

# Background about Penn State's Visual Identity

Three symbols that frequently are seen representing Penn State are the University identity mark, the Intercollegiate Athletics logo, and the seal of the University. It clearly should be understood that these symbols have specific uses and are not inter-changeable. The following descriptions of University symbols explains this in more detail.



## The University Identity Mark

In March 1987, Penn State officially adopted a new visual identity system to enhance the University's visibility within the ranks of the country's top academic institutions, as well as with the public. In addition, the identity system was designed to add consistency and clarity to all visual communications of the University's ten academic colleges, twenty-two campuses, and other units. The heart of this identity system is a graphic logo - the University identity mark.

The identity mark features a shield, a shape traditionally associated with academia. Within the

shield there is a full-length representation of the classic Nittany Lion statue, the most traditional and widely recognized University symbol. The Lion image is underscored by 1855, the founding date of the University. A rule anchors the logotype to the shield and is positioned along with the shield in a way that delineates the two words in the logotype.

This "generic" identity mark is the official symbol that is used to represent the University at-large. In addition, there are twenty-two campus specific versions of the identity mark that represent University Park, the seventeen campuses, and four other specialized locations (Penn State Erie, the Behrend College; Penn State Harrisburg; Penn State Great Valley; and the College of Medicine and University Hospital at The Milton S. Hershey Medical Center). When a specific Penn State campus/location is being promoted or endorsed, it may be more appropriate to use the campus-specific version of the identity mark for that campus. It always is appropriate to use the "generic" identity mark to represent the entire University.



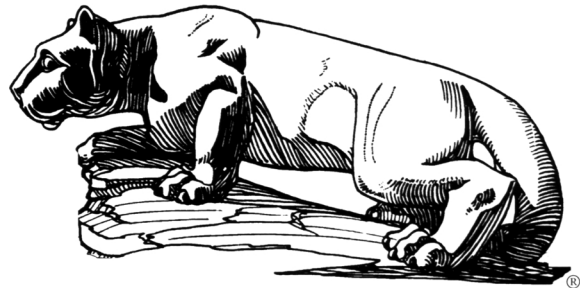
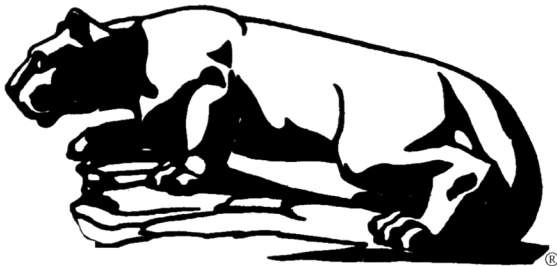
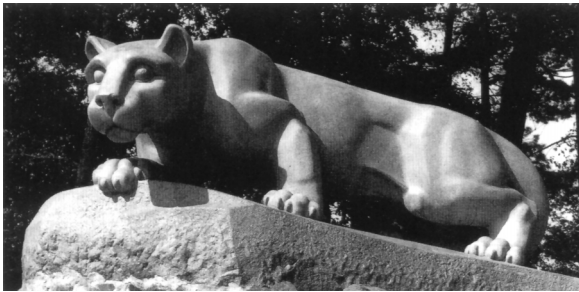
### **The Intercollegiate Athletics Logo**

In 1983, the department of Intercollegiate Athletics commissioned a logo to use for promotion of Penn State athletics. The Intercollegiate Athletics logo is composed of the athletics symbol- a stylized rendition of the Nittany Lion head in an oval frame- and athletics logotype, "PENNSTATE." The Intercollegiate Athletics logo has four different configurations known as signature versions. In addition, there are instances when the athletics symbol may be used alone without the logotype. The use of the Intercollegiate Athletics logo, while originally intended for athletics promotion, was not restricted for use by other units within the University. Subsequently, as in the case of the seal, this symbol was widely used to represent the University. Its popularity and visibility were greatly enhanced by widespread use in the media and on merchandise. However, since the adoption of a University identity mark, the Intercollegiate Athletics logo is used specifically to promote Penn State Intercollegiate Athletics.



### **The Seal of the University**

**The seal** has been in existence in one form or another since the founding of the University. The current version was introduced in 1953, and essentially is the emblem of the Commonwealth of Pennsylvania surrounded by the University's name. Like other institutional seals, Penn State's seal originally was meant to function as a stamp of validation. In past years, in lieu of having an institutional logo, the Penn State seal was used as the primary representative visual symbol. However, since the implementation of the identity mark in 1987, the seal has been used by the University primarily as a stamp of certification on official documents, usually as an embossed form similar to a notary's stamp.



