



Logo Style Guide

Contents

| | |
|---|-----------|
| University of Pennsylvania’s Logo | 2 |
| Other University Symbols | 4 |
| Colors | 5 |
| Typography | 6 |
| The Stationery | 7 |
| Business Cards | 8 |
| Letterhead | 9 |
| Sample of Letterhead | 11 |
| Guide to Using Letterhead | 12 |
| Envelope | 14 |
| Advertising and Publications | 16 |
| University School’s Logos | 19 |
| Business Cards | 20 |
| Letterhead | 21 |
| Advertising and Publications with School Logos | 25 |

Logos

The logos in this section are the primary graphic elements of the University branding program. Consistent application and precise production of the logos will identify and reinforce public awareness of the University, its schools, departments, and other areas. When the logos are used properly with the other elements of the identification program, a unique and effective visual style can be established. The logos and their treatment described in the following pages are: the official Penn logo and the official logotype, the various school logos and samples of applications.

Reproduction quality copies and digital images of the logo may be obtained through Publication Services at 215-898-4838 or www.upenn.edu/publicationservices.

All materials using the Penn logo must be approved by University Communications by calling 215-898-8721. Please allow two working days for all requests.

The Penn Mark



The University Shield

The University of Pennsylvania
logotype

The top edge of the University Shield aligns the top edge of the Penn Mark

The bottom edge of the University Shield aligns the bottom edge of the University of Pennsylvania logotype



The width of the Penn Mark equals the width of the University of Pennsylvania logotype

For smaller formats this logo can be used with the University of Pennsylvania logotype as a separate element.



Other University of Pennsylvania symbols

In addition to the logos shown on the preceding pages, the University also has a traditional symbol -- the Shield or Coat of Arms -- and an official seal.

The purpose of the Shield is primarily decorative, and may be used for those occasions when the logo is deemed inappropriate. It is also a way to identify the University as part of the “Ivy League.”

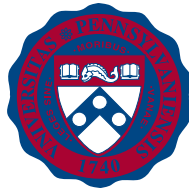
The University of Pennsylvania Shield is available in two forms: a single-color version and a two-color version.



The University of Pennsylvania Shield can also be accompanied by the banner -- which bears the Latin motto *Leges Sine Moribus Vanæ*, “Laws without morals are useless.”



The University of Pennsylvania Shield can also be used in circular format.



The University Seal is the official legal seal of the University. Its only use is for authenticating signatures on documents issued or authorized by the Trustees. It should not be used on any other documents.



Inappropriate uses of the Shield will dilute the effectiveness of the program. Therefore, the University of Pennsylvania Shield may not be redrawn, reconstructed, or modified in any way.

Colors

Red and blue are the traditional colors for the University of Pennsylvania.

They are as important to the identification program as the logos. To ensure consistency, the University has chosen PMS 201 red and PMS 288 blue as its official colors. The application of these specific colors will create a strong and consistent identity for the University.

The logo can be used in black, white or Penn blue, but no other color is acceptable.

blue



red



| C | M | Y | K | Pantone® Coated |
|-----|-----|----|----|-----------------|
| 100 | 65 | 0 | 30 | Pantone 288 CV |
| 0 | 100 | 65 | 34 | Pantone 201 CV |

Typography

**The Penn Mark
(Perpetua)**

Penn

Perpetua

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQR
STUVWXYZ1234567890

**The University of
Pennsylvania
logotype
(ITC Stone Serif and
ITC Stone Serif Italic)**

UNIVERSITY *of* PENNSYLVANIA

ITC Stone Serif

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQR
STUVWXYZ1234567890

ITC Stone Serif Italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQR
STUVWXYZ1234567890

The Stationery

The stationery guidelines demonstrate how the branding process can be used to provide a strong, consistent identity for both internal and external communications.

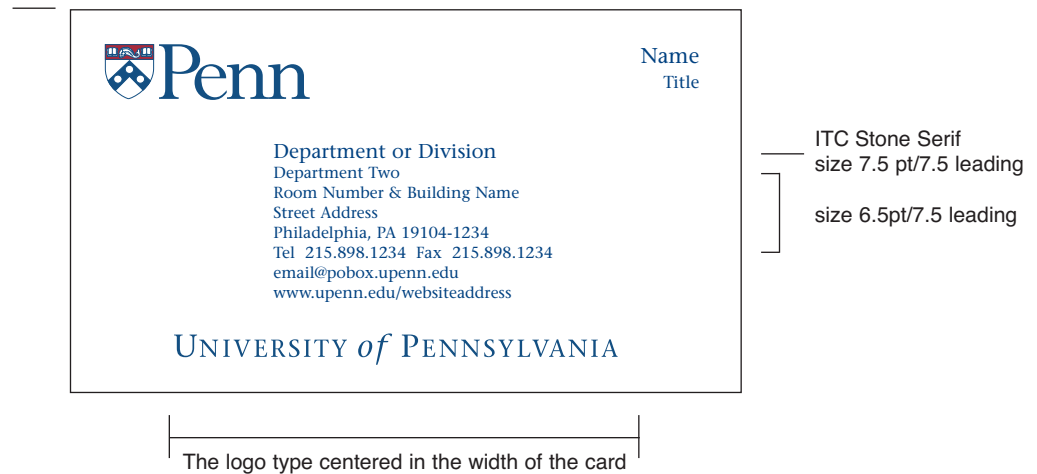
Maintaining consistency throughout the stationery guideline program helps promote a unified identity for the University. The components described on the following pages are: business cards, letterheads and business envelopes.

Business Cards (except for schools with approved logos)

Business cards are printed on 80-pound white cover stock with a laid finish. All cards have the official logo printed in red and blue, with the school/departmental/personalized information printing in blue only.

size 3¹/₂" x 2"

Margins = .187" all sides



The diagram shows a business card layout with the following elements:

- Logo:** Penn logo in the top left corner.
- Name and Title:** Name and Title in the top right corner.
- Contact Information:** Department or Division, Department Two, Room Number & Building Name, Street Address, Philadelphia, PA 19104-1234, Tel 215.898.1234 Fax 215.898.1234, email@pobox.upenn.edu, www.upenn.edu/websiteaddress.
- University Name:** UNIVERSITY of PENNSYLVANIA at the bottom.

