

Visual Identity Policy

Franklin Pierce University enables students to discover and fulfill their own unique potential. It is critical that we use the strength of this reputation to promote Franklin Pierce to key stakeholders in consistent, coordinated messages and visual images. The University continually competes for resources, attention, and students. As a result, it cannot afford to hinder those efforts by presenting mixed messages, confusing images, or fragmented communications.

Presenting the University through consistent messages and images will allow us to better showcase our excellence, value, and impact. It will also lead to better connections with key audiences and convey our strength in preparing citizens and leaders of conscience who make significant contributions to their professions and communities.

To ensure the University is presented in a consistent manner, no brochures, posters, signage, logos, or other promotional materials can be printed without approval from the Marketing Department.

The purpose of this policy statement is to establish formal guidelines of Franklin Pierce visual standards for design and application.

Contact Information:
Nicole Zinn
Creative Director
(603) 899-4218
zinnn@franklinpierce.edu

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LOGO



(white logo on a dark background)



(white logo on a dark background)

These two elements (logo and wordmark) can be used together or independently, based upon the medium.



(white logo on a dark background)



(white logo on a dark background)

COLORS

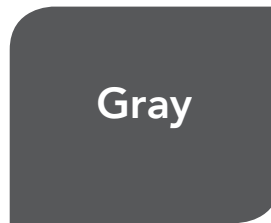
Following the specifications in the color chart below will ensure Franklin Pierce is represented in a consistent way, both in print and on the Web. Secondary colors are only to be used as a complement to the primary colors.

Primary Colors

PMS # 195 CP

CMYK 19, 90, 50, 55

RGB 111, 25, 49



PMS # 80% process black

CMYK 0, 0, 0, 80

RGB 109, 110, 113

CMYK = print

RGB = web

Secondary Colors

PMS # 658 CP

CMYK 37, 11, 0, 0

RGB 154, 198, 234



PMS # 534 CP

CMYK 95, 74, 7, 44

RGB 30, 53, 101

PMS # 7406 CP

CMYK 0, 2, 100, 2

RGB 249, 198, 6



PMS # 7400 CP

CMYK 1, 2, 24, 0

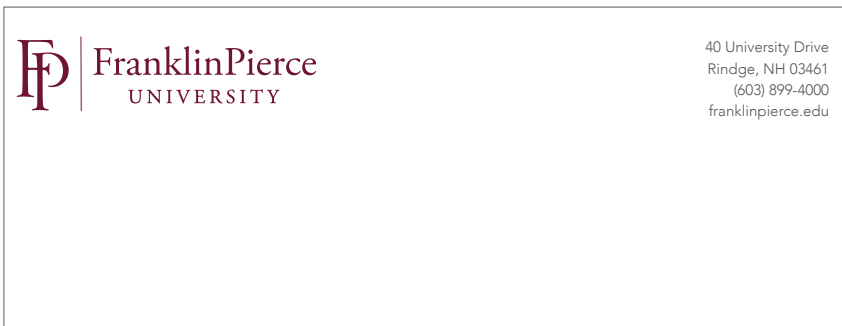
RGB 253, 243, 203

STATIONERY

Each University campus and center has a standard stationery set that can be downloaded at eraven.franklinpierce.edu/marketing.

To order business cards, letterhead, or envelopes, please contact the Processing Center (ext. 4022). To maintain the integrity of the business card, you must limit your listed the contact numbers to three lines. Please choose from your office, cell, fax, or toll-free numbers, based upon your department's needs.

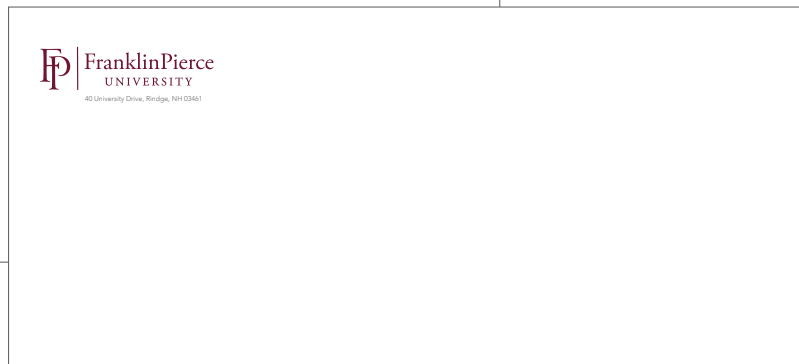
Sample Letterhead



Sample Business Card



Sample # 10 Envelope



FONTS

The following fonts are approved for University-wide use.

Adobe Garamond Pro

Avenir

EMAIL SIGNATURE

All email signatures should be consistent, using the format below, in the Avenir font. Each campus and center should utilize the address listed on the University [website](#).

Name
Title
Franklin Pierce University
40 University Drive
Rindge, NH 03461
p (603) 899-____
franklinpierce.edu

No graphic images or logos should be included in your signature.

NAMETAG TEMPLATE

To order a plastic nametag, please contact Michael Pratt (ext. 4023). Plastic nametags should include the title Dr., when appropriate. No other credentials (PhD, MBA, MEd, MSN, etc.) may be listed. The disposable nametag template (Avery 5163) can be downloaded at eraven.franklinpierce.edu/marketing.

Plastic Nametag



Avery 5163 Nametag



POWERPOINT TEMPLATE

The standard PowerPoint templates can be downloaded at eraven.franklinpierce.edu/marketing.

SEAL

Use of the seal is restricted to official University documents, such as diplomas, high-level certificates, awards, annual reports, and the Office of the President.



SECONDARY LOGOS

Franklin Pierce entities benefit from their affiliation with and support of the University brand. As such, the use of custom-designed logos or graphic symbols for identification is expressly prohibited. Requests for exception may be presented to the Marketing Department for consideration.

ATHLETICS DEPARTMENT VISUAL IDENTITY

You must check with the Athletics Department whenever you wish to use an athletic logo. The only colors to be used on apparel and uniforms are **Crimson, Gray, Black, and White**.

PMS # 194 CVC
CMYK 0, 91, 56, 34
RGB 165, 30, 57



CMYK = print

RGB = web



PMS # 80% process black
40% black (background)
CMYK 0, 0, 0, 80
RGB 109, 110, 113

Please contact Matthew Janik, Director of Athletic Communications at ext. 4223 or janikm@franklinpierce.edu to use any of the following logos.



The following logo is to be used **only** in conjunction with Pierce Pride events.



ENROLLMENT DIVISION VISUAL IDENTITY

BE Campaign

Use of the following design elements is restricted to the Enrollment Division, both for the College at Rindge and the College of Graduate & Professional Studies.

Colors

Red



PMS # 185 CP
CMYK 0, 100, 90, 5
RGB 225, 26, 44

Black



PMS # Process Black
CMYK 0, 0, 0, 0
RGB 0, 0, 0

Fonts

There are two font families for the BE Campaign visual identity:

BentonSans
Din Condensed



FranklinPierce

UNIVERSITY