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# INTRODUCTION

Pennsylvania College of Technology's long-standing tradition of bold innovation and institutional pride is reflected in the athletic visual identity displayed and explained in this style guide.

With NCAA Division III membership, North Eastern Athletic Conference membership and a staff of full-time coaches recruiting student-athletes, Penn College Athletics contributes a vital component to student life and instills institutional pride.

The purpose of this guide is to supply Penn College Athletics with the graphic tools necessary to promote its department, as well as establish and articulate specific guidelines for proper usage to ensure consistency across all brand touchpoints. With an underlying visual narrative that captures the rich essence of Penn College, the Wildcat symbols honor its past, is relevant to the present, and is built to stand as a symbol for its future.

Gear Up Wildcats!

## UNITY & CONSISTENCY

A consistent visual identity is key to effective communications and brand strength and contributes to a powerful and unified expression of the brand. The following pages contain the appropriate applications for all uses of the visual identity system and a set of rules for the proper implementation of all brand assets and guidelines.

## WHO CAN USE THE WILDCAT LOGOS?

The primary purposes of the Wildcat logos are for Athletics

*Other constituents include:*

Office of Student Engagement  
(including Student Organizations)

Alumni

Office of College Relations

Public Relations & Marketing

The College Store

Other college departments may use the Wildcat logo with the permission of Athletics.

# ***VISUAL NARRATIVE***

## **1 - THREE ERAS REPRESENTED**

The three whiskers on the machine wildcat pay homage to the three phases of Penn College's history as an institution - Williamsport Technical Institute, Williamsport Area Community College, and Pennsylvania College of Technology.

## **2 - COG-INSPIRED FONT**

The metal cog from the academic seal inspires details found in the custom font. In addition to being a universal symbol for technology-based programs, the metal cog also carries traits of synergy, power and motion ideal for an athletic identity.

## **3 - METAL-FORGED, PENN COLLEGE STUDENTS SHINE**

The machine wildcat represents the distinct, metallic elements found throughout campus as well as the technology industry while also serving as a fitting metaphor of Penn College student excellence.

## **4 - BASED IN WILLIAMSPORT, PENNSYLVANIA**

The machine wildcat is standing upon both Bald Eagle Mountain and the West Branch of the Susquehanna River, regional landmarks in Williamsport, Pennsylvania, the home of Penn College.

## **WILDCAT: FULL BODY VERSIONS**

The Wildcat: Full Body version features a full body metal-forged, machine wildcat standing upon Bald Eagle Mountain and the West Branch of the Susquehanna River – regional landmarks of Williamsport, Pennsylvania – as well as ‘Penn College Wildcats’ rendered in the custom, athletic font.

This mark is the primary mark for Penn College Athletics and is a registered mark.

### **REGISTERED MARK PLACEMENT**

Positioning of ® is shown at right.

Note: Athletics may choose to include ® at their discretion. All other departments are required to reproduce the logo with the ® mark.

The full body version without text is not registered.



## **WILDCAT: HEAD VERSIONS**

The Wildcat head logo with 'Penn College Wildcats' rendered in the custom, athletic font.

The Wildcat head artwork is also available without text.

### **REGISTERED MARK PLACEMENT**

Positioning of ® placement is shown at right.

Note: Athletics may choose to include ® at their discretion. All other departments are required to reproduce the logo with the ® mark.



in-line version



stacked version



head only version

# LOGO VARIATIONS

The Wildcat logos are available in the following variations:

flat

gradient

one color

reverse



flat



gradient



one color



reverse

**NOTE:** there is a white rule around the Wildcat logos when they are used on a colored background

Additionally, the letter colors change based on the background color for all logos except the full body logo:



blue background



black background



gray background

# ***PAW ICON AND INTERLOCKING PCT***

The paw icon features a machined paw connected by a cog gear.

Interlocking PCT monogram is rendered in the custom, athletic font.





## **WORDMARKS**

All wordmarks are rendered in the custom, athletic font.

