

Brand Guide

piedmont.edu/communications



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Piedmont University

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Brand Guide

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For questions, contact
the Department of
Marketing & Communications.

01

Introduction

Why?

Every day our faculty, staff, and volunteers speak to many people. You are our touchpoints to prospective students, parents, alumni, and friends. In a crowded marketplace, a unified message will help us position Piedmont apart and above the rest.

As Piedmont University continues to grow, it is important that our communications and visual identity remain consistent. This manual will give you the tools you need to give voice to a unified message.

02

Our Story

Circa 1909 | Marian Hunt | Leone Hart Class of 1909 | Patience Wells Grant Class of 1910 | Isabel Chrisler Class of 1909 | Lucille Staight | Miss Olive VanHise



History & heritage

In 1897, opening a college in the wilderness of Northeast Georgia must have seemed to some like a prescription for failure. The area was accessible by few roads, mostly crude dirt strips paved with sapling trees. A band of New England transplants, assisted by a Methodist minister, the Rev. Charles C. Spence, obtained a charter from the State of Georgia, organized a board of trustees, bought books, hired faculty, and secured space for classes and dormitories. On September 1, 1897, amid much fanfare and ceremony, the opening exercises for the J. S. Green Collegiate Institute were held in downtown Demorest, and the entire student body, from first grade to college juniors, marched up the hill from the square to begin their studies.

In its first year, the J.S. Green Collegiate Institute (the name was changed to Piedmont College in 1903 and to Piedmont University in 2021), enrolled 367 students, an astonishing

number given the rural nature of the area and the scant population. Parents in some cases sacrificed their meager possessions to make certain that their children could attend.

By 1899, the school was beset by financial difficulties. Enrollment was strong at just under 400 students, but the support the college founders had hoped for from the state's Methodist churches was not forthcoming. Strapped for funds after cashing in his own life insurance policy to support the college, Rev. Spence turned to Congregationalist churches for help. The Pilgrims brought Congregationalism to America in 1620. The church went on to found some of the oldest educational institutions in the U.S., including Harvard in 1636 and Yale in 1701, among numerous others. Piedmont became the first in the South when the American Missionary Board of the Congregational Church took it under its wing in 1901. While remaining an independent institution governed by its own board of trustees, Piedmont has enjoyed a close relationship with Congregational churches ever since. Today, students from across the U.S. and around the world who might otherwise never hear of Piedmont are introduced through the

churches, and this association has provided the university with a rich mix of students from many cultures and backgrounds.

Across campus, symbols and landmarks that pay homage to Piedmont's historical ties to Congregational churches abound. None are more prominent than the Mayflower weathervane. First secured atop the chapel steeple in 1970, the Mayflower has become a Demorest and Habersham County landmark. The weathervane, 187 feet above the street, is a replica of the English ship that transported the first Pilgrims, and with them the Congregational Way, to the New World four centuries ago. Since that time, the Mayflower has become a cultural icon. To many, the vessel represents hope, courage in the face of uncertainty, and liberty.

As Piedmont grew in the early 20th century, it began building a reputation as "the little college that could." Through two world wars, the Great Depression and the turbulent 1960s, the college remained an oasis of learning. When financial difficulties developed, the administration, faculty, students, alumni, and

friends who had grown up with the college were always there to pitch in to help the institution persevere and grow.

In 1971, Piedmont completed a building program and established an endowment. In 1995, the college offered its first graduate-level program, the Master of Arts in education, and other graduate programs soon followed. In 1996, the college opened a campus in Athens that today offers degree-completion and graduate programs to nearly 500 students. As the 21st century dawned, the college continued to improve the Demorest campus while adding new career-focused academic programs to adapt to a changing economy.

In recent years, Piedmont has added new residence halls, a new student center, and the Sewell Center for Teacher Education, which provides a home for the university's largest academic unit. To enhance its growing fine arts program, the college also added three state-of-art community-facing facilities that are among the finest in Northeast Georgia: Swanson Center for Performing Arts and Communications, the

Mason-Scharfenstein Museum of Art, and the Conservatory of Music.

At the same time, Piedmont doubled its athletic footprint from fewer than 10 teams in 1990 to more than 20 in 2021. The college also emerged as one of the top Division III athletic programs in the region. Piedmont has been the recipient in multiple years of the USA South Presidents Cup, an award presented annually to institutions with the top-performing men’s and women’s athletic programs in the league.

As the campus, academic offerings, and athletic programs grew, so did Piedmont’s reputation. During a decade when many small colleges struggled, Piedmont was drawing students beyond its traditional recruiting area. Enrollment increased and crested at 2,600 in 2020. U.S. News ranked Piedmont among the top 50 “regional universities” in the 12-state South Region in 2019.

Recognizing the dramatic growth and transformation at the institution, Piedmont's Board of Trustees approved in 2020 a proposal to change the college's name to Piedmont University. Its four academic schools — Harry W. Walker School of Business, R.H. Daniel School of Nursing & Health Sciences, School of Education, and School of Arts & Sciences — would also become colleges. During that same year, Piedmont also announced plans to relocate its Athens campus to a modern, four-story brick building at 1282 Prince Avenue and purchased 90 acres adjacent to the Demorest campus for expansion.

As Piedmont prepares to celebrate its 125-year anniversary, the university is expanding online offerings, laying the groundwork to launch the university's first major capital campaign, and has a goal to grow its residential student population to more than 1,000. The "little college that could" has grown into a regional university while remaining true to its historic identity, core values, and emphasis on a liberal arts, real-world education.

03

Our Place

Demorest foothills

Surrounded by the natural beauty of Northeast Georgia, our place is nestled in the foothills of the Blue Ridge Mountains. Yonah Mountain rises more than 3,000 feet between nearby Cleveland and Helen. Springer Mountain, the southern terminus of the Appalachian Trail, is less than an hour's ride from the Demorest campus. Abundant waterfalls with names like Anna Ruby, Panther Creek, and Tallulah tumble from summits and inspire awe. There are also museums, folk pottery exhibits, and historic sites to explore. Hiking, fishing, kayaking, touring vineyards and wineries, panning for gold, horseback riding, and ziplining are among the many activities visitors and locals enjoy.



PIEDMONT COLLEGE
Est. 1897

DEMOREST, GEORGIA

1023

Athens vibe

Athens is the Classic City with a Southern drawl. Its hip and intellectual vibe has inspired artists and athletes, musicians and politicians, authors and comedians, and others born, raised, or drawn there. Antebellum and Victorian structures have become trendy shops, art galleries, and late-night hangouts. Local eateries spill onto downtown sidewalks for outdoor dining. A natural history museum and botanical garden appeal to people of all ages. Traditional and modern, timeless and cutting edge, Athens is the most unconventionally cool city in Georgia.



04

Our Promise

Piedmont Promise

The Piedmont Promise is to provide an educational experience that is Personal in approach, Passionate in application, and Practical in impact.

piedmontpromise.com

Personal

**A place where
relationships make
all the difference.**

In a society full of distractions and noise, Piedmont continues to be a place with opportunities for quiet, reflective learning powered by personal relationships. You will be guided, shaped, and challenged by a small-college community of professors, advisors, coaches, and peers.

Message points

- We have personal relationships with our students. We know their names, hometowns, and interests.
- Our faculty to student ratio is 12-to-1.
- Our classes are small and discussion-based.
- Across departments and disciplines, we collaborate and work together. There are no silos.
- We have a robust advising system that gets struggling students the help they need.
- Our place in the mountains is awe-inspiring and immersive. You can reflect and learn here.
- Many students enroll here because of a relationship they developed with a professor or coach.





Passionate

**In the classroom,
on the court, stage,
and field we have a
zeal for learning and
spirited competition.**

Ours is a vibrant culture that
inspires self-discovery, compassion,
and the pursuit of passion. We
compete, explore, and perform
with an enthusiasm that is
infectious and unrelenting.

Message points

- About 20 percent of our undergraduates participate in arts academic programs, ensembles, productions, and shows.
- Each year we host 40 free concerts and recitals, four theater productions, and five art exhibits.
- Our Lions are one of the most competitive Division III programs in the region.
- We win the USA South Presidents Cup, an award that is presented annually to the institution with the top-performing athletic program, more times than not.
- Piedmont is an All-Steinway school. More than two dozen of the pianos are in our Conservatory of Music.
- Our student groups and teams support — and raise funds for — programs in our community that feed the poor, care for the sick, and find shelter for the homeless.
- Through our Lillian E. Smith Center, we encourage our students to explore the values and convictions that have shaped them.



Practical

**Ours is a rigorous,
real-world education
that prepares
students to prosper
beyond college.**

In a rapidly changing world, critical-thinkers and creative-doers will flourish. Our internships, study away, research, and immersive, broad-based learning experiences will transform your mind and change your perspective, equipping you with the tools you will need to adapt and thrive.

Message points

- Each year, hundreds of students participate in our simulated disaster drill, giving our nursing and criminal justice majors the boots-on-the-ground training they need to be successful.
- Our day-long Symposium, which celebrates undergraduate research, leadership, and global learning, is one of the most anticipated events of the year.
- We have an entrepreneurial, market-based mindset when choosing which academic programs to add.
- Each year, nearly 100 students take part in study away programs that expose our students to different cultures.
- Our nursing program is the top small-university program in the state.
- Thirty percent of our students have campus jobs, and 96 percent receive financial aid.
- The net cost of our private education is comparable to some state schools.
- We operate the largest graduate program for teacher education in Georgia and are the state's second-highest producer of teachers.



