



PROVIDENCE
COLLEGE

BRAND STANDARDS

2021

THE PROVIDENCE COLLEGE BRAND IDENTITY, established through an inclusive process involving all of the College's constituent groups, was formally adopted by the president's senior cabinet in 2013. This guide describes the brand's essential elements with examples to guide College communicators responsible for brand expression.

Personnel in the Division of Marketing and Communications are available and eager to help colleagues and students apply brand principles in communications of all kinds.

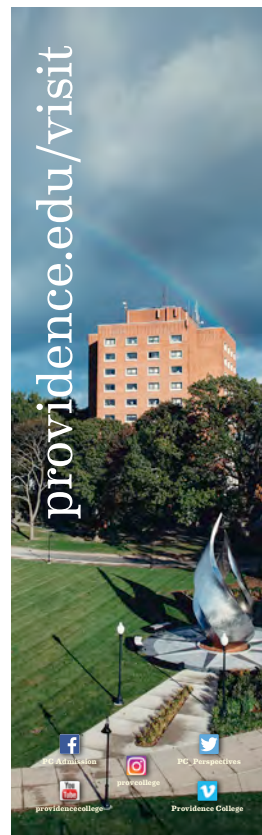


Rationale

INSPIRED BY THE complementary nature of **faith and reason** at the heart of the Providence College experience, the visual elements of the brand are direct and bold in their illustration of balance. Design should be consistent and distinctive to Providence College.

Deliberate, brand-informed choices in subject matter, photography, and language engage audiences directly — be they prospective or enrolled students, parents, alumni, donors or others.

Communicating in a consistent voice recognizable by the mission it advances and diversity it represents achieves the common purpose of presenting Providence College's unique story in ways both inspiring and memorable.



VISITOR'S GUIDE

WHAT CAN YOU DO WITH A LIBERAL ARTS EDUCATION?

It is a world focused on the bottom line—a world in which we demand tangible and verifiable returns on our investments—it makes sense to wonder about the real-world return on an investment involving the commitment of thousands of dollars and hours.

But in the world of education, particularly a liberal arts education, something of far greater importance and magnitude than the bottom line is at stake. Almost 2,500 years ago, Aristotle provided the framework for the shift in focus I have in mind. In his moral philosophy, Aristotle argues that all persons ultimately want the same thing—to live a life of human flourishing, a life in which one's best human potentials are actualized. The question is, what is the best way to think about living such a life? The best question to ask, Aristotle suggests, is not "What do I need to do?" if I want to live such a life. Rather, the correct question to ask is: "What sort of person should I be?"

The life of human flourishing depends far more on the sort of person one is than on what one is doing and is more a matter of continual character development than of supply and demand. Bringing Aristotle's insight to the issue of liberal arts education, the best question to ask is not "What can I do with a liberal arts education?" but rather, "What sort of person will a liberal arts education help me become?"

The desire to learn, to pursue the truth at all costs, cannot be taught. It can only be awakened by example, shown as a living reality. The greatest task of a teacher is to demonstrate, by her or his own example, the desirability and attraction, the unparalleled invigoration and joy, of being a lifetime learner and pursuer of truth. Our greatest desire is that it be a dynamic laboratory for the cultivation of learning, the nurturing of growth, and the shaping of character in those students we are privileged to welcome for a short time, then send into the world as ambassadors of human flourishing.

