



Commonwealth of Pennsylvania

BRAND GUIDELINES

SEPTEMBER 2025

The Commonwealth of Pennsylvania stands as a force for good—anchoring the quality of life, services, business, and innovation that Pennsylvanians create, drive, and enjoy every day.

This brand captures that spirit. It provides a powerful foundation for messaging that connects with diverse audiences, deepens understanding of our people and history, and brings to life all the promise that Pennsylvania's future holds.

Brand Tone & Attributes

Pennsylvania's brand tone should exude leadership and vision. Our key attributes are evidenced in everything from messaging to photography.

- Inspiring
- Authentic
- Compassionate
- Resilient
- Trustworthy
- Progress-oriented
- Future-minded

Why it Matters

Our brand is who we are, what we stand for, and why it matters.

Pennsylvania's brand is bold, smart, and full of promise—making a strong first impression. And with your help, it will only get stronger.

Consistency is key. A unified voice across our many messages helps the Commonwealth connect with diverse audiences on a wide range of topics. It's how we build trust, showcase reliability, and foster deeper understanding.

This brand guide offers essential background, design principles, and practical examples. Use it to help strengthen our brand—and everything it represents.

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One step at a time.

Pennsylvania is a good steward of our natural and economic resources. It's imperative that we take a thoughtful approach to introducing our brand identity.

When it's time to create new materials or reprint existing ones, utilize the Commonwealth's new brand guidelines, including font and palette.

The brand standards apply to all departments, agencies, commissions or advisory boards that fall under the Governor's jurisdiction. All entities must adopt the new standards as new items are created.

If you have any questions, the Governor's Office of Digital Strategy is a text, phone call, teams chat, or email away.

Commonwealth Branding | Endorsed Brand Strategy

Overview

The Commonwealth of Pennsylvania will implement an endorsed brand strategy, in which the Commonwealth's master logo (red PA outline) serves as the primary brand, and agencies retain their existing keystone logos as secondary, endorsed marks. This guide outlines specific implementation rules across owned digital, print, and paid advertising platforms to ensure brand consistency and strong public recognition of both marks.



Master Brand: Commonwealth of Pennsylvania logo (red PA outline)



Endorsed Agency Brand: Individual agency keystone logos



Brand Reinforcement

Maintaining a consistent presence of both the Commonwealth logo and individual agency keystone logos across platforms reinforces the relationship between agencies and the broader state government. This dual-brand presence builds public recognition and trust in state services, signaling that each agency is part of a larger, coordinated effort while also retaining its unique identity and authority.

Conclusion

This endorsed brand system reinforces the unity and reach of the Commonwealth of Pennsylvania while honoring the equity agencies have built through their keystone logos. With consistent application across platforms and a clean lockup structure, we can build brand recognition, trust, and clarity statewide.

Logo Usage

Protection of Logo and Brand: Who Gets the Logo?

The Commonwealth brand stands for trust, consistency, and credibility. To maintain that integrity, the keystone logo and Commonwealth branding should not be shared freely. Only share your logo with partners you trust - these partners should be given the brand style guide to ensure correct and consistent usage. Departments must take care not to distribute logos broadly or casually—protecting the brand means sharing it responsibly.

Trademarks

Trademarks are protected as soon as they are used in commerce. Therefore state and federal registration of the department keystone logos is optional. The following points are provided as information and any formal steps to pursue formal registration of logos as trademarks should be discussed with a department's legal department.

- State registration is relatively inexpensive and quick.
- Federal trademark registration is costly and time-consuming (takes more than a year) and involves comment periods. If the trademark or service mark is primarily used within the boundaries of the Commonwealth of Pennsylvania, legal counsel indicates it may not be necessary to go through the federal trademark process.
- The keystone symbol might have to be disclaimed in federal registration because it is in common use and trademarks are based upon a hierarchy of distinctiveness. In other words, the more common your mark, the harder it will be to gain trademark protections for it.



Primary Logos on Light

Our logo was inspired by Pennsylvania's unique heritage and infinite possibility.

The monoline lettering style of the "PA" pays homage to the Pennsylvania Railroad and Pennsylvania Forestry Association. The open state outline is an invitation to explore new frontiers, break barriers, and reach greater heights. Primary brand colors speak to our revolutionary history and importance to our country's future.



PRIMARY LOGO



PRIMARY LOGO - 1 COLOR



Primary Logos on Dark

Our primary logo is two-color with a red state outline and custom-lettered PA and Commonwealth of Pennsylvania text in white. The one-color option utilizes the same design in all white.

For dark backgrounds, the logotype is spaced more generously to decrease glow and increase readability. Make sure to select the logo for the appropriate background.



Secondary Logos on Light

When space or printing is an issue, you may use a full name wordmark or the PA logo mark.



PA SYMBOL



PA SYMBOL
1-COLOR

Commonwealth of Pennsylvania

FULL WORDMARK

Pennsylvania

PA WORDMARK

Commonwealth of Pennsylvania

STACKED WORDMARK



Secondary Logos on Dark

When space or printing is an issue, you may use a full name wordmark or the PA logo mark.

For dark backgrounds, the logotype is spaced more generously to decrease glow and increase readability. Make sure to select the logo for the appropriate background.



PA SYMBOL



PA SYMBOL
1-COLOR

Commonwealth of Pennsylvania

FULL WORDMARK

Pennsylvania

PA WORDMARK

Commonwealth
of Pennsylvania

STACKED WORDMARK



Single Color Usage

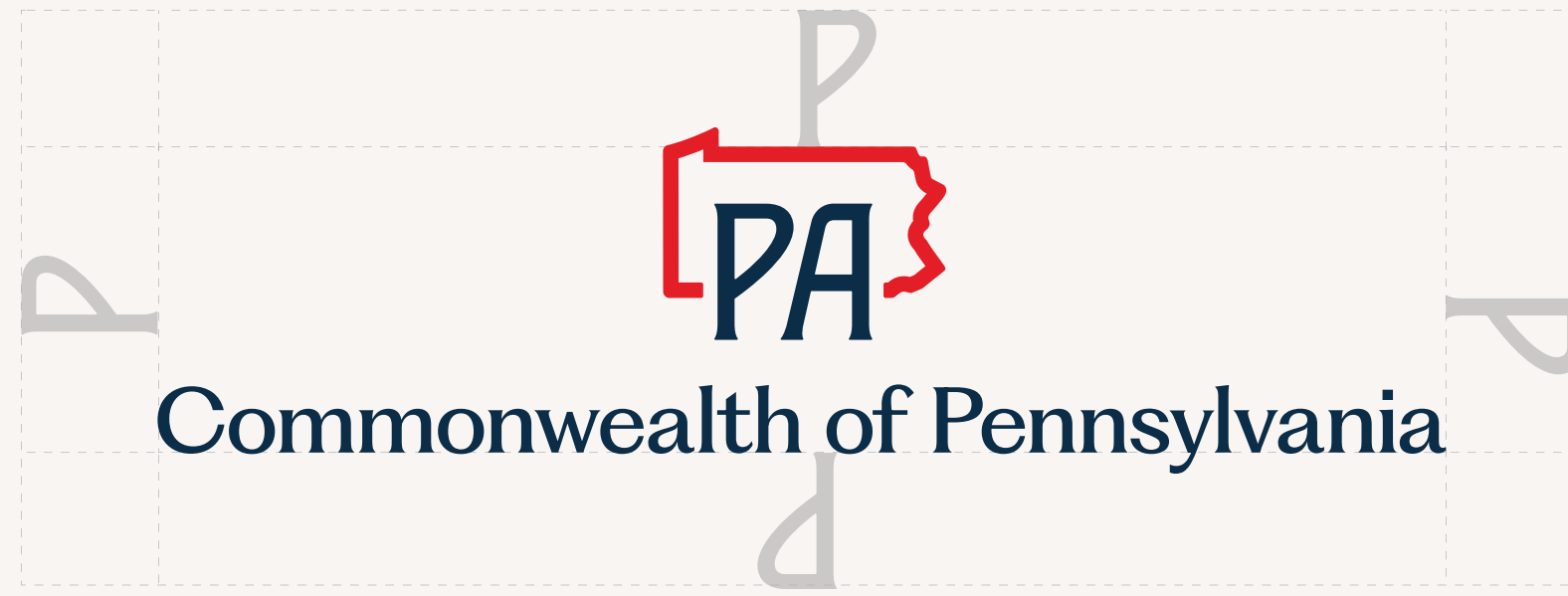
In environments where the background is busy or highly variable, a black or white logo can stand out more effectively than a colored one. High contrast ensures that the logo remains legible whether it's placed on light or dark backgrounds, making it a versatile choice for diverse physical and digital spaces.



