Brand Identity Standards

These Brand Identity Standards are designed to help all members of the Piedmont College community represent the college consistently in all mediums and to all audiences.

The standards outlined in these pages relate to the appropriate use of Piedmont’s Wordmark, logos, official colors and their layout in materials such as business cards, letterhead, publications, signs and the like. Application of these standards is the best way to create a strong, united identity for Piedmont College -- by visually relating our individual efforts to the entire Piedmont community.
All acceptable versions of Piedmont graphic elements are explained and provided as direct downloads in EPS, JPG and PNG formats. These are the only approved versions of the college’s graphic identity. Distorted reproductions of the images below are considered off-standard, as they diminish both the quality of the materials and the image of the college.

**PLEASE NOTE:** All modified or off-standard graphic elements must be approved by David Price, Director of Public Relations prior to production. If you need assistance to use any of the resources provided here without distorting them, please contact David Price or Regina Fried.
Optional Wordmarks

These optional versions of the Piedmont College workmark have been created for use in a variety of different applications.

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Brand Colors

The primary brand colors for Piedmont College are Pantone® 3435 green and Pantone® 4515 gold. Secondary colors can be used in combination with the primary colors in various shades. Please use exact color formulas for print and web-based mediums.

Do not use additional colors when producing official Piedmont College materials.
Brand Typography

The primary typeface used for Piedmont College is Goudy Old Style (regular, italic and bold). Myriad Pro (light and bold) should be used to compliment Goudy Old Style.

Do not use other typefaces for official Piedmont College materials.

Goudy Old Style Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

goudy old style bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Goudy Old Style Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Myriad Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Myriad Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Dear Mr. Name,

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minim veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla

Respectfully,
First Last Name
Title

595 Prince Avenue, Athens, GA 30601

1.25" 4.25" 1.25" 1.25"

8pt Myriad Pro Light

PIEDMONT COLLEGE

Stationery
In honor of Piedmont College’s heritage, a series of alternative logos combines the wordmark with a logomark of a ship. These logos can be used where and when appropriate. Tracing their origins to the Mayflower, Congregationalists have a long history of supporting higher education. They founded Harvard, Yale, and some 60 other colleges across the U.S. In 1901, the American Missionary Association, affiliated with the Congregational churches, took Piedmont under its wing. While remaining an independent institution governed by its own board of trustees, Piedmont has enjoyed close relationships with Congregational churches ever since.

Do not change colors, typography or proportions of elements to create additional variations of logos or wordmarks.
School & Special Program Configurations

The College recognizes the need for various units to be identified and thus has created guidelines for custom signatures to be incorporated into the College of Piedmont wordmark, allowing the wordmark to be supplemented with the names of the schools, academic and administrative units, centers and institutes, and student clubs and organizations.

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PIEDMONT COLLEGE

HARRY W. WALKER
SCHOOL OF BUSINESS

PIEDMONT COLLEGE
SCHOOL OF ARTS & SCIENCES

PIEDMONT COLLEGE
R.H. DANIEL SCHOOL OF NURSING & HEALTH SCIENCES

Minimum width of rule is equal to wordmark

For longer names, rule should be equal to the longest line of text
On-Campus Usage

When the use is primarily for on-campus purposes, a variation of the wordmark that shifts the focus from the College to the name of the specific school or entity can be used.
Athletic & Club Logos

Piedmont College athletic teams and student clubs should use logos designed specifically for those purposes. For usage guidance, please refer to the Athletic Style Guide »

PLEASE NOTE: The lion logo may not be used in conjunction with the Mayflower logo.
Discontinued Logos

DO NOT use older versions of logos.

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