

POINT PARK UNIVERSITY

GRAPHIC STANDARDS GUIDE

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v3.0

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As Point Park continues to expand, we must take advantage of the opportunity to not only create real change, but to accept it. We must look forward to new possibilities, while ever remaining mindful and respectful of our rich history. With this in mind, we have continued our repositioning efforts and are proud to present our new university logo.

This new logo is an important change for our University. It enables us to maintain a contemporary, consistent look, as well as a cohesive and easily recognizable brand identity for all of the University's endeavors. This consistency will translate into stronger marketplace recognition and enhance our ability to achieve market leadership – which, in turn, will help to build credibility and confidence among our target audiences.

Any departure from the correct usage of this new identity is likely to create confusion – which will ultimately dilute the power of the Point Park University brand. Therefore, it is important for each of us to do our part to preserve the integrity of the University name, logo and academic seal through all of its various applications.

This comprehensive graphic standards guide has been created to help all departments of the University, as well as all external organizations that are approved users of the University logotypes and seal, to present a consistent Point Park image inside – and just as importantly, outside – the University. This guide includes examples of how to correctly use the Point Park University logo and academic seal in all forms of communication. If you have any questions concerning the proper use for a specific application not outlined in this guide – or any questions regarding the usage of the logo and seal, please contact the communications manager at x4764 or refer to the Marketing and Communications intranet site.

There are two brands that fall under the Point Park University name. This page provides a general description for each brand.



LOGO

This logo is used as the main brand mark for the University. Any school, department or program associated with the University is branded with this logo. It will appear on all literature, advertising and interactive material that is representative of the University.

SEAL

The official seal of the University is to only be used in connection with University academic documents such as diplomas and official communications from the president. It may also be displayed at approved University events such as graduation ceremonies, presidential functions, or a University sponsored event. It is never to be used in place of the University logo.

This brand consists of the overarching logo for Point Park University's Pittsburgh Playhouse, the logo for The REP, the University's professional theater company, and the logos for the conservatory's three other companies: the Conservatory Theatre Company, the Conservatory Dance Company and Playhouse Jr. This brand is to be used to promote shows, events, directors, actors and other members.

BRAND ONE

Point Park University Logo

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.

**POINT
PARK**
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.

BLACK ONLY

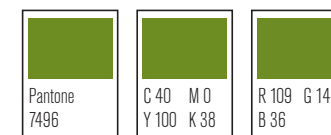
**POINT
PARK**
UNIVERSITY

REVERSED VERSION

**POINT
PARK**
UNIVERSITY

1-COLOR, PMS GREEN

**POINT
PARK**
UNIVERSITY



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.

2-COLOR

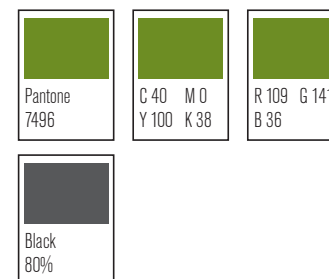
**POINT
PARK**
UNIVERSITY

COLOR REPRODUCTION OPTIONS

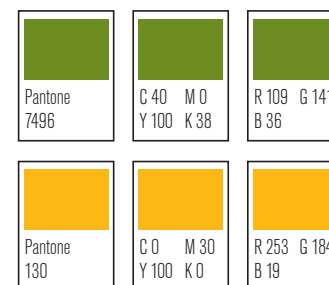
In special circumstances, the Point Park University logo may appear in PMS130, reversed out of PMS 7496. Usage of this option is limited.

1-COLOR, PMS YELLOW WITH PMS GREEN ONLY

**POINT
PARK**
UNIVERSITY



PMS, 4 COLOR AND RGB



	ONE COLOR PMS 7496	ONE COLOR 4-COLOR BUILD	ONE COLOR PMS 130 ON PMS 7496 ONLY	ONE COLOR 4-COLOR BUILD YELLOW ON GREEN ONLY	ONE COLOR BLACK	WHITE	TWO COLOR PMS 7496 BLACK 80%	TWO COLOR 4-COLOR BUILD
JUSTIFIED								
STACKED								
HORIZONTAL								
SCHOOL VERSIONS								

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.



Combining Logo With Schools, Etc.

These examples show the correct and approved uses of the Point Park University logo when used together with the University's four schools, Pittsburgh Playhouse, Children's School and specific offices within the University. The approved typeface used in conjunction with the logo is Akzidenz Grotesk Light in black.

When the University's four schools are called out, the Point Park University logotype should always appear in Pantone 7496 (green) to maintain brand identity.

POINT PARK
UNIVERSITY

School of Business

POINT PARK
UNIVERSITY

School of Communication

POINT PARK
UNIVERSITY

Pittsburgh Playhouse

POINT PARK
UNIVERSITY

School of Arts
and Sciences

POINT PARK
UNIVERSITY

Office of the President

POINT PARK
UNIVERSITY

Conservatory of
Performing Arts

Typesetting 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.



COMBINE LOGO SINGLE LINE



COMBINE LOGO DOUBLE LINE








Supplemental Color Palette






Color is a critical component of the Point Park University identity. While the logo is always represented in its iconic green hue, these additional, dynamic colors can be used with the logo to make Point Park University communications and publications more energized and exciting. They've been chosen to effortlessly complement the logo and one another.

The Pantone colors for the logo and supplemental colors should always be used whenever possible. If a Pantone color is not available, the colors may also be printed in the following 4-color process, RGB or hex color formulas.






PANTONE SOLID COATED

 Pantone 7496	 Pantone 130	 Pantone 640	 Pantone 187	 Pantone 152
--	---	---	---	---

4-COLOR PROCESS

 C 40 M 0 Y 100 K 38	 C 0 M 30 Y 100 K 0	 C 100 M 0 Y 0 K 22	 C 0 M 100 Y 79 K 20	 C 0 M 51 Y 100 K 1
---	--	--	---	--

RGB

 R 109 G 141 B 36	 R 253 G 184 B 19	 R 0 G 143 B 197	 R 196 G 18 B 48	 R 243 G 144 B 29
---	---	--	--	---

HEX

 HEX 6d8d23	 HEX fdb813	 HEX 008fc5	 HEX c41230	 HEX f4911e
--	--	--	--	--

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 BLACK ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#%&*().,?***

ITC SYMBOL BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#%&*().,?**

ITC SYMBOL BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#%&*().,?***

ITC SYMBOL MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#%&*().,?

ITC SYMBOL MEDIUM ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#%&*().,?*

ITC SYMBOL BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#%&*().,?

ITC SYMBOL BOOK ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#%&*().,?*

Typography

TWO PRIMARY FONTS

AKZIDENZ GROTESK

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  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.

Unacceptable Logo Treatments

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 publications at x3898 for clarification.

NEVER USE THE LOGO TYPE WITHOUT UNIVERSITY



DO NOT DISTORT THE LOGO IN ANY WAY.



NEVER RECONFIGURE THE ELEMENTS OF THE LOGO IN ANY MANNER.



DO NOT ALTER THE PROPORTION OF THE LOGO TYPOGRAPHY.



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.



Unacceptable Logo Treatments

DO NOT PLACE THE BLACK, GREEN OR 2-COLOR LOGO OVER A DARK BACKGROUND.



DO NOT PLACE THE REVERSED OUT LOGO ONTO A LIGHT OR WHITE BACKGROUND.



DO NOT CHANGE ANY COLORS OF THE LOGO.



DO NOT SCREEN ANY PORTION OF THE LOGO COLORS.



Point Park University Seal

The original Point Park University seal was created by Professor Robert Kerr, who taught design from 1961-1969 and served as director of publications. In 2004, the seal was modified to indicate Point Park's new University status.



Point Park University's seal retains several elements from the original seal. These include the escutcheon with the inverted furca (fork) as its ensign. The inverted furca represents salvation flowing from above and embracing the world below. This furca also draws obvious attention to the Monongahela, Allegheny and Ohio Rivers and their confluence at Point State Park, the triangular spot of land in Downtown Pittsburgh that gave the University its name.

The three scrolls contained within the escutcheon articulate the goals of a Point Park University education.

- "Pro Arte"
- "Pro Communitate"
- "Pro Professione"

express that a Point Park education stands for the benefit of knowledge, the community and careers.

