



PATRICK
HENRY
COLLEGE

Brand Style Guide 2016



Patrick Henry College

> Mission

The Mission of Patrick Henry College is to prepare Christian men and women who will lead our nation and shape our culture with timeless biblical values and fidelity to the spirit of the American founding. Educating students

according to a classical liberal arts curriculum and training them with apprenticeship methodology, the College provides academically excellent baccalaureate level higher education with a biblical worldview.

> Motto *For Christ and for Liberty*

Alt tag lines:

- In Culture for Christ
- Shape your culture for Christ
- Love God, Love Life, Love Learning
- Education for truth. Truth for leadership. All for Christ.

Contents

03 Patrick Henry College Logo
04 Elevator Pitch
05 Best Practices for using the Identity
06 Logo Variations
07 Using the College Identity
08 How not to use the PHC College Identity
09 Primary Color Pallette

10 Secondary Color Pallette
11 PHC Seal
12 Typography - Serif
13 Typography - Sans-Serif
14 Teen Camps



PATRICK HENRY COLLEGE

About the Patrick Henry College Logo

The English translation of the Latin script written on the pages of the book: "For Christ and For Liberty."

People who are to be free must be given an education that equips them for freedom. "Liberal" education, for the founders, was essential for "liberty." The liberal arts stress content, the imitation of excellence, the pursuit of knowledge that is valuable in itself, and the exercise of the whole range of talents that God has given. The liberal arts curriculum is broad in scope, but its parts are integrated with each other, as student explore the connectedness of all the disciplines. Foundational to all of the classical liberal arts as studied at PHC is the Christian faith, which provides a framework and a unifying narrative for all of PHC's classes.



Two-color logo, Blue - PMS 288 & Gold - PMS 871



One-color logo, PMS 288



Grayscale logo, 100% Black & 40% Black



Alt Two-color logo, Blue



Elevator Pitch

Located in Purcellville, VA, just 50 miles west of Washington D.C., Patrick Henry College is distinguishing itself by providing students with a unified and holistic education. The academic program stands on its strong liberal arts core curriculum—part of each student’s training, despite their major.

PHC students study literature, history, philosophy, music, theology, and the sciences. This broad-based education enlightens the minds and hearts of life-learners. It prepares the context for their undergraduate work, but also shapes their voice in their future work and conversations.

The success of the PHC education is perhaps best evident in the achievements of its alumni. PHC alumni are currently clerking for Supreme Court justices, working in

the top ranks of the FBI, advising congressional leaders, and working with top brands and businesses around the world. PHC also has a 100% law school acceptance rate, with many graduates attending Harvard, Yale, and

Colombia. Whatever pursuit the PHC graduate chooses, be it law, education, or music, they will put their classical education to use and practice excellence in all they do.

The goal of PHC education provides more than training leaders of tomorrow: It equips students to excel in every area of both

