Brand Identity Refresh
Office of Strategic Communications
August 3, 2015
Situation: Penn State brand identity

The current Penn State academic visual identity was introduced in the late 1980’s. It is dated, and doesn’t replicate well digitally. Our goal is to leverage the visual equities of the Nittany Lion, shield and Penn State name and create a refreshed brand identity. This project does not affect the University seal or our sports icon.
Situation: Penn State brand identity

Why now?

• The 1980s era logo predates the digital era
• Many units have stopped using it
• Easy-to-implement design standards not available
Situation: Penn State brand identity

Why now?

• Isn’t time-or cost-effective and wastes resources
• The formation of Penn State Health is an immediate catalyst for change
Situation: Brand architecture lacks clarity and hierarchy
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Jerry Kuyper Partners expert at revitalizing brand identity equities
Penn State Qualities

Our personality encompasses everything we say and do and should shine through in our identity.

**Excellence**
Stands out in ability and achievement

**Passion**
Inspired and driven to make a positive impact; moved by a feeling of lifelong connection to the institution and fellow alumni

**Innovation**
Willing to think outside the box to achieve new goals
Fundamental criteria

Our visual identity, including the symbol, name/logotype and color, is the single most visible representation of our university.

- Strong
- Distinct
- Memorable
- Enduring
- Visually appealing
- Meaningful
- Legally available
Penn State logo assessment

Retain:
Name
Nittany Lion
Shield

Investigate:
Size and position of lion within shield
Shape of shield
Penn State typeface/logotype alternatives
Iterative approach: Incorporating feedback

We have gathered feedback:
- University, Alumni Association and Board of Trustees leaders
- Faculty Advisory Committee and other members of the Senate
- University Identity Advisory Committee
- User group, heads of marketing
- University marketing designers
- Penn State Hershey leaders
- Cancer Institute, Children’s Hospital, Neuroscience Institute, Heart & Vascular Institute, Department of Medicine leaders
- Penn State Hershey designers
- President’s Council
- University Licensing Committee
The Lion Shrine as basis for the refresh
Update continues heritage of the Nittany Lion.
The Lion has the same sense of stature as the sculpture.
The subtle curve at the top of the shield is more visually appealing.
Name includes a bold and distinctive custom serif typeface.
The strength and clarity of the updated logo is seen by comparing it to the current logo at the same height and same width.
To New Beginnings

Spirits are high in Happy Valley as more than 14,000 diplomas will be granted to hard-working Penn Staters across the Commonwealth. Congrats to every 2015 PSUgrad!

Read more →
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Read more
Social Media

Penn State
@penn_state
The official Twitter account of Penn State.
- University Park, PA
- psu.edu
- Joined March 2010

Tweets
- 14.9K
- Following
- 760
- Followers
- 102K
- Favorites
- 1,934
- Lists
- 8

New to Twitter?
Sign up now to get your own personalized timeline!

“You may think you have a plan…” Sen. Ayote spoke at @PennStateLaw commencement ceremony about “true callings.” bit.ly/1K9xpG2
### Current brand architecture: Cross section

<table>
<thead>
<tr>
<th>Locations</th>
<th>Colleges</th>
<th>Associations, centers And institutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>PENNSTATE University Park</td>
<td>PENNSTATE College of Communications</td>
<td>PENNSTATE Alumni Association</td>
</tr>
<tr>
<td>PENNSTATE World Campus</td>
<td>PENNSTATE Smeal College of Business</td>
<td>CFM</td>
</tr>
<tr>
<td>PENNSTATE York</td>
<td>PENNSTATE College of Nursing</td>
<td>PENNSTATE Institute for CyberScience</td>
</tr>
<tr>
<td>PENNSTATE Worthington Scranton</td>
<td>PENNSTATE College of Information Sciences and Technology</td>
<td>PENNSTATE The Larson Institute</td>
</tr>
</tbody>
</table>
New Penn State architecture with colleges

PennState

- College of Engineering
- College of Health and Human Development
- College of Nursing
- Eberly College of Science
- College of Information Sciences and Technology
- College of the Liberal Arts
- Schreyer Honors College
- The Graduate School
Penn State architecture with campuses

PennState

PennState Abington

PennState Greater Allegheny

PennState Shenango

PennState Altoona

PennState Harrisburg

PennState University Park

PennState Beaver

PennState Hazleton

PennState Wilkes-Barre

PennState Berks

PennState Lehigh Valley

PennState World Campus
SMEAL COLLEGE OF BUSINESS

Delivering extraordinary educational experiences and providing the expertise, research, and talent to shape the future of business.

About Smeal

The Penn State Smeal College of Business is a vibrant intellectual community offering highly ranked undergraduate, graduate, doctoral, and executive education opportunities to more than 6,000 students from across the country and around the world. Since our introduction in 1953, we have prepared more than 75,000 students for professional success, annually adding to Penn
The College of Arts and Architecture at Penn State is committed to artistic and scholarly creativity, research, and the preparation of specialized practitioners in all of the arts and design disciplines.

Learn More
The refreshed identity will be used to unify Penn State Health with Penn State.
One health system built with strong components

PennState Health

PennState Health
St. Joseph Medical Center

PennState Health
Heart & Vascular Institute

PennState Health
St. Joseph Vein Center

PennState Health
Cancer Institute

PennState Health
Breidgam Family Birthing Center
Thank You!