Introduction

What is a brand and why does it matter?

A brand is both a tangible and an intangible expression of the inspiration, vision, and values of the entity being represented. Words and images are tangible elements that can influence the way people feel about the subject. The intangibles are the emotional reactions and feelings people experience as a result of personal interactions.

Whether fairly or not, books are often judged by their cover. In this case, the brand represents a good and noble cause (sustainability) that’s grounded in academic research. The subject matter is significant and some would say urgent.

Both the tangible and intangible attributes of a brand (its essence) can influence the actions of the audience. This is why brand matters.

Brand essence
Optimistic
Hopeful
Sincere
Scholarly
Visionary
Attainable
Approachable
Reasonable
Respectful
Resolute
Efficient
Professional

Core Objective of Visual Identity
Establish a perceptible and memorable visual identity that informs, communicates, and captivates using typography, color and imagery. When applied consistently in thoughtful and creative ways, the visual identity will increase the perceived value of sustainability and effect positive change.

For the brand to be successful it must be clearly defined, nurtured, protected, and championed.
Contents

Identity Elements
PENN STATE MARK
Primary - sustainability.psu.edu
Secondary - Sustainability Institute
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Typography
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The University is represented by an institutional logo and comprehensive graphic identity system. The graphic identity system, implemented in 1987, was designed and developed to project an image of excellence and cohesiveness that is important in attracting high-quality students and faculty. It helps to ensure that all areas of the University’s complex organizational structure are corporately identified through the use of an overarching institutional logo, commonly called the University mark.

You should know ...

University faculty and staff may use Penn State’s names, marks, and symbols according to established visual and editorial guidelines, on any materials to be used for recruitment, development, or general promotion of the institution. However, when merchandise or specialty products such as shirts, ball caps, mugs, pens, etc. are produced, those items are subject to a promotional agreement from the Licensing Programs Office. This is the case whether the item is to be given away or sold for profit. In all cases, merchandise and specialty items must be produced by a licensed Penn State vendor.

“ACK!!!”

This is an incorrect reverse of the mark. The background of the shield is white and the lion and 1855 are blue.

“ahh ...”

Visual & Editorial Standards
Graphic Identity System
Word mark or Logo?

A word mark is an identifier composed of text only.

A logo is typically characterized by a graphic symbol often in combination with text.

Penn State's visual identity standards prohibit the development and use of logos as they compete with and/or diminish the strength of the Penn State mark.

The primary word mark is rendered in either black (on a light colored background) or white (on a dark colored background). By limiting the color of the word mark to these two choices, quality reproduction across all media types is assured.
In copy, the Sustainability Institute can be referred to as the Sustainability Institute or Penn State’s Sustainability Institute.

Do not reference as the Penn State Sustainability Institute.

Clear space - secondary word mark should be placed no closer to the Penn State Mark than the distance equal to the width of the shield.

To leverage the strength and power of Penn State’s institutional reputation, use the University Mark in an endorsement position but not in combination with primary or secondary word marks.
Programs and initiatives endorsed by the Sustainability Institute can be represented by individualized graphic marks. To avoid weakening the primary brand (sustainability.psu.edu) it’s important that any subordinate mark be designed to complement rather than compete with the primary identity.

![Program marks](image-url)
Identity Elements

Don't combine the word marks with the Penn State mark.

Don't recolor the word marks.

Don't distort the word marks.

Don't add effects to the word marks.

Don't rotate the word marks.

These two logos are registered trademarks that are reserved for use by Penn State Intercollegiate Athletics.
Typography plays an important role in extending the personality of the brand across all communications media.

As part of a unified visual identity, these chosen fonts are strong, contemporary and convey confidence and authenticity.

The typeface for headlines, and subtitles in print media is Franklin Gothic. Body copy for print should be Arial. It’s available in a variety of weights and styles to accommodate multiple design requirements.

Factors considered when selecting typeface included:
- Availability
- Legibility
- Flexibility
- Character

There is a difference though the terms are commonly used interchangeably.

A font is a specific size and weight of a complete set of letter and number characters of a typeface.