Commonwealth Clearance and Minimum Size

Clearances describe the padding around the logo. This padding helps our logo stand out, be recognizable, and not feel cramped or cluttered. Use the height of the “P” in logo to determine protected space.

For legibility, do not use the primary logo on print materials smaller than 1.5 inches wide.



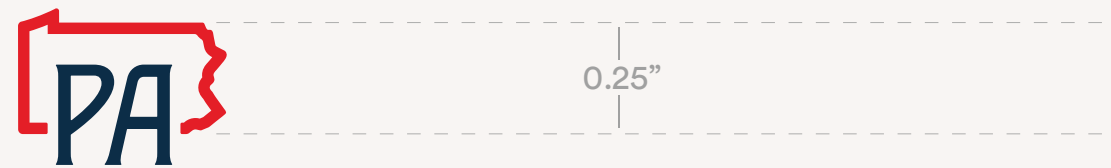
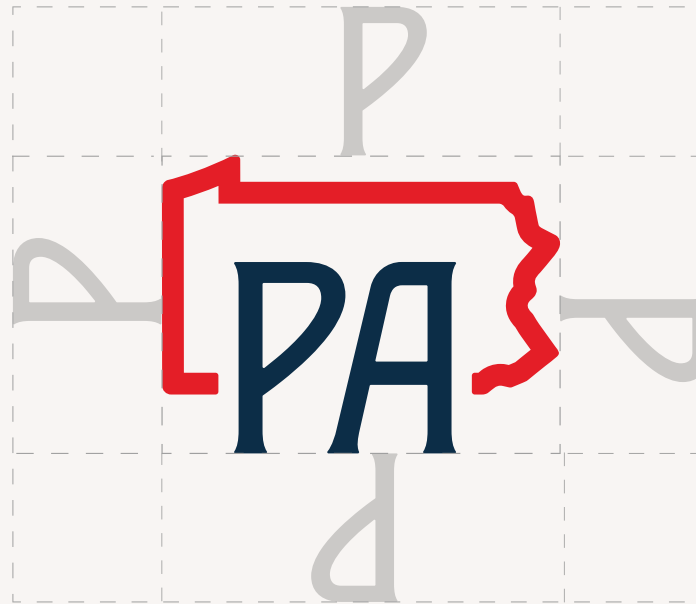
PROTECTED SPACE



Commonwealth Clearance and Minimum Size

For the secondary logo, use the height of the “P” in the logo to determine safe space.

To maintain legibility, do not use the secondary logo on print materials smaller than .25 inches wide. The seal should not be used on print materials smaller than 1.5 inches wide.

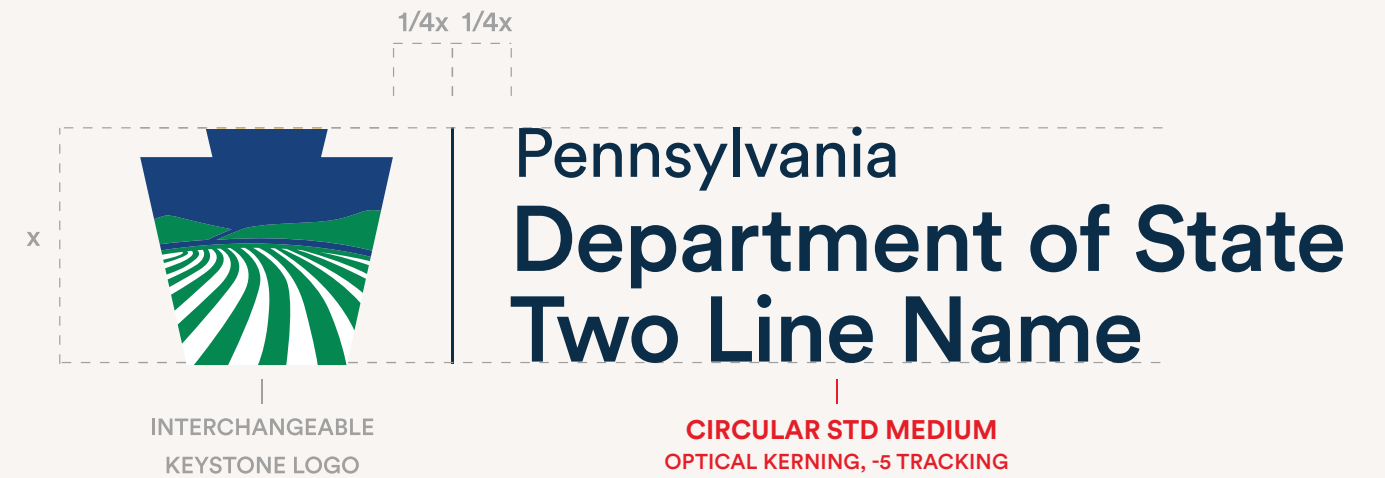
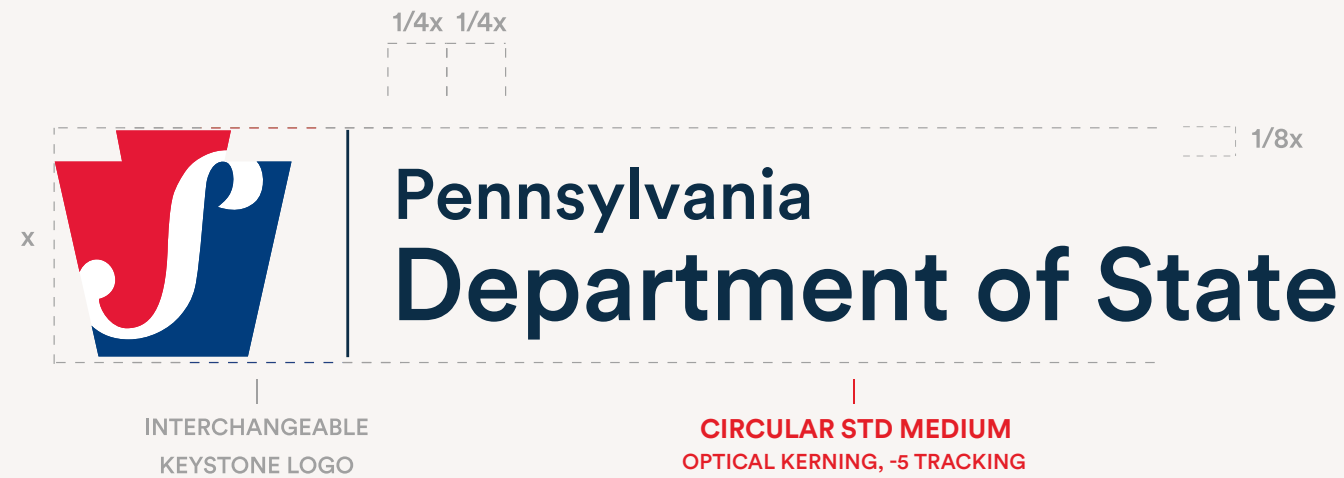


Keystone Body Text Demonstration

When pairing department logos with department names, refer to the construction guide on this page to ensure proper font sizes and spacing. Programs, initiatives or offices created for marketing outside of the department's core functionality should also follow the brand standards.

