PARKLAND COLLEGE GO AHEAD

brand style guide october 2015

messaging

As a stand alone tag, **Go ahead** connotes action. The language is driven and hopeful, but doesn't prescribe a path or a timeframe.

To go ahead, to move forward, to get ahead and to metaphorically get to the head of the class are all human endeavors.

It stresses the people involved and their movement forward in education and in life.

Last, it grants permission—for those students who need some help or encouragement, it prompts action with a promise of support.

sample copy: student recruitment & retention

Go ahead, get ahead.

A Parkland education helps put you in the running for that first job, next promotion, or meaningful career change.

Parkland College GO AHEAD

sample copy: student recruitment & retention

Go ahead, you've got this.

Parkland faculty and staff are here to help you structure your education so it works for you.

Go ahead, tell us how we can help.

Parkland College GO AHEAD sample copy: faculty recruitment & retention

Go ahead, challenge them.

High standards, small class sizes, and care for the whole student are what sets Parkland faculty apart from the rest.

Parkland College GO AHFAD

sample copy: alumni

Go ahead, reach out.

Your real world experience, wisdom, and support can help guide current students.

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sample copy: student recruitment & retention, community, misc

Go ahead, join us.

Parkland students are out working in our communities and we want our community to join us on campus, too.

Parkland College GO AHEAD

branding elements

When using the branding elements, align the point of the angle with about the middle of the first letter (err on the side of having the text a bit higher than the midpoint of the angle), and make sure it has comparable space between "Go ahead" and the angle.

examples of optical/proportional spacing



Color should always break either under the angle, or along its shape.



or



but not



(watch the scale on this element, too! Here it's too large in overall proportion to the page.) Freight Sans Pro is the typeface for the Parkland brand. 90% of copy uses these weights:

Freight Sans Pro Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Freight Sans Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Freight Sans Pro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

We use oldstyle figures:

[0123456789 0123456789 0123456789]

except in tables or infographics. In these cases only, tabular figures are acceptable:

[0123456789 0123456789 0123456789 **]**

We never (never ever!) stretch, pull, squish, or otherwise modify the design of the typeface. No strokes, either!

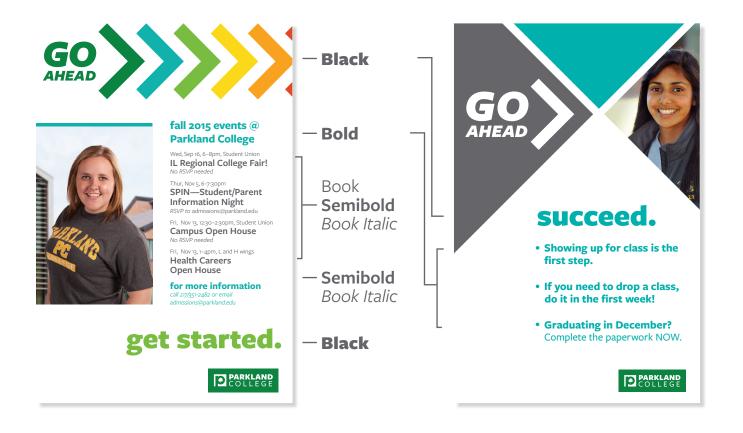












logo usage

Please do not alter the logos in any way. The logo should be placed at the lower right corner of the page equidistant from the right and bottom margins.

Optimal size is 9 picas wide on letter stock and 18 picas wide on tabloid stock.

Logos most commonly used (so far) are the green logo on white and the reversed white on green:





(Hairline shows minimum clear zone; do not print with stroke around white box. Clear zone must always be free of any other imagery, graphics, or typography in order to preserve the logo's integrity and legibility [exception being a field of a brand color].)

Black and white versions are also available for grayscale applications:





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As well as wordmarks:

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