



Penn Law Branding & Style Guide

This publication is intended to provide members of the Law School and Penn communities guidance on Penn Law's branding, identity, design, and logos; outline and define Penn Law's editorial style for print and digital platforms; and detail specifications for Law School video formatting and related branding.

Please contact **Penn Law's Office of Communications**
at all-comm@law.upenn.edu with any questions.



PENN LAW LOGO USAGE GUIDELINES

PENN LAW LOGO

The Penn Law logo is the primary branding and design mark of the University of Pennsylvania Law School. The Penn Law logo may be used with the permission of the Law School’s Communication’s office and/or the Dean’s office. The Penn Law logo is trademarked and is the intellectual property of the University of Pennsylvania. Penn’s trademarks cannot be modified or co-branded, whether these are Penn’s, Penn Law’s, or other Penn school logos.

Design treatments for Penn Law student groups or projects, academic centers, administrative departments, etc., must depict a distinctive identity and brand — for example, as a project that exists at Penn Law.

FULL-COLOR APPLICATION

Penn Blue and Penn Red comprise the signature color palette.

White background is the preferred staging for stationary and general documents to hold the signature.



SINGLE-COLOR APPLICATION

A single color signature can be used when only one color of ink, paint, stitching, or engraving is available or if the background does not provide sufficient contrast.

Use the single color version either on white or reverse white on Penn Blue background when full color version is inapplicable.

For print applications, 100% Penn Blue is the preferred single color. Alternately, process black will be the choice when Penn Blue is unavailable.





PENN LAW LOGO USAGE GUIDELINES

GRAPHIC ELEMENTS

SHIELD, WORDMARK, & LOGOTYPE

The Penn Law logo is composed of three elements: the Penn Shield, the Penn Law wordmark, and the University of Pennsylvania logotype. The signature is a unique piece of artwork and must be used without any modification.

THE PENN LAW **WORDMARK**

The Penn Law wordmark should not be recreated with type or separated from the seal.



THE UNIVERSITY **SHIELD**

The seal appears on every Penn Law logo. It should not be separated from the Penn Law wordmark.

THE UNIVERSITY OF PENNSYLVANIA **LOGOTYPE**

COLORS

Red and blue are the traditional colors for the University of Pennsylvania. They are as important to the identification program as the logos. To ensure consistency, the University has chosen PMS 201 red and PMS 288 blue as its official colors. The application of these specific colors will create a strong and consistent identity for the University. The logo can be used in black and white or Penn blue, but no other color is acceptable.

PENN LAW BLUE

Pantone 288
 CMYK 100, 65, 0, 30
 RGB 1, 31, 91
 Hex #001F5B

PENN LAW RED

Pantone 201
 CMYK 0, 100, 65, 34
 RGB 153, 0, 0
 Hex #990000





PENN LAW LOGO USAGE GUIDELINES

PENN LAW STUDENT GROUP LOGOS & SYMPOSIUM USAGE

To avoid confusion and ensure Penn Law’s brand quality and continuity, the following guidelines illustrate how student organizations, student-led journals, projects, and others may use the Penn Law logo with their Law School-affiliated promotional materials and branding. For further guidance and for new logo approvals please contact Steven Barnes at sbarnes@law.upenn.edu.



STUDENT GROUP NAME

In the example above, the Penn Law logo and the Student Group Logo are separated from each other by a minimum of one full Penn Law logo length.



PENN LAW STYLE MANUAL

The following are guidelines intended to facilitate a unified style across all Penn Law communications. If you have suggestions for entries, please email them to Ryan Teitman at rteitman@law.upenn.edu, and please feel free to email or call (215.746.3888) with any style or usage questions.

ACADEMIC DEGREES

When abbreviating academic degrees, do not use periods. (This is a distinct feature of Penn Law style.)

FOR EXAMPLE:

BA, BS, MA, MS, MBA, MSW, MPhil, PhD, DPhil, etc.

Make sure to use an apostrophe in bachelor's degree or master's degree (or when referring to a bachelor's or a master's), but no apostrophe for Bachelor of Arts, Master of Arts, Master of Science, etc. Do not capitalize the word doctorate.

ALUMNI NAMES

The names of JD alumni should be followed with an L' + the year of graduation. (Make sure the apostrophe curves down and to the left, if the font being used has two apostrophes.) Treat the L'XX as part of the person's name, for punctuation purposes.

FOR EXAMPLE:

Jane Smith L'01, a professor at Yale Law School, spoke today on human rights issues in China.

Other Penn Law and Penn alumni abbreviations include:

LLM'XX: Master of Laws

C'XX: College of Arts and Sciences, undergraduate

W'XX: Wharton School, undergraduate

WG'XX: Wharton School, MBA

MAXX: Lauder Institute, master's in international relations

a.m./p.m.

Always lowercase a.m. and p.m.



PENN LAW STYLE MANUAL

ARTICLES, SCHOLARLY

Unless the article is written out with a full Bluebook citation, titles of scholarly articles should be placed within quotes.

BOOKS

Titles of books should be italicized.

CENTER ON PROFESSIONALISM

On second reference, the Center on Professionalism can be referred to as COP. (Note that the shortened form does not take an article.)

FOR EXAMPLE:

In the month of September, COP will be hosting a session on public speaking.

COURSEWORK

Coursework is one word.

DAYLONG, DAYSLONG

Both daylong and dayslong are one word.