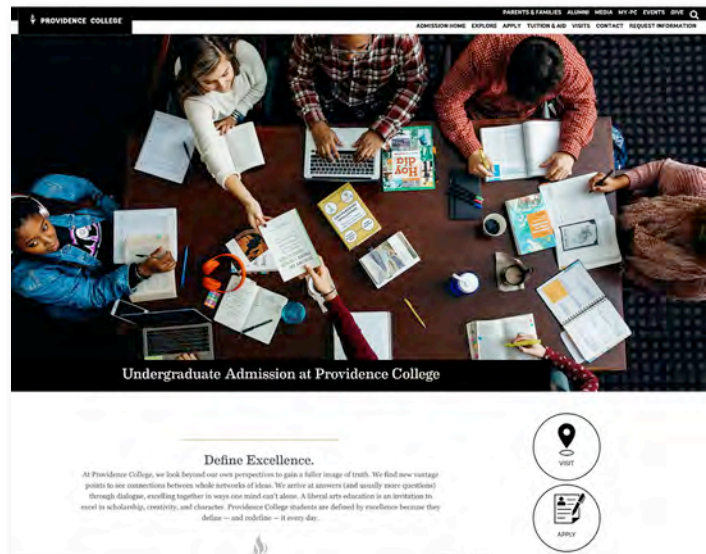
—DR. VANCE G. MORGAN, PROFESSOR OF PHILOSOPHY, FORMER DIRECTOR OF THE DEVELOPMENT OF WESTERN CIVILIZATION PROGRAM

Messaging and Tone

BRAND MESSAGES should communicate specific characteristics that define Providence College, namely, that the PC experience is challenging and that the College's students, faculty, staff, and alumni are:

- Receptive
- Passionate
- Informed
- Intelligent
- Caring
- Curious
- Inspired

Generally, communications are most effective when they are personalized (telling the story through the perspectives of a person or persons). Communicators should also strive to craft messages that are authentic, relevant, and distinctive. When messaging is effective, audiences will be motivated to become or remain engaged and to take action in support of Providence College and its strategic goals.



ADMISSION HOME PAGE



VIEWBOOK INTERIOR PAGES



VIEWBOOK COVER





Logotypes, seal and visual marks

THE PROVIDENCE COLLEGE BRAND incorporates one logo and several visual marks, each of which serves a distinct purpose. Consistent application of these is the cornerstone of a recognizable visual identity.

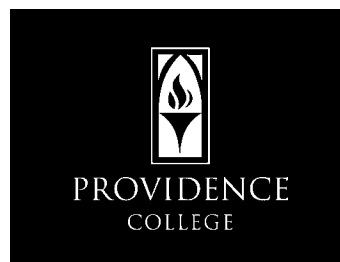
The Providence College logo

This is the preferred logo to be used in all internal and external marketing materials, stationery, and signage. The logo, which includes the words “Providence College” in the Trajan typeface, are shown to the right in centered and flush positions. *The mark and type are created together as single graphics so as not to be altered from their original states.*

The logo should appear exclusively in black or white. No outline should be used around the logo



PROVIDENCE
COLLEGE



THE LOGO HAS BOTH CENTERED
AND FLUSH LEFT VERSIONS

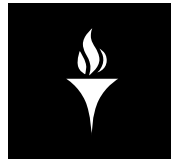


The Seal of Providence College

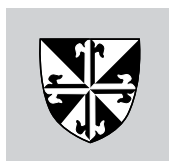
This is the College’s official seal. It is generally reserved for formal documents including diplomas, certificates, transcripts, awards, and official correspondence. It is often associated with the president’s office. For questions about appropriate use of the seal, please contact the Division of Marketing and Communications at marcom@providence.edu or 401.865.1242.

Torch and shield secondary marks

The College logo’s torch element and the Dominican crest may be used as design elements or as signature marks. They can be placed in centered or off-centered position within designs. In print, care should be taken to ensure they are positioned within the live area. The torch can also be combined with messaging or the words “Providence College” when typeset manually as shown below as a secondary identity.



PROVIDENCE COLLEGE TORCH ICON



PROVIDENCE COLLEGE SHIELD ICON

Borders and lines

Borders and lines/rules can be used to emphasize messaging, delineate information, and add visual intrigue. They can combine with the torch mark for visual emphasis.



Secondary identity

In certain instances, the torch mark can be paired with the College’s name set in Andes bold, all-capitalized, and with adequate letter spacing.