CORRECT USE OF THE POINT PARK UNIVERSITY SEAL

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

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

Point Park University Seal

COLOR REPRODUCTION OPTIONS

The University seal should appear in the approved colors only with no screening of hues. Following the color reproduction guidelines set forth here will help to create a consistent image and maintain the visual impact of the seal.

SIZE REPRODUCTION LIMITS

In order to retain the quality of the Point Park University seal, the seal should not appear smaller than one inch wide.

PMS 341 AND PMS 459



DETAILED/SIMPLIFIED BLACK ONLY



PMS 341 ONLY



SIMPLIFIED BLACK ONLY



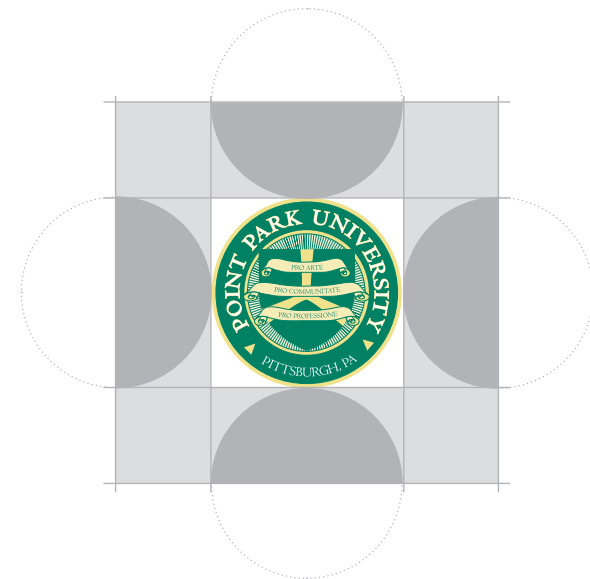
Point Park University Seal

MINIMUM SPACE REQUIREMENTS

Maintain a consistent margin of clear space around the seal at all times. Clear space on each side is equivalent to half the width of the seal.

Gray represents area to be kept clear.

In order to retain the quality of the Point Park University seal, the seal should not appear smaller than one inch wide.



Unacceptable Treatments of the University Seal

The following pages outline examples of the improper use of the seal. If an example arises that is not covered in this guide, please call x3898.

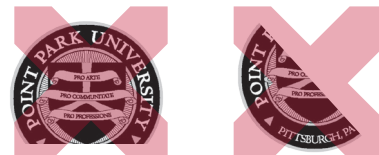
DO NOT DISTORT THE LOGO IN ANY WAY.



NEVER SURROUND THE SEAL WITH COMPETING SHAPES.



NEVER CROP ANY PART OF THE SEAL.

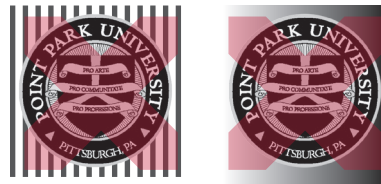


Unacceptable Treatments of the University Seal

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



DO NOT PLACE THE SEAL OVER HEAVILY PATTERNED OR GRADIENT BACKGROUNDS.



DO NOT PLACE THE SEAL IN BLACK OVER A DARKENED BACKGROUND.



DO NOT SCREEN ANY PORTION OF THE SEAL COLORS.



Point Park University's Pittsburgh Playhouse

This logo was created in 2009 to create a clean, consistent element that all of Point Park University's Pittsburgh Playhouse brands can branch off of.

The Point Park University's Pittsburgh Playhouse logo is the fundamental building block in the Pittsburgh Playhouse company identity system. It serves as the key to the visual identity of the company and is used on all communications material. With consistent and correct use, it will become a highly recognizable brand identifier. In all of the following Point Park University's Pittsburgh Playhouse logos, the font Berthold Akzidenz Grotesk is the common element that brings together all of the separate logos and ties them to the Playhouse.



The composition of Point Park University's Pittsburgh Playhouse logo:

- The typeface for UNIVERSITY'S is Berthold Akzidenz Grotesk Medium Condensed.
- PITTSBURGH PLAYHOUSE is Berthold Akzidenz Grotesk Extra Bold Condensed, used as a 50% gray or 100% black.

These fonts are listed for information purposes only. They have been created to keep a specific look and relative ratio. The approved logo files must always be used. You may not build your own version of this logo.

Correct Use Of Point Park University's Pittsburgh Playhouse Logo

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

GREYTONE PALETTE

There is no standardized greytone palette for Point Park University's Pittsburgh Playhouse logo. However, setting Point Park University's and Playhouse in 100% black and Pittsburgh in 50% black is the suggested value when using this logo in greytone.



Correct Use Of Point Park University's Pittsburgh Playhouse Logo

MINIMUM SPACE REQUIREMENTS: STACKED

Maintain a consistent margin of clear space around the logo at all times. Clear space is equivalent to the height of two "P"s in the word "Pittsburgh."

Gray represents area to be kept clear.

MINIMUM SPACE REQUIREMENTS: HORIZONTAL

Maintain a consistent margin of clear space around the logo at all times. Clear space is equivalent to the height of two "P"s in the word "Pittsburgh."

Gray represents area to be kept clear.

SIZE REPRODUCTION LIMITS

In order to retain the quality of Point Park University's Pittsburgh Playhouse logo, the horizontal version should not appear smaller than 1.5" wide.

STACKED VERSION



Unacceptable Treatments of Point Park University's Pittsburgh Playhouse Logo

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 publications at x3898 for clarification.

DO NOT DISTORT THE LOGO IN ANY WAY.



NEVER SURROUND THE LOGO WITH COMPETING SHAPES.



NEVER CROP ANY PART OF THE LOGO.



Unacceptable Treatments of Point Park University's Pittsburgh Playhouse Logo

NEVER RECONFIGURE THE ELEMENTS OF THE LOGO IN ANY MANNER OR ALTER THE PROPORTION OF THE TYPOGRAPHY.



DO NOT SUBSTITUTE ANOTHER TYPEFACE OR RECREATE THE LOGO TYPE.



DO NOT PLACE THE LOGO IN BLACK OVER A DARKENED BACKGROUND.



DO NOT PLACE THE REVERSED OUT LOGO ONTO A LIGHT OR WHITE BACKGROUND.



BRAND TWO The REP

The Pittsburgh Playhouse repertory company logo is customized artwork created in 2004 to brand the professional theatre company of Point Park University as a separate entity.

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



The Pittsburgh Playhouse repertory company logo is comprised of three main elements:

- The REP designation in type
- The attached Pittsburgh Playhouse repertory company typographic descriptor
- The unattached typographic descriptor that associates The REP with Point Park University

The Pittsburgh Playhouse repertory company logo is dominated by the name that the company has become most commonly known by: The REP. The raw, gritty and unconventional typographic style is symbolic of the type of theater produced by the company. The REP is known for being a respected, talented, aggressive, outspoken and artistically driven theater company.

Hence, the dominant visual aspect of the logo accomplishes two desired goals:

1. The name of the company becomes simplified and more easily remembered by highlighting the words "The REP".
2. "REP" is a familiar expression for both "repertory" as well as "reputation." Highlighting these words in this typographic style helps to enhance the aforementioned traits the company possesses. Since this is a new brand introduction, it is important for The REP logo to be closely associated with the Pittsburgh Playhouse repertory company identifier. Together, these marks create a unified logo and recognizable mark for the company. Although there are no specific space requirements, the typographic descriptor must appear in conjunction with the repertory company logo at all times.

Correct Use Of The Pittsburgh Playhouse Repertory Company Logo

In order to maximize the value of the newly developed Pittsburgh Playhouse repertory company logo — and to preserve its integrity as an exclusive brand identity for the Playhouse — it's important that the logo is used correctly.

COLOR PALETTE

There is no standardized color palette for the Playhouse repertory company logo. For creative purposes, the logo may appear in any color and in a variety of executions (ie: on fabric, props, etc).

THE REP
PROFESSIONAL
THEATRE COMPANY

THE REP
PROFESSIONAL
THEATRE COMPANY

THE REP
PROFESSIONAL
THEATRE COMPANY

Correct Use Of The Pittsburgh Playhouse Repertory Company Logo

MINIMUM SPACE REQUIREMENTS

Maintain a consistent margin of clear space around the logo at all times. Clear space is equivalent to width of the word "THE."

