WORLD MAKERS

THE CAMPAIGN FOR PRATT INSTITUTE

Design Guidelines October 2026

Pratt

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1.
Logo

Primary Logo

This is the primary *World Makers* logo used throughout the system.



Minimum size of the primary logo

0.75 in



Secondary Logo

This logo is used only in applications that are limited in vertical space.



Minimum size of the secondary logo

0.345 in



Logos with Tagline

The tagline is set in all caps and the weight is set to match the weight of the thin circles in the logo.

The tagline spans the width of the logo and is set on a single line.

The tagline should always be used whenever the logo is present, unless space considerations cause the tagline to be too small to read.



Primary logo with tagline



Secondary logo with tagline

Pratt/World Makers Combined Logo

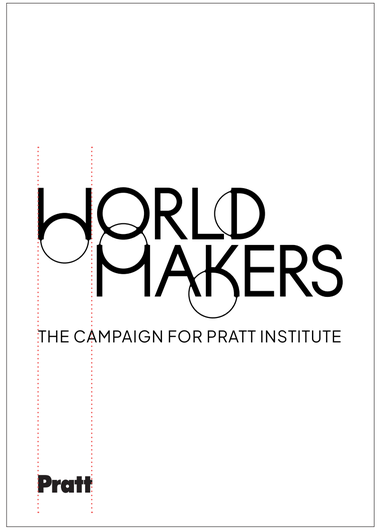
A combination of the Pratt and *World Makers* logos is available for situations where the *World Makers* campaign logo may need to appear without the tagline.



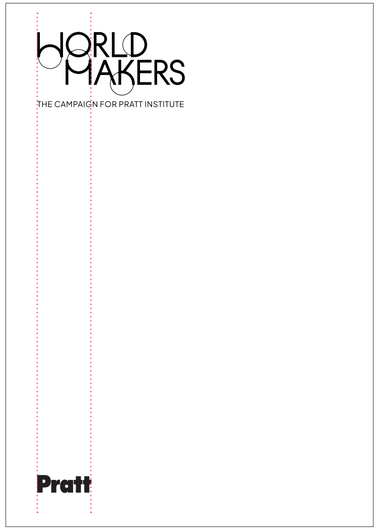
World Makers and Pratt logos

The Pratt logo must be present in all applications whenever possible. Use the following sizing guide to establish a visual relationship between the *World Makers* and Pratt logos.

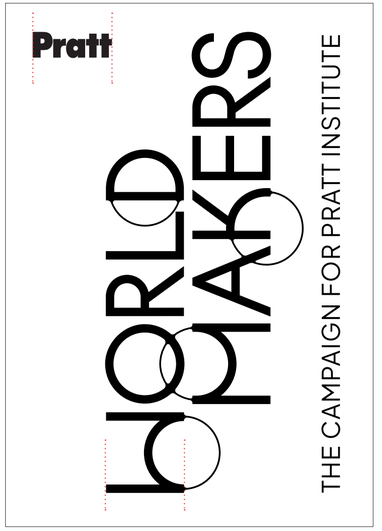
Use of the Pratt logo must follow the logo use section of the Pratt Identity Guidelines.



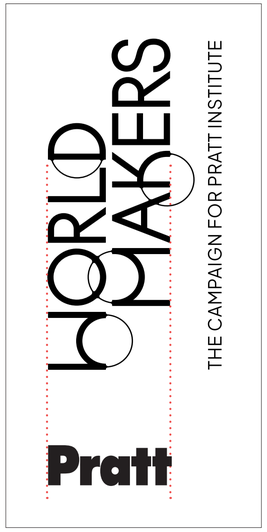
Horizontal Medium: Pratt logo sized to meet the width of the letter W



Horizontal Large: Pratt logo sized to meet the width of the letters W plus O



Vertical Medium: Pratt logo sized to meet the height of the letter W



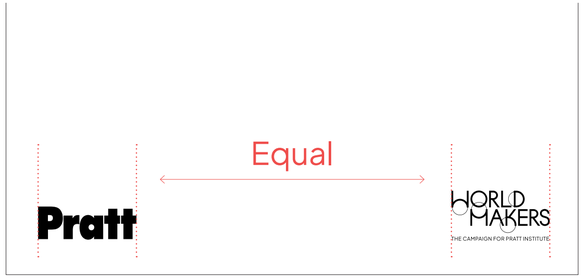
Vertical Large: Pratt logo sized to meet the height of the letter W and the bottom of the letter M

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 Pratt and World Makers logos opposite one another in a layout, with both logos at equal widths.

Follow the sizing guidelines in the Pratt Identity Guidelines for determining the initial size of the Pratt logo.

The tagline can be omitted from the World Makers logo if it is too small to read.

