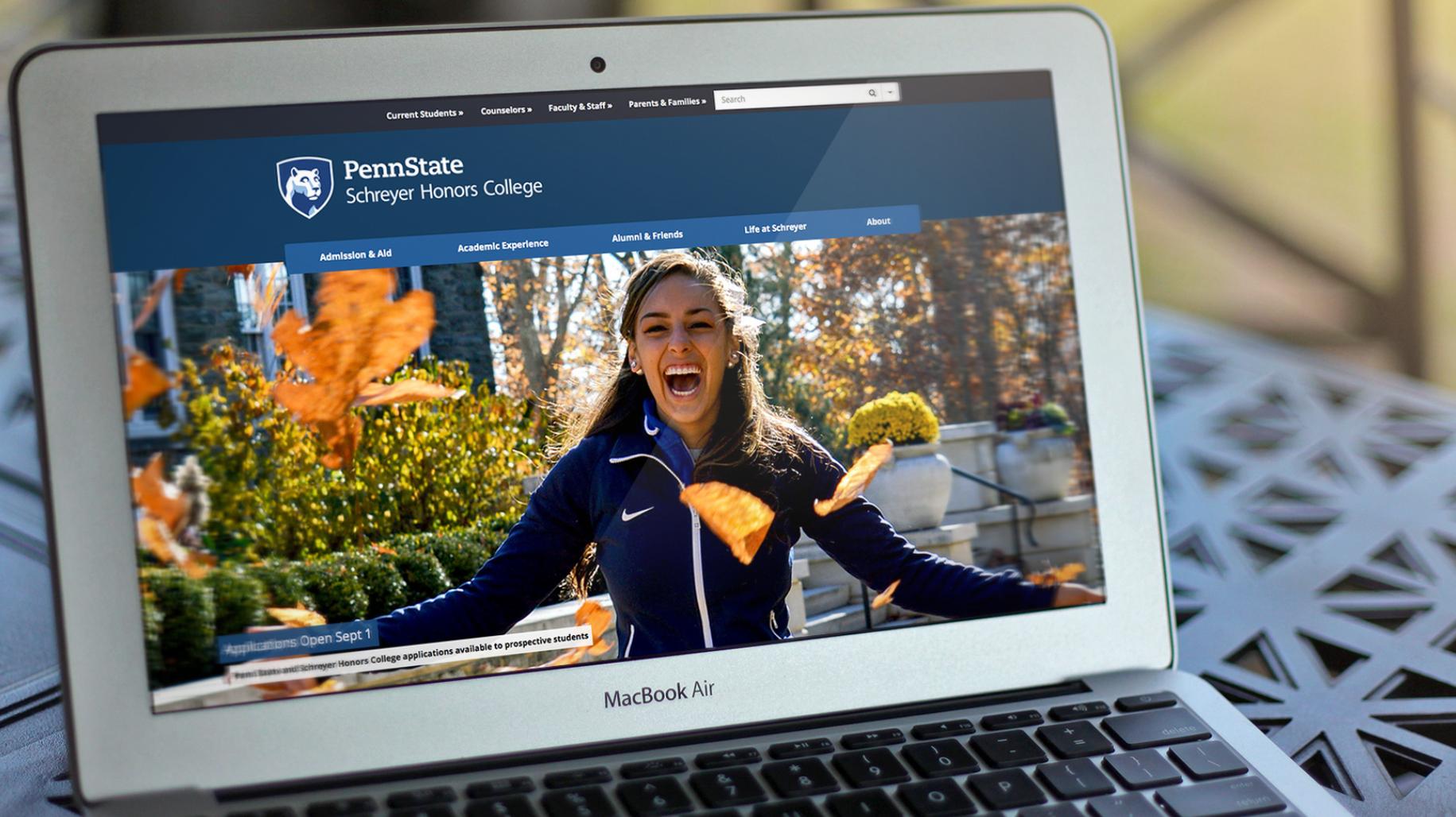




PennState



A message from President Barron

As the rollout of the refreshed Penn State academic mark begins, I am pleased to see us moving forward with a visual identity that connects our rich tradition with a bright future. This much-needed update is a strong representation of Penn Staters' excellence, passion, and innovation.

The refresh will strengthen the University's identity by representing us more effectively in both print and digital environments. In addition, the accompanying brand architecture system will help achieve visual consistency across the University, presenting us as a unified whole and better leveraging the strength of the Penn State name.

Our Office of Strategic Communications will support your offices in a measured and sustainable rollout. Easy-to-use file formats will be provided, and an online manual will be available in the coming months to facilitate implementation. Though the mark currently appears on high-profile digital spaces, we are not asking anyone to throw out current materials like signage, letterhead, or brochures.

However, new materials to be printed from now forward must use the refreshed mark. I ask that you also plan to introduce it through your digital channels like websites and social media. Additionally, the Office of Strategic Communications is working with the printing office to create new templates for letterhead and business cards that will be used for new orders.

The Office of Strategic Communications has policy oversight for the use of the mark and the associated brand architecture and can work with your offices to answer questions. Any proposed exceptions will require approval by Strategic Communications. Please direct questions to the Department of University Marketing at 814-863-1870. I appreciate your support in the rollout of the identity refresh in your units.

Sincerely,

Eric J. Barron

I am pleased to see us moving forward with a visual identity that connects our rich tradition with a bright future.

1 Brand Strategy

- 1.1 Positioning
- 1.2 Creative Platform

2 Visual Identity

- 2.1 Nittany Lion Shield
- 2.2 University Mark
- 2.3 Special-Use Marks
- 2.4 Brand Architecture
- 2.5 Color
- 2.6 Correct Mark Use
- 2.7 Mark Misuse
- 2.8 Typography

3 Gallery

- 3.1 Websites
- 3.2 Merchandise
- 3.3 Social Media

Our Visual Identity Standards will be updated and expanded as additional materials are developed.

Overview

The Penn State brand is what comes to mind for current and prospective students, alumni and friends, and faculty and staff when they hear “Penn State.” The size and scope of our university—20+ campuses in Pennsylvania, online programs, business, law, and medical schools, and global connections—make consistency in the use of our brand essential.

Informed by market research, our brand helps us as marketing communications professionals to look broadly at the University’s needs. The brand also provides a framework through which we can tailor communication to specific audiences while still conforming to a consistent and unified message.

In all communications, we strive to ensure that the University’s image reflects our mission of teaching, research, and service, as well as goals that include:

- Diversity and inclusion
- Showcasing academic research, global reach and responsibility, and a high-quality student experience

Positioning statement

Penn Staters are “inspired doers,” nurtured by a culture that encourages lofty goal setting and investing the effort to achieve them. They are molded in an environment that values success, teamwork, and service to others, and are intent upon living inspired, purposeful lives.

All universities talk about producing leaders, but ask employers where they go to find individuals who inspire others, know the value of hard work, and lead by example. They find them at Penn State.

What is an “inspired doer”?

Penn State’s inspired doers combine personal ambition and perseverance with passion for a larger purpose and a commitment to service. They are focused on learning and achievement, and they are hard-working builders: of careers, families, communities, and institutions.

As a group, they are inspired by goals that bridge the divide between individual achievement and social benefit, and are strongly motivated by a sense of gratitude and a desire to give back.

The qualities and values that Penn Staters share:

Well-rounded

Optimistic

Can-do

Honest/integrity

Altruistic

Hard-working

Humble

Passionate

Genuine

Collaborative

Penn Staters are “inspired doers”

nurtured by a culture that encourages lofty goal setting and investing the effort to achieve them.

