Logo Style Guide
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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 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 Vanae, “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.

<table>
<thead>
<tr>
<th></th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
<th>Pantone® Coated</th>
</tr>
</thead>
<tbody>
<tr>
<td>blue</td>
<td>100</td>
<td>65</td>
<td>0</td>
<td>30</td>
<td>Pantone 288 CV</td>
</tr>
<tr>
<td>red</td>
<td>0</td>
<td>100</td>
<td>65</td>
<td>34</td>
<td>Pantone 201 CV</td>
</tr>
</tbody>
</table>
Typography

The Penn Mark (Perpetua)

Perpetua

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

ITC Stone Serif

ITC Stone Serif Italic
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 3 1/2” x 2”

Margins = .187” all sides

The logo type centered in the width of the card

ITC Stone Serif
size 7.5 pt/7.5 leading

size 6.5pt/7.5 leading
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 8½” x 11”

ITC Stone Serif
size 9.5pt/11.5

ITC Stone Serif size 8pt/10

Development and Alumni Relations
Office of Gift Planning

John Smith, Ph.D.
Acting Director

ITC Stone Serif
size 9pt/11.5

ITC Stone Serif Italic
size 8pt/11.5

ITC Stone Serif
size 8pt

centered in the width of the letterhead
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 8½” x 11”

A one or two color logo (Penn red and blue only) can be placed at the lower left side flush with the bottom of the text and with the Penn logo at the upper left.
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

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

Align with Name and Title on right side 1/2" from edge
August 27, 2002

Ms. Jane Doe
President
ABC Company
234 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.

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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

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”

Department Name
Person’s Name (optional)
Building Name
Street Address
Philadelphia, PA 19104-1234
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”

Department Name
Person’s Name (optional)
Building Name
Street Address
Philadelphia, PA 19104-1234
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.

Questions should be directed to Creative Communications at 898-4838.
Logos of Schools within the University

On the following page are the logos for the University’s 12 schools. Every school is expected to use their logo that is consistent with the new brand.
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 3½” x 2”

Margins = .187” all sides

The logo type centered in the width of the card

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
</tr>
</thead>
</table>

School Name
Department
Room Number & Building Name
Street Address
Philadelphia, PA 19104-1234
Tel 215.898.1234 Fax 215.898.1234
e-mail@nursing.upenn.edu
www.upenn.edu/websiteaddress

ITC Stone Serif
size 7.5 pt/7.5 leading
size 6.5 pt/7.5 leading
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”
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

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

Ms. Jane Doe  
President  
ABC Company  
234 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

Enclosures

cc: Jane Smith  
John Doe

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

August 27, 2002

John Smith, Ph.D.  
Acting Director

Office of External Affairs  
234 Unknown Drive  
Philadelphia, PA 19104  
Tel 215-677-5000  Fax 212-577-5000  
www.upenn.edu
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).

Questions should be directed to Creative Communications 898-4838.
Examples of Logo Use on Advertisement or Publications

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