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Graphic Standards Program

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About This Manual

This graphic standards manual was developed for the Providence College community by the Publications Center to provide general guidelines and to communicate new College policies regarding the College's visual identity.

It introduces a new College *logotype*—also called a *graphic identifier*—together with policies regarding its application to the College's visual communications media, whether print or electronic. It also provides guidelines for the use of the official College seal.

It is impossible to cover all questions about logotype use. After you review this manual, please contact the Publications Center at Ext.2876 with any outstanding questions that you may have.

NOTE: This first printing of the Providence College Graphics Standards Manual is a "working document." As this preliminary version is used, and recurring questions arise, those questions will be addressed in the final document to be published for January 2002. Please share your comments and questions with the Publications Center staff at ext. 2876 or by e-mail to our graphic designer, Jennifer Zevon, at jzevon@providence.edu.

Vendors Please Note:

Any visual communications printed or otherwise produced by vendors on behalf of any Providence College department or division are required to comply with the graphic standards policies outlined in this manual regarding the use of the College logotype and seal.

Providence College reserves the right to withhold vendor payment for any materials that fail to adhere to these policies.

The Genesis of the Graphic Standards Program at Providence College

The genesis of the graphic standards program introduced in this manual came from recommendations made in a 1996 report by the College's Marketing Development Committee to College President Rev. Philip A. Smith, O.P. This committee observed that other than the College seal—which had several variations—there was no consistent visual identity for Providence College. Without such an *identifier*, or *logotype*, a number of unrelated visual marks represented the College and its various entities.

As a result of their observations, members of the Marketing Development Committee recommended *“the development of one standardized logo that will be the official identifying emblem or symbol of Providence College. This logo should appear in all printed pieces, audio visual productions, and Internet file creations. This logo should be clean, stylish, easily recognizable as Providence College, and be used consistently.”*

The committee also observed that “it is difficult to recognize the seal as representing Providence College.” With the development of a logotype, they advised, *“The College seal would then be used for more formal use. . . . only one College seal should be used, with no exception, and without variation.”*

The new Providence College logotype and the graphic standards policies introduced here evolved from the Marketing Development Committee's recommendations and represent the culmination of more than 18 months of research and graphic design work. The logotype was created from concepts which originated from a dozen focus group sessions attended by more than 100 College faculty, students, staff, parents, and alumni.

The consensus that developed from these sessions was that a Providence College logotype should feature the full name of the College; include a graphic element; reflect tradition, while having a clean, modern look; and be easily and immediately recognizable as Providence College. Among the key words that participants most often associated with the College—and which our graphic designer attempted to capture in this logotype—were *academic, Catholic, Dominican, spirituality, Harkins Hall, Veritas, and torch*.

The new logotype—approved by the Senior Cabinet on June 5—was the graphic identifier favored by the majority of focus group participants. Effective September 2001, this logotype is the primary visual mark to be used to represent Providence College on all print and other communications media. Use of the College seal will be reserved primarily for official, formal documents such as diplomas, catalogs, and transcripts.

The success of this new graphic identity program depends on the consistent use of the new logotype. The guidelines in this *Graphic Standards Manual* are not, however, intended to limit graphic creativity on campus, but to ensure that our various audiences quickly and accurately identify Providence College in our communications with them. Use of a distinct logotype sends the message of a unified institution, thereby building upon the College's reputation and visibility.

Graphic Identity Program Policies

Adopted by the Senior Cabinet of Providence College in June 2001, these policies apply to all visual communications, including print and electronic media such as the College's Web pages and videos.

The Importance of Graphic Identity

Why is it important for colleges to maintain a graphic identity program? In an era when individuals are constantly bombarded with visual "noise" from newspapers, magazines, Web sites, television and video screens, and highway billboards, a consistent visual image helps to portray and position an institution in the minds of the public.

For Providence College, the consistent use of one distinctive logotype communicates who we are, with one voice, to prospective students, donors, employers, and to the greater College community of students, alumni, faculty, staff, and others.



The Providence College Seal

There is only one official College seal, as shown here, and only this seal—without modification—is approved for use. To foster consistency and to avoid confusion, no variations of this seal are permitted.

This College seal is primarily used for official documents, including diplomas, certificates, transcripts, and other such official College communications media. The College seal also may be used as a decorative design element in other College materials, including selective publications, signage, and appropriate items, upon consultation with the Publications Center.

