

Penn
UNIVERSITY *of* PENNSYLVANIA

Brand Guidelines
UPDATED JULY 1, 2021

FOR DIGITAL VIEWING ONLY

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The following pages are guidelines of how to apply the Penn identity. Details on using the logo in an appropriate manner and how the colors can be applied are also outlined.

These guidelines are to ensure the highest quality of our brand by keeping print and web materials consistent for best brand recognition.



Born from the values of the Benjamin Franklin and William Penn families when first adopted in 1933, the University shield is an emblem of tradition. With the reputation of the University in mind, the shield, along with the mark and logotype, are symbols that play an invaluable role in promoting the Penn brand and conveying its ethos. When the logos are used properly and consistently with the other elements of the brand guidelines explained herein, a unique and impactful visual style is established and plays a role in continuing and furthering the Penn legacy. The logos and their treatment described in the following pages demonstrate samples of applications of the official Penn logo, alongside various school logos.

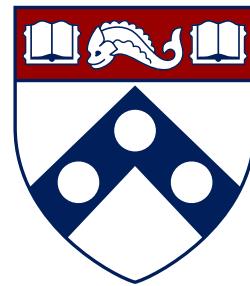
NOTE: The symbols that comprise the Penn identity are trademarked. Materials using the Penn logo are subject to approval by the Office of the University Secretary. Please see the Use of Name policy at
<https://secretary.upenn.edu/trustees-governance/use-university-name>

Main Penn Logo

The main Penn logo combines the University shield, the Penn mark, and the logotype. In tandem, they convey the dignity of the University.



UNIVERSITY SHIELD



THE PENN MARK



UNIVERSITY OF PENNSYLVANIA
LOGOTYPE

Main Penn Logo Variations

The alternate uses for the logo should only be used in instances where the primary logo cannot be accommodated. Situations such as having an area too small for the full logo,

needing to show the logo in a vertical environment, or needing to have the logo on a background call for an alternate version to be used.



FIG 1

Figures A, B, C show variations of color that are acceptable uses for the main logo.

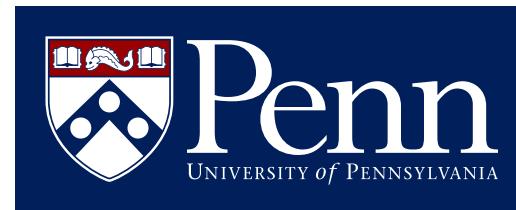


FIG 1A



FIG 1B



FIG 1C

FIG 2

The vertical logo should only be used if there is limited horizontal space that does not fit the minimum logo width.



FIG 2

Simplified Penn Logos



FIG 1

Figures A, B, C, D show the logo without the University of Pennsylvania logotype in all acceptable variations.



FIG 1A

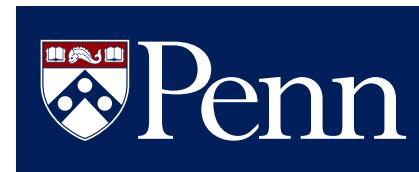


FIG 1B



FIG 1C



FIG 1D

FIG 2

The vertical logo should only be used if there is limited horizontal space that does not fit the minimum logo width.

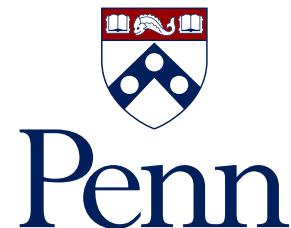


FIG 2

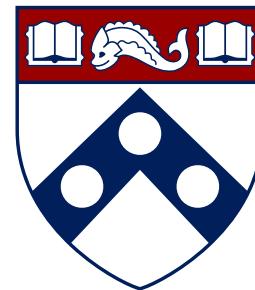
Other University Symbols- Official

In addition to the logos shown on the preceding pages, the University also has a traditional symbol – the Shield or Coat of Arms.

The purpose of the Shield is primarily decorative and may be used for those occasions when the full logo is deemed inappropriate.



PRIMARY MARK



SECONDARY MARK



UNIVERSITY SHIELD

The University of Pennsylvania Shield is available in two forms: a single-color version and a two-color version.

Inappropriate uses of the Shield will dilute the effectiveness of the identity. Therefore, the University of Pennsylvania Shield may not be redrawn, reconstructed, or modified in any way.

Other University Symbols- Restricted

In addition to the logos shown on the preceding pages, the University also has an official seal and a separate shield for Athletics, among others.