05

**Living
our brand**

Living our brand

The Piedmont Promise is who we are and what we deliver to every student.

All of us — regardless of our role — can help deliver on that Promise. Here's what you can do:

- Become familiar with the Piedmont Promise. Remember its three pillars: Personal, Passionate, and Practical.
- Think of personal stories that reflect the Promise and share those stories with stakeholders, prospective students, and parents.
- Lead with empathy.
- Be small-town friendly.

- Have a big-world perspective.
- Support and participate in campus activities.
- Help students explore their passions through service, internships, and research.
- Treat everyone on campus with dignity.
- Use eye contact and a courteous tone.
- Read and learn our history.
- Be pleasant and cooperative when communicating face to face, on the phone, and through emails.
- Use our email signatures and PowerPoint template when communicating with outside groups.
- Keep our campuses tidy by picking up trash.
- Show pride by wearing Piedmont gear when out and about.



06

Our voice

6.1

The words we use

6.2

**Editorial
style guide**

The words we use

Piedmont University reaches many audiences through our publications, websites, marketing materials, signage, viewbooks, and more. The purpose of this style guide is to establish consistency across all those materials.

Just as logos and graphics help define Piedmont University's identity, so, too, should writing that is clear and consistent. Our core values — inquiry, service, and legacy — are reflected in every piece of communication that is produced on, about, and for our campuses.

Piedmont generally adheres to The Associated Press Stylebook with few exceptions. Consistent writing drawn from these editorial guidelines reinforces that we are one community united to fulfill our mission of preparing citizen-leaders who pursue knowledge, innovation, and ethics throughout their lives.



Editorial style guide

Our Name, Colleges, and Campuses

Piedmont University, Piedmont Athens, and Piedmont are to be used when referencing this institution. Piedmont U is our preferred nickname.

The **Four Colleges** of this institution are referred to as the:

- College of Education
- Walker College of Business
- College of Nursing and Health Sciences
- College of Arts and Sciences

The **Piedmont Athens** campus is located at 1282 Prince Avenue.

Buildings on the **Piedmont Demorest** campus include:

Academic

Anagama Kiln

Arrendale Library

Camp Hall

Daniel Hall

Charles and Catherine Sewell Center for Teacher Education or Sewell Center for Teacher Education

Stewart Hall

Swanson Center for Performing Arts & Communications

Admissions

Admissions Office

Pyle-Davis House/Graduate Admissions

Athletic Facilities

Burgen Tennis Courts

Cave Arena

Johnny Mize Athletic Center & Museum

Loudermilk Field

Walker Athletic Fields

West Hall

Campus Security

Hobbs Alumni House

President's Home

Residence Halls

Getman-Babcock Residence Hall

Ipswich Residence Hall

Johnson Residence Hall

Mayflower Hall

Mystic Hall (ready for occupancy in 2022)

New Bedford Residence Hall

Piedmont Village

Plymouth Residence Hall

Purcell Residence Hall

Swanson Hall

Wallace Residence Hall

Student Commons

Barnes & Noble Bookstore

Fitness Center

Intramural Gymnasium and Walking Track

Main Dining Hall

On-the-Go Café

Racquetball Court

Rock-Climbing Wall

Student Success Center/Lane Hall

Learning Center

Writing Center

Disabilities Support

Counseling Services

Career Center

Venues

Arrendale Amphitheater

Chapel

Conservatory of Music

Martens Art Annex

Mason-Scharfenstein Museum of Art (MSMA)

Smith-Williams Art Studios

Swanson Center for Performing Arts & Communications

Wetlands Foot Bridge

Style

Academic Degrees

If mention of degrees is necessary to establish someone's credentials, the preferred form is to avoid an abbreviation and use instead a phrase such as: *John Jones, who has a doctorate in psychology.*

Use an apostrophe in *bachelor's degree, a master's, etc.*, but there is no possessive in *Bachelor of Arts* or *Master of Science*. Also: *an associate degree* (non-possessive). Use abbreviations

of academic degrees with no spaces between the letters. *B.A., B.S., M.A., M.S., M.A.T., Ed.S., Ed.D.*

In a list or program, use a person's full name followed by a comma and an abbreviation. *John Doe, M.A.*

Use uppercase letters and no apostrophe when degrees are spelled out. *Bachelor of Arts, Master of Science, Doctor of Philosophy*

Academic Programs

Capitalize only the official names; lowercase names when you shorten or invert them. Languages, however, are always capitalized. *Piedmont University Finance Program* (official name), *finance program* (unofficial name). *He teaches for the English program.*

Acronyms

In running text use the full name followed by the acronym in parenthesis. On second reference, the acronym is preferred. *Piedmont University's Quality Enhancement Program (QEP) improves learning outcomes for students. The director of QEP is Dr. Julia Schmitz.*

Addresses

In lists, abbreviate “boulevard,” “avenue” and “street” with numbered addresses. Abbreviate directions (N., S., E., W.) in street addresses. States following cities in regular text require commas before and after. In running text use no abbreviations. *Piedmont University is located at 1021 Central Avenue, which is in Demorest, Georgia. 1021 Central Ave., Demorest, GA, 30535*

Advisor

Not adviser.

Ages

Use numerals in all instances. *He is 6 years old. The 21-year-old student is majoring in math.*

A Lot

Avoid using in general. When using, use two words.

Alma Mater

Two words, lowercase. *Piedmont is his alma mater.*

Alumnus, Alumna, Alumni

Alumnus is the singular, masculine form. For women, use alumna (singular) or alumnae (plural).

Alumni is plural for a group of all men as well as a group of both men and women. “Former student” is preferred for a student who attended without graduating. In more casual writing or when the gender of a graduate is unknown, use alum.

Alumni Names

Published alumni names should include graduation year. Do not set off a birth/maiden name in parentheses or quotation marks. If alumni couples share the same last name, identify each with his/her graduation year. For couples with different last names, list each full name and graduation year. On the university’s webpage and publications, alumni names should appear in bold text. In lists (such as donor boards, president’s report), alphabetize names. **Zachary ’15 and Dilyn MacLean Cox ’13, M.B.A. ’15 are expecting a son. Dr. Dionne Rosser-Mims ’99.**

Graduate level degrees should also be included after alumni names using abbreviations. Separate degree years with a comma. *M.B.A. M.A., M.S., M.A.T., Ed.S. and Ed.D. John Smith ’10, M.B.A. ’12* said his favorite mentor was Dr. Kerry Waller.

Some alumni have requested to be identified differently, and the advancement office will provide support in managing those exceptions.

Board of Trustees

Capitalize when referring to Piedmont's formal group. Lowercase when using general terms.
The Board of Trustees will meet in October.

Capitalizations

Majors, minors, and concentrations are not capitalized unless they contain the adjectival form of a proper noun. *English, biology*. When employing an individual's title, capitalize if it precedes the name, but lower case if it follows: *Senior Vice President for Academic Affairs and Provost Daniel Silber; Dr. Dan Silber, senior vice president for Academic Affairs and provost.*

The names of academic colleges and departments are capitalized if the formal name (Department of History) is used, but not if the informal name (history department) is used, unless they contain the adjectival form of a proper noun (English, German).

The names of administrative offices are capitalized.

The names of university-specific calendar events (Family Weekend, Spring Break) are capitalized.

Chapel

Capitalize when referring to the Piedmont Chapel.

Coach Cave

Leon O'Neal Cave served Piedmont for 36 years in several roles. He was athletic director, senior coach of men's varsity basketball, supervisor and manager of the former Piedmont College Golf Course, and at various intervals was Dean of the College and Dean of Men. He died in January 1985, and his funeral was the first to be held in the Piedmont Chapel. He is memorialized by the O'Neal Cave scholarship, Cave Arena, and the annual Coach Cave Memorial Golf Tournament.

Commencement

Capitalize when referring to Piedmont's graduation ceremony.

Composition Titles

Italics should be used for titles of books, magazines, movies, plays, poems, songs, television programs, journals, and works of art. Lectures, chapters, speeches should be set apart by quotation marks. Do not underline.

Congregationalism

Piedmont University upholds the intellectual, social, and theological heritage of Congregationalism through excellence in teaching and scholarship and by embracing our diverse society. We further these principles by encouraging empathy, innovative thought, and responsibility toward ourselves and others.

Conservatory of Music

The Conservatory of Music, completed in 2019, includes a concert hall with adjustable acoustics, a grand foyer, acoustically isolated teaching studios, classrooms, student practice rooms, a digital music suite, music library/conference room, student/faculty lounges, and auxiliary spaces. The facility houses 27 Steinway pianos. The Conservatory of Music also refers the study of music or music program.

Convocation

Capitalize when referring to Piedmont's opening-day ceremony.

Courses

Capitalize proper names of courses when

used with or without course numbers, but do not capitalize subject names used in a general sense unless a language is included. Capitalize all nouns and adjectives referring to languages, countries, and nationalities.

Courtesy Titles

In running text, Dr. is the only permissible courtesy title and should be used on first reference only. Last names are used on second reference.