## The Nittany Lion

The mountain lion, or more specifically the Nittany Lion (in reference to Mt. Nittany located near the University Park Campus), has represented the spirit of Penn State since 1907. The class of 1940 commissioned a sculpture of the Nittany Lion as a gift to the University. The statue, sculpted by Heinz Warnecke, was completed in 1942 and placed next to the Recreation Building at the University Park Campus. The image of the statue and the name “Nittany Lion(s)” are registered and may be used by licensees. Reproduction artwork is available for two views of the statue- a full-body side view, and a front view of the head. Any new or recreated renditions of the Nittany Lion statue are covered in the registration of this image.

## PSU, Penn State, and The Pennsylvania State University

The University’s name also is controlled when it appears as part of a design on merchandise or in association with promotions or businesses. The University name is registered, including all variants such as Penn State, and The Pennsylvania State University. Selection of the appropriate name variation for application on a product should be made carefully. The formal name of the University, “The Pennsylvania State University,” is used for formal, legal, or scholarly applications. The communicative name, “Penn State,” has wide public recognition and is more appropriate for application on merchandise. “PSU,” like other institutional acronyms, is popular as a succinct, abbreviated way of representing the University. “Penn State University” -a combination of the communicative and formal name- generally is not endorsed for any use; “Pennsylvania State University” is considered incorrect.

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## Other Images Associated with the University

In addition to the University's registered indicia, there are other images associated with Penn State such as likenesses of the Nittany Lion mascot, caricatures of the Nittany Lion, paw prints, and likenesses and caricatures of personalities such as Joe Paterno. The Licensing Programs Office

maintains guidelines for acceptable representations of these images, and must approve any designs that (1) feature registered University indicia with these images, or (2) feature these images as representing Penn State in any way. Information regarding likenesses of University personnel may be found on page 4 of the print version of this document and guidelines for using Penn State images maybe found

## Penn State Colors

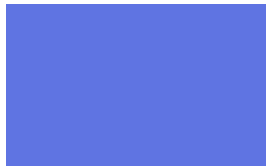
The official Penn State colors are dark blue and white. A lighter blue is often used as a complement to dark blue/white color schemes, and to expand creative opportunities.

Penn State dark blue and light blue may be combined with white to produce a number of graphic effects that are varied but nonetheless cohesive when displayed side by side.

In lieu of Penn State colors specified throughout this manual, you may use the following PANTONE® Colors, the standards for which are shown in the current edition of the PANTONE Color Formula Guide 1000.



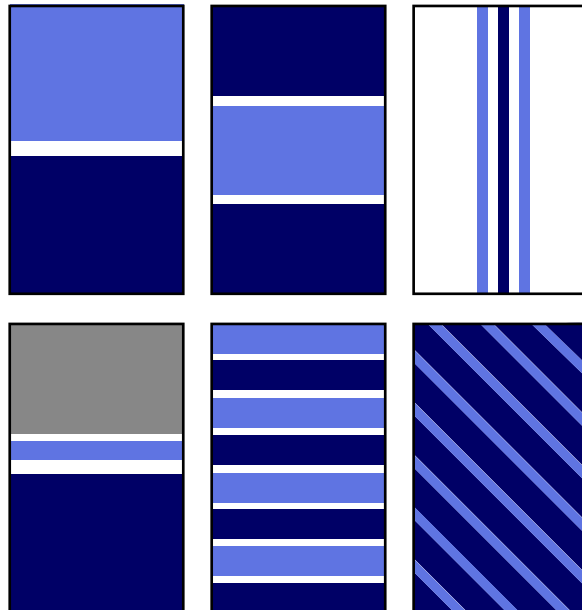
For Penn State Dark Blue  
Use PANTONE 287



For Penn State Light Blue  
Use PANTONE 285



For Penn State  
Intercollegiate Athletics  
Logo Blue  
Use PANTONE 282



**The colors shown on this page and throughout this manual are not intended to match the PANTONE Color Standards.**

\*PANTONE® is a registered trademark of Pantone, Inc.

# Directions for Using the University Identity Mark

## Elements and Reproductions

The University identity mark in its entirety consists of a “PENNSTATE” logotype, a rule, and a shield. These three elements are proportioned and positioned in a specific way [1]. This precise arrangement may not be altered when featuring the entire mark. Likewise, the campus-specific identity marks, including the name of the campus, should not be altered[2]. All identity mark reproductions should be accomplished by acquiring or transferring the image from camera-ready artwork. Scaling is done by enlarging or reducing camera-ready artwork. When scaling the identity mark, the width of the shield is used to communicate the size. So-called “free-hand” renditions, or construed renditions of the identity mark, are not acceptable because they may not be true to the original form.

1.