Use of the shield with banner is limited to instances where a more ornamental and decorative depiction of the brand is appropriate. Permission must be granted by the Office of the University Secretary.



UNIVERSITY SHIELD WITH FLOURISH

Use of the shield with flourish is limited to instances where a more ornamental and decorative depiction of the brand is appropriate. Permission must be granted by the Office of the University Secretary.

PRIMARY MARK



SECONDARY MARK



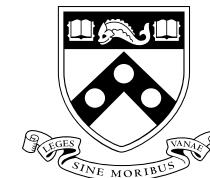
UNIVERSITY SEAL

The University Seal is the official legal seal of the University. Its only use is for authenticating signatures on documents issued or authorized by the Trustees. It should not be used for any other purpose.



UNIVERSITY SHIELD WITH BANNER

The University of Pennsylvania Shield can also be accompanied by the banner -- which bears the Latin motto *Leges Sine Moribus Vanae*, "Laws without morals are useless."



SIMPLIFIED SHIELD

The simple shield should only be used in a small digital format or for campus wayfinding systems. Please see page 17 for details.



SPLIT P - FOR ATHLETICS ONLY

The split P, and its related variants, are limited for the use of Penn Athletics and related "spirit" endeavors. It should not be used for school or administrative purposes.



Using the Logo



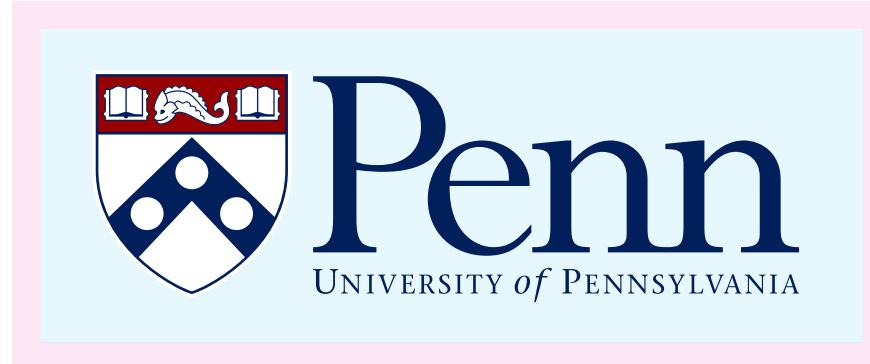
Cyan indicates what is called the Clear Space. This means that the blue area must be kept free of all other elements as to not detract from the logo.

Magenta padding indicates the Safe Zone, space in which the logo is allowed air and where you can align the logo to other elements.

LOGO



LOGO PADDING



Do's and Don'ts

RESTRICTIONS

The minimum logo width should be determined based on legibility. There is no limit to how large the logo can be presented.

INCORRECT USAGE

Do not adjust the logo in any way except for using approved alternative lockups. Here are some examples of what not to do.

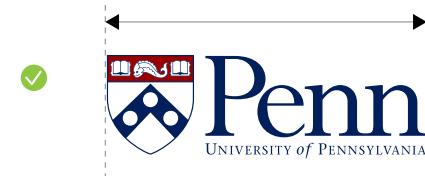


Determined based on legibility



MINIMUM LOGO (PRINT)

Determined based on legibility



MINIMUM LOGO (DIGITAL)



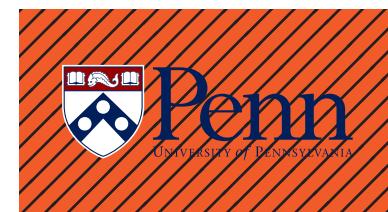
DO NOT DISCOLOR THE LOGO



DO NOT CHANGE THE PROPORTIONS OF THE LOGO



DO NOT STRETCH OR DISTORT THE LOGO



DO NOT OVERLAY THE LOGO ON A PATTERNED
BACKGROUND THAT RENDERS THE LOGO ILLEGIBLE

Do's and Don'ts



RESTRICTIONS

There is no limit to how large the logo can be presented.

INCORRECT USAGE

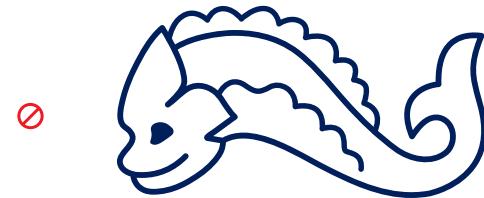
Do not adjust the logo in any way except for using approved alternative lockups. Here are some examples of what not to do.



