



PennState
College of Education

STYLE GUIDE

Version 1.0 | September 2023

INTRODUCTION

Since 1923, the Penn State College of Education has cultivated the minds of thinkers and leaders across all sectors of society. Today, we acknowledge our rich legacy as one of Penn State's 16 academic colleges—while bringing a distinctly progressive approach to the evolving world of education.

This guide offers a structural and stylistic framework for all materials representing and pertaining to the College. It provides a benchmark for clarity and consistency across all College of Education communications, while allowing space for the natural evolution of the brand.

Note: For overarching guidance on brand essence, standards, and applications, refer to Penn State's institutional guidelines at: www.brand.psu.edu

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WHO WE ARE

This section serves as an introduction to the College's strategic messaging. It is an internal reference framework meant to guide all marketing communications. Four campaign brand pillars serve as a guide; they are intended to be broad enough to cover messaging across multiple audiences.

Brand Purpose

EDUCATING WITH UNAPOLOGETIC INTEGRITY

While much of the world thinks in “they,” the Penn State College of Education thinks and acts in “we.” We cannot, we will not, let inequities persist—not when we have the power and determination to effect immediate and long-lasting change.

With renewed purpose we are outlining a new way forward, into the unknown. The ambition and conviction this requires has unlocked an emotional electricity in our dedicated collaborative and is powering long-overdue change. Bursting with unstoppable and infectious energy, our community is inspired and inspiring, vigorous and vulnerable, focused and forward-thinking as we take on society’s most critical issues, committed to a better future for all, no matter how challenging the road may be. Through innovative research, ever-evolving pedagogy and a nimbleness for nuance, we are debugging the system: redefining every aspect of education and preparing its future leaders to do the same—impacting the world for generations to come.

Note: Educating With Unapologetic Integrity is not a headline and should never be used in externally facing materials.

STRATEGIC PILLARS

The brand pillars highlight key ways the College delivers on its brand purpose. They are strategic supports that inform brand communications, but are not intended to be externally-facing copy.”

Our Enterprise

CHANGING EDUCATION BY EDUCATING FOR CHANGE

From theory to research to practice, we're addressing educational inequity from all angles; enhancing diversity and inclusivity; and redefining approaches to both content and context. Eager to effect change on our interconnected and yet divided world, we're breaking down barriers from inside the system and providing more pathways to purpose.

Our Ecosystem

ONE COMMUNITY, EXPANSIVE OPPORTUNITY

With missions rooted in service, the College is strengthened by the vast knowledge and opportunities across the Penn State system. Interdisciplinary programs with other PSU Colleges allow us to tackle issues in innovative ways; extensive resources enable transformative R1 research; and our expansive network opens possibilities wherever we go.

Our Culture

A COLLECTIVE OF CATALYSTS

Connected and driven by our unshakable, shared purpose, we are a fierce and fearless community of doers. Through transparency and collaboration; an appreciation for intersectionality, lived experiences and learning styles; research and holistic pedagogy; we're cultivating conditions for equitable inquiry and education here and in our future work.

Our Impact

LEADING & LEARNING FOR A JUST FUTURE

Unwilling to settle for anything less than true systemic change, we are leading ourselves, our discipline and the world toward a future unknown. With the courage of our convictions, we're paving the way as we go—driving education forward to drive society forward.

HOW WE TELL OUR STORY

PERSONALITY

Our brand tone is frank, forward-thinking, and inspired—while holding true to our core values of community and collaboration. The work we produce should express our aspiration for a greater future while fostering enthusiasm, optimism, and trust within our audience.

These tone words serve as a guide for the communications, and inspire design and copy that will support the College of Education’s refreshed identity:

RESOLUTE

We are unwavering in our ambition to shape a more equitable society. Driven by this shared sense of purpose, we’re poised for what lies ahead.

FORTHRIGHT

We are earnest and concise, willing to have the hard conversations and to face today’s challenges head-on.

FERVENT

Our passion is electric, and our shared spirit of commitment can be felt across all collateral.

INCLUSIVE

We’re a close-knit and intersectional community of thinkers and doers. Our appreciation for diverse perspectives brings us even closer together as we work toward our shared vision for the future.

HONEST

We are direct, authentic, and without pretense—a grounded and trustworthy source of hope in complex times.

BRAND RATIONALE

The Brand Rationale is a creative expression of the College’s refreshed identity. The more we can capture and recreate the underlying spirit of the rationale, the better we can create compelling, brand-aligned content.

What does a more equitable world look like?

We don’t have all the answers just yet. But we have each other, and an unshakable faith in what’s possible. As one fierce collective, we’re on fire to create change—inspiring the next generation of educational leaders to shake the foundations of the system and bring ever-nimble equity into the everyday.