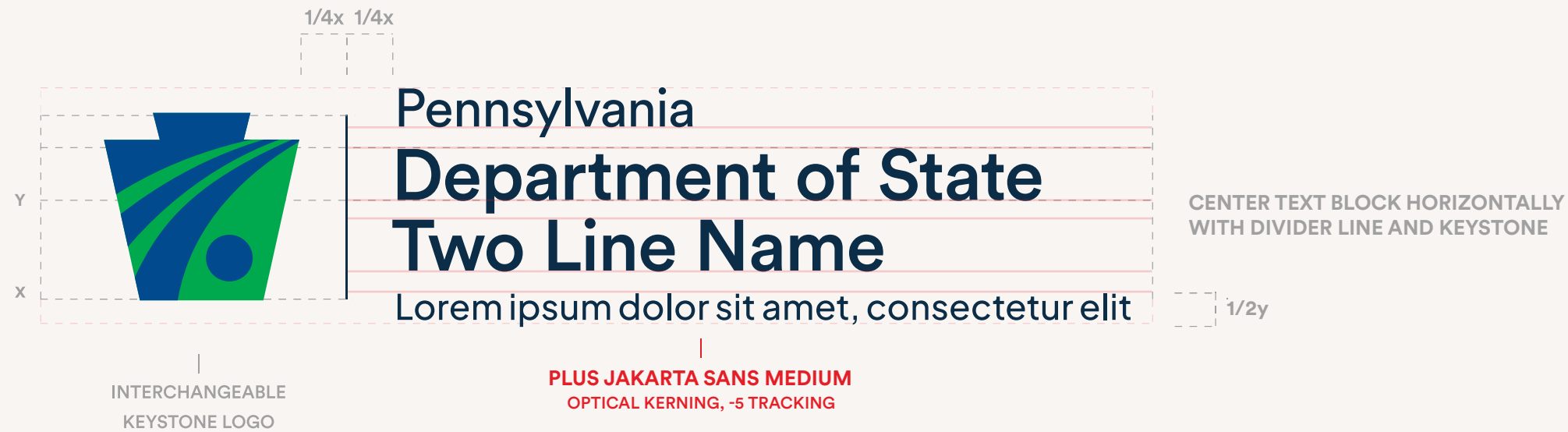
From this point forward, all programs and initiatives will use their department logos. Existing marketing programs and applications that have established brand equity are not required to adopt the new brand standards. However, exceptions will be made rarely and on the basis of specific business needs.

Exceptions must be approved by the Governor's Office of Digital Strategy.



Adding a Bureau or Workgroup

Bureau or Workgroup names may be added to Keystone Logo Lockups. The converted logos are to be used for all department activity. Moving forward, divisions and bureaus with departments under the Governor's jurisdiction should automatically default to their parent department's logo. Such areas should not have their own logo. Using the basic structure from the prior page, Bureau or Workgroup names are set in Plus Jakarta Sans underneath the Department name, to the right of the department keystone. Always horizontally align the type block with the center of the keystone and divider line to maintain a well-structured and balanced mark. Refer to the construction guide on this page to ensure proper font sizes and spacing.



Single Color Usage

In environments where the background is busy or highly variable, a black or white logo can stand out more effectively than a colored one. High contrast ensures that the logo remains legible whether it's placed on light or dark backgrounds, making it a versatile choice for diverse physical and digital spaces.



Pennsylvania
Department of Human Services



Pennsylvania
Department of State



Pennsylvania
Department of Education



Pennsylvania
Fish and Boat Commission



Pennsylvania
Department of Human Services



Pennsylvania
Department of State



Pennsylvania
Department of Education



Pennsylvania
Fish and Boat Commission

Keystone Clearance and Minimum Size

Clearances describe the padding around the logo. This padding helps our logo stand out, be recognizable, and not feel cramped or cluttered. Use the height of the keystone in logo to determine protected space.

Except for business card usage, do not use the department logos on print materials smaller than .75 inch high.



PROTECTED SPACE



Implementation | Paid Advertising

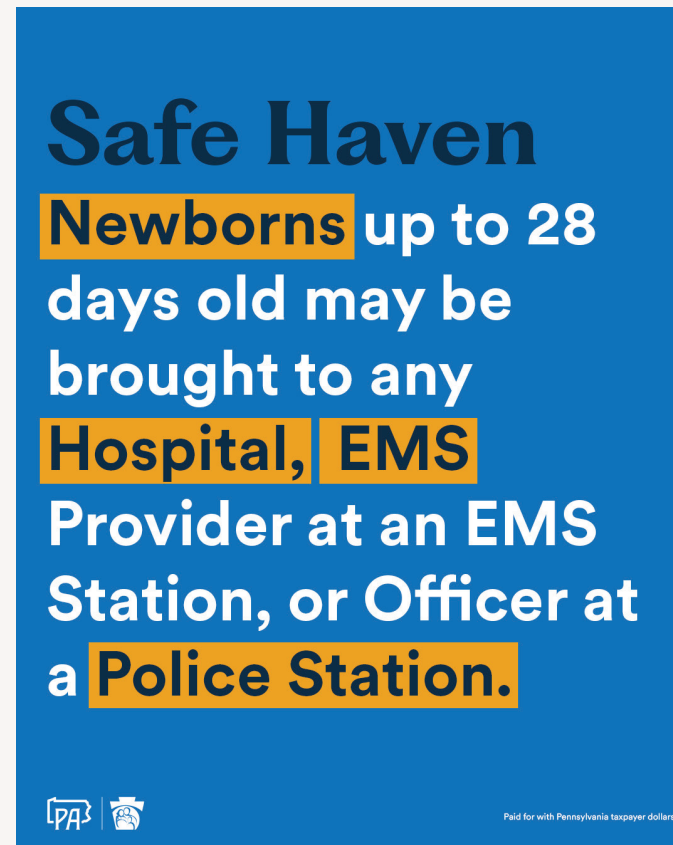
Goal: Display the Commonwealth logo and Keystone logo side-by-side to denote the two brand's connection

Logo Lockup Design:

Display the Commonwealth logo and keystone logo side-by-side, separated by a thin vertical line. Commonwealth logo always on the left, keystone on the right.

Spacing:

Ensure equal height for both logos.



Exceptions

The Commonwealth has a small number of consumer brands and legacy brands that will continue to remain an exception to Commonwealth brand directives in order to maintain consumer brand awareness and consistency:



Implementation | Print

Goal: Present a clear agency identity while reinforcing connection to the Commonwealth through consistent visual structure.

Flyer, Rack Cards, Brochures:

Feature the agency keystone logo prominently at the top or center of the front. The Commonwealth logo should appear smaller, placed at the bottom of the front page (if single sided) or on the back.

Letterhead:

Header: Keystone logo, Footer or watermark: Small Commonwealth logo

Posters:

Use the keystone logo in a prominent location (top or central area). Commonwealth logo in a bottom corner as a smaller element to signal endorsement.



