Pennsylvania Western University represents the integration of California, Clarion and Edinboro universities and a Global Online division. Situated in Western Pennsylvania, with physical campuses spanning 160 miles from north to south, each of the three regional public institutions boasts a history that goes back more than 150 years.

This style guide represents a nod to the past through the incorporation of campus colors and wordmarks, while building on them to create a new identity for a unified university that harnesses our collective strengths.

It is the graphical representation of who we are as we evolve, adapt and innovate to ensure we continue to serve students for generations to come.
At PennWest, our students, faculty and staff are:

**Challengers**
- Resilient
- Tenacious

**Guides**
- Supportive
- Selfless

**Innovators**
- Brilliant
- Forward-thinking

**Achievers**
- Powerful
- Assertive
DEFINITIONS

Wordmark
Also known as a “logotype,” this is a design of a brand name using text only without additional graphics. Approved uses of PennWest wordmarks are outlined beginning on page 12.

Brandmark
This is a graphic or symbol that visually represents a brand without accompanying text. PennWest brandmarks may be used as separate design elements as outlined on page 14.

Lockup
Also referred to as a “combined mark,” this is a complete graphic identity that includes the wordmark and brandmark together in an exact arrangement, or “locked” position. A lockup is what most people commonly refer to as an organization’s “logo.” Lockup usage is outlined beginning on page 9.

Mark
This is a general term used to refer to any wordmark, brandmark or lockup.
Nomenclature is a set of words and terms that defines PennWest University in written and oral communications. By using proper and consistent nomenclature, we continue to build recognition of the university’s name and brand.

Pennsylvania’s State System of Higher Education
Use the full name, “Pennsylvania’s State System of Higher Education,” in the first reference in text in any print or digital publication. In subsequent in-text references, “State System” may be used. Do not use the abbreviation “PASSHE,” except when approved by PennWest Brand Strategy and Marketing/Creative Services.

PennWest University
While the official name of our accredited institution is “Pennsylvania Western University,” “PennWest University” may also be used in marketing materials and everyday communications, per the guidelines below. When written, “PennWest University” should have no space between “Penn” and “West,” even when text is in all caps as dictated by a publication design (“PENNWEST”). Usage of one or both names depends on the goal and audience of the materials:
• Formal academic materials and events such as Commencement ceremonies: “Pennsylvania Western University”
• General awareness marketing materials: First reference should be “Pennsylvania Western University” and subsequent references can be “PennWest University”
• Internal marketing and communications materials: “PennWest University” and/or campus-specific name (see pages 3-5)
NOMENCLATURE

California
The following names for the California campus are acceptable for use in all marketing and communications materials:

- “PennWest California”
- “PennWest University – California”
- “Pennsylvania Western University – California”

The following are acceptable alternate names for use in marketing materials only when one of the names listed above is first established in the same publication in text and/or display of the PennWest California lockup or wordmark.

- “California”
- “Cal”

Clarion
The following names for the Clarion campus are acceptable for use in all marketing and communications materials:

- “PennWest Clarion”
- “PennWest University – Clarion”
- “Pennsylvania Western University – Clarion”

The following is an acceptable alternate name for use in marketing materials only when one of the names listed above is first established in the same publication in text and/or display of the PennWest Clarion lockup or wordmark.

- “Clarion”

“Wings Up” is an acceptable term to be used in text related to PennWest Clarion, but not as a replacement for any of the names listed above. This term can also be used on licensed merchandise.
**Edinboro**
The following names for the Edinboro campus are acceptable for use in all marketing and communications materials:

- “PennWest Edinboro”
- “PennWest University – Edinboro”
- “Pennsylvania Western University – Edinboro”

The following are acceptable alternate names for use in marketing materials only when one of the names listed above is first established in the same publication in text and/or display of the PennWest Edinboro lockup or wordmark.

- “Edinboro”
- “Boro”
- “The Boro”

**Global Online**
The following names for the Global Online virtual campus are acceptable for use in all marketing and communications materials:

- “PennWest Global Online”
- “PennWest University – Global Online”
- “Pennsylvania Western University – Global Online”

The following is an acceptable alternate name for use in marketing materials only when one of the names listed above is first established in the same publication in text and/or display of the PennWest Global Online lockup or wordmark.