Together, we’re defying expectations. Joining diverse perspectives, championing justice, and giving shape to our vision of a more inclusive future.

COPY VOICE

Our copy style is bold and direct at first glance—an unambiguous call to action. At the same time, it’s approachable and community-oriented—not brash, but confident, spirited, and collaborative.

While so much of the world thinks in “they,” we pride ourselves on thinking and acting in “we.” Let’s strive to use that first-person perspective wherever possible to solidify the College’s shared spirit and unity.

HEADLINE COPY

The headline is our first and best opportunity to grab the reader’s undivided attention and hook them in. Our headline should communicate quickly and with impact and should be crafted with the brand tone words in mind.

Headline Examples

When we see problems, together we tackle them

The future we demand, demands action

Powered by perspective

BODY COPY

Body copy is any long-form messaging that exists to communicate a story or idea outside of a headline or simple sentence. While our headlines can open with a wink or a nod, our body copy should be clear and informative. Our breezy style can lift up heavier topics, but our ideas should stay grounded, never losing sight of the importance of the topic at hand.

Body Example

We’re working toward a more just future. We don’t know exactly what that looks like yet, but we’re collaborating right here and now to make it happen. Inspired by each other and our unique perspectives, our faith in what lies ahead is unshakable. Together, our impact extends near and far.

VISUAL STYLE

Through the use of unique accent colors, textures, and shapes, we've created a nuanced extension of Penn State's institutional branding that pays homage to our roots while exploring new possibilities.

COLOR PALETTE

Drawing inspiration from Penn State’s institutional accent color palette, we extended our palette to tell a vibrant color story that speaks to the College of Education’s exciting future.

Secondary Palette

While we should rely on Nittany Navy and Pugh Blue as a baseline for headlines—accenting designs with Penn State’s bright secondary colors adds on a lively, energetic feel. A new addition, Reflective Beige can be used for headlines and sparingly for backgrounds.

Progress Shapes Palette

Reserved exclusively for use in our progress shapes, this color palette conveys a sense of energy, vibrancy, and movement.

Note: Please refer to the institutional color guidelines at [Penn State Institutional Brand Colors](#)

