



PIKES PEAK
COMMUNITY
COLLEGE

BRAND GUIDELINES



PIKES PEAK
COMMUNITY
COLLEGE
CENTENNIAL

HAPPY SUMMER



PIKES PEAK COMMUNITY COLLEGE

ABOUT PPCC

Pikes Peak Community College was established in 1968 as El Paso Community College, a two-year college offering three associate degrees. Operating out of rented buildings in Old Colorado City, first-year enrollment was roughly 800 students. PPCC has become the largest post-secondary educational institution in Southern Colorado and offers the most widely accessible and affordable education in the region.

Centennial Campus

5675 S. Academy Blvd.
Colorado Springs, CO 80906

Downtown Studio Campus

100 W. Pikes Peak Ave.
Colorado Springs, CO 80903

Rampart Range Campus

2070 Interquest Parkway
Colorado Springs, CO 80921



Photo by PPCC student Dwan Petti

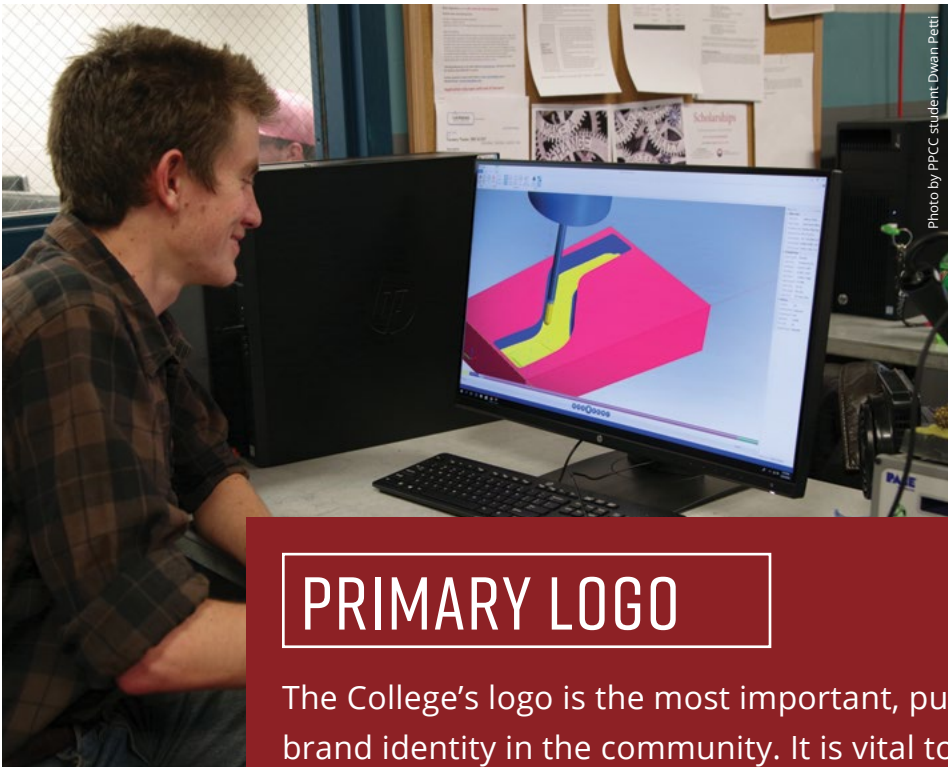


Photo by PPCC student Dwan Petti





LOGOS & USAGE



PRIMARY LOGO

The College's logo is the most important, public-facing visual. It builds brand identity in the community. It is vital to maintain the logo's design parameters in order to maintain the consistency of the design to reinforce community recognition.

The PCC logo has a horizontal and a vertical excution that is available in four colors: full color, black, white, and gray.

The text must always accompany the mark (the mountains in the circle). The only exception is using the mark as a watermark in backgrounds.

- Do not use old versions of the logo when creating new materials.
- Do not change the logo colors.
- Do not distort the logo in any way.
- Do not place the logo too close to other design elements.
- Do not add graphics to the logo.
- Do not substitute another font in the logo.
- Do not tilt or angle the logo.
- Do not use the mark separately from the logo.