This seal is not to be altered in any way or used in a format smaller than 3/4" diameter. It may be used in reverse, as shown here. Placement of type over the seal is prohibited, except in cases when the seal is used as a screened decorative element with a screen of no greater than 20%.

For questions regarding the use of the College seal, contact the Publications Center at Ext.2876.

Not Approved



Approved



The Providence College Logotype

The logotype shown here is used as a distinguishing graphic mark for all marketing materials produced by Providence College to recruit students and to promote the College and its programs.

The logotype is used on all Providence College stationery including letterhead, envelopes, business cards, fax sheets, memoranda, etc. Stationery templates developed by the Publications Center are the only approved designs and are to be used consistently by all departments, programs, and offices, regardless of whether or not stationery is printed by the Copy Center or through an outside vendor. Personal names are not used on stationery, with the exception of business cards.



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Other College "Logos"

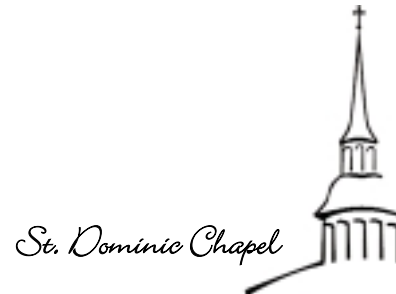
Athletics

The Department of Athletics has a formal graphics system incorporating the "PC Friars" generic athletics logo as well as logos that distinguish each sport. This is a well-recognized identity system. Consistent with the practices of most major colleges and universities, these graphic symbols will continue to be used exclusively by Providence College Athletics and its licensed vendors. Use of the "PC Athletics" logo is limited to athletics-related communications.



St. Dominic Chapel

A distinctive design featuring the chapel's steeple was developed for invitations and other printed material on the occasion of the chapel dedication. This design will continue to be used for St. Dominic Chapel external marketing publications (i.e., wedding-related materials). All other publications related to the chapel, such as the Office of the Chaplain stationery, will bear the Providence College logo, thereby denoting the relationship of the office to the College as a whole.



Other Logos

No other current logo (i.e., for an individual department or program) is accepted under this policy. The College reserves the right, however, to consider possible logos for future initiatives that require special external marketing activities. Requests for such consideration should be forwarded to the Publications Center for review and recommendation to the Senior Cabinet for approval.

Publications Center Charge

The Providence College Publications Center is charged with the consistent application of these graphic standards policies. Any questions regarding these policies and appropriate applications should be addressed to the Publications Center.

A Symbolic Design

This logotype was designed to reflect the Catholic and Dominican heritage of Providence College. It consists of two elements: a graphic mark and a wordmark. The design of the graphic mark is based on the shape of a window in Harkins Hall. Within this shape is a flame, representing Veritas—or Truth—the College Motto. The flame is also symbolic of the flame of learning. The torch base appears as an elongated triangle, with the triangle representative of the Trinity. The wordmark is the name of the College in a distinctive typeface. These elements are representative of the intellectual and spiritual pursuits that are grounded in the Dominican tradition of Providence College.

The Providence College Logotype

The *logotype* or *graphic identifier* shown here was developed by the Publications Center to help College departments communicate their relationship to the College clearly and consistently. It provides the College with an easily recognizable visual symbol that when used consistently and in a professional, coordinated manner, will position the College more prominently before its varied audiences.



Using the Logotype

Consistent use of the College logotype can provide a cost-effective and efficient medium to promote College activities and programs. This logotype was designed for use in a variety of applications, including, but not limited to:

- advertising (print and electronic)
- brochures, booklets, or other promotional materials
- posters
- bookstore products
- direct mail pieces
- Web pages
- Video credits

To provide some flexibility, both horizontal and vertical versions of the logotype are provided. The graphic mark also may be used independently of the wordmark for appropriate applications, upon consultation with the Publications Center.

Vertical Format

Horizontal Format



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In addition to the official horizontal and vertical logotypes, an alternate version of this mark has been developed for use by Providence College entities that require special visibility for external marketing purposes. An example is shown here.



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School of Continuing Education

Upon approval of the division vice president, the Publications Center will develop similar marks for other departmental needs that fit this criteria. Please contact the Publications Center for assistance. Only those marks developed by the Publications Center are approved for use.

