

PennWest

UNIVERSITY



Brand Style Guide

Update 11-09-23





Three legacies. Two centuries. One mission.

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:



CONTENTS

Definitions	1
Nomenclature	2
Lockups	9
Wordmarks	12
Brandmarks	14
Clear Space	15
Minimum Size	18
Positioning	20
Marks with Campus Names	22
Color	24
Unit Text	33
Incorrect Usage	36
Trademark and Service Mark	41
University Seal	42
Typography	45
Retired Marks	48
Athletics	49





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)

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”

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”

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](https://www.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](https://www.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
UNIVERSITY

PennWest
CALIFORNIA

PennWest
CLARION

PennWest
EDINBORO

PennWest
GLOBAL ONLINE

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.

PennWest UNIVERSITY

PennWest ***CALIFORNIA***

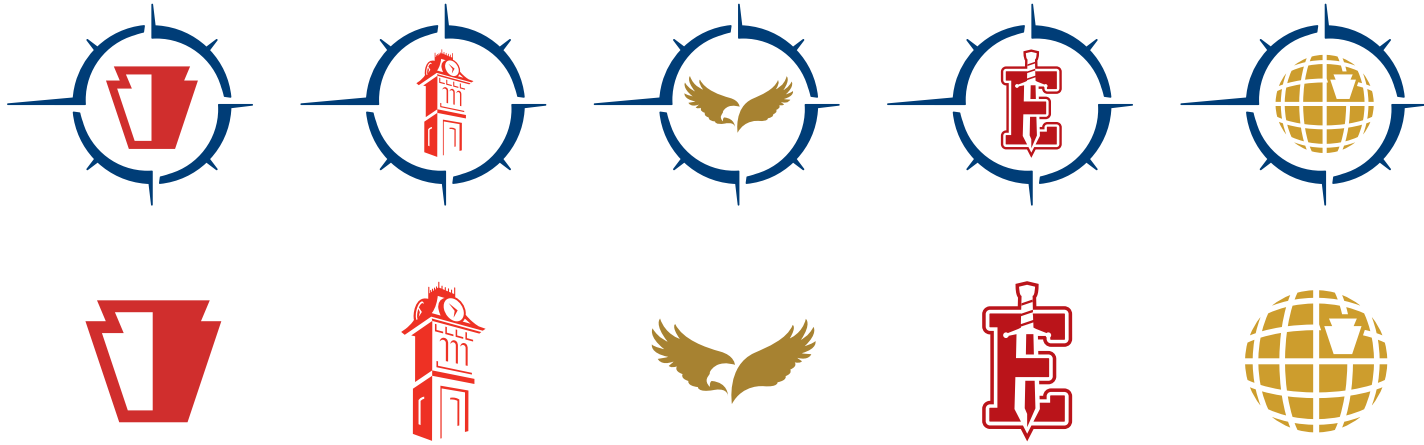
PennWest CLARION

PennWest EDINBORO

PennWest GLOBAL ONLINE

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.

BRANDMARKS



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.

CLEAR SPACE



The minimum amount of clear space between the lockup and text or another graphic element is equal to the height of the "U" in "University."



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.

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.

CLEAR SPACE



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.

MINIMUM SIZE

Do not reproduce PennWest lockups less than 1.625" wide or 200 pixels.



Do not reproduce PennWest wordmarks less than 1.25" wide or 155 pixels.



For optimal readability and clarity, PennWest lockups and wordmarks should not be reproduced smaller than the minimum sizes listed here.

MINIMUM SIZE

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.

POSITIONING



correct

Centered from the left edge of the "P" to the right edge of the circumference of the circular shape within the compass



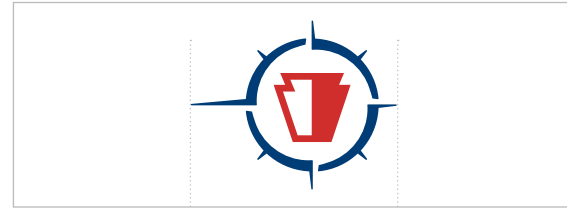
correct

Centered from the left and right edges of the circular shape within the compass



incorrect

Centered from the left and right edges of the lockup



incorrect

Centered from the left and right edges of the mark

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 landmarks, center the marks using the left and right edges of the circular shape, not the extended arrows.