SIZE REPRODUCTION LIMITS

In order to retain the quality of the repertory company logo, the large size version should not appear smaller than 1.5" wide. In instances where a smaller size is required, use the approved small size version.

Gray represents area to be kept clear.

LARGE STACKED VERSION



HORIZONTAL VERSION



LARGE TYPE HORIZONTAL VERSION



Unacceptable Treatments Of The REP Logo

DO NOT DISTORT THE LOGO IN ANY WAY.



NEVER SURROUND THE LOGO WITH COMPETING SHAPES.



NEVER CROP ANY PART OF THE LOGO.



Unacceptable Treatments Of The REP Logo

NEVER RECONFIGURE THE ELEMENTS OF THE LOGO IN ANY MANNER OR ALTER THE PROPORTION OF THE TYPOGRAPHY.



DO NOT SUBSTITUTE ANOTHER TYPEFACE OR RECREATE THE LOGO TYPE.



DO NOT PLACE THE LOGO IN BLACK OVER A DARKENED BACKGROUND.



DO NOT PLACE THE REVERSED OUT LOGO ONTO A LIGHT OR WHITE BACKGROUND.



Point Park University's Conservatory Theatre Company

This logo was created in 2009 to brand the theatre company of Point Park University's Conservatory of Performing Arts as a separate entity.

Point Park University's Conservatory of Performing Arts has been called a world-class theater program. The aggressive conservatory environment immerses our young artists in acting, dance, movement and voice training.

CONSERVATORY THEATRE COMPANY

The composition of the Conservatory Theatre Company logo:

- CONSERVATORY COMPANY is Berthold Akzidenz Grotesk Extra Bold Condensed.
- THEATRE is Typeka Bold, used as a 100% black.

These fonts are listed for information purposes only. They have been created to keep a specific look and relative ratio. The approved logo files must always be used. You may not build your own version of this logo.

Correct Use Of The Conservatory Theatre Company Logo

In order to maximize the value of the newly developed Conservatory Theatre Company logo — and to preserve its integrity as an exclusive brand identity for the Playhouse — it's important that the logo is used correctly.

GREY TONE PALETTE

There is no standardized greytone palette for the Conservatory Theatre Company logo. However, 100% black is the suggested value when using this logo in greytone.

**CONSERVATORY
THEATRE
COMPANY**

Correct Use Of The Conservatory Theatre Company Logo

MINIMUM SPACE REQUIREMENTS: STACKED

Maintain a consistent margin of clear space around the logo at all times. Clear space is equivalent to width of the letter "E" in the word "THEATRE."

Gray represents area to be kept clear.

MINIMUM SPACE REQUIREMENTS: HORIZONTAL

Maintain a consistent margin of clear space around the logo at all times. Clear space is equivalent to width of the letter "E" in the word "THEATRE."

Gray represents area to be kept clear.

SIZE REPRODUCTION LIMITS

In order to retain the quality of the Conservatory Theatre Company logo, the horizontal version should not appear smaller than 2" wide.

STACKED VERSION



HORIZONTAL VERSION



Unacceptable Treatments Of The Conservatory Theatre Company Logo

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 publications at x3898 for clarification.

DO NOT DISTORT THE LOGO IN ANY WAY.



NEVER SURROUND THE LOGO WITH COMPETING SHAPES.



NEVER CROP ANY PART OF THE LOGO.



Unacceptable Treatments Of The Conservatory Theatre Company Logo

NEVER RECONFIGURE THE ELEMENTS OF THE LOGO IN ANY MANNER OR ALTER THE PROPORTION OF THE TYPOGRAPHY.



DO NOT SUBSTITUTE ANOTHER TYPEFACE OR RECREATE THE LOGO TYPE.



DO NOT PLACE THE LOGO IN BLACK OVER A DARKENED BACKGROUND.



DO NOT PLACE THE REVERSED OUT LOGO ONTO A LIGHT OR WHITE BACKGROUND.



Point Park University's Conservatory Dance Company

This logo was created in 2009 to brand the professional dance company of Point Park University as a separate entity.

Point Park University's Conservatory Dance Company's superlative performances of ballet, modern dance and jazz are drawn from the most challenging classic and contemporary repertoires, plus dazzling original works by esteemed guest artists, and a faculty of renowned dance professionals.

CONSERVATORY DANCE COMPANY

The composition of the Conservatory Dance Company logo:

- CONSERVATORY COMPANY is Berthold Akzidenz Grotesk Extra Bold Condensed.
- DANCE is Verlag Book, used as a 100% black.

These fonts are listed for information purposes only. They have been created to keep a specific look and relative ratio. The approved logo files must always be used. You may not build your own version of this logo.

Correct Use Of The Conservatory Dance Company Logo

In order to maximize the value of the newly developed Conservatory Dance Company logo — and to preserve its integrity as an exclusive brand identity for the Playhouse — it's important that the logo is used correctly.

GREY TONE PALETTE

There is no standardized greytone palette for the Conservatory Dance Company logo. However, 100% black is the suggested value when using this logo in greytone.

**CONSERVATORY
DANCE
COMPANY**

Correct Use Of The Conservatory Dance Company Logo

Maintain a consistent margin of clear space around the logo at all times. Clear space is equivalent to width of the letter "E" in the word "DANCE."

Gray represents area to be kept clear.

Maintain a consistent margin of clear space around the logo at all times. Clear space is equivalent to width of the letter "E" in the word "DANCE."

Gray represents area to be kept clear.

In order to retain the quality of the Conservatory Dance Company logo, the horizontal version should not appear smaller than 2" wide.

STACKED VERSION



HORIZONTAL VERSION



Unacceptable Treatments Of The Conservatory Dance Company Logo

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 publications at x3898 for clarification.

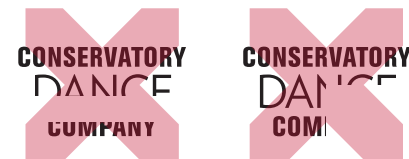
DO NOT DISTORT THE LOGO IN ANY WAY.



NEVER SURROUND THE LOGO WITH COMPETING SHAPES.



NEVER CROP ANY PART OF THE LOGO.



Unacceptable Treatments Of The Conservatory Dance Company Logo

NEVER RECONFIGURE THE ELEMENTS OF THE LOGO IN ANY MANNER OR ALTER THE PROPORTION OF THE TYPOGRAPHY.



DO NOT SUBSTITUTE ANOTHER TYPEFACE OR RECREATE THE LOGO TYPE.



DO NOT PLACE THE LOGO IN BLACK OVER A DARKENED BACKGROUND.



DO NOT PLACE THE REVERSED OUT LOGO ONTO A LIGHT OR WHITE BACKGROUND.



Point Park University's Playhouse Jr.

This logo was created in 2009 to brand the family friendly theater company of Point Park University as a separate entity.

Playhouse Jr., the second oldest continually running children's theater in the nation, brings children and young adults into the world of imagination through live theater. The productions are crafted to be family friendly for children of all ages.

PLAYHOUSE
JR.

The composition of the Playhouse Jr. logo:

- PLAYHOUSE is Berthold Akzidenz Grotesk Extra Bold Condensed.
- JR. is Bring That Noise, used as a 100% black.

These fonts are listed for information purposes only. They have been created to keep a specific look and relative ratio. The approved logo files must always be used. You may not build your own version of this logo.

Correct Use Of The Playhouse Jr. Logo

In order to maximize the value of the newly developed Playhouse Jr. logo — and to preserve its integrity as an exclusive brand identity for the Playhouse — it's important that the logo is used correctly.

GREYSCALE PALETTE

There is no standardized greyscale palette for the Playhouse Jr. logo. However, 100% black is the suggested value when using this logo in greyscales.

PLAYHOUSE
JR.

Correct Use Of The Playhouse Jr. Logo

MINIMUM SPACE REQUIREMENTS:

STACKED

Maintain a consistent margin of clear space around the logo at all times. Clear space is equivalent to width of the letter "R" in the word "JR."