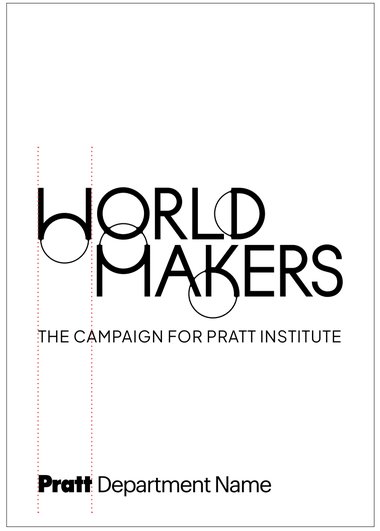


World Makers and departmental logo lockups

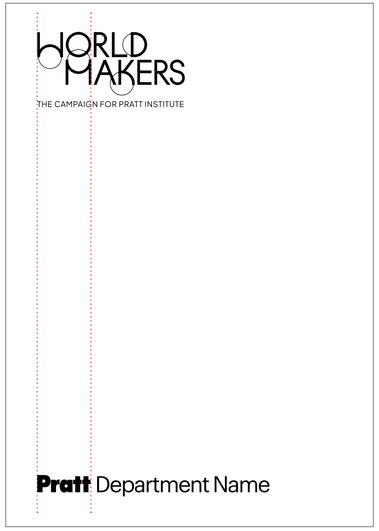
When co-branding with a specific Pratt school, department, or office, a departmental logo lockup can be used instead of the Pratt logo. Use the following sizing guide to establish a visual relationship between the *World Makers* and departmental logo lockups.

Depending on the length of the text, the departmental logo lockup may need to be sized larger or smaller than the examples shown here.

Use of the departmental logo lockups must follow the logo lockup use section of the Pratt Identity Guidelines.



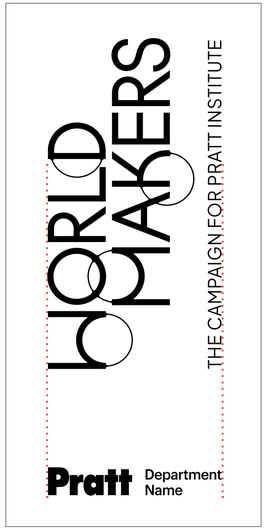
Horizontal Medium: Pratt logo sized to meet the width of the letter W. (Primary scale departmental logo lockup shown)



Horizontal Large: Pratt logo sized to meet the width of the letters W plus O. (Primary scale departmental logo lockup shown)



Vertical Medium: Pratt logo slightly smaller than the width of the letter W. Department name aligned to left edge of World Makers logo. (Secondary scale departmental logo lockup shown)



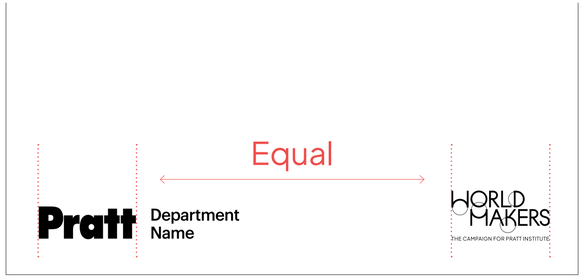
Vertical Large: Entire Pratt logo lockup scaled to match width of World Makers logo. (Secondary scale departmental logo lockup shown)

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.



2.
Graphic Elements

Typography

All text is set in Plus Jakarta Sans throughout the campaign.

The following weights are commonly used within the campaign:

- Bold (700) for headers, calls to action, and interstitial labels
- Regular (400) for sub-headers, body copy, pull quotes, and captions

At larger type sizes (above 20 points), apply negative tracking of up to -25 to maintain the typography's impact.

Plus Jakarta Sans is available to download from Google Fonts.

Plus Jakarta Sans

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789!?#$%()

Plus Jakarta Sans Bold 700. Lorem ipsum dolor sit

Plus Jakarta Sans Regular 400. Lorem ipsum dolor

Color

The World Makers campaign color palette comprises Pratt Yellow combined with supporting bright and dark colors.

World Makers Green
#48DD7C
C61 M0 Y72 K0
Pantone 2412

World Makers Dark Green
#1C2C08
C60 Y0 M70 K90
Pantone Black 3

World Makers Blue
#89B9FF
C41 M19 Y0 K0
Pantone 278

World Makers Dark Blue
#162C3A
C45 M15 Y0 K90
Pantone 419

World Makers Red (Pratt Red)
#F65058
C0 M85 Y70 K0
Pantone Red 032

World Makers Dark Red
#390202
C37 M87 Y75 K80
Pantone 1817

World Makers Yellow (Pratt Yellow)
#FFCE2E
C0 M20 Y90 K0
Pantone 115

World Makers Dark Yellow
#301800
C20 M50 Y90 K90
Pantone 119

White
#FFFFFF
C0 M0 Y0 K0

Black
#000000
C0 M0 Y0 K100
Pantone Black

Color Usage

The logo and tagline work with all color combinations. On white backgrounds, both the logo and tagline take on black.

On dark backgrounds, the logo takes on white and the tagline takes on the lighter color from each corresponding color set.

Only use one color scheme per asset.

