PUENTE

Brand Book & Guidelines

2022 VISUAL IDENTITY

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This document is an overview of our brand strategy, brand tone and brand behaviors. It's meant to inform copy for social and visual assets.

TABLE OF CONTENTS

VISUAL IDENTITY

Color Palette

PUENTE TEAL

C 98
M 18
Y 33
K 0

R 0
G 149
B 169

PANTONE 7711 C

HEX# 0095A9

Color Palette

MARIGOLD / CEMPAZÚCHITL

C 3
M 32
Y 98
K 0

R 244
G 178
B 35

PANTONE 7409 C

HEX# F4B223

Color Palette

SOL

C 2.8
M 7.24
Y 95.35
K 0

R 253
G 224
B 33

PANTONE 107 C

HEX# FDE021

Our Logo

For more than 40 years, The Puente Project has created safe spaces, critical thinkers, dynamic leaders, community organizers, social justice warriors, life-long learners, and agents of change. Our mission continues to be to increase the number of educationally underrepresented students who enroll in four-year colleges and universities, earn college degrees, and return to the community as mentors and leaders to future generations.

As our Puente community has grown, we see more and more Puentistas returning. We see Puentistas as educators, as elected officials, as authors telling our stories, as scientists and researchers. And most importantly, we see Puentistas reaching back to lift as they climb. We see Puente's mission and purpose alive and thriving in our communities.

So, in 2022, The Puente Project logo has been refreshed for the first time since its inception. The font has been updated to a larger, bold typeface meant to symbolize a strong foundation that supports the iconic Puente bridge. The original bridge represented the connection between classrooms and communities. And now, we have added a second bridge to represent more than 40 years of Puente Project alumni who continue to return to their communities as mentors and leaders to future generations. These connections flow in both directions and support each other. We are truly stronger together.

PUENTE

FULL COLOR

ONE COLOR

FULL COLOR
Full color logos incorporate all three official Puente colors. A version of the full color logo should be used as often as possible.

ONE-COLOR
When the printing or reproduction process limits the number of colors that may be used to display the logo, a one-color version may be used.

Akrobat
FONT

When to use it

The Akrobat family font is intended to compliment the refreshed logo and is intended to be used as much as possible when creating printed marketing collateral such as brochures, flyers, postcards, banners, etc.

Aa

AKROBAT
EXTRA CONDENSED

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()<>?

AKROBAT
EXTRA CONDENSED
SEMI BOLD

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()<>?

AKROBAT
CONDENSED MEDIUM

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()<>?
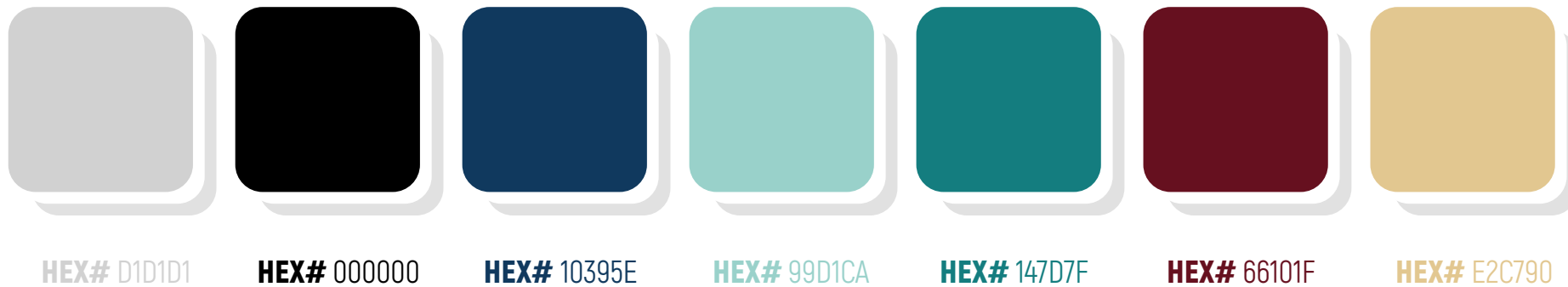
AKROBAT
CONDENSED BLACK

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()<>?

Secondary Colors

MAIN COLOR PALETTE

HEX# 0095A9   HEX# FDE021   HEX# F4B223   HEX# FFFFFF

SECONDARY COLOR PALETTE

HEX# D1D1D1   HEX# 000000   HEX# 10395E   HEX# 99D1CA   HEX# 147D7F   HEX# 66101F   HEX# E2C790

COLOR PALETTE

The primary colors help the Puente logo and branding to be quickly identifiable. Please use these in your publications as much as possible.

The secondary colors are complementary to our logo and have been selected to offer a full range of colors that can be integrated into any branded materials created by campus graphic designers or external vendors. It is recommended that these colors be used when designing additional documents, flyers, and digital content.

