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.

#2 Tip
Please do not use any unapproved phases or put this tagline below the logo line we have done in the past.

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

#3 Tip
Know the difference between Traditional vs. Post-traditional.

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.

#4 Tip
The tone and voice of the Prescott College Brand is approachable, accessible, and friendly.

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

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

Acronyms and Capitalization for Degree Programs
Please refer to Page 10 for more detail on used for our target audiences and brand personas Pages 12-16

#6 Tip
Acronyms should be avoided, and have the proper capitalization when talking about.

Brand Messaging on social media
Please refer to Page 9 for examples of social media posts.

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

Our Visual Identity
Logo: Page 31
Stationary: Pg.34
Colors: Page 36
Typography: Pg.37-43
https://brand.prescott.edu

#8 Tip
Visit the new Brand Portal to review the Branding guide.

Become a Brand Ambassador
https://brand.prescott.edu

#9 Tip
Refer to the Brand Portal for the download of instructions to become a Brand Ambassador.

When in doubt
Contact Marketing For Support.
marketing@prescott.edu

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

Prescott College