

DCED OFFICIAL DEPARTMENT LOGO

The keystone icon is the official Pennsylvania government logo and should be incorporated on all official documents, reports and internal correspondence.
There are two approved versions of the DCED logo. The HORIZONTAL LOGO: RIGHT is the one most commonly used.* It is configured so that it can be positioned in the upper, or lower left portion of the page.*

The stacked version of the logo is configured for use in a square, or more vertical space.*

This is the Pennsylvania Department of Community and Economic Development’s (DCED) corporate logo. It should be used on all corporate communications, such as DCED stationery.

There are three parts that make up the DCED logo: the logotype, department name and the icon. Pennsylvania (the logotype) is set in Felbridge Bold and always appears in lower case. The department name is set in Felbridge Regular and always appears in all caps. The keystone icon is an integral part of the logo, and should always be locked up with Pennsylvania.
Two-Color Logo

TWO-COLOR (PREFERRED)
The 2-color breakdown is as follows: 100% Pantone® 124 and Pantone® 281.*

FULL COLOR
For 4-color process print applications, the logo should appear in the 4-color process equivalents of Pantone® 124 (C0 M30 Y100 K0) and Pantone® 281 (C100 M72 Y0 K32).*

One-Color Logo

Whenever appearing as one color, the entire logo should be produced in 100% Pantone® 281.*

Black/White Logo

For black/white applications, the “Pennsylvania/DCED” logotype appears in 100% Black. The keystone appears in 50% Black.*

Knockout Logo

On colored backgrounds, photography or black, the logo reverses to white and the keystone prints in 100% Pantone® 124.*

OFFICIAL DEPARTMENT LOGO COLOR USAGE

The 2-color version of the DCED logo is its truest form and should be used whenever possible. When used in applications that are printing in 4-color process, it can be substituted with process color.

Primary Blue Pantone® 281
For “Pennsylvania Department of Community & Economic Development" in our official department logo

Primary Yellow Pantone® 124
For the Keystone in our official department logo

* NOTE: The same rules apply to all versions of the logo.
Typography

Felbridge

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Felbridge Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Felbridge Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Arial (PC substitution for document copy)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Verdana (PC substitution for document copy)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

TYPOGRAPHY

The typeface used to create the DCED logo is Felbridge. The logo should never be recreated since it consists of special letterspacing and sizing. Only approved files of the DCED logo provided by the Marketing Department of DCED may be used.

For PC users, Verdana or Arial may be used to set email signatures in Outlook.
Clear Space

A minimum amount of clear space must be maintained around all four sides of the Pennsylvania logo. The space is defined as X (where X is the height of “PA”). Illustrations, photography and typography should not enter the space as defined by the cyan rule.*

Minimum Reproduction Size

The minimum reproduction size of the Pennsylvania logo is 1.5” wide (horizontal) and 1” wide (vertical). The size is determined by the boundary of the logotype combined with the PA icon. Anything smaller will result in the logo becoming unreadable. The examples shown on the left are at actual size.*

* NOTE: The same rules apply to all versions of the logo.
The PA logo visually identifies Pennsylvania to the outside world, therefore it is imperative that it be used properly to ensure the integrity of our brand. The examples at left illustrate common misuses of the PA logo. When working with an outside vendor, always supply them with copies of the logos we have produced in this guide. The following logo misuse examples apply to all versions of the logo.

**REMOVAL OF KEYSTONE**
Do not use the logo without the keystone icon.

**DISTRACTING BACKGROUNDS**
Do not place the logo on backgrounds with heavy patterns or distracting elements.

**CHANGING CAPITALIZATION**
Do not capitalize the “P” in Pennsylvania.

**CHANGING COLORS**
Do not use colors other than the approved palette in the logo.

**LOGO REPRODUCTION**
Do not use a scan or bitmapped version of the logo.

**DISTORTION “STRETCH”**
Do not stretch or condense the logo.

**TYPEFACE SUBSTITUTION**
Do not substitute the logo font or attempt to recreate the logo.

**LOGO EFFECTS**
Do not use a drop shadow.

**LOGO ROTATION**
Do not use the logo on an angle.

**BOX FRAME**
Do not frame the logo in a box.
The Department of Community and Economic Development logo is the preferred logo for correspondence. However, the Governor’s Action Team, the Governor’s Center for Local Government Services, The Film Office, and Pennsylvania Pursue Your Happiness logos are exempt to this rule.

The Film Office logo should be used on print and electronic versions of Film Production Tax Credit projects. The end of credits should also include an acknowledgment of the support provided by the Pennsylvania Film Office and use of its logo.

The Pennsylvania Pursue Your Happiness logo is used for Tourism Office and the Style Guide is available at visitPA.com.