POSITIONING

Yorkten Slab Norm Black	PennWest University	PennWest California	PennWest Clarion	PennWest Edinboro
Proxima Nova Light	250 University Ave. California, PA 15419	250 University Ave. California, PA 15419	840 Wood St. Clarion, PA 16214	219 Meadville St. Edinboro, PA 16444
Lockup placed below address	PennWest  UNIVERSITY SM	PennWest  CALIFORNIA SM	PennWest  CLARION SM	PennWest  EDINBORO SM

Pennsylvania Western University
250 University Ave.
California, PA 15419

**Pennsylvania
Western**
UNIVERSITYSM

**Pennsylvania Western
University**
250 University Ave.
California, PA 15419

**Pennsylvania
Western**
UNIVERSITYSM

When space is limited,
“Pennsylvania Western
University” can be split
into two lines as shown.

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.

MARKS WITH CAMPUS NAMES

Proxima Nova Bold,
all caps at size and
positioning shown.
Campuses should
always be displayed in
alphabetical order.

PennWest
UNIVERSITYSM

CALIFORNIA | CLARION | EDINBORO

PennWest
UNIVERSITYSM

CALIFORNIA | CLARION | EDINBORO | GLOBAL ONLINE

PennWest 
UNIVERSITYSM

CALIFORNIA | CLARION | EDINBORO

PennWest 
UNIVERSITYSM

CALIFORNIA | CLARION | EDINBORO | GLOBAL ONLINE

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.

Pennsylvania
Western
UNIVERSITYSM
CALIFORNIA | CLARION | EDINBORO

Pennsylvania
Western
UNIVERSITYSM
CALIFORNIA | CLARION | EDINBORO | GLOBAL ONLINE

Pennsylvania Western
UNIVERSITYSM
CALIFORNIA | CLARION | EDINBORO

Pennsylvania Western
UNIVERSITYSM
CALIFORNIA | CLARION | EDINBORO | GLOBAL ONLINE


Pennsylvania
Western
UNIVERSITYSM
CALIFORNIA | CLARION | EDINBORO


Pennsylvania
Western
UNIVERSITYSM
CALIFORNIA | CLARION | EDINBORO | GLOBAL ONLINE

COLOR

Classic Rich Vulcan Black



Classic Clarion Blue



PennWest Blue

Classic Edinboro Red



Classic Vulcan Red



PennWest Red

Classic Clarion Gold



Classic Edinboro Secondary Gold



PennWest Gold

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

COLOR



Pantone: PMS 2945 C
CMYK: 100 | 65 | 0 | 40
RGB: 0 | 61 | 119
Hex: #003d77

PennWest Blue



Pantone: PMS 1795 C
CMYK: 16 | 97 | 97 | 0
RGB: 208 | 46 | 45
Hex: #d02e2d

PennWest Red



Pantone: PMS 7406 C
CMYK: 6 | 21 | 100 | 0
RGB: 241 | 196 | 24
Hex: #f1c418

PennWest Gold

While PennWest Gold is not represented in the primary PennWest lockup, it functions as a complementary color in printed and digital communications.

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.

COLOR



PennWest Blue

Pantone: PMS 2945 C
CMYK: 100 | 65 | 0 | 40
RGB: 0 | 61 | 119
Hex: #003d77



California Red

Pantone: PMS 485 C
CMYK: 0 | 95 | 100 | 0
RGB: 218 | 41 | 28
Hex: #fa291c



Clarion Gold

Pantone: PMS 118 C
CMYK: 0 | 25 | 80 | 40
RGB: 167 | 130 | 49
Hex: #a78231



Edinboro Red

Pantone: PMS 7621 C
CMYK: 0 | 100 | 100 | 25
RGB: 187 | 19 | 26
Hex: #bb131a



Global Online Gold

Pantone: PMS 117 C
CMYK: 22 | 38 | 100 | 0
RGB: 205 | 157 | 45
Hex: #cd9d2d

In addition to PennWest Blue, campus and Global Online marks include a unique secondary color.

COLOR



Pantone: PMS 281 C
CMYK: 100 | 90 | 31 | 35
RGB: 24 | 41 | 87
Hex: #182957

Clarion Secondary Blue

Clarion Secondary Blue may be used when Clarion Gold is not available (such as a shirt color match) or when a darker color is best for the design/application.



Royal Stewart Tartan

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.

COLOR

Use the all-black version when color printing is not available.



100% Black

Use the all-blue version when only one-color printing is available.



PMS 2945 C

Use the all-white version when printing on dark backgrounds or photographs.



White

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.

COLOR



100% Black



PMS 485 C



White



100% Black



PMS 118 C



White



100% Black



PMS 7621 C



White



100% Black



PMS 117 C



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.

COLOR



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.

COLOR



On dark apparel, use the one-color white versions of PennWest lockups, wordmarks and brandmarks.



On light apparel, use the primary versions of PennWest lockups, wordmarks and brandmarks.



On neutral-colored apparel, the alternate two-color versions of PennWest lockups, wordmarks and brandmarks may be used.

