



# BRAND GUIDELINES

**PC Branding and Visual Identity**

Updated 1/26/26



# ALIGNING PC'S MESSAGE

As part of our effort to create consistency with our look and message, we work to align our story, assets, and branding.

These guidelines are important because they help keep our communications consistent and clear. These elements define who we are as an organization and help us to communicate that with system-wide intent and purpose.



# OUR MISSION

With students as our focus, Porterville College provides our diverse local communities quality education that promotes intellectual curiosity, personal growth, and lifelong learning, while preparing students for career and academic success. In support of our values and philosophy, Porterville College will:

- Provide quality academic programs to all students.
- Provide comprehensive support services to help students achieve their personal, career and academic potential.
- Prepare students for transfer and success at four-year institutions.
- Provide courses and training to prepare students for employment or to enhance skills within their current careers.
- Provide comprehensive support systems tailored to each student's skill level.
- Recognize student achievement through awarding degrees, certificates, grants, and scholarships.

# OUR VALUES

Porterville College's core values define the character of the institution and are active ingredients in all that the College does. Through our commitment to these values the College can better serve and be more responsive to its students, staff, and community:

- **Participation** - fostering and encouraging the involvement of staff and students in campus activities and the various aspects of the College decision-making process.
- **Integrity** - holding one another accountable and remaining transparent by adhering to the highest academic and professional standards.
- **Respect** - treating each other with respect, trust, and dignity.
- **Adaptability** - nurturing and supporting exploration of innovative ideas, programs, and services to enhance our service to the community.
- **Teamwork** - working together to encourage input and dialogue in a collegial and cooperative manner.
- **Equity** - Supporting students in achieving their full educational potential regardless of race, ethnicity, age, gender, gender identity, sexual orientation, immigration status, religion, ability, culture, and learning modality.
- **Success** - Striving to continually support students in achieving their academic, career, and personal goals.



# BRAND IDENTITY

**“Branding is the process of capturing a word or phrase in the mind of the consumer.”**

**-Jack Trout, author of *Positioning***

An organizational logo is the most visible and recognizable element of a successful brand image. It is the best way to get credit for the positive things we do, and to leave an impression in the minds of our constituents and potential students.

Consistent and correct usage of the **Porterville College** logo is integral to developing and maintaining a strong positive image and message about ourselves that we can control. Its proper use in promotional and communication materials - such as brochures, one-sheets, ad copy, internal and external correspondence, the internet, social media, and direct marketing materials - is critical to building a strong and easily identifiable brand for **Porterville College**. This also applies to the use of the logo on any forms, packaging, mailings, promotional giveaways, and/or signs on campus office and classroom buildings.

At first glance, a logo is simple and unassuming. But that logo, and the way we use it, is very important to **Porterville College**. It represents our visual identity. It is something that no other school or organization has. It should bring a great degree of credibility, recognition, and value to everything it is attached to.

Unfortunately, an organizational identity is also a very fragile thing. If left unchecked, it is easily compromised and potentially abused.

That is why this document is so important to the management and success of the **Porterville College** brand. It clearly defines the standards and limits for the use of our organizational identity - our logo. If we are not careful about how our logo is used, we will lose it.

***Therefore, any use of the logo of Porterville College that is not outlined in this document is not an authorized use and is, as such, strictly forbidden.***



# BRAND STANDARDS

The Porterville College Logo Usage guidelines apply to all Porterville College publications, websites, apparel and other merchandise. That includes flyers, posters and other marketing materials produced by and for the College.

If you choose to work with an outside vendor to produce any products, you must notify the Director of Communications and Community Relations. Outside printers and designers must also follow these guidelines when they produce work for the College.

If an outside design firm has any questions regarding these guidelines, they should consult with the Director of Communications and Community Relations.

**Click Here** for a list of approved logos, fonts, and colors.  
(<https://www.portervillecollege.edu/pc-news/Brand%20Standards%20Specs.pdf>)

The full name of the College should be used on **first** reference: **Porterville College (PC)**

On second and subsequent reference, the shortened name may be used: **PC**



# COMMUNICATION STANDARDS

All communications highlighting Porterville College activities, classes, services, or products must adhere to these general rules:

- It may not be misleading or deceptive as to price, features, authorization, parties involved, or in any other manner.
- All advertising, publicity and/or communications must be in good taste and reflect favorably on Porterville College and its partners, products, or services.
- No performance claims and/or guarantees can be made for Porterville College activities, classes or services that are inconsistent with current Porterville College guarantees.
- All uses of the Porterville College logo must be approved by the Marketing and Communications Department and the College President.
- The Porterville College logo shall maintain prominent placement on all communications and projects originating from Porterville College.
- Porterville College logos must be placed in an equal or greater position relative to the partner's logo on all communications originating from outside of Porterville College. All such communications must be approved by the Marketing and Communications Department and the College President.



