The new Point Park University logo was created in 2009 to give the brand a more focused, modern identity. The logo is comprised of two parts, which join together to create a recognizable and unique symbol for the University.

The Point Park University logo is the fundamental building block in the Point Park University identity system. It serves as the key to the visual identity of the University and is used on all communications material. By using it consistently and correctly, it will become a highly recognizable brand identifier for the University.

The Point Park University logo places the emphasis on Point Park, using a bold, contemporary font (ITC Symbol Black) to make the name of the school immediately readable. The small serifs in this font allow us to add a classic look while remaining modern.

The underlying “University” is simple and understated in comparison, using a clean, sans-serif font (Akzidenz Grotesk Bold). The two pieces of this logo work together seamlessly to communicate that Point Park University is an educational institution that believes in its traditions while looking toward the future.
Correct Use Of The Point Park University Logo

In order to maximize the value of the newly developed Point Park University logo — and to preserve its integrity as an exclusive brand identity for the university — it’s important that the logo is used consistently and correctly.

The following pages outline the proper use of the logo and include color, typography and reproduction specifications, as well as details about the proper use of the logo on all University materials and communications.

COLOR REPRODUCTION OPTIONS
When reproducing in color, the Point Park University logo should appear in PMS 7496 or the equivalent 4-color (CMYK) process.

SIZE REPRODUCTION LIMITS
In order to retain the quality of the Point Park University logo, the stacked logo should not appear smaller than 1/2 of an inch wide.
Correct Use Of The Point Park University Logo

**LOGOTYPE 2-COLOR**
The Point Park University logotype can be used in PMS 7496 (green) and 80% black. Point Park must always be in green and University must always be used in black.

**COLOR REPRODUCTION OPTIONS**
In special circumstances, the Point Park University logo may appear in PMS130, reversed out of PMS 7496. Usage of this option is limited.

**2-COLOR**

![Pantone 7496 Colors](image)

**1-COLOR, PMS YELLOW WITH PMS GREEN ONLY**

![PMS Yellow Colors](image)

**PMS, 4 COLOR AND RGB**

![RGB Colors](image)
<table>
<thead>
<tr>
<th></th>
<th>ONE COLOR PMS 7496</th>
<th>ONE COLOR 4-COLOR BUILD</th>
<th>ONE COLOR PMS 130 ON PMS 7496 ONLY</th>
<th>ONE COLOR 4-COLOR BUILD YELLOW ON GREEN ONLY</th>
<th>ONE COLOR BLACK</th>
<th>WHITE</th>
<th>TWO COLOR PMS 7496 BLACK 80%</th>
<th>TWO COLOR 4-COLOR BUILD</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>JUSTIFIED</strong></td>
<td>POINT PARK UNIVERSITY</td>
<td>POINT PARK UNIVERSITY</td>
<td>POINT PARK UNIVERSITY</td>
<td>POINT PARK UNIVERSITY</td>
<td>POINT PARK UNIVERSITY</td>
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</tr>
<tr>
<td><strong>STACKED</strong></td>
<td>POINT PARK UNIVERSITY</td>
<td>POINT PARK UNIVERSITY</td>
<td>POINT PARK UNIVERSITY</td>
<td>POINT PARK UNIVERSITY</td>
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<tr>
<td><strong>HORIZONTAL</strong></td>
<td>POINT PARK UNIVERSITY</td>
<td>POINT PARK UNIVERSITY</td>
<td>POINT PARK UNIVERSITY</td>
<td>POINT PARK UNIVERSITY</td>
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<td>POINT PARK UNIVERSITY</td>
</tr>
<tr>
<td><strong>SCHOOL VERSIONS</strong></td>
<td>POINT PARK UNIVERSITY</td>
<td>POINT PARK UNIVERSITY</td>
<td>POINT PARK UNIVERSITY</td>
<td>POINT PARK UNIVERSITY</td>
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<td>POINT PARK UNIVERSITY</td>
</tr>
</tbody>
</table>
Correct Use Of Point Park University Logo

MINIMUM SPACE REQUIREMENTS
Maintain a consistent margin of clear space around the logo at all times. Clear space is equivalent to the width of the “N” in the logo.