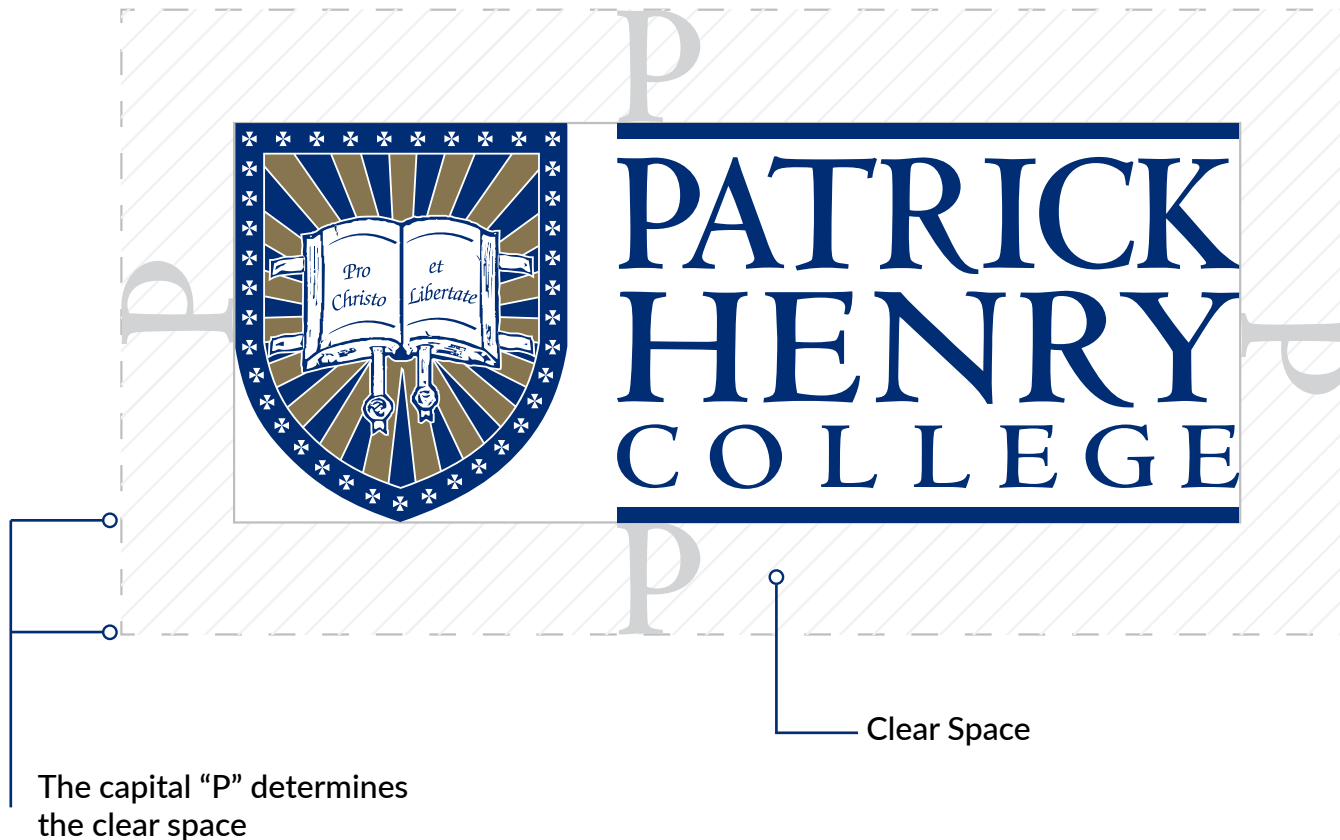
professional and personal life. They grow into well-rounded human beings who understand the fundamental foundations of culture, religion, and freedom. PHC graduates understand the art of living well, and apply that knowledge to any field they enter.

“The goal of PHC education provides more than training leaders of tomorrow: It equips students to excel in every area of both professional and personal life.”



Best Practices for using the Identity

The Patrick Henry College logo requires a minimum amount of clear space in all compositions. The shield and text logo is PHC's primary logo.



Logo Variations

The following Logo compositions have all been approved for use. The primary shield and text logo should be used before resorting to an alternative version. The shield should never be used in isolation.

Left Aligned and Tiered



PATRICK HENRY COLLEGE

(Same left alignment applies to one-color & grayscale shield logo)



PATRICK HENRY COLLEGE

(Same tiered alignment applies to two-color and grayscale shield)

Using the shield logo smaller than 85 pixels or 5/8”



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Using the College Identity

The consistent visual presentation of the Patrick Henry College logo will help maximize recall and build our reputation. Following these guidelines will help assure the most consistent and distinct visual expression of the PHC brand as possible. The PHC program is as strong or stronger than known Ivy League Universities and needs to show well. The program and its internships are top rate. Graduates are extremely successful. The faculty are top tier, and therefore, the public image—message and brand—must to rise above the 'noise' of other liberal arts colleges.



Over a light background.



Reversed logo over a dark background color or photo.



How not to use the PHC College Identity

The following are examples of incorrect usage of the logo.



Do not use any other color other than PMS 288, PMS 871, white or black



Do not use gradients



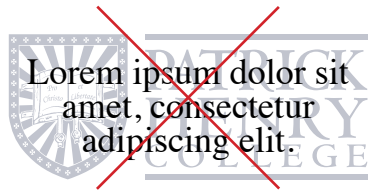
Do not use on a background that compromises legibility



Do not use a drop shadow



Do not stretch, slant, rotate or condense



Do not write over the logo



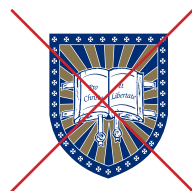
Do not scale the shield or text logo disproportionately



Do not typeset the logo



Do not change the color of the wordmark



Do not use the shield without the wordmark



Place the logo on a non brand color



Change the spacing between the individual elements or characters



Primary Color Palette

The Patrick Henry College brand should strive to own this blue and gold. This will enhance brand distinctiveness and consistency among visual applications.