Arial Bold 10pt is a font
Arial is the typeface
“SUSTAINABILITY” IS THE NEW “GREEN”

To broaden the understanding of sustainability beyond its environmental aspect, avoid labeling and colorizing with “green”.

Color is another element that defines a brand. It is not the intention of this guideline to limit creativity by prescribing specific color choices and combinations. However, when applying the principal brand elements, these colors are recommended.

Primary Colors

PMS 287 and 285 are Penn State blues and their use leverages the institutional identity. Black, white and gray compliment the primary colors.

<table>
<thead>
<tr>
<th>Primary Colors</th>
<th>Accent Colors</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 287</td>
<td>PMS 285</td>
</tr>
<tr>
<td>C=100</td>
<td>C=89</td>
</tr>
<tr>
<td>M=68</td>
<td>M=43</td>
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<tr>
<td>Y=0</td>
<td>Y=0</td>
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<tr>
<td>K=12</td>
<td>K=0</td>
</tr>
<tr>
<td>PMS Cool Gray 7</td>
<td>PMS Cool Gray 3</td>
</tr>
<tr>
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<tr>
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<tr>
<td>Y=0</td>
<td>Y=0</td>
</tr>
<tr>
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<td>K=17</td>
</tr>
<tr>
<td>PMS 7530</td>
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</tr>
<tr>
<td>C=0</td>
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<tr>
<td>M=8</td>
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<tr>
<td>Y=21</td>
<td>Y=21</td>
</tr>
<tr>
<td>K=32</td>
<td>K=32</td>
</tr>
</tbody>
</table>

Black
Photography plays an important role in extending the personality of the brand across all communications media.

Professional photography should be used when possible.

Photography selections are determined by the needs of the individual project. Include photo credits where applicable.
Themes/Tone

**Graphic themes** are vital to defining the mood of the message.

Unlike the word marks, the look of communications graphics will change over time. Graphic treatments will be needed for unique or specific events and audiences.

**Tone of voice** is also important to convey the appropriate message. Careful consideration of the intended audience and specifics of the message should inform the choice of words.

Messages should be upbeat, positive, and conversational. Avoid the use of technical language or jargon.

One of the goals of sustainability.psu.edu and the Sustainability Institute is to broaden the understanding of what sustainability means. It’s more than the color green or a leaf.

Avoid representing the endeavors of sustainability.psu.edu and/or the Sustainability Institute with the use of limiting and cliche imagery or themes.
Applications

The following pages offer examples of how the visual identity can be applied to a variety of communications tools.

It is not the intent of this document to prescribe how to apply the visual identity or to inhibit its creative application. Its purpose is to foster a consistent and unified appearance and tone of voice that will facilitate the achievement of the core objective to...

establish a perceptible and memorable visual identity that informs, communicates, and captivates using typography, color and imagery. When applied consistently in thoughtful and creative ways, the visual identity will increase the perceived value of sustainability and effect positive change.
Sustainability is the simultaneous pursuit of human health and happiness, environmental quality, and economic well-being for the current and future generations.

The Penn State Sustainability Strategic Plan is integrating sustainability into the University's research, teaching, and service to prepare students, faculty, and staff to be tomorrow's sustainability leaders.

Penn State's Sustainability Institute

Penn State is committed to affirmative action, equal opportunity and the diversity of its workforce.

This publication is available in alternative media on request.

Printed on 100% recycled paper

“Are you taking my trash can!?”

sustainability.psu.edu/nocando
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Resources

Digital art files
Available for download as ZIP FILE at
http://

User inquiries
Kelly Harris
Campus Planning & Design (OPP)
(814) 865-8249
kjh16@psu.edu

Penn State Visual & Editorial Standards | Graphic Identity System
http://ur.psu.edu/stylemanual/graphic_identity/graphic_identity.html

University Policies
Policy AD07 USE OF UNIVERSITY NAME, SYMBOLS AND/OR GRAPHIC DEVICES
Policy AD61 UNIVERSITY COMMUNICATIONS THROUGH ADVERTISING, PUBLIC AND MEDIA RELATIONS
Policy AD54 WEB PAGE DESIGN AND IMAGE