Creative platform

The brand platform is the core idea or emotion that sums up the brand, to be used as a starting point to inspire marketing and communications messaging.

Personality

Our personality encompasses everything we say and do and should shine through in our messaging. Every communication should seek to evoke at least one of the following characteristics:

Excellence –

Stands out in ability and achievement

Collaboration –

Team-oriented and works well with diverse points of view

Passion –

Inspired and driven to make an impact; moved by a feeling of lifelong connection to the institution and fellow alumni

Innovation –

Willing to think outside the box to achieve new goals

Differentiation

We strive to focus our messaging on what makes Penn State different from other colleges and universities. In addition to underscoring our academic and research reputation through the brand pillars, we differentiate ourselves from other institutions through the emotional aspects of the brand, the feeling of family and connectedness, and the brand positioning of the inspired doer. When Penn Staters put their heads and hearts together—when they combine knowledge and passion, hard work and inspiration—they can change the world. Penn Staters don't just dream of creating change—they learn how.

In marketing collateral, focus on differentiators by portraying the emotional experience of being a member of the Penn State Family.

Pillars and messaging

The brand pillars and supporting messages should be used as guideposts for targeting communications efforts, choosing stories, and finding appropriate angles for those stories.

Brand pillars

The pillars support the brand through describing the most important aspects of our University's image and values. These should serve as a guidepost for messaging efforts.

Academics:

Penn State is committed to the success of each student and provides support, leadership and engaged scholarship opportunities, mentoring, and jobs to help them achieve their dreams and goals.

Research:

Penn State makes important contributions to society through education and research, as well as stimulates economic development. We have a world-class research faculty, and students at all levels contribute to and learn from their research efforts.

Global:

Penn State is a university with an eye to the global community. Penn Staters are prepared to be citizens of the global community through perspectives in the classroom and engaged opportunities to experience the world at large.

Experience:

Penn State fosters a sense of family and community. From day one and for the rest of their lives, every Penn Stater shares a DNA that unites them to every other Penn Stater.

Please visit brand.psu.edu
for additional brand information.



The Nittany Lion has been a symbol for Penn State since 1907. The most universally known and recognizable image is that of the Nittany Lion statue, which was sculpted by Heinz Warneke in 1942 as a gift from the class of 1940.

We have retained the visual equities of the Lion, shield, and Penn State blue color, which are important components of our visual heritage. In this shield, we have focused on the head and face of the Nittany Lion Shrine. We made the shield more contemporary and engaging.

The shield works well in both large and small sizes. Modifications were done to ensure the shield is easier to reproduce small and in the digital environment.

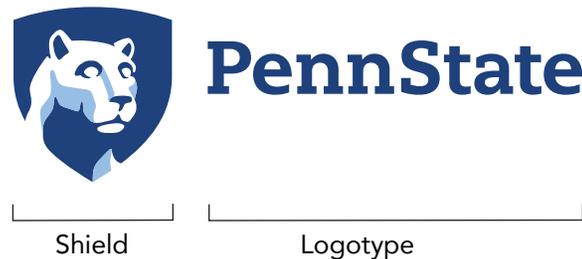
Never redraw or try to recreate our shield. Any modification of our shield diminishes its impact and weakens our legal protection. Only authorized artwork may be used.





PennState

Mark



Our University (or academic) mark is the single most widely seen visual expression for Penn State. The mark does not replace the University seal or the Intercollegiate Athletics logo; they will continue to be used as they are currently permitted.

The mark is used to identify everything we communicate through our website, print communications, presentations, social media sites, and signs. Having a clear and consistent visual identity helps build greater recognition for and awareness of our University and our many colleges, campuses, and administrative/academic units.

The two-color mark shown here is the preferred color version and should be used wherever possible

In our visual identity architecture, this mark is referred to as the primary horizontal mark. The logotype is one of the core components of our mark. It is a custom-drawn logotype inspired by slab serif typefaces. It is a clear and strong expression of our name. As in our previous mark, we have brought *Penn* and *State* together as a single expression. The use of the capital P and S ensures legibility. This design provides a useful distinction from the convention of using all capital classic serif typefaces for universities.

Using a common vocabulary facilitates the use of our University mark, which is composed of our shield and logotype. For communication ease, we will refer to the academic mark as "our" mark. We will also refer to "our" shield and logotype.

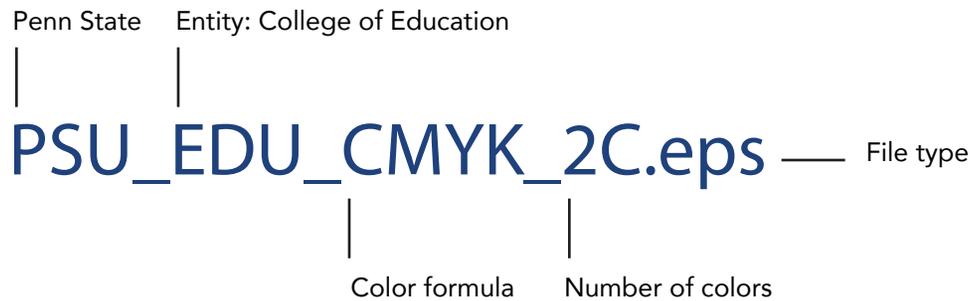
Never redraw or try to recreate our mark, including our shield or our logotype. Any modification of our mark diminishes its impact and weakens our legal protection. Only authorized artwork may be used.

University Seal



Intercollegiate Athletics Logo





PSU
All University mark artwork begins with these three letters. PSH is used for all Penn State Health mark artwork.

EDU
We use the three-letter system that has been established for all Penn State colleges, campuses, and administrative/academic units. These entities are listed at the following website: <http://marcom.psu.edu>

Color formulas

CMYK
Cyan, Magenta, Yellow, Black
This artwork is to be used for four-color printing

PMS
Pantone Matching System®
This artwork is to be used for match color printing. Pantone coated chips also are used as the prime source to match colors for signs, silk-screening, and thread/fabric.

RGB
Red, Green, Blue
This artwork is to be used for all digital applications such as websites, PowerPoint, and avatars.

2C
Two color

1C
One color

287
PSU Dark Blue

284
PSU Light Blue

REV
For reverse use on a dark background

Special-use marks
The marks are intended to be used on a limited basis, explained in section 2.3.

We have created a protocol for naming all of our mark artwork. The files are placed in folders with more descriptive names such as:

- 1 Penn State
- 2 Colleges
- 3 Campuses
- 4 Administrative/academic units

Within those folders, the individual entities—colleges, campuses, and administrative/academic units—are included.

Within those entity folders we have art for the primary horizontal marks for positive and reverse use, in these color systems: CMYK, Pantone, and RGB. Here we also include our special-use marks, such as one-color without screens.

Once you are familiar with the structure and abbreviations, this naming protocol will make finding and identifying the right file much easier.

EPS files (.eps)
These are the original master files of the logo and should be used for the generation of all new artwork files for print and electronic applications (gif, jpg, tif, png, etc.). These vector-based files can be scaled to any size without losing image quality. Always make a copy of the master art and resize to the desired size.

