

**Penn GSE**  
GRADUATE SCHOOL OF EDUCATION  
UNIVERSITY *of* PENNSYLVANIA

# **Branding & Style Manual**

GRADUATE SCHOOL OF EDUCATION

# WELCOME

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Maintaining a consistent brand is imperative to building an organizational identity. It is the goal of this manual to clearly establish consistency within the Penn GSE brand so that the whole school can help build the same brand together. If you ever need help or clarification, please contact Penn GSE Communications.

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# COLOR PALETTE

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## Logo Colors

The following colors make up the Penn GSE logo.



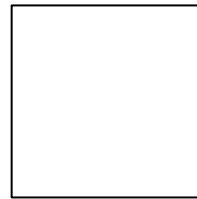
Pantone: 201  
CMYK 0:100:65:34  
RGB 153:0:0  
Hex 990000



Black  
CMYK 0:0:0:1  
RGB 0:0:0  
Hex 000000



Pantone: 288  
CMYK 100:65:0:30  
RGB 1:31:91  
Hex 011F5B



White  
CMYK 0:0:0:0  
RGB 255:255:255  
Hex FFFFFFFF

# COLOR PALETTE

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## Alternative Colors

The following colors complement the colors of the logo and may be considered for print materials.



Pantone Navy 282C  
CMYK 100:62:0:82



Pantone Dark Blue  
7477C  
CMYK 95:23:0:67



Pantone Blue 7698C  
CMYK 64:15:0:43



Pantone Light Blue  
550C  
CMYK 28:7:0:22



Pantone Light Red 1788C  
CMYK 0:98:85:3



Pantone Dark Red 7626C  
CMYK 11:100:100:3

# TYPOGRAPHY

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Penn GSE has one brand font, used in the logo, and four alternative, supporting fonts. These fonts should be used on all marketing and branded materials, in printed or digital format.

\*Note: Admissions and Development/Alumni Relations may use other complementary fonts in their materials.

## Logo Font

Perpetua is the font used in the logo and is a strong font for titles and headers.

Perpetua

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Supporting Fonts

The following are font pairings that can be used. These font pairs both complement the logo font, Perpetua, as well as each other.

Calisto MT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Calisto MT | Gill Sans

Gill Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Crimson Text | Lato

Crimson Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# LOGO STANDARDS

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The Penn GSE logo is the most recognizable brand standard of the school. It is crucial that the style and presentation of the logo remain consistent to build strong brand awareness.

Do not attempt to recreate the logo. Penn GSE Communications has multiple file formats and sizes that can be requested by emailing [gse-comms@lists.upenn.edu](mailto:gse-comms@lists.upenn.edu).

## **The Official Penn GSE Logo: Horizontal**

Penn GSE has one official logo. The horizontal logo is the primary logo of Penn GSE.

### **Horizontal Logo**



## **The Official Penn GSE Logo: Reverse color**

The official horizontal logo is also available in a reverse color format for use on non-white backgrounds, such as a flyer. The reverse color logo has white text and no background.





Special exception: Penn GSE Comms has permission from the University to use a square logo for social media only.

### **Image Format**

All Penn GSE logos are available in the following electronic file formats: PNG. We can provide an EPS file on request. When requesting, please indicate the reason you will need the EPS file and how it will be used.

# LOGO STANDARDS

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## Logo Size

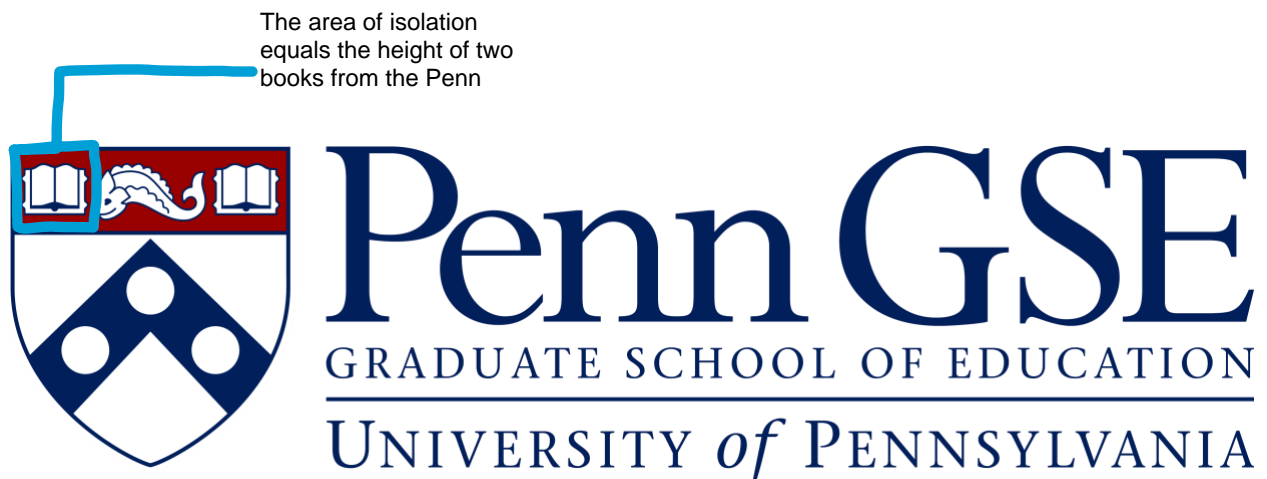
When using the Penn GSE logo, it is important that the logo is adequately sized on a document so that it is easy to recognize and read. The horizontal logo must be at least two inches wide, whereas the stacked logo must be at least one inch wide.