- “Global Online”
NOMENCLATURE

Campus Naming
When using an expanded name for any campus, it must be written with two spaces and an em dash separating the PennWest name and the campus name. The following are correct examples:

- "PennWest University – California"
- "Pennsylvania Western University – Clarion"

The following are incorrect examples:

- "PennWest University–Edinboro" (no spaces before and/or after the em dash)
- "Pennsylvania Western University - Global Online" (using a short en dash rather than an em dash)

Satellite Locations
PennWest Clarion includes two satellite locations at Somerset and Venango, which should be represented as follows:

- "PennWest Clarion – Somerset"
- "PennWest Clarion – Venango"

The names must be written as shown with two spaces and an em dash separating “PennWest Clarion” and the satellite location name. The alternate names “Somerset” and “Venango” are acceptable for use in respective marketing materials only when one of the names listed above is first established in the same publication in text and/or display of the lockup or wordmark.

Degree Designations
When listing degrees after names of alumni, the following formats are correct:

- Associate or bachelor’s degree: “Jane Smith ‘17”
- Graduate degree: “Jane Smith ‘17G”
- Multiple degrees: “Jane Smith ‘17, ‘19G”

When listing a doctorate degree, the following format is correct:

- “Jane Smith, Ph. D.”
Retired Nomenclature
The following names and terms should no longer be used in marketing or communications as of July 1, 2022*:

- “California University”
- “California University of Pennsylvania”
- “Cal U”
- “Clarion University”
- “Clarion University of Pennsylvania”
- “CU”
- “CUP”
- “Edinboro University”
- “Edinboro University of Pennsylvania”
- “EU”
- “EUP”

*The only approved exceptions to the list of retired nomenclature are the original university foundations and alumni associations, which will continue to use original names until further notice:

- “Foundation for California University of Pennsylvania”
- “Clarion University Foundation, Inc.”
- “Edinboro University Foundation”
- “California Alumni Association”
- “Clarion University Alumni Association”
- “Edinboro University Alumni Association”
NOMENCLATURE

Colleges
The three colleges of Pennsylvania Western University should be written as follows with no Oxford comma while using “and” rather than “&:”
- “College of Education, Arts and Humanities”
- “College of Health Sciences and Human Services”
- “College of Science, Technology and Business”

Departments
All department names should be written with no Oxford comma while using “and” rather than “&.” Academic department names must include “Department of” for stationery, official publications and on-campus signage. For example:
- “Department of Education”
- “Department of Communication Sciences and Disorders”
- “Department of Biology, Earth and Environmental Sciences”
Academic department names used in marketing materials such as banners and brochures do not require “Department of” and can be in simple format. For example:
- “Education”
- “Communication Sciences and Disorders”
- “Biology, Earth and Environmental Sciences”
Non-academic department names do not require “Department of” and can always be in simple format. For example:
- “Admissions”
- “Campus Life”
- “Residence Life and Housing”
Anti-Discrimination Statement
The following statement in long or short form should appear on all PennWest print and digital publications whenever possible. The statement may be omitted when the available space does not allow for this additional text.

Long form:
Pennsylvania Western University (PennWest California, PennWest Clarion, PennWest Edinboro, PennWest Global Online) is an academic community dedicated to the ideals of justice, fairness, and equal opportunity for all. In compliance with federal and Pennsylvania laws, the University is committed to providing equal educational and employment opportunities for all persons without regard to race, color, sex, religion, national origin, age, disability, sexual orientation, or status as a veteran or disabled veteran. The University will not tolerate any type of discrimination, harassment, or violence. For more information, visit PennWest.edu/equity-title-ix.

Short form:
Pennsylvania Western University (PennWest California, PennWest Clarion, PennWest Edinboro, PennWest Global Online) is an inclusive and equal opportunity academic community and does not condone any form of unlawful discrimination. For more information, visit PennWest.edu/equity-title-ix.
The primary lockup is the full-color horizontal orientation shown here. The lockup includes a compass symbol with the left arrow extended in a westward direction, becoming the crossbar of the lower case “t.” Inside the compass is a keystone representing the Commonwealth of Pennsylvania with the west side highlighted.
Certain marketing and communications materials will require the use of a campus-specific version of the PennWest lockup. Those items will be determined on an on-going basis by PennWest Brand Strategy and Marketing/Creative Services based upon institutional strategy. Any on-campus branding such as banners, signage, etc. may use the appropriate campus-specific lockup.