PNG files (.png)
These files are bitmap images and primarily used for web, PowerPoint, and web applications. PNG files may contain transparent backgrounds and can be used in programs like PowerPoint and most web browsers. Do not enlarge PNG files. If the exact size you need is not available, generate a new PNG file from the resized EPS or AI file of the logo. PNG files may be reduced without loss of resolution.

Primary horizontal, two-color mark



Special-use marks

Vertical mark 1



Vertical mark 2



Vertical mark 2 on banner



The horizontal mark with two colors, as shown here, is our primary mark and is used in the majority of applications. Special-use marks have an important but limited use.

We have two vertical or centered marks. There are situations where a formal center axis design would require the use of a vertical mark.

There are other situations where the mark is used alone on an application such as a folder cover, sweatshirt, or cap. In these cases, a vertical mark may be more effective.

In the horizontal mark and vertical mark 1, the size relationship between the shield and the logotype are the same.

On our vertical mark 2, the logotype is smaller and above our shield. This allows for a larger, more powerful use of the shield. This version is very effective on some products and merchandise. This mark also can be useful when the width is restricted, as in a banner.

The entity marks for our campus, college, and administrative/academic units do not have vertical marks. These marks should not be reconfigured as vertical marks.

Never redraw or try to recreate our mark, including our shield or our logotype. Any modification of our mark diminishes its impact and weakens our legal protection. Only authorized artwork may be used.

Penn State Visual Identity Standards

Special-use marks: 2.3.2 Shield alone

Primary horizontal, two-color mark



The horizontal mark with two colors, as shown here, is our primary mark and is used in the majority of applications. Special-use marks have an important but limited use.

In general, the shield should not be used without the logotype. However, for certain merchandise, such as a pin, the use of the shield alone is appropriate.

The shield also is used alone as our social media avatar. Although our logotype is not used in these applications, our name does appear in close proximity.

The schematic folder cover demonstrates another opportunity to use the shield alone large as a graphic element. This design approach is only to be used when our full mark appears on the same surface.

Never redraw or try to recreate our mark, including our shield or logotype. Any modification of our mark diminishes its impact and weakens our legal protection. Only authorized artwork may be used.

Special-use marks

Shield, for use alone



Shield used as graphic element with full mark



Shield used as an avatar for social media



Penn State Visual Identity Standards

Special-use marks: 2.3.3 One color without screen

Primary horizontal, two-color mark



Special-use marks

Mark, one-color without screen



Special-use marks

Vertical mark 1, one-color without screen



Shield, one-color without screen



Vertical mark 2, one-color without screen



The horizontal mark with two colors, as shown here, is our primary mark and is used in the majority of applications. Special-use marks have an important but limited use.

We have created artwork where reproduction with only one color, without any screens, is required.

Examples where this use is possible include:

- Creating a watermark for letterhead
- Printing on a coaster where printing with a screen would bleed
- Printing with a foil stamp
- Embossing or debossing
- Printing on an object, such as a baseball

These special-use marks can be used in PSU blue, black, or white. These marks should not appear in other colors with the possible exception of silver or gold.

The use of our primary horizontal mark in two colors is always preferable. While this one-color mark appears to be the same as the primary mark with the light blue removed, it has important differences.

The use of this one-color without screen mark also applies to all of our entity marks as well.

The entity marks for our campuses, colleges, and administrative/academic units do not have vertical marks. The marks should not be reconfigured as vertical marks.

Never redraw or try to recreate our mark, including our shield or our logotype. Any modification of our mark diminishes its impact and weakens our legal protection. Only authorized artwork may be used.

Penn State Visual Identity Standards

Special-use marks: 2.3.4 Product marks with ®

Primary horizontal, two-color mark



The horizontal mark with two colors, as shown here, is our primary mark and is used in the majority of applications. Special-use marks have an important but limited use.

The special-use marks shown here are used only on our products, and merchandise. These items are often seen outside the context of Penn State and use the ® (registration mark) to provide legal protection for our valuable assets.

Other uses such as stationery, marketing materials, presentations, signs, and digital applications are not required to, and should not, use the marks with ®.

Trademark designations are required for items that bear the University's mark and are for commercial use. Please contact: licensing@psu.edu for questions related to Penn State merchandise.

The placement of the ® is always used in conjunction with the Penn State logotype, never with the shield.

The use of the ® may be used with special-use marks, such as one color without screens.

The entity marks for our campuses, colleges, and administrative/academic units do not have vertical marks. The marks should not be reconfigured as vertical marks.

Never redraw or try to recreate our mark, including our shield or logotype. Any modification of our mark diminishes its impact and weakens our legal protection. Only authorized artwork may be used.

Special-use marks: Product marks with ®

Primary horizontal mark with ®



Vertical mark 1 with ®



Vertical mark 2 with ®



Penn State Visual Identity Standards

Avatar use in square



Avatar use in circle



Avatar without background for Google+



We are providing avatar artwork for the following social media sites as jpegs in the pixel sizes indicated:

Facebook 180 x 180 LinkedIn 500 x 500

Twitter 400 x 400 Google+ 250 x 250

Vine 250 x 250 Instagram 250 x 250

YouTube 800 x 800 Pinterest 165 x 165

Flickr 250 x 250 PNG without containing shape

The artwork has been designed to provide an optimal size for large use on the primary site and in small sizes for individual posts.

For certain sites, such as Google+, it also is possible to use the avatar without a containing shape and a clear background.

For questions about the use of the avatar and other identity matters, please contact:
Joan Scholton, Interim Assistant Director,
University Identity System and Engagement,
814-863-1870, sjs22@psu.edu.

General social media questions can be directed to socialmediaoffice@psu.edu.

Special-use marks: 2.3.5 Social media avatars

An increasing part of our communications is done through social media. In the past, many of our key entities, including the campuses, colleges, administrative/academic units, institutes and centers have created their own avatars or icons. While creating some differentiation, many of the avatars did not reproduce effectively. When appearing in smaller sizes, photographic icons were difficult to decipher and text was often impossible to read.

The use of the Penn State shield for all social media avatars follows our consistent approach to brand architecture. All academic and administrative units of the University will use the same avatar. This includes campuses, colleges, schools, departments, institutes, centers, other locations, and administrative offices.

Unique avatars for special events or programs affiliated with Penn State should not be used.

The shield shape with the focus on our Lion's head and face is very effective for use as an avatar. It reinforces and strengthens our brand presence. Although there are different limitations regarding name length across social media sites, there is always an opportunity to include the specific names of entities. Our preferred name use is with Penn State as the base name, as shown here:

- Penn State Abington
- Penn State College of Arts and Architecture

For social media sites, such as Twitter, it may be necessary to restrict the length of the name, as indicated here:

- Penn State College of Nursing
- Penn State Nursing
- PSU Nursing

Penn State Visual Identity Standards

Tier 1: University mark



Tier 2: Campus mark



Tier 2: College mark



Tier 2: Administrative/academic unit mark



Tier 2: Health system mark



Brand architecture: 2.4.1 Tiers 1 and 2

Brand architecture is a powerful tool that allows us to connect the many entities within our University in a clear and logical manner. We achieve this by creating a system of the entities that use our mark, as shown here. These entity marks include our campuses, colleges, and many administrative/academic units.

Tier 1

We refer to Penn State as a tier 1 mark because it is the overarching entity to which all other entities are connected.

Tier 2

This tier includes all campuses, colleges, and administrative/academic units. The typeface and size relationships in our marks have been carefully resolved to provide a strong presence for Penn State while allowing for the addition of the entity names.