Typography

Licensed Fonts

Our headline typography uses the PP Fragment Glare font family. Born from vintage lettering and signs, this font bridges 19th-century letter forms and contemporary typography.

For subheads, text, and quotes, the Circular Standard font family provides a clean, solid look with exceptional clarity and legibility. It pairs nicely with our headline font.

Aa

PP Fragment Glare

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?.,:

PP Fragment Glare Light
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?.,:

PP Fragment Glare Medium
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?.,:

PP Fragment Glare Bold
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?.,:

Zz

Circular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?.,:

Circular Std Book
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?.,:

Circular Std Medium
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?.,:

Circular Std Bold
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?.,:

Licensed Fonts

Using PP Fragment Glare as the headline font with Circular for subheads, text, and quotes provides a clear messaging hierarchy. Depending on the scale, color can be used to further define order and priority.

HEADER 1 ——— **PP Fragment Glare Bold**

HEADER 2 ——— **CIRCULAR STD MEDIUM**

SUBHEADER ——— **Circular Std Medium**

PARAGRAPH { Circular Std Book. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

QUOTE ——— *Circular Std Book Italic. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam*

Digital Advertising

For digital advertising, our headline font is Majesty by Monotype. Majesty maintains the sharpness and boldness of PP Fragment Glare with fewer licensing restrictions.

The Circular Standard font family should be used for subheads, text, and quotes.

Aa

Majesty Medium

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?,:.

Majesty Light
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?,:.

Majesty Medium
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?,:.

Majesty Bold
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?,:.

Zz

Circular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?,:.

Circular Std Book
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?,:.

Circular Std Medium
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?,:.

Circular Std Bold
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?,:.

Digital Advertising

When using Majesty for the headline and Circular for subhead, text, and quotes, our digital brand fonts create a clear messaging hierarchy, as well.

HEADER 1 — **Majesty Bold**

HEADER 2 — **CIRCULAR STD MEDIUM**

SUBHEADER — **Circular Std Medium**

PARAGRAPH — Circular Std Book. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

QUOTE — *Circular Std Book Italic. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam*

Web Site and Digital Application

For web, our display and headline style font is Zilla Slab.

The Plus Jakarta Sans font family should be used for title, body, and label styles.

Aa

Zilla Slab

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%&?.,:

Zilla Slab Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%&?.,:

Zilla Slab Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%&?.,:

Zilla Slab Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%&?.,:

Zz

Plus Jakarta Sans

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?.,:

Plus Jakarta Sans Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?.,:

Plus Jakarta Sans Medium

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?.,:

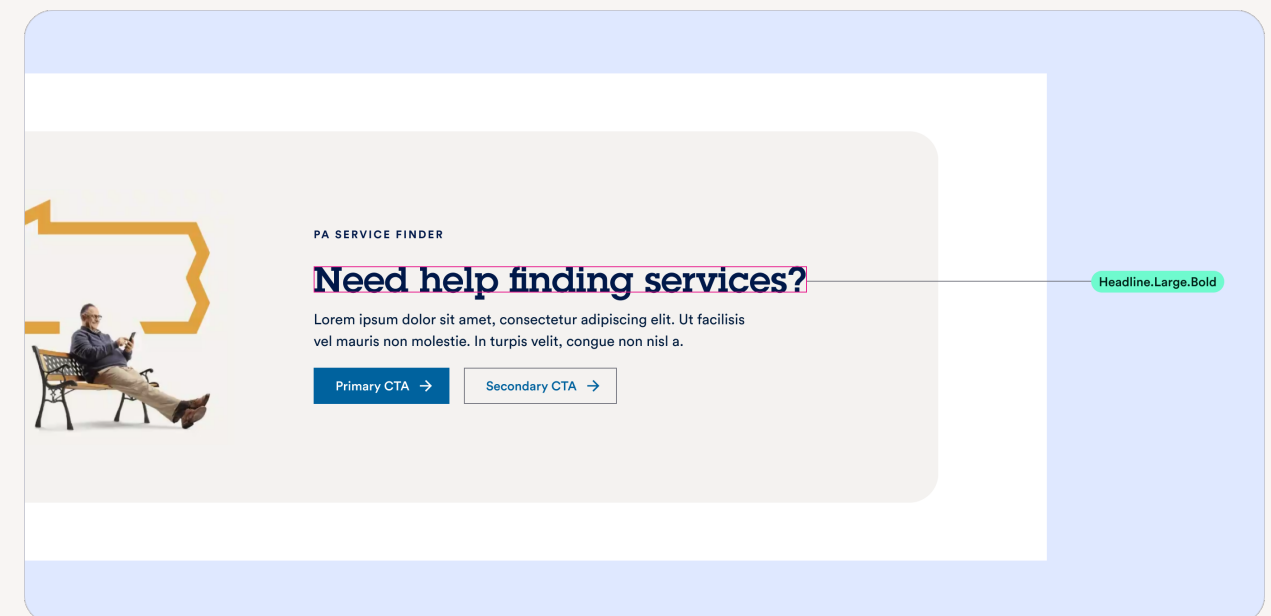
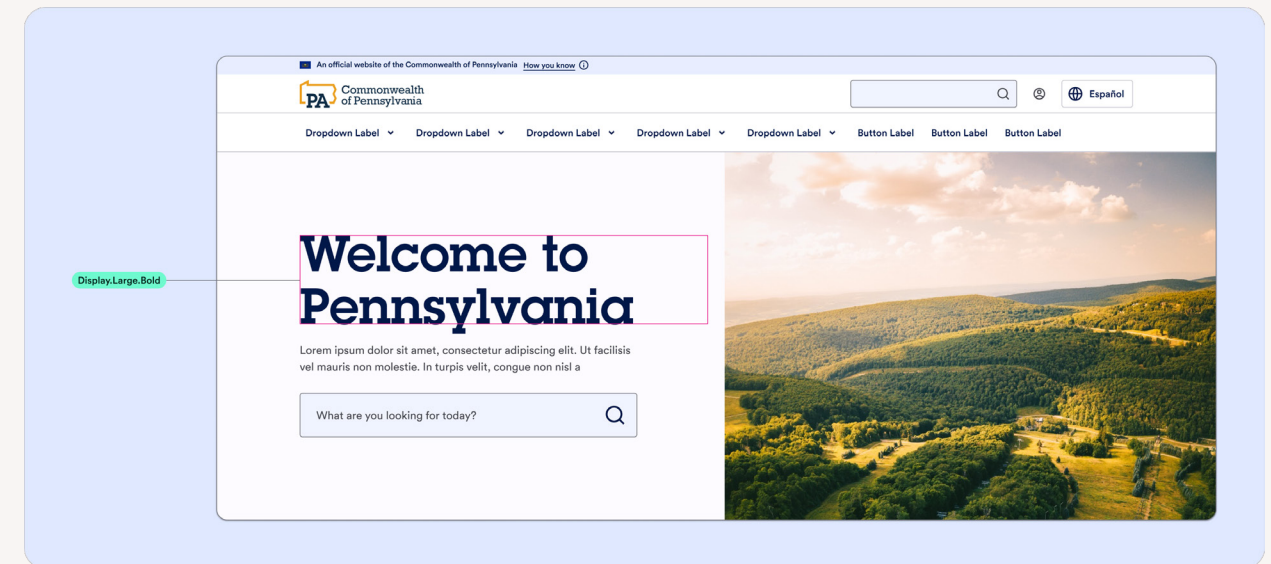
Plus Jakarta Sans Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?.,:

Web Site and Digital Application

The type scale below organizes styles into five roles that are named to describe their purposes: Display, headline, title, label, body. The new roles are device-agnostic, allowing easier application across a variety of use cases.

| | Desktop, 992px and above | Mobile, 991px and below |
|--------|-------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|
| Large | <p>PRETITLE 32px</p> <p>Display Large</p> <p>Headline Large 16px</p> <p>Title Large 12px</p> <p>Body Large 8px</p> <p>24px</p> | <p>PRETITLE 32px</p> <p>Display Large</p> <p>Headline Large 16px</p> <p>Title Large 12px</p> <p>Body Large 8px</p> <p>24px</p> |
| Medium | <p>PRETITLE 24px</p> <p>Display Medium</p> <p>Headline Medium 16px</p> <p>Title Medium 12px</p> <p>Body Medium 8px</p> <p>20px</p> | <p>PRETITLE 24px</p> <p>Display Medium</p> <p>Headline Medium 16px</p> <p>Title Medium 12px</p> <p>Body Medium 8px</p> <p>20px</p> |
| Small | <p>PRETITLE 20px</p> <p>Display Small</p> <p>Headline Small 16px</p> <p>Title Small 12px</p> <p>Body Small 8px</p> <p>16px</p> | <p>PRETITLE 20px</p> <p>Display Small</p> <p>Headline Small 16px</p> <p>Title Small 12px</p> <p>Body Small 8px</p> <p>16px</p> |



Substitute Fonts

In scenarios where the use of a substitute font is necessary, our brand has identified specific fonts that align with our visual identity and communication goals.

Aa

Garamond

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?,:.

Garamond Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?,:.

Garamond Semibold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?,:.

Garamond Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?,:.

Zz

Plus Jakarta Sans

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?,:.

Plus Jakarta Sans Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?,:.

Plus Jakarta Sans Medium

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?,:.

Plus Jakarta Sans Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?,:.

Substitute Fonts

In scenarios where the use of a substitute font is necessary, our brand has identified specific fonts that align with our visual identity and communication goals.

HEADER 1 ————— **Garamond Bold**

HEADER 2 ————— **PLUS JAKARTA SANS BOLD**

SUBHEADER ————— **Plus Jakarta Sans Semi Bold**

PARAGRAPH ————— Plus Jakarta Sans Medium. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

QUOTE ————— *Plus Jakarta Sans Light Italic. Lorem ipsum dolor sit amet, consectetur adipiscing elit.*

System Fonts

For communications produced internally by state employees, use Georgia, Tahoma, and Arial which are widely available as a pre-installed font on most Windows systems. Tahoma font should not be used in lower than 12pt. font.

Aa
Georgia

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%&?.,:

Georgia Regular
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%&?.,:

Georgia Bold
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%&?.,:

Aa
Tahoma

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%&?.,:

Tahoma Regular
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%&?.,:

Tahoma Bold
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%&?.,:

Aa
Arial

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%&?.,:

Arial Regular
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%&?.,:

Arial Bold
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%&?.,:

System Fonts

For communications produced internally by state employees, use Georgia, Tahoma, and Arial which are widely available as a pre-installed font on most Windows systems. Tahoma font should not be used in lower than 12pt. font.

HEADER 1 — **Georgia Bold**

HEADER 2 — **TAHOMA BOLD**
ARIAL BOLD

SUBHEADER — **Tahoma Bold**
Arial Bold

PARAGRAPH — Tahoma Regular. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

PARAGRAPH — Arial Regular. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

QUOTE — Tahoma Regular. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam
Arial Regular. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam

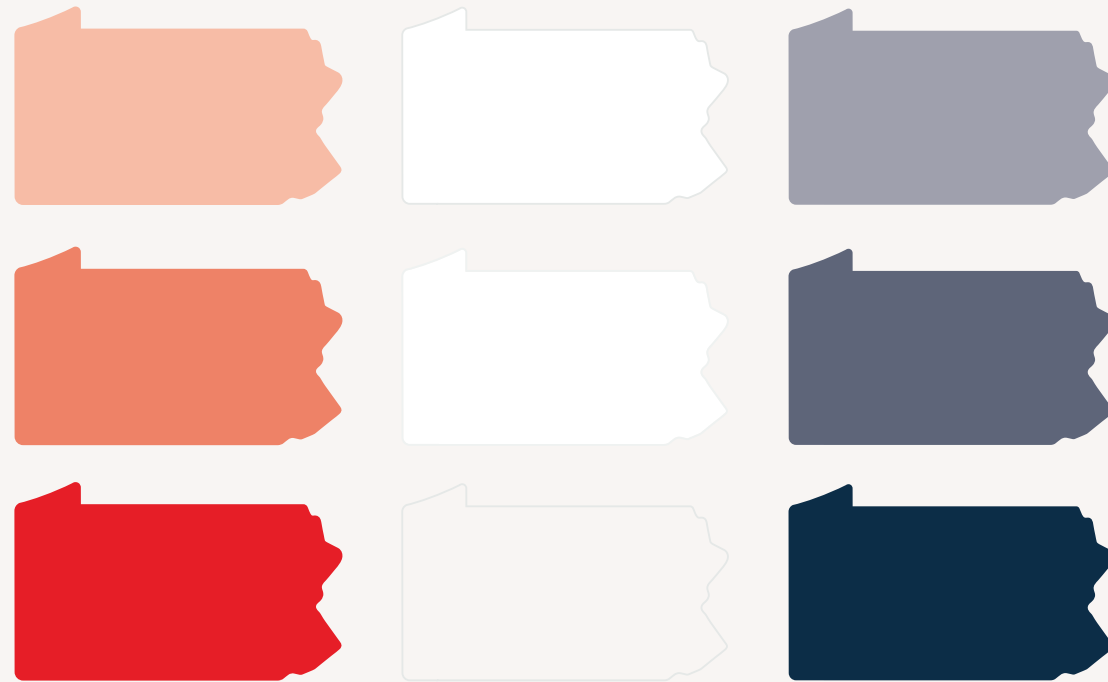
Colors

Brand Colors

These colors are to be adhered to the Commonwealth brand and not agency logos or brands

PRIMARY

Betsy Ross sewed the first American flag in Philadelphia, home to the signing of the Declaration of Independence. Our primary red, white, and blue brand palette recognizes Pennsylvania's unique and prized place in America's history and future.