For Print

Pantone 288 C

or

Process Color (CMYK)

Cyan: 100

Magenta: 67

Yellow: 0

Black (K): 23



Pantone 871 C

or

Process Color (CMYK)

Cyan: 44

Magenta: 45

Yellow: 74

Black (K): 17



For Web

HEX# 004b8d

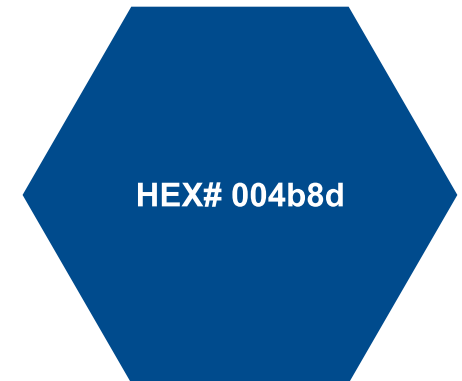
or

RGB

Red: 0

Green: 75

Blue: 141



HEX# 88754f

or

RGB

Red: 134

Green: 117

Blue: 79



Secondary Color Pallete

The secondary colors are complementary colors that may be used in publications for headlines, pull-out type quotes or solid color fields.

For Print

Pantone COOL GRAY 7 C

or

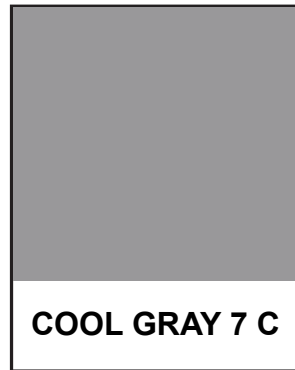
Process Color (CMYK)

Cyan: 43

Magenta: 35

Yellow: 35

Black (K): 1



PANTONE 7421 C

or

Process Color (CMYK)