Note that when the Penn State logotype has an entity name below it, the logotype moves toward the top of the shield. This is done to maintain a visual balance between the shield and logotype.

Tier 2 also includes Penn State Health, which has "Health" placed after Penn State.

The same principles on color use, clear space, minimum size, etc., shown through these standards apply to our entity marks as well.

Penn State Visual Identity Standards

Brand architecture 2.4.2 Tiers 3 and 4

Tier 1: University mark



Tier 2: College mark



Do not use entity marks similar to the those below this line

Tier 3: Schools, departments



Tier 4: Areas of expertise, programs



Tier 3a: Schools, departments



Tier 4a: Areas of expertise, programs



Tier 1

We refer to Penn State as a tier 1 mark because it is the overarching entity to which all other entities are connected.

Tier 2

This tier includes all campuses, colleges, and many administrative/academic units.

Tier 3

We also have entities within our campuses, colleges, and administrative/academic units, such as schools, departments, institutes, and centers.

Tier 4

And within those entities, we have areas of expertise and programs.

While each college and campus may have a different structure, the principle of entities within entities within more entities appears to be the norm. Visualize Russian nesting dolls, one inside another inside yet another.

The tier 3 and 4 demonstrations show how adding tiers creates information overload. Our entity marks are intended to identify main organizational entities—not to be used as a directory. Consider how the placeholder names are all shorter in length than our typical names to appreciate how unworkable this approach would be.

The tier 3.a and 4.a demonstrations also have a significant problem in that they bypass the tier 2 entity name altogether.

Penn State Visual Identity Standards

Brand architecture: **2.4.3** Tier 3, schools and departments

Tier 2: College mark

Tier 3 entity name in Avenir Roman



School of Beta

It is possible to communicate and identify a tier 3 or 4 entity without using it as part of an entity mark.

The schematic demonstrations on this page show different ways in which a tier 3 entity can be used next to a tier 2 entity.

The first example shows how a school name can be used at a small size near the college mark. In this example, and all examples on this page, note the tier 3 name should never impinge on the clear space surrounding our marks.

Tier 2: College mark

Tier 3 entity name in Avenir Heavy
with tier 4 entity name below



School of Beta
Gamma Department

In some situations it may be useful to place the tier 3 name large, as shown in the second example. PSU dark blue has been used as the color for the tier 3 entity. Here we show Gamma Program, the tier 4 entity, linked with the tier 3 name.

In the third example, we demonstrate how reversing the name out of a blue band can be an effective way of both linking and separating the tier 2 and tier 3 entities.

Tier 2: College mark

Tier 3 entity name reversed out in white in blue shape



School of Beta

Reversing the name in color out of a photograph is also a strong way of identifying our entities while communicating useful information.

Note on this page, we have used the Avenir typeface in each case. By using size, scale, color, and imagery, we have created difference and distinction for the tier 3 entities. This is a preferred approach rather than creating a highly-designed, separate symbol, which inevitably creates a visual conflict with our University mark.

Tier 2: College mark

Tier 3 name in PSU light blue in different sizes



The demonstrations here show the tier 3 entities to the right of the tier 2 entity. It is possible to apply the same principles below the tier 2 entity as well.

Penn State Visual Identity Standards

Brand architecture: 2.4.4 Tier 3, institutes and centers

College Mark

Institute or center, within a single college



Center for the Study
of Advanced Delta

Institutes and centers are important entities within our University. We have developed two ways to help them build their visual identity and a strong association with the University.

If an institute or center is housed in one college only, use the college mark and separate the institute or center name from the college mark.

If an institute or center is interdisciplinary, with more than one administrating college, use the University mark and separate the institute or center name from the University and entity marks.

The purpose of these two systems is to allow the institutes to link back to Penn State, either through a single college or directly to the University. We want to avoid situations where two or more college marks would be used with a single institute or center.

The institutes and centers should not have highly distinctive symbols or logotypes. The examples shown here demonstrate how Avenir, our sans serif type family, can be used to create visual interest and distinction without competing with the college or University mark.

Note the tier 3 names should never impinge on the clear space surrounding our marks. The names should be in PSU dark blue, PSU light blue, or Pantone 285 to be in harmony, and not compete, with our University and entity marks.

The institute and centers should always be seen in context of the college or University mark.

University mark

Institute or center, with more than one administrating college



Theta Research Center

Institute and center design possibilities (to be used with a college mark or the University mark)

Change of weight

Change of scale

Theta Research Center

THETA
Research Center

Change of capitalization

Change of color

THETA Research Center

THETA
Research Center

Change of letter spacing

Change of placement

THETA Research Center

THETA RESEARCH
CENTER

Penn State Visual Identity Standards

University mark with center, in close proximity, but outside of clear space



Brand architecture: 2.4.5 Tier 3, institutes and centers

It is possible to communicate and identify a tier 3 entity, such as an institute or center, without using it as part of an entity mark.

Here we demonstrate that the tier 3 name should never impinge on the clear space surrounding our marks. The examples to the right and below indicate that additional distance is actually preferred to avoid creating the suggestion of a mark.

The purpose of these two systems is to allow the institutes to link back to Penn State, either through a single college or directly to the University. We want to avoid situations where two or more college marks would be used with a single institute or center.

The institutes and centers should not have highly distinctive symbols or logotypes. The examples shown here demonstrate how Avenir, our sans serif type family can be used to create visual interest and distinction without competing with the college or University mark.

The institute and centers should always be seen in context of the college or University mark.



Penn State Visual Identity Standards

Entity mark



One-line entity mark



One-line entity mark alternative



Two-line entity mark alternative



Two-line mark



Brand architecture: 2.4.6 One- and two-line entity marks

Our entities have very short and very long names. To accommodate both, we have established a one- and two-line structure. Many names fall clearly into a one- or a two-line version, but we have created both versions for some colleges, such as the Eberly College of Science.

The alternatives are only for names with an intermediate length. In general, names with up to 20 characters and spaces can use a one-line version, names between 20 and 30 characters and spaces can use a one- or two-line version, and if there are over 30 characters and spaces, a two-line version will be required.

The same principles on color use, minimum size, and clear space shown through these standards apply to our entity marks as well. A complete set of entity mark artwork is available for all colleges, campuses, and administrative/academic units.

Never redraw or try to recreate any of our entity marks, including our shield or our logotype. Any modification of our mark diminishes its impact and weakens our legal protection. Only authorized artwork may be used.

Penn State Visual Identity Standards

Color: Mark use

2.5.1

Two-color mark with PSU dark blue and PSU light blue is the preferred color version.



Two-color reverse mark with PSU dark blue and PSU light blue is the preferred color version.



Color is an important component of Penn State's visual heritage. We are retaining the traditional dark blue, referred to as PSU dark blue, as our core color, while adding a lighter blue, PSU light blue, to define the shadow on the Lion's face.

The color versions shown here are the primary ways our mark will be seen. Note that placing the mark on another color or photographic background is acceptable as long as it adheres to our visual identity standards.

Our reverse-use marks are not simply the positive marks with a white logotype. The scale, position, and weights have been optically adjusted. Use the reverse-use marks for reverse applications.

Our two-color marks are the preferred versions, as they provide the most effective presentation of our mark. These two-color marks should be used whenever possible.

The one-color blue mark can be used as a cost-effective alternative and the one-color black mark is permitted where printing in black is required, such as a newspaper ad.

