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.

TABLE OF CONTENTS

COLOR PALETTE ........................................................................................................3
TYPOGRAPHY ...............................................................................................................5
LOGO STANDARDS .....................................................................................................6
INCORRECT LOGO USE .............................................................................................10
CREATING NEW LOGOS ............................................................................................11
PHOTO USE ..............................................................................................................12
WEBSITE COLOR PALETTE ......................................................................................12
COLOR PALETTE

Logo Colors

The following colors make up the Penn GSE logo.

Pantone: 201
CMYK 0:100:65:34
RGB 153:0:0
Hex 9900000

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
RGB 255:255:255
Hex FFFFFF
COLOR PALETTE (cont’d)

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
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.

**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.

<table>
<thead>
<tr>
<th>Calisto MT</th>
<th>Gill Sans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crimson Text</td>
<td>Lato</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Perpetua</th>
<th>AbCdeFGHIJKLMNOPQRSYUvwxyz</th>
</tr>
</thead>
<tbody>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Calisto MT</th>
<th>AbCdeFGHIJKLMNOPQRSYUvwxyz</th>
</tr>
</thead>
<tbody>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gill Sans</th>
<th>AbCdeFGHIJKLMNOPQRSYUvwxyz</th>
</tr>
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<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
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<table>
<thead>
<tr>
<th>Crimson Text</th>
<th>AbCdeFGHIJKLMNOPQRSYUvwxyz</th>
</tr>
</thead>
<tbody>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Lato</th>
<th>AbCdeFGHIJKLMNOPQRSYUvwxyz</th>
</tr>
</thead>
<tbody>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
</tr>
</tbody>
</table>
LOGO STANDARDS

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-comm@gse.upenn.edu.

The Official Penn GSE Logo: Horizontal

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

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.

LOGO STANDARDS (cont’d)

Image Format

All Penn GSE logos are available in the PNG file format. 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.

Choosing the Correct Logo File

When choosing which logo file to use, it’s important to consider the background colors, the environment in which you are publishing the logo, and the final product you are producing. Below are the filenames you should use for each given situation.

(1) Logo appearing on a light background and in a digital environment

    Penn-GSE-logo-RGB-digital.png

(2) Logo appearing on a light background and in a printed environment

    Penn-GSE-logo-CMYK-print.png

(3) Logo appearing on a dark background and in a digital environment (“reverse logo”)

    Penn-GSE-logo-reverse-RGB-digital.png

(4) Logo appearing on a dark background and in a printed environment (“reverse logo”)

    Penn-GSE-logo-reverse-CMYK-print.png
LOGO STANDARDS (cont’d)

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 square logo (for social media only) 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.

The area of isolation equals the height of two books from the Penn
LOGO STANDARDS (cont’d)

Scaling/Resizing 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, click on the image, hold the Shift key, and drag from a corner handle. This will ensure that the resized logo is proportional. Failing to use the Shift key or dragging from a side handle will cause distortion.

Requesting a logo for Swag/Promotional Items

To use the logo on promotional items, business cards, or other printed materials, start with Penn Print & Interactive Communications. They have a list of preferred licensed vendors, including designers and printers, who are familiar with the Secretary of the University’s required approval process. The vendors will tell you that they need a vector or .eps file. (In other words, the .png file is not sufficient for printing on promo items.) These approved vendors are the only people who should be given the vector/.eps versions of the logo files. Please request these vector files from Communications at gse-comm@gse.upenn.edu when you have your vendor set up.

Accessibility Standards and the Penn GSE Logo

Using the logo on an appropriately color-contrasted background is an important consideration when designing materials to be accessible, particularly for users with low
vision or other visual impairments. For example, with Penn colors in particular, we have to be careful not to put our standard logo on a Penn red background, because it causes a poor contrast. In the case of a red or dark background, you would use the reverse logo to create adequate color contrast.

**INCORRECT LOGO USE**

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.

I love studying inside the building.
Creating New Logos

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 feel strongly that your program or center needs a logo, please contact Communications to discuss.

In cases where the creation of a sub-brand logo is approved, our existing sub-brand logos are required to fall 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.

Sample sub-branded wordmarks:
PHOTO USE

Webdam Photo Library

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-comm@gse.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-comm@gse.upenn.edu.

![Attribution](image) **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](image) **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** #1A99EA
- **Wisteria** #899FD5
- **Lilacish** #E7EBF2

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

- **Forest** #003930
- **Leaf** #1E8374
- **Meadow** #1BB59E
- **Lilypad** #7ED5C6
- **Sprout** #C0EBE4
- **Moss** #E1F0EE

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

- **Teal** #007D9A
- **Stream** #1E3EDB
- **Cloud** #72BCCC
- **Sky** #AED7ED
- **Cloud** #D4EFED

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

- **Crimson** #B90036
- **Red** #D9003C
- **Light Red** #F2024B
- **Pink** #FF3C76

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

- **Forest** #003930
- **Leaf** #1E8374
- **Meadow** #1BB59E
- **Lilypad** #7ED5C6
- **Sprout** #C0EBE4
- **Moss** #E1F0EE

### Background Colors
Used for backgrounds.

- **Lilacish** #E7EBF2
- **Moss** #E1F0EE
- **Air** #E8F6F8

### Other Accent Colors
Used on rare occasions when more colors are needed.

- **Yellow** #FCC328
- **Purple** #BD067D

An interactive version of this material can be found at: [https://penngse.invisionapp.com/console/Style-Guide-cjvzlbay0005401cy9huge3l4/cjvzlbczf005501cy79w7xit4/play](https://penngse.invisionapp.com/console/Style-Guide-cjvzlbay0005401cy9huge3l4/cjvzlbczf005501cy79w7xit4/play)