

ABOUT FOREST PARK PROMO

Why are these pieces so bright?

Prior to the adoption of the “One-College” branding and blue logo at St. Louis Community College, the campuses had their own signature colors.

Forest Park’s color was a bright red for student recruitment pieces, with a darker red, or burgundy, permissible for the more serious pieces. Yellow and blue were secondary colors.

In retrospect, the colors look almost too bright when viewed on a screen today. However, the purpose at the time was to attract students – to encourage them to pick up the fliers and think about college. They printed darker when duplicated. Bear in mind that Forest Park students have always been a vibrant bunch – they are unapologetically boisterous on campus. Muted tones would not have been appropriate. Also note the transition in logos. It took many years for the district to adopt the blue, “One-College” branding.

These sample pieces were designed in an era of declining budgets, when print-on-demand fliers on the color copier were more cost efficient than printed brochures from a press. They were also easily adapted to cater to special audiences and could be turned around, on demand, in a couple of hours. I produced thousands of these pieces in my career at Forest Park.

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