# GENERAL LOGO USE GUIDELINES

The Porterville College logo may only be used to promote Porterville College affiliated programs, classes, or services. Do not modify or re-create the Porterville College logo for any reason or circumstance. Use ONLY artwork provided by the Porterville College Marketing and Communications Department.

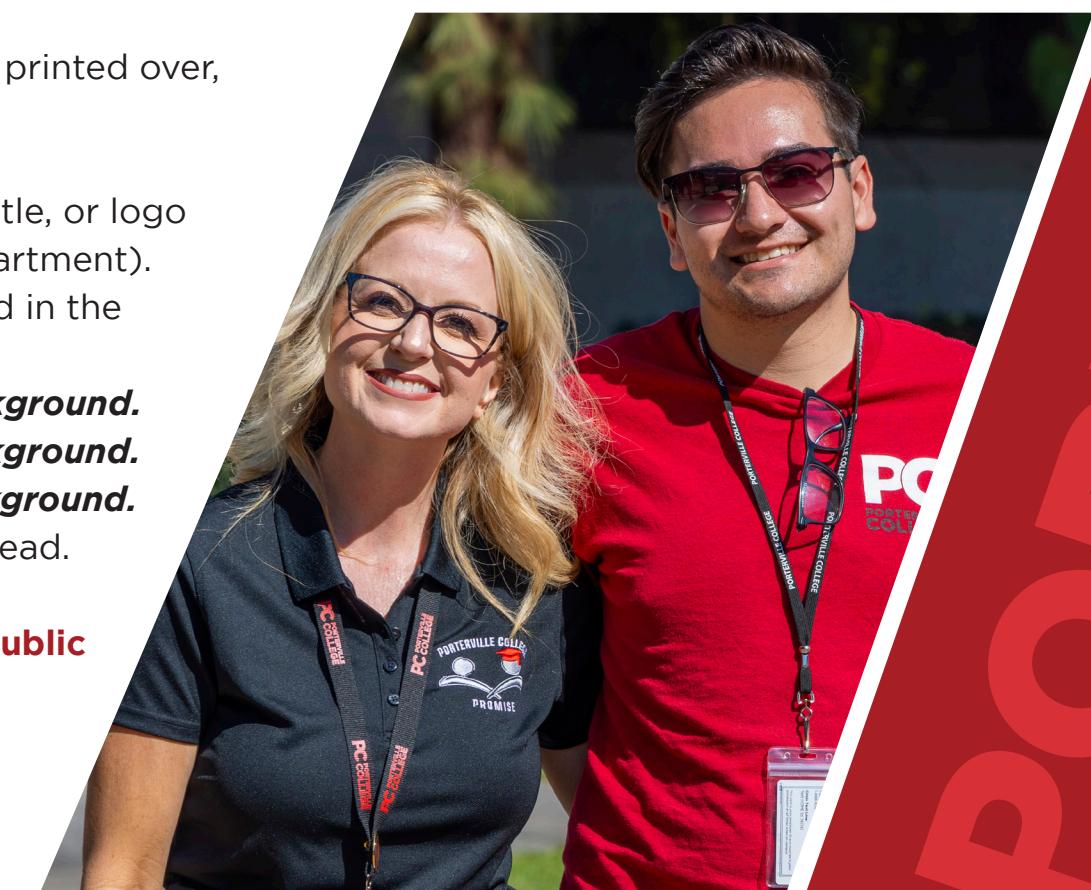
**The Porterville College logo is a valuable asset and, as such, is not generally available for third party use with the exception of approved partners of Porterville College.**

The logo (as a whole) is a stand-alone identifier. It may not be used as an element in a title, headline, phrase, or sentence without specified prior and final approval from the Marketing and Communications Department. In most of these 3rd party cases, plain type should be used. In other instances where the logo is used, **the following rules must be followed:**

- The Porterville College logo must always appear as outlined by the rules for use set forth by this document.
- The Porterville College logo cannot be altered (cropped, outlined, italicized, printed over, stretched, smashed, etc.) in any way.
- The Porterville College logo cannot be used as a border.
- The Porterville College logo must not be incorporated into any other logo, title, or logo (except where outlined in this document or approved by the Marketing Department).
- The Porterville College logo must only appear in approved colors (as defined in the specifications section of this document), solid black, or solid white.
- ***All black versions of the logo must appear on a white or light colored background.***
- ***All white versions of the logo must appear on a black or dark colored background.***
- ***All color versions of the logo must appear on a white or light colored background.***
- The logo must be distinguishable from any background element and easily read.