Each campaign priority is associated with one of the four main color groups:

Student Experience → World Makers Green

Faculty Success → World Makers Blue

Infrastructure → World Makers Red

Capital Projects → World Makers Yellow



Background: White
Logo and tagline: Black



Background: Black
Logo and tagline: White



Background: Black
Logo: White
Tagline: World Makers Yellow



Background: World Makers Dark Green
Logo: White
Tagline: World Makers Green



Background: World Makers Dark Blue
Logo: White
Tagline: World Makers Blue



Background: World Makers Dark Red
Logo: White
Tagline: World Makers Red

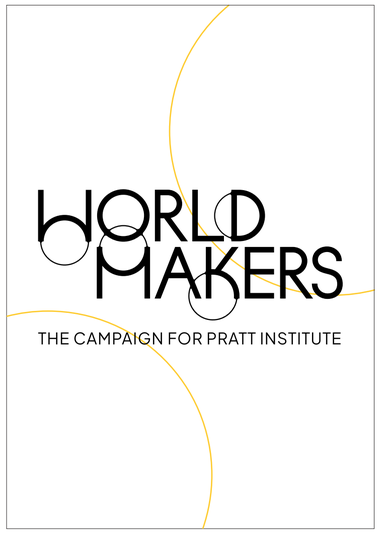


Background: World Makers Dark Yellow
Logo: White
Tagline: World Makers Yellow

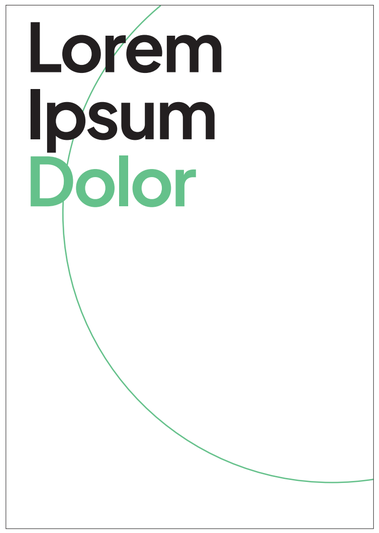
Circle Motifs

Circle motifs can be used to provide a decorative element that call back to the circular elements of the logo.

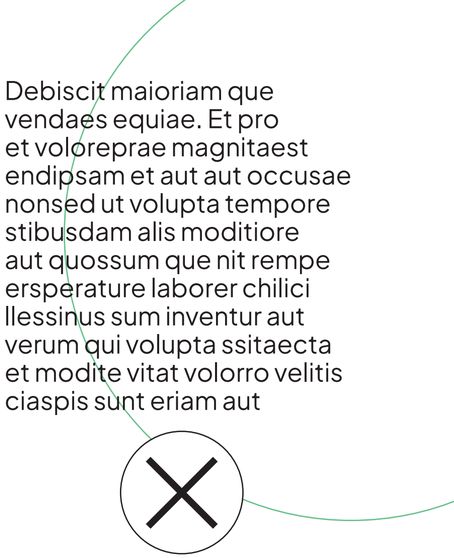
Circle motifs should not interfere with the legibility of text or images. They should always sit behind headlines and avoid obscuring key parts of images.



Two circle motifs used on the front page of a publication with the *World Makers* logo



One circle motif, used with a headline in black and green. The circle motif sits behind the headline and intersects legibly with the green part of the text.

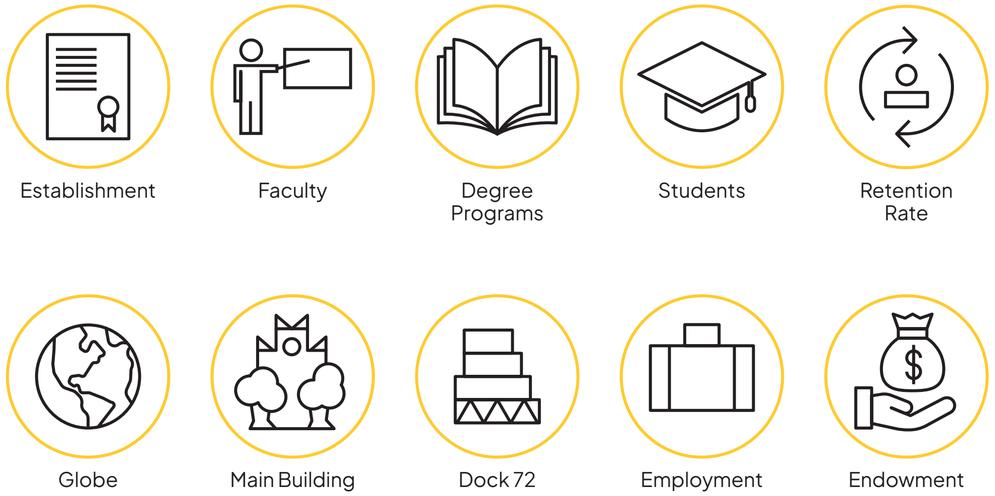


Circle motifs shouldn't overlap with small body copy as this inhibits legibility.

Icons

Icons are based on the linework from the World Makers logo. They can be displayed in one or two colors depending on the context, with the outer circle taking on a color and the inner icon image either black or white.

The basic icon set is shown here. Additional icons can be added on a case by case basis.