The Global Online version of the PennWest lockup should be used for all marketing and communications materials related to the Global Online campus.
The Pennsylvania Western University lockup is primarily used for official academic ceremonial materials such as diplomas and Commencement programs. This lockup can also be used on marketing materials as dictated by university marketing strategy and approved by PennWest Brand Strategy and Marketing/Creative Services.
PennWest wordmarks may be used at the discretion of PennWest Brand Strategy and Marketing/Creative Services in place of lockups. Examples of usage include imprint areas that would be better served with this format, usage on athletics materials that would complement an athletics lockup, etc.
Long versions of PennWest wordmarks are reserved for extreme horizontal imprint areas on pens, signage etc. All uses of long wordmarks must be approved by PennWest Brand Strategy and Marketing/Creative Services.
It is acceptable to use brandmarks as individual design elements. This includes the graphic unique to each mark used either separately or within the compass. Brandmarks can be used as complements to lockups within a print or electronic publication, but not as replacements for lockups. Using only the compass without a graphic inside is not acceptable, as outlined on page 40. All usage of brandmarks as separate design elements must be approved by PennWest Brand Strategy and Marketing/Creative Services.
When using the PennWest primary lockup in conjunction with other text or graphic elements, a minimum amount of clear space surrounding the lockup must be used. Leaving space around the lockup ensures that it will stand out appropriately. The minimum clear space is equal to the height of the capital “U” in “University.” No additional text or graphic elements may appear in this clear space.
The minimum amount of clear space between the mark and text or another graphic element is equal to the height of the “U” in “University.”

The same clear space rules apply to the PennWest wordmark and Pennsylvania Western University lockup.
The minimum amount of clear space between the lockup and text or another graphic element is equal to the height of the “C” in “California.”

The minimum amount of clear space between the lockup and text or another graphic element is equal to the height of the “C” in “Clarion.”

The minimum amount of clear space between the lockup and text or another graphic element is equal to the height of the “E” in “Edinboro.”

The minimum amount of clear space between the lockup and text or another graphic element is equal to the height of the “G” in “Global Online.”

The same clear space rules apply to campus and Global Online lockups and wordmarks, however the minimum clear space adapts to the height of the first capital letter in the campus name. No additional text or graphic elements may appear in this clear space.
For optimal readability and clarity, PennWest lockups and wordmarks should not be reproduced smaller than the minimum sizes listed here.
Do not reproduce the Pennsylvania Western University lockup less than 1.5” wide or 185 pixels.

For optimal readability and clarity, the Pennsylvania Western University lockup should not be reproduced smaller than the minimum size listed here.
When centering PennWest lockups, adjust the position of the mark to be centered from the left edge of the “P” to the right edge of the circular shape within the compass, not the extended eastward arrow. This allows the mark to appear visually centered. Likewise with compass brandmarks, center the marks using the left and right edges of the circular shape, not the extended arrows.
PennWest return addresses on all mail pieces should have a consistent look, following the layout and specs provided on this page. Return addresses can use lockups or wordmarks, as dictated by the design.
The names of the three physical campuses with or without Global Online can be positioned underneath lockups and wordmarks on external marketing and communications materials, using the specs outlined above. The use of campus names should align with current university marketing strategy.
Colors create a mood and set a tone, therefore consistent use of color is vital to a successful brand identity. PennWest colors were thoughtfully selected to honor the history and traditions of our three original universities while creating a new, vibrant palette of blue, red and gold that represents our combined core values.

PennWest Blue = Authority, reliability and trust
PennWest Red = Passion, energy and excitement
PennWest Gold = Courage, compassion and wisdom
All 4-color process printing should use the CMYK values listed, not the values achieved from converting PMS colors to process. PMS colors should be used only for spot color applications.
In addition to PennWest Blue, campus and Global Online marks include a unique secondary color.
Clarion Secondary Blue can be used as a replacement for Clarion Gold in some instances, such as limited availability of apparel or material colors.