Revolutionary Red

Welcoming White

Brotherly Blue

PMS: 485 C

PMS: 11-4101

PMS: 533 C

HEX: #E22027

HEX: #F7F5F3

HEX: #112E47

R | 226
G | 32
B | 39

R | 247
G | 245
B | 243

R | 17
G | 46
B | 71

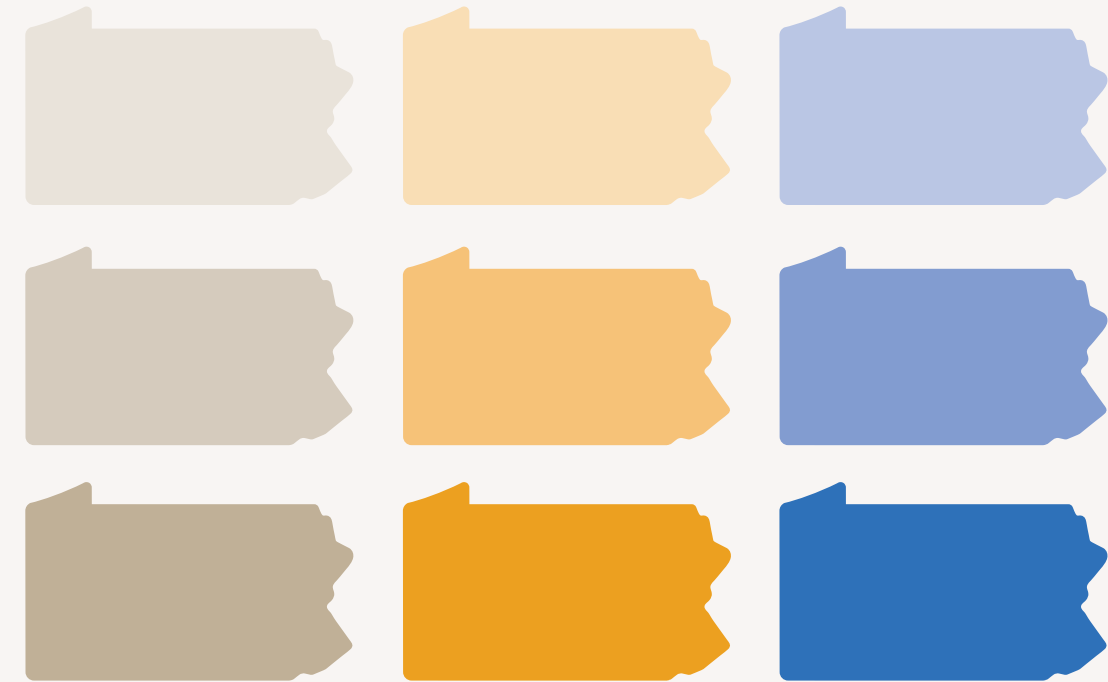
C | 4
M | 100
Y | 98
K | 0

C | 2
M | 2
Y | 3
K | 0

C | 96
M | 78
Y | 46
K | 45

SECONDARY

The secondary palette uses legacy colors found in the Pennsylvania State Seal to complement the primary palette. The operative word is "complement." These tan, blue, and gold hues can be used for accents, dimension, or visual pops but never as a primary hue.



Talon Taupe

Harvest Gold

Blue Skies

PMS: 467 C

PMS: 1235 C

PMS: 660 C

HEX: #C0B199

HEX: #ECA021

HEX: #3471B8

R | 192
G | 177
B | 153

R | 236
G | 160
B | 33

R | 52
G | 113
B | 184

C | 26
M | 27
Y | 41
K | 0

C | 6
M | 41
Y | 100
K | 0

C | 82
M | 54
Y | 0
K | 0

Color Accessibility

For those with visual disabilities or impairments, layering text over colors can make digital content difficult to read. When working with a developer, use the following colors as a guide.

TYPE / BACKGROUND
#112E47 / #F8F4F2



Normal Text

✓ AA 4.5:1

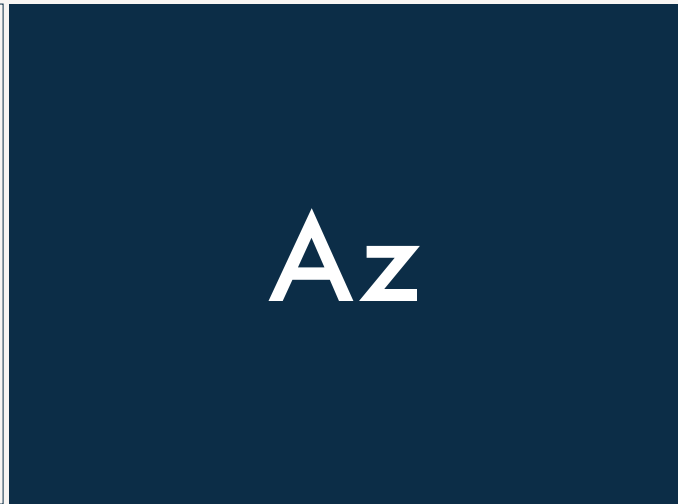
✓ AAA 7:1

Large Text

✓ AA 3:1

✓ AAA 4.5:1

TYPE / BACKGROUND
#FFFFFF / #112E47



Normal Text

✓ AA 4.5:1

✓ AAA 7:1

Large Text

✓ AA 3:1

✓ AAA 4.5:1

TYPE / BACKGROUND
#FFFFFF / #E22027



Normal Text

✓ AA 4.5:1

✗ AAA 7:1

Large Text

✓ AA 3:1

✓ AAA 4.5:1

Normal Text

Passing color results are accurate only if your font is at least 16px with Regular weight or heavier.

Large Text

Passing color results are accurate only if your font is at least 18.66px with Bold weight or 24px.

Restrictions

VIBRATION.

To avoid vibration, do not layer bright colors. Instead, layer dark or neutral colors with bright ones.



PRIORITIZE PRIMARY PALETTE.

Never use the secondary palette exclusively. It is to augment, not replace, the primary palette.



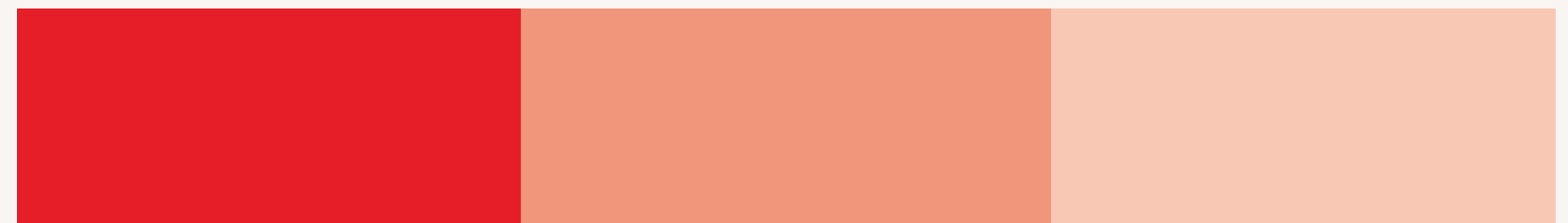
USE BRAND COLORS ONLY.

Never use colors that are not in the primary or secondary color palettes.



ADJUST TINTS.

Using the color palette page as a guide, you may adjust tint value as needed. Use tints sparingly to create color contrast. Avoid tinting primary colors as much as possible.



Color Combinations

PRIMARY COLOR COMBINATIONS

For the best contrast and visibility, utilize Brotherly Blue or Welcoming White for logo, logo mark, and wordmark backgrounds.



ALTERNATE COLOR COMBINATIONS

When necessary, Revolutionary Red and secondary brand colors may be used for backgrounds. Please ensure any design meets contrast requirements.



Color Combinations

When selecting a logo mark to be placed on an image, choose the option that provides the highest contrast. Take care to not place logo mark over colors that will vibrate or blend in.

