PIEDMONT COLLEGE
Graphic Identity Standards
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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.
**Piedmont College Wordmark**

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 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.
Historical Mayflower Logos

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 & 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 Piedmont College 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

School & Special Programs Configurations

Minimum width of rule is equal to wordmark

For longer names, rule should be equal to the longest line of text

PIEDMONT COLLEGE

NEIGHBORHOOD GRANT PROGRAM

PIEDMONT COLLEGE

SWANSON CENTER FOR PERFORMING ARTS & COMMUNICATIONS
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 & Spirit Logos

The Piedmont College lion head is used for sanctioned sports, spirit, and student organizations. While the lion head may be sized appropriately for specific use, the proportions must not be altered. It must be reproduced in either black and white or Piedmont College green, black and white.

The Department of Athletics has additional identity elements that can be found in their Athletic Style Guide. For more information and the guide, please contact Timmy McCormack, tmccormack@piedmont.edu.

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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Piedmont College Seal

The seal is the College’s official identifying mark. Only the Office of the President may authorize its use.

Documents displaying the College seal convey that they are officially sanctioned by the Office of the President. As the official indicia of the College, the College seal may not be altered in any way. It is available for approved usage through Institutional Advancement.

Exceptions to the use of the seal include jewelry, high-end commemorative gift items, and official academic or College related materials such as diplomas and select graduation-related items, including announcements and diploma frames. Exceptions must be approved through Institutional Advancement.
If you have questions or special requests, please contact Piedmont College by email at publications@piedmont.edu or call 706-778-3000 or 1-800-277-7020.