Dates

When using a month alone and in running text, spell out. *Convocation is scheduled for September 15.*

When using a month with a date in a list or post, abbreviate. Use a comma after the date when including month, date, and year. Use a comma after the day of the week when including month and date. When a month is used with a specific date in a list, abbreviate Jan., Feb., Aug., Sept., Oct., Nov., and Dec., but not March, April, May, June, and July. *Lessons & Carols, Nov. 23*

Spell out the month when using alone. When a phrase lists only a month and a year, do not separate the year with commas. *August 2020*

Use day of the week when the date is in the future but not if it's in the past. Never abbreviate days of the week.

Use a hyphen for inclusive years. If the years are in the same century, use only the last two digits of the year after the hyphen. Also note that when using a date with a time and/or place, please use time, date, place (TDP) in order. *The game is at 1 p.m., Saturday, August 18, in Demorest.*

R.H. Daniel School of Nursing

The R.H. Daniel School of Nursing was founded in 1999. The college is named for R.H. (Hugh) Daniel who attended Piedmont in the early 1920s. In 1964, Daniel provided a lead gift for the construction of Daniel Hall.

Dean's List, Dean's Scholars

Uppercase when used to refer to Piedmont's Dean's List or Dean's Scholars. Lowercase in all other uses.

Departments and Offices

The official names of departments and offices, including the word "department" or "office" are capitalized. *Piedmont Admissions Office*

Emeritus, Emerita, Emeritae

Emeritus is the singular, masculine form. For references to women, use emerita (singular) or emeritae (plural). Emeriti may serve as the plural for a group composed of men only or both men and women. Emeritus is lowercase in all forms (unless used before a name as a formal title).

Email

Email rather than e-mail.

Headlines

Only the first word and proper nouns are capitalized.

Hyphens, en-dashes, em dashes, and ellipsis

Use a **hyphen** to separate numbers such as Social Security numbers. The hyphen is also used for compound words and compound adjectives before a noun. *full-time student, 24-year career*

Use the **en dash** to connect continuing or spans of numbers, such as dates and times. Do not use any spaces between the words or numbers and the dash. *September–December 2013, 1–3 p.m.*

In narrative text, it is also correct to spell out the meaning of the **en dash** in words. The event will be held from September 2003 to

December 2004; between noon and 3:30 p.m.

The **em dash** is used to indicate a sudden break or pause in a sentence. There should be a space between the words and the dash. *Going home – that was the only thing the soon-to-be graduates cared about.*

Use an **em dash** to add an element that defines or expands on an element mentioned in the sentence. *Piedmont – originally the J.S. Green Collegiate Institute – was founded in 1897.*

Windows

En dash – Press Ctrl + hyphen

Em dash — Press Ctrl + Alt + hyphen

Macs

En dash – Press Option + hyphen

Em dash — Press Shift + Option + hyphen

Use ellipses to show that something—a word or phrase — has been left out of a sentence. All the world is made of faith ... and pixie dust.

Faculty

Faculty can be plural or singular depending on whether the word is used to describe the group as a whole (singular) or to describe its members individually (plural). To avoid confusion, rewrite the sentence to avoid a plural verb or use faculty members.

Fundraiser, Fundraising

One word, not hyphenated, in all instances.

J.S. Green Collegiate Institute

Piedmont University was founded as J.S. Green Collegiate Institute in 1897. The name was changed to Piedmont College in 1903 and to Piedmont University in 2021.

Lessons & Carols

Founded in 1988, the Annual Service of Lessons & Carols is one of the region's most beloved events celebrating the Christmas season. It includes a special program of readings, carols, and choir anthems.

Lifelong

One word.

Mason-Scharfenstein Museum of Art (MSMA)

Dedicated in 2011 and open to the public, the Mason-Scharfenstein Museum of Art (MSMA) is the permanent home for art donated to the college by **Dr. Bill Mason '57** and Bob Scharfenstein, both of Birmingham, Alabama. In addition to the permanent collection, student, faculty, and visiting shows are presented throughout the year.

Mayflower/Shallop/Whale Weathervanes

The Mayflower is the ship that brought the Pilgrims to the New England shore. They and their descendants established the Congregational churches in America. It went on to found more than 200 colleges (Harvard and Yale among them). The Mayflower signifies Piedmont's historical connection to the Congregationalists. The Mayflower Weathervane atop the steeple of the Piedmont Chapel and 187 feet above Central Avenue was first installed in 1970 and became a Demorest and Habersham County landmark. It was handcrafted in New Bedford, Massachusetts. It was replaced in 2019 by an improved replica that was developed by metal artist David Wall, who also created the shallop and whale weathervanes atop the Plymouth and New Bedford residence halls. The original Mayflower weathervane is on display in a terrace garden between the Conservatory of Music and Camp Hall. All of the metal sculptures reflect Piedmont's historical ties to Congregational churches.

James F. Mellichamp

Always use middle initial.

Johnny Mize Museum/Athletic Center

The Johnny Mize Athletic Center houses locker rooms, an indoor walking track, and athletic department offices. It also includes the Johnny Mize Museum, for whom the center is named. "The Big Cat" Mize was a Demorest native who helped win five consecutive World Series titles with the New York Yankees (1949–53). The museum houses baseball memorabilia Mize collected during his career. Completed in 2000, the center includes the 1,200-seat Cave Arena, which is named for former Piedmont Athletic Director Leon O'Neal Cave.

Nonprofit

One word.

Numbers

Spell out numbers zero to nine, except in ages, percentages, and sports scores. Use numerals for 10 and above and for fractions. If beginning a sentence with a number, always spell out. Always use numerals in bulleted lists.

Percent, Percentages

Use the % sign when paired with a numeral, with no space, when used in a list. Spell out when appearing in running text.

Phone Numbers

Use dashes, not periods. 706-628-5555

Pilgrim

The word pilgrim means one who undertakes a pilgrimage or religious journey. It is only capitalized when directly referring to the Pilgrims, the settlers who first came to the New World, later America.

President

Capitalize only if used before a name. *President James F. Mellichamp*

Q&A

Acceptable to use the ampersand. No spaces.

Rankings

Do not use a hyphen when referring to a “top 10” or “top 25” program. The word “top” is not capitalized

in this usage unless it is part of a proper name.

Residence Hall

Preferred instead of dorm or dormitory

Résumé

Use accent marks. Always lowercase.

Room Numbers

Use numerals and capitalize room when used with a figure. *Room 2, Room 211.*

Sentence spacing

Use one space between sentences.

Serial (Oxford) comma

Piedmont University uses the Oxford comma. *Demorest residence halls include Mayflower, New Bedford, and Ipswich.*

Charles and Catherine Sewell Center for Teacher Education

The center houses the Piedmont College

of Education. It was dedicated in 2020 and is named for **Charles Sewell '54**, a former Piedmont Trustee, and his wife, Catherine.

Lillian E. Smith Center

The Lillian E. Smith Center (LES) is an educational center and artist retreat named for social justice activist and author of *Strange Fruit* and *Killers of the Dream*. Smith studied at Piedmont 1915-16. The center is located on the 150-acre property where she lived and worked in Clayton, Georgia. Piedmont acquired the property in 2013.

Swanson Center for Performing Arts & Communications

Built in 2007, the Swanson Center for Performing Arts & Communications houses the 360-seat W. Ray Cleere Mainstage Theater and a multi-purpose Black Box Theater. The building is named for former Piedmont Trustee Kay Swanson and her husband, Dean. Both have been long-time supporters of the university.

Theater vs. theatre

A theater is a building.

Theatre is performed and also refers to an area of study.

Walker College of Business

The college is named in honor of Harry W. Walker, a former Piedmont trustee, benefactor, Yale graduate, and successful Florida businessman.

Web addresses

Use the shortest effective URL (without the www or <http://>) whenever possible.

Piedmont's official URL is piedmont.edu (not www.piedmont.edu). If the URL must break on two lines, break at a slash. Avoid ending a sentence with a URL; rewrite to eliminate the period. Generally, URLs should be in lowercase, but it is acceptable to use sentence case for clarity or branding. *PiedmontLions.com*

Year in School/class year

Do not capitalize the words "freshman," "sophomore," "junior," or "senior" when they refer to the year in which a course is to be taken or to the classification of the student. Also, note that first-year student is may be instead of freshman.

Glossary and other Piedmont names, traditions, and events

CAB – Campus Activities Board

Dope with Lime – A popular podcast hosted by the Lillian E. Smith Center. Add its definition.

The Milk Jug – Nickname for the Loudermilk Field/ Baseball Complex, which opened in 2005 with former Atlanta Braves great Phil Neikro and Steve Bedrosian throwing out ceremonial first pitches. It is named in honor of Charles Loudermilk, a former Piedmont board member who was instrumental in the stadium's construction. Hashtag: #milkjugmagic

Late-night Breakfast – A Piedmont tradition held prior to fall and spring semester exams where faculty and staff prepare and serve breakfast food to students on the Demorest campus.

Lion's Den – A popular gathering space for commuting students located in Daniel Hall.

LionFest – Piedmont's Homecoming, an annual campus gathering and celebration.

OARS – Office of Accessibility, Resources and Services

OAT – Office of Academic Technology

P-Club – The Piedmont University Letter Club was established in 1922 to support athletics.

SAIL – Start, Achieve, Impact, Lead

STAT – Students Today, Alumni Tomorrow

Student Village – Built in 2015, Piedmont Village includes 12 buildings each with four apartments. The Village is also home to underclassmen who are older than 25 years as well as graduate students.

