

ACTIVATE FONTS

Go to <https://fonts.adobe.com> and login with your Penn State credentials

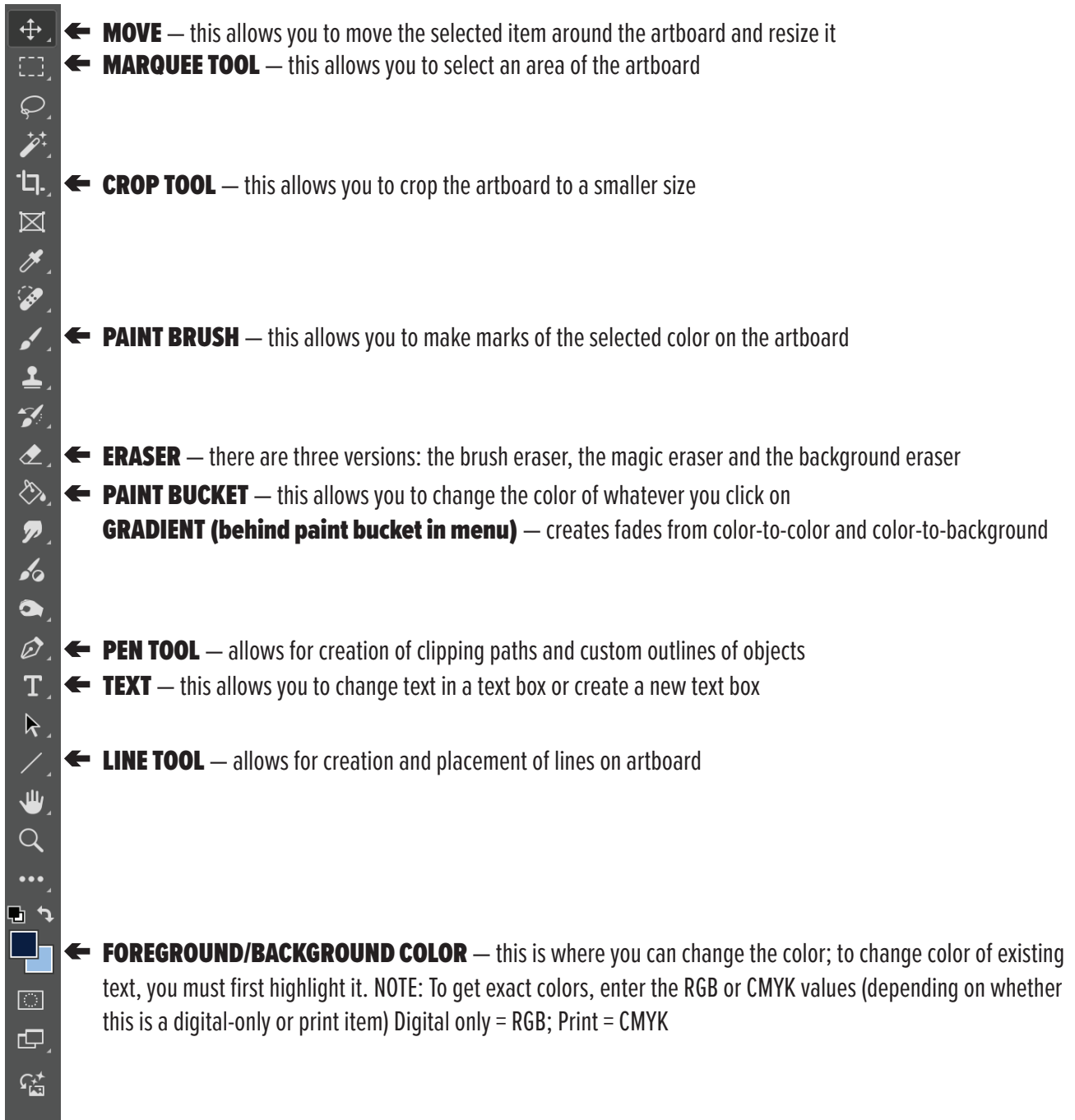
Make sure to activate the following fonts:

Proxima Nova Extra Condensed

Serifa

PHOTOSHOP TOOLS YOU'LL NEED TO KNOW

NOTE: If you the tools window is not visible, go to the “Window” menu and select “Tools.”



OFFICIAL BRAND COLORS

PRIMARY COLOR



NITTANY NAVY

RGB: R-0, G-30, B-68

CMYK: C-100, M-90, Y-13, K-68

HEX: #001E44

PMS 282

SECONDARY COLORS

(can be used as accents or occasionally in lieu of Nittany Navy as primary color)



