World Makers Toolkit

Thank you for being part of an important moment for Pratt Institute: the launch of *World Makers | The Campaign for Pratt Institute*.

Pratt has always been a community of artists, designers, architects, writers, and creative thinkers whose ideas and work shape the world around us. *World Makers* celebrates that legacy while investing in the students, faculty, infrastructure, and capital projects that will shape what comes next.

As a member of Pratt's community, you are an important part of that story. If you would like to help us share the announcement of *World Makers* with your network, this document provides a comprehensive toolkit of assets.

Please feel free to make the message your own, and thank you for your support!

Campaign Assets

Click below for the following campaign assets:

World Makers Logos

World Makers Photography

World Makers Video

World Makers Social Media Assets

World Makers Design Guidelines

Messaging

How to describe *World Makers*
World Makers | *The Campaign for Pratt Institute* is a comprehensive fundraising campaign, with a goal of $100 million, built around the central idea that Pratt educates artists and creative professionals who shape the world we live in. Pratt World Makers turn individual creative visions into real-life impact across disciplines, communities, and throughout the world.

If you are linking to the World Makers site, use this link: **worldmakers.pratt.edu**.

***World Makers* Priorities**
The *World Makers* campaign is aligned with the goals articulated in ***Setting the Standard***, Pratt's strategic plan, which focuses on affirming our leadership among the nation's creative institutions in academic innovation, responsible fiscal stewardship, and institutional resilience. *World Makers* will focus on making Pratt even more accessible, resilient, and sustainable, with four strategic priorities:

Student Experience	Support for the campaign will expand our capacity to unlock a world of possibility for students. Elevate the student experience through the expansion of financial aid, scholarship, and internship programs.
Faculty Success	Fuel faculty success through resources that enable us to celebrate and empower our dedicated teacher-practitioners—from endowed chairs and support for professional development to the strengthening of our research enterprise.
Infrastructure	Deliver vital improvements to our infrastructure through enhanced computing platforms and revitalized classrooms, maker spaces, convening spaces, and studios.
Capital Projects	Fund capital projects that strengthen our competitive standing and help attract promising students and top-tier faculty.

About World Makers

Style Guide

Theme and Descriptor:
World Makers | *The Campaign for Pratt Institute*

- The descriptor (*The Campaign for Pratt Institute*) can be used with the theme at first mention, with the entire phrase italicized ("The Institute is taking its philanthropy into a new dimension with *World Makers* | *The Campaign for Pratt Institute*")—note that the descriptor references "Pratt Institute," not "Pratt."
- When referencing the campaign in body copy, italicize the phrase *World Makers* ("Enter *World Makers*, the most ambitious fundraising campaign in Pratt's history") but not "campaign."
- The "c" in"campaign" should be lowercase ("Donations to the *World Makers* campaign can be directed to funds that help students of all backgrounds persist, graduate, and thrive").
- When referencing students, alumni, and faculty—but not the campaign itself—capitalize the "w" and "m" in World Makers but don't italicize the phrase ("Pratt students are World Makers in the truest sense").

Social Media Handles and Suggested Social Copy

- Instagram/Threads: @prattinstitute
- LinkedIn, Facebook: Pratt Institute
- Twitter/X: @PrattInstitute
- Campaign: *World Makers* | *The Campaign for Pratt Institute*
- Hashtag: #prattworldmakers

The suggested captions below are intended to accompany the *World Makers* campaign launch video provided in this toolkit. We encourage you to share the video with your networks to help introduce the campaign and direct audiences to Pratt's official social media channels to learn more.

Instagram

Option 1
Celebrating the announcement of *World Makers* | *The Campaign for Pratt Institute* at @prattinstitute.

Pratt has always been a place where creative people learn to turn ideas into action. *World Makers* is an investment in the next generation of artists, designers, architects, and creative thinkers.

Visit @prattinstitute to learn more about the campaign.

#PrattWorldMakers

Option 2
A new chapter for @prattinstitute: *World Makers* | *The Campaign for Pratt Institute*.

Announced at this year's Pratt Legends 2026, *World Makers* will help create opportunities for the next generation while advancing the people, programs, and ideas that define Pratt.

Discover more about *World Makers* at @prattinstitute.

#PrattWorldMakers

Option 3
Celebrating the announcement of *World Makers* | *The Campaign for Pratt Institute* — an investment in the next generation of artists, designers, architects, and creative thinkers at @prattinstitute.

Visit @prattinstitute to learn more.

#PrattWorldMakers

LinkedIn and Facebook

Option 1
Celebrating the announcement of *World Makers* | *The Campaign for Pratt Institute*.