The logotype is available from the Publications Center in the following formats:

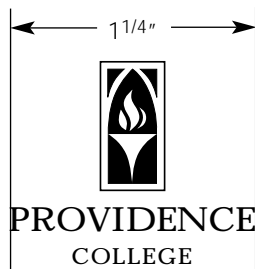
- TIFF, EPS, JPEG
- Floppy disk, zip disk, CD-ROM
- Downloadable at www.providence.edu/college-relations/graphic.htm

To preserve the integrity of the logotype, please contact the Publications Center for transmittal to authorized vendors.

Size and Color

The minimum size for reproduction purposes is 1¹/₄" , as shown here.

Minimum Size



Color - PMS 124



The primary logotype design features the official College colors of black and white. An alternate version, featuring a gold flame (PMS124) is also approved for special applications, such as formal invitations, upon consultation with the Publications Center.

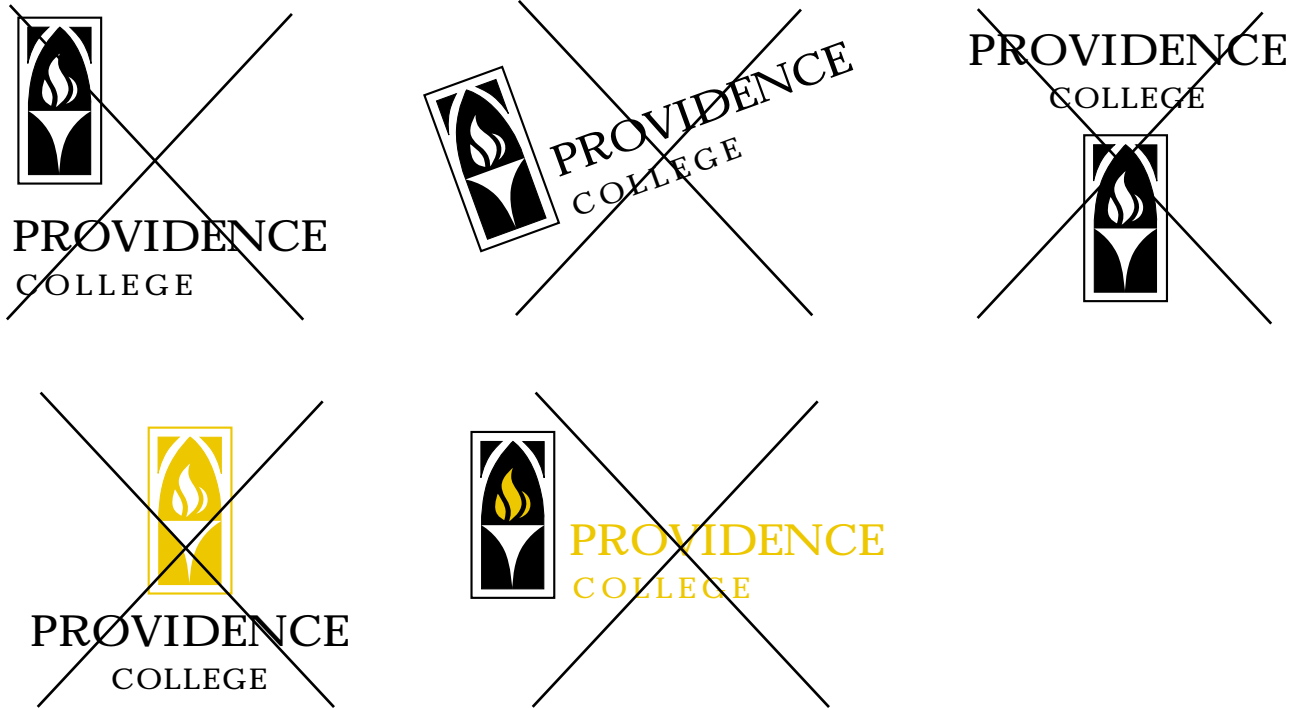
The logotype also may be reproduced in reverse, as shown here, when such an application is warranted.

Reverse



No other variations of this logotype are permitted and no adjustments or modifications may be made to the design.