### 2" Wide Horizontal Logo



## Logo Isolation

The space around the logo is also important as to not make the logo appear crowded. When placing the logo on a document, there must be an area of isolation equaling the height of two books from the Penn crest. This way of determining area of isolation is used so that the isolation remains consistent when the logo is scaled.





# LOGO STANDARDS

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## Scaling the Logo

The Penn GSE logo can be scaled to appropriately fit your document. It is imperative, however, that the logo be proportionately scaled so that it does not become distorted. To scale the logo, hold down the “Shift” key before clicking and resizing the image. This will ensure that the resized logo is proportional.



# INCORRECT LOGO USE

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**Do not rearrange the words of the logo.**



**Do not change the color of the logo unless to black and white or gray scale.**



**Do not change the white void space inside the shield.**



**Do not choose a background that makes the logo hard to read.**



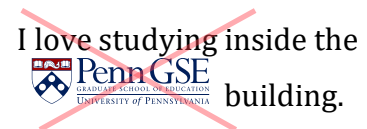
**Do not add elements to the logo.**



**Do not change the scale of the logo.**



**Do not use the logo inside a sentence.**



**Do not try to redo the logo with different fonts.**



# Creating New Logos

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Creating a new logo for a program or event is strongly discouraged. Using the primary Penn GSE logo ensures our brand remains strong and consistent. As per Penn,

*“When the logos are used properly and consistently with the other elements of the brand guidelines explained herein, a unique and impactful visual style is established and plays a role in continuing and furthering the Penn legacy.”*

When considering whether you need a new logo for a program or center, it is important to remember that Penn GSE is your main brand and that your program or center is the sub-brand. Creating a new logo is strongly discouraged. If you decide to create a new logo, it falls under the same branding standards of BOTH the University of Pennsylvania and Penn GSE. Both the University of Pennsylvania, through the shield, and Penn GSE must be represented in the logo. Below are examples of logos that are acceptable and appropriately represent both the Penn GSE and University of Pennsylvania brand while promoting a specific program or event. If there is a compelling reason not to include Penn GSE in your logo, please contact Communications to discuss.

Sample sub-branded wordmarks:



# PHOTO USE

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## **WebDAM**

Penn GSE uses a cloud-based database to store all of its branding content. This database has photos of events, buildings, logos, etc. If you are searching for a photo to use, WebDAM should be your first choice as these photos are owned by Penn GSE and are approved for distribution.

To request access to WebDAM, send an email to [gse-comms@lists.upenn.edu](mailto:gse-comms@lists.upenn.edu). Once your request is approved you will receive an email with your login details.

## **Outside Photo Use**

If WebDAM does not have the photo you are looking for, you may be able to use outside photos.

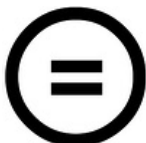
**CAUTION:** Many photos are copyrighted and/or have permissions attached to them (including professional headshots taken by non-GSE photographers). Not all images that can be found via Google or other image search engines are public domain. If you cannot find information denoting that an image is public domain, assume that it is copyrighted. Copyrighted images may not be used without documented permission, even in an educational context.

## **Creative Commons**

A photo that you find may use a special type of copyright license called Creative Commons. If the image is marked with a “CC0” it is considered public domain and you can use that image. If the photo is marked with any other Creative Commons logo, there are permissions attached to this photo. This may mean that the photographer requires attribution, has restrictions on the editing of the photo, or has restrictions on whether or not the photo can be used for commercial use. The following are a few of the symbols that are used with Creative Commons to display these specific requirements. If you are unsure about the copyright of an image, email [gse-comms@lists.upenn.edu](mailto:gse-comms@lists.upenn.edu).



**Attribution:** You must give appropriate credit to the owner of the image. Some owners may have different attribution parameters so it is important to check what needs to be included in your









**No Derivatives:** You cannot alter the image. This includes cropping, editing, recoloring, or adding anything to the image.

# WEBSITE COLOR PALETTE

The following information is applicable for the **website**. These color values are not designated for print materials.







## Blues

Primary site colors, used for menus, buttons, links and backgrounds.

	Navy #01144D
	Blue #002779
	Congress #073AA5
	Cornflower #2A59BA
	Wisteria #859FD5
	Lilacish #E7EBF2






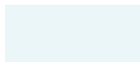
## Greens

Primary site colors, used for buttons, tags, links, and backgrounds.

	Forest #003930
	Leaf #1E8374
	Meadow #1BB59E
	Lilypad #72D5C6
	Sprout #C0EBE4
	Moss #E1F0EE





## Teals

Primary site colors, used for buttons, tags, links, and backgrounds.

	Teal #007D9A
	Stream #1E9EBB
	Cloud #72BCCC
	Sky #AED7E0
	Cloud #D4EEF1
	Air #E8F6F8

## Reds

Primary accent color, used for emphasized buttons and calls to action.

	Crimson #B90036
	Red #DB003C
	Light Red #F20245
	Pink #FF1C75

## Greys

Used for text, backgrounds, and borders. The default text color is Charcoal.

	Charcoal #222222
	Dark Grey #333333
	Medium Grey #666666
	Light Grey #BBBBBB



## Background Colors

Used for backgrounds.

	Lilacish #E7EBF2
	Moss #E1F0EE
	Air #E8F6F8
	Lightest Grey #EEEEEE

## Other Accent Colors

Used on rare occasions when more colors are needed.

	Yellow #FCC328
	Purple #8D067D

An interactive version of this material can be found at:  
<https://penngse.invisionapp.com/console/Style-Guide-cjvzlbay0005401cy9huge3l4/cjvzlbcbzf005501cy79w7xit4/play>