Font specifications:

- ITC Stone Serif size 7.5 pt/7.5 leading (for Name and Title)
- size 6.5pt/7.5 leading (for contact information)

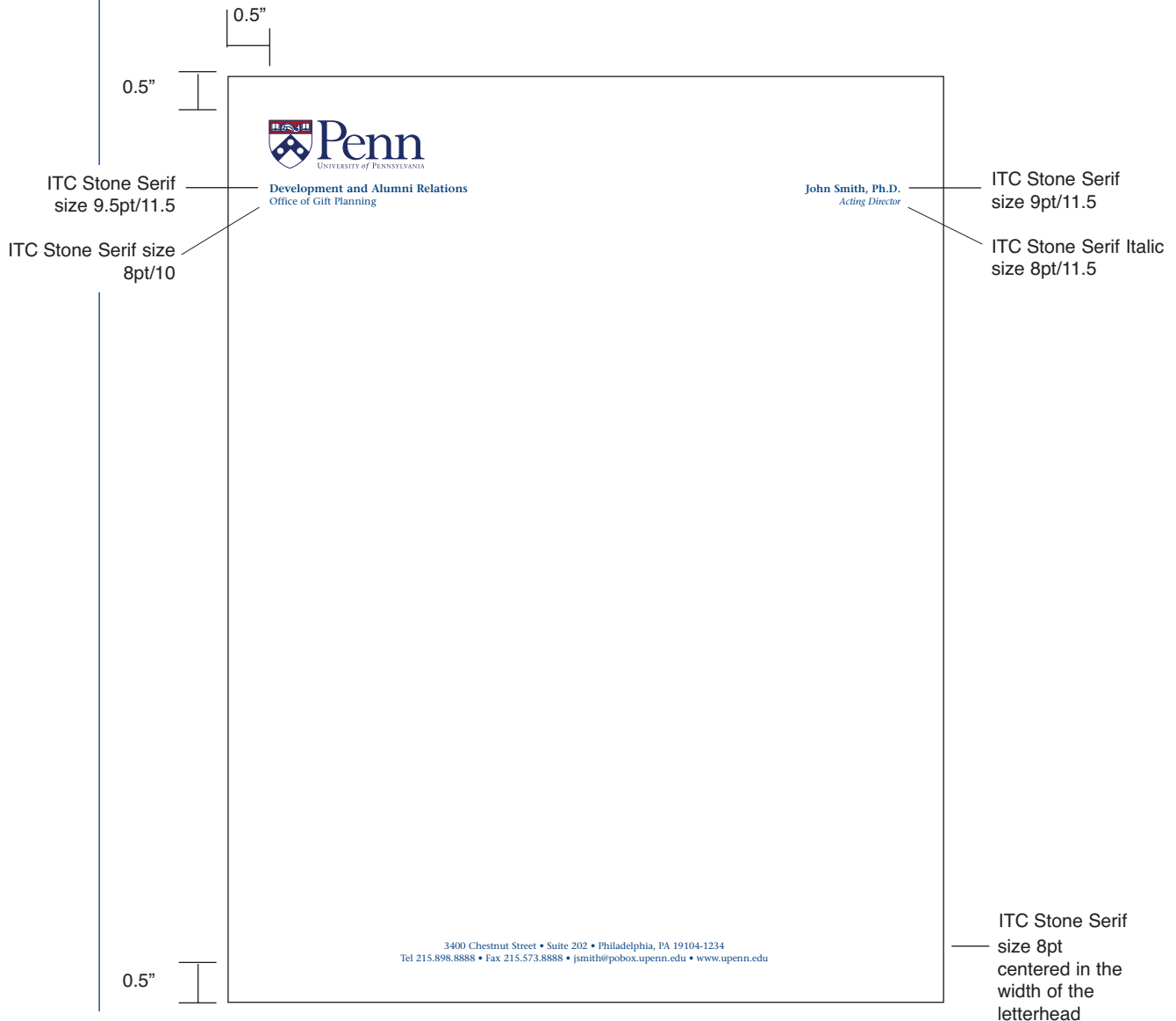
Alignment notes:

- The logo type centered in the width of the card

Letterhead (except for schools with approved logos)

Letterhead is available in both 8-1/2" x 11" sheets (large letterhead) and 5-1/2" x 8-1/2" sheets (small letterhead). The paper, which has been milled especially for the University, is a 24-pound recycled white bond, with a laser compatible laid finish, bearing a watermark of the University of Pennsylvania Shield. All letterheads have the official logo printed in red and blue, with the school/departmental information printing in blue only.