Icon on black background, with outer circle in World Makers Yellow and inner icon image in white



Icon on World Makers Dark Green background, with outer circle in World Makers Green and inner icon image in white

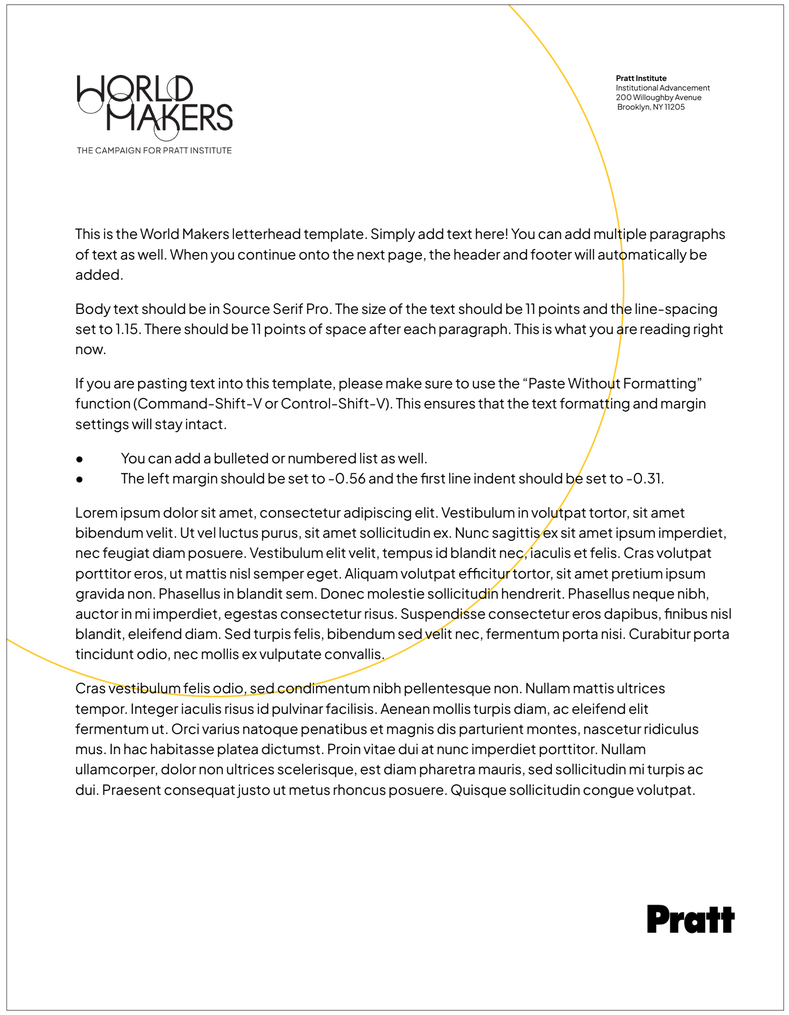
3.
Stationery and Printed Matter

Letterhead

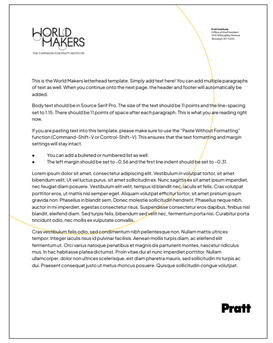
World Makers branded letterhead templates are available in the following formats:

- Google Docs digital version
- Blank version (print-ready)

All templates are available for both Institutional Advancement and the Office of the President.



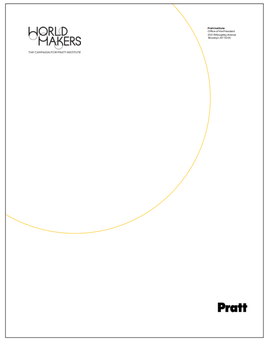
Google Docs digital template:
Institutional Advancement



Google Docs digital template: Office of the President



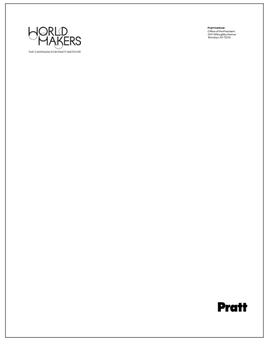
Blank with circle motif:
Institutional Advancement



Blank with circle motif:
Office of the President



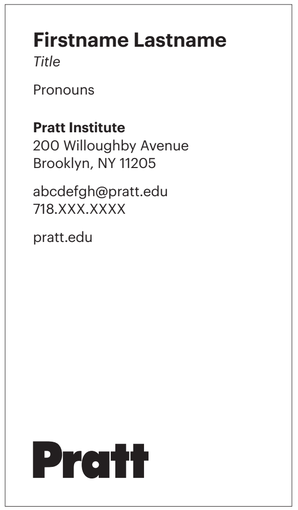
Blank template:
Institutional Advancement



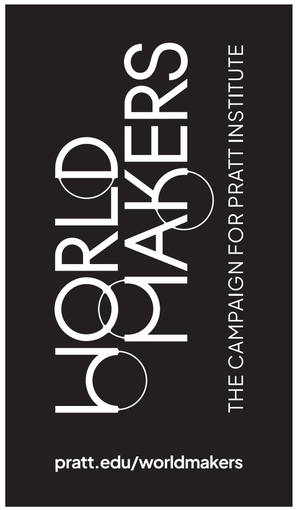
Blank template:
Office of the President

Business Cards

World Makers branded business cards follow the standard Pratt layout on the front, with the *World Makers* logo displayed vertically in black and white on the back.