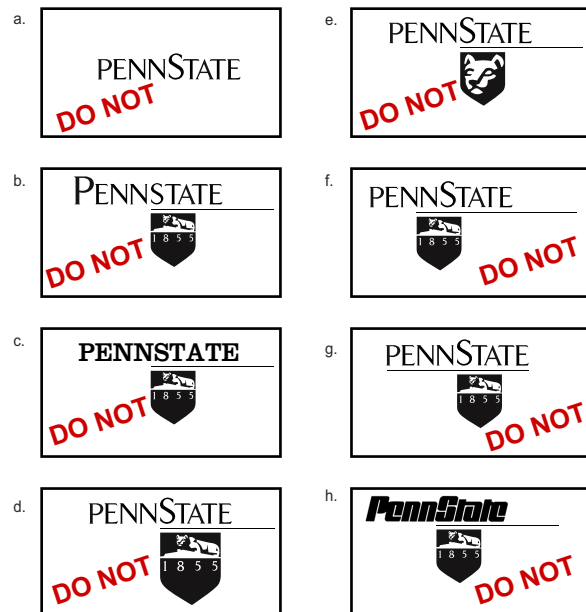


2.



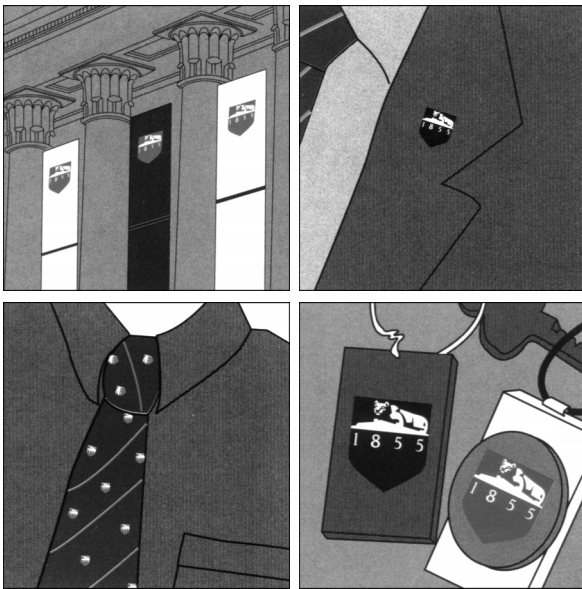
## Other Guidelines

- Do not** use the logotype “PENNSTATE” on its own without the rule and shield.
- Do not** alter or reportion any part of the logotype. For example, do not make the "S" smaller, or make the other letters larger.
- Do not** substitute other type styles for the logotype\*
- Do not** change or reportion the shield.
- Do not** alter or change the elements within the shield.
- Do not** reposition the shield in relation to the rule and logotype.
- Do not** extend the rule to the left.
- Do not** mix and match elements of the identity mark with the Intercollegiate Athletics logo.



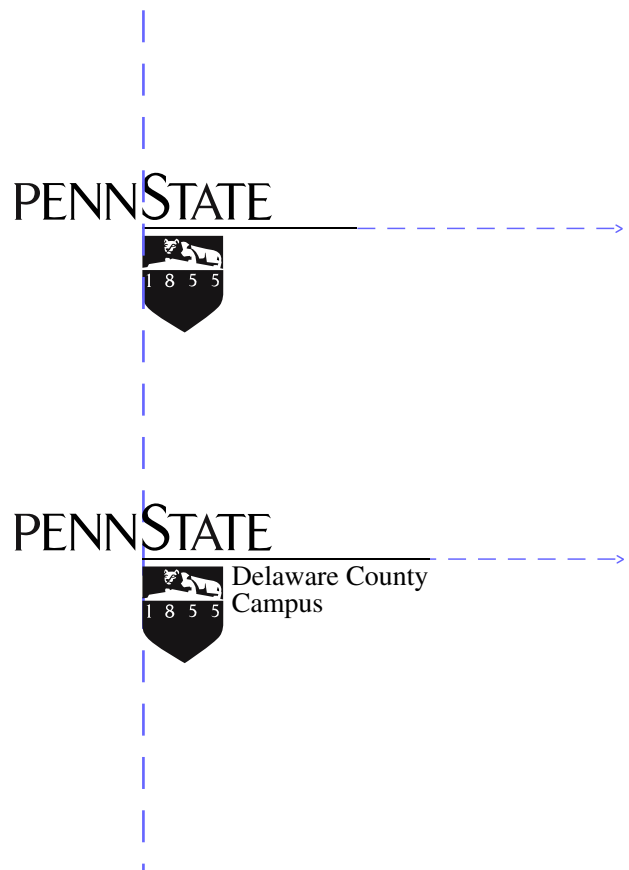
## Use of the Shield Only

In some cases, use of the shield only, without the rule or logotype, may be appropriate. Use of the shield only on an item is an understatement- it's a subtle endorsement of the University. Without the shield only on an item is an understatement- it's a subtle endorsement of the University. Without the logotype, the recognition value for the University is in the shield itself without the name spelled out. However, keep in mind that if you are using the shield alone, it must stand alone. Do not add the name of the University or any other type, such as a line underneath or encircling the shield, when using the shield alone- this would constitute a recreated identity mark. If it is necessary to spell out the name of the University, then the whole identity mark should be used. Licensees may opt to use the shield alone on small items with a limited surface area such as pins, key chains, buttons, or earrings. The shield alone also can be repeated to form a decorative pattern, as would be used for a tie or textile product.