TWO COLOR LOGO; SUFFICIENT BACKGROUND CONTRAST



DARK LOGO; LIGHT BACKGROUND



LIGHT LOGO; DARK BACKGROUND

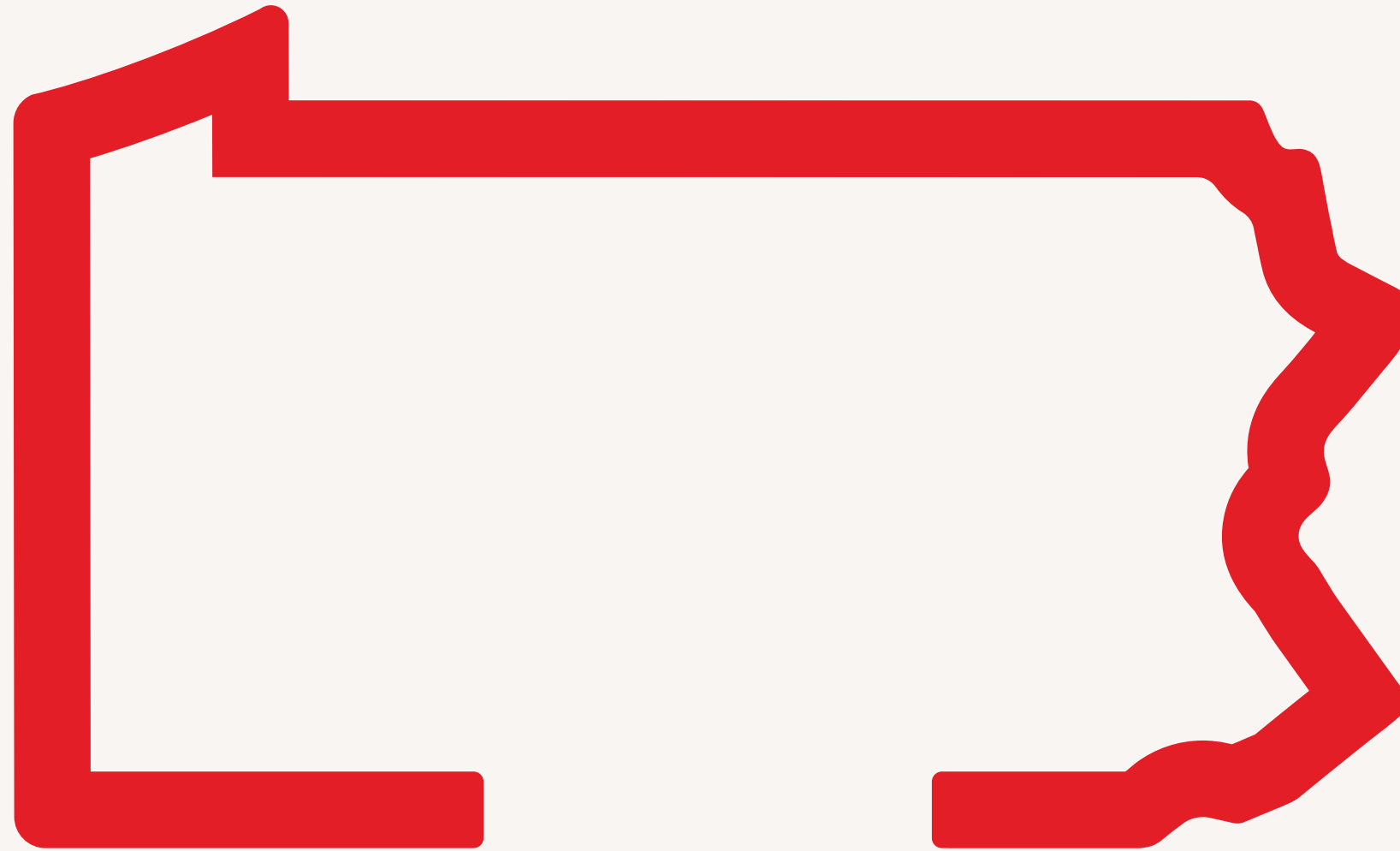


Graphics

Color Combinations

The Commonwealth of Pennsylvania was, is, and will always be open to opportunity. The open state outline conveys this fact and acts as a reminder that, here, you can explore new frontiers, break barriers, and reach greater heights.

The upper left-hand corner references the angles and taper found in the ubiquitous keystone.

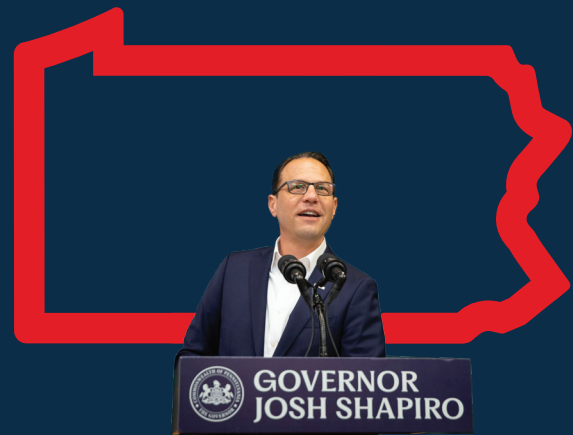
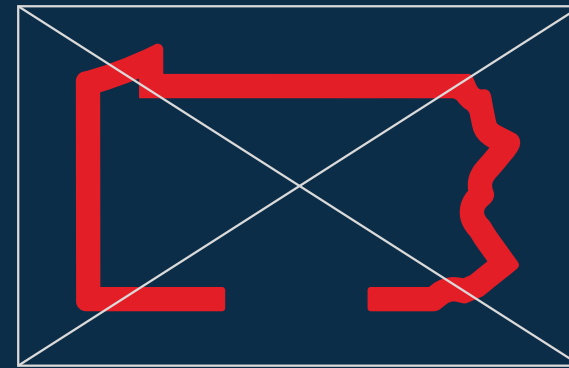
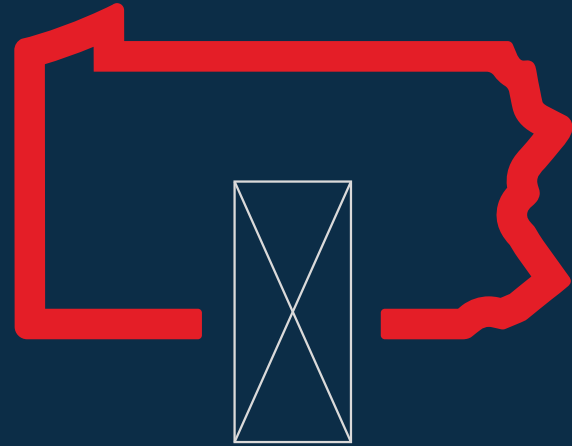


STATE FRAME GRAPHIC



Color Combinations

Individuals and families, businesses and organizations, events, opportunities, and leadership... they're all part of Pennsylvania. By incorporating photos and other images into the state frame's open section, you help tell this story.



CAN BE USED FOR IN-PERSON EVENTS AS A BACKDROP



CAN BE USED TO FRAME PHOTO AND GRAPHIC CONTENT



CAN BE USED TO HIGHLIGHT PHOTO ELEMENTS



CAN BE USED TO HIGHLIGHT TEXT FOR SIGNAGE OR EVENT MATERIALS

Layout

Our brand communicates quickly and easily. Advertising materials should be clean, not cluttered. Succinct, not convoluted. Whenever possible, opt for short, bold headlines and concise copy.

