

APPENDIX B















THE PENNSYLVANIA STATE UNIVERSITY is the owner of all rights, title and interest in and to the following Indicia, which includes trademarks, service marks, trade names, designs, logos, seals and symbols.



JUNE 10, 2013

THE PENNSYLVANIA STATE UNIVERSITY

- The University will consider the use of non-traditional patterns (i.e. floral, plaids) and colors for verbiage and official marks.
- The primary marks may be used with the verbiage "Penn State" placed either above, under, to the left, onto the right of the head in any font style pending approval.
- The proportionate size of the primary marks in conjunction with the primary wordmarks may be altered.
- Colors on the primary marks may not be reversed. The cheek must always be darker in color than the eye.
- The oval shape of the primary marks may not be altered.
- The primary mark must always face right.

| PRIMARY MARKS | | PRIMARY MARKS | |
|--|---|--|--|
| 1  | 2  | 3 PENN STATE | 4 PENN STATE |
| PAW MARK | | HELMET MARKS | |
| 5  | 6  | 7  | 8  |
| HOCKEY MARK | | UNIVERSITY MARKS | |
| 12  | 13 PENN STATE  | UNIVERSITY MARK SHIELD | |
| | 14 PENN STATE  | 15  | 16  |
| | | 9  | 10  |
| | | | 11  |













- Recommended colors for the University Mark and University Mark Shield are blue and white.
- The stylized name and rule of the University Mark must always be the same color.
- No other fonts may be used for the stylized name in the shield design.
- When either the University Mark or the University Mark Shield are to appear as a light application against a dark background, see the outline artwork.

COLOR INFORMATION

You must use the approved University colors or the "PANTONE" colors listed on this page. The colors on this page are not intended to match the PANTONE color standards. For the PANTONE color standards, refer to the current editions of the PANTONE color publications. "PANTONE" is a registered trademark of PANTONE, Inc.

| SCHOOL COLORS | PANTONE COLORS | THREAD COLORS | | |
|--|---|---|--|--|
| NAVY WHITE GRAY (ACCENT ONLY) BROWN (MASCOT ONLY) | PANTONE 282 WHITE PANTONE 429 PANTONE 1245 | MADEIRA-RAYON 1243 WHITE MADEIRA-RAYON 1011 MADEIRA-RAYON 1192 | RA 2809 WHITE RA 2592 RA 2333 | POLYNEON 1742 WHITE POLYNEON 1611 POLYNEON 1772 |
| NAVY | WHITE | GRAY (ACCENT ONLY) | BROWN (MASCOT ONLY) | |

| VERBIAGE | GENERAL INFORMATION |
|---|---|
| The Pennsylvania State University ® Penn State ® Nittany Lions ® Lady Lions™ PSU ® PS™ | LOCATION: UNIVERSITY PARK, PA MASCOT: NITTANY LION ATHLETIC NICKNAME: NITTANY LIONS, LADY LIONS ESTABLISHED DATE: 1855 CONFERENCE: BIG TEN S™ Blue Band™ The Nittany Lion Inn ® Linebacker U™ Success With Honor™ Iron Lion™ Hockey Valley ® |

| UNIVERSITY SEAL | NITTANY LION HEAD | SOLID LION |
|---|---|---|
| <ul style="list-style-type: none"> The University Seal may be reproduced in any color The 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 | 21  | 20  |
| 17  | 18  | 19  |
| | 22  | 23  |
| SHADED LION | | SECONDARY MARKS |
| 24  | 25  | 26  |
| | 27  | 28  |
| For non-apparel use only. | | |
| 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 PSU approval only when used with other Penn State trademarks. | | |

ADDITIONAL PERTINENT INFORMATION

| | Yes | No | Restrictions |
|--|-------------------------------------|-------------------------------------|--------------|
| • University seal permitted on products for resale: | <input checked="" type="checkbox"/> | <input type="checkbox"/> | _____ |
| • Alterations to seal permitted: | <input type="checkbox"/> | <input checked="" type="checkbox"/> | _____ |
| • Overlaying / intersecting graphics permitted with seal: | <input type="checkbox"/> | <input checked="" type="checkbox"/> | _____ |
| • University licenses consumables: | <input checked="" type="checkbox"/> | <input type="checkbox"/> | _____ |
| • University licenses health & beauty products: | <input checked="" type="checkbox"/> | <input type="checkbox"/> | _____ |
| • University permits numbers on products for resale: | <input checked="" type="checkbox"/> | <input type="checkbox"/> | _____ |
| • Mascot caricatures permitted: | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | _____ |
| • Cross licensing with other marks permitted: | <input checked="" type="checkbox"/> | <input type="checkbox"/> | _____ |
| • NO USE of current player's 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, 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 | | | |

NOTE: The marks of The Pennsylvania State University are controlled under a licensing program administered by The Collegiate Licensing Company. Any use of these marks will require written approval from The Collegiate Licensing Company.

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 though shown above and shall be subject to the terms and conditions of the Agreement.