BEAVER BLUE

RGB: R-30, G-64, B-124

CMYK: C-100, M-76, Y-0, K-18

HEX: #1E407C

PMS 287



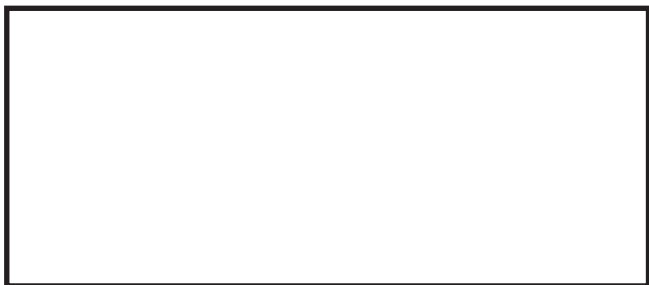
PUGH BLUE

RGB: R-150, G-190, B-230

CMYK: C-100, M-76, Y-0, K-18

HEX: #96BEE6

PMS 284

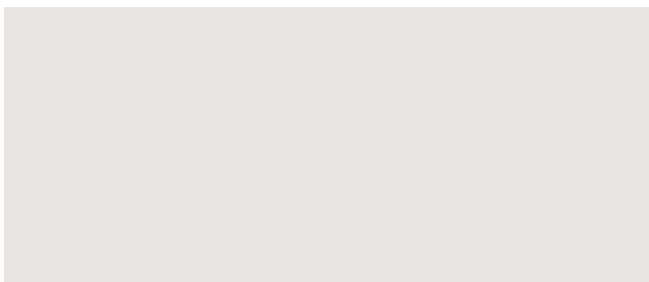


WHITE OUT

RGB: R-255, G-255, B-255

CMYK: C-0, M-0, Y-0, K-0

HEX: #FFFFFF



REFLECTIVE BEIGE

RGB: R-233, G-228, B-226

CMYK: C-7, M-3, Y-6, K-0

HEX: #E9E4E2

IMPORTING PHOTOS/IMAGES

Open the image in Photoshop by going to “File,” then clicking “Open.”

When the image opens in a separate tab, turn that tab into its own window by clicking and dragging the item off the top tab bar.

Then click and drag the image from the window onto the artboard.

The image can be resized by going to the “Edit” menu and selecting “Transform” and then from the submenu, select “Scale.”

To resize proportionally, hold the Shift key while clicking and dragging from one of the image’s corners until the desired size. **Failure to resize proportionally will result in distorted and skewed images (including logomarks) and will be cause for an item to be returned as needing corrections.**

INCREASING/DECREASING FONT POINT SIZE

Using the text tool, select the text box. Highlight all the text in the box, using control + a if using a PC or command + a if using a Mac.

Select the “Properties” tab on the right side. If the “Properties” tab is not open, go to the “Window” menu and select “Properties.”

In the “Properties” tab, adjust the font size to the desired size. There are preloaded sizes to choose from or you may manually enter your own value.

LEGAL STATEMENTS/UBR NUMBER

At the bottom of the flyer template, you’ll notice a series of legal statements. Depending on what your flyer is advertising, you may only need some of these statements. ALL flyers must carry the alternative media statement and the Affirmative Action/Equal Opportunity statement. If what is being advertised is an event, then the accommodations statement is also required. In that statement, you’ll notice a blank. It is here where you will replace the blank with the name and contact information (an email address is sufficient) for whoever would be in charge of arranging any needed accommodations for someone who wishes to participate.

Once the flyer is completed, the flyer must be submitted to edrelations@psu.edu for approval under the University Brand Review (UBR) process. Once submitted, a member of the marketing and communications team will review the flyer and either approve it or will return the item to the sender and notify them of the edits needed for it to gain UBR compliance. Once the edits are made, return the revised version to edrelations@psu.edu. This process will continue until the material is compliant with UBR regulations, at which time it will be issued a UBR number in the following format: UBR EDU XX-XX. Unless instructed otherwise by marketing and communications staff, that UBR number must be displayed on the flyer, usually after the legal statements.

USE OF 2-D PROGRESS SHAPES

Progress shapes are the signature element of the college's new branding.

Progress shapes are suggestive of fluidity, dynamism and motion, which represents the intersectionality of perspectives at the College of Education, while alluding to our ever-evolving identity as we work toward a shared vision.

2-D progress shapes are semi-transparent and can be layered atop one another for visual effect.

2-D progress shapes tend to look best against a Nittany Navy background, although other colors such as Reflective Beige or White Out can work as a background color as well.

Progress shape files are what are known as “vectors” meaning they can be made as large or as small as needed without worrying about them becoming blurry or low-resolution (aka pixelated).

Again, make sure you are using the correct version of the progress shapes – CMYK for anything being printed, including promotional materials not on standard paper (i.e. banners, flags, clothing, etc.) and RGB if the item will be digital only.

USE OF 3-D PROGRESS SHAPES

3-D progress shapes are used as accents to add emphasis, interest, texture, movement and fluidity to the composition.

3-D progress shapes are a lot less transparent than the 2-D progress shapes, so keep that in mind as you lay them out.

3-D progress shapes tend to look best when used against a background of White Out or Reflective Beige, although Nittany Navy can be used as well.

As with the 2-D shapes, be sure to use the correct version – CMYK for print, RGB for digital only.

USE OF COLLEGE LOGOMARK

Make sure you are only using master files and that you choose the correct version – blue text version for light backgrounds and white text “reverse” version for dark backgrounds; also make sure you use CMYK for print and RGB for digital only

Do not edit the logomark in any way, other than resizing proportionally. This can be done by clicking corner on the logomark’s “box”, once in your Photoshop file, and then hold the Shift key while clicking and dragging the arrows until the logo is the desired size.

Additionally, make sure there is at least a space around the logomark equivalent to 1/4 the width of the Nittany Lion shield at the size at which the logo will be displayed. A 1/2 shield is preferred, but a 1/4 width is the minimum required distance.

Do not place the logo against a “distracting” or “busy” background. Additionally, do not allow anything in the background to “encroach” on the logomark’s space. Either or both issues can be fixed simply by using a semi-transparent color box behind the logomark.