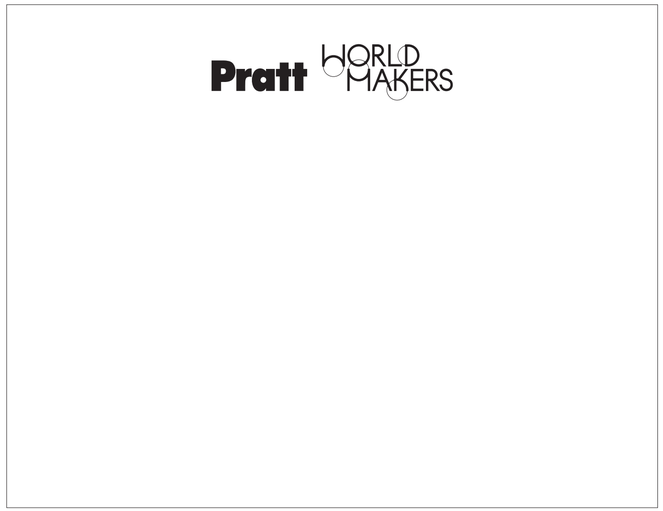
Front



Back

Note Cards and Envelopes

World Makers branded note cards and note card envelopes use the Pratt/World Makers logo lockup.



Note card

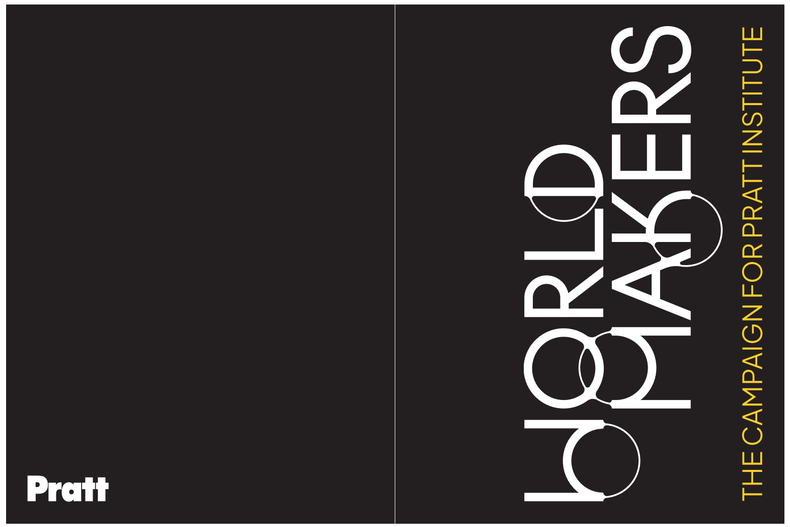


Note card envelope (back)

Folders

World Makers branded folders are available in the following formats:

- Printed (black + World Makers yellow)
- Debossed, dark background



Printed



Debossed, dark background

Envelopes

World Makers branded envelopes are available in No. 10 and A4 formats.

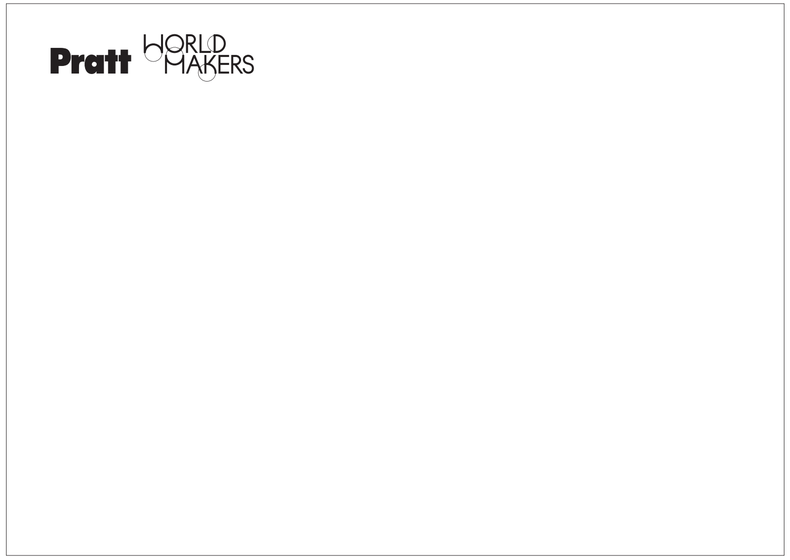
The Pratt/World Makers logo lockup is on the front of the envelope, with the return address on the back flap.