- **For proper adherence to the above rules, all printed materials meant for public consumption on any level should be approved by the Porterville College Marketing and Communications Department before release.**



# USE OF THE PC LOGO

The Porterville College Logo (seen on the next page) is for general use in promotional communications and daily correspondence with students, potential students and the community.

The Porterville College Logo must always have a minimum space clearance, equal to 20 percent of the logo height, from other printed areas.

The minimum size to reproduce the logo in print is 0.5 inches long.

This logo may be placed anywhere in an application that allows for the adherence to proper size and clearance guidelines. The two-color version should be used unless the colors in the background are vibrant or distracting enough that the logo can not be seen. In such cases a black or white version may be used.

When resizing the logo, the **aspect ratio must be maintained** so that the proportions remain the same for the width to height relationship at any size. Squeezing, distorting, or stretching the logo in any way is forbidden.

Whenever possible the main logo consisting of the “PC” iconography and the full title “Porterville College” should be used.

The “text only” version of the logo is best used in official documents (forms, letterhead, correspondence, manuals, etc.), and should be used for most internal applications. It should ONLY be used on promotional communications or materials where the size is more conducive to the area available for logo placement.

The “Pirate” logo should only be used for sports applications.



# LOGOS

"Knockout Section  
Between "P" and "C"

Full Text of  
School Name  
Block Lettering  
All Caps



Iconographic  
PC Lettering



**PORTERVILLE  
COLLEGE**



# COLOR PALLETTE

## Primary Colors

PC

**PANTONE** 7621 CP  
**CMYK:** 23 100 99 17  
**Index:** a71f23  
**RGB:** 167 31 35

PC

**PANTONE** 4140 CP  
**CMYK:** 71 61 50 33  
**Index:** 484c55  
**RGB:** 72 76 85

PC

**PANTONE** Black 6 CP  
**CMYK:** 75 68 67 89  
**Index:** 030303  
**RGB:** 3 3 3

## Secondary Colors

PC

**PANTONE** 4274 CP  
**CMYK:** 34 24 29 0  
**Index:** abb1ad  
**RGB:** 171 177 173

PC

**PANTONE** 7541 CP  
**CMYK:** 15 6 10 0  
**Index:** d7e0df  
**RGB:** 15 6 10 0



# TYPEFACES

## GOTHAM FAMILY OF FONTS

### Gotham Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!@#\$%^&\*()

### Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!@#\$%^&\*()

### *Gotham Book Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!@#\$%^&\*()

### Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!@#\$%^&\*()

### Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!@#\$%^&\*()

### *Gotham Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!@#\$%^&\*()



# PROPER LOGO USAGE



## Rules of Application

### DO

Use our most current logo. Select the full color, white or single color versions appropriately, depending on your background color.

### DO NOT

Change the color of the text under the logo.

# IMPROPER LOGO USAGE

## Rules of Application

### DO NOT

Alter our logo in any way, shape, or form. This logo represents our organization, and when you add it to a document, it represents us consistently.



Do not crop the logo



Do not stretch the logo



Do not change the transparency the logo



Do not rotate the logo



Do not recreate using any other font



Do not change or use different colors



Do not distort



Do not use old or outdated logos

# LOGO VARIATIONS

## Primary Logo

A primary logo is the main logo used to represent our organization. All other brand logos stem from this primary logo design.



## Secondary Logo

A secondary logo is also known as an alternate logo. If the primary logo can't fit in the desired location you would put in an alternate.



