The logo of Plymouth State University comprises the name of the institution in two lines of Hiroshige Bold, topped by a graceful “horizon line.” The horizon line may be reproduced as a faded or solid graphic depending upon the application. The solid line is most useful for reproduction on embroidered items, some T-shirt designs, and other hard goods. The faded horizon line logo is the default for printed publications.

The logo is designed to be used as a single entity and may not be broken into separate elements. It is trademarked.

Logo are black and green (PMS 343), only black, only green, or white reversed out of a field of any color.

It will always be used in the following combinations:
Plymouth State University Athletic Logo

The athletic logo of Plymouth State University comprises the name of the institution in two lines in a plaque with the body of a black panther leaping from the back to the front. Student organizations may use this panther logo on their T-shirts in conjunction with their organization name. This logo may not be modified in anyway. It is trademarked.

PSU Panther Head Logo

The PSU panther head logo is a trademarked logo that may be used in its entirety and not split up. Student organizations may use this logo on their T-shirts or other items in conjunction with their organization’s name.

NOTE: “PSU” may never be used without the words Plymouth State University or one of our logos. PSU cannot stand alone. Penn State University and Plymouth State University signed a consent agreement that allows us to use PSU within strict guidelines. It has taken Plymouth State several years to gain this consent and it is important not to violate the legal constraints to which we agreed.
Panther Head Mark

The Panther Head Mark is a trademarked logo that may be used by student organizations on their T-shirts or other items in conjunction with their organization’s name and either the PSU logo, the athletic logo, or the logotype.

Examples of correct use.
The logotype for Plymouth State University is Hiroshige small caps in black, green (PMS 343), or reversed out on a colored background. This is used when the logo is not appropriate to the document, piece of apparel, or other application. It may be used in conjunction with the panther head mark or other graphics.

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PUBLIC RELATIONS IS HERE TO HELP

If you have any questions or need a certain file format please contact Lisa Prince at lprince@plymouth.edu or call 535-2475. The Office of Public Relations is developing a resource page for T-shirt vendors, printers, and other businesses familiar with PSU’s visual style guidelines, but until it is launched don’t hesitate to contact Lisa Prince or Daphne Bruemmer at dbruemme@plymouth.edu or 535-2200.