Horizontal Execution



Full Color



Black



White



Gray

Vertical Execution



PIKES PEAK
COMMUNITY
COLLEGE

Full Color



PIKES PEAK
COMMUNITY
COLLEGE

Black



PIKES PEAK
COMMUNITY
COLLEGE

White



PIKES PEAK
COMMUNITY
COLLEGE

Gray

Download PPCC logos at ppcc.edu/marketing

INCORRECT LOGOS & USAGE



Outdated Logo



Outdated Logo



Outdated Logo



Incorrect Color



Incorrect Color



Distorted Vertically



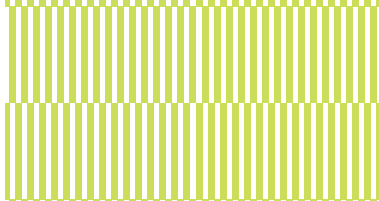
Distorted Horizontally



Solitary Mark without the Text



Stroke Applied



DEPARTMENT, PROGRAM, DIVISION LOGOS

PPCC has a distinct brand identity and our logo is one of the primary ways to identify our brand. PPCC departments and divisions receive a standardized configuration using the exact same elements as the college itself. By doing so we create a consistent family of logos that all relate back to our overarching brand identity.

Do not create a logo for your department, division, club, or program.



Admissions and Recruitment

PIKES PEAK COMMUNITY COLLEGE

Example: Full Color, Horizontal



Admissions and Recruitment

PIKES PEAK COMMUNITY COLLEGE

Example: Full Color, Vertical

Download your department or program's logo package [here](#).



ARNIE THE MASCOT

ARNIE THE MASCOT

PPCC's beloved mascot, Arnie the Aardvark, was redesigned in 2019 by PPCC MGD alumni, Laura Tiller. He is available in a variety of formats and color combinations for download.



