



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
Berk
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

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Word Marks

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Paw Marks

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Helmet Marks

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Hockey Mark

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Lion Marks

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The Pennsylvania State University

Current Revision Date: 09/11/24

Lion Marks

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Block S Marks

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32



Throwback Marks

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34



35



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PENN STATE[®]

37

PENN STATE[®]

Mascot Marks

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41



Mascot Head Marks

42



43



44



45



Signature Marks

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47



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.