



PIKES PEAK  
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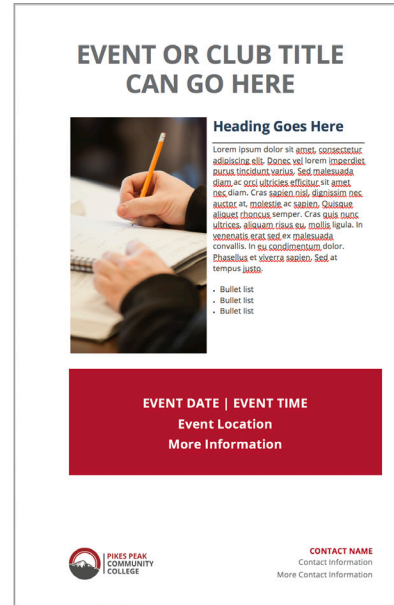
# DESIGN RESOURCES

# TEMPLATES

There are Word templates for a flyer and poster [available for download](#) as well as a college PowerPoint template. However, the marketing department is more than happy to design something for you. Fill out a [marketing request](#) or email our project manager, Tamara Cannafax at [tamara.cannafax@ppcc.edu](mailto:tamara.cannafax@ppcc.edu).



8.5x11 Flyer



11x17 Poster



PowerPoint



[Download](#) poster, flyer and PowerPoint templates.

# FILE FORMATS

Depending on how you plan to use the logo, there are different formats available:

**EPS:** In general, an .eps is scalable, which means it won't lose resolution when used at a large size (i.e. banners, posters, etc). EPS files require design software to open; chances are, you will not be able to open it on your computer. However, when sending files to a vendor, it is what they will most likely request. *Also, an .EPS can be PLACED in a Word file, and any time a colored background is being used, use the white PPCC .EPS logo.*

**JPG:** A .jpg is like a traditional image file that most people are familiar with, and it has good clarity. It is used in print. However, a JPG always has a white box behind it. Therefore, full color, black, or gray versions of the logo can only be used against white backgrounds, not colors.

**PNG:** A .PNG file has a transparent background, so it works well against colors. But, it is not print resolution, and will look pixelated when printed. It is ideal for web, social media, and PowerPoint presentations.

Example Project	.EPS <i>(Scalable without distortion, transparent background)</i>	.JPG <i>(White Background)</i>	.PNG <i>(Transparent Background)</i>
Print Documents: Signs, posters, Word documents, flyers, ads	<b>X</b> <i>(Use with a colored or white background)</i>	<b>X</b> <i>(Only against a white background)</i>	
Promotional Materials: Banners, tee-shirts, water bottles, pens, etc.	<b>X</b> <i>(Use with all backgrounds)</i>		
Websites / Social Media / PowerPoint presentations		<b>X</b> <i>(Only against a white background)</i>	<b>X</b> <i>(Use with a colored or white background)</i>

# LAYOUT 101

- **DO** use a grid
- **DO** have purposeful hierarchy. Hierarchy is the arrangement and sizing of elements to show importance. It helps the eye move around the page. (e.g. event titles and dates should be more prominent than an event description or location).
- **DO** design for your audience
- **DO NOT** think of white space as empty space. Well used white space has many beneficial effects for your design. It can help put more focus on a specific aspect of your composition, let your design "breathe," balance out your elements, or add sophistication to your design.
- **DO NOT** use too many effects (e.g. word art, drop shadows, or bevels)
- **DO NOT** disregard readability/legibility for aesthetic reasons
- **DO** have a logical color palette (See page 8 for PPCC's official color palette).
- **DO** avoid color clashing. Clashing colors make your design blurry and difficult on the eyes.



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