Not Acceptable



Compatible Typefaces

To complement the College logotype and to maintain institutional consistency, the following typefaces are recommended for use in Providence College publications:

For a PC: **Garamond**
 Arial
 Times New Roman
 TRAJAN*

For a Mac: **Adobe Garamond**
 Helvetica
 Times Roman
 TRAJAN*

Trajan is the official typeface for the wordmark of the logotype.

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* Reserved for high-end graphic design applications, in consultation with the Publications Center.

Stationery

The logotype is used on all Providence College stationery including letterhead, envelopes, business cards, fax sheets, and memoranda. Stationery templates developed by the Publications Center are the only approved designs and are to be used consistently by all departments, programs, and offices, regardless of whether or not stationery is printed by the Copy Center or through an outside vendor.

Personal names are not used on stationery, with the exception of business cards.

Stationery Orders

Business cards, letterhead, fax sheets, memorandum sheets, envelopes, labels, etc., may be ordered online through the Providence College Publications Center at www.providence.edu/college-relations/PC.html.

The purchase of stationery items from outside vendors is only authorized under standard Department of Purchasing procedures and only upon confirmation of the design by the Publications Center.

Templates

Templates for letterhead, memo sheets, and fax sheets will be available in the future, should you wish to generate your own originals directly on correspondence from your computer.

Letterhead
(not shown at actual 8 1/2 x 11" size)



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Office/Department Title

Date

Name
Title
Company
Address
City, State, Zip Code

Salutation:

This letter illustrates the recommended typing format for correspondence using the new Providence College letterhead.

This font is 12 point Times Roman.

The top margin is 2 1/4". The left, right, and bottom margins are 1".

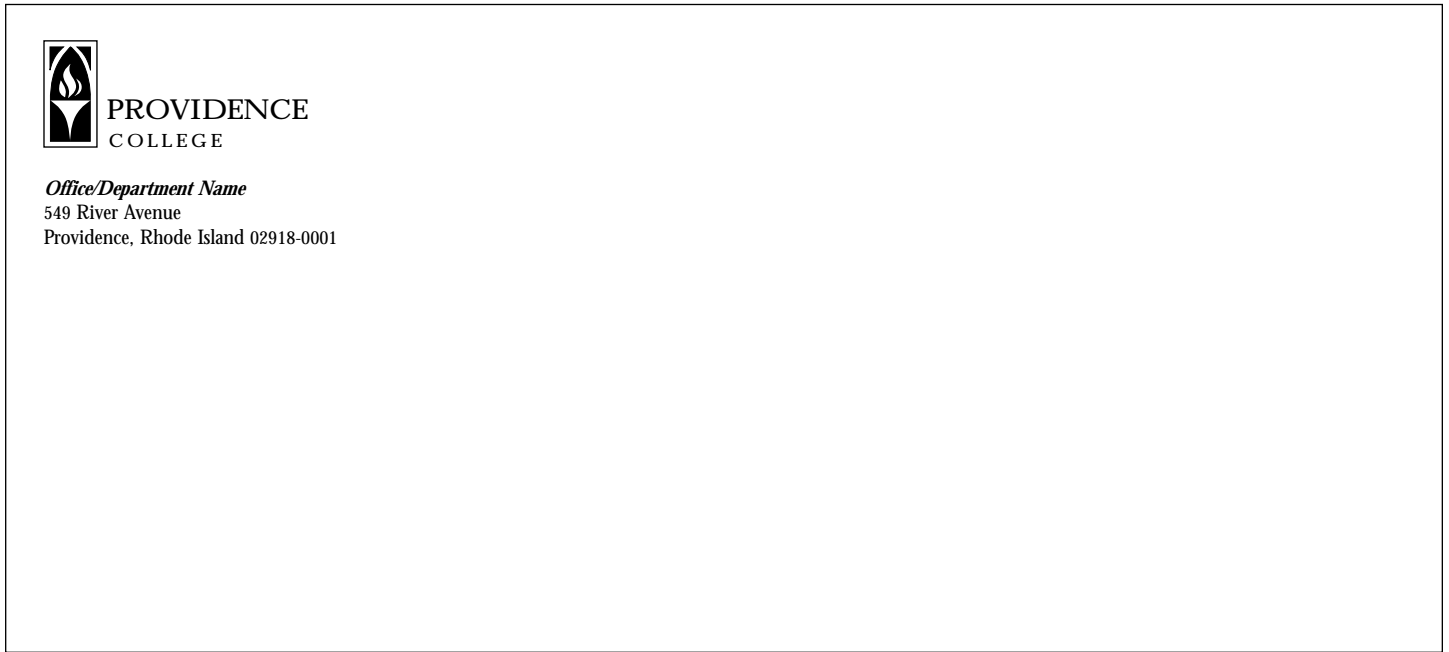
After the date make three hard returns and type the name and address block. Then make three hard returns and type the salutation. After the salutation, make two hard returns and type your letter. Between paragraphs, make two hard returns.