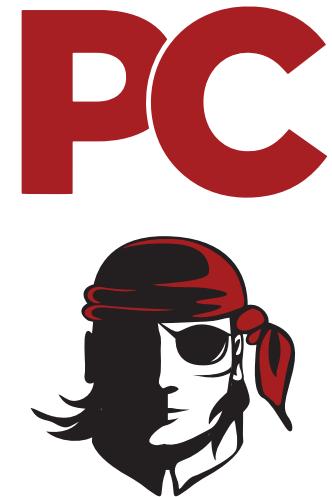
## Official Seal

A seal is used to execute a legal document or guarantee a document's authenticity. PC uses an official seal for Diplomas and Certificates to certify their authenticity.



## Submark/Brandmarks

Submark logos (also known as logo submarks, brandmarks, and alternate marks) are simple, small, but identifiable brand designs.



## Icons

Icons are similar to submarks, but an even smaller design mark that only includes our organizations initials.

Best used on:

- Favicons
- Giveaways (swag)
- Stamps and stickers
- Product packaging



# FONT AND COLOR USE

## Headers

**Aa**

**Gotham Black**  
**ABCDEFGHIJKLMN**  
**OPQRSTUVWXYZ**  
**abcdefghijklmn**  
**opqrstuvwxyz**  
**1234567890#**

## Body

**Aa**

**Gotham Book**  
**ABCDEFGHIJKLMN**  
**OPQRSTUVWXYZ**  
**abcdefghijklmn**  
**opqrstuvwxyz**  
**1234567890#**

## Primary Colors

**PC**

**PANTONE** 7621 CP  
**CMYK:** 23 100 99 17  
**Index:** a71f23  
**RGB:** 167 31 35

**PC**

**PANTONE** 4140 CP  
**CMYK:** 71 61 50 33  
**Index:** 484c55  
**RGB:** 72 76 85

## Secondary Colors

**PC**

**PANTONE** 4274 CP  
**CMYK:** 34 24 29 0  
**Index:** abb1ad  
**RGB:** 171 177 173

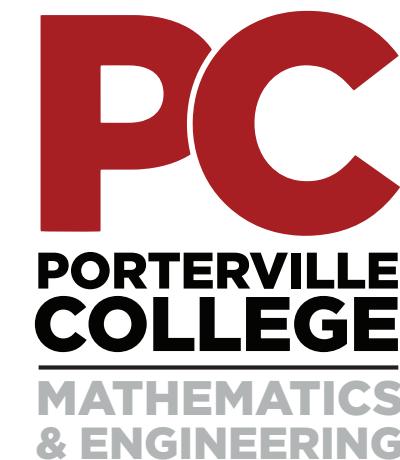
**PC**

**PANTONE** 7541 CP  
**CMYK:** 15 6 10 0  
**Index:** d7e0df  
**RGB:** 15 6 10 0

# DEPARTMENT/DIVISION LOGOS

## Universal Logo

All departments and divisions will utilize the same logo structure. This continues our effort to create a consistent and unified look for Porterville College, as we work on aligning our message, assets, and branding.



# PRINTED COMMUNICATION

## ***Course Flyers, Brochures, ads, and other printed communications materials***

This general category of items are used to promote courses, services, or special events to our students and the community and should always contain the logo in a recognizable position. There is more freedom of placement on a flyer than in other applications of the logo, but remember to keep the materials “respectable and classy”. You may use any incarnations of the logo for this category within the guidelines described in this document.

### **DO:**

- Use the logo in a “respectable” size. Keep it to less than 1/3 of the page size at it’s greatest.

### **DO NOT:**

- Change the logo color to an unapproved color to “match” the other colors of the flyer. In this case, use either a single color black or white logo to best “match” the other flyer content.
- Use the logo to “overlap” any other text on the page. Slight overlap on some graphic elements is acceptable, depending on the nature of the graphic.
- Place the logo next to objects of a potentially offensive nature.
- Place the logo near any competing agency logo or verbage.
- Never use the logo to promote an event not officially sponsored, created by, or sanctioned by or through Porterville College or the Kern Community College District.

