



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® | Happy Valley® (Class 25 only) | For the Glory® |
| Penn State University™ | Linebacker U® | Made in Happy Valley™ |
| Penn State® | Success With Honor™ | Lady Lions™ |
| Nittany Lions® | Iron Lion™ | Fight on State™ |
| Nittany Lion® | Hockey Valley® | Iron Lions™ |
| PSU® | Farmer's High School™ | Nittany Nation® |
| PS™ | Unrivaled® | We Are Penn State® |
| S™ | Black Shoes, Basic Blues, No Names, All Game™ | The Greatest Show in College Sports® |
| Blue Band™ | | |
| The Nittany Lion Inn® | | |

Campuses

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

| 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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PENN STATE®

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PSU®

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PSU®

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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[®]

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PENN STATE[®]

Mascot Marks

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41



Mascot Head Marks

42



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44



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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.