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For more information about the PSAC brand identity or for permission to reproduce any of the artwork included in this guide, please contact:

**Pennsylvania State Athletic Conference**

204 Ulmer Hall
Lock Haven University
Lock Haven, PA 17745

570.484.2512

psacsports.org
Dear PSAC Participants, Fans and Friends:

It is with great pleasure that we present to you an exciting new look for the Pennsylvania State Athletic Conference and our membership. Beginning in 2017, the PSAC will showcase a new series of logos that will bring a distinct identity to our league, as well as the proud association we have with our 18 member institutions.

The Conference’s new look is credited to a successful partnership with Joe Bosack & Co. as well as valued input from various PSAC constituents. The result is a series of marks which exhibit our geographic commonality as institutions throughout Pennsylvania while also featuring each school with their own recognizable elements. In addition, we are delighted to unveil a series of designs that highlight the opportunities and accomplishments provided through our 23 championship sports.

It is an exciting time as we build upon over 65 years of tradition and usher in a new look for the PSAC. We hope you share in our enthusiasm!

Steve Murray, PSAC Commissioner
NOTE: Due to the inconsistent calibration of screens and desktop printers, always refer to the Pantone® specifications for accurate color reproduction.

COLOR INFORMATION

Pantone 293

C: 100  M: 69  Y: 0  K: 4
R: 0  G: 61  B: 165
Madiera: 1177
HTML: 003DA5

Pantone 429

C: 21  M: 11  Y: 9  K: 23
R: 162  G: 170  B: 173
Madiera: 1011
HTML: A2AAAD
The Pennsylvania State Athletic Conference is comprised of three closely related logos, the primary logo (shown here), the primary logo horizontal type lock up (page 6) and the primary logo vertical type lock up (page 7).

The primary logo for the PSAC is available as a two color variant and a one color variant.

One color logos may appear in all blue or all gray as shown here.

**NOTE:** The two color version of the primary logo always travels with a white outline. This allows the logo to function on any background color and simply fades into the background when placed on white.
The primary logo is also available in a horizontal type lockup. These lockups are available as a two color variant and one color variants.

One color logos may appear in all blue or all gray as shown here.

NOTE: On dark backgrounds, the TM, vertical Bar and type reverse to white.
The primary logo is also available in a vertical type lockup. These lockups are available as a two color variant and one color variants.

One color logos may appear in all blue or all gray as shown here.

**NOTE:** On dark backgrounds, the TM and type reverse to white.
An area of isolation should be maintained around all logos at all times. This area is equivalent to half the cap height of the letters PSAC, as shown here.
Minimum size requirements have been established for embroidery applications, the same requirements apply to patches.

These requirements do not apply to print or digital applications where the clarity of the logos can be maintained at smaller sizes.
The font that has been specified for the PSAC identity is Encode Sans. This is an open source font and is available for download from the digital font foundry Impallari.

Encode is also available as a web font for use in digital applications.

**ENCODE SANS Normal Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
cdefghijklmnopqrstuvwxyz
1234567890

**ENCODE SANS Normal Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
cdefghijklmnopqrstuvwxyz
1234567890
MEMBER SPECIFIC COLORWAYS
The primary logo is also available in school specific color for use on uniforms, equipment, arena/stadium decor and playing surfaces.

All color combinations for Bloomsburg University are shown here.

Full Color

One Color

Pantone 209

Pantone 129
The primary logo is also available in school specific color for use on uniforms, equipment, arena/stadium decor and playing surfaces.

All color combinations for California University are shown here:

**Pantone 185**

**Black**
The primary logo is also available in school specific color for use on uniforms, equipment, arena/stadium decor and playing surfaces.

All color combinations for Cheyney University are shown here:
The primary logo is also available in school specific color for use on uniforms, equipment, arena/stadium decor and playing surfaces.

All color combinations for Clarion University are shown here:
The primary logo is also available in school specific color for use on uniforms, equipment, arena/stadium decor and playing surfaces.