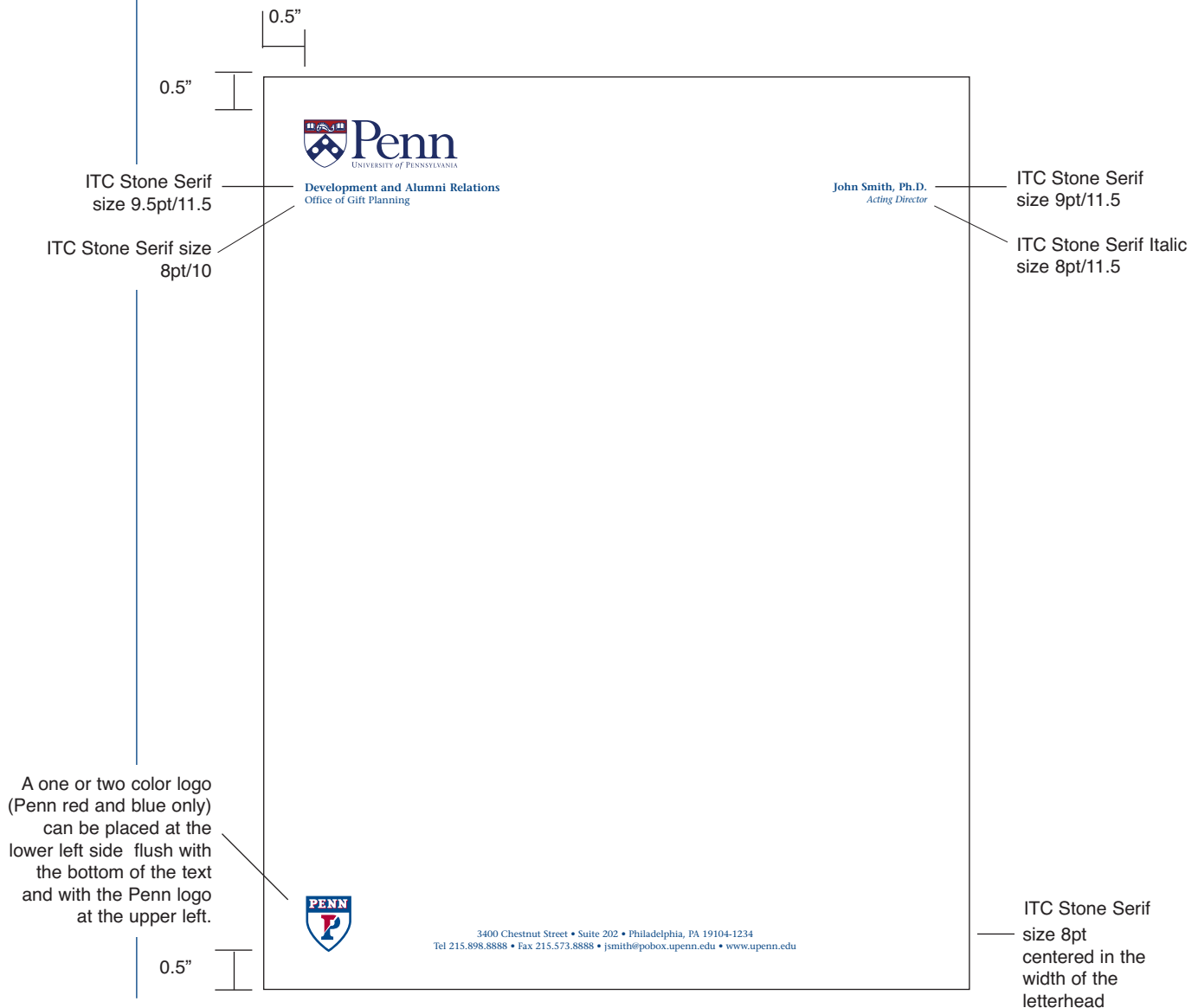
size 8 1/2" x 11"



Letterhead (with approved dept. logos)

All letterheads have the official logo printed in red and blue, with the school/departmental information printing in blue only. An additional one or two color departmental logo (Penn red or blue only), can be placed on the lower left.

size 8¹/₂" x 11"





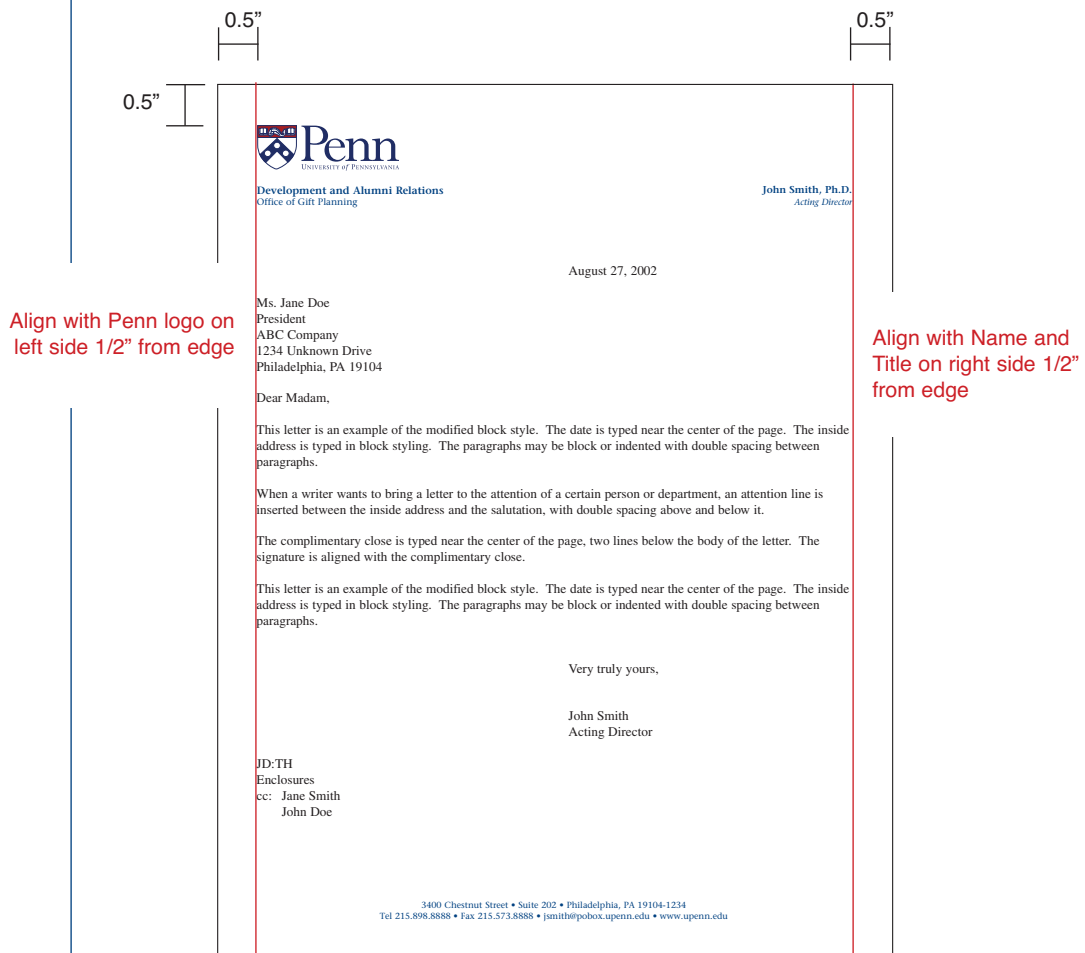
Development and Alumni Relations
Office of Gift Planning

John Smith, Ph.D.
Acting Director

Guide to Using Letterhead

To maintain consistent style throughout the stationery program, it is important to use the guidelines that follow. On all University correspondence, both internal and external, the modified block letter is recommended.