DO NOT CHANGE THE POSITIONING OF LOGO PARTS.



DO NOT USE THE PENN MARK ON ITS OWN.



DO NOT SEPARATE OR USE SHIELD ELEMENTS ON THEIR OWN.

Print vs. Digital Logos

To avoid any confusion with logo usage, see the diagram below for the appropriate application.



MAIN LOGO

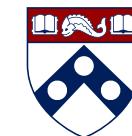
PRINT
(USE CMYK OR PMS COLORS)

DIGITAL
(USE RGB COLORS)

SIMPLIFIED PENN LOGO



SHIELD



SIMPLIFIED SHIELD

*See page 17 of this document for
usage restrictions



Recommended Logo Variations for Centers, Departments and Divisions

The examples below and on the following page show how sections within the University can be added to the identity system without compromising the integrity of the Penn brand. These examples are not intended to be exhaustive or prescriptive, but rather to establish consistent baselines for use. Variation on these basic themes are expected, but departments should adhere to the spirit of the rules outlined below.



FIG 1

FIG 1

- Penn Mark replaced with department name
- Shield and University name remain consistent
- Type face, kerning and spacing are consistent with central identity
- Logo and lines of type comprise a neat, confined rectangular area



FIG 2

FIG 2

- Department name placed below logo
- Type face, kerning and spacing are consistent with central identity
- Logo and lines of type comprise a neat, confined rectangular area



FIG 3

FIG 3

- Department name placed to right of logo
- Type face, kerning and spacing are consistent with central identity
- Logo and lines of type comprise a neat, confined rectangular area

Recommended Logo Variations for Schools, Centers, Departments and Divisions

The examples below show how a University division has adapted the identity system without compromising the integrity of the Penn brand. These examples are not intended to be exhaustive or prescriptive, but rather to establish consistent baselines for use. Variation on these basic themes are expected, but departments should adhere to the spirit of the examples outlined below.



Division of
Public Safety

Basic rules for use

- Placement of department name beneath or to the right of Penn Mark
- Use proportions to reinforce relationships between University and department
- Vertical dividing line should match width, color of University of Pennsylvania logotype

- Shield and Penn Mark remain intact
- Adhere to color, spacing and typographic rules
- Consider difference between formal and informal uses
- Maintain neat, approximate rectangular dimensions where possible

Non-Penn Logos and Guidelines



Centers, departments and divisions are not permitted to create their own identity systems. New designs should conform to the central Penn identity system on page 13 and 14.

In the event a logo has been approved under previous guidelines (prior to January 1, 2020), we recommend revising based on the format below as soon as practicable.



Sample logo under previous guidelines



Sample logo conforming to central Penn identity

In limited instances, separate consideration may be given to cultural organizations with a unique mission of bringing external audiences to the University. In such cases, elements such as Penn's colors, insignia, name, or font should be incorporated into the design. The overall design must not compromise the integrity of the Penn brand.

Basic rules for use (for pre-existing logos)

- Placement of non-Penn logo beneath or to the right of school name
- Equal sizing for both logos
- Vertical dividing line should match width, color of University of Pennsylvania logotype
- Shield and Penn Mark remain intact
- Adhere to color, spacing and typographic rules
- Consider difference between formal and informal uses
- Maintain neat, approximate rectangular dimensions where possible

Student Group Logos



Student organizations that wish to use University names or insignia in connection with any non-academic University program, activity, service or product must present the proposed use of name to the Office of Student Affairs, Office of Vice Provost for University Life for review and approval.

OFFICE OF STUDENT AFFAIRS

<http://www.vpul.upenn.edu/osa>
vpul-pennosa@pobox.upenn.edu
(215) 898-6533

Simplified Shield

The simplified shield should only be used in digital spaces or for wayfinding, such as campus signage where intricate details cannot be produced.

Digital spaces include social media profiles and websites when the vertical pixel width is under 60px.



FIG 1

The simplified shield is an adaptation of the main University shield. The books and dolphin have been removed and the exterior border is thicker. This helps bring visual balance to the mark when it appears at a smaller scale.