Piedmont Symposium – A daylong event that celebrates Piedmont's commitment to student research and inquiry.

Yonahian Society – A giving society that includes supporters who make an annual gift to Piedmont of \$1,000 or more.

07

Logos

7.1

Iconography

7.2

Logotype overview

7.3

Logotype lockups

7.4

Improper usage

7.5

Seal

7.6

Spirit Mark

7.7

Athens

7.8

Sub-brands

The story of our logo

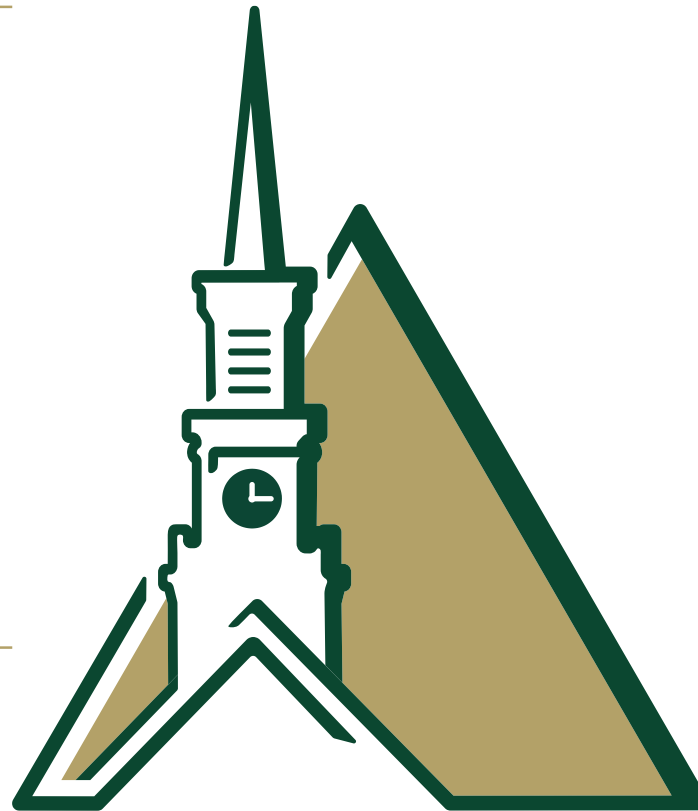
Piedmont's logo was not developed by a consulting firm or agency. It was imagined and conceived by those who know Piedmont best: our faculty, staff, and alumni. It represents our storied past and bright future. While a long-time staff member and alum and an art faculty member committed a great deal of their time to its conception and completion, the creative pathway was collaborative and involved alumni, faculty, staff, and students.

Iconography

explained

THE STEEPLE

Steeple is an iconic architectural feature that invites people the world over to lift their gaze toward the heavens and to dream of worlds beyond themselves. Likewise, Piedmont's steeple invites all who gaze upon it or walk in its shadow to realize their own personal dreams of a world made better through academic achievement, athletic success, and artistic flourishing. Wherever you go in the world you will gaze upon a steeple or two and you will remember with great joy your days at Piedmont.



THE TRIANGLE

The Piedmont Triangle is the cornerstone of our brand. It represents the mountains of Northeast Georgia and the upward trajectory of our institution. The shape's three corners represent the pillars of our brand promise: Personal, Passionate, and Practical.

Logotype overview

primary logo

The logo is the primary identifier for Piedmont and the brand tone of our institution: confident, friendly, and smart.



Logotype overview

triangle logo

The logo is the primary identifier for Piedmont and the brand tone of our institution: confident, friendly, and smart.



Logotype overview

spacing

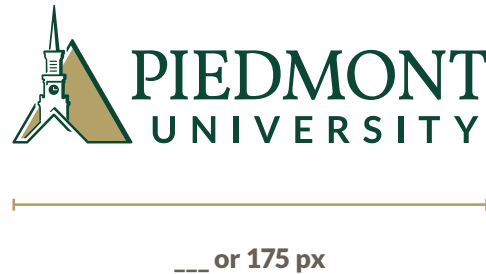
SIZE

To maintain full legibility, never reproduce the Primary logo at widths smaller than 1 inch (for print) or 175 pixels (for screen). There is no maximum size limit, but use discretion when sizing the logo. It should never be the most dominant element on the page, but instead should live comfortably and clearly as an identifying mark.

These minimum size guidelines apply only to the Piedmont logo without a college or school lockup.

CLEAR SPACE

To ensure that clear space is maintained around the logo for legibility and prominence, photos, text, and graphic elements must follow the guidelines illustrated here. Use the steeple icon as a measuring tool to help maintain clearance.



Logotype overview color

PRIMARY LOGO

The primary colors for our logo are Piedmont Green (Pantone® 3435) and Yonahian Gold (Pantone® 4515). It is intended to be used on lighter backgrounds and images in order to maintain legibility. Avoid busy backgrounds.

The white logo should appear on dark backgrounds.

The Lion Gold version of the logo is best used for branded gear and special projects.

These are the acceptable color variations for the Piedmont University primary logo, no other color variations should be used without express permission.

TERMINOLOGY

Knocked out—white logo on dark background



Logotype overview color

TRIANGLE LOGO

This version of the university logo is to be reserved for uses where a centered logo is most appropriate, such as branded gear, folders, portfolios, etc.



Logotype overview

text only

TEXT ONLY

The text-only logo can be used in limited situations where the icon would be too busy, such as embossed portfolios. It can appear in white on a dark background, Piedmont green on a light background, or black in black-and-white and grayscale scenarios only.



Logotype overview

limited use

LIMITED USAGE

The icon and triangle logos can appear in black for black-and-white and grayscale scenarios only.

The knocked out or inverse icon logo should be used for dark backgrounds, and does not include Yonahian Gold.

LIMITED USAGE

The primary and triangle logo in Lion Gold is for limited use, mainly for the purpose of merchandise.

These logo files are not available on our branding site and require permission for use.

**Some entities associated with Piedmont University may obtain use of this logo file for branded items with special permission.*



Logotype overview

limited use

LIMITED USAGE

The text-only horizontal logo can only be used in limited situations, such as small branded items, or in combination with partnership, college, school, and department logos. It can appear in white on a dark background, Piedmont green on a light background, and black only in grayscale scenarios.

This logo can only be obtained for use by request from the **Department of Marketing & Communications**, and a draft must be reviewed prior to completion.

PIEDMONT UNIVERSITY

PIEDMONT UNIVERSITY

PIEDMONT UNIVERSITY

PIEDMONT UNIVERSITY

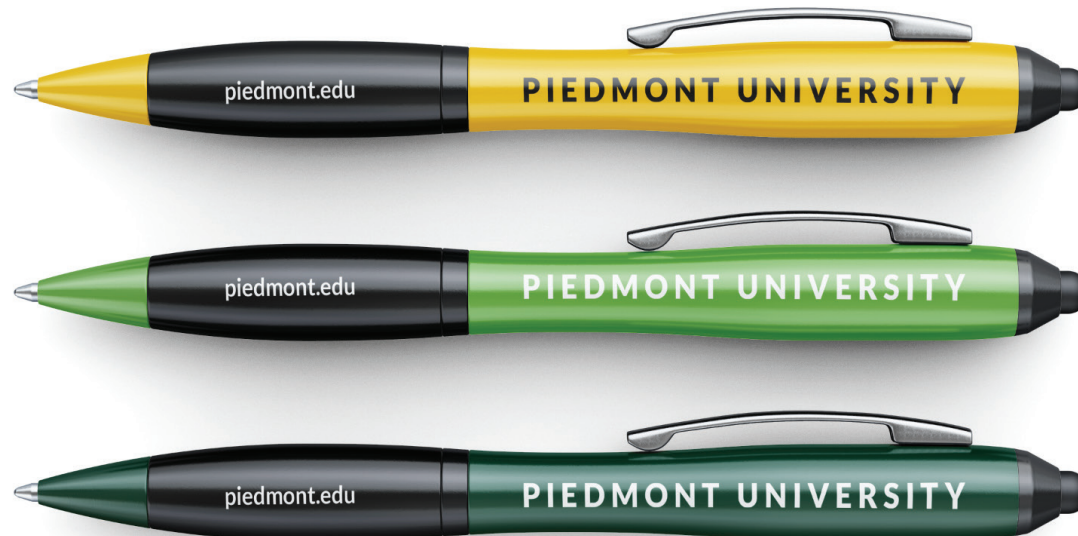
Logotype overview

limited use

LIMITED USE APPLIED

The text-only horizontal logo can only be used in limited situations, such as small branded items, or in combination with partnership, college, school, and department logos. It can appear in white on a dark background, Piedmont green on a light background, and black only in grayscale scenarios.

This logo can only be obtained for use by request from the **Department of Marketing & Communications**, and a draft must be reviewed prior to completion.



Logotype lockups

Variations of lockups should only be generated by and obtained from the **Department of Marketing & Communications**.

Visit piedmont.canto.com/g/brand to download your lockups.

To order new lockup logos for your department or program, visit piedmont.edu/communications.

TERMINOLOGY

Lockup—Variations of the university logo paired with the name of a college, school, department, or other entities within the Piedmont community.



Logotype

external lockups

External lockups are to be used for external marketing materials and letterhead.

Variations of lockups should only be generated by and obtained from the **Department of Marketing & Communications**.

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To order new lockup logos for your department or program, visit piedmont.edu/communications.