This color palette is essential in elevating the Puente branding and maintaining consistency throughout all communication program-wide.

CREATIVE GUIDELINES

School Campus Logos

ALTERNATIVE LOGO USAGE

The following illustrate what is acceptable when combining your school's brand with the Puente logo. When either using a black and white version or color version of the Puente brand the logo can be placed either to the right or left of the schools logo either as type or as school icon. The Puente colors may not be altered to reflect your school's logo brand.

.5x

.5x

Clear Space Requirements

The protected area around the marks ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area is equivalent to the height of the "X":

Primary Mark Safe Space

The safe space around the primary mark is half the x - height of the 'X'.
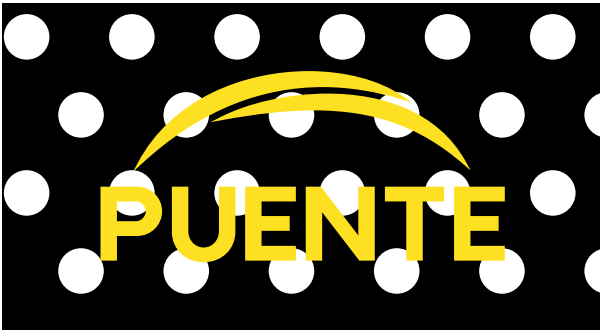
X

.5x

PUENTE

Improper Usage

Under no circumstance may any of the Puente logos be modified, altered, or enhanced in any manner. These examples illustrate what to stay away from. The Puente logo should maintain original proportions at all times. The logo should never be warped or distorted.
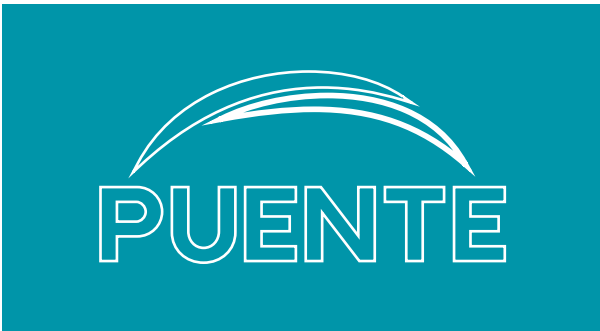
Identity elements should not be used as an outline.

Identity elements should not appear against any distracting textures or repeated patterns
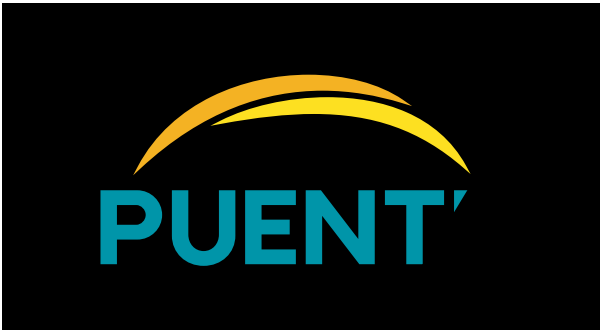
Do not crop the identity elements in any way.

Identity elements should not be outlined in any other way other than those specifically called out in this identity manual.

Identity elements should not be tilted or rotated.

At no time should anything (other logos, type, etc.) be placed over the identity elements

Garment Printing

It is Puente tradition that new Puentistas create a class t-shirt each Fall semester. This can be something designed by a student of the cohort, or perhaps a classic campus design. Typically the shirt artwork symbolizes an element of the work students are engaging in, a blend of cultural symbols representing the class members, or even a quote from literature used in class. The creative freedom is yours!

We do ask that the official Puente Project logo be included, unedited, in one of the locations pictured here. You may also print in these locations the co-branded version of the logo as per school campus logo instructions.

Left Chest
2.5"- 5" wide,
2.5" - 3" tall.

Center Chest
6" - 10" wide,
6 - 8" tall.

Back collar
1" - 3" wide,
1" - 3" tall

Sleeve
1" - 4" wide,
1" - 4" tall.

Upper back
10" - 14" wide,
1" - 6" tall.

ABOUT PUENTE

Our History

Since 1981, The Puente Project has been bridging classrooms and communities throughout the state of California. Puente began as a community college program and has since grown to be a beacon of support for scholars in many California High School and Middle School campuses as well. In more recent years, Puente has also expanded to welcome community college campuses in the states of Texas and Washington. Puente is open to all students.

Puente's interdisciplinary approach combines accelerated instruction, intensive academic counseling, and mentoring by members of the professional community to provide a focused, sustained, and engaging learning environment for students. This multifaceted model provides students with individual, culturally responsive, academic and career counseling designed to help the student transfer to a university. The local community is also integrated into the program and actively involved in supporting the development of a strong student learning community. Ongoing professional development is offered to the Puente faculty at each campus and is designed to be research-based, experiential, and differentiated to accommodate the needs and strengths of both the beginning and the experienced professional.