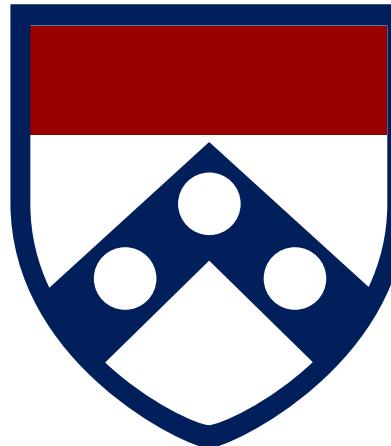


FIG 1



FIG 2

FIG 2

The black and white simplified shield may be used on busy backgrounds such as videos or digital images.

Colors



Red and blue are the traditional colors for the University of Pennsylvania. They are as important to the identity system as the logos.

To ensure consistency, the University has chosen PMS 201 red and PMS 288 blue as its official colors. The application of these specific colors will create a strong and consistent identity for the University.

The logo can be used in black, white or Penn blue, but no other color is acceptable.

This document is set up in RGB format so that it renders correctly on the screen. CMYK values must be used for printed materials.

PANTONE 201

C: 0	R: 153
M: 100	G: 0
Y: 65	B: 0
K: 34	

HEX CODE: #990000

PANTONE 288

C: 100	R: 1
M: 65	G: 31
Y: 0	B: 91
K: 30	

HEX CODE: #011F5B

Typography



THE PENN MARK

Penn

THE UNIVERSITY
OF PENNSYLVANIA
LOGOTYPE

UNIVERSITY *of* PENNSYLVANIA

Aa

PERPETUA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&

Aa

ITC STONE SERIF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&

Aa

ITC STONE SERIF ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&

Stationery



The stationery guidelines explained in pages 21 through 25 demonstrate best practices essential for a cohesive identity that strengthens both internal and external communications in the case of business cards, letterhead and envelopes. Maintaining consistency throughout the stationery guideline helps promote a unified identity for the University.

Penn has a preferred vendor authorized to print business cards and additional approved formats are available. Full details are available here: <https://cms.business-services.upenn.edu/publications/04-stationery-and-business-cards.html>

Business Cards

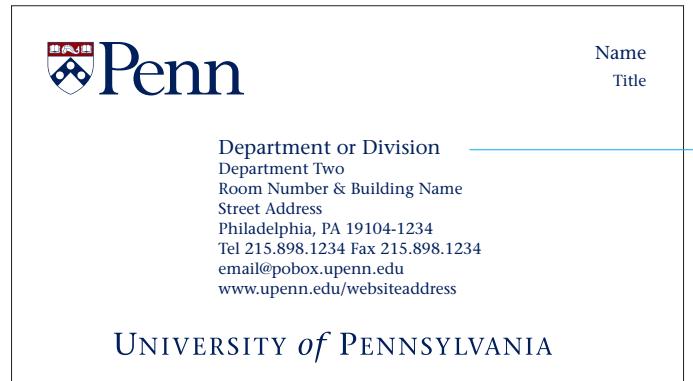
EXCEPT FOR SCHOOLS WITH
APPROVED LOGOS

Business cards are printed on 80-pound white cover stock with a laid finish. All cards have the official logo printed in red and blue, with the school/departmental/ personalized information printing in blue only.



SIZE = 3½" x 2"

MARGINS = .187" all sides



LOGO TYPE CENTERED IN THE WIDTH OF THE CARD

Letterhead

EXCEPT FOR SCHOOLS WITH
APPROVED LOGOS

Letterhead is available in both 8-1/2" x 11" sheets (large letterhead) and 5- 1/2" x 8-1/2" sheets (small letterhead). The paper, which has been milled especially for the University, is a 24-pound recycled white bond, with a laser

compatible laid finish. All letterhead has the official logo printed in red and blue, with the school/ departmental information printed in blue only.



SIZE = 8½" x 11"

MARGINS = 0.5" all sides

ITC STONE SERIF

SIZE 9 PT/11.5 LEADING

SIZE 8 PT/10 LEADING



Development and Alumni Relations
Office of Gift Planning

John Smith, Ph.D.
Acting Director

ITC STONE SERIF
SIZE 9 PT/11.5 LEADING

ITC STONE SERIF ITALIC
SIZE 8 PT/11.5 LEADING

0.5"

ITC STONE SERIF SIZE 8 PT CENTERED IN THE WIDTH OF THE LETTERHEAD

Guide to Using Letterhead

To maintain a consistent style throughout the stationery system, it is important to use the guidelines that follow. On all University correspondence, both internal and external, the modified block letter is recommended.



