

## Penn State Visual Identity Standards

Avatar use in square



We are providing avatar artwork for the following social media sites as jpegs in the pixel sizes indicated:

Facebook 180 x 180      LinkedIn 500 x 500

Twitter 400 x 400      Google+ 250 x 250

Vine 250 x 250      Instagram 250 x 250

YouTube 800 x 800      Pinterest 165 x 165

Flickr 250 x 250      PNG without containing shape

Avatar use in circle



The artwork has been designed to provide an optimal size for large use on the primary site and in small sizes for individual posts.

For certain sites, such as Google+, it is also possible to use the avatar without a containing shape and a clear background.

For questions about the use of the avatar and other identity matters, please contact:  
Joan Scholton, Interim Assistant Director,  
University Identity System and Engagement,  
814-863-1870, sjs22@psu.edu.

Avatar without background for Google+



General social media questions can be directed to [socialmediaoffice@psu.edu](mailto:socialmediaoffice@psu.edu).

## Special-use marks: Social media avatars

An increasing part of our communications is done through social media. In the past, many of our key entities including the campuses, colleges, administrative units, institutes and centers have created their own avatars or icons. While creating some differentiation, many of the avatars did not reproduce effectively. When appearing in smaller sizes, photographic icons were difficult to decipher and text was often impossible to read.

The use of the Penn State shield for all social media avatars follows our consistent approach to brand architecture. All academic and administrative units of the University will use the same avatar. This includes campuses, colleges, schools, departments, institutes, centers, other locations and administrative offices.

The shield shape with the focus on our Lion's head and face is very effective for use as an avatar. It reinforces and strengthens our brand presence. Although there are different limitations regarding name length across social media sites there is always an opportunity to include the specific names of entities. Our preferred name use is with Penn State as the base name as shown here:

- Penn State Abington
- Penn State College of Arts and Architecture

For social media sites, such as Twitter, it may be necessary to restrict the length of the name as indicated here:

- Penn State College of Nursing
- Penn State Nursing
- PSU Nursing

## Penn State Visual Identity Standards

**Do not** change the size of the avatar



**Do not** reposition the avatar



**Do not** add any names to the avatar



**Do not** use any previous avatars



**Do not** crop the avatar



**Do not** distort or add special effects



**Do not** use the reverse shield



**Do not** use names as the avatar

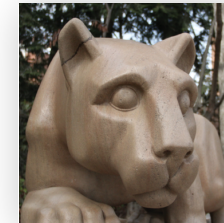


## Incorrect avatar use

The incorrect avatar use on this page is representative of the ways in which avatars are often misused. Even worse, the incorrect use of an avatar tends to give license to and spawns other misuses.

Never redraw or try to recreate our avatar. Any modification of our shield diminishes its impact and weakens our legal protection. Only authorized artwork may be used.

**Do not** use photographs as the avatar



**Do not** alter the colors