Head Only



Full Body Hands on His Hips



Badge



Full Body Thumbs Up

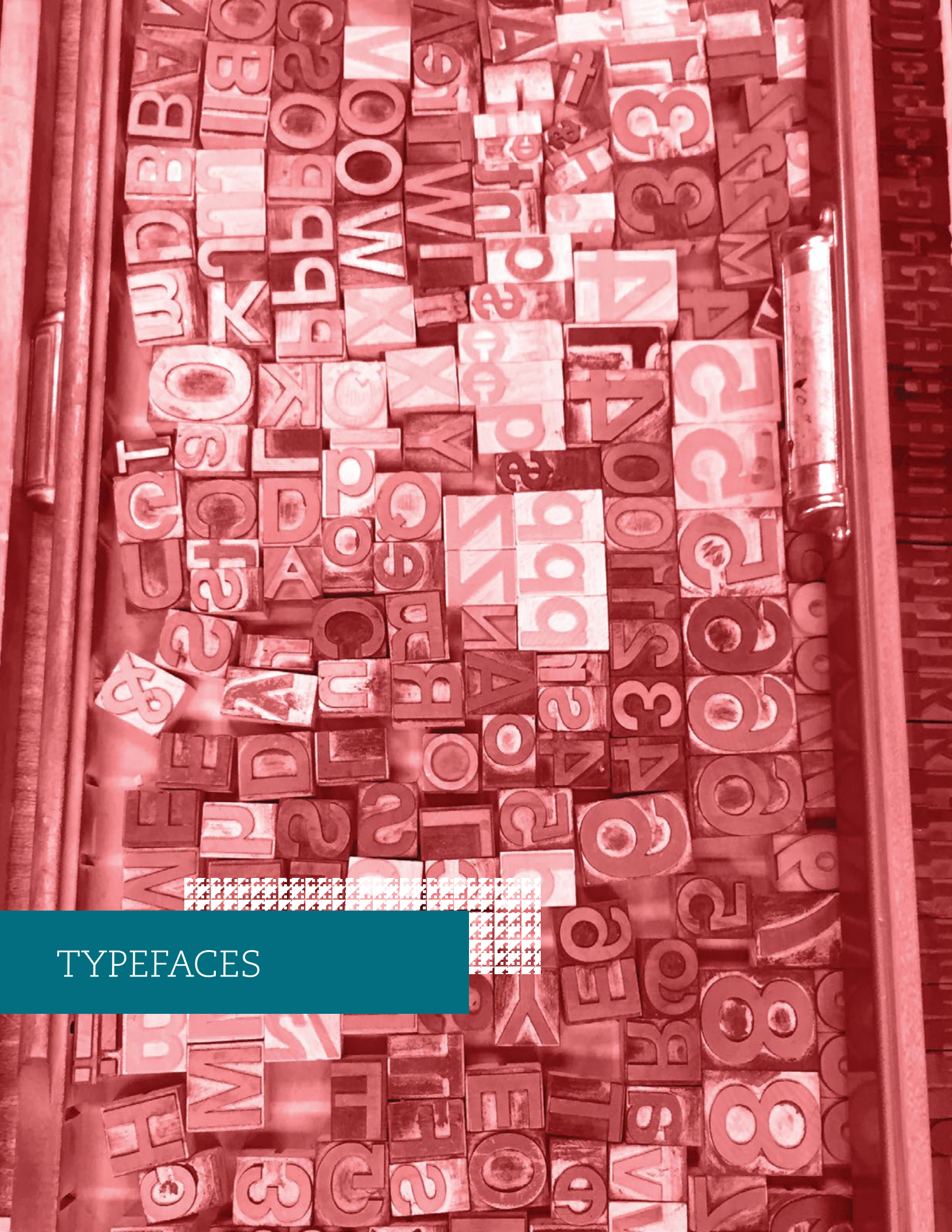


Do Not Use

Download Arnie at
ppcc.edu/marketing



Do Not Use



TYPEFACES

TYPEFACES

The College has 3 typefaces as part of their corporate brand. Open Sans is the primary typeface for the College, and it is available as a free download on the PPCC website. When creating materials for PPCC, please use this font. The font Open Sans is not a part of the standard installation on Apple OS X or Microsoft Windows.

The typefaces Caecilia LTD and Rift are used as display fonts for PPCC marketing collateral materials. These fonts are only available through an Adobe Creative Cloud subscription. Rockwell is a suitable substitute for Caecilia, and it is a standard typeface on Macs and PCs.

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+="':?><

Caecilia LTD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+="':?><

RIFT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+="':?><

[Download Open Sans](#) for your system. If you require assistance, contact ITSS.

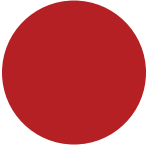
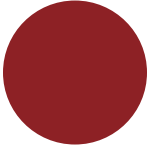
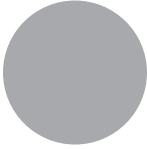
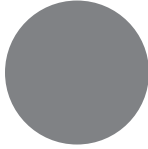
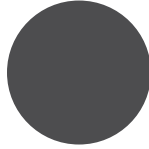
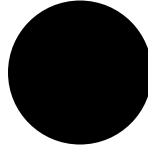
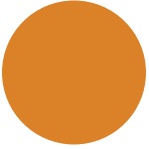




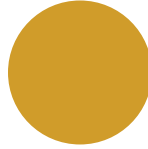
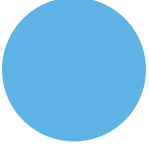
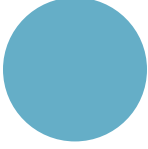
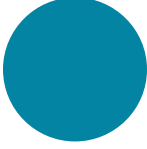
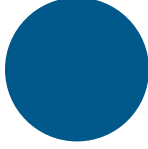
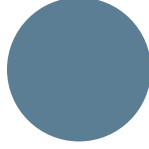

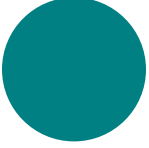
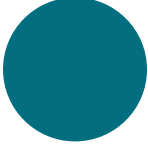
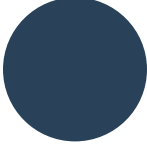





COLOR PALETTE

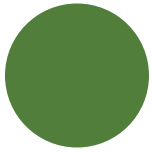
COLOR PALETTES

PPCC's color palette has evolved over the last several years from red and black to now include an extensive array of colors that allow for variety and creativity. The brighter additions represent the diversity and vibrancy of our students. It is unconventional to have such a large palette, typically, but it allows for maximum flexibility when it comes to representing the college's many programs, divisions, clubs, and departments.

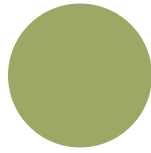
The school's official colors remain red and gray and will always be the official logo colors.

