



Policy AD007: Logo Standards

Recommended for Approval by: James Geiger

James Geiger, Vice President for University Advancement

Approved by:

Dr. Dale-Elizabeth Pehrsson

Dr. Dale-Elizabeth Pehrsson, President

Effective Date: 2/24/2023

A. Intent

The style guide was created to represent 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.

B. Definition(s)

C. Policy

All use of logos, wordmarks, brandmarks, lockups, colors and names is governed by the official Pennsylvania Western University Brand Style Guide, found [here](#).

D. Procedure(s)

Use of logos, wordmarks, brandmarks, lockups, colors and names is governed by the official Pennsylvania Western University Brand Style Guide, found [here](#)

E. Related policies

F. Contact Information

creativeservices@pennwest.edu

G. Policy Review Schedule

All policies will be reviewed every two years or on an as needed basis if a change in BOG, PASSHE or Pennsylvania law would create the need for an immediate change.