## ***Internal communication, forms, manuals, notices, announcements, policy handbooks, etc.***

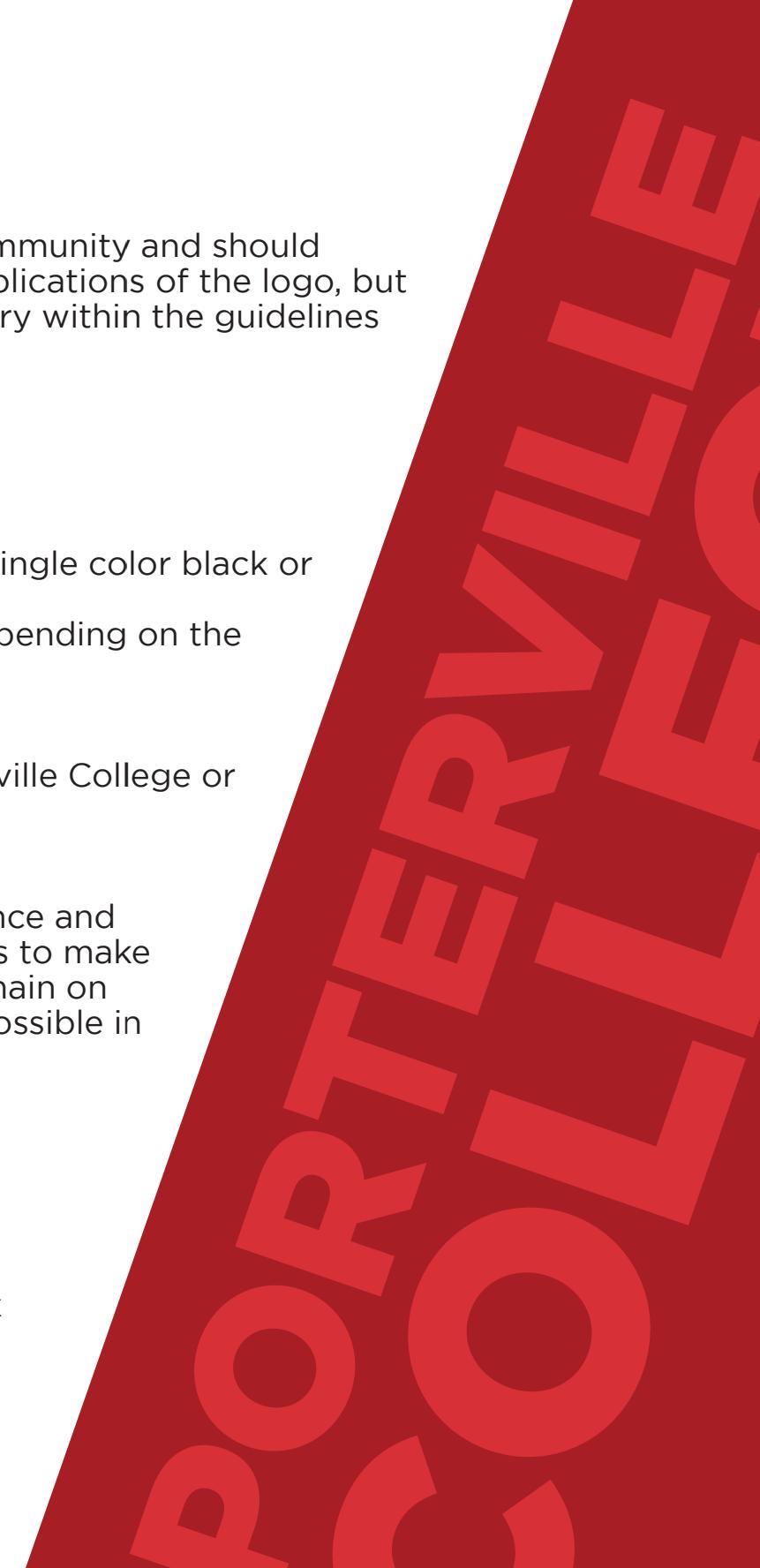
This general category of items are used for official college, district, or board of trustees business and correspondence and internal communication. Use of the logo should be as clean and simple as possible when designed. The main idea is to make sure that it is clear and easy to understand/read. Any use of the logo should be sparing. When placed it should remain on white backgrounds only and not be near or overlap any other text on the page. Use the “text only version” when possible in these instances.

### **DO:**

- Use the logo in a “respectable” size. Keep it to less than 1/8 of the page size at it’s greatest.
- Use the logo in only one position and instance on each page.

### **DO NOT:**

- Change the logo to an unapproved color. In all cases, this logo should be either the official color version or black only.
- Use the logo to “overlap” any other text on the page.
- Never use the logo on an “unofficial document” or in a document that is not for official college or district use.
- Use the logo on a background other than white with the exception of a designed report cover.



# PROMOTIONAL ITEMS

## ***Promotional Items and “Giveaways”***

This category of items are generally used to “give away” to our students, potential students, the community, and employees. For the most part, due to technical considerations, the application of logos on promotional items will be small and single color.