The color versions demonstrated here apply to the use of our mark as part of a college, campus, or administrative unit mark. Artwork, including positive and reverse use, have been prepared for all color versions demonstrated here. We have Pantone® artwork for match-color printing, CMYK artwork for four-color process printing, and RGB artwork for web applications.

One-color mark, PSU dark blue with screen



One-color reverse mark, dark blue and screen



One-color mark, black with screen



One-color reverse mark, black with screen



Many organizations allow a multitude
of colors to be used with their marks.

We are ... dark blue.

Penn State Visual Identity Standards

Color: Mark specifications 2.5.2

Preferred two-color mark
PSU dark blue and PSU light blue



One-color mark
PSU dark blue with 30% screen



One-color mark
Black with screen



In lieu of this color:	Use Pantone	Or use CMYK	Or use RGB
PSU Dark Blue	287C	C 100	R 30
		M 76	G 64
		Y 0	B 124
		K 18	
PSU Light Blue	284C	C 40	R 150
		M 14	G 190
		Y 0	B 230
		K 0	
Black	BlackC	C 0	R 35
		M 0	G 31
		Y 0	B 33
		K 100	

Our preferred color version is the two-color mark with PSU dark blue and PSU light blue. This two-color mark is preferred and should be used on most applications.

One-color applications may use PSU dark blue with a screen as a cost-saving measure, or black with a screen, which is intended primarily for ads in newspapers or other inexpensive applications.

Logo artwork has been prepared for all color combinations demonstrated here. We have Pantone® artwork for match-color printing, CMYK artwork for four-color process printing and RGB artwork for web, PowerPoint, and Word applications.

The information on this page provides specifications to manage our mark colors in Pantone®, CMYK, and RGB color systems. Colors look different in application, from match-color to four-color process, from page to screen, and even coated to uncoated paper stocks. When trying to match our colors in other media, such as a thread for stitching or silk-screen, use the Pantone® coated color swatch to match.

Our preferred color version is our
two-color mark with PSU dark blue and PSU light blue.

Penn State Visual Identity Standards

Two-color mark, on PSU light blue



Two-color on yellow orange



Two-color mark on bright green



Two-color mark on taupe



Two-color reverse mark on PSU dark blue



Two-color reverse mark on orange



Two-color reverse mark on dark teal



Two-color reverse mark on dark gray



Color: 2.5.3 Mark use on background colors

We can use our mark on both light and dark colors as shown in the variety of color examples used on this page. These colors are not part of a specific color palette and are for demonstration purposes only.

This use is possible because of the white outline around the shield, which provides a separation from the background and prevents common conflicts between marks and backgrounds with similar values or hues. The use of subtle textures as shown below also is possible.

Note that the positive-use mark with the blue logotype is used on light backgrounds and the reverse use logo with the white logotype is used on the dark backgrounds. Further explanation of when to use each mark follows on page 2.5.4.

Two-color reverse mark on grass



Two-color reverse mark on subtle texture



Penn State Visual Identity Standards

Color: Specifications for mark 2.5.4 use on background colors

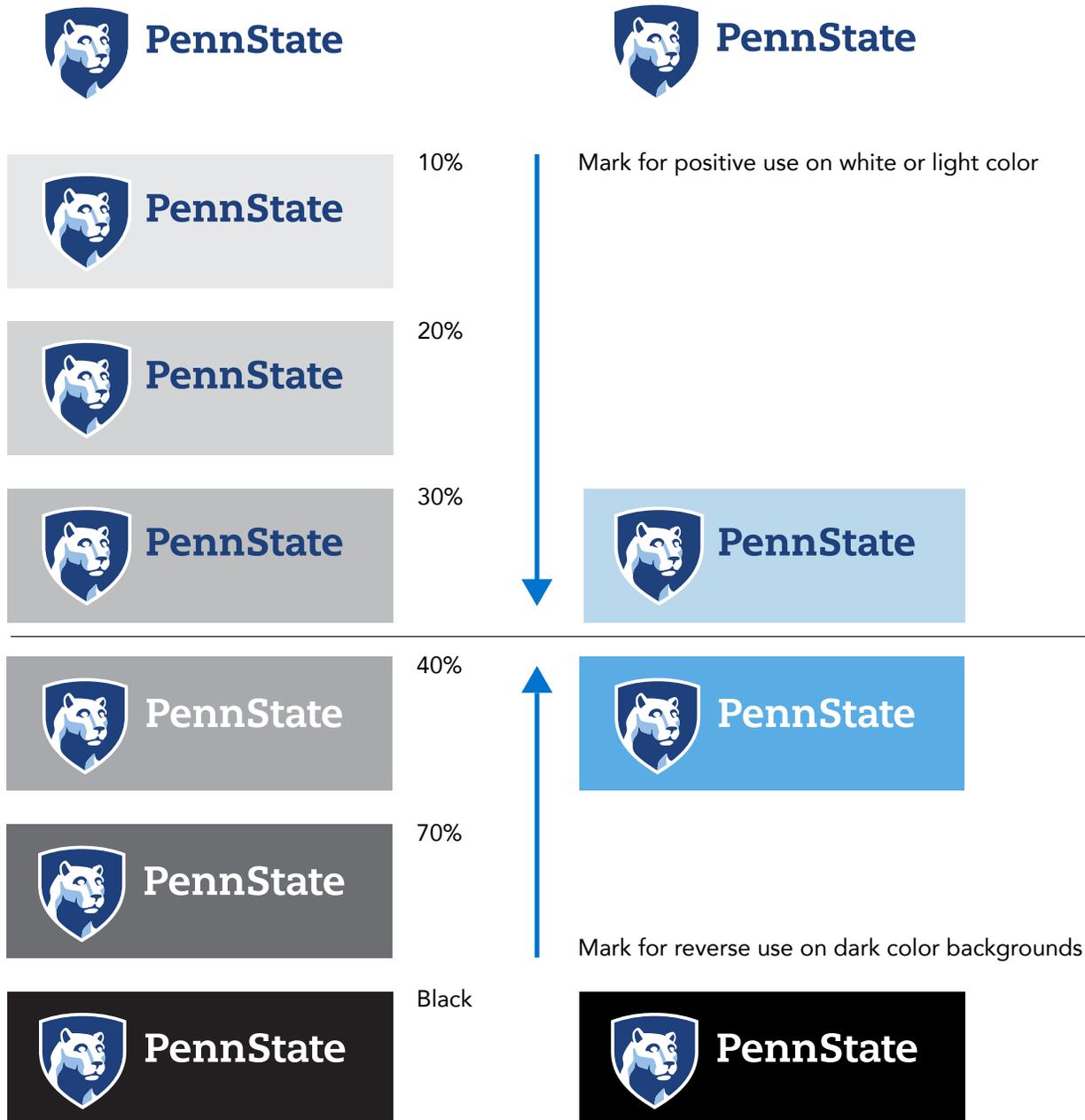
We have two marks: one for use on white or light color backgrounds, and one for use on dark backgrounds. They look very similar, and one might assume the positive-use mark could be used in reverse applications simply by changing our logotype to white. This not the case. The reverse mark is slightly smaller than the positive-use mark because the white outline makes the mark appear larger. The logotype also is drawn slightly thinner because white letters appear bolder than dark letters on white.

Simply put, they have been optically corrected to appear more similar than they would without the corrections. They are equally simple to use, just remember to use the reverse mark on backgrounds that are darker than approximately 35% black, as shown to the left. This also applies to color backgrounds or simple background photographs.

