

Penn State Law Identity Standards

The Penn State Law identity standards provide key information needed to accurately and consistently produce internal and external communication materials. The goal is to present a compelling, cohesive and consistent image of the Law School to the outside world. The identity guidelines are one part of comprehensive approach to managing our Penn State Law image so that we can continue to:

- Build prestige for the Law School
- Leverage the power of the Penn State University brand
- Create a consistent image across all audiences
- Command the attention of key decision makers (namely leaders in the legal community; academic scholars/prospective faculty, and prospective students)

These guidelines will help you to:

- Use the two word marks correctly
- Incorporate the word marks, fonts, and colors correctly
- Convey an accurate and consistent image for the Penn State Law

If you have any questions about usage, please contact Penn State Law Marketing and Communications at communications@law.psu.edu.

Penn State Law Wordmark and Penn State Dickinson Mark

The identity marks are the primary graphic way to identify the Law School. There are two versions approved by the University. One or both of these are used to identify the Law School on all internal and external communication. These are graphic designs. The letterforms, size, space and relationships between letters must be maintained. Any rearrangement, alteration or deletion of letterforms or shapes is not acceptable. When resizing artwork always maintain the proper ratios of the marks (do not change the horizontal or vertical dimensions to “fit” a space).

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Non-interference zone

When the wordmarks are accompanied by text or other graphic elements, an image-free zone should be maintained around the wordmark to avoid visual interference from other elements. As a rule, a minimum distance equal to the cap height of the letter “P” in the Penn State Law wordmark should be maintained

Size

Both word marks have been designed to retain their readability in small and large sizes. Some printing methods may prohibit legible reproduction below certain limits. As a general rule maintain 1.5" in width for "normal processes" and 2" for printing techniques such as embossing or screen printing.

Color

When the Penn State shield is used, the preferred colors are listed below. Other colors are acceptable if necessary but colors cannot be mixed within the mark.

Penn State Colors

Penn State colors are dark royal blue (PMS 287) and white. A lighter blue (PMS 285) is used as an accent color. Black and gray (PMS 424) are used as supportive colors.

Please read PMS color codes below to correspond with images from left to right.



- PMS 285 | 0-102-255 | #0066FF
- PMS 287 | 0-0-153 | #000099
- PMS 424 | 102-102-102 | #666666
- Black | 0-0-0 | #000000

http://ur.psu.edu/stylemanual/image_collection/dickinsonschool.html





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When using the Penn State Law word mark our preferred color is PMS 289. Power point and Word programs both allow you to add this as a custom color by selecting R=0;G=33;B=68 Other colors are acceptable if necessary depending on the artwork that's being created.

Background

As a rule, the word marks should always be against a background that provides sufficient contrast and readability. When appearing against a white or light background the word marks should always appear in black or "Penn State" Blue. On a dark background, the entire word mark should be reversed out in white.

Program Signature

To identify a particular program (examples: department, research center, institute, clinic), a signature can be created. This would consist of Penn State Law separated by a white line and the name of the program below the line.

Other Design Considerations:

Other important design considerations required to communicate our brand positioning are:

Use of typography

Approved typefaces for Penn State Law are:

Georgia for headlines and body type.

When needing a sanserif typeface use Calibri or Verdana

Use of Color

There are two main colors in the Penn State Law color palette.

Blue PMS 289 R= 0 G=33 B=68

Tan PMS 468 R=238 - G=224 - B=187

Photography

One of our goals is to use large images and less text in our communications materials to better showcase our students/faculty/facilities. Our preference is to use “action” shots that show momentum. We also attempt to highlight the architectural uniqueness of our facilities by using unusual camera angles and light.