Pratt has always been a place where creative people learn to turn ideas into action. *World Makers* is an investment in the next generation of artists, designers, architects, and creative thinkers.

Learn more: worldmakers.pratt.edu

#PrattWorldMakers

Option 2
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#PrattWorldMakers

Option 3
Celebrating the announcement of *World Makers* | *The Campaign for Pratt Institute* — an investment in the next generation of artists, designers, architects, and creative thinkers at Pratt Institute.

Learn more: worldmakers.pratt.edu

#PrattWorldMakers

Make It Your Own
When posting on Instagram, please tag @prattinstitute and encourage your followers to visit Pratt Institute's official account to learn more. For LinkedIn and Facebook, please include the campaign link and tag Pratt Institute.

World Makers Toolkit

World Makers Logo

See the *World Makers* full **design guidelines** for the full set of logos and logo usage guidelines.



Primary logo with tagline



Secondary logo with tagline



Pratt/World Makers combined logo

World Makers Typography

World Makers uses the Plus Jakarta Sans typeface, which can be downloaded from **Google Fonts**. See the full **design guidelines** for more information on type usage.

Plus Jakarta Sans
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz0123456789!?#$%()

World Makers Color Palette

Each *World Makers* campaign priority is associated with one of the four color groups below. See the full **design guidelines** for more information.

Student Experience	**World Makers Green** #48DD7C C61 M0 Y72 K0 Pantone 2412	**World Makers Dark Green** #1C2C08 C60 Y0 M70 K90 Pantone Black 3
Faculty Success	**World Makers Blue** #89B9FF C41 M19 Y0 K0 Pantone 278	**World Makers Dark Blue** #162C3A C45 M15 Y0 K90 Pantone 419
Infrastructure	**World Makers Red** #F65058 C0 M85 Y70 K0 Pantone Red 032	**World Makers Dark Red** #390202 C37 M87 Y75 K80 Pantone 1817
Capital Projects	**World Makers Yellow** #FFCE2E C0 M20 Y90 K0 Pantone 115	**World Makers Dark Yellow** #301800 C20 M50 Y90 K90 Pantone 119

World Makers Email Signature

See **instructions** for setting up the *World Makers* email signature in Gmail.


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Ugia necto officium aut volora is eate volenecab int, officium doloreh entibus ciatur, sunt ulparit iorecusandis dia dolor as et optat ma sam derument fugitas es sitias vendias pidelen dignis es dem. Nequas dem aut eatia cus reprovitat.

Best,
Lorem Ipsum

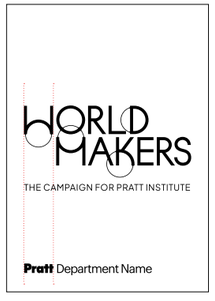
Lorem Ipsum
Title
Pronouns:

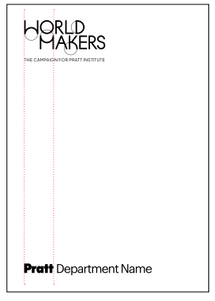
Pratt Institute
Department
200 Willoughby Avenue, Brooklyn, NY 11205
718.123.4567 · email@pratt.edu

Pratt WORLD MAKERS

World Makers and Pratt departmental logo lockups

Use the following guide for co-branding a specific Pratt school, department, or office with the *World Makers* logo. See the full **design guidelines** for more details.



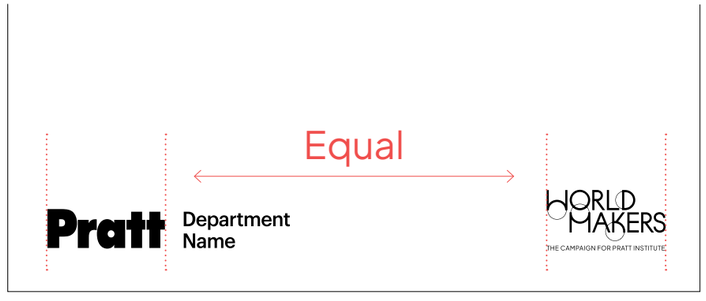


Horizontal examples





Vertical examples



Secondary World Makers Emphasis: The World Makers logo can also be included as a "badge" in layouts that emphasize Pratt and adhere to Pratt's main identity system.

In these cases, place the departmental logo lockup and World Makers logo opposite one another in a layout. The World Makers logo should be the same width as the Pratt logo in the departmental logo lockup.

Follow the sizing guidelines in the Pratt Identity Guidelines for determining the initial size of the departmental logo lockup. The tagline can be omitted from the World Makers logo if it is too small to read.