



STUDENT ORG LOGOS, ARTWORK, AND MERCHANDISE Marketing & Communications Policies

- All logos and artwork for all uses **MUST** be reviewed and approved by the Penn State Law communications team prior to use. This includes logos for formal documents, social media avatars, branded merchandise, etc.
- For logos/artwork that have been used/approved in the past, you should gain approval from the communications team each year to ensure that designs still comply with brand standards.
- Submit all requests via the online communications form: <https://pennstatelaw.psu.edu/form/marcomm-request-students>.
- The Marketing & Communications team will reject logos, artwork, and/or merchandise that violate trademark/copyright; violate Penn State policies; or reflect poorly on Penn State Law in University Park and/or your student organization.
- **PLAN AHEAD!** The whole process—artwork creation, review, approval, ordering through a vendor, setting up payment forms—takes time. **The communications team requires a two-week lead time** to review and approve artwork to allow time for revisions, if needed. The timeline needed to place and receive an order is subject to the vendor being used.

STEP ONE: Determine Use/Purpose

- Are you creating a logo for general usage? Designing artwork for apparel? Ordering merchandise?
- Do you plan to sell your merchandise? Will items be available to the public or for a limited audience (e.g., group members and/or e-board, Penn State and/or Penn State Law community members)?
- Include all this information on the communications request form.

STEP TWO: Select Vendor and Product

- If you are **NOT** ordering merchandise, you can skip ahead to step four.
- ALL merchandise must be ordered through a Penn State-approved vendor—you can search for vendors online at <https://clc.com/license-search/> (under Pick a School, type in “The Pennsylvania State U”).
- Student orgs have frequently used [Collegiate Pride](#) (apparel) and [4imprint](#) (general merch), though you may choose any Penn State-approved vendor.
- **DO NOT** place an order or commit to any merchandise at this point; you must go through the Finance Office, Student Services, and Communications (steps three and four below) before placing an order.

STEP THREE: Notify the Finance Office and Student Services

- All payments for merchandise **MUST** be processed through the Finance Office. A link for online orders will be created in coordination with IT. If orders will be placed through tabling, contact Randy Fulton (rjf9@psu.edu) to reserve a table and the Finance Office for a cash box and/or credit card machine.
- The Finance Office can help you understand relevant Penn State policies regarding payments to external vendors.
- Student Services can help facilitate communications and logistics between your student org, the communications team, IT, and other relevant units.



STEP FOUR: Create and Submit Artwork for Review

Read through the following information prior to creating your artwork; understanding these guidelines will save you time and reduce the chances of having to make changes later.

All artwork must be submitted to the communications team for review, using the online communications form:

<https://pennstatelaw.psu.edu/form/marcomm-request-students>.

Guidelines for Logos

- Logos created for PSL student organizations must include the words “Penn State Law” and “University Park” within the design and close to each other, in addition to the name of your organization. Examples:



- The Penn State Shield, Penn State/Penn State Law marks, and other official Penn State marks are NOT allowed as part of your logo design.
- If you include an acronym in your logo (e.g. BLSA), the full name of your organization must also be spelled out within the design.

Guidelines for General Artwork & Merchandise

- If your organization’s logo is included in the merchandise design, you must adhere to the guidelines for logos listed above.
- If your design does not include your organization’s logo, you may use the Penn State Law mark; the communications team can provide you with the proper mark for your purpose. See Penn State’s [Visual Identity Standards](#) for more information on how to use the mark.
- If the words “Penn State Law” appear in your design, even if not part of a logo/mark, you must also include “University Park” somewhere close by.
- You may NOT use “PSL” as an acronym anywhere in your design.

Guidelines for Fonts and Colors

- We encourage the use of [official Penn State fonts](#) when possible; all Penn State fonts are free and available through Adobe. Other fonts may be used, though we retain discretion to reject fonts that violate trademark/copyright; violate Penn State policies; offer poor readability; or reflect poorly on Penn State Law.
- We encourage the use of the [Penn State Color Palette](#) when possible, though other colors are allowed.

**If you have any questions throughout the process,
contact the communications team at communications@pennstatelaw.psu.edu.**