

Top 10 Tips and Shifts

QUICK GUIDE

#1 Tip

Use the Brand Vision to help write copy and used in printed publications and on the website.

Brand Vision

Please refer to **Page 5** for more detail on used for our Brand Vision.

Tagline

For the liberal arts, the environment, and social justice.

#2 Tip

Please do not use any unapproved phrases or put this tagline below the logo like we have done in the past.

#3 Tip

Know the difference between "Traditional vs. Post-traditional."

Target Audience

Please refer to **Page 10** for more detail on our Target Audiences and the Brand personas **Pages 12-16**

#4 Tip

The tone and voice of the Prescott College Brand is **approachable, accessible, and friendly.**

This Not That Tips

Please refer to **Pages 22-23** for more detail on the do's and Don'ts of our Voice and tone.

#5 Tip

Avoid use gender inclusive language and review this page for more language tips.

Cultural Sensitivity

Please refer to **Page 21** for more detail on our cultural sensitivity tips.

Acronyms and Capitalization for Degree Programs

Please refer to **Page 10** for more detail on used for our target audiences and brand personas on **Pages 12-19**

#6 Tip

Acronyms should be avoided, and have the proper capitalization when talking about

#7 Tip

Make sure that you connect to Prescott College in any social media post.

Brand Messaging on social media

Please refer to **Page 9** for examples of social media posts.

#8 Tip

Visit the new Brand Portal to review the Branding guide.

Our Visual Identity

Logo: Page.31

Stationary: Pg.34

Colors: Page 36

Typography: Pg.37-43

<https://brand.prescott.edu>

#10 Tip

Let us know about events ahead of time so we can help you promote them!

When in doubt

Contact Marketing For Support.

marketing@prescott.edu

#9 Tip

Refer to the Brand Portal for the download of Instructions to become a Brand Ambassador.

Become a Brand Ambassador

<https://brand.prescott.edu>