COLOR Palette

**Red:**
- CMYK: C:0, M:100, Y:65, K:34
- RGB: R:153, G:000, B:000
- HEX: #990000
- PANTONE: 201

**Blue:**
- CMYK: C:100, M:65, Y:0, K:30
- RGB: R:001, G:031, B:091
- HEX: #011F5B
- PANTONE: 288

SINGLE-COLOR USAGE

Penn Arts & Sciences

Reverse to white on darker backgrounds & images

TYPOGRAPHY

**Perpetua**

*Adobe Caslon Italic*

University of Pennsylvania

*ITC Stone Serif*
NOTE: SAS department and program logos should be configured to fit the guidelines below and can be used interchangeably. The name of the entity should never be presented larger than “Arts & Sciences” and the Penn Shield should maintain its prominence across all configurations.

VERTICAL

![Classical Studies](image1)
![Germanic Languages & Literatures](image2)

HORIZONTAL

![Classical Studies](image3)
![Germanic Languages & Literatures](image4)

HORIZONTAL - WIDE (recommended for web use)

![Classical Studies](image5)
![Germanic Languages & Literatures](image6)
Entities with abbreviated names should format logo based on examples below.

**Abbreviated Names**

- **PSC**
- **GSE**
- **LPS**
- **PSC**

**Colors**

- **Red:**
  - C:0, M:100, Y:65, K:34
  - R:153, G:000, B:000
  - HEX: #990000
  - PANTONE: 201

- **Blue:**
  - C:100, M:65, Y:0, K:30
  - R:001, G:031, B:091
  - HEX: #011F5B
  - PANTONE: 288

- **Light Blue:**
  - C:38, M:17, Y:0, K:17
  - R:130, G:175, B:211
  - HEX: #82AFD3
  - PANTONE: 542
NOTE: The Penn Simplified Shield is a new logo, developed for use when rendering the Penn Shield in a size small enough to cause the details of the dolphin and open volumes to become indistinguishable. Examples of such instances include social media avatars, favicons, and custom emoji. Use of this shield is recommended when the height will be smaller than 60 pixels.

Please contact ucomms-web@lists.upenn.edu for permission to use this shield and its intended placement on the web.
**BRAND GUIDELINES**

**IMPROPER USAGE**

*Do not* stretch, condense or change the dimensions of the logo.

*Do not* rotate the logo.

*Do not* crop the Penn shield out of the logo.

*Do not* rearrange the placement of elements within the logo.

*Do not* remove elements from Penn shield.

*Do not* use colors other than those specified in this document.

*Do not* add any extra elements to the logo.

*Do not* alter position or prominence of Penn shield or SAS logotype.
LETTERHEAD - 8.5” X 11”

Penn Arts & Sciences

BRAND GUIDELINES
STATIONERY

0.5”

ITC Stone Serif size 8pt/10

ITC Stone Serif size 9.5pt/11.5

0.5”

University of Pennsylvania logotype centered in the width of the letterhead

University of Pennsylvania

Name/Title

Department

Address Line 1

Address Line 2

City, State Zip

Email Address

Phone Number