EXAMPLE OF LETTERHEAD SINGLE-PAGE FORMAT

ALIGN WITH PENN LOGO ON
LEFT SIDE $\frac{1}{2}$ " FROM EDGE



ALIGN WITH NAME AND TITLE
ON RIGHT SIDE $\frac{1}{2}$ " FROM EDGE

Guide to Using Letterhead

To maintain a consistent style throughout the stationery system, it is important to use the guidelines that follow. On all University correspondence, both internal and external, the modified block letter is recommended.



EXAMPLE OF LETTERHEAD TWO-PAGE FORMAT

ALIGN WITH PENN LOGO ON LEFT SIDE $\frac{1}{2}$ " FROM EDGE

0.5"

**ALIGN WITH NAME AND TITLE
ON RIGHT SIDE $\frac{1}{2}$ " FROM EDGE**

0.5"

1.25"

Penn
UNIVERSITY OF PENNSYLVANIA

Development and Alumni Relations
Office of Gift Planning

John Smith, Ph.D.
Acting Director

August 27, 2002

Ms. Jane Doe
President
ABC Company
1234 Unknown Drive
Philadelphia, PA 19104

Dear Madam,

This letter is an example of the modified block style. The date is typed near the center of the page. The inside address is typed in block styling. The paragraphs may be block or indented with double spacing between paragraphs.

When a writer wants to bring a letter to the attention of a certain person or department, an attention line is inserted between the inside address and the salutation, with double spacing above and below it.

The complimentary close is typed near the center of the page, two lines below the body of the letter. The signature is aligned with the complimentary close.

This letter is an example of the modified block style. The date is typed near the center of the page. The inside address is typed in block styling. The paragraphs may be block or indented with double spacing between paragraphs.

Very truly yours,

John Smith
Acting Director

JD:TH
Enclosures
cc: Jane Smith
Jone Doe

3400 Chestnut Street • Suite 202 • Philadelphia, Pa 19104-1234
Tel 215.898.8888 • Fax 215.573.8888 • jsmith@pobox.upenn.edu • www.upenn.edu

Ms. Jane Doe
August 27, 2002
Page 2.

When a writer wants to bring a letter to the attention of a certain person or department, an attention line is inserted between the inside address and the salutation, with double spacing above and below it.

The complimentary close is typed near the center of the page, two lines below the body of the letter. The signature is aligned with the complimentary close.

This letter is an example of the modified block style. The date is typed near the center of the page. The inside address is typed in block styling. The paragraphs may be block or indented with double spacing between paragraphs.

Very truly yours,

John Smith
Acting Director

JD:TH
Enclosures
cc: Jane Smith
Jone Doe

3400 Chestnut Street • Suite 202 • Philadelphia, Pa 19104-1234
Tel 215.898.8888 • Fax 215.573.8888 • jsmith@pobox.upenn.edu • www.upenn.edu

Business Envelopes

Business envelopes are printed in the sizes listed below.
All envelopes have the official logo printed in red and blue, with the school/departmental information printed in blue only.



SIZE = 4½" x 9½"

LARGE LETTERHEAD ENVELOPE (#10)
LARGE LETTERHEAD WINDOW ENVELOPE (#10)
SMALL LETTERHEAD ENVELOPE (#6-3/4)
REPLY ENVELOPE (#9)

SIZE: 4-1/8 X 9-1/2
SIZE: 4-1/8 X 9-1/2
SIZE: 3-5/8 X 6-1/2
SIZE: 4-7/8 X 8-7/8



University School Logos

These lockups are used to represent individual schools, creating a consistent presentation of Penn's overall brand.



Approved logos for the University's 12 schools.

University School Logos

Main school logos contain the school name, a separation line and the University of Pennsylvania logotype.

These forms are not to be altered in any manner.

Use of the main school logos are required in the most prominent locations such as promotional publications, school and department websites as well as business cards and letterhead.





Interim Penn Law Logo



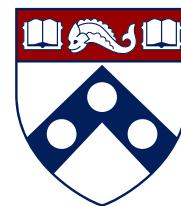
Official Penn Carey Law Logo



As part of its name change to the University of Pennsylvania Carey Law School, there will be a transition period involving the school logo until September 1, 2022. Beginning in the fall of 2022, the logo and shortened reference to the School will become Penn Carey Law.

Simplified School Logos

Simplified school logos should only be used in informal situations uses (website footers, internal newsletters, social media, merchandise etc) or when the logo is used at smaller sizes where the University of Pennsylvania mark would become illegible.