## Position and Length of Rule

The thickness and position of the rule between the logotype and shield are prescribed. The left end of the rule is fixed in an alignment with the "S" in "State" and the left side of the shield. The right end of the rule however, is flexible- it may be extended to the right as far as is needed for a given situation. If you look at the identity mark as visually balancing on the point of the shield, the extended rule acts as a lever to offset the left-hanging portion of the logotype ("Penn"). The extent to which you extend the rule is a judgment call. If the mark looks like it is "tipping" to the left, or strikes you as off-balance, it may be that the rule is too short. Also, as a rule of thumb, the rule always should extend somewhat beyond the right end of logotype- it shouldn't be trimmed even with the logotype. With campus-specific marks, the rule should extend beyond the name of the campus.



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## Positioning the Identity Mark

When placing the identity mark on an item, it usually is positioned to the left [1] or it is centered [2]. To center the identity mark, align it on the center axis through the point of the shield, and extend the right end of the rule to a logical length (trim it to align with the margin, another line of type, or some other element). Positioning the identity mark to the far right of a field usually looks awkward because it cuts off the right side of the rule [3].

1. Aligned left



2. Aligned center



3. Aligned right (not generally recommended)



## Reversing the Identity Mark

When the identity mark is to be reversed (when it is to appear lighter against a dark background), there are two things that can be done. One option is to use the reverse or outline artwork [4]. When the outline artwork reverses, the logotype, rule, details within the shield, and the outline of the shield reproduce as white or a light color against the darker background [5]. The outline artwork also is used for embossed and cast reproductions of the identity mark- the logotype, rule, detail within the shield, and outline of the shield are raised. *Note:* The outline artwork is used *only* for reverses; the outline artwork itself does not print positively.

4. Apply the reverse artwork...



5. ...to achieve a correct reverse reproduction.



A second option is to use the regular art work, reverse the logotype and rule, and imprint the background of the shield—the overall shield shape itself is reversed out of the background color, then the background of the shield is filled in with another color [6] or a screen of the same color [7]. Regardless of which option you use to effect a reverse, the rule of thumb for achieving a correct reproduction is that the details within the shield—lion image and 1855—must appear lighter than, or as coming forwards from, the background of the shield. If you mistakenly reverse the regular artwork, you will end up with an incorrect reproduction—the background of the shield will appear lighter than the details within it (the Lion and the 1855)[8].

6.



7.



8.



Other guidelines to follow when using the reverse artwork:

- a. **Do not** use the reverse artwork positively in black or in any color combinations.
- b. **Do not** use the reverse artwork positively with a filled in shield (use regular artwork).
- c. **Do not** separate the shield outline from the other elements by using a different color.
- d. **Do not** differentiate the background of the shield when using the reverse line art.



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## Use of Color with the Identity Mark

The entire identity mark may be reproduced in a single color that is either the official blue [1], or another color [2,3,4]. It also may be reproduced in two colors, such as the official two-tone blue color

scheme [5], or other color combinations. When the mark is reproduced in two colors, the logotype and rule must appear in the same color, with the second color used for the background of the shield [6, 7, 8, 9, 10].

1.



5.



2.



6.



3.



7.



4.



8.



## Other Guidelines for Color








- a. **Do not** use Penn State light blue for the logotype and rule and Penn State dark blue for the shield. (For the official two-tone blue color scheme use dark blue for the logotype and rule and light blue for the shield.)
- b. **Do not** divide “PENN” and “STATE” using color.
- c. **Do not** divide the shield elements with color.
- d. **Do not** use any color except dark blue, gray, black, or white for the logotype when the shield is in Penn State light blue.
- e. **Do not** arbitrarily use colors to differentiate the shield elements unless they are part of the full background.
- f. **Do not** use colors that have little contrast with the background color.
- g. **Do not** use competitive or busy backgrounds that obscure the identity mark.

9.



9.



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| <p>a. </p> <p>b. </p> <p>c. </p> <p>d. </p> | <p>e. </p> <p>f. </p> <p>g. </p> |
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