



The Pennsylvania State University

Current Revision Date: 10/24/16

Established: 1855

Location: University Park, PA

Mascot: Nittany Lions

Athletic Nickname: Nittany Lions, Lady Lions

Conference: Big Ten

Verbiage

The Pennsylvania State University ®	The Nittany Lion Inn ®
Penn State ®	Linebacker U™
Nittany Lions ®	Success With Honor™
Nittany Lion™	Iron Lion™
Lady Lions™	Hockey Valley®
PSU®	Farmer's High School™
PS™	Unrivaled®
S™	Black Shoes, Basic Blues, No Names, All Game™
Blue Band™	

Campuses

Abington	Harrisburg	Worthington
Altoona	Hazleton	Scranton
Berks	Lehigh Valley	World Campus
Beaver	Mont Alto	York College of Medicine
Brandywine	New Kensington	Dickinson School of Law
DuBois	Schuylkill	Great Valley School of Graduate Professional Studies
Erie, The Behrend College	Shenango	Penn College of Technology (requires approval when used with other Penn State trademarks)
Fayette, The Eberly Campus	University Park	
Greater Allegheny	Wilkes-Barre	

Navy

White

Gray (accent only)

Brown (mascot only)

PANTONE 282 C
MADEIRA: 1243
RA: 2609

White
MADEIRA: White
RA: White

PANTONE 429 C
MADEIRA: 1011
RA: 2592

PANTONE 1245 C
MADEIRA: 1192
RA: 2333

Approved University colors or the *PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.

Primary Mark



Word Mark

PENN STATE®

PENN STATE®

Paw Mark



Helmet Marks



Hockey Mark



Youth Mark



Nittany Lion



Shield Marks

Shield Blue

Shield Blue 30% Screen

Light Blue

White

PANTONE 287 C
MADEIRA: 1134 RA: 2263

PANTONE 287 C 30% Screen
MADEIRA: RA:

PANTONE 284 C
MADEIRA: RA:

White
MADEIRA: White RA: White



Lion Marks



University Seal



Secondary Marks

ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale
- No alterations or overlaying graphics to seal permitted
- University licenses consumable
- University licenses health and beauty products
- University permits numbers on products for resale
- Mascot caricatures not permitted
- Cross licensing with other marks may be permitted with an additional agreement
- No use of current players' name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations

- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks
- Verbiage may be used in any color, and may be used in any font as a stand alone logo
- Images of all campus landmarks are protected, including: Old Main, Bryce Jordan Center, and Beaver Stadium
- Paw prints are protected indicia of the University. Must use Official Paw - Logo #5 and Logo #6
- The block "S" may be used on Penn State items as long as another PSU logo is on the design somewhere
- No references to religious holidays (including, but not limited to Christmas, Hanukkah, St. Patrick's Day, and Valentine's Day) are permitted on Penn State products