THE TORCH POSITIONED WITH MESSAGING (ABOVE)
AND POSITIONED WITH RULES (LEFT)

THE TORCH IS SHOWN PAIRED WITH COLLEGE NAMESAKE
TYPESET IN ANDES BOLD IN ALL CAPS WITH LOOSENEED
LETTERSPACING



Logo minimum size requirements

To preserve the legibility of the logo within design and presentation systems, a minimum size requirement of 1" in width for the centered version and 1.35" in width for the horizontal version should be observed in print.

To remain prominent and distinctive, consideration must be used when positioning the logo in proximity to other graphic elements. Clear space surrounding the logo must be maintained.



1.35" WIDE MINIMUM SIZE



PROVIDENCE
COLLEGE

1" WIDE MINIMUM SIZE



CLEAR SPACE IS EQUIVALENT TO
CAP HEIGHT ON ALL SIDES



Incorrect usage Providence College logo

Here's a quick reference guide to how not to use the logo. Examples illustrate a range of incorrect uses but are not intended to be a complete list.



DO NOT CROP OR BLEED THE LOGO



DO NOT ROTATE THE LOGO



DO NOT USE TEXT IN FRONT OF
OR BEHIND THE LOGO



DO NOT SCALE OR SKEW THE LOGO
DISPROPORTIONATELY OR DEVIATE
FROM BLACK AND WHITE



DO NOT STRETCH THE LOGO



DO NOT CHANGE THE OFFICIAL
TYPEFACE OR MODIFY, OR ATTEMPT
TO RECREATE THE LOGO

Athletics logos

The official Friar logo, Friar head, skating Friar, and shield are trademarked and should only be used with permission.'

LOGO (PRIMARY)



LOGO (OPTION)



SECONDARY LOGO



WORD MARK





Typography

AS WITH THE PROVIDENCE COLLEGE LOGO SYSTEM, there is value in consistency of typography in all communications. Our typographic system is the cornerstone of our brand and reinforces its unique personality.

Our *primary* brand font is **Eames Century Modern**, which was selected for attributes of readability and straightforwardness in a modern aesthetic. It can be set in all capitals or upper- and lower-case for headlines.

Our *secondary* brand font is **Andes**, which was selected as a contrasting sans serif companion to Eames and is likewise modern and unique by way of its letterforms. It can be typeset in all capitals with loose letter-spacing for headlines. It can also be set in all capitals or upper- and lower-case in captions and navigation elements for the web. When Andes is not available, use **Arial**.

As a rule, use the font weights illustrated to the right. Care should be taken when using weights beyond these recommendations.

Body copy in print should range from 9 - 10.5 pt. in scale. It is important to create a clear hierarchy between headlines and body copy. As a general rule, use Eames when calling out numbers.

In using these font families and formats clearly and consistently, we aim to create signals through visual syntax that reinforce the College's brand messaging.

If you need access to these fonts or further information about how to use them, please contact the Division of Marketing and Communications at marcom@providence.edu.

ANDES AND EAMES*

*Headlines can be set as centered but flush-left settings in sentence-case for headlines and subheads are also acceptable.

EAMES CENTURY MODERN, REGULAR

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPQRSTUVWXYZ
1234567890.,-'"*!()?)/\$

EAMES CENTURY MODERN, ITALIC

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPQRSTUVWXYZ
1234567890.,-'"*!()?)/\$

EAMES CENTURY MODERN, BOLD

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPQRSTUVWXYZ
1234567890.,-'"*!()?)/\$

ANDES, REGULAR

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPQRSTUVWXYZ
1234567890.,-'"*!()?)/\$

ANDES, ITALIC

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPQRSTUVWXYZ
1234567890.,-'"*!()?)/\$


ANDES, BOLD

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPQRSTUVWXYZ
1234567890.,-'"*!()?)/\$

Fonts in use

Examples of our typefaces and formatting styles.

CUSTOM ICON



EAMES CAPS

IS THE
HEART
OF A PC
EDUCATION

EAMES ITALIC

*It's what makes us
unique.*

EAMES BOLD

Here's how it works.