TERMINOLOGY

Lockup—Variations of the university logo paired with the name of a college, school, department, or other entities within the Piedmont community.

Ext



COLLEGE OF
NURSING &
HEALTH SCIENCES



WALKER COLLEGE
OF BUSINESS



COLLEGE OF
ARTS & SCIENCES



COLLEGE OF
EDUCATION

Logotype

internal lockups

COLLEGES

Internal lockups are to be used internally, or where it's effective to have the name of the college, school, department, or program larger than the name of the university.

These are the four variations of Type 1 of the internal lockups. Type 1 are the variations for the four colleges of Piedmont University.

Visit piedmont.canto.com/g/brand to download your lockups.

To order new lockup logos for your department or program, visit piedmont.edu/communications.

1a



1b



1c

HARRY W. WALKER
COLLEGE *of* BUSINESS
PIEDMONT UNIVERSITY

1d

HARRY W. WALKER
COLLEGE *of* BUSINESS
PIEDMONT UNIVERSITY

Logotype

internal lockups

SCHOOLS & DEPARTMENTS

These are the four variations for the Type 2 school lockup. This lockup version includes the name of the school and the name of the university, with or without the icon.

Visit piedmont.canto.com/g/brand to download your lockups.

To order new lockup logos for your department or program, visit piedmont.edu/communications.

2a



2b



2c



2d



Logotype

internal lockups

SCHOOLS & DEPARTMENTS EXTENDED

These are the four variations for the Type 3 school lockups. This lockup version includes the name of the college, school, and university with or without the icon.

These variations can also be applied to departments. This version would include the name of the school, the department, and the university name, with or without the icon.

Visit piedmont.canto.com/g/brand to download your lockups.

To order new lockup logos for your department or program, visit piedmont.edu/communications.

3a



3b



3c



3d



Logotype

improper usage

Why it matters

Maintaining brand integrity means representing Piedmont in a clear, concise, and consistent way. Why does it matter? Think about the branding of your favorite college football team. Would you make the bulldog orange? Would you recognize your favorite soda if it was suddenly purple instead of red? Would you change the stripes in the United States Flag to gold? Would you change the spelling of your name, or pronounce it differently? Our brand is who we are as an institution. It builds pride and recognition. It shows the world that we know who we are. And it will take all of us working together to promote and protect it.



DON'T USE ARCHIVED FONTS OR LOGO ELEMENTS IN THE LOGO.



DON'T ADD ANY ARCHIVED ELEMENTS TO THE LOGO.



DON'T USE COLORS OTHER THAN THOSE SPECIFIED IN THIS DOCUMENT.



DON'T ADD ANY EXTRA ELEMENTS TO THE IDENTITY OR COMBINE THE SPIRIT LION WITH THE ACADEMIC LOGO.



DON'T ALTER THE PLACEMENT OR SCALE OF THE ELEMENTS.



DON'T USE DROP SHADOWS, STROKES, OUTER GLOW, EMBOSS, OR OTHER VISUAL EFFECTS.



DON'T SCALE OR ALTER THE TRANSPARENCY OF THE LOGO.



DON'T SKEW OR BEND THE IDENTITY IN ANY WAY.



DON'T CROP THE LOGO.

Logotype improper usage



DON'T ROTATE THE LOGO.



DON'T STRETCH, CONDENSE, OR
CHANGE THE DIMENSIONS OF THE LOGO.



DON'T ADD COLORS TO INDIVIDUAL
ELEMENTS OF THE LOGO.



DON'T REPLACE OR ALTER FONTS
IN THE LOGO.



DON'T REPLACE OR ALTER FONTS ON
THE TEXT-ONLY VERSION OF THE LOGO
WITHOUT SPECIAL APPROVAL.*



DON'T ADD AN OUTLINE TO THE LOGO.



DON'T DECONSTRUCT, RECONSTRUCT, OR
CREATE NEW VARIATIONS OF THE LOGO.

Some entities associated with Piedmont University may obtain permission to create collegiate style adaptations to our text-only logo through approval from the **Department of Marketing & Communications.*

Logotype improper usage



DON'T MANUALLY TYPE THE LOGO.
ALWAYS USE THE LOGO FILE.



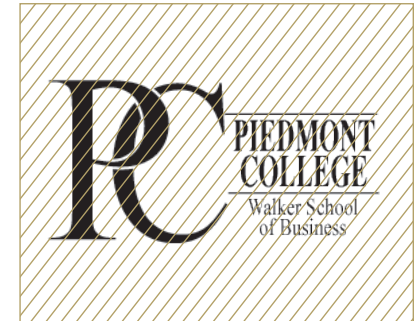
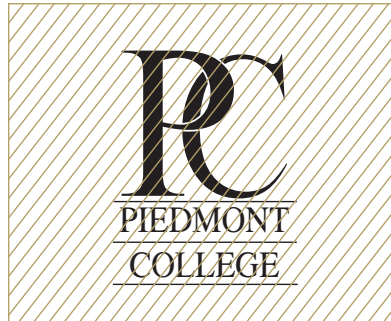
DON'T ARCH OR WARP THE LOGO.



DON'T ARRANGE THE ICON LOGO
VERTICALLY IN ANY DIRECTION (THE TEXT-
ONLY LOGO **CAN** BE PRESENTED VERTICALLY
AND SPECIAL VARIATIONS CAN BE CREATED
FOR VERTICAL BANNERS THROUGH THE
ASSISTANCE OF THE DEPARTMENT OF
MARKETING & COMMUNICATIONS).

Logotype archived logos

These logos and wordmarks are no longer in use. If you find any materials or items with these logos, please discard them if they are not being used for archival purposes.



Brand deadlines

All items and materials containing Piedmont College branding, including the PC, interlocking PC, and Mayflower ship, must be disposed of or properly archived by September 30, 2021.

Logotype

archived fonts

Goudy Old Style and Myriad Pro are part of our former brand elements and should not be used in any capacity for Piedmont University marketing or internal materials. (See [page 87](#) for typography).



Logotype

seal

The Piedmont University seal is an important part of our heritage. Our seal is reserved for use on our most official communications. It may also be used on other communications to formally designate that the document or digital message is an official Piedmont communication. It may be used for other purposes only with the permission of the **Office of The President**.

Note

The Piedmont University seal should never be locked up with the Piedmont logo or used in the place of the logo, and should not be modified in any way. The versions of the Piedmont seal shown at right are the only versions permitted for future use.



Logotype

spirit mark



Primary colors

The Piedmont Lion can appear in Piedmont Green, Piedmont Green with black or Yonahian Gold, or in white on a dark background. The Lion should never appear in any other colors. Piedmont Athletics and Piedmont University brands share our two heritage colors:



PIEDMONT GREEN
PANTONE® 3435



YONAHIAN GOLD
PANTONE® 4515

Academic vs. athletic

The standard Piedmont University logo is the academic expression of our brand and is used by colleges, schools, and departments in official communications. The lion head should never replace the triangle icon in the academic university triangle logo.

Spirit mark: the Piedmont Lion

The spirit mark for Piedmont University and Piedmont Athletics is the official Piedmont Lion, shown at left. The Lion is the social expression of Piedmont and is used by Piedmont Athletics, alumni organizations, student organizations, and licensed products. Piedmont Athletics uses a family of marks for its brand. Within the Piedmont Athletics brand, the Lion is used as the primary mark. The Piedmont Lion should not be used in place of the academic mark.

We know that the Lion is a cherished symbol of Piedmont. Our recommendation is to use the standard Piedmont University logo in academic contexts and the Lion in athletic contexts, student groups and clubs, and casual communication. It should remain clear that the preferred identity of the university is the standard Piedmont University logo.

For questions or requests regarding Athletic branding, logos, and assets, contact the Athletic Department.

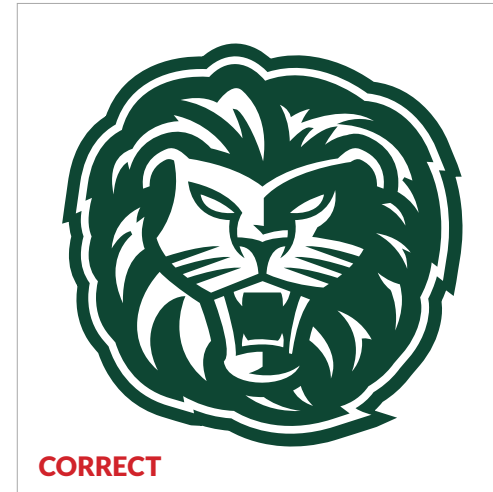
Logotype

spirit mark

improper usage

The Piedmont Lion spirit mark should always appear as pictured in the two top images. A separate file labeled “inverse” is available for the white on dark background version of the spirit mark. A white version of the spirit mark should never be created by simply inverting the green on white version, or it will result in a distortion of the lion’s face, as seen in the bottom two images. To preserve the quality of our spirit mark, please help keep Leo’s face intact.

If you need assistance with your project mockups, identifying the proper spirit mark, or would like a review of your proof, contact the **Department of Marketing & Communications**.



Logotype

Athens campus

ATHENS

The Athens logo incorporates the Piedmont triangle without the steeple, which is located only in Demorest.

All of the improper usages rules that apply to the Piedmont University primary logo will apply to the Athens campus logo.