Gray represents area to be kept clear.

MINIMUM SPACE REQUIREMENTS:

HORIZONTAL

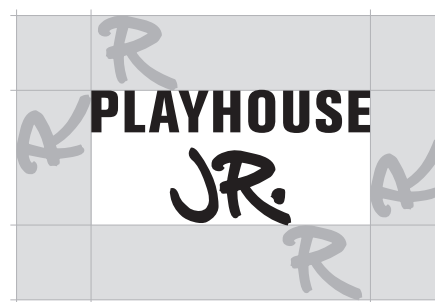
Maintain a consistent margin of clear space around the logo at all times. Clear space is equivalent to width of the letter "R" in the word "JR."

Gray represents area to be kept clear.

SIZE REPRODUCTION LIMITS

In order to retain the quality of the Playhouse Jr. logo, the horizontal version should not appear smaller than 1.5" wide.

STACKED VERSION



HORIZONTAL VERSION



Unacceptable Treatments Of The Playhouse Jr. Logo

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 publications at x3898 for clarification.

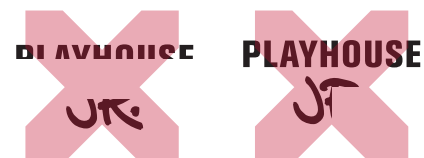
DO NOT DISTORT THE LOGO IN ANY WAY.



NEVER SURROUND THE LOGO WITH COMPETING SHAPES.



NEVER CROP ANY PART OF THE LOGO.



Unacceptable Treatments Of The Playhouse Jr. Logo

NEVER RECONFIGURE THE ELEMENTS OF THE LOGO IN ANY MANNER OR ALTER THE PROPORTION OF THE TYPOGRAPHY.



DO NOT SUBSTITUTE ANOTHER TYPEFACE OR RECREATE THE LOGO TYPE.



DO NOT PLACE THE LOGO IN BLACK OVER A DARKENED BACKGROUND.



DO NOT PLACE THE REVERSED OUT LOGO ONTO A LIGHT OR WHITE BACKGROUND.



Design And Printing At Point Park University

The process of getting materials designed and printed is a one- or two-step process depending upon what type of materials you are requesting to be printed.

All departments and individuals in need of printing and copying services that use University monies, exclusive of small copying jobs, must acquire these services via Printing and Office Services. This policy assures quality and competitive pricing.

For Point Park University business cards, letterhead and envelopes, complete a Stationery Design/Print Requisition Form. Instructions are on the form. They are available at the Marketing and Communications intranet site.

Complete the form and submit it via online or interdepartmental mail. You will receive a proof to approve or make corrections. Only this form is necessary for design and printing of these materials.

Copyrighted materials will be duplicated after written permission from the copyright holder is obtained or after the requestor signs the Printing Services Order Request Form accepting responsibility for guaranteeing either that permission has been granted or that copying is permitted under Fair Use Standards of copyright law.

Requests for nonstandard University letterhead or envelope designs will be referred to the vice president for business and finance.

Alterations to the University logo or seal and all questions regarding University design standards will be referred to the vice president for business and finance. Printing Services staff will routinely replace outdated logos and seals with current versions as additional quantities of earlier orders are produced.

The design and printing of other collateral materials is a two-step process. Step one is acquiring a Marketing and Communications Services Request Form and completing it. When you have proofed and accepted the design of your materials, you will be required to complete a second form, the Printing and Office Services Requisition form, which is available at the Marketing and Communications intranet site.

Design And Printing At Point Park University

Many times a design/print meeting is necessary or recommended during the concept phase for your publications needs. Printing and Office Services can suggest ideas, timelines, and cost-effective alternatives. Please refer to the Marketing and Communications intranet site before contacting that office.

Printing of materials is a mass production manufacturing process that deals in large quantities, therefore, it is critical that your concept or idea is not only feasible and can be completed, but also that it is affordable. The meeting is also critical for discussing the necessity of following the established graphic standards of the University.

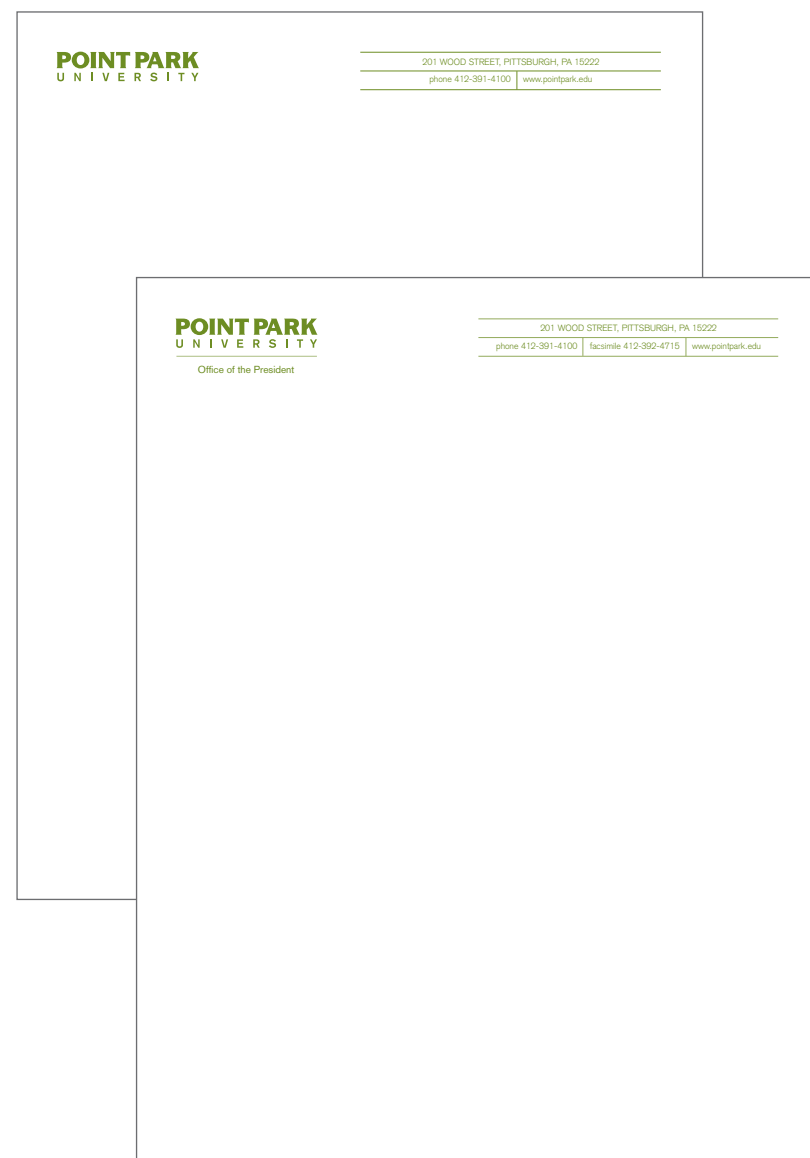
Advice on getting your materials designed and printed is free. Design of materials is a free service. There is a charge for printing, which is either produced in-house or competitively bid.

The director of publications can be reached at x3989 and manager of printing services can be reached at x3817.

Samples of all print- and design-related forms are available at the Marketing and Communications intranet site.

Letterhead

As part of the newly developed identity for the University, Point Park has established a standard format for stationery. The new look of letterhead, business cards and envelopes will help to create a consistent look and feel to all internal and external correspondence. Please contact the production department with any questions or to place orders.



In keeping with the look of all Point Park University correspondence, business cards have been redesigned. The new look incorporates the Point Park University logo and a maximum of 9 lines of text printed in green. The card must include employee name, title, address, phone number, fax number, e-mail address and University Web address.

- Business cards 3.5 x 2"
- Printed on white 80# cover recycled
- Ink: PMS 7496 (Green)
- Printed one side only

The examples shown are for illustrative purposes only. To place your order, please complete a Stationery Design/ Print Requisition Form available at the Marketing and Communications intranet site.



Envelopes

A variety of standard envelopes are available within the new stationery system. All standard envelopes should include the University logo and address. The school name may also be added.