Example of letterhead—single-page format




0.5"

0.5"

0.5"

Align with Penn logo on left side 1/2" from edge

Align with Name and Title on right side 1/2" from edge


UNIVERSITY OF PENNSYLVANIA
Development and Alumni Relations
Office of Gift Planning

John Smith, Ph.D.
Acting Director

August 27, 2002

Ms. Jane Doe
President
ABC Company
1234 Unknown Drive
Philadelphia, PA 19104

Dear Madam,

This letter is an example of the modified block style. The date is typed near the center of the page. The inside address is typed in block styling. The paragraphs may be block or indented with double spacing between paragraphs.

When a writer wants to bring a letter to the attention of a certain person or department, an attention line is inserted between the inside address and the salutation, with double spacing above and below it.

The complimentary close is typed near the center of the page, two lines below the body of the letter. The signature is aligned with the complimentary close.

This letter is an example of the modified block style. The date is typed near the center of the page. The inside address is typed in block styling. The paragraphs may be block or indented with double spacing between paragraphs.

Very truly yours,

John Smith
Acting Director

JD:TH
Enclosures
cc: Jane Smith
John Doe

3400 Chestnut Street • Suite 202 • Philadelphia, PA 19104-1234
Tel 215.898.8888 • Fax 215.573.8888 • jsmith@pobox.upenn.edu • www.upenn.edu



Example of letterhead—two-page format

0.5" 0.5" 0.5"

Penn
UNIVERSITY OF PENNSYLVANIA

Development and Alumni Relations
Office of Gift Planning

John Smith, Ph.D.
Acting Director

August 27, 2002

Ms. Jane Doe
President
ABC Company
1234 Unknown Drive
Philadelphia, PA 19104

Dear Madam,

This letter is an example of the modified block style. The date is typed near the center of the page. The inside address is typed in block styling. The paragraphs may be block or indented with double spacing between paragraphs.

When a writer wants to bring a letter to the attention of a certain person or department, an attention line is inserted between the inside address and the salutation, with double spacing above and below it.

The complimentary close is typed near the center of the page, two lines below the body of the letter. The signature is aligned with the complimentary close.

This letter is an example of the modified block style. The date is typed near the center of the page. The inside address is typed in block styling. The paragraphs may be block or indented with double spacing between paragraphs.

This letter is an example of the modified block style. The date is typed near the center of the page. The inside address is typed in block styling. The paragraphs may be block or indented with double spacing between paragraphs.

When a writer wants to bring a letter to the attention of a certain person or department, an attention line is inserted between the inside address and the salutation, with double spacing above and below it.

The complimentary close is typed near the center of the page, two lines below the body of the letter. The signature is aligned with the complimentary close.

This letter is an example of the modified block style. The date is typed near the center of the page. The inside address is typed in block styling. The paragraphs may be block or indented with double spacing between paragraphs.

3400 Chestnut Street • Suite 202 • Philadelphia, PA 19104-1234
Tel 215.898.8888 • Fax 215.573.8888 • jsmith@pobox.upenn.edu • www.upenn.edu

Align with Penn logo on left side 1/2" from edge

Align with Name and Title on right side 1/2" from edge

1.25"

Ms. Jane Doe
August 27, 2002
Page 2.

When a writer wants to bring a letter to the attention of a certain person or department, an attention line is inserted between the inside address and the salutation, with double spacing above and below it.

The complimentary close is typed near the center of the page, two lines below the body of the letter. The signature is aligned with the complimentary close.

This letter is an example of the modified block style. The date is typed near the center of the page. The inside address is typed in block styling. The paragraphs may be block or indented with double spacing between paragraphs.

Very truly yours,

John Smith
Acting Director

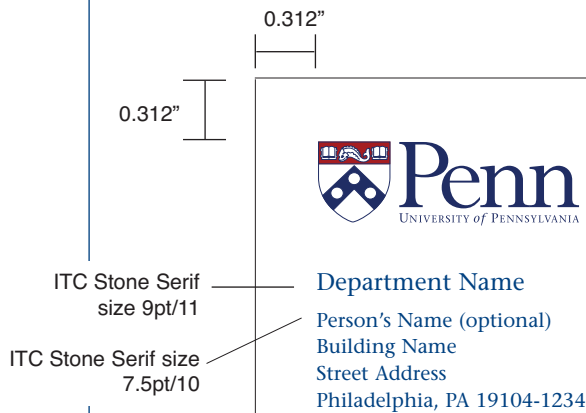
JD:TH
Enclosures
cc: Jane Smith
John Doe

Business Envelopes

Business envelopes are printed on the watermarked paper in the sizes listed below. All envelopes have the official logo printed in red and blue, with the school/departmental information printing in blue only.

| | |
|--|---------------------|
| Large letterhead envelope (#10) | Size: 4-1/8 x 9-1/2 |
| Large letterhead window envelope (#10) | Size: 4-1/8 x 9-1/2 |
| Small letterhead envelope (#6-3/4) | Size: 3-5/8 x 6-1/2 |
| Reply envelope (#9) | Size: 3-7/8 x 8-7/8 |

size 4 1/8" x 9 1/2"



Business Envelopes with approved department logo

Business envelopes with approved departmental logos are printed on the watermarked paper in the sizes listed below. All envelopes have the official logo printed in red and blue, with the school/departmental information printing in blue only. An additional one or two color departmental logo (Penn red or blue only), can be placed on the lower left.