Cyan: 38

Magenta: 94

Yellow: 63

Black (K): 45



For Web

HEX# 99999a

or

RGB

Red: 153

Green: 153

Blue: 154



HEX# 6a1b32

or

RGB

Red: 106

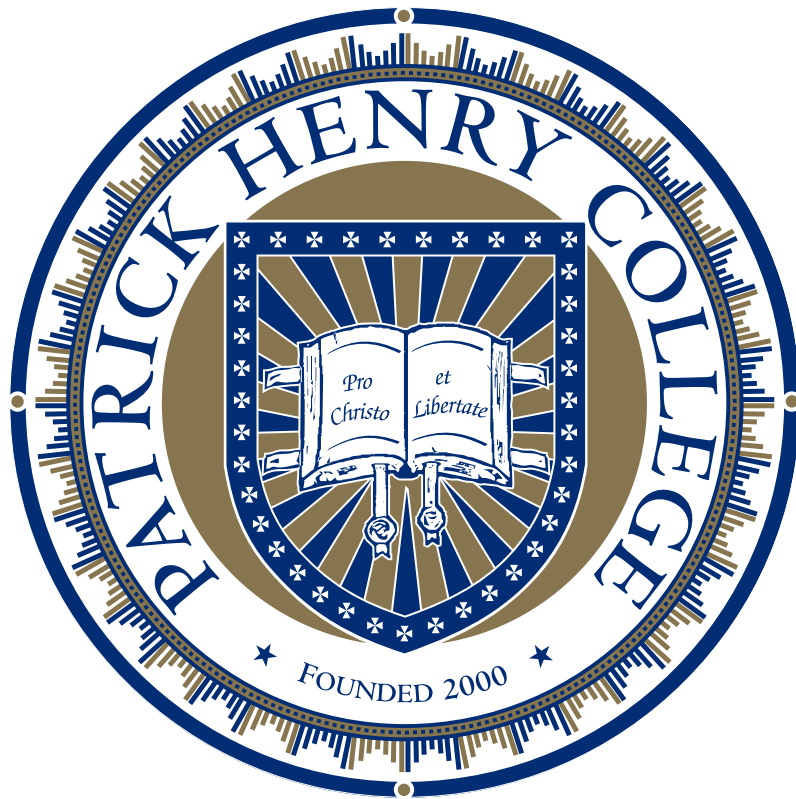
Green: 27

Blue: 50

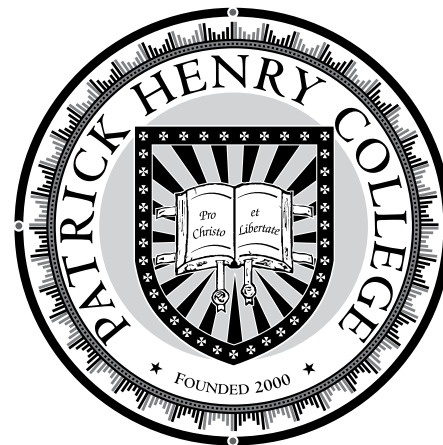


Patrick Henry College Seal Logo

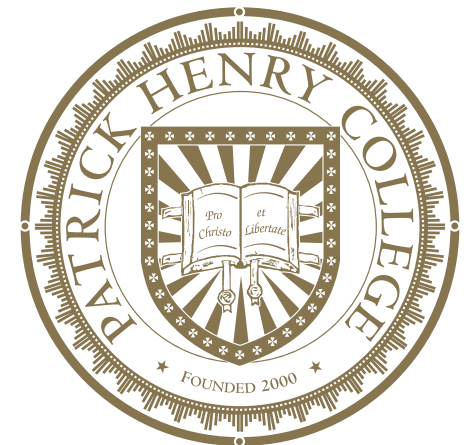
Insert copy about the history & date of the seal logo. How did it come to be? What does it stand for? Review the UCF Seal logo page 28 to see how they limit use. “The seal is used at formal, universitywide academic functions. Use is restricted to the UCF Board of Trustees, Office of the President, Office of the Provost, and Office of the General Counsel.”



Two-color seal logo



Grayscale seal logo



One-color seal logo



Typography - Serif

Centaur MT / Regular, *Italic*, Bold

Centaur is an elegant and quite slender design, an effect possibly amplified in the digital release. It was designed for fine book printing and is often used both for printing body text and also titles and headings. One of its most notable uses has been in the designs of Penguin Books, who have regularly used it for titling.

Download: <http://www.myfonts.com/fonts/mti/centaur/mt/>

Aa

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890\$%&(.,:;#!?)

Mrs. Eaves OT / Roman, *Italic*, Bold

Mrs Eaves is a transitional serif typeface designed by Zuzana Licko in 1996. It is a variant of Baskerville, designed in Birmingham, England in the 1750s. Mrs. Eaves adapts Baskerville for use in display contexts, such as headings and book blurbs, through the use of a low x-height and a range of unusual combined characters or ligatures.

Download: <http://fontsgreek.com/fonts/Mrs-Eaves-OT-Roman>

Aa

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890\$%&(.,:;#!?)



Typography - Sans-serif - *Used for Marketing Pieces*

Primary Sans-serif Font:

Lato / Light, Regular, **Bold**

Lato is a sans serif typeface family started in the summer of 2010 by Warsaw-based designer Łukasz Dziedzic (“Lato” means “Summer” in Polish). In December 2010 the Lato family was published under the Open Font License by his foundry tyPoland, with support from Google.

Download: <https://fonts.google.com/specimen/Lato>

Aa

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890\$%&(.,:;#!?)

Secondary Font:

Myriad Pro / Light, Regular, **Bold**

Myriad Pro should be used for body copy and internal college communications (emails, letters, memos, etc.).

Download: <https://www.azfonts.net/families/myriad-pro.html>

Aa

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890\$%&(.,:;#!?)



Teen Camps - Logo & Typography



Blue on white background



White on blue background



Black on white background



White on black background

Font:

Neutraface / Light, Medium, Bold

Aa

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890\$%&(.,;:#!?)

Although better known for his residential buildings, Richard Neutra's commercial projects nevertheless resonate the same holistic ecology—unity with the surrounding landscape and uncompromising functionalism. His attention to detail even extended to the selection of signage for his buildings. It is no wonder that Neutra specified lettering that was open and unobtrusive, the same characteristics which typified his progressive architecture.

Download: <http://www.houseind.com/fonts/neutraface>





PATRICK HENRY COLLEGE

For answers to graphic standards
and brand management questions:

Patrick Henry College | Communication

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