The middle background values, from 30% to 40%, are the most challenging with regard to the legibility of our logotype.

These background principles apply to the vertical marks, as well as all entity marks.

Never redraw or try to recreate our mark, including our shield or logotype. Any modification of our visual identity diminishes its impact and weakens our legal protection. Only authorized artwork may be used.



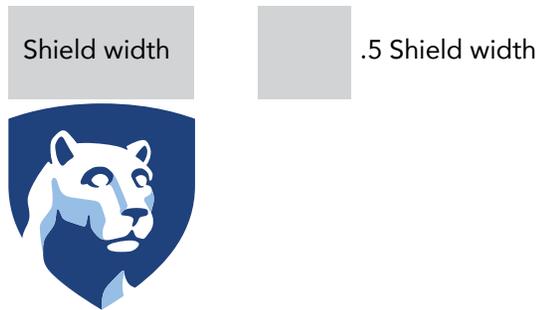
Penn State Visual Identity Standards

Correct mark use: 2.6.1 Minimum clear space

To effectively identify our communications, our marks need to have visual presence.

One way to ensure the visual presence of our marks is to maintain a protected area or clear space surrounding our mark, where no other elements may be placed. Headlines, text, graphic elements, imagery, and the edge of a page are not permitted within the clear space. The light gray square is set by the width of the shield, as shown, and the outer line defines the minimum clear space.

These minimum space requirements apply to our vertical marks and the shield when used alone. As shown, it also applies to our entity marks.



Recommended clear space
at .5 width of the shield



Absolute minimum clear space
at .25 width of the shield



Penn State Visual Identity Standards

Correct mark use: 2.6.2 Minimum size

To effectively identify our communications, our marks need to have visual presence.

The size of the mark is important. A mark that is too large can appear aggressive and clumsy. A mark that is too small can appear weak.

The marks to the left are measured across the width of the shield. We use this dimension so that it can apply to our entity marks as well. Most of our artwork is set up with a mark that is one inch wide and with a clear space of .5 shield around the mark.

Key factors in determining the correct size include how the mark will be seen and what other information is included with the mark. In some cases, such as a sign, there may be a need to make the mark as large as possible. In other cases, such as stationery, print materials, or the website, the mark must clearly identify that it is from Penn State without overpowering the other messages.

Using the width of the shield as the measurement, the horizontal mark should not be used smaller than .3 inches wide. Both of the vertical marks should not be used smaller than .5 inches wide.

The principles demonstrated here apply to our college, campus, and administrative/academic unit marks.

1 inch shield width



.75 inch shield width



.5 inch shield width



.4 inch shield width



Minimum size: .3 inch shield width



Minimum size: .5 inch shield width



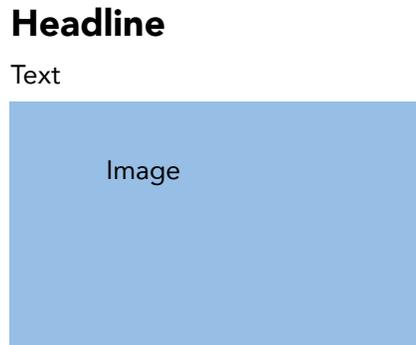
Penn State Visual Identity Standards

Correct mark use: 2.6.3 Alignment with the mark

Careful placement of our mark is essential to identifying our communications. We want to avoid placement that seems arbitrary or indecisive. The alignments shown to the left have been used on our initial applications. The same alignment principles can apply to typography, imagery, or graphic shapes. Aligning provides a sense of order and structure to the design.

The principles demonstrated here apply to our college, campus, and administrative/academic unit marks.

It isn't essential to use these alignment principles for all work. The key is to be aware of the importance of the placement of elements with the mark. Avoid situations where alignment is closely but not quite aligned, as this can appear to be a mistake.



Penn State Visual Identity Standards

Correct mark use: 2.6.4 On photographs

Two-color mark on light background



Two-color reverse mark on dark background



We can use our mark on both light and dark photographs. This use is possible because of the white outline around the shield, which provides a separation from the background and prevents common conflicts between marks and backgrounds with similar values or hues.

One challenge is to avoid strong patterns or textures that impinge on legibility. The other consideration is avoiding strong shapes within the image. All examples shown are effective. The top two examples have very smooth light and dark backgrounds. In the lower left example, the head of the student is within the minimum clear space but still works. Any closer would feel cramped. The image of the beakers is subtle and dark enough for the reverse mark to work.

The principles demonstrated here apply to our college, campus, and administrative/academic unit marks.

Two-color mark on light background



Two-color reverse mark on dark background



Note that the positive-use mark with the blue logotype is used on light backgrounds and the reverse-use mark with the white logotype is used on the dark backgrounds. Further explanation of when to use each logo is on page 2.5.4.

Penn State Visual Identity Standards

Mark misuse

2.7.1

Do not change the size relationship or position of the mark or logotype



Do not change the color of the mark or logotype



The incorrect mark use on this page is representative of the ways in which marks are often misused. The incorrect use of a mark tends to give license to, and spawn, other misuses.

Never redraw or try to recreate our mark, including our shield or logotype. Any modification of our mark diminishes its impact and weakens our legal protection. Only authorized artwork may be used.

Do not reset the name in another font or color or add a word space



Do not distort or add special effects to the mark



Do not change the position or orientation of the mark



Do not use the reverse artwork on a light background



Do not place the logo on a distracting pattern or image



Do not use any previous marks



Do not use the positive artwork on a dark background



Do not remove the white shape behind the shield



Penn State Visual Identity Standards

Mark misuse: On images 2.7.2

Do not let objects impinge on clear space



Do not let mark appear to affect the image



The incorrect mark use on this page is representative of the ways in which marks are often misused. The incorrect use of a mark tends to give license to, and spawn, other misuses.

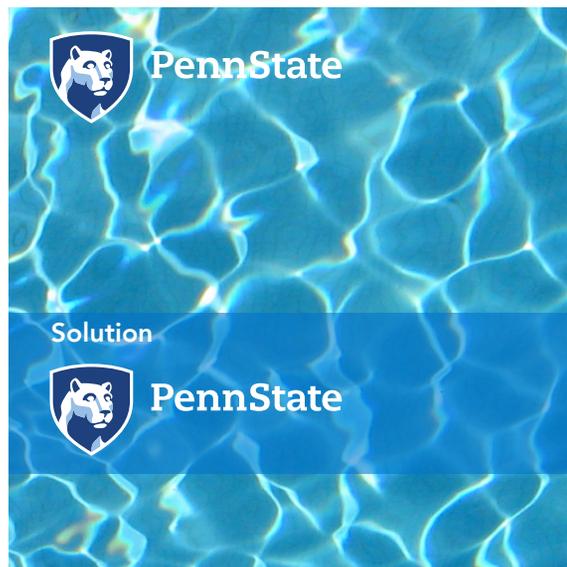
One challenge is to avoid strong patterns or textures that impinge on legibility. The other consideration is avoiding objects or strong shapes within the image.

In the lower set of images we show how shapes with different degrees of transparency can be used to create a less disruptive field to place the mark.