No. 10 envelope: Front



Back (shape of flap may vary)



A4 envelope: Front

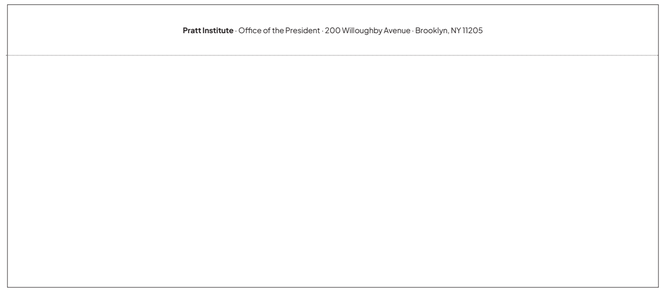


Back (shape of flap may vary)

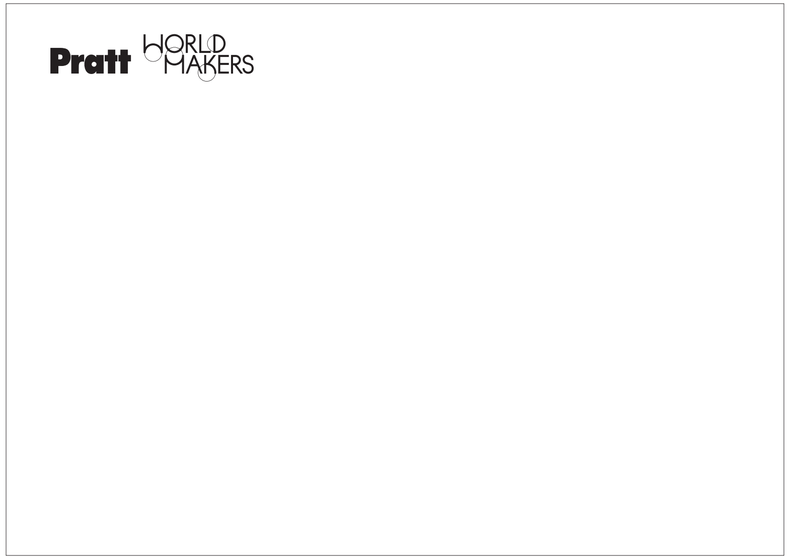
Envelopes
(Office of the President return address)



No. 10 envelope: Front



Back (shape of flap may vary)



A4 envelope: Front



Back (shape of flap may vary)

Envelopes
(The Fund for Pratt return address on front)



No. 10 envelope: Front

Belly Bands

World Makers branded belly bands feature the horizontal logo version with tagline separated, and are available in black and World Makers Yellow background versions.

Black background



World Makers Yellow background



Email Signature Image

The *World Makers* branded email signature image consists of the Pratt/World Makers logo lockup appended to one's email signature.

Ignam, et mi, sume plandus re autatemquid quae volorro cus andus.

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



4.
Video and Screen Applications

Title Cards

When used on a title card, the *World Makers* logo should be half the width of the screen, centered vertically and horizontally.

The logo can be combined with circle motifs and set upon an image or video, or a solid color background. Depending on the background, the tagline can also feature one of the bright colors from the *World Makers* color palette.





The Pratt/World Makers combined logo can also be used on a title card if the context calls for it.

Lower Thirds

Lower thirds follow the standard Pratt format. All text is set in Plus Jakarta Sans Bold with -25 tracking.

