Pacific Northwest College of Art (PNCA) has been an influential force in art and design education in the Pacific Northwest since the College’s founding in 1909. Today PNCA continues its mission to prepare students for a life of creative practice with more than 600 students in 15 undergraduate and graduate programs, and another 1,500 students in its continuing education programs.

PNCA focuses on innovative educational programs that connect students to a global perspective in the visual arts and design. In addition to the bachelor of fine arts degrees, PNCA’s Hallie Ford School of Graduate Studies offers graduate degrees with an MFA in Visual Studies, a Low-Residency MFA in Visual Studies, an MA in Critical Theory and Creative Research, an MFA in Collaborative Design, an MFA in Print Media and an MFA in Applied Craft and Design developed with the Oregon College of Art and Craft, the first inter-institutional degree of its kind in the US.

The College is actively involved in Portland’s cultural life through exhibitions and a vibrant public program of lectures and internationally recognized visiting artists, designers and creative thinkers. The Portland Monthly recently called PNCA the “crown jewel of Portland’s creative class.”

Since 2008 the College has enriched its programming through an operating partnership with the nationally acclaimed Museum of Contemporary Craft.

In January 2015 PNCA moves into the Arlene and Harold Schnitzer Center for Art and Design, its new North Park Blocks campus, a bustling hub for creativity and entrepreneurship, reflecting the transformational power of art and design.
ANALYSIS OF PREVIOUS WORDMARK AND BRAND REFRESH

PREVIOUS WORDMARK

Main typeface is difficult to use in other aspects of college’s brand

Awkward negative space & general spacing issues

Feels slightly dated moving forward

Two competing typefaces

WORDMARK REFRESH

Easy & clear to read

Typeface has history yet feels very contemporary

No awkward negative space

Brand refresh is different, while not abandoning what is working well with current brand

Typeface can be integrated seamlessly into our web & print collateral

One unified typeface

PNCA

Pacific Northwest College of Art
As an art school we need to show art, in
around, beside the mark. We are moving toward
deployment of a wordmark filled with student art
in appropriate applications.
Drawing from what we heard from the PNCA community during our work around messaging, drawing from the Mission Statement, from the Value Proposition, and Core Themes we know PNCA is:

- Creative (supports self-expression)
- Authentically student focused
- Professional (professional artists as teachers, professional practice emphasized)
- Creative laboratory
- Generous
- Compassionate
- Participatory
- Open and transparent
- Audacious
- Willing to risk
- Collaborative
- Innovative
- Knowledge-driven
- Entrepreneurial
- Resilient
- Confident
- Ambitious
- Urban
- Problem solvers
- Rigorous
- 21st century art school

PNCA IS...
Our brand needs to:

• Recognize PNCA’s 100+ year history and look toward the future.
• Communicate that we are an art school.
• Be versatile enough to work for everything from SmartWorks to the Hallie Ford School of Graduate Studies.
• Appear clean and contemporary. We are moving into historic building, yes, but are a 21st century art school.
• Express our creativity. Be a platform allowing us to show art, incorporate creativity.
• Put PNCA on par with peer and aspirational institutions. We are PNCA.

PNCA is ready to stand alone in logotype without Pacific Northwest College of Art.

It also needs to:

• Work on the web.
• Online serve as platform for showcasing digital moving image.
• Hone in on what works with current wordmark, fix identified problems.
• Express continuity with previous identity.
• Be specific to PNCA.

Roll out

• This brand refresh will evolve.
• First iteration will be straightforward.
• We will take opportunities for expansion of creative potential of clean platform.
• We will work with academic programs to personalize wordmark for their programs, potentially showcasing faculty and student work.
January 7, 2016

Jane Doe
123 4th Ave
Portland Oregon

Jane,

Adio. Quia por res volorem re voluplatur allisoman qui quasepequilqua qui ul aliagni aspis
bocopex terferibus ut qui non re, nisi dipas sit et es et ani et incum dit et siclicta balquatem
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CLEARSPACE

PNCA = N

COLORS

CMYK C100 M0 Y0 K0
RGB R0 G174 B239
Pantone Process Cyan C

CMYK C0 M0 Y0 K100
RGB R0 G0 B0
Pantone Black
PACIFIC NORTHWEST COLLEGE OF ART

smARTworks
pnca.edu

BRIDGELAB
PNCA
PNCA
HALLIE FORD SCHOOL OF GRADUATE STUDIES
VISUAL STUDIES

PNCA
HALLIE FORD SCHOOL OF GRADUATE STUDIES
CRITICAL THEORY AND CREATIVE RESEARCH

THE ARLENE AND HAROLD SCHNITZER CENTER FOR ART AND DESIGN

PNCA
HALLIE FORD SCHOOL OF GRADUATE STUDIES
COLLABORATIVE DESIGN

PNCA
HALLIE FORD SCHOOL OF GRADUATE STUDIES
CRITICAL THEORY AND CREATIVE RESEARCH

PNCA
HALLIE FORD SCHOOL OF GRADUATE STUDIES
PRINT MEDIA

PNCA
HALLIE FORD SCHOOL OF GRADUATE STUDIES
LOW RESIDENCY IN VISUAL STUDIES

PNCA
HALLIE FORD SCHOOL OF GRADUATE STUDIES
APPLIED CRAFT AND DESIGN

SECONDARY MARKS
CREATIVITY WORKS HERE
PHOTOGRAPHY GUIDELINES

Photography should be compelling and engaging and focus on articulating PNCA’s messaging. Images that capture interactions should demonstrate a spirit of collaboration, the intimacy of the PNCA community and the emphasis on mentor-based learning.

Images should be clean, bright with strong contrast, and without yellowish or blue color casts.
Images that are capturing more Institutional themes should strive to portray an epic moment that reflect on PNCA’s position as a school of influence.

If the old (Goodman) Building is clearly recognizable, please try using another photo or one that is more tightly cropped. From this moment on, every image published about PNCA is an opportunity to establish the new Arlene and Harold Schnitzer Center for Art and Design.
In articulating PNCA’s mission in educating artists for a life of creative practice, shots of artists working in a studio setting should convey process, materials, as well as the role of critique.
ACCEPTABLE USES

- Cyan logo against a white or light color
  - Do not move elements of logo

- Cyan logo against a black or dark color
  - Do not add effects to logo
  - Do not rotate logo

- White logo against a black or dark color
  - Do not skew logo

- Grey logo against a white or light color
  - Do not change color of logo

- White logo against a cyan or midtone color
  - Do not crop logo
Fugitibu scius, utem. Ecusdaecates reptatibus susam quati dic tem qui volent que evellorem. Nam repudantus eiunto tempelenda corestianti de id qui am verspient ut pelest omnis verum ut pe que pelite voloritatur, quiam lab iume comnis qui blabore pudaniandis