Do not place mark on contrasting values



Do not place mark on contrasting values



Do not place mark on contrasting texture



Penn State Visual Identity Standards

Mark misuse: Avatar

2.7.3

Do not change the size of the avatar



Do not reposition the avatar



Do not add any names to the avatar



Do not use any previous avatars



Do not crop the avatar



Do not distort or add special effects



Do not use the reverse shield



Do not use names as the avatar



The incorrect avatar use on this page is representative of the ways in which marks are often misused. The incorrect use of a mark tends to give license to, and spawn, other misuses.

Never redraw or try to recreate our avatar. Any modification of our shield diminishes its impact and weakens our legal protection. Only authorized artwork may be used.

Do not use photographs as the avatar



Do not alter the colors



Penn State Visual Identity Standards

Mark misuse: Entities

2.7.4

Do not change the size relationship or position of the entity name



Do not change capitalization, letter spacing, color, or typeface of entity name



Do not change the position or orientation of the shield



Do not use abbreviations in an entity mark



Do not change the color of the entity name



Do not distort or add special effects



Do not use the reverse-use artwork on a light background



Do not use the positive use artwork on a dark background



The incorrect mark use on this page is representative of the ways in which marks are often misused. The incorrect use of a mark tends to give license to, and spawn, other misuses.

Never redraw or try to recreate our entity mark, including our shield, logotype, and entity name. Any modification of our mark diminishes its impact and weakens our legal protection. Only authorized artwork may be used.

Do not place the mark on a distracting pattern or image



Do not remove the white shape behind the shield



Penn State Visual Identity Standards

Mark misuse: Entities

2.7.5

Do not co-brand or use more than one together or separately on a page



Do not remove the logotype



Do not remove the shield



Do not use a tier 3 name with an entity mark



Do not use a tier 3 name to replace a tier 2 name in an entity mark



Do not use a tier 4 name to replace a tier 2 name in an entity mark



Do not create or add entity logos to our mark



Do not create entity logos to replace the shield



Do not rearrange the hierarchy of our names or create other logos



The incorrect mark use on this page is representative of the ways in which marks are often misused. The incorrect use of a mark tends to give license to, and spawn, other misuses..

Never redraw or try to recreate our entity mark, including our shield, logotype, and entity name. Any modification of our mark diminishes its impact and weakens our legal protection. Only authorized artwork may be used.

Penn State Visual Identity Standards

Mark misuse: Entities

2.7.6

Do not use an institute or center name too close to a mark



The incorrect mark use on this page is representative of the ways in which marks are often misused. The incorrect use of a mark tends to give license to, and spawn, other misuses.

Never redraw or try to recreate our entity mark, including our shield, logotype, and entity name. Any modification of our mark diminishes its impact and weakens our legal protection. Only authorized artwork may be used.

Do not use an institute or center name with more than one entity mark



Do not create symbols for institutes or centers



Do not create logotypes for institutes or centers



Do not use institute or center names in colors outside of the recommendation



Do not use an institute or center name in a distinctive shape



Do not use an institute or center name without having the University or college mark



Do not use Penn State without a word space anywhere other than the logotype



Sans serif type family

Avenir 35 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Avenir 35 Light Oblique

Avenir 45 Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Avenir 45 Book Oblique

Avenir 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Avenir 55 Oblique

Avenir 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Avenir 65 Medium Oblique

Avenir 85 Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Avenir 85 Heavy Oblique

Avenir 95 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Avenir 95 Black Oblique

Serif type family

Serifa Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Serifa Light Italic

Serifa

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Serifa Italic

Serifa Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Serifa Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Typography is an essential component of our brand identity. Used consistently and effectively, typography distinguishes and adds personality to our communications, in addition to ensuring legibility.

For most print applications, we will continue to use Avenir and Serifa type families.

Avenir is the recommended sans serif font for use by internal and external designers for print communications. It is widely available on our system. It is a distinctive font with a round geometric quality and large ascenders and descenders.

Serifa is a classic slab serif with a large x-height in the lowercase letters. Both Avenir and Serifa type families were designed by Adrian Frutiger.

Font demonstrations:

Our standards use Avenir Roman set 10 on 12 point.

This sentence has been set in Serifa 55 Roman in 10 on 12 point.

For our marks, we use custom typefaces that aren't available for other uses.

The versions we recommend can be purchased through <http://www.MyFonts.com> at the urls listed here.

Serifa: <http://www.myfonts.com/fonts/bit-stream/serifa/>

Avenir: <http://www.myfonts.com/fonts/ado-be/avenir/>

Sans serif family for Powerpoint

Franklin Gothic Book *Franklin Gothic Book Italic*

ABCDEFGHIJKLMabcdefghijklmnpqrstuvwxyz 1234567890

Franklin Gothic Medium ***Franklin Gothic Medium Italic***

ABCDEFGHIJKLMabcdefghijklmnpqrstuvwxyz 1234567890

Franklin Gothic Demi ***Franklin Gothic Demi Italic***

ABCDEFGHIJKLMabcdefghijklmnpqrstuvwxyz 1234567890

Serif family for Powerpoint

Rockwell Regular *Rockwell Italic*

ABCDEFGHIJKLMabcdefghijklmnpqrstuvwxyz 1234567890

Rockwell Bold ***Rockwell Bold Italic***

ABCDEFGHIJKLMabcdefghijklmnpqrstuvwxyz 1234567890

Typography is an essential component of our brand identity. Used consistently and effectively, typography distinguishes and adds personality to our communications, in addition to ensuring legibility.

We will continue to use Franklin Gothic and Rockwell as our presentation typefaces as they are readily available in PowerPoint.

Font demonstrations:

This sentence has been set in Franklin Gothic Book in 10 on 12 point.

This sentence has been set in Rockwell Regular in 10 on 12 point.

For our marks, we use custom typefaces that aren't available for other uses.

Sans serif type family for web use

Open Sans Light *Open Sans Light Italic*
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Open Sans Regular *Open Sans Italic*
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Open Sans Semibold *Open Sans Semibold Italic*
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Open Sans Bold *Open Sans Bold Italic*
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Open Sans Extrabold *Open Sans Extrabold Italic*
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Serif type family for web use

Roboto Slab Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Roboto Slab Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Roboto Slab Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Roboto Slab Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Typography is an essential component of our brand identity. Used consistently and effectively, typography distinguishes and adds personality to our communications, in addition to ensuring legibility.

Open Sans and Roboto Slab are Google fonts and widely available for web applications.

Font demonstrations:

This sentence has been set in Open sans Regular in 10 on 12 point.

This sentence has been set in Roboto Slab Regular in 10 on 12 point.

For our marks, we use custom typefaces that aren't available for other uses.

Our sans serif type families

We are Penn State, in Avenir Roman

We are Penn State, in Franklin Gothic Regular

We are Penn State, in Open Sans Regular

This is a comparison of the sans serif fonts and slab serif fonts that are part of our typographic palette. An example from our three sans serif and slab serif type families are placed above and the pairings by application are placed below.

For our marks, we use custom typefaces that aren't available for other uses.

