PTC PITTSBURGH TECHNICAL COLLEGE

A HIGHER STANDARD

AMERICAN ACADEMY
OF CULINARY ARTS
where great chefs prep

BRAND GUIDELINES

A guide to using and downloading the fundamental, visual elements of Pittsburgh Technical College.

May 2022

PTC PITTSBURGH TECHNICAL COLLEGE

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Preferred option PTC logo with tagline.

PTC logo and components represent Pittsburgh Technical College and are essential to our brand. It acts as a signature and helps identify who we are. It should always be the most consistent component in all of our communications. **Note that we have shortened our tag line from Stand Up for a Higher Standard to simply A Higher Standard.**

DOWNLOAD PDF   BLUE | WHITE | BLACK | PMS *
DOWNLOAD PNG   BLUE | WHITE | BLACK **
DOWNLOAD JPG   BLUE | BLACK ***

*PDF Format available for printing high resolution. A PMS version is provided when printing with the Pantone Matching System.

** PNG Format available for high resolution web and digital format. This format allows a transparent background.

*** JPG Format available for high resolution web and digital format. This format only allows a non-transparent background. Downloads provided have a white background.

PTC

PITTSBURGH

T=CHNICAL COLLEGE

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Preferred option PTC logo - stacked with tagline.

PTC logo -stacked with tagline treatment is provided for use when space is restricted horizontally. It has the ability to fit better in tall narrow space allotments.

DOWNLOAD PDF   BLUE | WHITE | BLACK | PMS *
DOWNLOAD PNG   BLUE | WHITE | BLACK **
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PTC logo horizontal option, no tagline.

The PTC logo treatment provide a better fit in a rectangle area. **Only use when space is limited and the tag line becomes unreadable.**

DOWNLOAD PDF   BLUE | WHITE | BLACK | PMS *
DOWNLOAD PNG   BLUE | WHITE | BLACK **
DOWNLOAD JPG   BLUE | BLACK ***

*PDF Format available for printing high resolution. A PMS version is provided when printing with the Pantone Matching System.

** PNG Format available for high resolution web and digital format. This format allows a transparent background.

*** JPG Format available for high resolution web and digital format. This format only allows a non-transparent background. Downloads provided have a white background.

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PTC logo stacked option, no tagline

The PTC logo - stacked treatment provide a better fit in a square area. **Only use when space is limited and the tag line becomes unreadable.**

DOWNLOAD PDF	BLUE	WHITE	BLACK	PMS*
DOWNLOAD PNG	BLUE	WHITE	BLACK **	
DOWNLOAD JPG	BLUE	BLACK ***		

*PDF Format available for printing high resolution. A PMS version is provided when printing with the Pantone Matching System.

** PNG Format available for high resolution web and digital format. This format allows a transparent background.

*** JPG Format available for high resolution web and digital format. This format only allows a non -transparent background. Downloads provided have a white background.

PTC LOGO AND GUIDELINES

To maintain consistency follow these few simple guidelines:

- The PTC logo should never be recreated or typeset. Vector (pdf) and raster (png and jpg) formats are available for download in this publication.

- The PTC logo is available in PTC Blue (preferred), white, and black. Consider the logo's readability on background color, pattern, texture, illustration, or photograph before choosing the proper color choice.
  (Further explanation provided on pages 10-12)

- The PTC logo should not be touching or positioned within direct contact of content, pictures, and graphics with exception to background aesthetics. Allow an acceptable amount of clear space around the logo.
  (Further explanation provided on page 6)

- Do not scale the PTC logo out of proportion
  Do not skew, rotate, or angle the PTC logo.
  Do not manipulate the PTC logo and mark components separately.
  (Examples provided below)

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Clear space.

Follow the guidelines illustrated above to ensure that clear space is maintained around the logo for legibility. Imagery and content should have a clearance in proportion to the PTC mark. Use the PTC mark as a measuring tool to help maintain proper clearance.

