




























- The University will consider the use of non-traditional patterns (i.e. floral, plaids) and colors for verbiage and official marks.
  - The primary marks may be used with the verbiage "Penn State" placed either above, under, to the left, or to the right of the head in any font style pending approval.
  - The proportionate size of the primary marks in conjunction with the primary wordmarks may be altered.
  - Colors on the primary marks may not be reversed. The cheek must always be darker in color than the eye.
    - The oval shape of the primary marks may not be altered.
    - The primary mark must always face right.

PRIMARY MARKS		PRIMARY MARKS	
			
SECONDARY WORDMARKS			
			
PAW MARK	HELMET MARKS	YOUTH MARK	NITTANY LION
			
			
			
SECONDARY MARKS		UNIVERSITY SEAL	
		The University Seal may be reproduced in any color • The seal may not be reproduced within another shape or crest Do not isolate the interior portion of the seal • The seal itself may not be altered in any way	
For non-apparel use only.			
			

COLOR INFORMATION			
You must use the approved University colors or the *PANTONE® colors listed on this page. The colors on this page are not intended to match the PANTONE color standards. For the PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.			
SCHOOL COLORS	PANTONE COLORS	THREAD COLORS	
NAVY WHITE GRAY (ACCENT ONLY) BROWN	PANTONE 282 WHITE PANTONE 429 PANTONE 1245	MADEIRA 1242 WHITE MADEIRA 1011	RA 2613 WHITE RA 2592
NAVY	WHITE	GRAY (ACCENT ONLY)	BROWN (MASCOT ONLY)

VERBIAGE		GENERAL INFORMATION	
The Pennsylvania State University ®	PS™	LOCATION: UNIVERSITY PARK, PA	ESTABLISHED DATE: 1855
Penn State ®	S™	MASCOT: NITTANY LION	CONFERENCE: BIG TEN
Nittany Lions ®	Blue Band™	ATHLETIC NICKNAME: NITTANY LIONS, LADY LIONS	
Nittany Lion ®	The Nittany Lion Inn ®		
Lady Lions™	Linebacker U™		
PSU ®	Success With Honor™		

NITTANY LION HEAD		SOLID LION		SHADED LION		
						

- Recommended colors for the University Mark and University Mark Shield are blue and white.
- The stylized name and rule of the University Mark must always be the same color.
- No other fonts may be used for the stylized name in the shield design.
- When either the University Mark or the University Mark Shield are to appear as a light application against a dark background, use the outline artwork.

UNIVERSITY MARKS		UNIVERSITY MARK SHIELD	
			

**CAMPUSES**

Abington • Altoona • Berks • Beaver • Brandywine • Dubois • Erie, The Behrend College • Fayette, The Eberly Campus  
Greater Allegheny • Harrisburg • Hazleton • Lehigh Valley • Mont Alto • New Kensington • Schuylkill • Shenango • University Park • Wilkes Barre  
Worthington Scranton • World Campus • York • College of Medicine • College of Technology • Dickinson School of Law  
Great Valley School of Graduate & Professional Studies

ADDITIONAL PERTINENT INFORMATION			
	Yes	No	Restrictions
• University seal permitted on products for resale:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• Alterations to seal permitted:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____
• Overlaying / intersecting graphics permitted with seal:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____
• University licenses consumables:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• University licenses health & beauty products:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• University permits numbers on products for resale:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• Mascot caricatures permitted:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____
• Cross licensing with other marks permitted:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• NO USE of current player's name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.			_____
• NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.			_____
• Verbiage may be used in any color, and may be used in any font as a stand alone logo.			_____
• Images of all campus landmarks are protected, including: OLD MAIN, BRYCE JORDAN CENTER, BEAVER STADIUM			_____
• Primary mark may never have a white cheek and dark eye. The cheek of the lion must always be darker in color than the eye.			_____
• Paw prints are protected indicia of the University. Must use Official Paw – Logo #7 and Logo #8.			_____
• The block "S" may be used on Penn State items as long as another PSU logo is on the design somewhere.			_____