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.

COLOR



PennWest Blue
Madeira® 1843
Polyneon 60 / Polyneon 75



PennWest Red
Madeira® 1637
Polyneon 60 / Polyneon 75



PennWest Gold
Madeira® 1980
Polyneon 40 / Polyneon FR



California Red
Madeira® 1588
Polyneon 60 / Polyneon 75



Clarion Gold
Madeira® 1672
Polyneon 60 / Polyneon 75



Edinboro Red
Madeira® 1838
Polyneon 60 / Polyneon 75



Global Online Gold
Madeira® 1724
Polyneon 40 / Polyneon FR

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.



The cap height of the unit text is equal to half the height of the lower case letters in "PennWest," placed below the lockup at a distance equal to the cap height of the unit text itself.

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

Small

Intended for college names and long department names.



The cap height of the unit text is equal to half the height of the lower case letters in "PennWest," placed below the lockup at a distance equal to the cap height of the unit text itself.

Medium

Intended for unit text with 2-4 words.



The cap height of the unit text is equal to the distance between the top of the keystone and the top of the north point of the compass, placed below the lockup at the distance shown.

Large

Intended for unit text with 1-2 words.



The cap height of the unit text is equal to the cap height of the word "University," placed below the lockup at the distance shown.

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.

INCORRECT USAGE

Do not alter colors.



Do not remove the graphic from inside of the compass.



INCORRECT USAGE

Do not distort marks.



correct



correct



incorrect



incorrect

Do not rotate marks.*



correct



incorrect



correct*

*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.

INCORRECT USAGE

Do not rearrange, resize or replace elements.



correct



correct



incorrect



incorrect

Do not alter fonts.



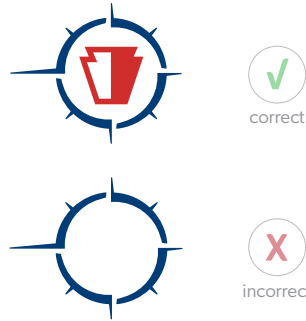
correct



incorrect

INCORRECT USAGE

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.





The TM symbol should be used with all PennWest marks on retail merchandise and products.



The SM symbol should be used with all PennWest marks on marketing and communications materials.

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.

UNIVERSITY SEAL



PennWest Blue

Pantone: PMS 2945
 CMYK: 100 | 65 | 0 | 40
 RGB: 0 | 61 | 119
 Hex: #003d77



Black



California Red

Pantone: PMS 485 C
 CMYK: 0 | 95 | 100 | 0
 RGB: 218 | 41 | 28
 Hex: #fa291c



Clarion Gold

Pantone: PMS 118 C
 CMYK: 0 | 25 | 80 | 40
 RGB: 167 | 130 | 49
 Hex: #a78231



Edinboro Red

Pantone: PMS 7621 C
 CMYK: 0 | 100 | 100 | 25
 RGB: 187 | 19 | 26
 Hex: #bb131a



Global Online Gold

Pantone: PMS 117 C
 CMYK: 22 | 38 | 100 | 0
 RGB: 205 | 157 | 45
 Hex: #cd9d2d

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.

UNIVERSITY SEAL



White

The Pennsylvania Western University seal may also reproduce in white for printing on dark backgrounds.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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.

Proxima Nova

Intended for body copy and alternate headers in print and digital publications.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

- Proxima Nova Thin
- Proxima Nova Thin Italic*
- Proxima Nova Light
- Proxima Nova Light Italic*
- Proxima Nova Regular
- Proxima Nova 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

Intended for headers, subheads and call outs in print and digital publications.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

- 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

Intended for body copy in letters and official university correspondence.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

- 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.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

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 Italic

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

RETIRED MARKS

California

~~CAL U~~

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

~~CAL U | CALIFORNIA UNIVERSITY
OF PENNSYLVANIA~~



~~CALIFORNIA UNIVERSITY
OF PENNSYLVANIA~~



~~CALIFORNIA
UNIVERSITY
OF PENNSYLVANIA~~

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.

Clarion



~~CLARION
UNIVERSITY~~



~~CLARION
UNIVERSITY~~

~~CLARION
UNIVERSITY~~



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

All marks containing the words "Clarion University" 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.

Edinboro



~~EDINBORO
UNIVERSITY~~



~~EDINBORO
UNIVERSITY~~

~~EDINBORO
UNIVERSITY~~



~~EDINBORO UNIVERSITY~~

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 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.

ATHLETICS

California



[California Vulcans Brand Style Guide](#)

Clarion



[Clarion Golden Eagles Brand Style Guide](#)

Edinboro



[Edinboro Fighting Scots Brand Style 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.