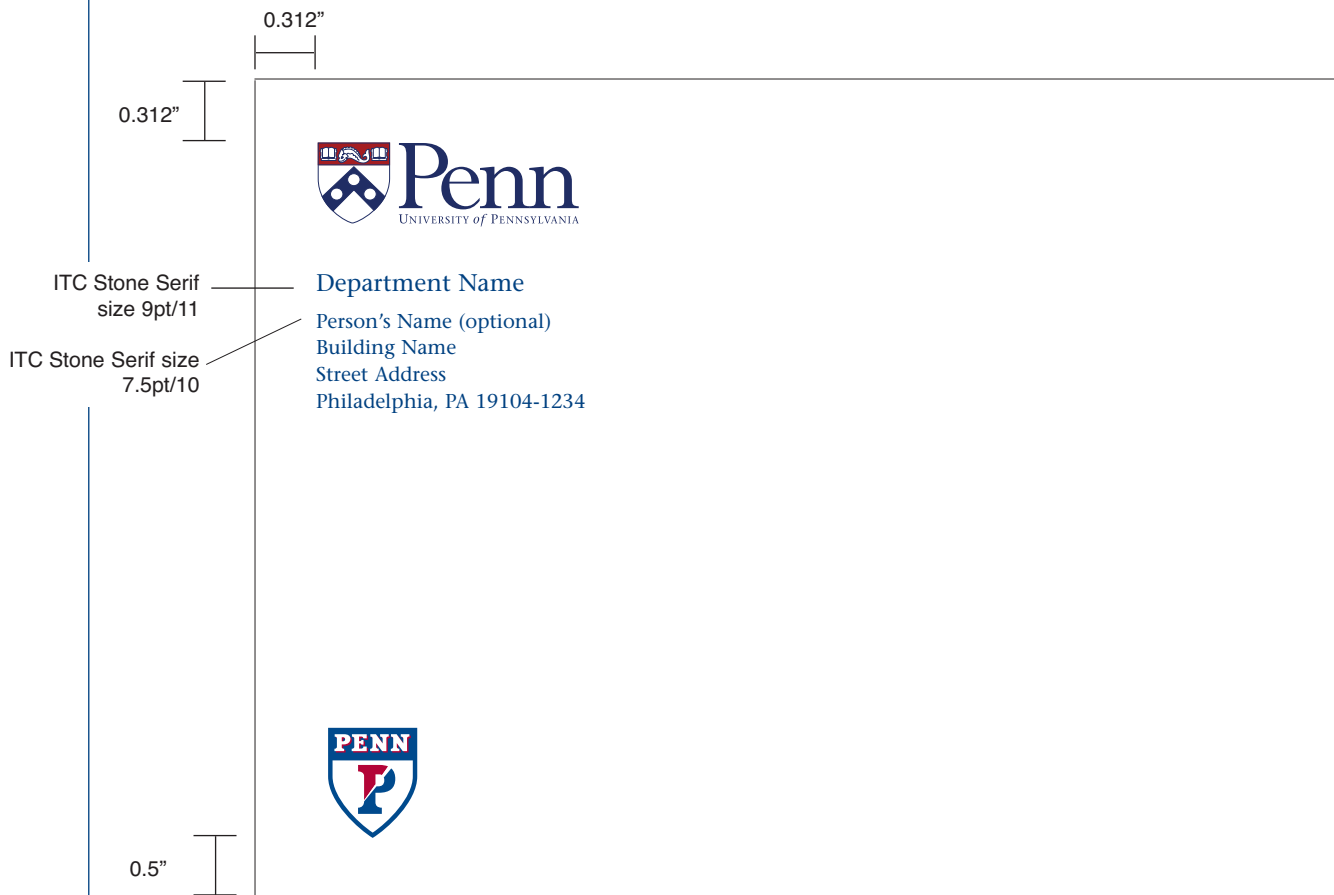
Large letterhead envelope (#10)

Size: 4-1/8 x 9-1/2

Large letterhead window envelope (#10)

Size: 4-1/8 x 9-1/2

size 4 1/8" x 9 1/2"



Advertising and Publications Logo Usage

The Penn logo must appear on any printed matter--brochures, invitations, and advertisements.

Recommended Reproduction Sizes:

As much as possible, the entire logo should be used as one element. When the logo is used less than 2" in width, the University of Pennsylvania Logotype can appear as a separate element.



New Opportunities
come and see

Visit the
Open House
for the

Learn more about this one-year certification program for aspiring principals.

Tuesday, March 19, 2002
4:30 p.m. to 6:30 p.m.

Penn Graduate School of Education
3700 Walnut Street, Room 203
Philadelphia

For more information, call 215-573-5511
or e-mail aspiring@gse.upenn.edu.

 **Penn**
UNIVERSITY of PENNSYLVANIA

— greater
than 2"
wide

Questions should be directed to Denise McShea at dmc Shea@upenn.edu.



New Opportunities
come and see

Visit the
Open House
for the

UNIVERSITY *of* PENNSYLVANIA

Learn more about this one-year certification program for aspiring principals.

Tuesday, March 19, 2002
4:30 p.m. to 6:30 p.m.

Penn Graduate School of Education
3700 Walnut Street, Room 203
Philadelphia

For more information, call 215-573-5511
or e-mail aspiring@gse.upenn.edu.



two separate elements

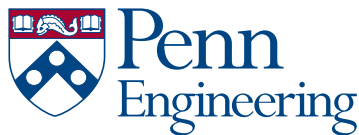
Logos of Schools within the University

On the following page are the logos for the University's 12 schools. Every school is expected use their logo that is consistent with the new brand.



LOGO STYLE GUIDE

Schools within the University



The Schools' Stationery

The stationery guidelines for schools demonstrate how a school can use the Penn brand to provide a strong, consistent identity for internal and external communications.

