Student Brand Guidelines

The Penn brand is designed to create a cohesive visual experience for all Schools, Divisions, Departments, and Centers.

Brand is the story you're telling to engage with your audience, from tangible items like the name, logo, and website to intangible components that help build trust and connections. Brand is not a static process; it constantly grows and adapts. This student style guide is to help new and existing student organizations create authentic, message-driven brand identities by incorporating the spirit of the Penn brand without violating University trademarks.

Academic and Professional Departmental Clubs
If your club is formally associated with one of Penn’s 12 schools, please follow your school’s branding guidelines for student organizations.

Process
All student organizations will go through an annual approval process of their logo design through the Office of Student Affairs (OSA).
Naming Your Student Organization

When creating a new student organization, best practice is to be clear and acknowledge that you are a student organization within your logo. Below are examples of this best practice and other suggestions:

- Assembly of International Students [uses Student in name]
- Penn Coffee Club [Focus is on the activity and relationship with Penn]
- Stimulus Children’s Theatre Co. [A Platt group, but no mention of Penn or student]
- Penn Alternate Breaks [Civic House affiliated group that conducts annual service trips]
- Latinx Coalition [A 6B umbrella coalition, affiliated with La Casa Latina]
- PDM Executive Student Council [student government group in School of Dental Medicine]

Online Guidelines

Websites, Social Media, Apps

All online presence for Penn student organizations must clearly say that the group is “A Student Organization at the University of Pennsylvania.”

Example:
Penn Student Club | A Student Organization at the University of Pennsylvania
Logo Guidelines

✓ Student organization logos may use:

The University Name:
  • Penn or University of Pennsylvania

Student Club at Penn

The University primary colors:
  • Penn Red (PMS 201) Penn Blue (PMS 288)

✗ Student organization logos may not use:

• The University Shield
• Any elements (dolphin, books, chevron) of the Penn Shield
• The University Shield with banner
• The University Shield with flourish
• The Athletic Split P or all-caps Athletic PENN
• The University Seal
• UPENN or UPenn or UofPenn
Resources for Additional Guidance

**Business Services**
All promotional products and branded apparel must be printed using a Penn licensed supplier. These companies have agreed to adhere to the University's Code of Workplace Conduct for Penn Licensed Product Manufacturers, which outlines a set of production standards and labor practices.

**Penn Student Design (PSD)**
A student-run design agency with trained designers and developers. PSD operates under Penn Student Agencies, a network of student run businesses at Penn.