Royal Stewart Tartan is a visual link to Edinboro’s proud Scottish heritage, and can be used as a complementary graphic in Edinboro communications and marketing materials.
When full-color reproduction is not available, or when printing on a dark background, it is acceptable to use one-color variations of the PennWest and Pennsylvania Western University lockups and wordmarks. Acceptable colors are PennWest Blue (PMS 2945 C), 100% black and white.
When only one-color reproduction is available, campus and Global Online lockups and wordmarks may reproduce in 100% black or the unique Pantone color designated for each. When printing on a dark background, the marks should print in white.
Alternate two-color versions of marks may be used on a PennWest Blue background in marketing and communications materials. These versions replace PennWest Blue with white. All uses of alternate two-color marks must be approved by PennWest Brand Strategy and Marketing/Creative Services.
Alternate two-color versions of marks may also be used on apparel with a neutral color material such as a medium gray. These versions replace PennWest Blue with white, and can be used when the second color will reproduce well on the apparel color, but PennWest Blue will not. If neither color will reproduce well on the apparel color, refer to the approved one-color options and uses for light and dark backgrounds outlined in this guide. This alternate two-color version is reserved only for apparel and all uses must be approved by PennWest Brand Strategy and Marketing/Creative Services.
Embroidery vendors using the Madeira® thread color system should follow the selected colors above for PennWest apparel. Vendors using a different thread system may use colors that are the closest match with approval from PennWest Brand Strategy and Marketing/Creative Services.
Individual colleges, departments and offices may use their name underneath the PennWest University lockup on signage, stationery, marketing materials and promotional items, when approved by PennWest Brand Strategy and Marketing/Creative Services. The unit text name should always appear in the Gibson Regular typeface in PennWest Blue, centered under the PennWest lockup.

For all colleges, the cap height of the unit text should be equal to half the height of the lower case letters in “PennWest.” The name should be positioned below the word “University” at a distance equal to the cap height of the unit text itself.
Unit text size for departments and offices is dependent upon the number of words in the name. There are three acceptable unit text sizes as shown above. The unit text name should always appear in the Gibson Regular typeface in PennWest Blue, centered under the PennWest lockup.
Somerset and Venango locations of PennWest Clarion have custom lockups that include the location name as unit text. These lockups may be used in stationery, official correspondence and marketing materials for those specific locations. The name of each location is purposely larger than the names of PennWest colleges and departments.
Correct usage of all marks is critical to building and maintaining a successful brand identity. All usage of PennWest marks must follow the standards established in this Brand Style Guide. As a general rule, do not alter, separate, reposition or recreate lockups, wordmarks or brandmarks in any way. The following pages provide some examples of unacceptable usage, however please consult PennWest Brand Strategy and Marketing/Creative Services with any questions.
Do not alter colors.

Do not remove the graphic from inside of the compass.
Do not distort marks.

*Signage applications such as a vertical pole banner or blade flag may require a PennWest mark to be rotated for best use of available space. All uses of marks rotated on signage must be approved by PennWest Brand Strategy and Marketing/Creative Services.
Do not rearrange, resize or replace elements.

Do not alter fonts.
Do not use the compass separately without an approved graphic inside.

Do not combine PennWest marks with official athletic branding. The California, Clarion and Edinboro campuses maintain separate athletic brand style guides as outlined on page 49.
Using the TM symbol (trademark) or SM symbol (service mark) provides public notice that we claim rights to all PennWest marks until the marks can be officially registered with the United States Patent and Trademark Office. The TM version is intended for use on retail merchandise and products, and the SM version is intended for use on marketing and communications materials. PennWest publications and materials created for internal uses only do not require the use of a TM or SM symbol on lockups, wordmarks or brandmarks.
The Pennsylvania Western University seal is the official representation of the University, and is reserved only for ceremonial academic publications, diplomas, certificates and special correspondence. The primary usage of the seal is the full-color version shown here.
Approved secondary versions of the Pennsylvania Western University seal include the one-color variations listed above. Campus-specific color versions should be used only for projects and applications related to each campus.
The Pennsylvania Western University seal may also reproduce in white for printing on dark backgrounds.
The use of consistent typography reinforces a cohesive look in all PennWest communications.