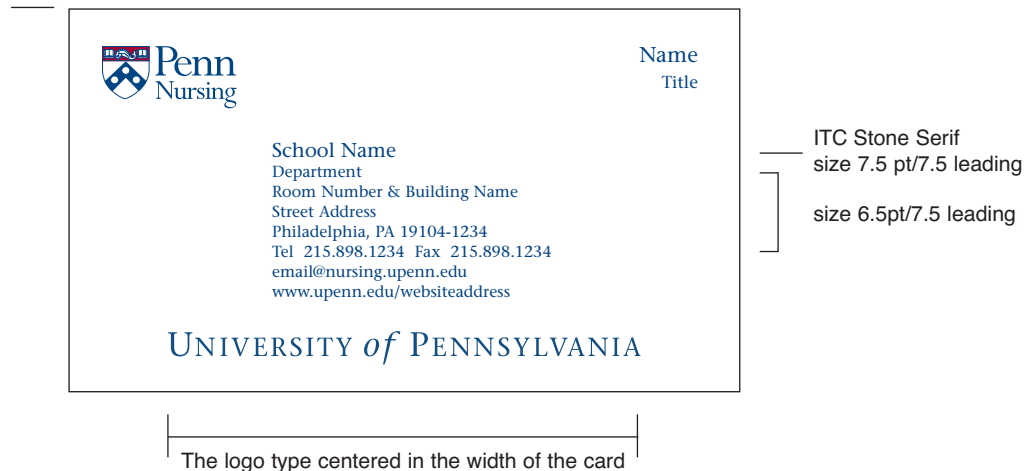
Maintaining consistency throughout the stationery guideline program helps promote a unified identity for the University. The components described on the following pages are: business cards, letterheads, and business envelopes.

Business Cards For University Schools with approved logos

Business cards are printed on 80-pound white cover stock with a laid finish. All cards have the official logo printed in red and blue, with the school/departmental/personalized information printing in blue only.

size 3 1/2" x 2"

Margins = .187" all sides



The diagram shows a business card layout with the following elements:

- Logo:** Penn Nursing logo in the top left corner.
- Name and Title:** Name and Title in the top right corner.
- Contact Information:** School Name, Department, Room Number & Building Name, Street Address, Philadelphia, PA 19104-1234, Tel 215.898.1234 Fax 215.898.1234, email@nursing.upenn.edu, www.upenn.edu/websiteaddress.
- University Name:** UNIVERSITY of PENNSYLVANIA at the bottom.

Annotations on the right side of the card:

- ITC Stone Serif size 7.5 pt/7.5 leading (pointing to the Name and Title text).
- size 6.5pt/7.5 leading (pointing to the contact information text).

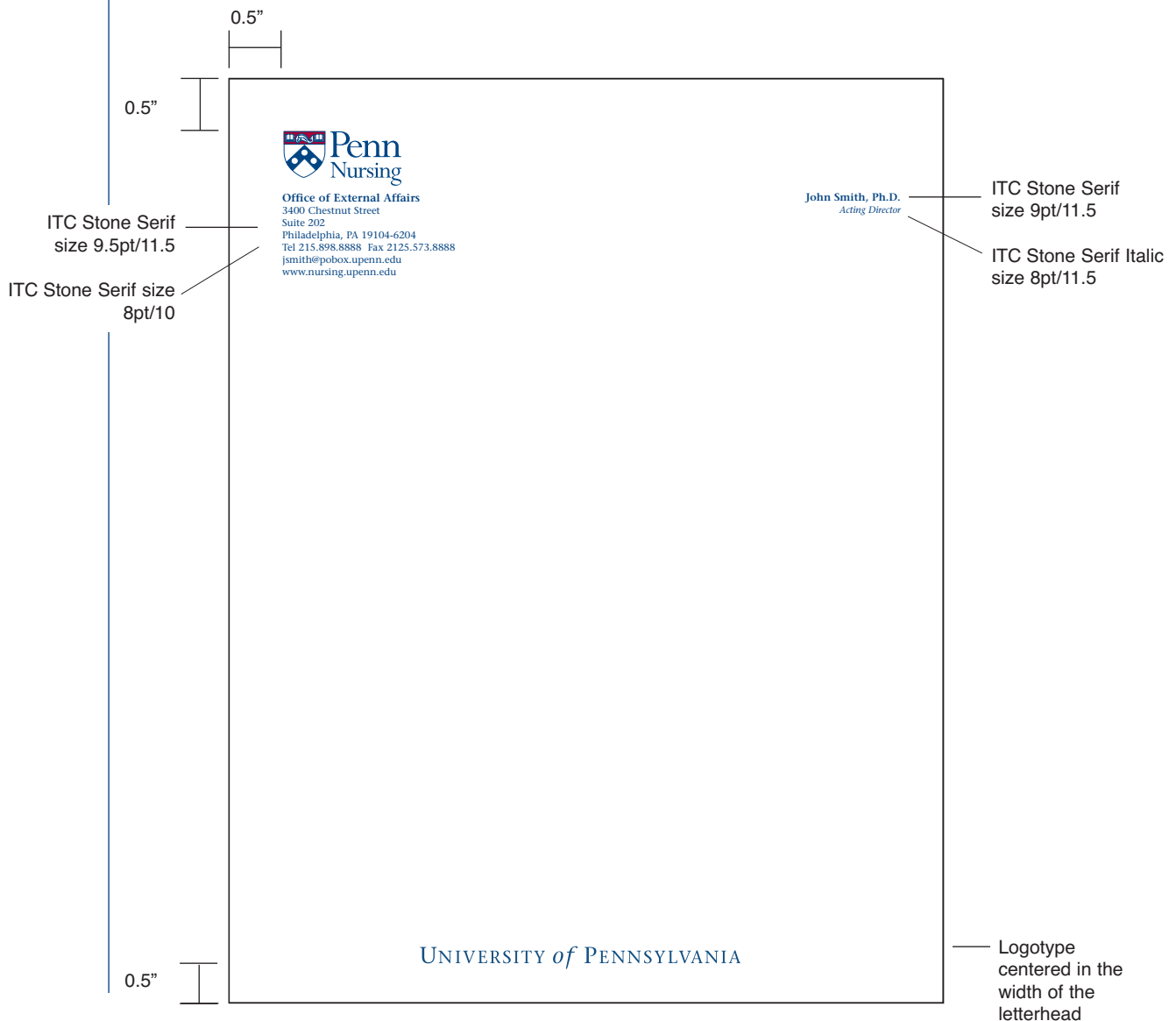
Annotation at the bottom of the card:

- The logo type centered in the width of the card (pointing to the Penn Nursing logo).

