

Merchandise Design Guidelines

These guidelines establish the standards, approval processes, and best practices for designing and producing merchandise and promotional items across Penn Engineering. They ensure consistency with the University of Pennsylvania's brand identity and compliance with University licensing rules.

1. Guiding Principles

Penn Engineering merchandise should:

- Reflect the excellence, heritage, and innovation of the School.
- Uphold Penn's official brand identity standards.
- Ensure clarity between official University entities and student-run organizations.
- Maintain professionalism, quality, and brand consistency across all touchpoints.

2. General Rules for All Penn Engineering Merchandise

2.1 Use Licensed Vendors Only

- All apparel and promotional items must be produced through officially [licensed vendors approved by the University](#).
- Licensed vendors understand Penn brand requirements and can properly execute logos, colors, and typographic rules.

2.2 Required Design Approval

- Before placing any order, all merchandise designs must be submitted to the Penn Engineering Office of Marketing & Communications (MarComms), please email marcomms@seas.upenn.edu for review and approval.
- Non-approved merchandise will not be permitted for production or distribution.

2.3 Follow Penn Brand Standards

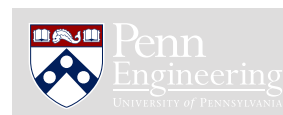
All merchandise must comply with Penn's official brand guidelines:

Logos

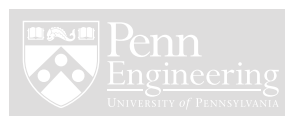
- Use only University-approved Penn Engineering logos.
- The Penn Engineering logo may appear in:



Penn Shield in full color with blue text



Penn Shield in full color with white text



All-white




All-black



All-Penn-Blue

Merchandise Colors

- Primary colors: Penn Blue and Penn Red

	
HEX	#011F5B
RGB	1/31/91
CMYK	100/65/0/30
PANTONE	288

	
HEX	#990000
RGB	153/0/0
CMYK	0/100/65/34
PANTONE	201

- Neutral colors (black, white, gray) may be used.
- Shirt or item colors must:
 - Provide enough contrast for legibility.
 - Maintain Penn's brand integrity.
 - Not imply the colors of another university (e.g., Columbia blue, Princeton orange).
 - Avoid informal or off-brand colors (e.g., neon pink).

Primary Colors



Red



Navy



White

Neutral Colors



Ash



Smoke Gray



Black

Secondary Color Examples:



Dark Chocolate



Pebble



Deep Forest

Mock ups examples from Penn preferred vendor, Custom Ink LLC.

Typography

- Only approved typefaces may accompany Penn marks (Arial, Roboto Mono, TWK Everett, Pitch Sans, Perpetua, ITC Stone Serif).
 - Text should not appear in a way that resembles a new logo.
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3. Prohibited Marks and Uses

The following may **not** appear on Penn Engineering merchandise:

3.1 Restricted University Marks

- The Penn Shield
 - Athletic marks, including the *Split P* and all-caps ATHLETIC PENN
 - “UPENN,” “UofPenn,” “Penn” alone, or any nonstandard University naming.
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3.2 Unauthorized Content

- Parodies, imitations, or likenesses of trademarked logos.
 - Quotations, song lyrics, copyrighted phrases, or licensed language.
 - Altered or stylized versions of official Penn marks.
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4. Student Organization Merchandise

Student organizations within Penn Engineering must follow all University-wide student merch rules.

4.1 Use Student Org Branding Only

- Groups must use **their own logos and names**, not official Penn or Penn Engineering marks.
 - Merchandise **cannot be branded solely as “Penn” or “Wharton,”** or present the group as an official University department.
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4.2 Required Approval via Penn Clubs

- All student merchandise designs must be submitted **annually** through the Penn Clubs platform for approval via the Office of Student Affairs.
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4.3 Required Affiliation Statement

- Online presence and digital storefronts must clearly state: **“A Student Organization at the University of Pennsylvania.”**
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4.4 Rules for Designs

Student organizations may **not** use:

- The official Penn Shield or University wordmarks.
 - Official typography used in Penn brand identity.
 - Athletic marks.
 - Parodies of any Penn or third-party logo.
 - Quotes, song lyrics, or other copyrighted language.
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5. Departmental, Lab, and Event Merchandise

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|---------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 5.1 Use Official Unit Logos | <ul style="list-style-type: none">• Merchandise must include an official Penn Engineering department, program, or lab logo when produced with School funds.• Logos must appear in approved colors only. |
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| 5.2 Custom Graphics | <ul style="list-style-type: none">• Custom illustrations or graphic motifs are allowed if:• They are original (not derived from Penn marks).• They do not resemble a University logo.• They are pre-approved by Penn Engineering MarComm and, when necessary, University Life |
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| 5.3 Event-Specific Design Rules | <ul style="list-style-type: none">• Event names or themes may use a variety of fonts but should not look like a new brand identity.• The official Penn Engineering logo cannot be altered or recolored.• Shirt or item colors must maintain adequate contrast and respect brand integrity. |
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6. Best Practices for High-Quality Merch

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|-----------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| 6.1 Choose Quality Materials | <ul style="list-style-type: none">• Higher-quality items reflect positively on the School; avoid low-quality fabrication or printing. |
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| 6.2 Keep Designs Simple and Clear | <ul style="list-style-type: none">• Merch should be readable, elegant, and not overly busy. |
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| 6.3 Prioritize Longevity | <ul style="list-style-type: none">• Designs should be durable through repeated use—avoid trendy designs that will not hold up over time. |
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| 6.4 Consider Sustainability | <ul style="list-style-type: none">• Where possible, select eco-friendly materials and vendors that support sustainable production practices |
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7. Required Approval Workflow

1. **Submit design** to Penn Engineering MarComm (marcomms@seas.upenn.edu or internal workflow).
 2. MarComms reviews for: cost, design, and vendor selection.
 3. **Revise** as needed based on feedback.
 4. Receive **formal approval** before ordering.
 5. Proceed with production through a **licensed vendor**.
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8. Questions or Exceptions

For clarifications, templates, or unique requests, contact:

Penn Engineering Office of Marketing & Communications
marcomms@seas.upenn.edu