The following pages provide standard font sets and their intended uses for PennWest University. Additional fonts may be used in marketing and communications materials as dictated by the design at the discretion and approval of PennWest Brand Strategy and Marketing/Creative Services.
**Typography**

<table>
<thead>
<tr>
<th>Proxima Nova</th>
<th>Yorkten Slab</th>
<th>Source Serif Pro</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intended for body copy and alternate headers in print and digital publications.</td>
<td>Intended for headers, subheads and call outs in print and digital publications.</td>
<td>Intended for body copy in letters and official university correspondence.</td>
</tr>
</tbody>
</table>

**Proxima Nova**

Proxima Nova Thin
Proxima Nova Thin Italic
Proxima Nova Light
Proxima Nova Light Italic
Proxima Nova Regular
Proxima Nova Regular Italic
Proxima Nova Medium
Proxima Nova Medium Italic
Proxima Nova Semibold
Proxima Nova Semibold Italic
Proxima Nova Bold
Proxima Nova Bold Italic
Proxima Nova Extrabold
Proxima Nova Extrabold Italic
Proxima Nova Black
Proxima Nova Black Italic

**Yorkten Slab**

Yorkten Slab Norm Thin
Yorkten Slab Norm Thin Italic
Yorkten Slab Norm Light
Yorkten Slab Norm Light Italic
Yorkten Slab Norm Book
Yorkten Slab Norm Book Italic
Yorkten Slab Norm Regular
Yorkten Slab Norm Regular Italic
Yorkten Slab Norm Medium
Yorkten Slab Norm Medium Italic
Yorkten Slab Norm Demi
Yorkten Slab Norm Demi Italic
Yorkten Slab Norm Bold
Yorkten Slab Norm Bold Italic
Yorkten Slab Norm ExBold
Yorkten Slab Norm ExBold Italic
Yorkten Slab Norm Black
Yorkten Slab Norm Black Italic

**Source Serif Pro**

Source Serif Pro Regular
Source Serif Pro Italic
Source Serif Pro Semibold
Source Serif Pro Semibold Italic
Source Serif Pro Bold
Source Serif Pro Bold Italic

**Gibson Regular**

Intended only for unit text as outlined on pages 33-35.

Gibson Regular
While the Adobe fonts listed on page 46 are preferred, the fonts listed below may be used as outlined when Adobe fonts are unavailable to the user.

**Times New Roman**
May be used for body copy in letters when the fonts listed on page 46 are unavailable to the user.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times New Roman Regular
*Times New Roman Italic*
*Times New Roman Bold*
*Times New Roman Bold Italic*

**Calibri**
May be used for electronic communications and presentations when the fonts listed on page 46 are unavailable to the user.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri Light
Calibri Light Italic
Calibri Regular
Calibri Bold
Calibri Bold Italic

**Arial**
May be used for electronic communications and presentations when the fonts listed on page 46 are unavailable to the user.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic
The original university marks shown here are officially retired as of July 1, 2022. All instances using these designs, as well as any variations, should be replaced with updated PennWest branding.

California

The “Cal U” wordmark may continue to be used for California Vulcan athletics only. See the link on page 49 for details.

Edinboro

The athletic eagle mark may continue to be used for Clarion Golden Eagle athletics only. See the link on page 49 for details.

Clarion

The original “E” from the “EU” graphic has evolved into a new brandmark that can be used as shown throughout this guide.

All marks containing the words “California University” or “Cal U” are retired from use as of July 1, 2022. The original tower graphic itself is not retired and can be used as a brandmark as shown throughout this guide.

All marks containing the words “Cal U” are retired from use as of July 1, 2022. The original eagle graphic itself is not retired and can be used as a brandmark as shown throughout this guide.

All marks containing the words “Edinboro University,” “EU” or the flying flags are retired from use as of July 1, 2022. The original “E” from the “EU” graphic has evolved into a new brandmark that can be used as shown throughout this guide.
The California, Clarion and Edinboro campuses will continue to maintain separate brand style guides for their respective athletics programs until further notice. Links to those guides can be found above.