PennVet



PennEngineering

Basic rules for use

- Remove University of Pennsylvania logotype and dividing line
- School name is expanded to full height of shield
- Shield and Penn Mark remain intact
- Adhere to color, spacing and typographic rules
- Consider difference between formal and informal uses

Logo Variations for School Departments

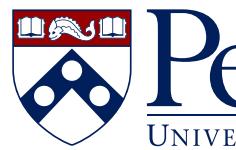
The examples below show how departments within a school could adapt the identity system without compromising the integrity of the Penn brand. These examples are not intended to be exhaustive or prescriptive, but rather to establish consistent baselines for use. Variation on these basic themes are expected, but departments should adhere to the spirit of the examples outlined below.



Comprehensive
Cancer Care



Field
Service



Veterinary Clinical
Investigations Center

Basic rules for use

- Placement of department name beneath or to the right of school name
- Use proportions to reinforce relationships between school and department
- Vertical dividing line should match width, color of University of Pennsylvania logotype
- Shield and Penn Mark remain intact
- Adhere to color, spacing and typographic rules
- Consider difference between formal and informal uses
- Maintain neat, approximate rectangular dimensions where possible

Joint School Program Logos

The example below shows how a joint program has adapted the identity system without compromising the integrity of the Penn brand. This example is not intended to be prescriptive, but rather to establish consistent baselines for use. Variation on these basic themes are expected, but departments should adhere to the spirit of the examples outlined below.



Nursing & Healthcare Management
Penn Nursing · Wharton
UNIVERSITY of PENNSYLVANIA



Nursing & Healthcare Management
Penn Nursing · Wharton

The Penn Futures Project INVESTING IN CHILDREN AND COMMUNITIES



Basic rules for use

- Joint school logos should give equal weight to the participating schools
- Use proportions to reinforce relationships between school and programs
- Program name placed above or to the right of schools forming a neat, rectangular unit
- Shield and Penn Mark remain intact
- Adhere to color, spacing and typographic rules
- Secondary colors may be added as long as they adhere to approved values
- Consider difference between formal and informal uses

Do's and Don'ts

RESTRICTIONS

The minimum logo width should be determined based on legibility. There is no limit to how large the logo can be presented.

INCORRECT USAGE

Do not adjust the logo in any way except for using approved alternative lockups. Here are some examples of what not to do.



MINIMUM LOGO (PRINT)



MINIMUM LOGO (DIGITAL)



DO NOT DISCOLOR THE LOGO



DO NOT CHANGE THE PROPORTIONS OF THE LOGO



DO NOT STRETCH OR DISTORT THE LOGO



DO NOT OVERLAY THE LOGO ON A PATTERNED
BACKGROUND THAT RENDERS THE LOGO ILLEGIBLE

The Schools' Stationery



The stationery guidelines for schools demonstrate how a school can use the Penn brand to provide a strong, consistent identity for internal and external communications. The following pages present expectations for sizing, margins, paper stock, and area placement of the Penn logo and logotype.

Business Cards

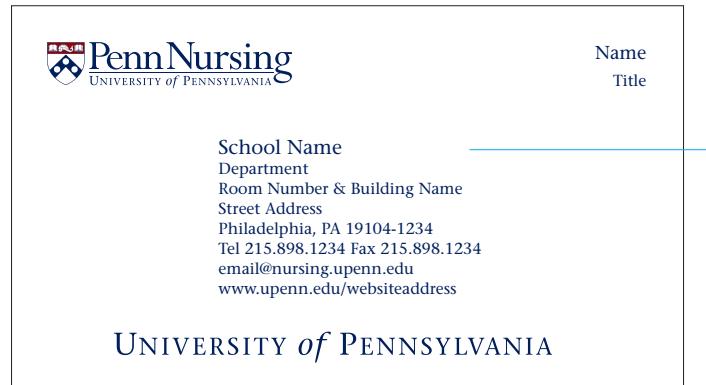
FOR UNIVERSITY SCHOOLS
WITH APPROVED LOGOS

Business cards are printed on 80-pound white cover stock with a laid finish. All cards have the official logo printed in red and blue, with the school/departmental/ personalized information printing in blue only.



