

## SCHOOL COLORS



## FONTS & TYPEFACES

University Mark (102): Perpetua

University Logotype (106): ITC Stone Serif

Athletics Headline: Louda

Athletics Uniforms: Full Block

## GUIDELINES

The Penn marks should be kept intact. Elements of the Shield (e.g. the chevron, the dolphin) should not be replaced, modified, or used separately from their official designs.

The Penn marks should be treated as standalone marks and not incorporated within or as part of other elements of the overall design.

Designs should include "Penn" somewhere on items featuring a standalone Split P and/or Shield when possible. The University will use discretion when approving items that may require exceptions to this guideline.

The Split P a) is intended for Athletics and Recreation, as well as select "spirit endeavors", and b) should be treated as a standalone design element and not as a letter in a word or phrase. Exceptions to this guideline are the specific Athletic Team (204) and Athletic Club (205) logos.

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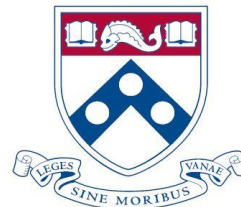
Contact: [support@exemplarassociates.com](mailto:support@exemplarassociates.com)



101\_PENN Primary



103\_PENN Shield



104\_PENN Shield Banner



105\_PENN Shield Circle



102\_PENN Penn



106\_PENN Logotype

107\_PENN University Wordmarks

Ex. University of Pennsylvania™, Penn™



108\_PENN Derivative P's



201\_PENN Athletic Primary



202\_PENN Split P



203\_PENN Athletic Penn



204\_PENN Athletic Teams



205\_PENN Athletic Clubs

206\_PENN Athletic Wordmarks

Ex. Penn Soccer, Penn Quakers



301\_PENN Annenberg



304\_PENN Design



307\_PENN Law



310\_PENN Veterinary



302\_PENN Arts-Sciences



305\_PENN Education



308\_PENN Nursing



311\_PENN Wharton



303\_PENN Dental



306\_PENN Engineering



309\_PENN Social Policy



312\_PENN Perelman



313\_PENN Medicine

314\_PENN School Wordmarks

Ex. Penn Law, Wharton School



401\_PENN Relays Primary



402\_PENN Relays P

403\_PENN Relays Wordmark

Ex. Penn Relays



501\_PENN Palestra



502\_PENN Franklin Field

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**WORDMARKS:** Wordmarks not shown logically belong to the most suitable IP Group. For example, the wordmark "Quakers Lacrosse" belongs to the Athletics IP Group. Contact Exemplar Associates if you are unsure what IP Group a wordmark belongs to.