Gray backgrounds are for illustrative purposes only

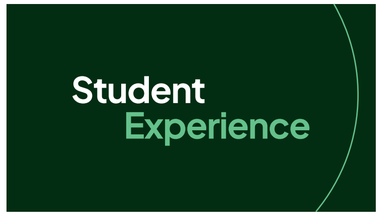
Name: Black background, white text

Title: World Makers Yellow background, black text



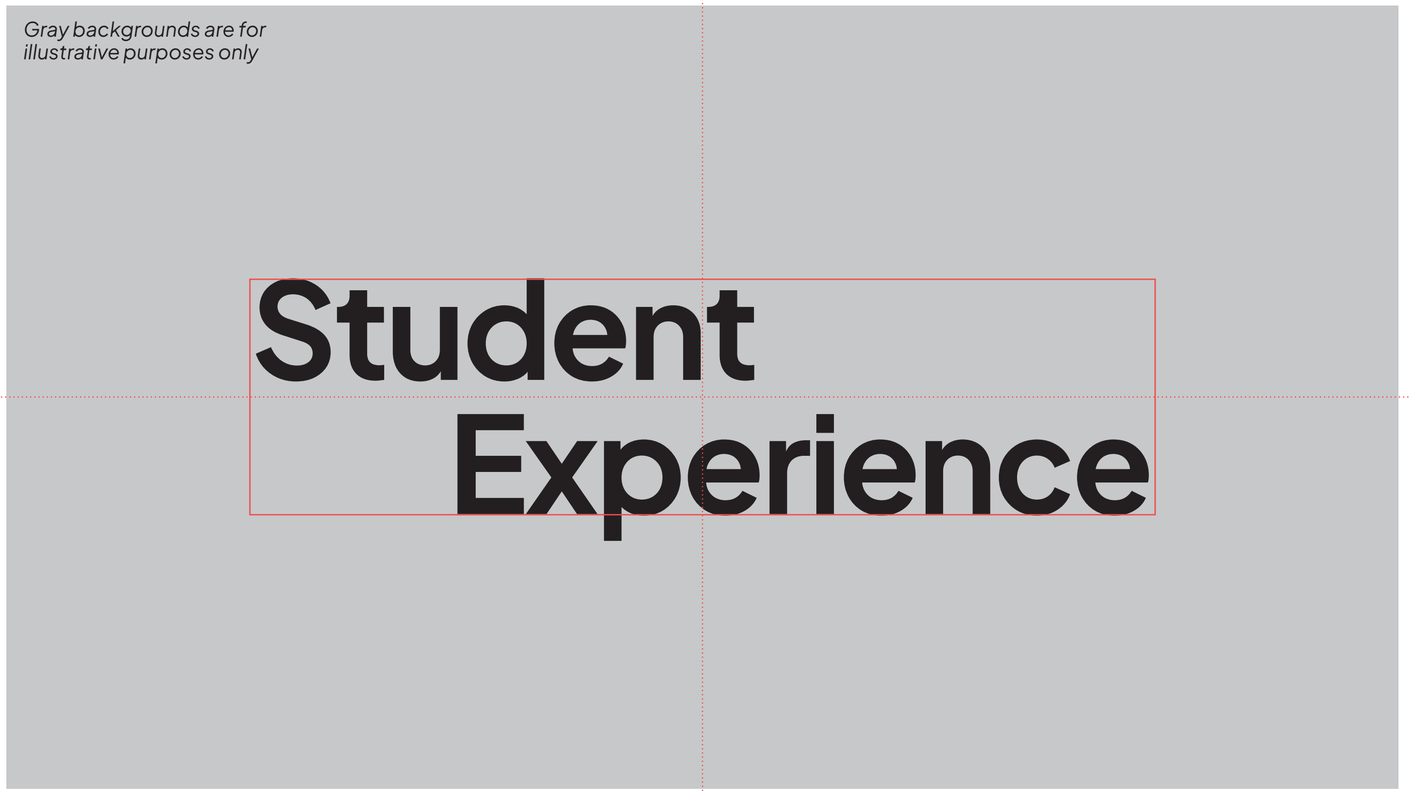
Heading Slides

- Type should be set in Plus Jakarta Sans Bold with -25 tracking
- Type should not have any extra line spacing added
- When headings have more than one word, the second word can be indented to create a sense of horizontal motion
- Type should be upper and lowercase
- Overall text box should be centered (visually) horizontally and vertically, and fit within safe areas determined by the video editing program



When used to highlight campaign priorities, heading slides should feature the matching foreground and background colors. Circle motifs can also be added.

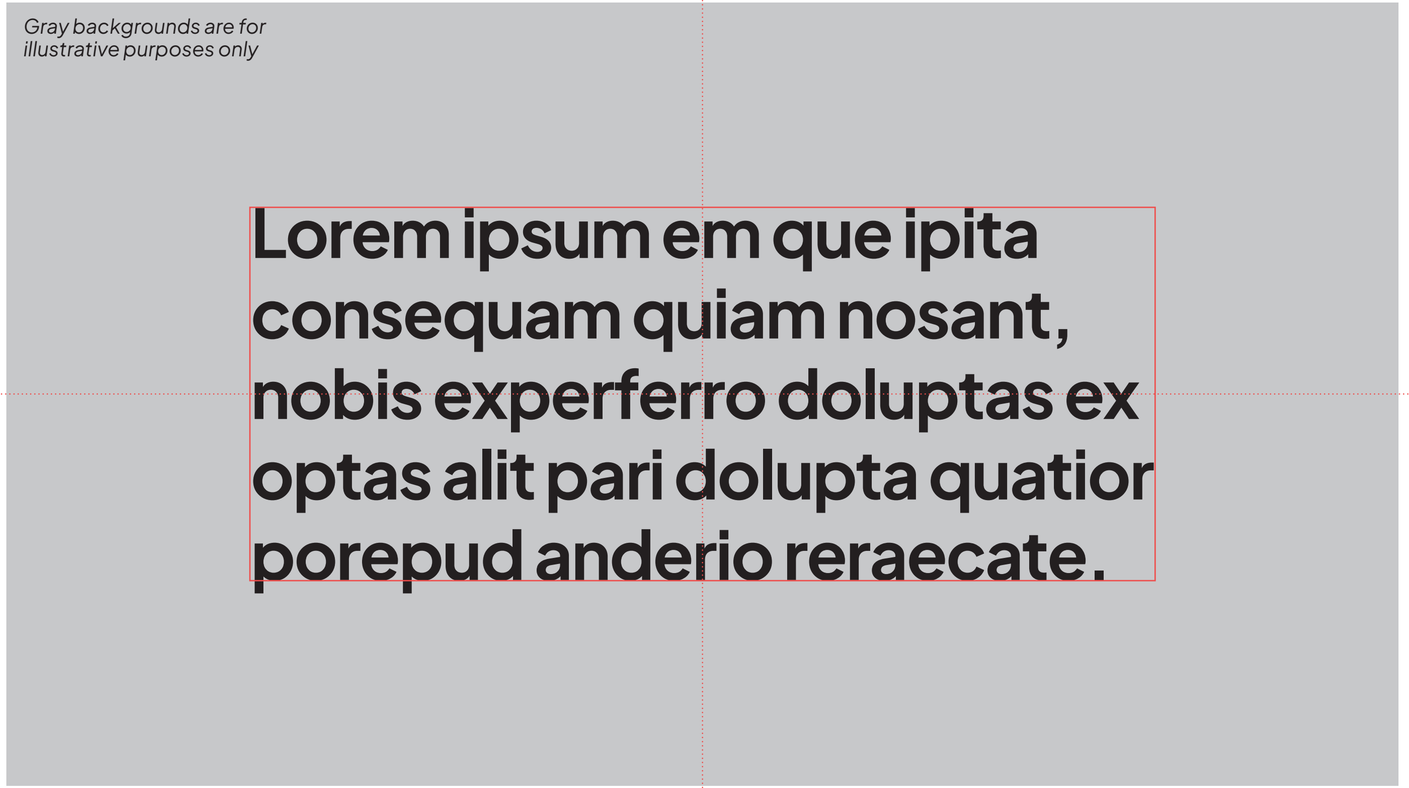
Gray backgrounds are for illustrative purposes only