Sincerely yours,

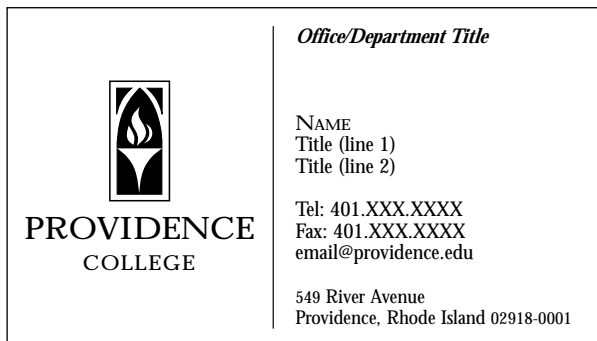
Name of Sender
Title

549 River Avenue • Providence, Rhode Island 02918-0001

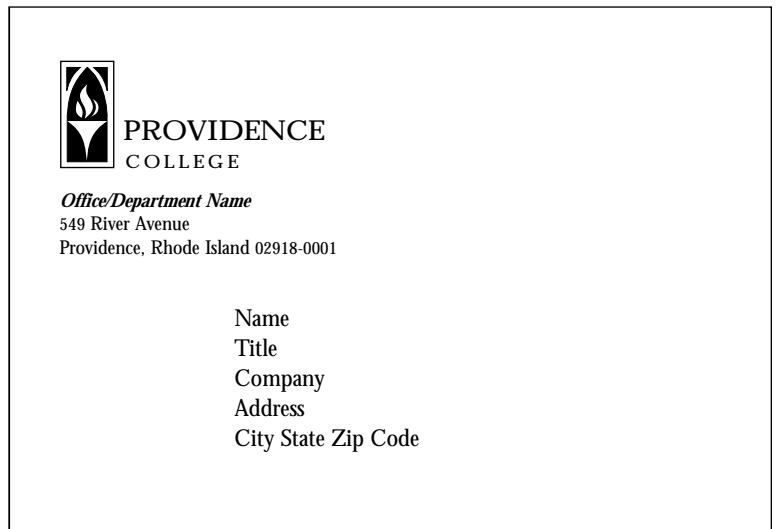
Envelope



Business Card



Mailing Label



Samples not shown actual size

*Memorandum
(not shown at actual 8 1/2 x 11" size)*



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MEMORANDUM

To:
From:
Reference:
Date:

549 River Avenue • Providence, Rhode Island 02918-0001

Fax Sheet
(not shown at actual size)



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Sending to: _____

Fax #: _____

From: _____

Fax #: _____

Date: _____

Message: _____

of Pages _____

Questions? Call: _____

Confidentiality Notice

The information being transmitted by this facsimile message is a confidential communication intended for the exclusive use of the addressee named. If you are not the intended recipient, you are hereby notified that disclosing, copying, distributing, taking any action in reliance on the contents of this telecopied information is strictly prohibited and that the documents should be returned to us immediately. Furthermore, if you have received this telecopy in error, please telephone us immediately so that we can arrange for the return of the documents to us at no cost to you.

549 River Avenue • Providence, Rhode Island 02918-0001

Other Logotype Applications

It is impossible to address all potential applications of the new logotype in this manual. Please consult with the Publications Center staff prior to applying the logotype to other items such as signage, clothing, commercial products, exhibits, and displays.

For assistance call:

Publications Center

865-2876

For any questions regarding use of the College logotype and seal and for graphic design and print production assistance, including competitive print specifications for bids from external printers.

Copy Center

865-2436

For your internal printing needs, including stationery and business cards.

Department of Purchasing

865-2282

To order envelopes, to initiate purchase order requisitions with external print vendors.