



Social Media Avatar Guidelines

Who is this for?

The Penn State Avatar guidelines are intended for all official Penn State social media accounts. These guidelines aim for **brand recognition**, **design consistency**, and **credibility**. Achieving all three goals protects and elevates the University's image and reputation, while providing many avatar options to select from.

Avatar Visual Identity Opportunities

The Penn State shield is used in all social media avatars following our consistent approach to brand architecture. There are two categories of avatars provided.

Category 1 // avatars are reserved for use by the Office of Strategic Communications within in the office of the president and all of the Penn State Campuses. The avatars are provided in text and non-text versions for your use.

Category 2 // avatars are intended for all other colleges, schools, departments, units, institutes, centers, and administrative offices at Penn State. Although there are different limitations regarding name length across social media sites, the templates provided enable up to two-lines of customizable text, as well as a non-text option. If a name does not fit in the customized section, a non-text version should be used. The specific text perimeters have been designed intentionally, please do not alter them.

The avatars provided are optimized for the highest resolution possible for best clarity. Resizing and cropping should be avoided, as this will alter the resolution and image quality of the avatar.

Add a line: because of the unique design canvas at play with the social media avatar canvas, we are allowing an exception to the general visual identity guidelines that restrict locking the text up with the shield.

CATEGORY 1 // AVAILABLE DESIGN OPTIONS

NON-TEXT VERSIONS



TEXT VERSIONS

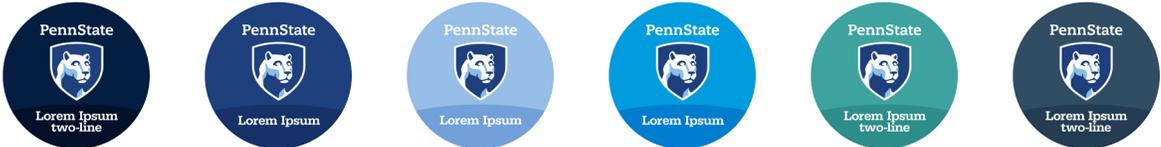


CATEGORY 2 // AVAILABLE DESIGN OPTIONS

NON-TEXT VERSIONS



TEXT VERSIONS



NON-TEXT VERSIONS



NON-TEXT VERSIONS



TEXT VERSIONS

**brand.psu.edu**

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Produced by the Penn State Department of University Marketing