



101_PENN Primary



102_PENN Penn



103_PENN Shield



104_PENN Shield Banner



105_PENN Shield Circle

SCHOOL COLORS



Penn Blue
PMS 288
C100 / M65 / Y0 / K30
R 001 / G 031 / B 091



Penn Red
PMS 201
C0 / M100 / Y65 / K34
R 153 / G 000 / B 000

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.

The University of Pennsylvania's marks are controlled under a licensing program administered by Exemplar Associates.

Reproduction without the approval of the University of Pennsylvania & Exemplar Associates is prohibited.

Contact: support@exemplarassociates.com



201_PENN Athletic Primary



203_PENN Athletic Penn



204_PENN Athletic Teams



205_PENN Athletic Clubs



202_PENN Split P



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

The University of Pennsylvania's marks are controlled under a licensing program administered by Exemplar Associates.

Reproduction without the approval of the University of Pennsylvania & Exemplar Associates is prohibited.

Contact: support@exemplarassociates.com

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.