POINT PARK
UNIVERSITY

201 WOOD STREET
PITTSBURGH, PA
15222-1984

POINT PARK
UNIVERSITY

Office of the President

201 WOOD STREET
PITTSBURGH, PA
15222-1984

Other Items

The Point Park University logo will appear on several items that will be seen in and around the campus. From products and apparel for students and faculty, to various items for alumni, each will proudly display the University logo and school colors, helping to create stronger marketplace recognition and a true brand identity for the University.

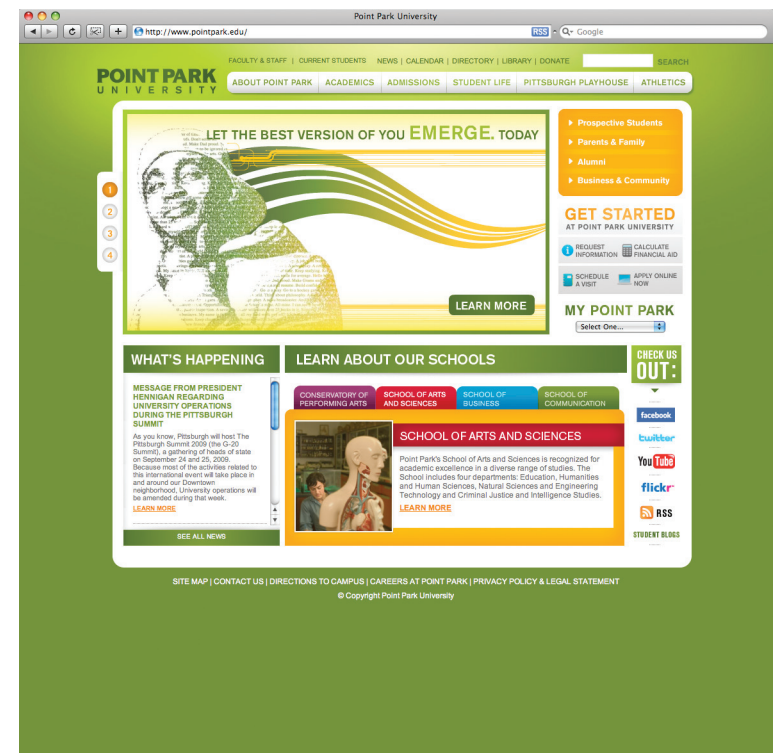
- Memo Pads
- Fax Cover Sheets
- Forms

On The Internet

Pointpark.edu is the online expression of the University's brand. In order to keep elements like navigation, copy, logos and imagery consistent, several templates are used to construct the pages of the site.

Maintaining the University's Web site is a partnership between Marketing and Communications and departments across the University. Many of the Web site's pages are created and updated through the University's Content Management System (CMS).

To learn more about CMS, or to request a training session, please visit the Marketing and Communications intranet site.



Default Template

The default templates are the basic building blocks of the Point Park University Web site. This easy-to-follow, clean and concise design should be followed on all Web pages, with the exception of the following school pages and sidebar styles.

All regular page copy on the Web site is of the style:

PARAGRAPH TEXT ①

Font Family: Arial, Helvetica, sans-serif
Font Size: 12px
Color: #606060

All pages follow these general default styles:

H1 HEADING ②

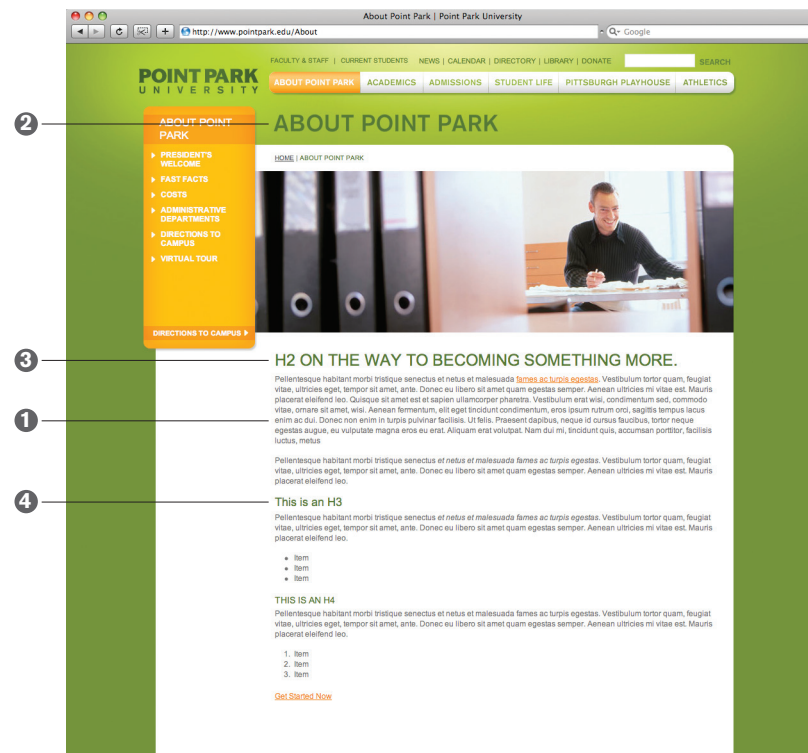
All H1 headings are reserved for specific elements of the main templates. An H1 should never be used within the copy.

H2 HEADING ③

Font Family: Arial, Helvetica, sans-serif
Font Size: 25px
Color: #4A6912
Text Transform: Uppercase

H3 HEADING ④

Font Family: Arial, Helvetica, sans-serif
Font Size: 18px
Color: #4A6912



Default Template

H4 HEADING ⑤

Font Family: Arial, Helvetica, sans-serif

Font Size: 14px

Color: #4A6912

Text Transform: Uppercase

LINKS ⑥

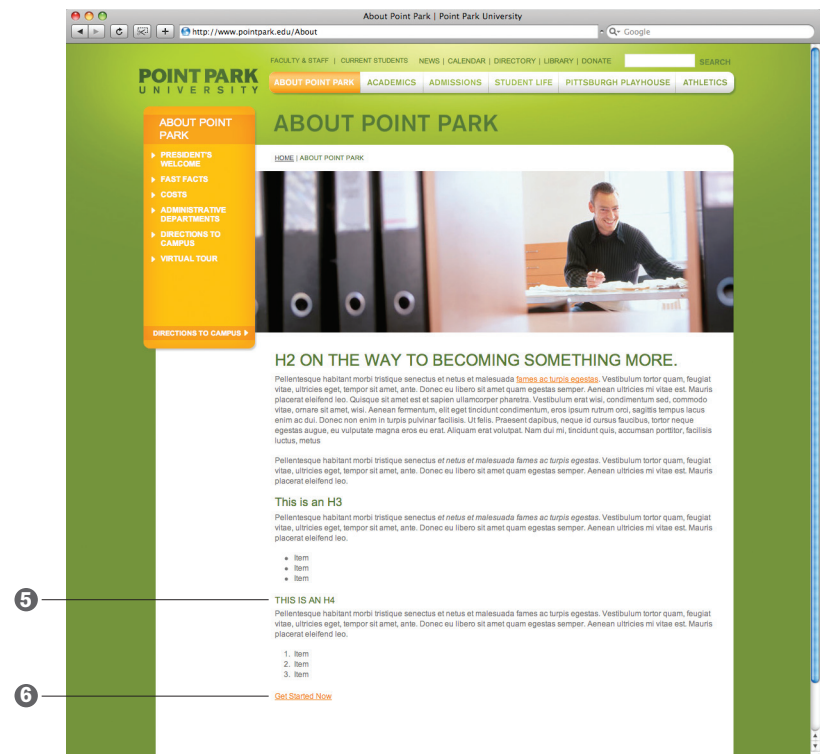
Color: #E97403

Text Decoration: Underline

LINKS ON HOVER

Color: #E97403

Text Decoration: None



SCHOOL PAGES

Arts And Sciences

Each Point Park University school page has its own unique color palette. This is an example of how the School of Arts and Sciences should be treated.