### **DO:**

- Choose a color that is close to logo colors for the item you are ordering and choose an imprint color that is opposite (within our color scheme) to that item color.
- Keep the imprint as simple as possible.
- Try to choose the logo most appropriate for the size allotted and ensure readability on proofs.
- Only use the full logo on items with an imprint area over 5/8" long.

### **DO NOT:**

- Try to fit too much info on the item. The logo should be sufficient with a phone number OR web address at most. There is not enough room on promotional items for addresses or both of the above. The web address is preferred.
- Place the logo on inappropriate items.

## ***T-shirts and Embroidery on Polo shirts, T-Shirts, Hats, Etc.***

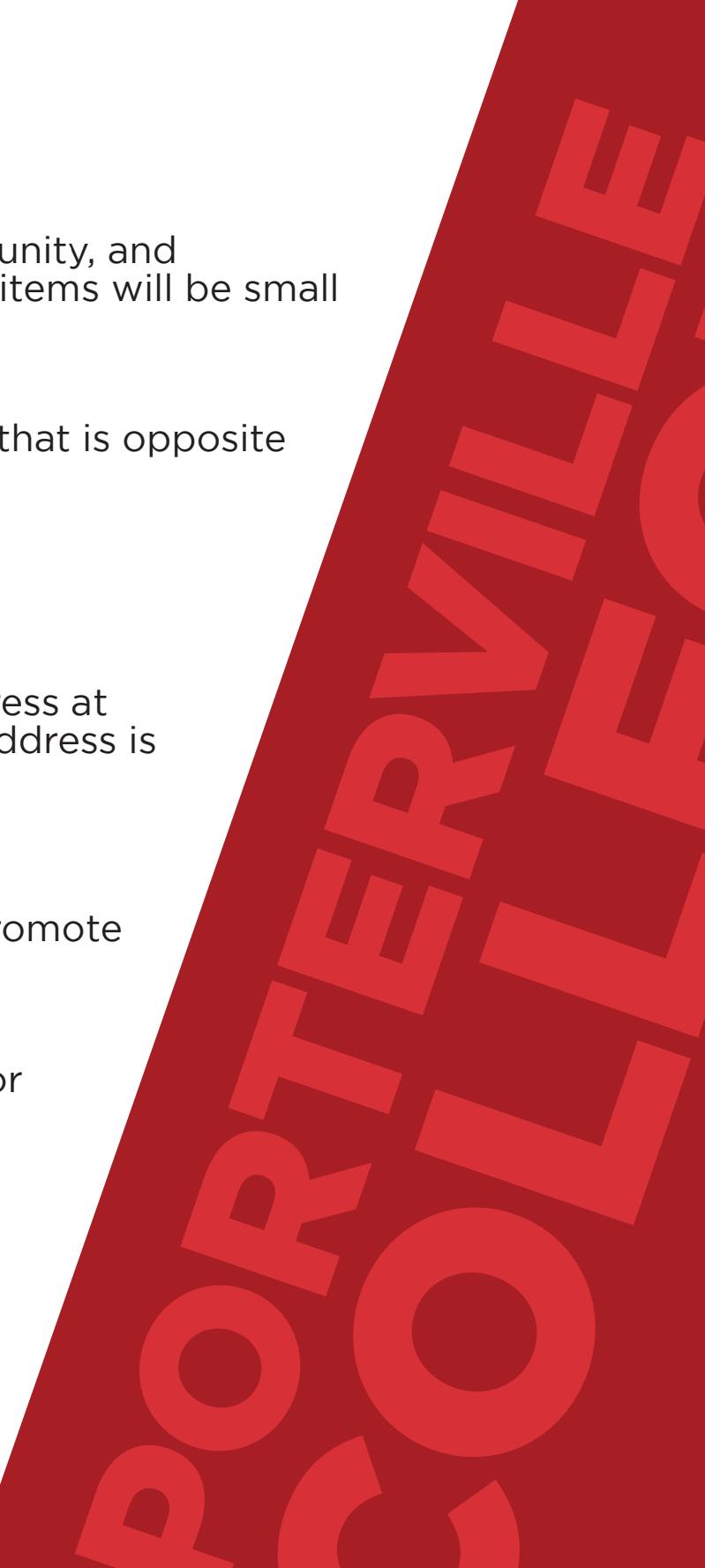
This general category of items refers to shirts created for the college, featuring the logo, and used to promote events or classes. These guidelines do not apply to team jerseys, hats, or T-shirts.