ANDES CAPS

BY SEMESTER

ANDES

Four-credit, team-taught, interdisciplinary
lecture/seminar focused on works from
Classical Antiquity (from Mesopotamia to
the reign of Charlemagne)

EAMES BOLD

1

ANDES

Four-credit, team-taught, interdisciplinary
lecture/seminar focused on works
from the Medieval and Early Modern
periods (from Charlemagne through the
Age of Reason)

2

EAMES BOLD

3

Four-credit, team-taught, interdisciplinary
lecture/seminar focused on works from
the Modern period (from the American
and French revolutions to today)



EAMES BOLD WITH PC LOGO (LOWER LEFT)



ANDES CAPS PAIRED WITH ATHLETIC LOGOS



ANDES (UPPER NAVIGATION ELEMENTS) WITH EAMES



Photography

PHOTOGRAPHY IS THE CENTRAL VISUAL ELEMENT of the providence college brand and is intended to tell our story in authentic ways. Photos should reflect the richness of the PC experience as well as our shared values. They should capture the energy of the PC community.

Photo selections and juxtaposition are used to create a narrative and arrest attention. They are often paired with verbal brand messaging.

- Images of people should project a genuinely optimistic and confident attitude.
- Photos should be professionally shot and edited when possible.
- Images should have adequate lighting, focus, and exposure.
- Scenes should not appear overly staged or manipulated.
- Images of people should reflect diversity and communicate inclusivity.
- Images of objects, buildings, and locations should be intriguing and recognizable.
- Images should be of high resolution and not overly manipulated.
- Images must never be skewed or distorted.

The Division of Marketing and Communications keeps photographic resources for general and particular use. In addition, we can help facilitate contact with freelance photographers. To access our photography or for advice on photo use, please contact our office at marcom@providence.edu.



PEOPLE INDIVIDUALS SHOULD REPRESENT AS AUTHENTIC IN BOTH THEIR INTERACTIONS WITH EACH OTHER AND THEIR SURROUNDINGS.



PHOTOGRAPHY MAY BE THE INITIAL WAY THAT PROSPECTIVE STUDENTS EXPERIENCE PC OR ALUMNI WHO HAVE BEEN AWAY FROM CAMPUS.



EXAMPLES OF DOCUMENTARY
STYLE, CANDID, AND ART -
DIRECTED APPROACHES TO
PHOTOGRAPHY AT PC.





Providence College primary colors

OUR PRIMARY COLORS ARE BLACK AND SILVER OR GRAY. Metallic versions of silver are best when offset printing is available and budget allows. Otherwise, tints of black are acceptable. As a general rule, the palette is restrained and classic in formal uses and for older audiences. For less formal uses or for younger audiences, the accent color palette (p. 12) can be used to supplement.

PROVIDENCE BLACK

C 14 R 0
M 0 G 0
Y 0 B 0
K 100

black
(process build)

PANTONE METALLIC 877

C 30 R 179
M 22 G 182
Y 23 B 83
K 0

silver metallic
(spot color)

SCREEN TINTS OF BLACK TO MAKE GRAY

90	50
80	40
70	30
60	20
	10

SCREEN TINTS OF PMS 877

90	50
80	40
70	30
60	20
	10

Providence College secondary color

OUR SECONDARY COLOR CONSISTS OF GOLD. It is used in communications from the Office of Institutional Advancement for alumni and donors. Metallic versions of gold are best when offset printing is available and budget allows. Otherwise, the process build shown here is suitable and can be used at various percentages for screen tints. The metallic Pantone color should not be converted to a four-color build as it will print with a undesirable color cast.

PROVIDENCE GOLD

C 20
M 30
Y 70
K 10

gold
(process build)

PANTONE METALLIC 871

(DO NOT CONVERT
THE PMS COLOR TO A
FOUR-COLOR BUILD.)

gold metallic
(spot color)

SCREEN TINTS OF GOLD BUILD

90	50
80	40
70	30
60	20
	10

SCREEN TINTS OF PMS 871

90	50
80	40
70	30
60	20
	10



Providence College accent colors

OUR ACCENT COLOR PALETTE is inviting but also restrained. It was inspired by colors found in the bricks, mortar, and stained-glass windows in Harkins Hall. These colors can be used in combination to complement the College's primary colors (black and silver/grey) and create a recognizable color profile within brand expressions. Our primary colors distinguish us from other institutions of higher education, so care should be taken when using accent colors.