PTC LOGO AND COLOR GUIDELINES

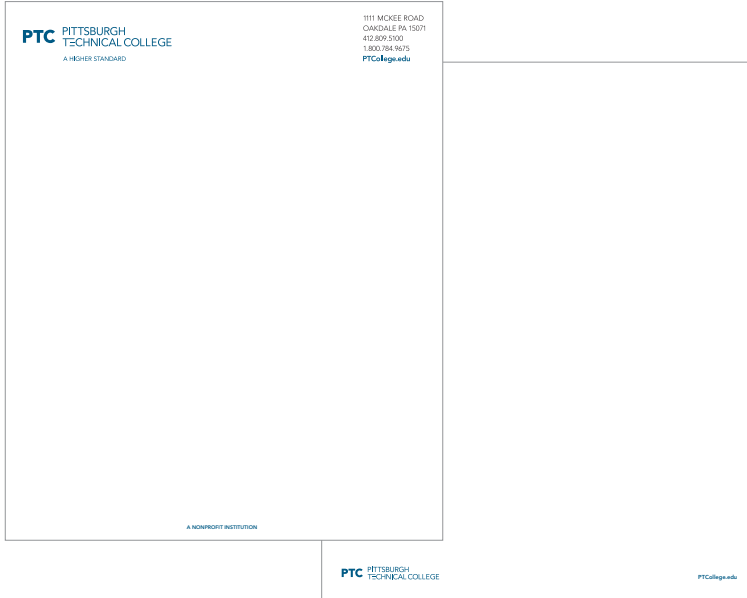PTC Logo combination on textured backgrounds: photograph, illustration, pattern etc.

Light background: PTC gray. C65, M60, Y50, K30 tint 10%   Dark background: Shown above PTC Blue - CMYK

Color usage.

The PTC preferred color option for our logo is PTC Blue (Pantone® 3025). Download options are provided on pages 1 through 4 to accommodate standard media formats. The PTC Blue logo is intended for lighter backgrounds, illustrations, or photographs. When the logo appears on a darker background, it is recommended to utilize the white (knock-out) version of the logo.

PTC LETTERHEAD

PITTSBURGH
TECHNICAL COLLEGE

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1111 MCKEE ROAD
OAKDALE PA 15071
412.809.5100
1.800.784.9675
PTCollege.edu

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TECHNICAL COLLEGE

PTCollege.edu

MICROSOFT WORD DOWNLOAD FULL COLOR | BLACK
Documents are also available on the intranet to download.

Pittsburgh Technical College letterhead.

The PTC letterhead is provided in full color and black formats. Full color should be used when printing on color printers and digital sharing. Black should only be used when full color printing is not available.

Do not move or manipulate the headers or footers in the template.

EMAIL SIGNATURE

A Sans Serif font simlar to the example to the right is reccomended. In this example, Arial, 11pt., black is displayed.

NAME
TITLE
D XXX.XXX.XXXX
M XXX.XXX.XXXX

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Email Footer, preferred option.

SIGNATURE LOGO WITH TAG - DOWNLOAD

This logo download option has been cropped and sized proportionally to easily embed in the Outlook Email Signature setting. Insert personal information using a Sans Serif font similar to the example above followed by the logo download provided.

EMAIL SIGNATURE

A Sans Serif font simlar to the example to the right is reccomended. In this example, Arial, 11pt., black is displayed.

NAME
TITLE
D XXX.XXX.XXXX
M XXX.XXX.XXXX

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PITTSBURGH
TECHNICAL COLLEGE

PTCollege.edu
1111 McKee Road, Oakdale PA 15071
A NONPROFIT INSTITUTION
1.800.784.9675

Email Footer, option 2 no tagline.

SIGNATURE LOGO NO TAGLINE - DOWNLOAD

This logo download option has been cropped and sized proportionally to easily embed in the Outlook Email Signature setting. Insert personal information using a Sans Serif font similar to the example above followed by the logo download provided.

POWERPOINT TEMPLATE

PowerPoint Template

DOWNLOAD PPT   PPT

This is the approved PowerPoint template for your use for internal and external presentations. It includes our correct logo, colors, and crest.