PRIMARY COLOR

NITTANY NAVY

R0 G30 B68
HEX #001E44
C100 M90 Y13 K68
PMS 282

SECONDARY COLORS

PUGH BLUE

R150 G190 B230
HEX #96BEE6
C40 M14 Y0 K0
PMS 284

BEAVER BLUE

R30 G64 B124
HEX #1E407C
C100 M76 Y94 K18
PMS 287

WHITE OUT

R255 G255 B255
HEX #FFFFFF
C0 M0 Y0 K0

REFLECTIVE BEIGE

R233 G228 B226
HEX #E9E4E2
C7 M3 Y6 K0

DAWN OF DISCOVERY

R242 G102 B94
HEX #F2665E
C0 M75 Y60 K0

PROGRESS SHAPES COLORS

LAWLESS PURPLE

R201 G41 B242
HEX #1E4D2B
C25 M92 Y0 K0

PERSPECTIVE PURPLE

R128 G44 B242
HEX #1E4D2B
C76 M78 Y0 K0

CLARITY BLUE

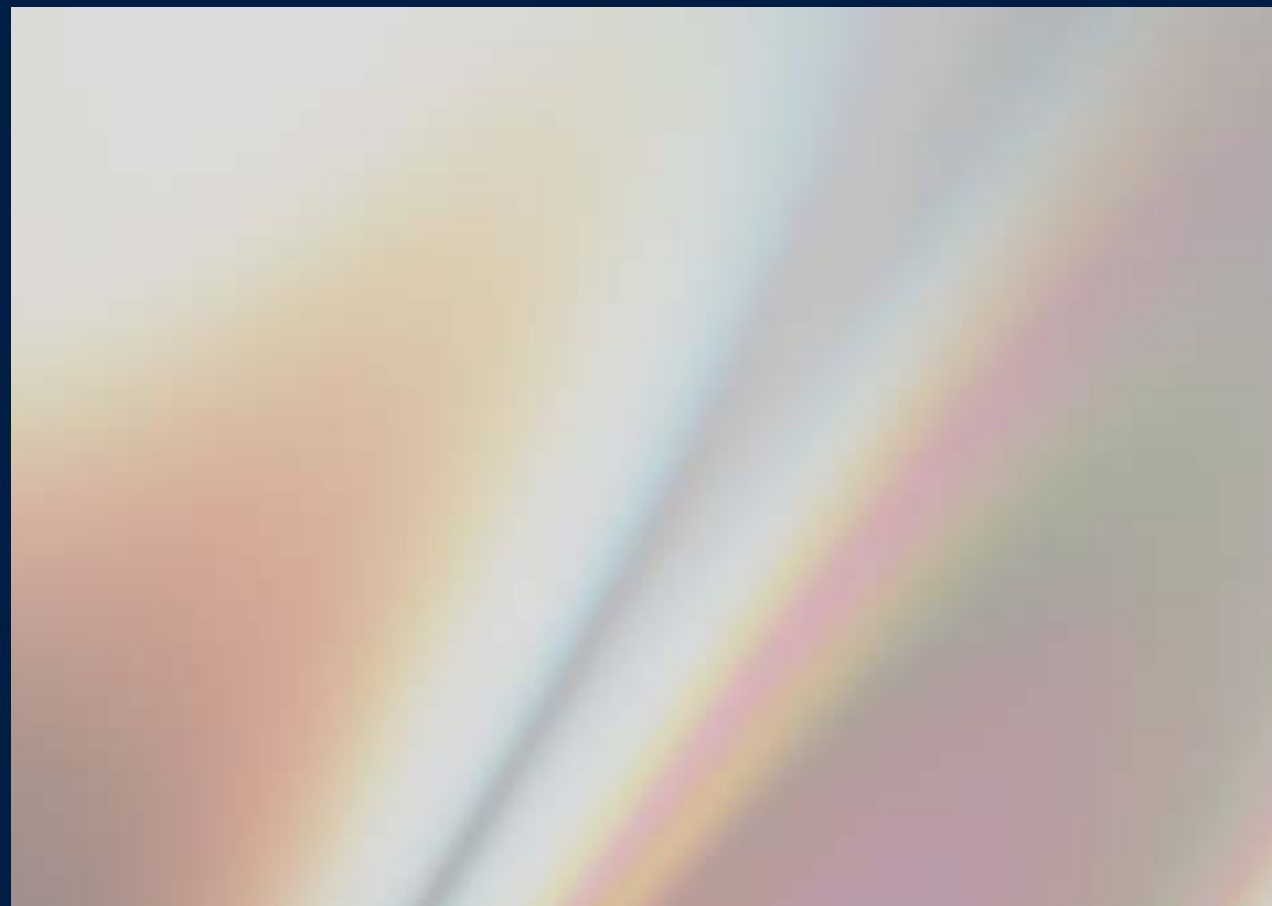
R44 G228 B255
HEX #1E4D2B
C65 M3 Y0 K0

MATERIALS

Incorporating materials such as reflectivity, iridescence, and colorful layered translucency can assist in bringing our brand messaging to life in the world.

The use of an iridescent motif offers the opportunity for reflection, while the subtle coloration resembles a bright, yet unsolved journey.

A reflective treatment allows viewers to see themselves in the work and recognize the important role they play. Additionally, it pays homage to the WE ARE sculpture on the Penn State campus.



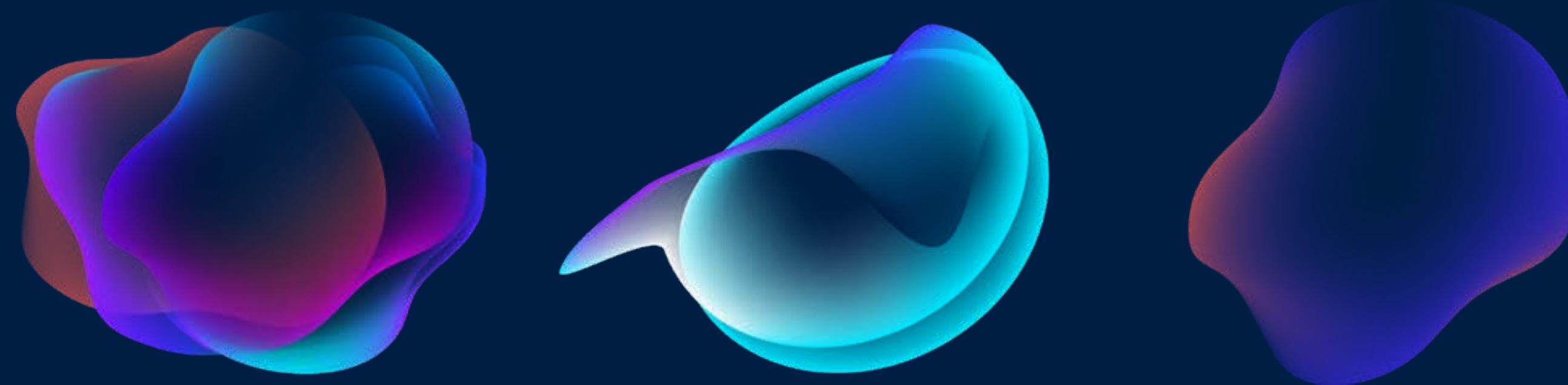
PROGRESS SHAPES

Our Progress Shapes are fluid forms suggestive of dynamism and motion—representing the intersectionality of perspectives at the College of Education, while alluding to our ever-evolving identity as we work toward a shared vision.