Gray represents area to be kept clear.
Combination Logos

Point Park University supports a number of product brands and services, which are always listed as secondary to the main Point Park brand. The logos that denote these secondary brands and services are referred to as “combination logos.” This enables us to communicate the strength of the Point Park brand along with the versatility of its services.

Combination logos should be typeset in line with the approved fonts of Point Park University with the text or copy as it applies. The Point Park University logo always comes first, followed by the school or service name.

To achieve the proper proportions, the upper case “V” in University is used as the base measurement. All spacing in the combination logos is measured by using the height of this “V” character.

The creation of any new combination logo is a formal approval process that begins with contacting Marketing and Communications. Ultimately, any new combination logo must be approved by the executive officers of the University.
Typography
ITC Symbol and Akzidenz are the approved typefaces for Point Park University and should appear in all formal documents and correspondence. When writing articles for The Point, or any piece promoting the University and/or its various performances and programs (ie: postcards, posters, programs, bulletins, etc.), liberties may be taken to utilize typefaces that help convey the creative message.

**TWO PRIMARY FONTS**

**ITC SYMBOL**

ITC Symbol is a strong, typeface with a slight serif that balances between contemporary and classic fonts.

**ITC SYMBOL BLACK**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()?
```

**ITC SYMBOL BOLD**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()?
```

**ITC SYMBOL MEDIUM**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()?
```

**ITC SYMBOL BOOK**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()?
```
**Two Primary Fonts**

Akzidenz Grotesk is a sans-serif typeface chosen for its legibility and clean look. It has a wide variety of weights making it easy to use for collateral.

**Akzidenz Grotesk Black**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*(),?
```

**Akzidenz Grotesk Bold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*(),?
```

**Akzidenz Grotesk Roman**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*(),?
```

**Akzidenz Grotesk Light**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*(),?
```
Usage Of Point Park University In Copy
These examples show the correct and incorrect uses of Point Park University when the name appears in copy.

CORRECT
Graduates of Point Park University are well prepared for their intended career.

CORRECT
Graduates of Point Park are well prepared for their intended career.

INCORRECT: NEVER INSERT THE LOGO INTO A SENTENCE.
Graduates of Point Park University are well prepared for their intended career.

INCORRECT: ALWAYS USE INITIAL CAPS.
Graduates of point park university are well prepared for their intended career.

INCORRECT: NEVER ABBREVIATE THE UNIVERSITY NAME.
Graduates of PPU are well prepared for their intended career.

INCORRECT: DO NOT ADD ‘THE’ TO THE UNIVERSITY NAME.
Graduates of The Point Park University are well prepared for their intended career.
The following pages outline examples of the improper use of the logo. If an example arises that is not covered in this book, please call the director of organizational identity and photography at x3898 for clarification.

**Unacceptable Logo Treatments**

**NEVER USE THE LOGO TYPE WITHOUT UNIVERSITY**

![Example of incorrect usage 1](image1)

**DO NOT DISTORT THE LOGO IN ANY WAY.**

![Example of incorrect usage 2](image2)

**NEVER RECONFIGURE THE ELEMENTS OF THE LOGO IN ANY MANNER.**

![Example of incorrect usage 3](image3)

**DO NOT ALTER THE PROPORTION OF THE LOGO TYPOGRAPHY.**

![Example of incorrect usage 4](image4)
Unacceptable Logo Treatments

NEVER SURROUND THE LOGO WITH COMPETING SHAPES.

NEVER INITIAL CAP THE LOGO TYPOGRAPHY.

DO NOT SUBSTITUTE ANOTHER TYPEFACE OR RECREATE THE POINT PARK UNIVERSITY TYPE.

DO NOT DUPLICATE ANY PART OF THE LOGO TO CREATE A PATTERN.

DO NOT PLACE THE LOGO OVER HEAVILY PATTERNED OR GRADIENT BACKGROUNDS.
Thank You
By helping to keep the Point Park University brand identity consistent, our marketplace recognition can only increase. We appreciate your reading this material and following these steps. Remember – we all must do our part to preserve the integrity of the University name, logo and academic seal through all of its various applications.