# PCA Brand Standards:
LIGHT BACKGROUND

The consistent use of the PCA wordmark and crest - internally and externally - is important from both a brand marketing and a trademark perspective. Please work closely with the PCA Marketing Team for approvals to print or use the PCA logos in your promotional, marketing and media communications.

DON'T modify the PCA logos in any way, such as removing or repositioning design elements, altering the scale or using colors not listed in these standards.

DO use a version of the appropriate wordmark (A or C) or crest (1,2 or 3)when the background is light and wordmark (B or D) or crest (1,2 or 4) when the background is dark.

DO use the approved font families when creating PCA branded marketing material. Typical serif fonts such as Times New Roman and sans-serif fonts such as Arial are acceptable for text heavy communications (form letters).

A

PROVIDENCE
CHRISTIAN ACADEMY

1

2

3

C
PROVIDENCE
CHRISTIAN ACADEMY

Pantone 268C

Pantone 143C

Pantone 7502C

Pantone 7500C

Pantone 7503C
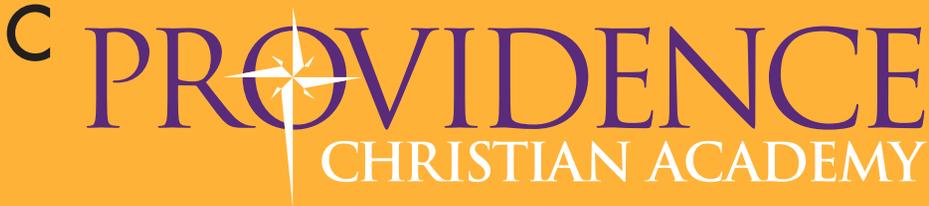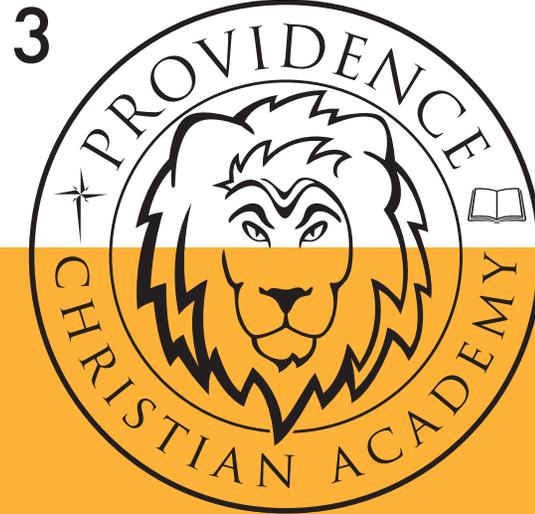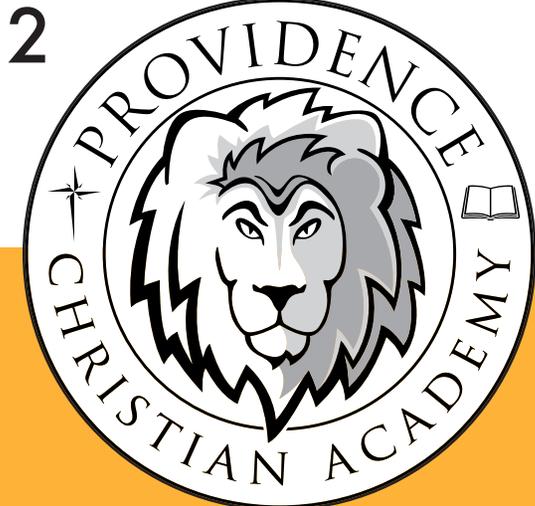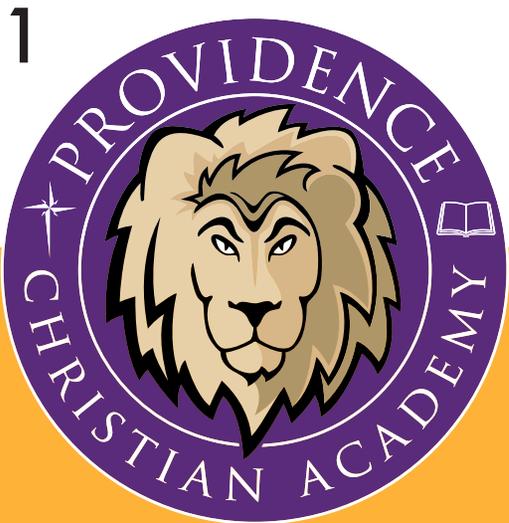
Fonts:
TRAJAN PRO
FUTURA MEDIUM
FUTURA BOLD

Avenir Next Regular
Avenir Next Italic
Avenir Next Demi Bold
Avenir Next Demi Bold Italic
Avenir Next Bold
Avenir Next Bold Italic

B

PROVIDENCE
CHRISTIAN ACADEMY

1

2

4

D

PROVIDENCE
CHRISTIAN ACADEMY

Pantone 268C

Pantone 143C

Pantone 7502C

Pantone 7500C

Pantone 7503C