PARKLAND COLLEGE
GO AHEAD

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 AHEAD

sample copy: alumni

Go ahead, reach out.

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

Parkland College
GO AHEAD

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
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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

dolor.

GO AHEAD ▶ **grow.**

lorem ipsum.

GO AHEAD ▶ **grow.**

PARKLAND COLLEGE
GO AHEAD ▶ **succeed.**

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

GO AHEAD ▶

or

PROGRAM NAME HERE
build.

Ercit la perorro quatem incipis reria voluptatis voluptatur.

PARKLAND COLLEGE

but not

GO AHEAD ▶

(watch the scale on this element, too! Here it's too large in overall proportion to the page.)

typeface

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!

typeface in use

BLACK ITALIC —

GO AHEAD >

grow.
build.
create.
focus.
care.
succeed.

Medium

— **Black**

P PARKLAND COLLEGE

BLACK*/*MEDIUM* *ITALIC —

PARKLAND COLLEGE *GO AHEAD* >

start.
finish.
succeed.

Black

P PARKLAND COLLEGE

GO AHEAD >>>

GO AHEAD > change gears.

Automotive
Collision
Repair
Ford ASSET
Diesel Power
Equipment
Case New
Holland
Electronics
HVAC

Industrial
Technology
Construction
Design &
Management
Precision Ag
Engineering
Science
Trades
Welding

ENGINEERING SCIENCE
& TECHNOLOGIES
at **PARKLAND COLLEGE**

Black

medium **BLACK**

BLACK

Black
Bold
MEDIUM
medium **BLACK**

GO
AHEAD

join us.

— Black —

fall 2015 events @ParklandCollege

— Bold

Wed, Sep 16, 6–8pm, Student Union
IL Regional College Fair!
No RSVP needed

Thur, Nov 5, 6–7:30pm
SPIN—Student/Parent Information Night
RSVP to admissions@parkland.edu

Book
Semibold
Book Italic

Fri, Nov 13, 12:30–2:30pm, Student Union
Campus Open House
No RSVP needed

Fri, Nov 13, 1–4pm, L and H wings
Health Careers Open House

for more information
call 217/351-2482 or email
admissions@parkland.edu

— Semibold
Book Italic

P **PARKLAND** COLLEGE

GO
AHEAD

— Black —

— Bold

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get started.

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— Black —

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— Black —

— Bold

succeed.

- **Showing up for class is the first step.**

- **If you need to drop a class, do it in the first week!**

- **Graduating in December?**
  Complete the paperwork NOW.

P **PARKLAND** COLLEGE

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:

(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].)

As well as wordmarks: