



PennState
Physical Plant

VISUAL IDENTITY STANDARDS
USER GUIDELINES

Version 1.2

In September of 2015, President Barron announced a refreshed Penn State academic mark and standards for its use. A primary goal of the new system is to express our rich tradition and hope for a bright future through a cohesive and consistent visual identity across the University, presenting us as a unified whole and better leveraging the strength of the Penn State name.

This much-needed update is a strong representation of Penn Staters' excellence, passion, and innovation. Its use will represent us more effectively in both print and digital environments.

The Office of Physical Plant is uniquely positioned within the University to showcase the visual identity. From the signs leading our guests to campus, to our fleet vehicles displaying the mark, to the interactions we have with the community outside of Penn State, I join President Barron in urging everyone to embrace the system and champion its proper use.

H. Ford Stryker
Associate Vice President for Physical Plant

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This User Guideline stipulates visual identity criteria for Penn State's Office of Physical Plant. It is supplemental and subordinate to the University's Visual Identity Standards Version 9.25.2015 which can be viewed at www.brand.psu.edu.



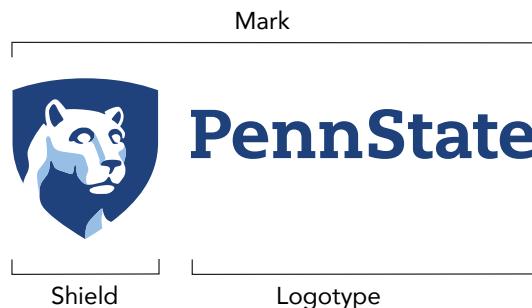
University Mark

With the possible exception of the Intercollegiate Athletics logo, 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 ICA 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.



PennState

See [ADDENDUM 1](#)
for additional requirements



University Seal



Intercollegiate Athletics Logo



The Intercollegiate Athletics logo is the representative symbol for sports and athletics. It is important to note that the Athletics logo is not interchangeable with the University mark and is not used to represent nonathletic programs.

Physical Plant Entity Mark

The Office of Physical Plant has been granted an entity mark which enables us to communicate the complexity and depth of our organization without compromising the over arching visual identity established by the University Mark.

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

If your project requires the use of the Penn State Mark, Physical Plant mark, or Physical Plant Mark with designator, contact the visual communications developer in Physical Plant.

kellyharris@psu.edu

Preferred



Two-color mark
PSU dark blue and PSU light blue



PennState
Physical Plant



Two-color reverse mark
PSU dark blue and PSU light blue

PennState
Physical Plant

One-color reverse mark
Black with screen

Special use only



One-color mark without screen

Note:

From an organizational standpoint, we are still the Office of Physical Plant. “Office of” has been dropped from our entity mark to simplify its appearance in visual communications.

See [ADDENDUM 1](#) for additional requirements

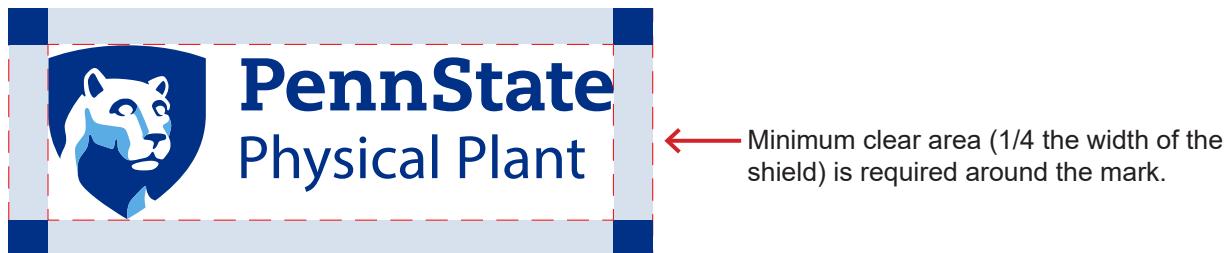
Physical Plant Entity Mark with Division or work unit

With respect to institutional hierarchy, Penn State is always primary followed by Physical Plant for our organization. In most instances, this level of identification is all that's necessary. However a specific need or desire to communicate more deeply into the organization may arise. For such cases an OPP entity mark with a third tier designator can be established. Division and/or work unit names may be configured in a stacked or horizontal orientation depending on how it will be applied.

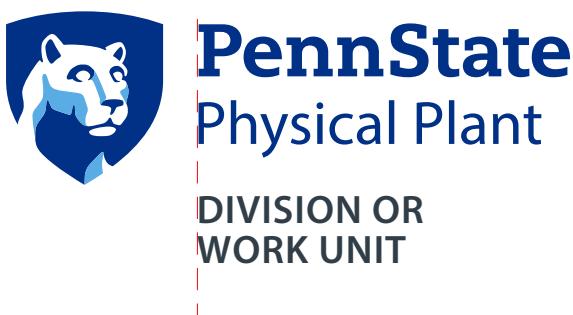
Never redraw or try to recreate our entity mark, including the shield, logotype, or third tier designator. Any modification diminishes its impact and weakens our legal protection. Only authorized artwork may be used.

If your project requires the use of the Penn State Mark, Physical Plant mark, or Physical Plant Mark with designator, contact the visual communications developer in Physical Plant.

kellyharris@psu.edu



STACKED



DIVISION OR
WORK UNIT

HORIZONTAL



See **ADDENDUM 1** for additional requirements



Examples of stacked and horizontal versions of the mark with division descriptors

See [ADDENDUM 1](#) for additional requirements

Physical Plant Entity Mark “Don’ts”

Don't



PennState
Physical Plant

outline the logotype

Don't



PennState
Physical Plant

use the logotype without the shield



PennState
Physical Plant

re-color any part of the mark



PennState
Physical Plant Opportunities



add words to the mark



PennState
Design Services

change the entity designation to another division or unit



PennState
Physical Plant

change the typeface of the Physical Plant entity mark



PennState
Physical Plant

DESIGN
SERVICES

change the typeface or position of the Physical Plant entity designator

Don't



PennState
Physical Plant



add graphic effects to the mark



PennState
Physical Plant



distort, squeeze, or stretch the mark



PennState
Physical Plant



rotate the mark



PennState
Physical Plant



use the positive version on a dark background



PennState
Physical Plant



use the reverse version on a light background

Don't

use retired marks

PENNSTATE



OPP
Office of Physical Plant

PENNSTATE



Office of Physical Plant

OPP

If your project requires the use of the Penn State Mark, Physical Plant mark, or Physical Plant Mark with designator, contact the visual communications developer in Physical Plant.

kellyharris@psu.edu

Typography

When used effectively, typography becomes a powerful brand tool that adds meaning, flexibility, and consistency to visual communications.

Flexibility comes from using one type family that contains all necessary fonts. The logotype in the University Mark is a custom typeface that should not be copied or imitated.

The primary typeface for headings, body copy, and captions is Arial (available as a choice on most computers). An alternative typeface for headings is Roboto Slab. This font is available for download from Google fonts. www.google.com/fonts

Body copy

Arial regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Headings

Arial bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Alternative heading

Roboto Slab Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Color

The two-color version of the University mark is preferred for most applications using PSU dark blue and PSU light blue. A one-color version is available for use when color is not an option.

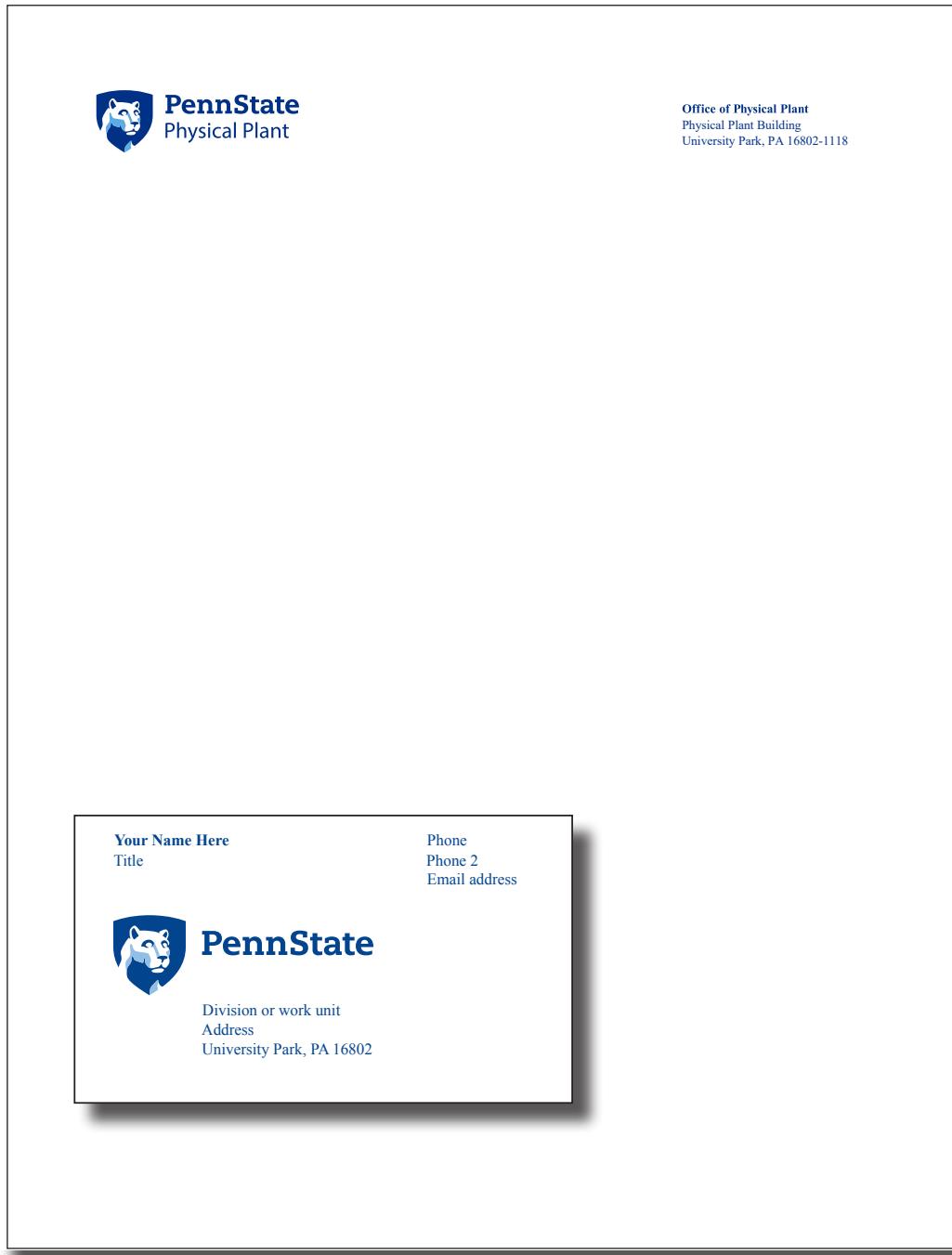
Logo artwork in both raster (jpeg, png) and vector (ai, eps) format have been prepared for all color combinations.

	Use Pantone	Or use CMYK	Or use RGB
PSU Dark Blue	287C	C 100 M 76 Y 0 K 18	R 30 G 64 B 124
PSU Light Blue	284C	C 40 M 14 Y 0 K 0	R 150 G 190 B 230
Black	BlackC	C 0 M 0 Y 0 K 100	R 35 G 31 B 33
Gray	432C	C 78 M 64 Y 53 K 44	R 51 G 62 B 72

University Stationery

University stationery, including letterhead, envelopes, mailing labels, memo pads, and business cards, are standardized throughout the University and must be used for all outward facing official correspondence. Standardized stationery must be obtained from the Penn State Multimedia & Print Center.

www.psuprints.psu.edu

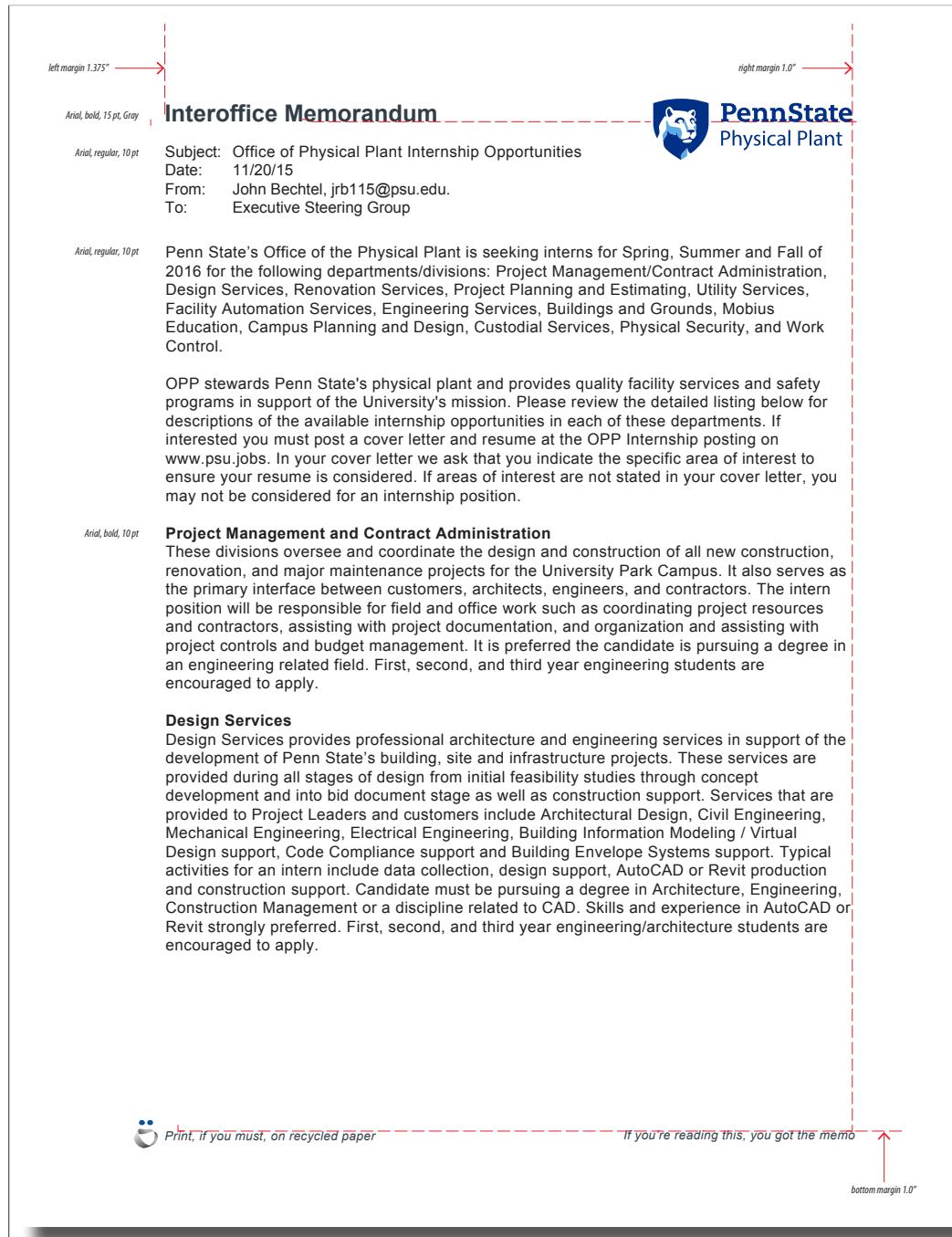


Example of University standard letterhead and business card format

Internal Documents

Layout and content customization of internal documents and forms is permitted under the new visual identity standards. Templates for several typical internal documents have been developed. Their use is encouraged.

For documents requiring unique or specialized formatting, please submit a request to kellyharris@psu.edu. Include in your request, the type of document needed and a description of desired content. A proof illustrating the piece will be supplied to the requestor for review.



Example of internal memorandum format

Examples



ADDENDUM 1

The version of the mark with the registered trademark symbol (®) must be used on all merchandise and apparel items whether for sale or not. Such items require the use of a licensed vendor and approval by the Office of Licensing Programs.

If your project requires the use of the Penn State Mark, Physical Plant mark, or Physical Plant Mark with designator, contact the visual communications developer in Physical Plant.

kellyharris@psu.edu



Drawing title block

 PennState. Physical Plant DESIGN SERVICES 113 Physical Plant Building University Park, PA 16802 Phone: (814) 865-7605 Fax: (814) 865-3737 www opp.psu.edu	
REVISIONS Symbol Date Description	
SUBMISSIONS Date Description	
DRAWING TITLE	
PROJECT TITLE BUILDING NO. 0000-000 PROJECT NO. 00-00000.00 DRAWN BY CHECKED BY	
SHEET	
CASE DRAWER SECT. NO.	



**DESIGN
SERVICES**

113 Physical Plant Building
University Park, PA 16802

Phone: (814) 865-7605
Fax: (814) 865-3737
www opp.psu.edu

Banner



See **ADDENDUM 1** for additional requirements

Support Resources

Office of Physical Plant

Alex G. Novak
Manager of Marketing and Communications
814-863-0432
agn2@psu.edu

Kelly J. Harris
Visual Communications Developer
814-865-8249
kellyharris@psu.edu

Email requests and/or questions related to the visual identity standards, licensed indicia, and signage to:

kellyharris@psu.edu

Office of Strategic Communications
Department of University Marketing and Advertising
312 Old Main
University Park, PA 16802
Phone: 814-863-5680
Fax: 814-863-3428
brand.psu.edu

Office of Licensing Programs
208 Old Main
University Park, PA 16802
Phone: 814-865-0356

University-approved student clubs and organizations must obtain the approval of the Office of Licensing Programs to use University indicia on merchandise.

University academic and administrative units may use the University mark on printed and electronic communications, signage, vehicles, and promotional items. The mark is the only indicia authorized for general use by academic and administrative units. Other University indicia (ICA lion logo, paw print, University seal) have very specific uses and should only be used in the proper context. Contact the Office of Licensing Programs for detailed information and written approval.

Stationery Products

University stationery, including letterhead, envelopes, mailing labels, memo pads, and business cards, are standardized throughout the University and must be obtained from the Penn State Multimedia & Print Center.
www.psuprints.psu.edu

Individuals External to the University

This manual is intended primarily for use by the Office of Physical Plant community. Any individuals, groups, or companies external to the university wishing further information regarding the use of Penn State's Visual Identity should contact Kelly Harris, 814-865-8249, kjh16@psu.edu, or kellyharris@psu.edu

Editorial Style

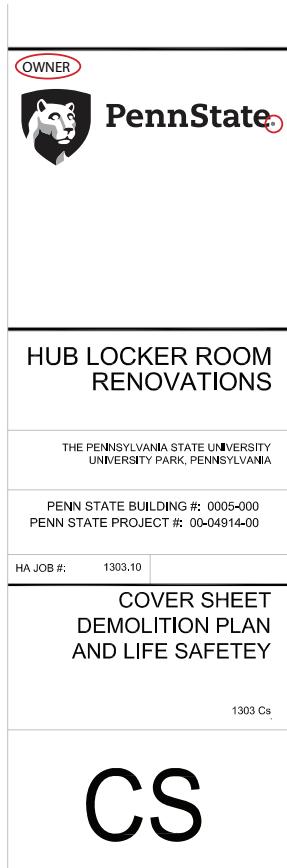
For information on capitalization, punctuation, and abbreviation, please see The Chicago Manual of Style, the University's standard reference. For spelling, word division, and helpful usage notes, refer to Merriam-Webster's Online.

Specific questions can be addressed to the Manager of Marketing and Communications at agn2@psu.edu

ADDENDUM 1 (04/22/16) Use of the mark by outside consultants and/or contractors



EXAMPLE



OK

IMPORTANT

Consultants and Contractors to the University are permitted to use the mark on contract documents when the following conditions are met.

1. The version with the ® must be used.
2. It must be clearly stated that Penn State is the OWNER.
3. Use the mark with the “®” on all contract documents whether authored solely by OPP or in collaboration with outside consultants.

OPTION 1



PennState

OPTION 2



PennState®
Physical Plant



PennState



PennState®
Physical Plant

NEW CONSTRUCTION OF PENN STATE CEBME BUILDING

The Pennsylvania State University University Park PA

Penn State or
The Pennsylvania State University

→ Prepared for
PENN STATE
~~UNIVERSITY~~

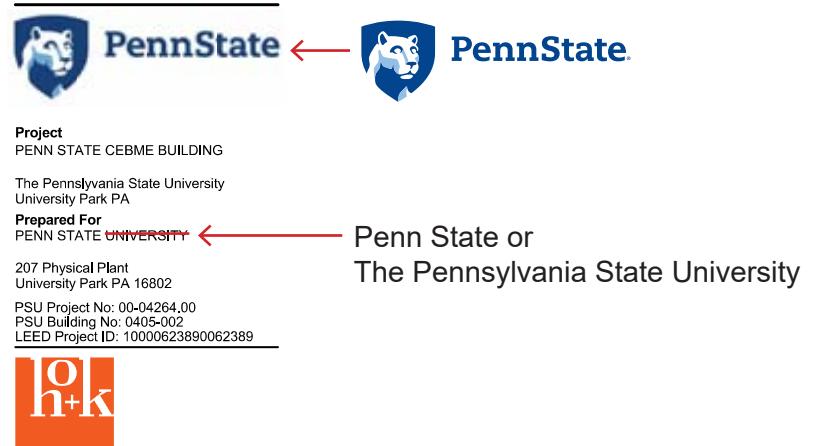
207 Physical Plant
University Park, PA 16802

PSU Project Number: 00-04264.00
PSU Building Number: 0405-002
LEED Project ID: 10000623890062389

EXAMPLE

Penn State is the communicative name for the University. The full name (The Pennsylvania State University) is reserved for formal documents, legal contracts, some mailing addresses, and form entries.

In text, the words Penn State are separate and both should be capitalized. Penn State may be referred to as the University on subsequent mention, but only if referring to the entire institution, not just a single campus, college, or other location. It is not acceptable to refer to the University as PSU or Penn State University.



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EXAMPLE