SIZE = 3½" x 2"

MARGINS = .187" all sides



ITC STONE SERIF
Type Size: 7.5pt
Leading: 7.5pt

Type Size: 6.5pt
Leading: 7.5pt

LOGO TYPE CENTERED IN THE WIDTH OF THE CARD

Letterhead

FOR ADMINISTRATIVE OFFICES
AND DEPARTMENTS WITHOUT
LOGOS



Letterhead is available in both 8-1/2" X 11" sheets (large letterhead) and 5-1/2" X 8-1/2" sheets (small letterhead). The paper, which has been milled especially for the University, is a 24-pound recycled white bond, with a laser

compatible laid finish. All letterhead has the official logo printed in red and blue, with the school/ departmental information printed in blue only.

SIZE = 8½" x 11"

MARGINS = 0.5" all sides

ITC STONE SERIF
SIZE 9 PT/11.5 LEADING
SIZE 8 PT/10 LEADING

0.5"

 Penn Nursing
UNIVERSITY OF PENNSYLVANIA

Office of External Affairs
3400 Chestnut Street
Suite 202
Philadelphia, PA 19104-6204
Tel 215.898.4204 Fax 215.573.8888
jnlsmith@nursing.upenn.edu
www.nursing.upenn.edu

John Smith, Ph.D.
Acting Director

ITC STONE SERIF
SIZE 9 PT/11.5 LEADING
ITC STONE SERIF ITALIC
SIZE 8 PT/11.5 LEADING

UNIVERSITY OF PENNSYLVANIA

LOGOTYPE CENTERED IN THE WIDTH OF THE LETTERHEAD

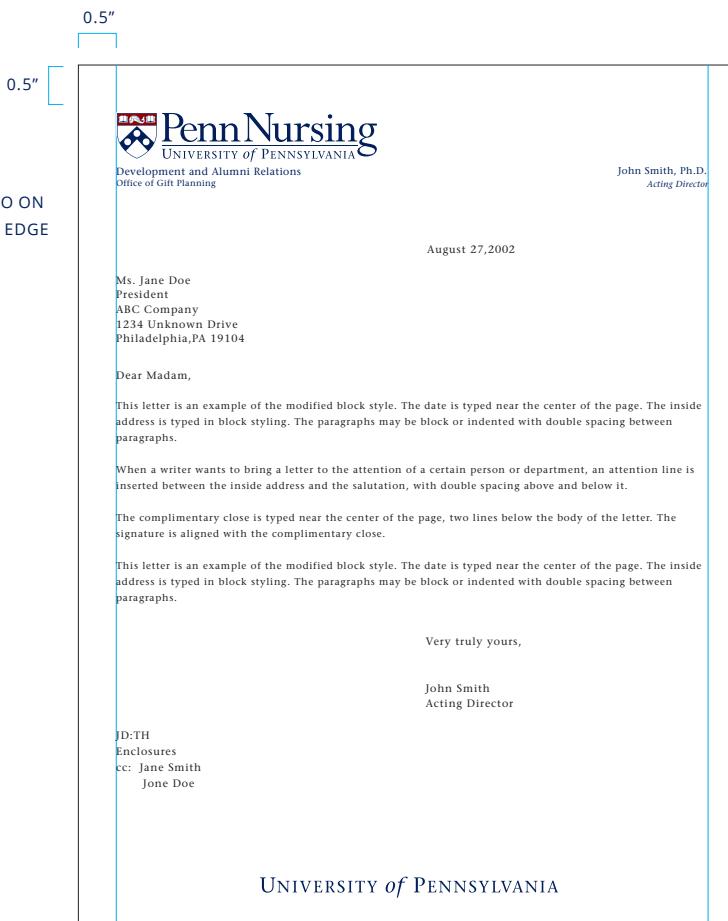
Guide to Using Letterhead

To maintain a consistent style throughout the stationery it is important to use the guidelines that follow. On all University correspondence, both internal and external, the modified block letter is recommended.



EXAMPLE OF LETTERHEAD SINGLE-PAGE FORMAT

ALIGN WITH PENN LOGO ON
LEFT SIDE $\frac{1}{2}$ " FROM EDGE



ALIGN WITH NAME AND TITLE
ON RIGHT SIDE $\frac{1}{2}$ " FROM EDGE

Guide to Using Letterhead

To maintain a consistent style throughout the stationery it is important to use the guidelines that follow. On all University correspondence, both internal and external, the modified block letter is recommended.