					
PPCC Red CMYK: 20/100/100/12 RGB: 180/32/37 Hex: #b42025	Dark Red CMYK: 26/96/88/31 RGB: 141/33/37 Hex: #8d2125	Light Gray CMYK: 0/0/0/40 RGB: 167/169/172 Hex: #a7a9ac	Dark Gray CMYK: 0/0/0/60 RGB: 128/130/133 Hex: #808285	Charcoal CMYK: 0/0/0/85 RGB: 76/76/78 Hex: #4c4c4e	Rich Black CMYK: 50/50/50/100 RGB: 0/0/0 Hex: 000000
					
Tropicana CMYK: 11/57/100/1 RGB: 219/128/38 Hex: #db8026	Orange is the New Black CMYK: 7/79/100/1 RGB: 224/91/37 Hex: #e05b25	Tangerine Tango CMYK: 8/89/100/1 RGB: 219/66/38 Hex: #db4226	Lemon Meringue CMYK: 6/7/83/0 RGB: 245/223/76 Hex: #f5df4c	Golden Ticket CMYK: 2/31/100/0 RGB: 247/180/23 Hex: #f7b517	Colonel Mustard CMYK: 19/38/100/1 RGB: 208/156/41 Hex: #d09c29
					
Glacier CMYK: 58/14/0/0 RGB: 95/179/228 Hex: #5fb3e4	Night King CMYK: 59/16/16/0 RGB: 101/174/199 Hex: #65aec7	Cote D'Azur CMYK: 85/35/27/2 RGB: 0/132/162 Hex: #0084a2	Classic Blue CMYK: 97/68/22/5 RGB: 0/88/139 Hex: #00588b	Atlantic CMYK: 69/43/30/4 RGB: 91/126/149 Hex: #5c7e95	Bering Sea CMYK: 71/41/44/11 RGB: 82/120/125 Hex: #52787d
					
Pacific CMYK: 86/24/42/17 RGB: 0/128/131 Hex: #008083	Peacock CMYK: 90/44/41/12 RGB: 3/111/127 Hex: #036f7f	Navy Blue CMYK: 69/43/16/60 RGB: 40/65/90 Hex: #28415a	Lemongrass CMYK: 24/0/81/0 RGB: 204/221/89 Hex: #ccdd59	Lime in the Coconut CMYK: 40/2/89/0 RGB: 166/202/79 Hex: #a6ca4f	Lawn Clippings CMYK: 66/19/100/4 RGB: 102/155/64 Hex: #669b40

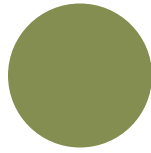
COLOR PALETTES



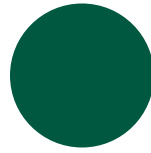
Basil
CMYK: 72/30/100/15
RGB: 81/127/57
Hex: #517f39



Crocodile
CMYK: 41/23/74/2
RGB: 158/167/100
Hex: #9ea764



Oregon Moss
CMYK: 35/16/73/29
RGB: 131/141/79
Hex: #838d4f



Hunter
CMYK: 90/40/79/36
RGB: 0/88/64
Hex: #005840



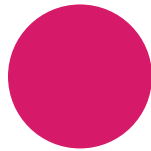
Emerald Isle
CMYK: 87/32/73/19
RGB: 20/115/89
Hex: #147359



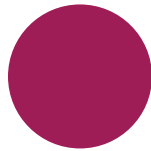
Coral
CMYK: 0/77/66/0
RGB: 241/98/85
Hex: #f16255



Watermelon
CMYK: 0/97/72/0
RGB: 238/38/69
Hex: #ee2645



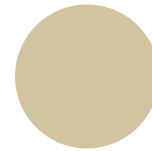
Dazzling Pink
CMYK: 12/100/36/0
RGB: 212/26/104
Hex: #d41a68



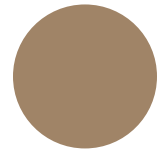
Raspberry Beret
CMYK: 32/100/46/14
RGB: 157/29/85
Hex: #9d1d55



Sand
CMYK: 9/9/19/0
RGB: 230/223/204
Hex: #e6dfcc



Oatmeal
CMYK: 8/12/33/11
RGB: 210/196/161
Hex: #d2c4a1



Mocha
CMYK: 36/44/62/8
RGB: 160/132/103
Hex: #a08467





Assessment Priorities Interactions Outcomes

Todd Kowalski
Simulation
1. Conduct a full
assessment
2. Manage a
following a
catheterization
3. Effectively
members of

Room: PCC/evu My C
Phone: 9/18
MY CARE TEAM
Name:
Care Tech:
Charge Nurse:
Questions for my care team:



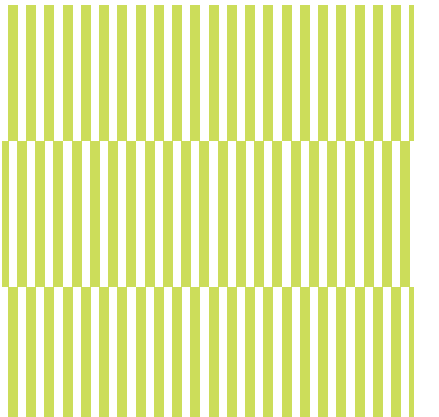
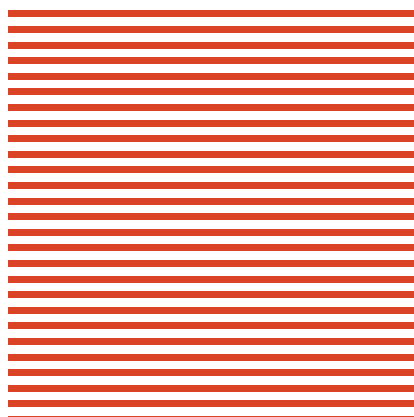
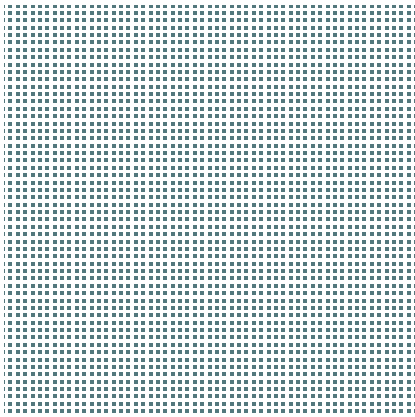
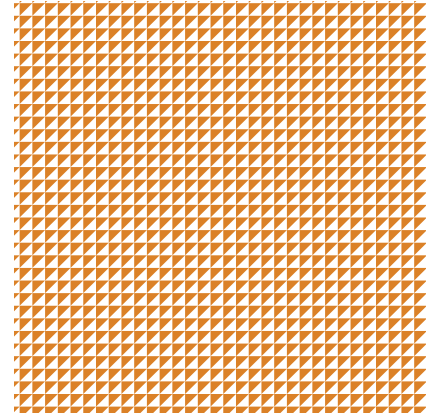
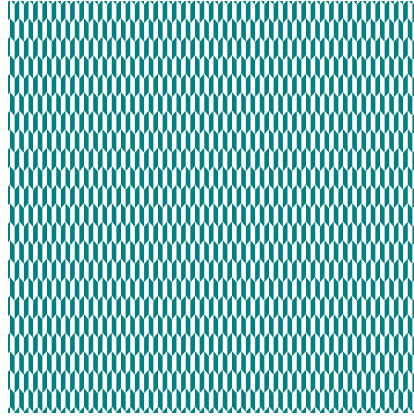
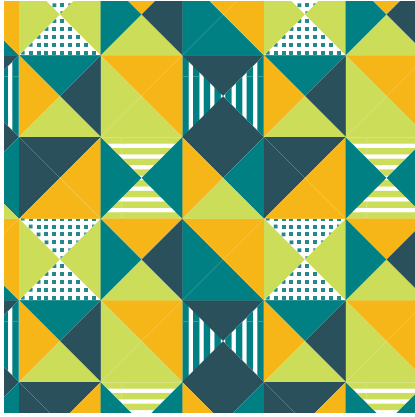
PATTERNS



Photo by PCC student Sondra Glovan

PATTERNS

The PPCC brand has several patterns that are used in design. Patterns create depth, add visual interest, and direct the eye to focal points. The patterns are available in all PPCC palette colors.





TEMPLATES & RESOURCES

RESOURCES

Design Resources

Everything you need to get started understanding the PPCC brand, creating your own materials and downloading assets.

ppcc.edu/marketing

PPCC Photo Library

Thanks to professional photographers and photography students, PPCC has an extensive online photo library on Pics.io. Browse and download photos you need to promote your next event or program.

[PPCC Photo Library](#)

Marketing Request

A special marketing project is one that requires a variety of marketing services such as graphic design, copy writing and production. The Marketing & Communication team works on these types of special divisional and department marketing projects throughout the year. You can also contact the [marketing project manager](#).

ppcc.edu/marketing-project

Publicity Request

Do you have a PPCC event or announcement you want us to promote?

ppcc.edu/publicity-request





Commercial

Overload Reset
Remise en marche
en cas de surcharge

Finton's
Finton's
Finton's



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COLLEGE**

5675 S. Academy Blvd. | Colorado Springs, CO 80906
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