Letterhead For Administrative Offices and Schools without logos

Letterhead is available in both 8-1/2" x 11" sheets (large letterhead) and 5-1/2" x 8-1/2" sheets (small letterhead). The paper, which has been milled especially for the University, is a 24-pound recycled white bond, with a laser compatible laid finish, bearing a watermark of the University of Pennsylvania Shield. All letterheads have the official logo printed in red and blue, with the school/departmental information printing in blue only.

size 8 1/2" x 11"





Office of External Affairs

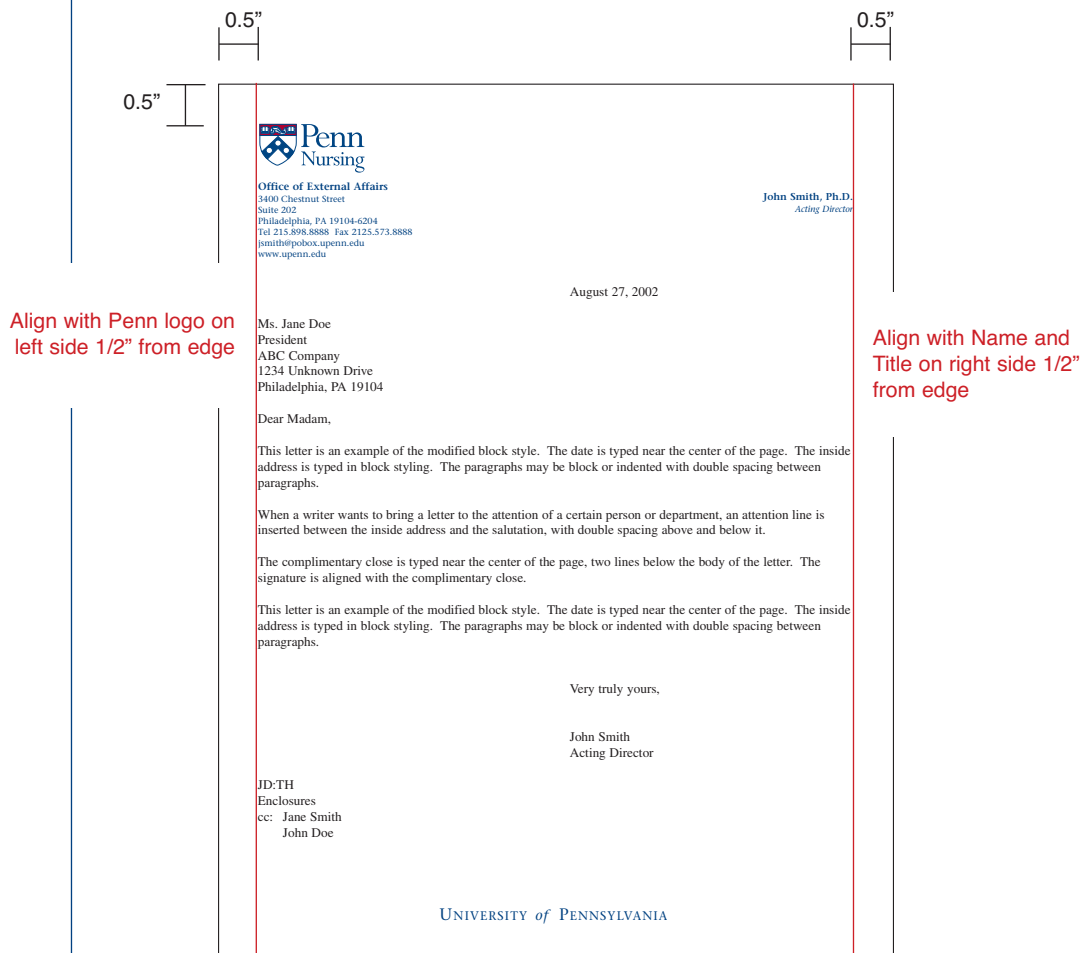
3400 Chestnut Street
Suite 202
Philadelphia, PA 19104-6204
Tel 215.898.8888 Fax 2125.573.8888
jsmith@pobox.upenn.edu
www.nursing.upenn.edu

John Smith, Ph.D.
Acting Director

Guide to Using Letterhead

To maintain consistent style throughout the stationery program, it is important to use the guidelines that follow. On all University correspondence, both internal and external, the modified block letter is recommended.

Example of letterhead—single-page format



The diagram shows a letterhead page with the following elements and dimensions:

- Dimensions:** 0.5" margins on the top, bottom, and right sides. A 0.5" margin on the left side is indicated by a vertical line.
- Header:** Penn Nursing logo and contact information for the Office of External Affairs (3400 Chestnut Street, Suite 202, Philadelphia, PA 19104-6204). Tel: 215.898.8888, Fax: 2125.573.8888, Email: jsmith@pobox.upenn.edu, Website: www.upenn.edu.
- Signature:** John Smith, Ph.D., Acting Director.
- Date:** August 27, 2002.
- Recipient:** Ms. Jane Doe, President, ABC Company, 1234 Unknown Drive, Philadelphia, PA 19104.
- Salutation:** Dear Madam,
- Body:** Three paragraphs of text, each starting with "This letter is an example of the modified block style. The date is typed near the center of the page. The inside address is typed in block styling. The paragraphs may be block or indented with double spacing between paragraphs." The second paragraph includes an attention line: "When a writer wants to bring a letter to the attention of a certain person or department, an attention line is inserted between the inside address and the salutation, with double spacing above and below it." The third paragraph includes a complimentary close: "The complimentary close is typed near the center of the page, two lines below the body of the letter. The signature is aligned with the complimentary close."
- Complimentary Close:** Very truly yours,
- Signature:** John Smith, Acting Director.
- Enclosures:** JD:TH, Enclosures.
- CC:** Jane Smith, John Doe.
- Footer:** UNIVERSITY of PENNSYLVANIA.