PHOTO DIMENSIONS ❶

Width: 747px

Height: 252px

PHOTO HEADLINE ❷

Font Size: 18px

Color: #D1293B

H2 HEADING ❸

Font Size: 20px

Color: #D1293B

H3 HEADING

Font Size: 18px

Color: #D1293B

H4 HEADING

Font Size: 16px

Color: #D1293B

ARTS AND SCIENCES SIDEBAR
STYLES

PARAGRAPH TEXT ❹

Font Size: 11px

H5 HEADING ❺

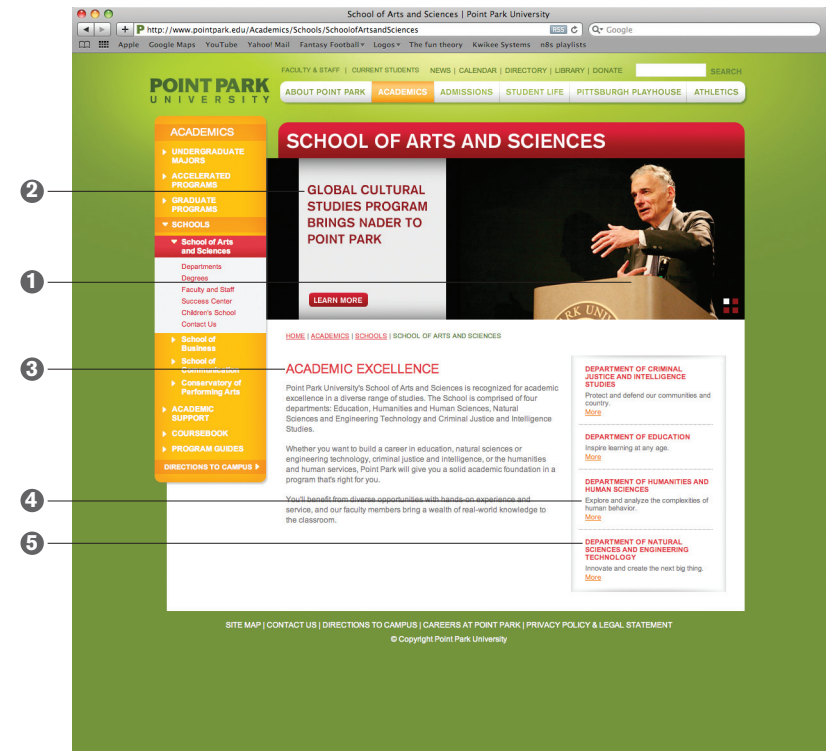
(This is the bold text - it should be an H5.)

Font Size: 11px

Color: #4A6912

Text Transform: Uppercase

Font Weight: Bold



SCHOOL PAGES

Business

Each Point Park University school page has its own unique color palette. This is an example of how the School of Business should be treated.

PHOTO DIMENSIONS ①

Width: 747px
Height: 252px

PHOTO HEADLINE ②

Font Size: 18px
Color: #008FC4

H2 HEADING ③

Font Size: 20px
Color: #008FC4

H3 HEADING ④

Font Size: 18px
Color: #008FC4

H4 HEADING

Font Size: 16px
Color: #008FC4

BUSINESS SIDEBAR STYLES

PARAGRAPH TEXT ⑤

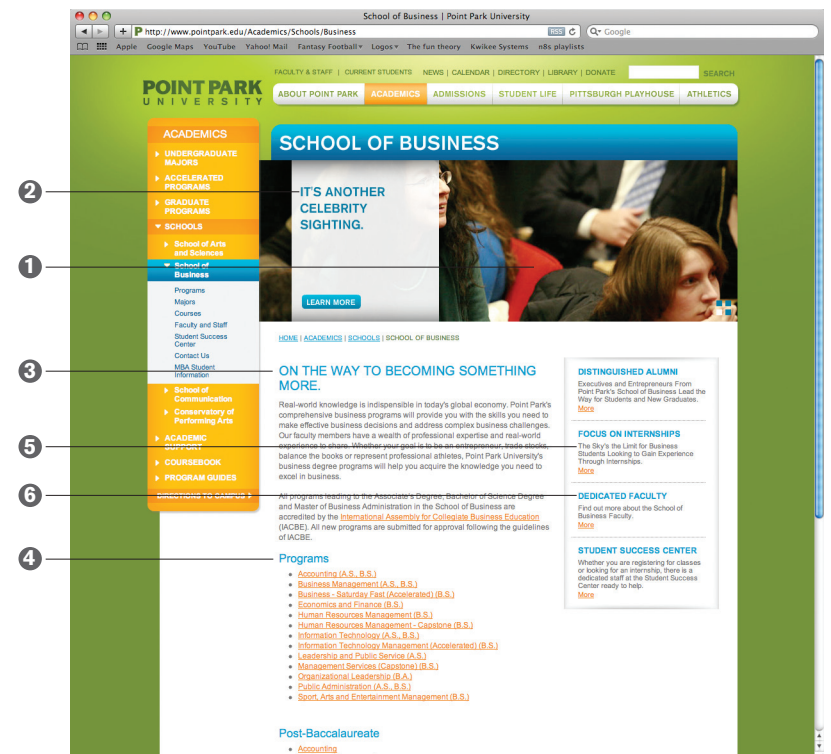
Font Size: 11px

H5 HEADING ⑥

(This is the bold text - it should be an H5.)

Font Size: 13px
Color: #008FC4

Text Transform: Uppercase
Font Weight: Bold



SCHOOL PAGES

Communication

Each Point Park University school page has its own unique color palette. This is an example of how the School of Communication should be treated.

PHOTO DIMENSIONS ①

Width: 747px

Height: 252px

PHOTO HEADLINE ②

Font Size: 18px

Color: #6D8D20

H2 HEADING

Font Size: 20px

Color: #6D8D20

H3 HEADING

Font Size: 18px

Color: #6D8D20

H4 HEADING

Font Size: 16px

Color: #6D8D20

COMMUNICATION SIDEBAR STYLES

PARAGRAPH TEXT ③

Font Size: 11px

H5 HEADING ④

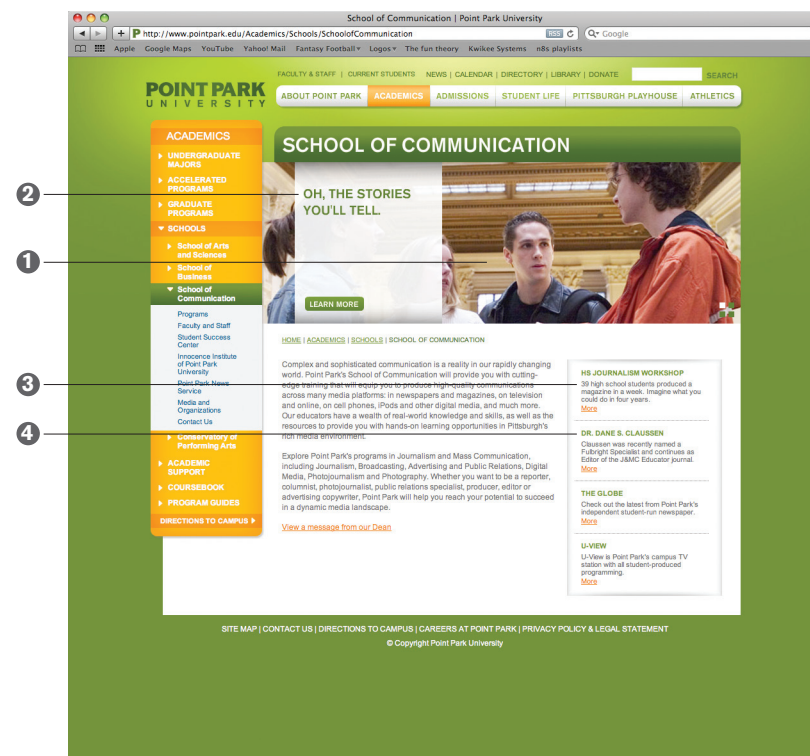
(This is the bold text - it should be an H5.)

Font Size: 11px

Color: #6D8D20

Text Transform: Uppercase

Font Weight: Bold



SCHOOL PAGES

Conservatory Of Performing Arts

Each Point Park University school page has its own unique color palette. This is an example of how the Conservatory of Performing Arts should be treated.