All color combinations for East Stroudsburg University are shown here:

- Pantone 199
- Black
EDINBORO UNIVERSITY

The primary logo is also available in school specific color for use on uniforms, equipment, arena/stadium decor and playing surfaces.

All color combinations for Edinboro University are shown here:

Pantone 186
The primary logo is also available in school specific color for use on uniforms, equipment, arena/stadium decor and playing surfaces.

All color combinations for Gannon University are shown here:
SCHOOL SPECIFIC COLOR USAGE

INDIANA UNIVERSITY of PENNSYLVANIA

The primary logo is also available in school specific color for use on uniforms, equipment, arena/stadium decor and playing surfaces.

All color combinations for Indiana University of Pennsylvania are shown here:
The primary logo is also available in school specific color for use on uniforms, equipment, arena/stadium decor and playing surfaces.

All color combinations for Kutztown University are shown here:

Pantone 195
Pantone 871
SCHOOL SPECIFIC COLOR USAGE

LOCK HAVEN UNIVERSITY

The primary logo is also available in school specific color for use on uniforms, equipment, arena/stadium decor and playing surfaces.

All color combinations for Lock Haven University are shown here:

Pantone 194
The primary logo is also available in school specific color for use on uniforms, equipment, arena/stadium decor and playing surfaces.

All color combinations for Mansfield University are shown here:

- Pantone 187
- Black
The primary logo is also available in school specific color for use on uniforms, equipment, arena/stadium decor and playing surfaces.

All color combinations for Mercyhurst University are shown here:
The primary logo is also available in school specific color for use on uniforms, equipment, arena/stadium decor and playing surfaces.

All color combinations for Millersville University are shown here:
SCHOOL SPECIFIC COLOR USAGE

UNIVERSITY OF PITTSBURGH AT JOHNSTOWN

The primary logo is also available in school specific color for use on uniforms, equipment, arena/stadium decor and playing surfaces.

All color combinations for The University of Pittsburgh at Johnstown are shown here:

- Pantone 281
- Pantone 4515
The primary logo is also available in school specific color for use on uniforms, equipment, arena/stadium decor and playing surfaces.

All color combinations for Seton Hill University are shown here:

- Pantone 200
- Pantone 142
The primary logo is also available in school specific color for use on uniforms, equipment, arena/stadium decor and playing surfaces.

All color combinations for Seton Hill University are shown here:
The primary logo is also available in school specific color for use on uniforms, equipment, arena/stadium decor and playing surfaces.

All color combinations for Slippery Rock University are shown here:

- Pantone 342
- 30% Black
The primary logo is also available in school specific color for use on uniforms, equipment, arena/stadium decor and playing surfaces.

All color combinations for West Chester University are shown here.
Use of the primary logo on uniforms is strongly encouraged, preferred application and sizes are listed here. Member specific colorways for the primary logo are available and included in this guide on pages 11-29.

In situations where it is deemed not possible to put the logo in the preferred location, please first confirm with the PSAC office before placing logo in an alternate location.

NOTE: The member specific two color version of the primary logo is the preferred logo for use on uniforms. If the two color logo is not an option, the one color version may be used.
2" wide, positioned on the jersey, left or right chest opposite the manufacturer's logo. If not possible, position on left or right sleeve. The member specific two color version of the primary logo is the preferred logo.

If the two color logo is not an option, the one color version may be used.

In situations where it is deemed not possible to put the logo in the preferred location, please first confirm with the PSAC office before placing logo in an alternate location.
Primary logo 2” wide, positioned on the jersey, left or right chest opposite the manufacturers logo. If not possible, position on the nape of the neck. The logo should also be placed 2” on the left side of the shorts either two inches below the waist band or one inch above the hem. The member specific two color version of the primary logo is the preferred logo.

If the two color logo is not an option, the one color version may be used.

In situations where it is deemed not possible to put the logo in the preferred location, please first confirm with the PSAC office before placing logo in an alternate location.
Primary logo 2” wide, positioned on the jersey, left or right chest opposite the manufacturer’s logo. If not possible, position on the nape of the neck. The member specific two color version of the primary logo is the preferred logo.