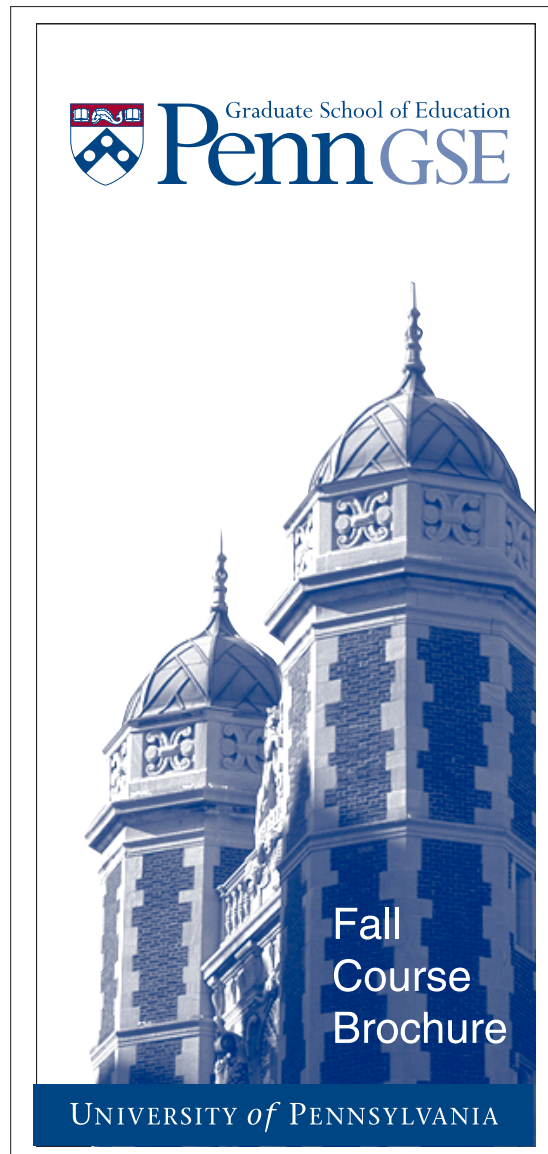
Alignment Instructions:

- Align with Penn logo on left side 1/2" from edge.
- Align with Name and Title on right side 1/2" from edge.

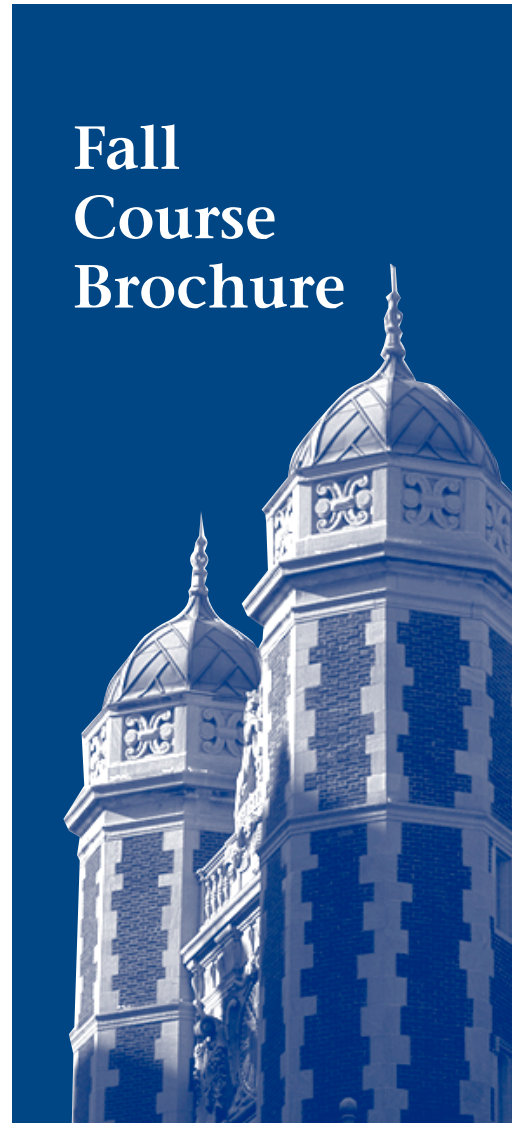
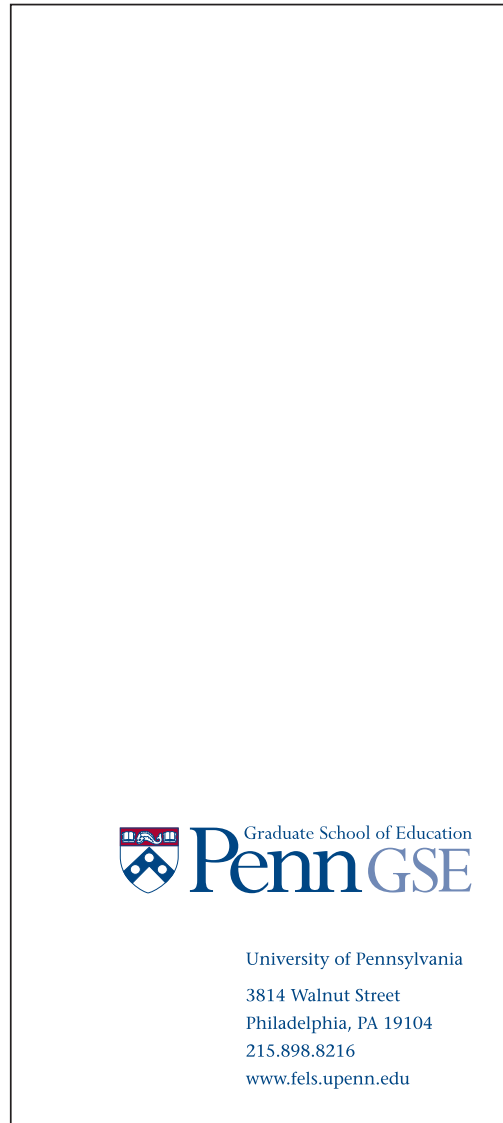
Advertising and Publications Logo Usage for School Logos

The approved logo for your school must appear on any printed matter-- brochures, invitations, and advertisements.

In addition to the approved school logo, the words University of Pennsylvania must appear on the piece. Schools that have not yet adapted to the new format must include the official University of Pennsylvania logo on the printed piece. (see page 3).



Approved School logo with the University of Pennsylvania logotype on the front of the brochure



Approved School logo with
University of Pennsylvania in
text on the back of the
brochure

Front