website

Graphics/Visuals

- Avoid portraits/photos in email signatures; if a photo is needed, we recommend listing the direct link to your profile page on www.pitzer.edu/faculty-staff-directory
- The Pitzer logo is optional; if used, it should appear below signature text. IMPORTANT: Use the Pitzer logos optimized for size, cropping, and format in email signatures: https://pitzercollege.canto.com/b/TJ2J7
- To make the Pitzer logo accessible: Right click logo then select “Edit Alt Text” to include the words Pitzer College logo
- Do not change or alter the Pitzer logo or tree in any way (see incorrect usage on pg. 17)

Call to Action

In some cases, a call to action is needed to drive the user to take a desired action via a navigation link.

- The call to action should appear at the bottom with link text.
- Do not use “Click here” as it is outdated language and does not conform to digital accessibility standards.
- Keep the language short and to the point. Include action words like “Update your contact info” or “Make a gift to the Pitzer Annual Fund today.”

Some Email Signature Examples

FirstName LastName (they/them)
Job title
Pitzer College
1050 North Mills Avenue, Claremont, CA 91711
Office: +1 XXX-XXX-XXXX
Mobile: +1 XXX-XXX-XXXX
www.pitzer.edu

FirstName LastName
Job title, Office Name
PITZER COLLEGE
1050 North Mills Avenue, Claremont, CA 91711
www.pitzer.edu/admission



FirstName LastName (they/them)
Job title, Office or Program Name
PITZER COLLEGE
1050 North Mills Avenue, Claremont, CA 91711
Office: +1 XXX-XXX-XXXX, Mobile: +1 XXX-XXX-XXXX
www.pitzer.edu/registrar

FirstName LastName
Job title, Office Name
PITZER COLLEGE
1050 North Mills Avenue, Claremont, CA 91711
www.pitzer.edu/advancement



Make a gift to the Pitzer Annual Fund today!

Some Email Signature Reply Examples

FirstName LastName (they/them)
Job title
PITZER COLLEGE
Office: +1 XXX-XXX-XXXX
Mobile: +1 XXX-XXX-XXXX
www.pitzer.edu

Update your contact info.

FirstName LastName
Job title, Office Name
PITZER COLLEGE
www.pitzer.edu/admission

FirstName LastName (they/them)
Job title, Office or Program Name
PITZER COLLEGE
Office: +1 XXX-XXX-XXXX, Mobile: +1 XXX-XXX-XXXX
www.pitzer.edu/registrar

FirstName LastName
Job title, Office Name
PITZER COLLEGE
www.pitzer.edu/advancement

Make a gift to the Pitzer Annual Fund today!


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