If the two color logo is not an option, the one color version may be used.

In situations where it is deemed not possible to put the logo in the preferred location, please first confirm with the PSAC office before placing logo in an alternate location.
Primary logo 2.5” wide, positioned on the jersey, left or right chest opposite the manufacturer’s logo. The member specific two color version of the primary logo is the preferred logo.

If the two color logo is not an option, the one color version may be used.

In situations where it is deemed not possible to put the logo in the preferred location, please first confirm with the PSAC office before placing logo in an alternate location.
Primary logo 2” wide, positioned on the left sleeve, or 3” wide to the player’s golf bag. The member specific two color version of the primary logo is the preferred logo.

If the two color logo is not an option, the one color version may be used.

In situations where it is deemed not possible to put the logo in the preferred location, please first confirm with the PSAC office before placing logo in an alternate location.
Primary logo 2” wide, positioned on the jersey, left or right chest opposite the manufacturers logo. If not possible, position on the nape of the neck. The member specific two color version of the primary logo is the preferred logo.

If the two color logo is not an option, the one color version may be used.

In situations where it is deemed not possible to put the logo in the preferred location, please first confirm with the PSAC office before placing logo in an alternate location.
Primary logo 2" wide, positioned on the jersey, left or right chest opposite the manufacturers logo. The member specific two color version of the primary logo is the preferred logo.

If the two color logo is not an option, the one color version may be used.

In situations where it is deemed not possible to put the logo in the preferred location, please first confirm with the PSAC office before placing logo in an alternate location.
SOFTBALL

2” wide, positioned on the jersey, left or right chest opposite the manufacturer’s logo. If not possible, position on left or right sleeve. The member specific two color version of the primary logo is the preferred logo.

If the two color logo is not an option, the one color version may be used.

In situations where it is deemed not possible to put the logo in the preferred location, please first confirm with the PSAC office before placing logo in an alternate location.
2” wide, positioned on the jersey, left or right chest opposite the manufacturers logo. If not possible, use the following:

- On t-shirts, position on the left or right sleeve.
- On sleeveless, position on the nape of the neck.

The member specific two color version of the primary logo is the preferred logo.

If the two color logo is not an option, the one color version may be used.

In situations where it is deemed not possible to put the logo in the preferred location, please first confirm with the PSAC office before placing logo in an alternate location.
VOLLEYBALL

2” wide, positioned on the jersey, left or right chest opposite the manufacturers logo, or on the left or right sleeve if using long-sleeved design. If not possible, position on the nape of the neck. The member specific two color version of the primary logo is the preferred logo.

If the two color logo is not an option, the one color version may be used.
Use of the primary logo on playing surfaces is strongly encouraged.

Primary logo 6 feet wide, is the preferred logo for basketball courts. It should be positioned on the basket side of the free throw line. The member specific two color version of the primary logo is the preferred logo.

If the two color logo is not an option, the one color version may be used.
Use of the primary logo on playing surfaces is strongly encouraged.

Primary logo 8 yards wide, is the preferred logo for football fields. It should be positioned centered between the 20 and 30 yard line between the hash mark and the number, facing the TV angle. The member specific two color version of the primary logo is the preferred logo.

If the two color logo is not an option, the one color version may be used.
COMMON MISUSE

- Never use unapproved colors
- Never combine logos
- Never reverse color placement
- Never rotate the logo
- Never alter the proportions
- Never skew the logo
- Never alter the proportions
- Never add graphic components i.e. drop shadow
- Never alter the typography
- Never alter the typography
- Do not use retired logos
Perpetual championship logos have been created for all PSAC sports. These logos are administered through the league office and any use must be approved prior to application.
Customizable champions logos have been created for all sports and are available through the conference office.
Pennsylvania State Athletic Conference
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Lock Haven University
Lock Haven, PA 17745

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psacsports.org