

PENNSYLVANIA DEPARTMENT OF COMMUNITY AND ECONOMIC DEVELOPMENT



LOGO STYLE GUIDE

MARCH 2018



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.



Horizontal Logo: Right



HORIZONTAL LOGO: RIGHT (PREFERRED)

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.*

Vertical Logo



VERTICAL LOGO

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

OFFICIAL DEPARTMENT LOGO BASICS

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.

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



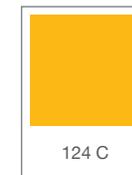
On colored backgrounds, photography or black, the logo reverses to white and the keystone prints in 100% Pantone® 124.*

**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.



CMYK 100 72 0 32
RGB 10 31 98
HEX #002664



CMYK 0 30 100 0
RGB 209 151 0
HEX #C59217

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)

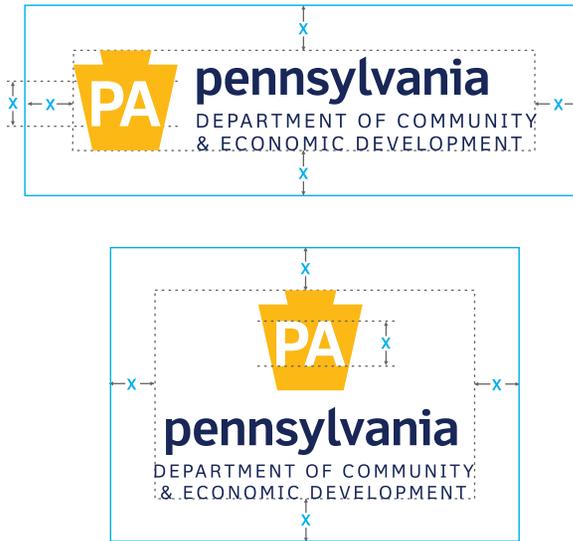
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

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



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.*

CLEAR SPACE & MINIMUM SIZE

In order for the logo to be able to breathe, there should be enough clear space around all the sides, and in order for "Department of Community & Economic Development" to be readable there is a minimum size to which it can appear. The guidelines at left will ensure that our brand is strong and clear at all times.

Minimum Reproduction Size



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.



REMOVAL OF KEYSTONE

Do not use the logo without the keystone icon.



DISTORTION "STRETCH"

Do not stretch or condense the logo.



DISTRACTING BACKGROUNDS

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



TYPEFACE SUBSTITUTION

Do not substitute the logo font or attempt to recreate the logo.



CHANGING CAPITALIZATION

Do not capitalize the "P" in Pennsylvania.



LOGO EFFECTS

Do not use a drop shadow.



CHANGING COLORS

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



LOGO ROTATION

Do not use the logo on an angle.



LOGO REPRODUCTION

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



BOX FRAME

Do not frame the logo in a box.

DCED LOGO INCORRECT USAGE

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.

Program Offices



OFFICIAL DEPARTMENT PROGRAM OFFICES

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.



Pennsylvania
WORK SMART. LIVE HAPPY.