PHOTO DIMENSIONS ❶

Width: 747px

Height: 252px

PHOTO HEADLINE ❷

Font Size: 18px

Color: #6D1866

H2 HEADING

Font Size: 20px

Color: #6D1866

H3 HEADING

Font Size: 18px

Color: #6D1866

H4 HEADING

Font Size: 16px

Color: #6D1866

COPA SIDEBAR STYLES

PARAGRAPH TEXT ❸

Font Size: 11px

H5 HEADING ❹

(This is the bold text - it should be an H5.)

Font Size: 13px

Color: #6D1866

Text Transform: Uppercase

Font Weight: Bold



SIDEBAR STYLES Helpful Links

It's important to keep a consistent style on the sidebars of the Point Park University Web site. When showing links, these are the default styles and colors to use.

LINK 1

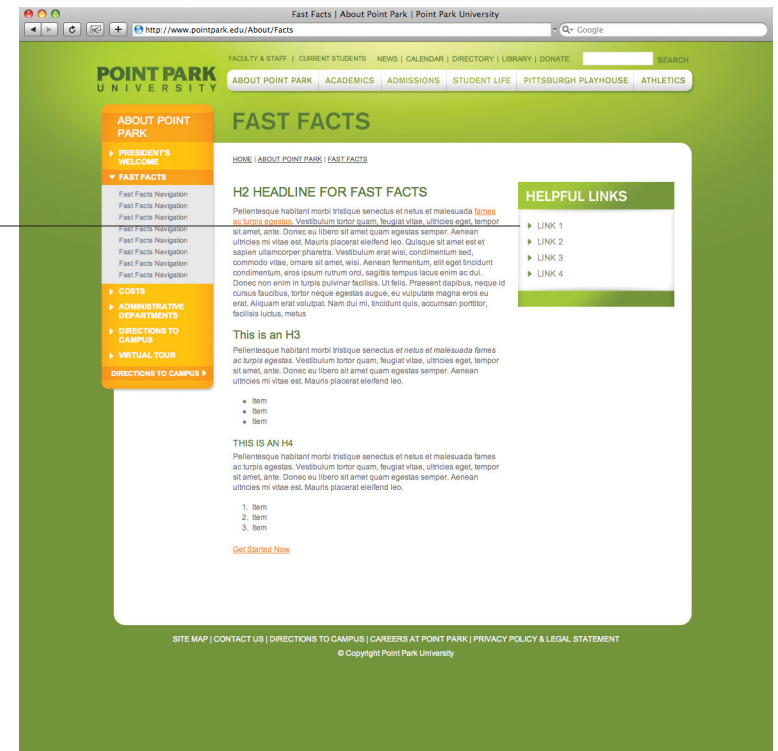
(A bullet should precede each link; each link should be within what is called a List Item.)

Font Size: 12px

Color: #606060

Text Transform: Uppercase

1



SIDEBAR STYLES

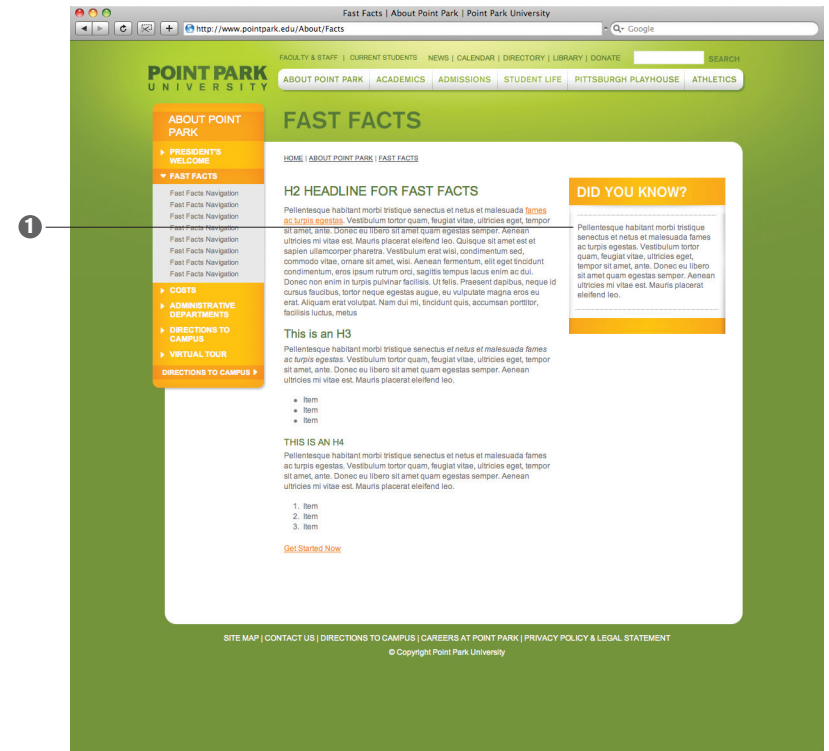
Did You Know

When listing “Did You Know” facts on the Point Park University Web site, use these default styles and colors.

PARAGRAPH TEXT ①

Font Size: 12px

Color: #606060



SIDEBAR STYLES

Did You Know With Photo

When the “Did You Know” fact also features a photo, use these default styles and colors.

PARAGRAPH TEXT ①

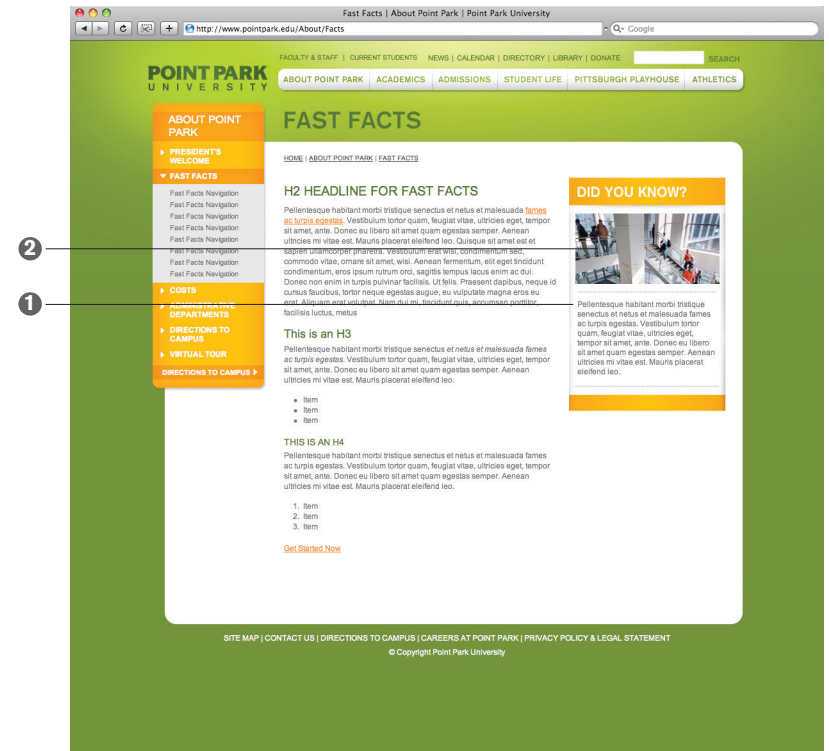
Font Size: 12px

Color: #606060

PHOTO DIMENSIONS ②

Width: 225 px

Height: 110 px



SIDEBAR STYLES

What's Happening

Use these default styles and font colors for the headline and paragraph text.