Text Slides

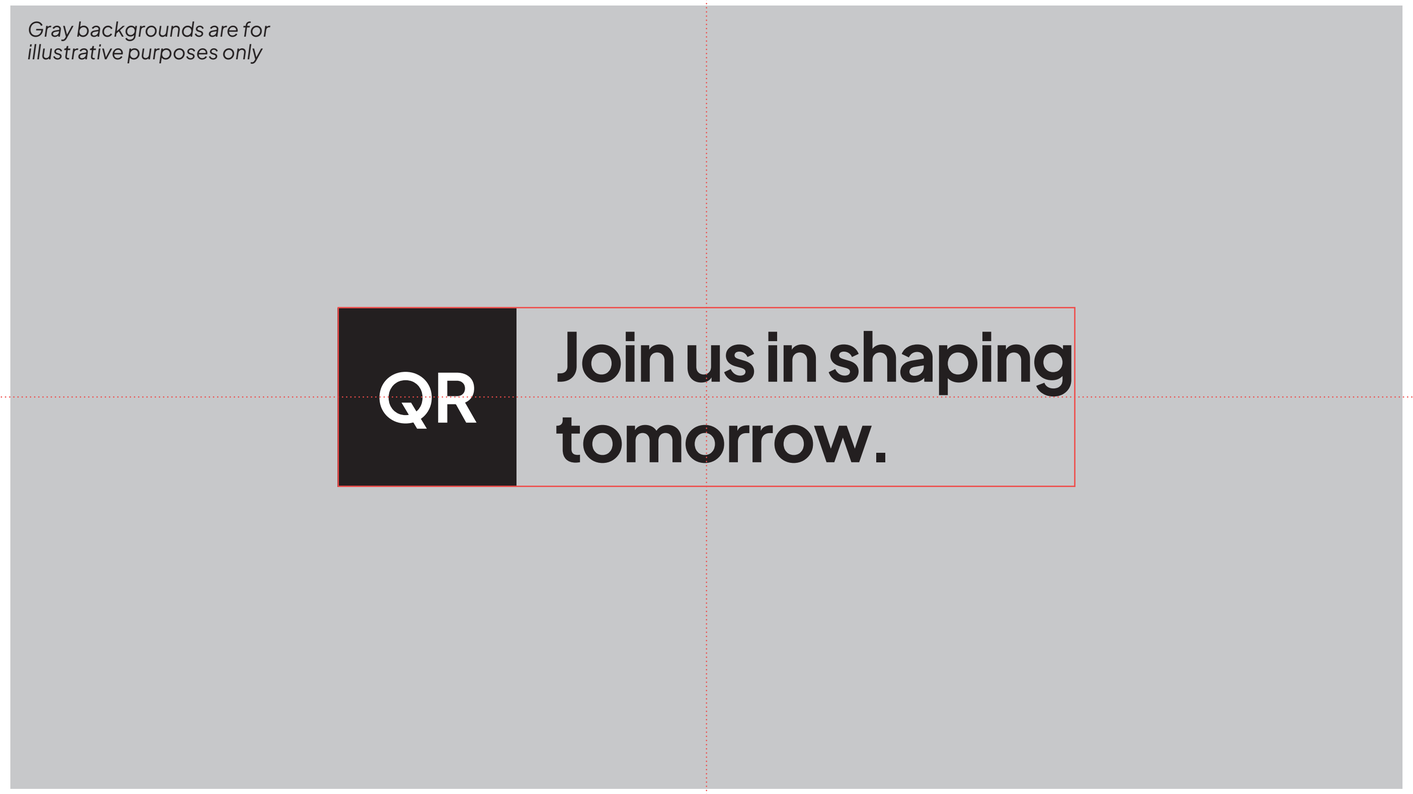
- Type should be set in Plus Jakarta Sans Bold with -25 tracking and at least 5 points of line spacing
- Paragraph width should be approximately 5 words wide
- Word count for each slide should be 20 words or fewer (longer text can go on multiple slides)
- Type should be upper and lowercase
- Text should be left aligned
- Text should be either black or white, depending on the background
- Background should be a solid color preferably; an image can be used if the text doesn't obscure key parts of it
- Overall text box should be centered (visually) horizontally and vertically, and fit within safe areas determined by the video editing program

Gray backgrounds are for illustrative purposes only



Call to Action

- Call to action text and QR codes should be treated as one block, centered vertically and horizontally
- Text should follow guidelines in previous example
- The QR code should be slightly larger than two lines of type, not significantly larger or smaller



Pratt WORLD MAKERS