If you need assistance with your project mockups, identifying the proper mark, or would like a review of your proof, contact the **Department of Marketing & Communications**.



Logotype

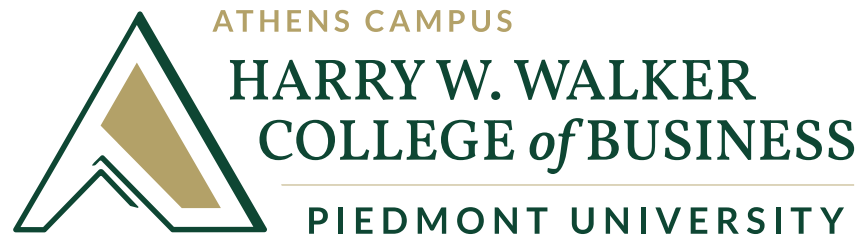
Athens campus

lockups

Variations of lockups should only be generated by and obtained from the **Department of Marketing & Communications**.

Visit piedmont.canto.com/g/brand to download your lockups.

To order new lockup logos for your department or program, visit piedmont.edu/communications.



TERMINOLOGY

Lockup—Variations of the university logo paired with the name of a college, school, department, or other entities within the Piedmont community.

Logotype

sub-brands

programs & events

The design of additional logos for university entities is reserved for special campus events, special programs, community-facing organizations, and special circumstances. For these wordmarks, the University horizontal special usage logo should be used either above or below the event/organization wordmark.

To request consideration for a special wordmark, contact the **Department of Marketing & Communications**.

PIEDMONT UNIVERSITY



START. ACHIEVE. IMPACT. LEAD.

PIEDMONT UNIVERSITY

Logotype sub-brands

125th Anniversary

This is the official stamp commemorating the 125th anniversary of Piedmont. This stamp can be used in tandem with our university logo from throughout the 2021-22 academic year. The stamp can be used on any marketing material or mediums seeking to promote the birthday of our institution—so anything!

The 125th stamp should appear on the same page or panel appropriately spaced, but never locked up with the Piedmont logo (see [page 75](#) for example.)



Logotype

sub-brands

Mason-Scharfenstein Museum of Art

The design of additional logos for university entities is reserved for special campus events, special programs, community-facing organizations, and special circumstances. For these wordmarks, the University horizontal special usage logo should be used either above or below the event or organization wordmark.

The horizontal University logo should be 1/3 to 1/4 percentage in size of the event or organization wordmark.

To request consideration for a special wordmark, contact the **Department of Marketing & Communications**.



Logotype

sub-brands

Lillian E. Smith

The design of additional logos for university entities is reserved for special campus events, special programs, community-facing organizations, and special circumstances. For these wordmarks, the University horizontal special usage logo should be used either above or below the event/organization wordmark.

The horizontal University logo should be 1/3 to 1/4 percentage in size of the event or organization wordmark.

To request consideration for a special wordmark, contact the **Department of Marketing & Communications**.



08

Color

9.1

Primary colors

9.2

Secondary colors

9.3

Color applied

The power of color

Beyond our logo, color is the most recognizable aspect of our brand identity. The Piedmont green and gold remain as solid as our institution and represent our history. Additional colors were selected to expand our color palette and design options, representing our vibrant future. Each color has been given a name that reflects our community and region. Using color appropriately is one of the easiest ways to make sure our materials reflect a cohesive Piedmont image and visual story. Color, when used strategically, can instill pride and inspire action. It can create a sense of consistency, professionalism, and community. Sharing this pride in our colors tells the world that we know who we are and we are excited about it.

Primary colors traditional

Our primary colors are Piedmont Green and Yonahian Gold. They represent Piedmont at the highest level, remind of us of our history, and connect us with the prominent colors of our region.

Piedmont Green should be present and dominant in all marketing materials.

Yonahian Gold is the second most dominant color. It should be present as the secondary color in formal marketing materials. It should never be the dominant color.

Piedmont Green

PANTONE[®] 3435

C | 92 **M** | 1 **Y** | 100 **K** | 70
R | 20 **G** | 72 **B** | 52
WEB HEX | #144734

HEADLINES | SUBHEADS | LEAD-INS | PULL QUOTES | BODY COPY | BACKGROUND

Yonahian Gold

PANTONE[®] 4515

C | 27 **M** | 23 **Y** | 64 **K** | 05
R | 181 **G** | 162 **B** | 104
WEB HEX | #B5A268

HEADLINES | SUBHEADS | LEAD-INS | PULL QUOTES | REVERSED TYPE

Secondary colors neutral

Our secondary neutral colors are available for casual design. They can be used as accents to Piedmont Green in marketing materials where more color options are appropriate.

Peat Black

PANTONE® 412

C | 63 **M** | 65 **Y** | 65 **K** | 62
R | 56 **G** | 47 **B** | 45
WEB HEX | #382F2D

HEADLINES | SUBHEADS | LEAD-INS | PULL QUOTES
 BODY COPY | CALLOUTS | CAPTIONS

Wetlands Gray

PANTONE® 405

C | 56 **M** | 53 **Y** | 59 **K** | 25
R | 104 **G** | 97 **B** | 88
WEB HEX | #686158

HEADLINES | SUBHEADS | LEAD-INS | PULL QUOTES
 BODY COPY | CALLOUTS | CAPTIONS | REVERSED TYPE

Tin Roof

PANTONE® COOL GRAY 5

C | 36 **M** | 29 **Y** | 29 **K** | 0
R | 168 **G** | 168 **B** | 169
WEB HEX | #A8A8A9

SUBHEADS | LEAD-INS | PULL QUOTES
 REVERSED TYPE | BACKGROUND

Moss Light

PANTONE® 559

C | 33 **M** | 10 **Y** | 29 **K** | 0
R | 174 **G** | 200 **B** | 184
WEB HEX | #AEC8B8

ACCENT | BACKGROUND | REVERSED TYPE

Storm Siren

PANTONE® 7545

C | 78 **M** | 60 **Y** | 44 **K** | 25
R | 65 **G** | 83 **B** | 100
WEB HEX | #415364

HEADLINES | SUBHEADS | LEAD-INS | PULL QUOTES
 BODY COPY | CALLOUTS | CAPTIONS | BACKGROUND

Secondary colors brights

Our secondary bright colors are available for casual design. They are well-suited to student projects, event materials and projects that require pop, and they provide the color palette for Piedmont U spirit branding. Brights can be used as accents to Piedmont Green in marketing materials where more color options are appropriate.

Azalea

PANTONE ® 254

C | 45 M | 99 Y | 0 K | 0
R | 157 G | 29 B | 150
WEB HEX | #9D1D96

BACKGROUND | ACCENT

Demorest Sky

PANTONE ® 2925

C | 77 M | 25 Y | 0 K | 0
R | 0 G | 154 B | 222
WEB HEX | #009ADE

BACKGROUND | ACCENT

Spirit Green

PANTONE ® 7489

C | 62 M | 14 Y | 91 K | 1
R | 113 G | 168 B | 80
WEB HEX | #71A850

SUBHEADS | LEAD-INS | PULL QUOTES | ACCENT
BODY COPY | CALLOUTS | CAPTIONS | REVERSED TYPE

Lion Gold

PANTONE ® 7406

C | 6 M | 22 Y | 100 K | 0
R | 243 G | 195 B | 0
WEB HEX | #F3C300

SUBHEADS | LEAD-INS | PULL QUOTES | REVERSED TYPE

Plumeria

PANTONE ® 7416

C | 3 M | 73 Y | 70 K | 0
R | 234 G | 104 B | 82
WEB HEX | #EA6852

PULL QUOTES | BACKGROUND | ACCENT

Color applied

With our expanded color palette, there are myriad ways to utilize our colors to maximize our brand.

For assistance with creating a color palette for your project, contact the **Department of Marketing & Communications**.



Color applied shirts & gear

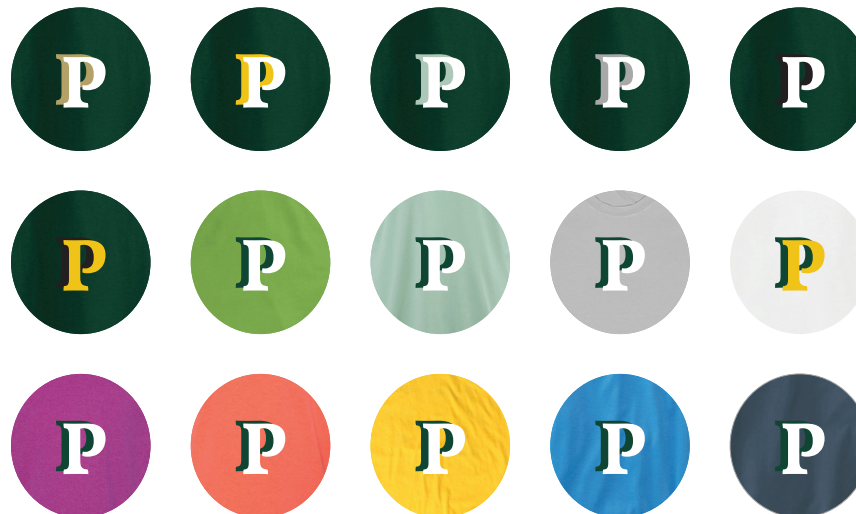
Here are some sample color pairings for shirt design. The Piedmont logo should always appear in Piedmont Green and Yonahian Gold on a light background, or white on a dark background. It can also appear in Lion Gold on a dark background for branded gear.

