

# Pitzer College Visual Brand Guide

How we tell the College's visual story



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# About Pitzer



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



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# 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 sustainably 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



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# 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](mailto:communications@pitzer.edu).

## The Primary Logo



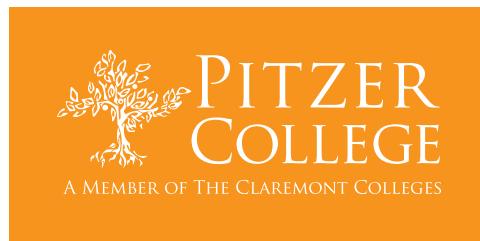
# Primary Logo: Color

## 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

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## Secondary Color Option

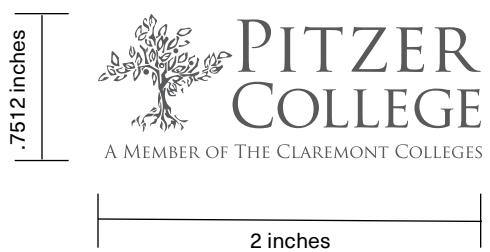
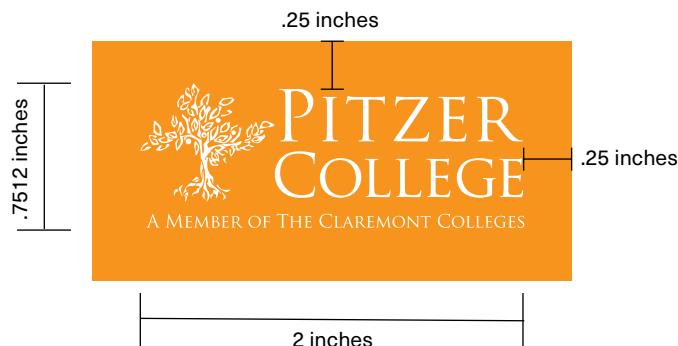


On occasion, a darker logo is needed.  
The secondary option color is graphite.

# 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

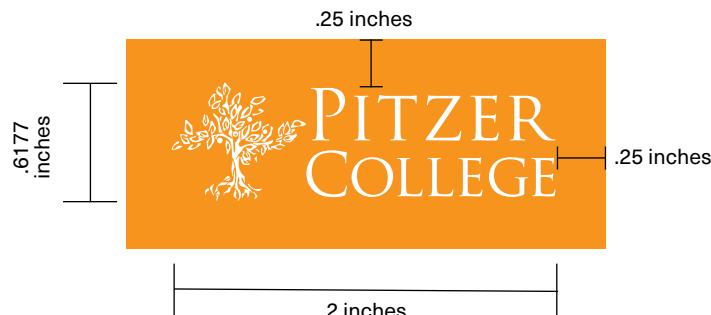


On occasion, a darker logo is needed.  
The secondary option color is graphite.

# 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.**

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 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.



# Provida Futuri Seal



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# 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



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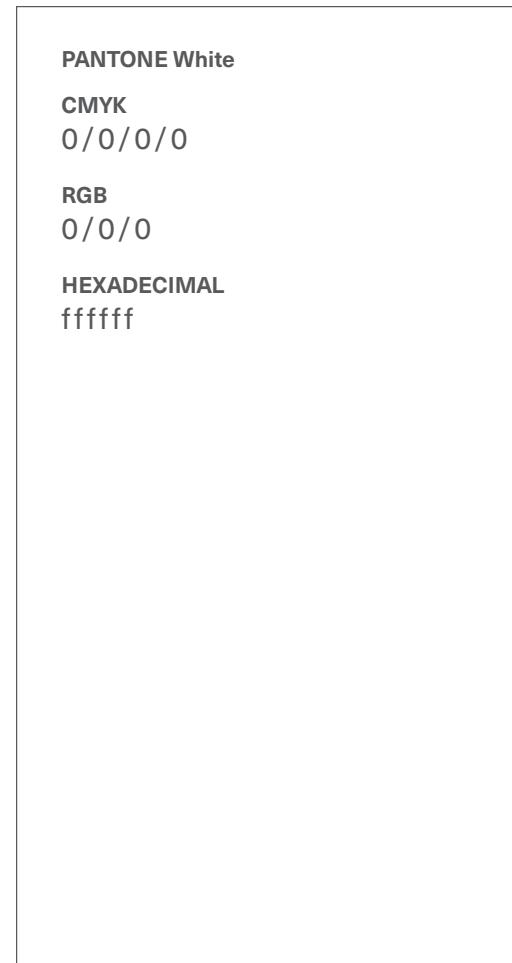
# Primary Colors

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



## White



# 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  
0/0/0/80  
  
RGB  
88/89/91  
  
HEXADECIMAL  
58595b

## Background Beige

CMYK  
0/5/25/10  
  
RGB  
232/217/181  
  
HEXADECIMAL  
e8d985

## 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



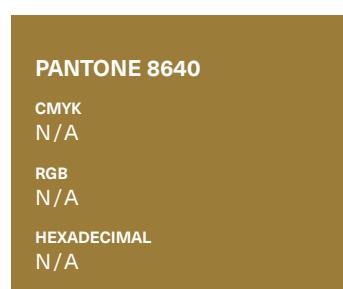
### Secondary Gradient



## Metallics

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

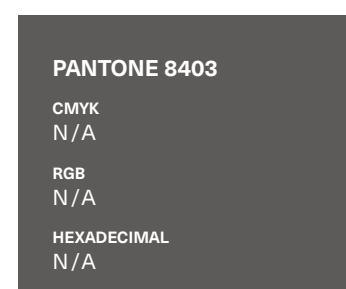
Gold



Light Silver



Dark Silver



# Typography



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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.**

abcdefghijklmnoprstuvwxyz  
ABCDEFGHIJKLMNPQRSTUVWXYZ  
123456789.:;''\*?!-

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

*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.**

abcdefghijklmnpqrstuvwxyz  
 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.*

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## 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

ABCDEFGHIJKLMNPQRSTUVWXYZ  
 ABCDEFGHIJKLMNPQRSTUVWXYZ  
 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:**  
[fonts.adobe.com/fonts/adelle](https://fonts.adobe.com/fonts/adelle)

# **Pomona-Pitzer Sagehens**

# Pomona-Pitzer Sagehens Logos

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**



**Athletic Blue**



# 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  
ABCDEFGHIJKLMNPQRSTUVWXYZ  
123456789.:;”\*?!-

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

# Photography



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# 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.

