



The Pennsylvania State University

Current Revision Date: 11/06/17

Established: 1855

Location: University Park, PA

Mascot: Nittany Lions

Mascot Name: Nittany Lions, Lady Lions **Conference:** Big Ten

Verbiage

The Pennsylvania State University ©
 Penn State ©
 Nittany Lions ©
 Nittany Lion™
 Lady Lions™
 PSU ©
 PS™
 Blue Band™
 The Nittany Lion Inn ©

Linebacker U™
 Success With Honor™
 Iron Lion™
 Hockey Valley ©
 Farmer's High School™
 Unrivaled ©
 Black Shoes, Basic Blues,
 No Names, All Game™
 Fight On State™
 For the Glory™

Campuses

Abington
 Altoona
 Berks
 Beaver
 Brandywine
 DuBois
 Erie, The Behrend College
 Fayette, The Eberly Campus
 Greater Allegheny

Harrisburg
 Hazleton
 Lehigh Valley
 Mont Alto
 New Kensington
 Schuylkill
 Shenango
 University Park
 Wilkes-Barre

Worthington Scranton
 World Campus
 York College of Medicine
 Dickinson School of Law
 Great Valley School of Graduate
 Professional Studies
 Penn College of Technology
 (requires approval when used with other
 Penn State trademarks)

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



- Seal may be produced in any color
- Seal may not be reproduced within another shape or crest
- Do not isolate the interior portion of the seal
- The seal itself may not be altered in any way

- 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" mark is available for limited use contingent upon University approval.
- 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.

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.