

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.

**POINT
PARK**
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.

BLACK ONLY

**POINT
PARK**
UNIVERSITY

REVERSED VERSION



1-COLOR, PMS GREEN

**POINT
PARK**
UNIVERSITY



Correct Use Of The Point Park University Logo

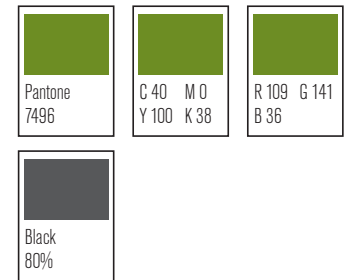
LOGOTYPE 2-COLOR

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.

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



1-COLOR, PMS YELLOW WITH PMS GREEN ONLY



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.



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.

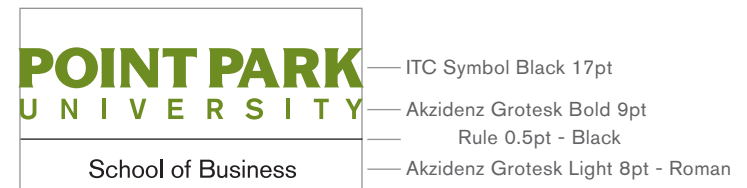
Combination logos should be typeset in line with the approved fonts of Point Park University with the text or copy as it applies. The Point Park University logo always comes first, followed by the school or service name.

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.

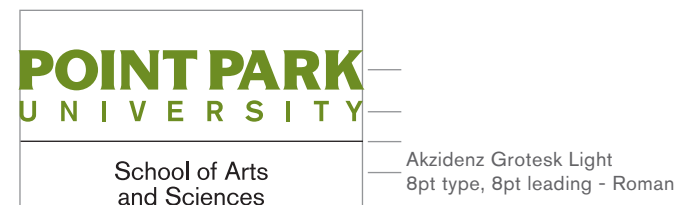
The creation of any new combination logo is a formal approval process that begins with contacting Marketing and Communications. Ultimately, any new combination logo must be approved by the executive officers of the University.



COMBINE LOGO SINGLE LINE



COMBINE LOGO DOUBLE LINE



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
!@#%&*().,?

ITC SYMBOL BLACK ITALIC

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

ITC SYMBOL BOLD ITALIC

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

ITC SYMBOL MEDIUM ITALIC

*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 organizational identity and photography 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.



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.

**POINT
PARK**
UNIVERSITY

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 director of organizational identity and photography at x3989 or refer to the Marketing and Communications intranet site.