

The Basics Physical Plant Visual Identity System v1.1

Physical Plant Entity Mark

Preferred



Positive



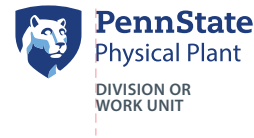
Reverse



← Minimum clear area (1/4 the width of the shield) is required around the mark.

Entity Mark with designator

Stacked



Horizontal



Don't



use the logotype without the shield



outline the logotype



re-color any part of the mark



add words to the mark

Don't



change the entity designator



change the typeface



add graphic effects to the mark



distort, squeeze, or stretch the mark

Don't



rotate the mark



use positive on a dark background



use reverse on a light background

Color

PSU	C 100	R 30
Dark Blue	M 76	G 64
	Y 0	B 124
PMS 287C	K 18	

PSU	C 40	R 150
Light Blue	M 14	G 190
	Y 0	B 230
PMS 284C	K 0	

Black	C 0	R 35
	M 0	G 31
	Y 0	B 33
	K 100	

Gray	C 78	R 51
	M 64	G 62
PMS 432C	Y 53	B 72
	K 44	



The ICA logo is the symbol for sports and athletics. It is not interchangeable with the University mark and is not used to represent nonathletic programs.



use retired marks

Typography

Arial regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Recommended for body copy

Arial bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Recommended for headings

Roboto Slab Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Alternative for headings

Support Resources

Email questions and/or requests related to the visual identity standards, licensed indicia, and signage to: kellyharris@psu.edu