### **DO:**

- Use the logo only as a left chest adornment or an “above the bill” adornment on embroidered shirts or hats
- Use the logo in larger sizes for T-shirt (silk screen) applications according to the desired design.
- Always keep the logo in the colors specified as acceptable by this document.

### **DO NOT:**

- Change the color of the logo to one not “approved” in this document.
- Place the logo on an “inappropriate” item.
- Never use the logo to promote an event not officially sponsored, created by, or sanctioned by PC or the Kern Community College District.



# MULTIMEDIA COMMUNICATION

## **Video Use**

This is an electronic usage of the logo on broadcast television, cable, in presentations, social media, or other video uses. They will generally never be output to print. Remember to keep the use of the logo in these applications “respectable and classy”. It is preferable to stick to the Icon or short logo for this application since the bold and blocky nature of these brandmarks are well suited for a crisp presentation in these mediums. When using a logo on an “end tag” or “title page” it is advised that the name and address for the campus are represented somewhere below the logo on screen.

### **DO:**

- Use the logo in a “respectable” size. Keep it to less than 1/3 of the screen size at it’s greatest.
- Whenever possible, use the logo as a lower third “Bug” that remains on screen throughout the spot or presentation.
- Only use the logo once on each screen. Do not “double up” and present multiple occurrences of the logo.

### **DO NOT:**

- Change the logo color to an unapproved color to “match” the other colors of the spot.
- Use the logo to “overlap” any other logo on the screen.
- Place the logo next to objects of a potentially offensive nature.
- Place the logo near any competing agency logo or verbiage.
- Place the logo on a “negative” or trash spot.

## ***Web Sites, Social Media and other Electronic Advertising***

This is an electronic usage of the logo. As a general rule, you want to make sure that you use the highest quality logo possible when getting started on design. Keep in mind that special pixel size versus file size requirements often exist for this type of design. Please contact the Marketing and Communications Department for help with this.

### **DO:**

- Keep the logo to less than 1/3 of the page size at it’s greatest and more than 150 pixels in length.
- Use the logo as a “hotspot” or button on a web site.

### **DO NOT:**

- Change the logo color to an unapproved color to “match” the other colors of the ad content. In this case, use either a single color red, grey, black, or white logo to best “match” the other ad content.
- Use the logo to “overlap” any other text on the page.
- Use the logo as a web background or an element of a web background.
- Place the logo next to objects of a potentially offensive nature.
- Place the logo near any competing agency logo or verbiage.

# DESIGN REQUESTS

The purpose of this document is to outline the importance of controlling the look and feel of a brand.

In order to maintain consistency in our brand and in the materials that are created on Porterville College's behalf, we ask that you submit your requests for design to the Marketing and Communication Department by using the form at the below link.

***We'd be more than happy to create something for you!***

<https://pcpio.wufoo.com/forms/z1fkfrrd085ve5u/>



# TEMPLATES

In order to maintain consistency in our brand and in the materials we distribute, we ask that you use template documents for the creation of correspondance and presentations used in the completion of your duties for Porterville College. Please use the link below to access a folder of available content for use including letterhead and PowerPoint Slides.

***If you need something that is not available in this folder, we would be more than happy to create something for you! Contact us by using the link on the prior page.***

[\*\*Access Template Folder\*\*](#)



# BRAND STORY

What is the power of a Porterville College education? Is it the power to reach higher, to go farther, and achieve more? Is it the power to dig deeper, succeed faster, and dream bigger? It is all these things, and more.

For students, a Porterville education is about rising to the challenges that confront them, it is about overcoming obstacles with grit and determination, and it is about digging deeper so they can set their sights higher. For those who are the first in their families to go to college, Porterville's small size turns the intimidation of going to college into an opportunity for intimate connections and growth.

For administrators, faculty and staff, Porterville is all about going the extra mile to provide the personalized support that students need to achieve their goals. If students are ready to set their sights on the horizon, Porterville faculty, staff, and administrators are there to help them rise to the challenge. At Porterville, student focused services and small class sizes provide the perfect setting to nurture big dreams.

