



# The Pennsylvania State University

Current Revision Date: 09/11/24

**Established:** 1855

**Location:** University Park, PA

**Nickname:** Nittany Lions

**Mascot Name:** Nittany Lions, Lady Lions

**Conference:** Big Ten

## Verbiage

The Pennsylvania State University®  
Penn State University™  
Penn State®  
Nittany Lions®  
Nittany Lion®  
PSU®  
PS™  
S™  
Blue Band™  
The Nittany Lion Inn®

Happy Valley® (Class 25 only)  
Linebacker U®  
Success With Honor™  
Iron Lion™  
Hockey Valley®  
Farmer's High School™  
Unrivaled®  
Black Shoes, Basic Blues, No Names, All Game™

For the Glory®  
Made in Happy Valley™  
Lady Lions™  
Fight on State™  
Iron Lions™  
Nittany Nation®  
We Are Penn State®  
The Greatest Show in College Sports®

## 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

Scranton  
World Campus  
York  
College of Medicine  
Dickinson 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)

Pink

**PANTONE 282 C**  
MADEIRA: 1243  
RA: 2609

**White**  
MADEIRA: White  
RA: White

**PANTONE 429 C**  
MADEIRA: 1011  
RA: 2592

**PANTONE 730 C**  
MADEIRA: 1056  
RA: 2489, Wicker

**PANTONE 674 C**  
**Note:** Penn State will allow pink and black on licensed product but require PMS 674c to be used.

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 Marks



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## Shield Marks

Beaver Blue

**PANTONE 287 C**  
MADEIRA: 1134 RA: 2263



Beaver Blue 30% Screen

**PANTONE 287 C 30% Screen**  
MADEIRA: 1011 RA: 2585



Pugh Blue

**PANTONE 284 C**  
MADEIRA: 1176 RA: 2434



White

**White**  
MADEIRA: White RA: White



PennState.



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PennState.



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PennState.



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PennState.



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## Word Marks

**PENN STATE**®

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**PENN STATE**®

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*Penn State*®

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*Penn State*®

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**PSU**®

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**PSU**®

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**PENN STATE**®

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**PENN STATE**®

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## Paw Marks



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## Helmet Marks



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## Hockey Mark



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# The Pennsylvania State University

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## Lion Marks

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## Block S Marks

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## Throwback Marks

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PENN STATE<sup>®</sup>

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PENN STATE<sup>®</sup>

## Mascot Marks

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## Mascot Head Marks

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## Signature Marks

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## University Seals

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- 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

Note: Signature marks can be done in different colors

### ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale
- No alterations or overlaying graphics to seal permitted
- University licenses consumables
- 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 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
- Penn State does not approve game day designs.