PARAGRAPH TEXT ①

Font Size: 11px

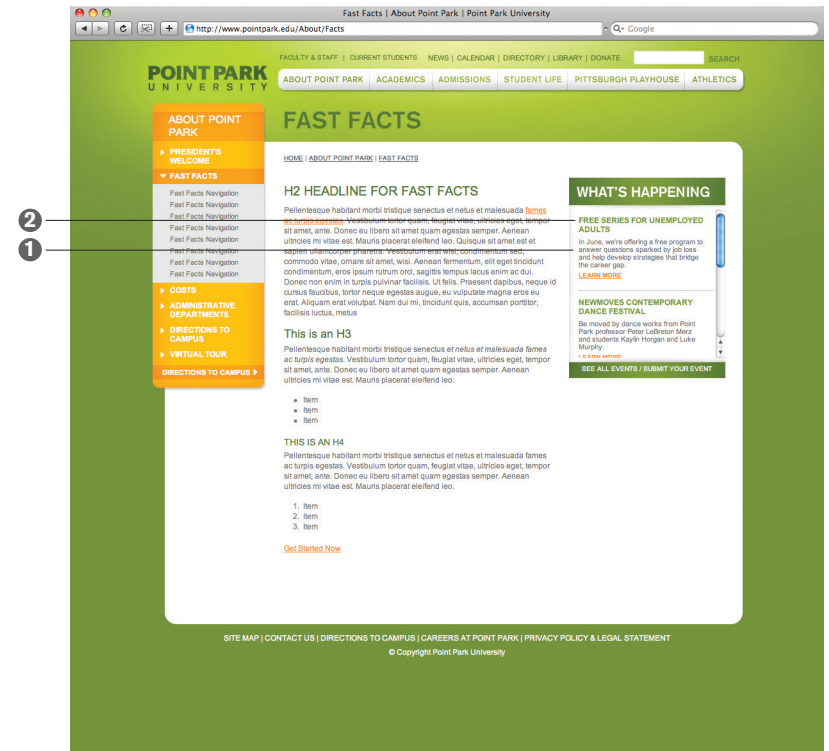
H4 HEADING ②

Font Size: 12px

Color: #6D8D22

Font Weight: Bold

Text Transform: Uppercase



SIDEBAR STYLES

Hear It From Them

Use this sidebar style in sections where it is appropriate to use testimonials from Point Park students, alumni or faculty. The image and text areas are editable.

PHOTO DIMENSIONS ①

Width: 225px

Height: 186px

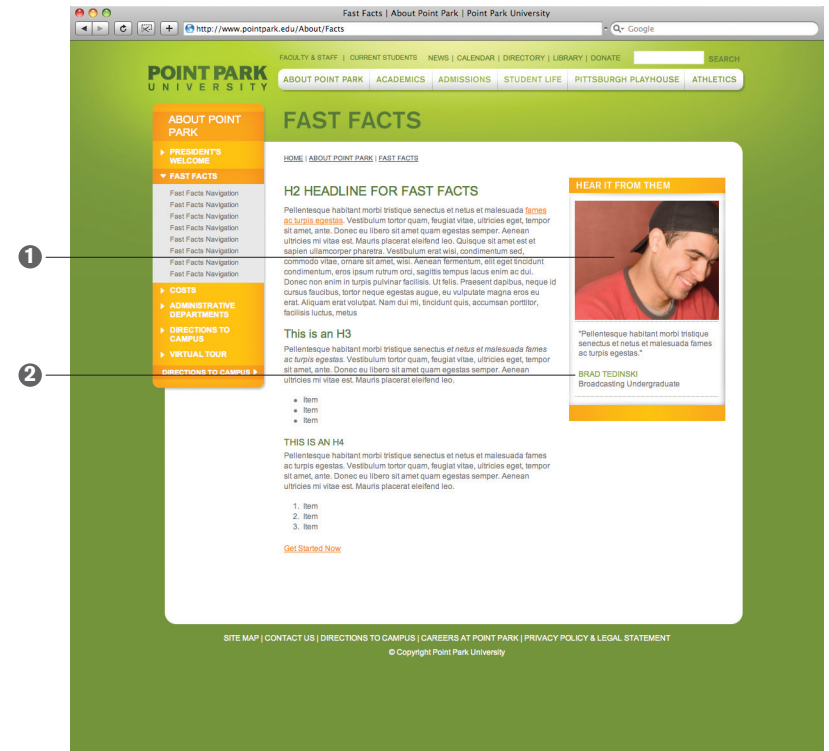
DT (NAME) ②

The Name/Title is a Definition List containing a DT (Name) and DD (Title). Please follow these styles.

Font Size: 12px

Color: #6D8D22

Text Transform: Uppercase



SIDEBAR STYLES

Athletics

When athletics information is featured on the Point Park University Web site, these are the approved styles and colors to use.

PHOTO DIMENSIONS ❶

Width: 420px
Height: 230px

PHOTO HEADLINE ❷

Font Size: 12px

SCORES AND SCHEDULES

PARAGRAPH TEXT ❸

Font Size: 11px

H4 HEADING

Font Size: 13px
Color: #6D8D22
Font Weight: Bold
Text Transform: Uppercase

LINK ❹

Font Size: 10px
Text Transform: Uppercase

FEATURED ATHLETE

PARAGRAPH TEXT ❺

Font Size: 11px

H5 HEADING ❻

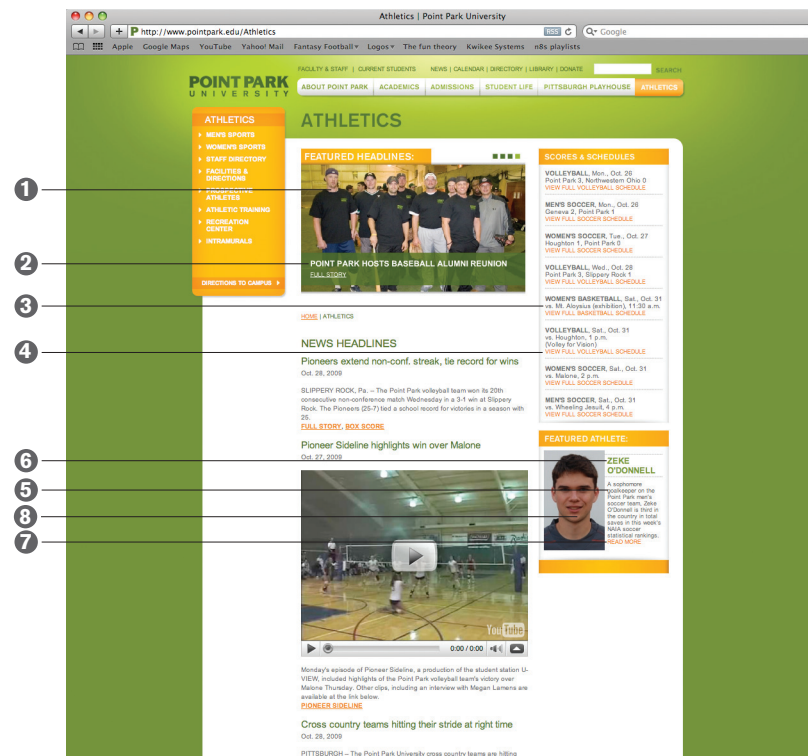
Font Size: 14px
Color: #6D8D22
Font Weight: Bold
Text Transform: Uppercase

LINK ❼

Font Size: 10px
Text Transform: Uppercase

FEATURED ATHLETE PHOTO ❸

Width: 114px
Height: 118px



Photography/ Videography

All photography/videography scheduled using Point Park University monies must be reported to the Department of Marketing and Communications prior to the photo shoot. The following information should be provided:

- Photographer's/videographer's name, address, phone number and email
- Event to be photographed or videotaped, time and duration of the event and location
- Cost of the photographic service

Please provide this information to the communications manager by telephone—x4764—or via email at ncommella@pointpark.edu.

The purpose of this requirement is fourfold:

1. To prevent payment for duplication of photography/videography services by the University. Without knowledge of all photography/videography scheduled within the University being centralized, it is possible that different departments could schedule their own photographer/videographer for the same event, wasting the University's financial resources since two or more photographers/videographers could be present for the same purpose.
2. If the Marketing and Communications Office does not know that photos are available for use, it lessens our ability to produce effective communications for the University.

3. As the Marketing and Communications Office schedules many photographers/videographers, we might be able to suggest a more appropriate photographer/videographer for your event, and also might be able to get a better price. Please contact us prior to scheduling a photographer/videographer if you would like assistance.
4. All individuals and groups being photographed must have the model(s) sign a model release form. The form is available on the Marketing and Communications intranet site.

If you want Marketing and Communications to schedule a photographer, please complete a Photography Request Form, which is available on the Marketing and Communications intranet site.

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.



CONTACT US:

If you have any questions concerning the proper use for a specific application not outlined in this guide—or any questions regarding the usage of the logo and seal—please contact the communications manager at x4764 or refer to the Marketing and Communications intranet site.