PTC CREST

White On Blue Background

DOWNLOAD PDF PDF
DOWNLOAD PNG PNG
DOWNLOAD JPG JPG

Blue On White Background

DOWNLOAD PDF PDF
DOWNLOAD PNG PNG
DOWNLOAD JPG JPG
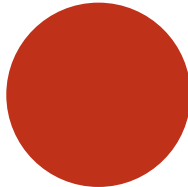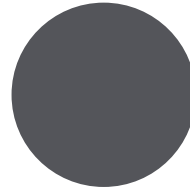
PTC PRIMARY COLOR PALETTE
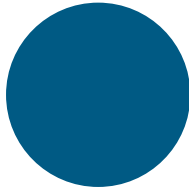
PTC BLUE
Pantone 3025 C
C 100 **M** 17 **Y** 0 **K** 51
R 0 **G** 89 **B** 132 **HEX**
005984

PTC RED
Pantone 1805 C
C 0 **M** 91 **Y** 100 **K** 23
R 191 **G** 49 **B** 26
HEX BF311A

PTC GREY
Pantone Cool Grey 11 C
C 65 **M** 60 **Y** 50 **K** 30
R 85 **G** 85 **B** 90
HEX 55555A

PTC color palette and color options.

The logo should always appear in PTC Blue or white.

The logo can be printed in CMYK and appear digitally in RGB or Hexadecimal. A black logo download is also available to be utilized when one color printing is the *only* option.

The PTC Red and PTC Grey may be utilized as accent colors when designing branded materials. Design purposes may allow usage of PTC Grey screened.
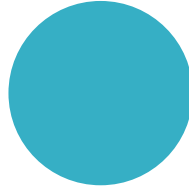
PTC SECONDARY COLOR PALETTE
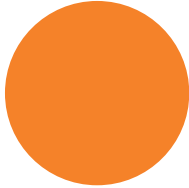
ORANGE
Pantone 158 C
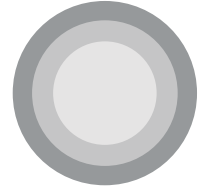**C** 0 **M** 60 **Y** 95 **K** 0
R 230 **G** 120 **B** 35
HEX E87723

LIME
Pantone 382 C
C 30 **M** 0 **Y** 100 **K** 0
R 190 **G** 215 **B** 50
HEX BED632

SKY
Pantone 631 C
C 70 **M** 10 **Y** 20 **K** 0
R 55 **G** 175 **B** 200
HEX 37AFC4

COOL GREY
Pantone Cool Grey
**C** 45 **M** 35 **Y** 35 **K** 0
R 150 **G** 150 **B** 150
**HEX** 969696

PTC secondary color palette and color options.

Secondary colors are used for additional levels of content in layouts and breaking up headlines. Our secondary color palette is made up of bright accents and a neutral grey. Use the bright accents to break up headlines, establish hierarchy and create a more youthful, contemporary vibe.

APPLYING COLOR

PTC BLUE
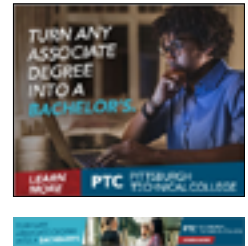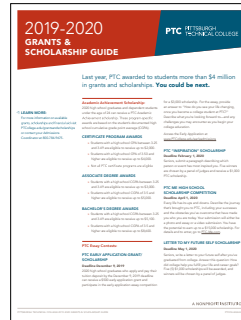
Applying color.

To maintain the right balance of color, use this color spectrum as a guide. It's not a precise mathematical system, but this chart provides an idea of relationship of our primary and secondary colors in use. PTC Blue should consistently remain the most prominent color in all PTC communications. Secondary colors need not always be present and should be used in moderation.

PTC CORPORATE FONT

AVENIR LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AVENIR ROMAN
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AVENIR BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AVENIR MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AVENIR BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

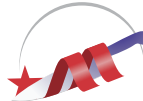**AVENIR BLACK OBLIQUE**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PTC Font.

The Avenir corporate font should be used when designing branded materials. The font is available for purchase online.

Avenir is also available with oblique versions of various weights.
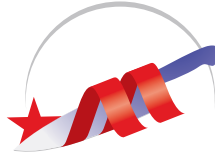
AACA CMYK LOGO DOWNLOADS

AACA logo horizontal option.

DOWNLOAD PDF	PDF *
DOWNLOAD JPG	JPG ***

AACA logo stacked option.

DOWNLOAD PDF	PDF *
DOWNLOAD JPG	JPG ***

* PDF Format available for printing high resolution.

*** JPG Format available for high resolution web and digital format.
This format only allows a non-transparent background.
Downloads provided have a white background.

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