Just as the city of Porterville stands as the Gateway to the Sequoias, so Porterville College has stood as a gateway to greatness for tens of thousands of graduates. Like the giant Sequoias to its north, Porterville College is a symbol of growth and of change to its community, but also of persistence, memory, and tradition. Yes, Porterville is a small town but that doesn't mean its residents don't have big dreams.

At the same time, like the fertile soil of the Central Valley, Porterville College's modest size provides the perfect medium for growth. Though its environs can be hard and challenging, its well-tended fields are proof of the harvest that comes from hard work. For with every new Porterville student a new seed is planted, and in that seed is a dream of something better, something brighter, and something bigger.

Like a seed, this dream starts small. All it needs is to be nurtured and that is exactly what Porterville does. It takes something small and shows it the greatness that lies within.

# TAGLINE & HASHTAGS

## Tagline

**Start Small.  
GO BIG!**

## Official Hashtags

#PCStudentSuccess  
#StartSmallGoBIG  
#PCCrimsonPride

Hashtags group content on specific topics, aiding content discovery. Use them without spaces, punctuation, or symbols. Capitalize each word and keep them short, relevant, and limited in number.



**START  
SMALL**

**GO  
BIG!**

A vertical red line is positioned between the PC monogram and the text on the right side of the image.

# WHY OUR TAGLINE WORKS

“Start Small. Go Big.” is a simple and aspirational construction that comes directly from student survey responses. Verbatim comments from Porterville’s student survey suggest that its small size is one of its greatest assets and something that sets it apart from its larger, more impersonal competitors. It is this intimacy that creates the opportunity for nurturing and caring that so many of your students are drawn to. At the same time, “Start Small. Go Big” is about change and challenges its audience to grow by reaching higher, going farther, and achieving more than they had ever imagined was possible.

“Start Small” takes what might be seen as a liability and turns it into a key value proposition that differentiates Porterville from its competition and is especially attractive to the many first-generation students who make their starts there. For these students, being small means being perfect. Perfectly unintimidating. Perfectly manageable. Perfectly close-to-home. And perfectly Porterville. For many students, starting small means college can be intimate and not intimidating. By claiming its size as a matter of pride, this phrase helps Porterville take ownership of who it is while capitalizing on the common idiom that, “great things come in small packages.”

Contrasting “Start Small,” the compact rallying cry and call-to-action “Go Big” sets our sights on achievement and opportunity. By itself “Go Big” is a colloquialism that means to do something on a grand scale or with great ambition, two ideas that perfectly capture not only what it means to go to college, but also what it means to succeed in Porterville and beyond.

Taken together, “Start Small. Go Big” highlights the change and growth that come with a Porterville education. In just 4 words it tells a complete story—if you are ready to start, Porterville College will help succeed. In this way, it captures a key idea from the research—the belief that Porterville stands as a bridge to opportunity.

In this way, “Start Small. Go Big” turns key elements of Porterville’s place and personality into a unique and effective rallying cry that works on both literal and metaphorical levels. It captures the nature of a giant sequoia as it grows from a pinecone to one of the largest trees on Earth; it captures the nature of a field of vegetable seeds planted and nurtured until harvest; and most importantly, it captures the nature of Porterville itself, a small-town college filled with students who aren’t afraid to dream big.

From a marketing standpoint, “Start Small. Go Big” is a compact rallying cry that everyone can understand that can evolve into any number of engaging and effective iterations. This makes it not just aspirational from a marketing and communications standpoint, but also practical. Notice how in the following examples, the headlines and value propositions extend the “Start Small. Go Big” tagline into a variety of emotionally engaging themes giving you an almost infinite pool of possibilities.

# PROVIDING CONTENT

## Clean and Professional “Slices of Life”

We encourage everyone to share content to help us engage on social media and share special PC moments.

Please be sure to share your own photos and stories with the Marketing and Communications Department so that we can share them on our social media platforms (Facebook, Instagram, Twitter, TikTok, LinkedIn, and YouTube) to effectively help us to build a story brand by disseminating diverse content and reaching out to different audiences.



REPORTER  
PC

# MEDIA RELEASES AND STUDENTS

## Confirm everyone in your photo, post, or content is cleared

We must ensure we have permission before using a student's photo or video. Please let us know if your group has signed releases prior to your event or media opportunity.

If you're unsure about a certain person featured in your content, please contact them for official verification or use content that has been approved for use.

You may download a copy of the media release form at the link below.

[\*\*Media Release Form\*\*](#)



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