Sample color pairings

In most cases, designs should be limited to no more than three accent colors with black and silver/grey as the dominant color. In certain cases, the secondary color (gold) can be used as an accent color. Consistent use of this color system reinforces our brand identity and boosts recognizability.

Use the samples below as guides to effective color composition.

EXAMPLES



HARKINS YELLOW

C 1	R 253
M 0	G 221
Y 15	B 223
K 0	

yellow
accent

PCSB RED

C 14	R 202
M 91	G 59
Y 100	B 39
K 5	

red
accent

ADMISSION RED

C 1	R 202
M 80	G 59
Y 70	B 39
K 0	

alt red
accent

BRICK RED

C 0	R 122
M 91	G 22
Y 100	B 0
K 6	

maroon
accent

CHAPEL BLUE

C 98	R 0
M 69	G 65
Y 44	B 89
K 33	

dark blue
accent

SKY BLUE

C 80	R 185
M 0	G 221
Y 0	B 225
K 80	

light blue
accent

PROVIDENCE GOLD

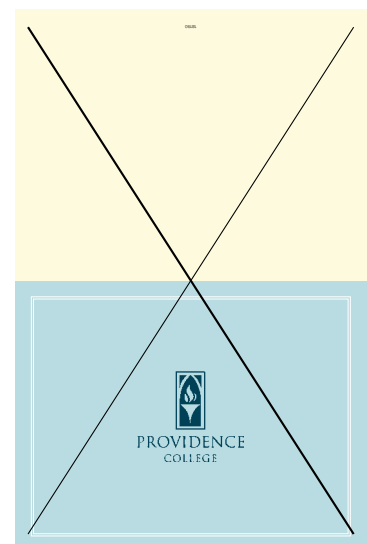
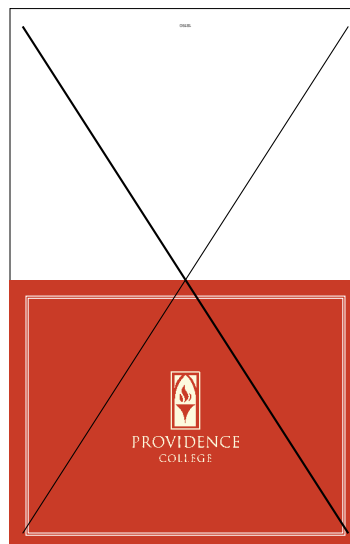
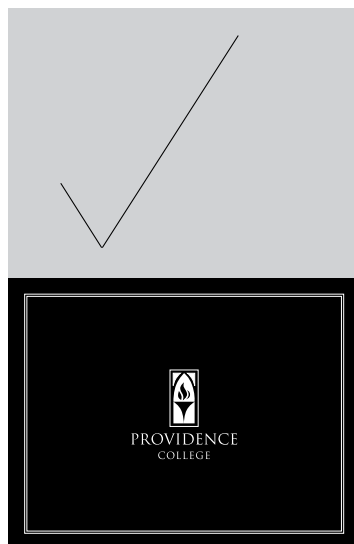
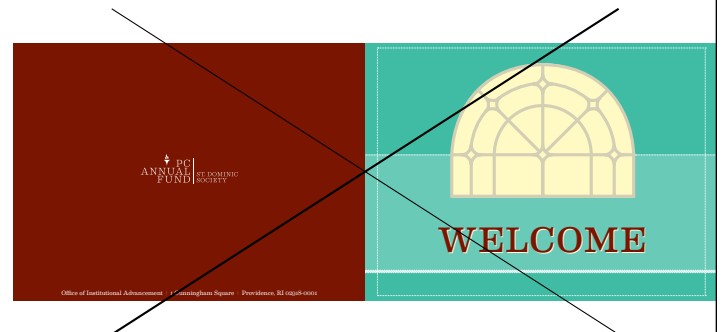
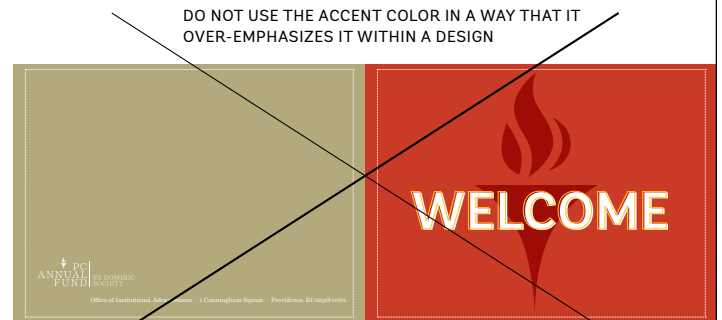
C 20	R 20
M 30	G 30
Y 70	B 70
K 10	