EXAMPLE OF LETTERHEAD TWO-PAGE FORMAT

ALIGN WITH PENN LOGO ON LEFT SIDE $\frac{1}{2}$ " FROM EDGE

0.5"

**ALIGN WITH NAME AND TITLE
ON RIGHT SIDE $\frac{1}{2}$ " FROM EDGE**

0.5"

1.25"

The image shows a two-page example of a modified block letterhead format. The left page contains the letter's body, and the right page contains the salutation and complimentary close. Margins are indicated by blue brackets: 0.5" from the top and bottom on the left page, and 0.5" and 1.25" from the top and bottom on the right page. The Penn Nursing logo is at the top left of the left page. The salutation "Ms. Jane Doe" is aligned with the name "John Smith, Ph.D." on the right page. The complimentary close "Very truly yours," is centered below the signature "John Smith". Both pages end with the University of Pennsylvania footer.

Penn Nursing
UNIVERSITY of PENNSYLVANIA
Development and Alumni Relations
Office of Gift Planning

John Smith, Ph.D.
Acting Director

August 27, 2002

Ms. Jane Doe
President
ABC Company
1234 Unknown Drive
Philadelphia, PA 19104

Dear Madam,

This letter is an example of the modified block style. The date is typed near the center of the page. The inside address is typed in block styling. The paragraphs may be block or indented with double spacing between paragraphs.

When a writer wants to bring a letter to the attention of a certain person or department, an attention line is inserted between the inside address and the salutation, with double spacing above and below it.

The complimentary close is typed near the center of the page, two lines below the body of the letter. The signature is aligned with the complimentary close.

This letter is an example of the modified block style. The date is typed near the center of the page. The inside address is typed in block styling. The paragraphs may be block or indented with double spacing between paragraphs.

Very truly yours,

John Smith
Acting Director

JD:TH
Enclosures
cc: Jane Smith
Jone Doe

UNIVERSITY of PENNSYLVANIA

Ms. Jane Doe
August 27, 2002
Page 2.

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UNIVERSITY of PENNSYLVANIA

Related Policies: Web Identity



Web Identity

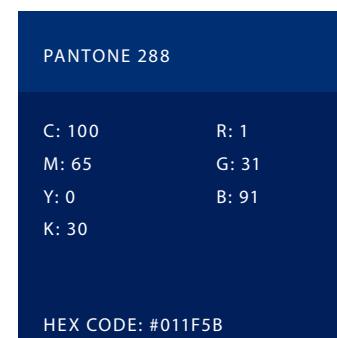
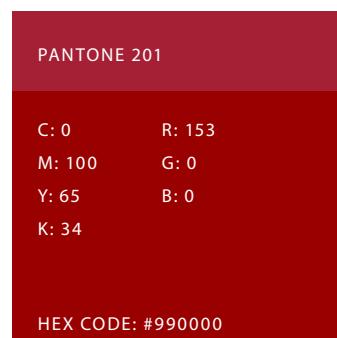
Please see the Web Identity site for more information and requirements.

<https://branding.web-resources.upenn.edu/web-identity>

The Central Penn web identity is meant to be unique to the top-level pages of <http://www.upenn.edu> and the sites maintained by University Communications. Please do not copy the look and feel of the Penn homepage for other sites.

Schools and departments who wish to partake of the central identity are encouraged to use the color and typographic standards on the Web Identity website.

Consistent and accurate use of the Penn red and blue is required across all schools and departments. Doing so unifies the Penn brand and communicates its vibrant history.



Related Policies: Use of Name & Trademark



Use of Name & Trademark

The University regulates use of its name, including University of Pennsylvania, Penn, the names of its schools and programs, its shield and related insignia, trademarks and logos ("insignia") to ensure that such use is related to the University's educational, service, and research missions and objectives. Responsibility for overseeing use of the University's names and insignia reside with the Secretary of the University.

The Use of Name policy can be found here

<https://secretary.upenn.edu/trustees-governance/use-university-name>

Related Policies: Licensing



Licensing

The Penn logo and the University shield are graphic manifestations of Penn's reputation and play an important role in communicating and reinforcing the brand identity of the institution. To promote the Penn brand, the University permits the manufacture of apparel and other items bearing its name, trademarks, and images by extending a license to vendors who produce a variety of products available for purchase. Responsibility for overseeing licensing of the University's trademarks reside with the Office of Business Services.

Licensing and merchandising information can be found here:

<https://www.business-services.upenn.edu/services/penn-branded-merchandise-licensing>