Two color designs should always include Piedmont Green either as the shirt color or as a second ink color.

1 Color design



2 Color design



09

Typography

9.1

Character sets

Fonts for all

The search for the perfect fonts to represent our institution was both an exciting and arduous task. We sought to find something sophisticated and approachable, modern yet timeless and familiar, and bold while still remaining comfortable. We also wanted to provide options that allow for creativity. Selecting Open Source Google Fonts means easy accessibility for everyone and a recognizable standard of quality.

Our fonts should already be installed on your Piedmont computer. They can also be downloaded at piedmont.canto.com/g/brand or at fonts.google.com. For assistance with downloading fonts, please submit a help ticket through ITS.

Typography

character sets

Vollkorn

Vollkorn came into being as the first typeface design by Friedrich Althausen, first published in 2005 under a Creative Commons license.

It intends to be a quiet, modest, and high quality text face. Unlike many text typefaces from the Renaissance period until now, it has dark and bold serifs and a bouncing and healthy look. It might be used in body copy, or just as well for headlines and titles. »Vollkorn« (pronounced »Follkorn«) is German for »wholemeal« which refers to the old term »Brotschrift«. —Google Fonts

Piedmont

Aa Aa Aa Aa Aa Aa

Aa Aa Aa Aa Aa Aa

Regular

Medium

Semi-bold

Bold

Extra-bold

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Typography

character sets

Lato

Lato is a sans serif typeface family started in 2010 by Warsaw-based designer Łukasz Dziedzic (“Lato” means “Summer” in Polish).

The designer uses classical proportions to give the letterforms familiar harmony and elegance. The semi-rounded details of the letters give Lato a feeling of warmth, while the strong structure provides stability and seriousness. Neutral in its appeal, it is serious yet friendly. “With the feeling of the Summer,” says Łukasz. Learn more at www.latofonts.com.

Piedmont

Aa Aa Aa Aa Aa

Aa Aa Aa Aa Aa

Hairline

Light

Regular

Bold

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

10

Stationery

10.1

Stationery

10.2

Name tags

Stationery

business card

To order business cards, visit
piedmont.edu/communications.



Stationery

letterhead

The university stationery should be used in all forms of formal and letter communications.

Digital letterhead files should be used when a digital letter is needed, and should not be used for printing in-house.

The font size should be 10pt Lato regular.

Fonts and digital stationery for your department can be downloaded at piedmont.canto.com/g/brand.

To order printed stationery, visit piedmont.edu/communications.



Dear Recipient
Piedmont University
1021 Central Avenue
Demorest, GA 30535

Dear Ms. Name,

Usam sin nistiam quam la voluptatin es dit, sequi doles eum vel magnissi aut velestem. Neque vendita dolor ania velecae sunt labo. Buscia nimoluptae non re peliatus di si suntem aut magnatur? Ur andae nimusanda presedi gnimus deliquos volum voluptatecti quae sequis et alit, ipsuntum es serores quos ius moleni beaquam, nobis resequi iundendis non ra nulpae voluptatem res id qui omnimi, seque nectae plitia volorro quatusdae num quo expe conest quunt doluptat latis mi, sae qui offictistis porum facea si cullam aut pelicillupta conestesed et estis res doluptas que nonsenisci beratia suntemo lectem am, acestiosant, oditis vendus ut quist poribus, quateca ererum int volorb usciento molupit omnihil lorestio quam nis ad mintiumqui cullandia quamustia qui officitatet ipsum et mod min nestemperae quassun turepratur, sequibus, natis magnihi liquis res expliquam, sit et dolo offic totatur.

Ga. Ratiam, toremol orendit quod quas maximen ihiligenim iusanimi, alita corae cor adigenihitis ex et quam denihit denistiatas debita ipienitat. Natios etur? Quiasperum sit, quatum, quid et adit quia quae. Nam volo et voloratum ipsam harum nem aut aut voluptatur aute nam et essin non nensend iatessumqui blaciis imolores acaped ut evelloriti cuptaquis essuntia valorisquis estrum sim unt ut ut untia voluptatum earum quidiata quas quosam exerfer spindam fuga. Ulliatis es molorup taquae quia dellestiis magni denis doluptatem sinusam ererum quiatquodis mo invel iduntus eresed molectiur?

Sincerely,

John Doe
Director of Very Big Projects

LATO REGULAR 10PT

Stationery

letterhead

125th Anniversary

The university stationery should be used in all forms of formal and letter communications.

The 125th logo can be applied to stationery to celebrate our anniversary from throughout the 2021-22 academic year.

To order printed stationery, visit piedmont.edu/communications.



PLACEMENT OF
125TH LOGO

Stationery

Athens

letterhead

The university stationery should be used in all forms of formal and letter communications.

Digital letterhead files should be used when a digital letter is needed, and should not be used for printing in-house.

The font size should be 10pt Lato regular.

Fonts and digital stationery for your department can be downloaded at piedmont.canto.com/g/brand.

To order printed stationery, visit piedmont.edu/communications.



Dear Recipient
Piedmont University
595 Prince Avenue
Athens, GA 30601

Dear Ms. Name,

Usam sin nistiam quam la voluptatin es dit, sequi doles eum vel magnissi aut velestem. Neque vendita dolor ania velecae sunt labo. Buscia nimoluptae non re peliatus di si suntem aut magnatur? Ur andae nimusanda presedi gnimus deliquos volum voluptatecti quae sequis et alit, ipsuntum es serores quos ius moleni beaquam, nobis resequi iundendis non ra nulpae voluptatem res id qui omnimi, seque nectae plitia volorro quatusdae num quo expe conest quunt doluptat latis mi, sae qui offictistis porum facea si cullam aut pelicillupta conestesed et estis res doluptas que nonsenisci beratia suntemo lectem am, acestiosant, oditis vendus ut quist poribus, quateca ererum int volorib usciento molupit omnihil lorestio quam nis ad mintiumqui cullandia quamustia qui officitatet ipsum et mod min nestemperae quassun turepratur, sequibus, natis magnihi liquis res expliquam, sit et dolo offic totatur.

Ga. Ratiam, toremol orendit quod quas maximen ihiligenim iusanimi, alita corae cor adigenihitis ex et quam denihit denistiatas debitaepipienitat. Natios etur? Quiasperum sit, quatum, quid et adit quia quae. Nam volo et voloratum ipsam harum nem aut aut voluptatur aute nam et essin non nonsend iatessumqui blaciis imolores acaped ut evelloriti cuptaquis essuntia valorisquis estrum sim unt ut ut untia voluptatum earum quidiata quas quosam exerfer splendat fuga. Ulliatis es molorup taquae quia dellestis magni denis doluptatem sinusam ererum quiatquodis mo invel iduntus eresed molectiur?

Sincerely,

John Doe
Director of Very Big Projects

LATO REGULAR 10PT

Stationery envelopes

The university stationery should be used in all forms of formal and letter communications.

Digital letterhead files should be used when a digital letter is needed, and should not be used for printing in-house.

The font size should be 10pt Lato regular.

Fonts and digital stationery for your department can be downloaded at **piedmont.canto.com/g/brand**.

To order printed stationery, visit **piedmont.edu/communications**.

PIEDMONT UNIVERSITY
Office of the President
PO Box 10
Demorest GA 30535

Stationery

name tags

The order form for name tags and face plates can be found on **page 104**.



11

Graphic elements

11.1
Graphic elements

11.2
Piedmont U

Graphics toolkit

Our graphic elements reflect and reinforce the symbolism of our logo's icon, the Piedmont Promise, and the balance of a well-rounded liberal arts education at Piedmont University. These elements are familiar, versatile, and representative.

Graphic Elements

icon triangle

Designed by a student marketing intern, the icon triangle, or “the tent” can be used in infinite ways to enhance both formal and casual design.

This icon should never be used in place of the Piedmont University logo. It should never be used to make additional logos. It is to be used as a graphic element only.

This graphic can be downloaded at piedmont.canto.com/g/brand.



Graphic Elements

icon triangle

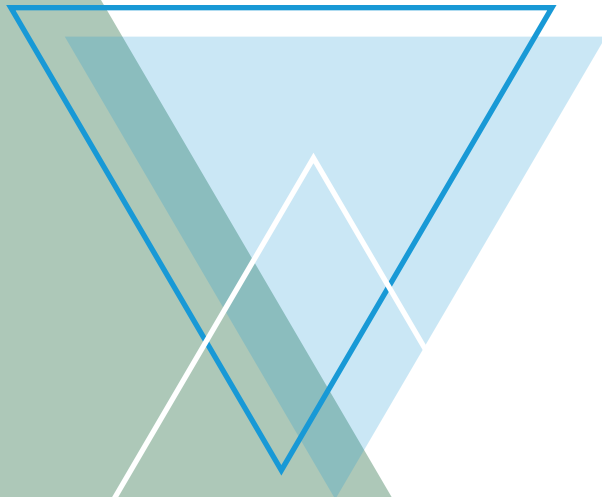
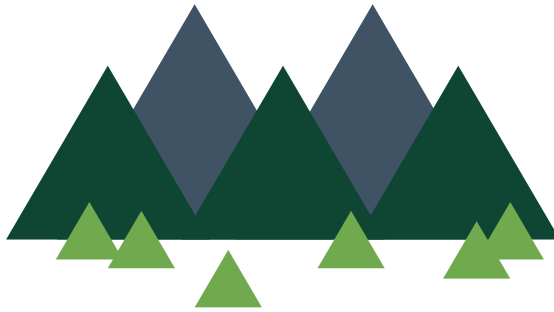
The element can be outlined, flipped, overlayed, image-filled, and can exist in any of our primary or secondary colors.