DISTRICT OF COLUMBIA

Use Washington, D.C., (commas both before and after D.C.) when referring to the nation's capital in body copy, but use the postal code abbreviation in captions, tables, lists, etc.

FOR EXAMPLE:

This year's Government Research Seminar visited Washington, D.C., to meet with legislators and policy experts.

BUT:

Jim Smith L'17
Hometown: Washington, DC



PENN LAW STYLE MANUAL

EN DASH (–)

En dashes are slightly longer than hyphens (it's difficult to tell them apart) and they are only used to indicate inclusive ranges, most often between numbers (e.g. pages 150–155).

There are two ways to make an en dash:

1. Make a single space, two hyphens, then another space. When you start typing again, the hyphens will become an en dash.
2. Hold the Ctrl key, then press the minus key on the number pad. (Option + minus key on a Mac.)

N.B. Make sure your en dashes are not hyphens or em dashes. It's very easy to confuse them.

EM DASH (—)

Em dashes are the longest dashes. They are used most often to set off parenthetical phrases or to indicate a break or interruption. *Proper style calls for a space before and after the em dash.*

There are two ways to make an em dash:

1. Type a word, then type two hyphens, then begin typing the next word. The hyphens will automatically become an em dash. (You will have to go back and add spaces for proper style.)
2. Hold the Ctrl key and the Alt key, then press the minus key on the number pad. (Option + Shift + minus on a Mac.)

N.B. It's very easy to confuse em dashes, en dashes, and hyphens. Make sure you're using the one you intend.

JOBS

When listing jobs held in viewbooks or brochures, use the following format: Position name, Firm or Company (City, State abbreviation)

FOR EXAMPLE:

Andrea Anderson L'13
BA 2008 Haverford
Associate, Pepper Hamilton LLP (Philadelphia, PA)



PENN LAW STYLE MANUAL

HYPHEN

As the *AP Stylebook* notes, “Hyphens are joiners.” They should be used to join words, or to join prefixes with words. The AP also notes that the use of the hyphen is “far from standardized.” For questions about which words use hyphenated forms, consult the *AP Stylebook*, or use the first listed entry in Webster’s New World College Dictionary.

N.B. Be careful not to use a hyphen in place of an em dash.

LATIN HONORS

Latin honors should be italicized and in lowercase.

FOR EXAMPLE:

She graduated *magna cum laude* from Harvard University.

LAW SCHOOL

Capitalize Law School when used as a synonym for Penn Law or the University of Pennsylvania Law School. Do not capitalize if the reference is to another law school or law schools in general.

FOR EXAMPLE:

She was the fifth new hire this year for the Law School.

MERGERS & ACQUISITIONS

Abbreviate as M&A (with no spaces).

NUMBERS

In body copy, spell out numbers under 10. Spell out numbers over 10 only if they are the first word of a sentence.

FOR EXAMPLE:

Yesterday, 25 students attended the guest lecture.

BUT:

Forty years ago, Philadelphia celebrated the Bicentennial.



PENN LAW STYLE MANUAL

PENN LAW

Penn Law is the preferred name for our institution, even on first reference, in most Law School communications. Only if the piece is intended for broad release should the full form — the University of Pennsylvania Law School — be used on first reference. Even then, Penn Law is acceptable for all subsequent references.

STATES

Spell out state names in body copy. When necessary (for lists, tables, captions, etc.), abbreviate states by their postal code, not their AP Style abbreviation. **See also: District of Columbia**

FOR EXAMPLE:

Joe Smith L'17
Hometown: Philadelphia, PA

SERIAL COMMA

We use the serial comma.

SPACING

One space after a period — **never, ever two spaces**. (Text must have a single space between sentences before it can be used by our graphic designers.)

UNIVERSITY AND COLLEGE NAMES, SHORT VS. LONG FORM

When listing degrees held by students, alumni, or faculty, use the commonly accepted short form of a university or college name if the text appears outside of body copy (tables, lists, charts, etc.), or if it is otherwise appropriate to use the shortened form.

The University of Pennsylvania can be listed as Penn; Harvard University can be listed as Harvard; the University of Chicago can be listed as Chicago; the University of California-Berkeley can be listed as Berkeley; Oberlin College can be listed as Oberlin; etc. If ambiguities arise from using a shortened form (e.g. if someone attended Columbia University for law school and Columbia College in Chicago for undergrad), use each institution's full name.



PENN LAW STYLE MANUAL

U.S.

United States is abbreviated as U.S. (not US) when used as a modifier. Use the abbreviation U.S. as a noun only if demanded by severe space limitations.

RIGHT:

He's teaching a class on U.S. legal theory.

AVOID IF POSSIBLE:

He's visiting the U.S. for the first time this spring.

WEEKLONG

Weeklong is one word.

YEARLONG

Yearlong is one word.



PENN LAW VIDEO STYLE GUIDE



SPECS

1080p, 23/976 fps .mov file

APPROVED INTRO/OUTRO

UPennLawIntro4_HD.mov.

APPROVED LOGO

PennLawLogo_white.png. Use logo as bug at bottom right of the screen. The bug should be approximately 25 percent size and between 50-60% opacity.

APPROVED LOWER THIRD TEXT

Name: TeX Gyre Adventor, Regular, 80 pt

Title: TeX Gyre Adventor, Regular, 50 pt

Please email Rebecca Anderson
(randers@law.upenn.edu)
for template files.

Please find a recent video
example here:
https://youtu.be/J5nc_IBnMyM