### **REGISTERED MARK PLACEMENT**

Positioning of ® placement is shown at right for Penn College.

*Wildcats is not a registered mark.*

***PENN COLLEGE***®

***WILDCATS***

***PENN COLLEGE***®  
***WILDCATS***

**WILDCAT ATHLETICS MARKS**



# WILDCAT ARCHERY MARKS



# WILDCAT BASEBALL MARKS



# WILDCAT BASKETBALL MARKS



# WILDCAT CROSS COUNTRY MARKS



# WILDCAT ESPORTS MARKS

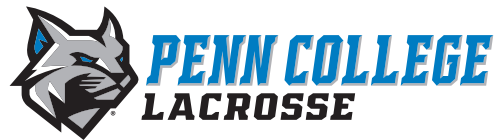


**WILDCAT GOLF MARKS**





# WILDCAT LACROSSE MARKS



**WILDCAT SOCCER MARKS**



# WILDCAT SOFTBALL MARKS



**WILDCAT TENNIS MARKS**



# WILDCAT VOLLEYBALL MARKS



# WILDCAT WRESTLING MARKS



## ***CUSTOM FONT***

The custom font Penn College Condensed is the official typeface of Penn College Athletics and may be used on all athletic-related collateral and promotional materials.

***A B C D E F G H I J K L M N O P Q R S T U V W X Y Z***

***1 2 3 4 5 6 7 8 9 0***

***? ! @ # \$ % & \* ( ) - + = \_ / . , ; : ' " ' " ' "***

# ***UNIFORM NUMERALS***

The Penn College Uniform Numerals are to be used for all uniform applications.

***1 2 3 4 5 6 7 8 9 0***



# COLOR PALETTE

All colors used in each Penn College brand trademark must adhere to the official Color Information standards. There are two values for Penn College Chrome should be implemented according to the specific applications.

PANTONE, CMYK, RGB, and thread color specifications are provided to help guide the application process for all brand touchpoints.

## COLOR BREAKDOWNS



PANTONE 285 C  
Thread: MD 1177 or RA 2539  
RGB: 00, 113, 206  
CMYK: 89, 43, 00, 00



PROCESS BLACK C  
Thread: MD 1000 or RA 2296  
RGB: 35, 31, 32  
CMYK: 00, 00, 00, 100



PANTONE 421 C  
RGB: 178, 179, 178  
CMYK: 00, 00, 00, 35



EMBROIDERY USE ONLY  
PANTONE 877 C  
Thread: MD Silver 02 or RA J.Aluminum

# PROPER USAGE

The Penn College Wildcats brand identity was designed for the exclusive use of its athletic department and varsity teams. Approval by the athletics department is required for all other uses.

To ensure its maximum performance, each mark must be displayed properly and may never be modified or altered in any way.

1 - Do not alter the orientation or proportions of marks

2 - Do not alter, rescale, or reformat elements in marks

3 - Do not change typefaces within marks

4 - Do not alter colors within marks

5 - Do not change the color of or remove the white outline around the Wildcat full body or head logo

6 - Do not crop marks in any way

7 - Do not place marks on visually distracting grounds

8 - Only official Penn College PANTONE colors may be used

9 - Do not add elements to marks

10 - Do not make low-quality reproductions of marks

1



2



3



4



5



6



7



8



9



10



# SAFE ZONE AND SIZING

## 1 - SAFE ZONE

A protected field the height and width of the 'W' in 'Wildcats' should surround the family of marks at all times. This protective field ensures a clear and prominent presentation of all marks within the brand identity.

## 2 - SIZING

To ensure proper legibility of the variety of marks within the brand identity, please adhere to the measurements shown below for the minimum size requirements for high resolution printed images.

For lower resolution items, the minimum size should be increased in order to maintain integrity of the marks.

1



2



HIGH-RESOLUTION PRINT MINIMUM



LOW-RESOLUTION PRINT MINIMUM



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