Our slab serif type families

We are Penn State, in Serifa 55 Roman

We are Penn State, in Rockwell Regular

We are Penn State, in Roboto Slab Regular

Our print type families

Avenir

Serifa

Our PowerPoint type families

Franklin Gothic

Rockwell

Our digital type families

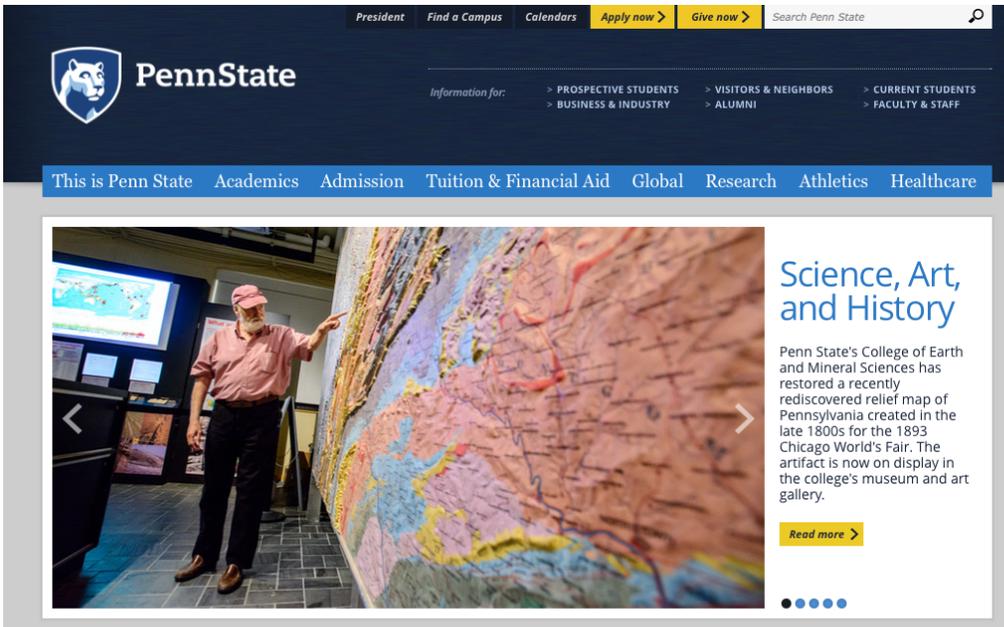
Open Sans

Roboto Slab

Penn State Visual Identity Standards

Gallery: Websites

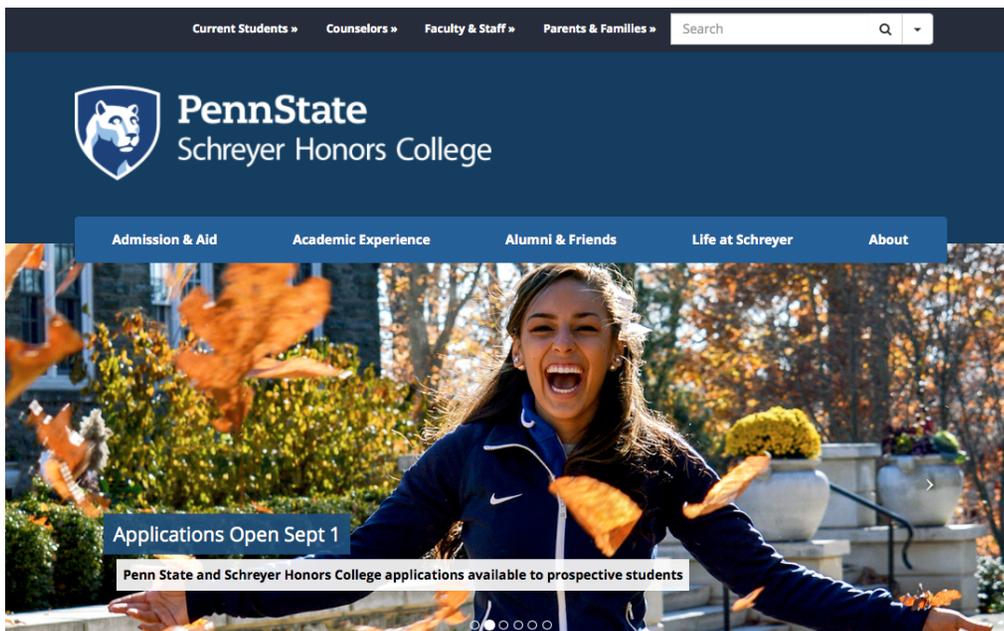
3.1



In the gallery, we show work that not only adheres to the visual identity standards, but is also strong, creative, and effective.

Our home page is shown here with the mark large, with clear space around it. The background is a dark blue, which allows the mark to stand out.

The photograph draws the viewer into the site. The out-of-focus foreground suggests the expanse of the map and the topic.



The home page for Shreyer Honors College uses the mark large, with clear space. The background is a dark blue gray, which allows the mark to stand out. It also contrasts well with the navigation bar.

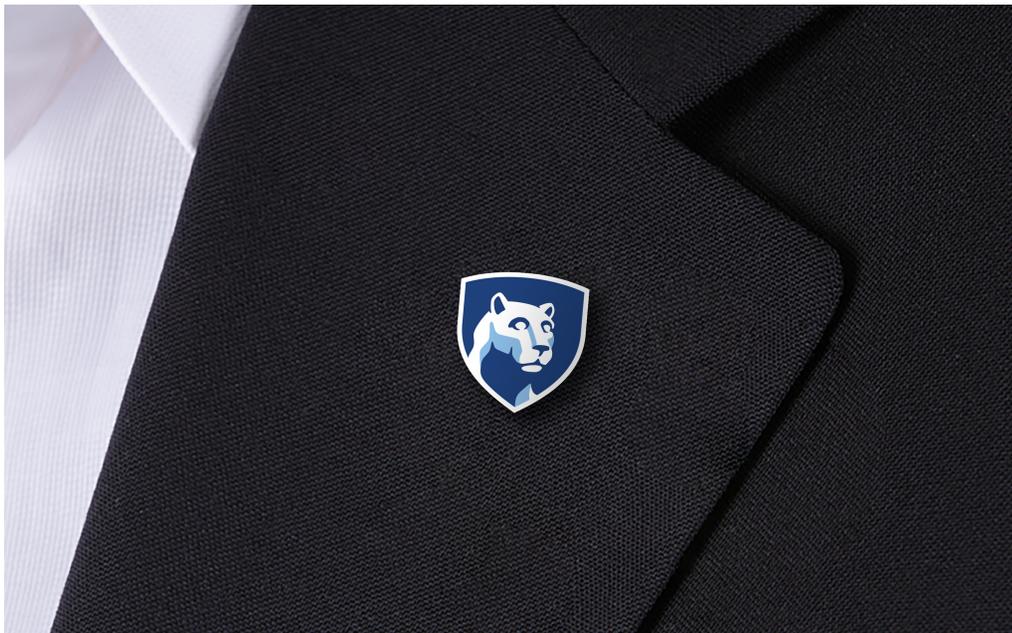
The most powerful element is the photograph of the exuberant student. The outstretched arms and blurred leaves convey excitement, joy, and the season.



In the gallery, we show work that not only adheres to the visual identity standards, but also is strong, creative, and effective.

This image of a mug demonstrates how the vertical mark 2 can be used. The focus on the large graphic image of the shield works well here while still keeping our name visible.

Trademark designations are required for items that bear the University's mark that are for commercial use. Please contact: licensing@psu.edu for questions related to Penn State merchandise or visit their web site at licensing.psu.edu



The use of our shield allows for a sophisticated pin. While the use of the shield alone is rarely permitted, this use is fully appropriate.

Penn State Visual Identity Standards

Gallery: Social media

3.3

In the gallery, we show work that not only adheres to the visual identity standards, but also is strong, creative, and effective.

These three examples demonstrate the use of our avatars across social media sites. All of our colleges, campuses, and administrative/academic units use this avatar to build and unify our presence.