2D Progress Shapes

2D Progress Shapes are used in a macro way to provide subtle ambiance, and can be layered to create a sense of movement.

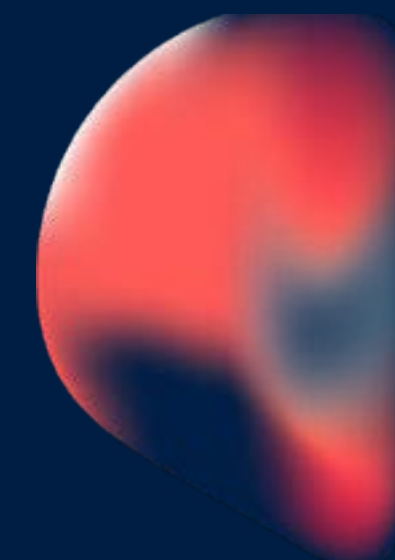
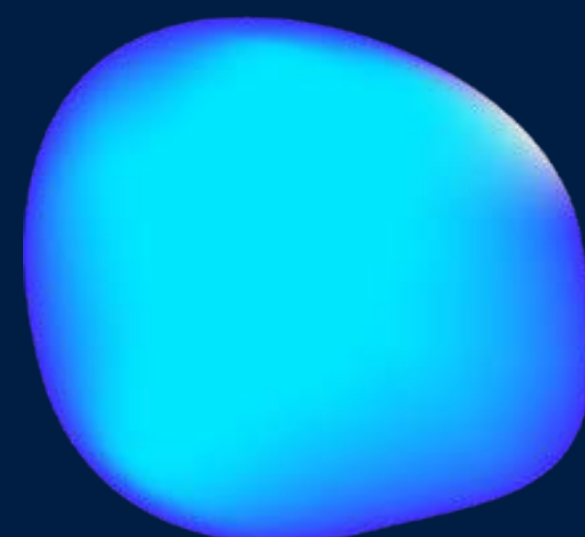
When composing and layering type with Progress Shapes, be sure to consider the directionality of which the type is revealed to ensure that the tone of the layering remains optimistic.



PROGRESS SHAPES (CONT.)

3D Progress Shapes

3D Progress Shapes are used as accents to add emphasis, interest, texture, movement and fluidity to the composition



PROGRESS SHAPES (CONT.)

Image Progress Shapes

These are holding shapes for photography used to add visual interest and eye-catching emphasis. Only portrait photography should be used within Progress Shapes.



PROGRESS SHAPES EXAMPLES

2D PROGRESS SHAPES



3D PROGRESS SHAPES



TYPOGRAPHY

TYPEFACES

Our fonts Proxima Nova and Serifa are taken directly from the Penn State institutional brand, a nod to our role as one of Penn State's Colleges.

Proxima Nova
Extra Condensed Bold
Proxima Nova
Extra Condensed Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Note: Please refer to the institutional font guidelines at [Penn State Institutional Brand Fonts](#)

Serifa
Serifa Italic
Serifa Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz*

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz**

HEADLINE STYLING

Headline Stylings help us express the action within our journey. We use warping for movement and emphasis, leaning into the fluctuation and evolution of thought that is required for change.

Warp

Text warp can be used on a headline to assist in evoking a sense of welcomed fluctuation or change.

**WE RUN
AT THEM**

Type on Path

An additional technique to add movement to headlines. Please refer to the toolkit for implementation instructions.

**THE FUTURE
WE DEMAND
DEMANDS
ACTION**

HEADLINE STYLING (CONT.)

Halftone Fill

A dotted Halftone Fill can be layered and placed behind words in our headlines to add emphasis. Please refer to the toolkit for usage.

**POWERED BY
PERSPECTIVE**

HEADLINE STYLING (CONT.)

Pattern & Halftone Fill

Headlines can be used as a staggered grid to fill backgrounds for dramatic effect. A contrasting color can be used to place emphasis on certain words. Additionally the Halftone Fill provided in the toolkit can be used as a treatment, as seen on the far right.



HEADLINE STYLING (CONT.)

Impact Warp

The Impact Warp effect can be used to convey a perspective-shifting impact or emphasis on a headline or title. It can additionally feature a supporting sub-headline that can repeat horizontally across the headline effect.



PHOTOGRAPHY

PHOTOGRAPHY

Our photography style embodies a fusion of diversity and a profound sense of place within academia. Through the lens, it should capture the vibrant tapestry of individuals from all walks of life, reflecting the inclusive and welcoming spirit of our community and our mission.



STYLES IN USE





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For questions regarding the
Penn State College of Education
Style Guide please contact:

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