Graphic Elements

triangle patterns

The solid triangle can be used in a variety of patterns for texture to enhance both casual and formal design. The triangle and triangle patterns should only be used with our primary or secondary color palettes for any Piedmont marketing materials.



Spirit brand: Piedmont U

“Piedmont U” is the preferred nickname of Piedmont University, and is designed to give design agencies, the bookstore, and student clubs & groups a toolkit of colors, fonts, and design elements to be creative while still maintaining the Piedmont look and feel.

Spirit Brand

Piedmont U

Piedmont U should never replace the standard Piedmont University logo in marketing materials. Piedmont U can, however, be the dominating design factor for internal branded gear, student projects, events, clubs, and activities.

Piedmont U should only appear in Admissions recruitment marketing in tandem with the standard Piedmont University logo.

Piedmont U design elements can use any of the colors in our palette, but “Piedmont” should always be presented in Piedmont Green, white, or Lion Gold on a dark background, and Piedmont Green should be prevalent.

Piedmont U designs should only use elements, fonts, and colors presented in this brand guide.

For questions regarding Piedmont U branding, please contact the **Department of Marketing & Communications**.

PIEDMONT 

Piedmont 

Piedmont


  **Piedmont** 

Spirit brand Piedmont U applied



12

Resources

12.1

**Social media &
app avatars**

12.2

Email signatures

12.3

Canto

12.4

**Resources &
requests**

Social media & apps avatars

To unify our brand throughout social media and app platforms, we've developed these assets to help you update your accounts. All social media apps should use the branded avatars for profile and banner images.

To access your avatar, visit piedmont.canto.com/g/brand.

To request a new avatar, open a social media account, or review our social media policy, please visit the **Department of Marketing & Communications** online at piedmont.edu/communications.



Email signature

The Piedmont email signature has been standardized and is required for your Piedmont email. To access your signature, visit piedmont.edu/communications.



Your Name
Your Title
Office/Dept. or Unit Name
Piedmont University
Office (909) 537-5000
Cell (909) 537-5000
YourEmail@piedmont.edu
piedmont.edu



Your Name
Your Title
Office/Dept. or Unit Name
Piedmont University
Office (909) 537-5000
Cell (909) 537-5000
YourEmail@piedmont.edu
piedmont.edu



Your Name
Your Title
Office/Dept. or Unit Name
Piedmont University
Office (909) 537-5000
Cell (909) 537-5000
YourEmail@piedmont.edu
piedmont.edu



Your Name
Your Title
Office/Dept. or Unit Name
Piedmont University
Office (909) 537-5000
Cell (909) 537-5000
YourEmail@piedmont.edu
piedmont.edu



Your Name
Your Title
Office/Dept. or Unit Name
Piedmont University
Office (909) 537-5000
Cell (909) 537-5000
YourEmail@piedmont.edu
piedmont.edu

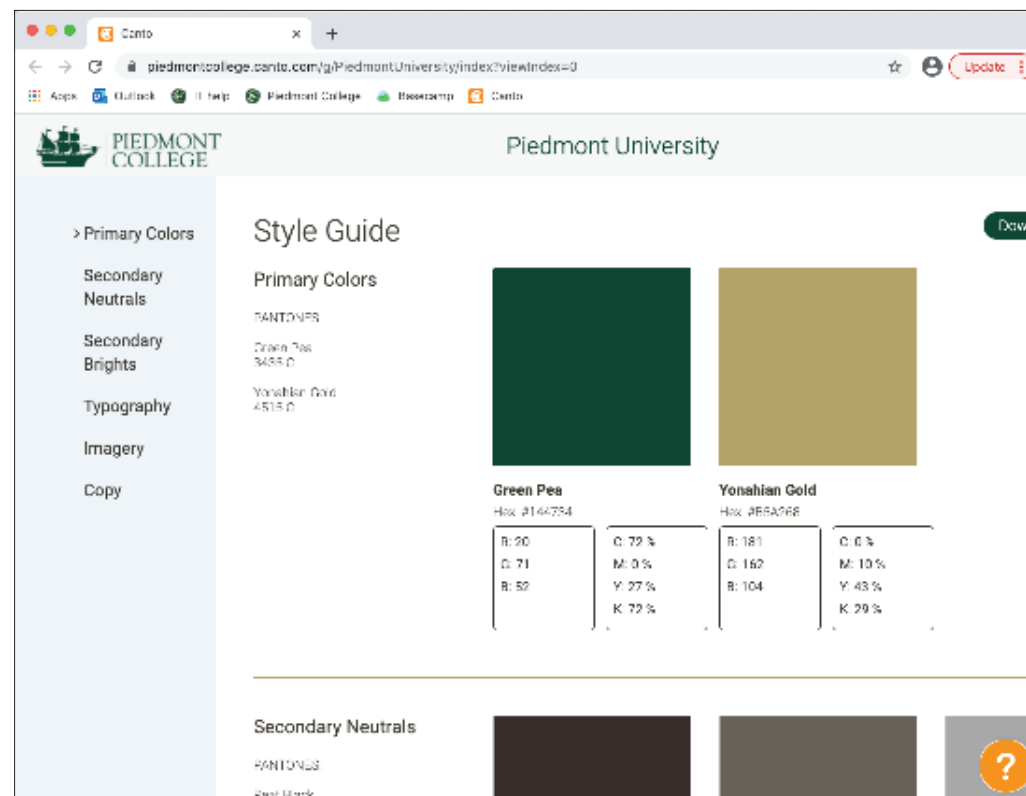
Digital assets

Canto

Canto is the digital asset management system that we use at Piedmont. Here, you can access and download all of our brand elements, including this guide, logos, fonts, and stationery.

To access the brand page, visit piedmont.canto.com/g/brand.

This is also where we house all of our images for the campus. If you need access to our campus images, please contact the **Department of Marketing & Communications**.



Resources & requests

To access these resources, visit the **Department of Marketing & Communications** online at piedmont.edu/communications.

Publications

- Print requests
- Design requests

Marketing Plan

- Complete marketing plan for a new program or event

Social Media Account

- Request for new social media account
- Review social media policy

Photography

- Event
- Program promotion
- Document changes for archives
- Headshots & group shots
- Editorial

Email Signatures

Stationary requests

- Letterhead
- Second sheet letterhead paper
- Business cards
- Envelopes
- Notecards
- Notepads

Name tag & desk plate requests

Canto brand portal

- Brand guide
- Logos
- Fonts
- Colors
- Program wordmarks
- Digital letterhead
- DST embroidery files
- Zoom backgrounds
- Social media avatars
- PPT Templates (available June 1)

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**Thank
you**

Acknowledgements

This branding and style guide is the result of three years of work.

It began in Fall 2018 when a dozen faculty, staff, and students gathered to consider some important questions. What is Piedmont's story? What makes us special and different? And how do we communicate those differences in a cluttered, noisy landscape?

We reviewed brand articulations of many colleges and universities. Some inspired us. Many did not.

We conducted surveys and held focus groups. Working together, the group coalesced around core message points that ultimately evolved into our brand namesake: The Piedmont Promise.

Throughout 2019 and 2020, the committee developed a plan to creatively imagine how the Promise could be represented on our

communications platforms. And they developed a plan to unite the campus community and our alumni behind these shared messages.

On the visual front, much of the heavy lifting was borne by Regina McCormick '08, our long-time designer and director of marketing, recruitment, and retention, and Tyler Mann, associate professor of art, graphic design, and photography. Working together — and oftentimes late into the night and on weekends — they developed our logos, graphic elements, and guidelines, aligning them with our brand promise and messages.

In every way, this was a herculean project. And we did it the Piedmont Family way. Everyone pitched in.

There were many, many hands at the oar. Listed are some who put their back and creative energy into this project.

John Roberts,
Associate Vice President, Marketing and Communications

Contributions

James F. Mellichamp
President

Marketing & Communications

John Roberts
Assistant Vice President of Marketing & Communications, Editor

Regina McCormick '08
Director of Marketing, Recruitment & Retention, lead designer

Tyler Mann
Assistant Professor Graphic Design & Photography, co-designer

Terrie Ellerbee '95
Admissions & Parent Communications Specialist, Assistant Editor

Adam Martin
Project Manager

Jenna Wendel '21
Digital Media Student Assistant, research & design

Contributing writer

Rev. Tim Garvin-Leighton
Campus Minister

Photography
5 Degrees Branding
Kasey Brookshire
Campus photographer

Communications Committee

Lisa Black MA '01, EdS '07
Kim Crawford
Katie Deal '02
Terrie Ellerbee '95

Pam Fountain
Jeremy Fouts
Kenyon Gannon
Tim Garvin Leighton
Wally Hinson
Mark Jestel
Tyler Mann
Adam Martin
Regina McCormick '08
Jim Peebles
Danielle Percival
Cindy Peterson
Betty Rogers
Margaret Ryder
Melissa Tingle
Susanna Warnock
Jenna Wendel '21

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