

PORTERVILLE COLLEGE Brand Identity Specifications 2024

Primary Logo

Alternate Logos



Color Palette

Primary Colors

Secondary Colors



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

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

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

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

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

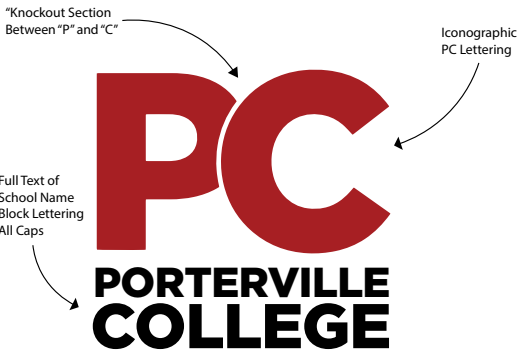
Fonts

Gotham Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@#%&*()

Gotham Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@#%&*()

Gotham Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@#%&*()

Logo Components



For more information, or to request permission for use
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