Graphic Standards and Visibility Guidelines

Using Alumni Association and University logos, symbols, and marks

Penn State Alumni Association
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The Penn State Alumni Association registered mark consists of three elements: the shield, the type, and the thin rule above both. These three elements must appear together at all times in the correct proportions shown above. Eliminating the rule, changing its thickness, or moving it makes the mark incorrect. The only variable is the length of the rule. It can be as long as needed, but it can be no shorter than the “n” in “Association.”

Penn State “blues” are PMS 285 and PMS 287. PMS stands for “Pantone Matching System,” an industry color standard. When using the logo against a dark background, the mark must be seen as it is above against the displayed black background. This is referred to as the “reversed” logo and has a thin white line creating the shield. The lion and the date inside the shield should always appear white.
Official Chapter, Society, and AIG Logos

Official logos are created by the Strategic Communications team upon request and is used on business cards, letterhead, websites, or any other collateral you may need and want to create for your affiliate group. The same guidelines and color rules that apply to the general Alumni Association logo also apply to these group logos. Please contact your regional director to initiate a logo request.
Official Student Group/Program Logos

Each student group and program supported by the Alumni Association has a unique, official logo used for visibility purposes. The three logos above are used to represent the Lion Ambassadors, the Blue & White Society, and the FastStart program. One-and two-color options as well as a reverse version are available under the same guidelines as the Alumni Association logo (see page 1). Please contact the Student Involvement team or the Strategic Communications team for information about these logos or to access approved art files.
Pozniak Lion

The “Pozniak Lion,” named for its illustrator, was used as an identifier of the Alumni Association for many years. However, because of legal issues, this mark can not be used in any form or fashion—except for the Lion Ambassadors, who were granted continued permission.
Chesworth Lion Illustrations

This series of illustrations was developed in the 1980s by artist Mike Chesworth to illustrate certain marketing pieces of the Alumni Association, including The Football Letter. Since 1990, the Alumni Association has phased out these images, and today they are used only by the Lion Ambassadors, The Football Letter staff, and affiliate groups. These illustrations should be used to add visual interest to a printed piece and not as a logo to represent a particular group. Access is available on the Alumni Association website, or check with your regional director for details.
Other Options

In addition to the Alumni Association mark and affiliate group logos, other Penn State symbols and emblems may be used for alumni relations purposes. Any proposed design using these marks must be pre-approved through the Alumni Association and the University Licensing Office and must be used in conjunction with your official affiliate group mark.

Any merchandise using a Penn State mark must be produced by a University-approved licensed vendor regardless of final use or purpose. Specific guidance on usage in obtaining a limited license is available from the Alumni Association and on two University websites at licensing.psu.edu and ur.psu.edu/stylemanual/graphic_identity.
Additional Resources

Alumni Association staff is available to help you access affiliate group logos, discuss options for using Penn State artwork, and navigate University licensing procedures and guidelines. Please contact your regional director with questions. Additional information and affiliate group resources are available at the following Penn State links:

Alumni Association Website: alumni.psu.edu/groups/volunteer
Office of Strategic Communications: ur.psu.edu
Office of Licensing Programs: licensing.psu.edu
In addition to the Indicia shown above, any Indicia adopted hereafter and used or approved for use by THE PENNSYLVANIA STATE UNIVERSITY shall be deemed to be additions to the Indicia as shown above and shall be subject to the terms and conditions of the Agreement.