gold
accent



Examples of correct and incorrect color use

Accent colors are discouraged in as floods/fills or dominant visual elements. Combinations of black or silver/gray with an accent color in a headline treatment are acceptable.

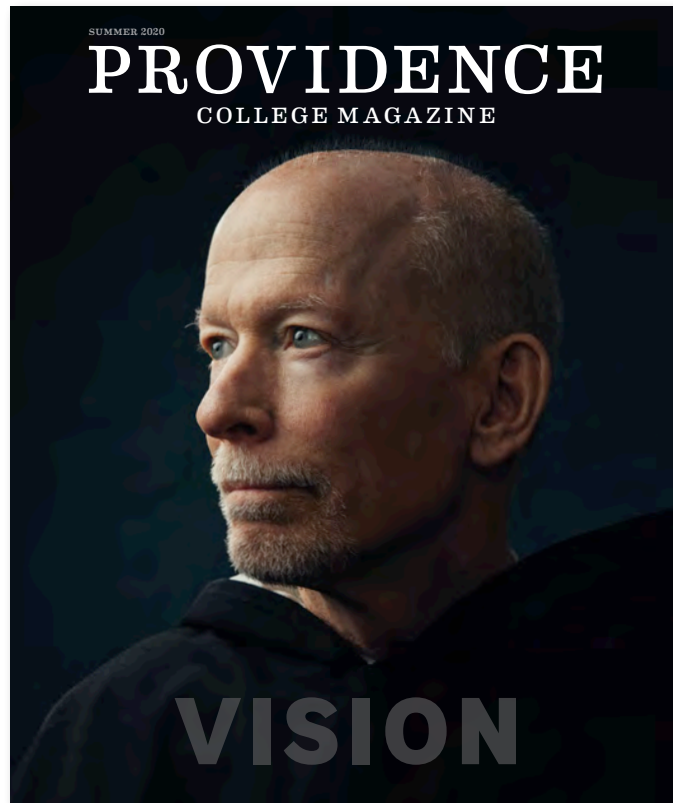


ACCENT COLORS USED AS DOMINANT ELEMENTS OR FLOODS/FILLS COULD DRAW ASSOCIATIONS WITH OTHER INSTITUTIONS AND DISTRACT FROM THE PROVIDENCE COLLEGE BRAND.



Rationale

AS WITH GRAPHIC STANDARDS, consistency and quality in copywriting help convey the College's essential nature and brand identity. Like many colleges and universities, PC uses Associated Press style as the basis for its editorial standards in story and other common text uses. AP style is notable for its thoroughness and flexibility, characterized by regular updates that reflect changes in usage and culture. The gold standard for journalism, AP style is useful for colleges and universities because it helps us effectively communicate with external audiences in ways that are familiar to those audiences. In some cases, especially pertaining to certain academic disciplines, it may be necessary to follow a different style guide, such as MLA or the Chicago Manual of Style.



“Like many colleges and universities, PC uses Associated Press style as the basis for its editorial standards in story and other common text uses.”