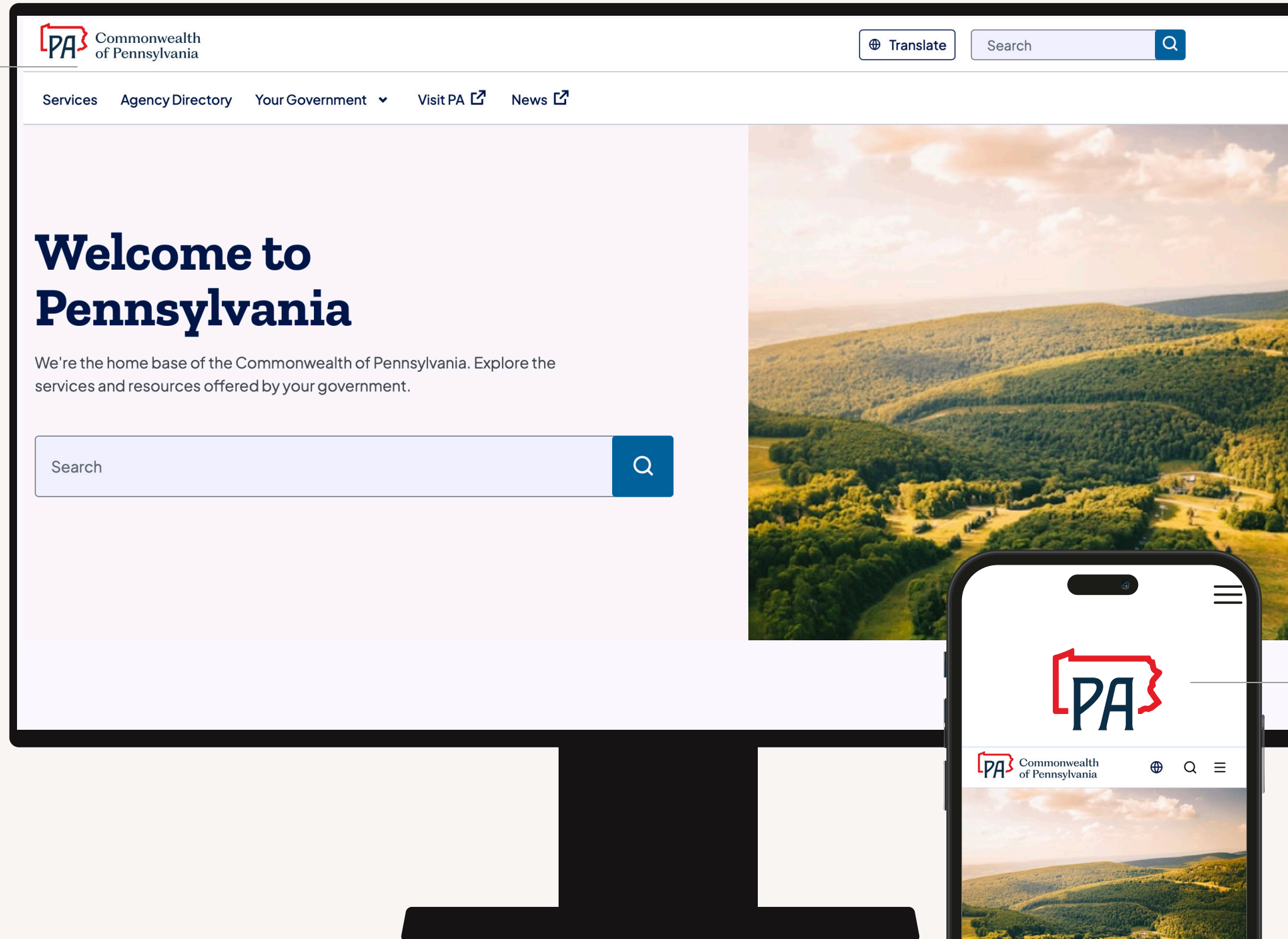


Bringing it to Life

Website Header

Keep the design clean, open, and uncluttered. For desktops and laptops, use the two-color primary logo (mark + Commonwealth of Pennsylvania). For mobile devices and tablets, use the two-color secondary logo.

DESKTOP LOGO



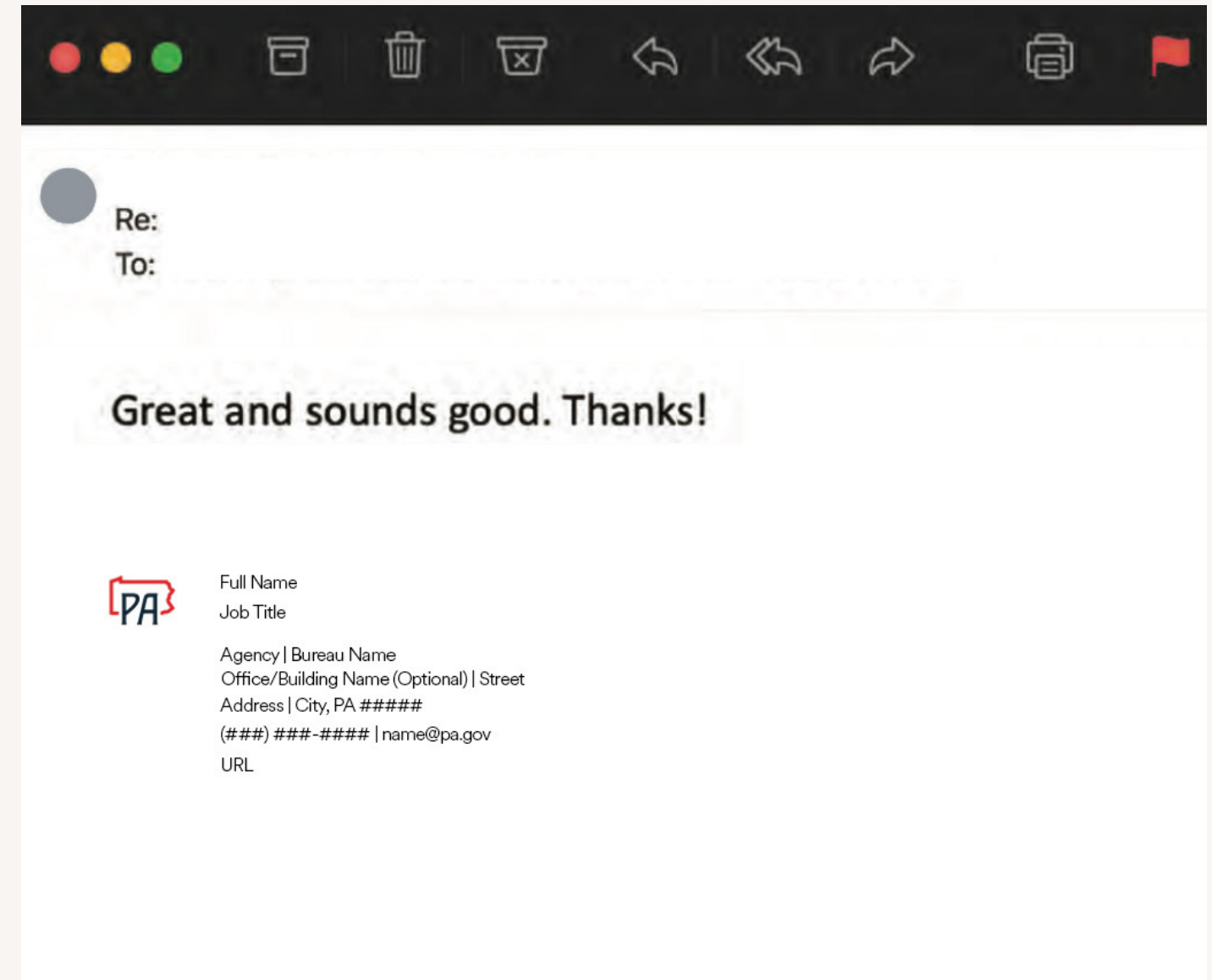
MOBILE LOGO



Email Signature

Email correspondence has become a standard way of communicating with our grantees, customers and partners. All emails sent by employees should maintain the same level of professionalism as when sending a letter.

Personal messages, images and background color(s) are not permitted. All employees are required to use this signature. All emails must be set with a plain white background and use Tahoma size 12 font. Only approved content, as shown below, should be contained in a email. No additional messaging, colors, or animations are allowed without approval. For job titles, employees should use their appropriate “working” title as opposed to classification when necessary. Do not abbreviate this title.



Social Media

The agency keystone will serve as the main profile picture across all social media platforms. Where applicable, the cover photo will feature the Commonwealth brand mark.



Agency Identifier

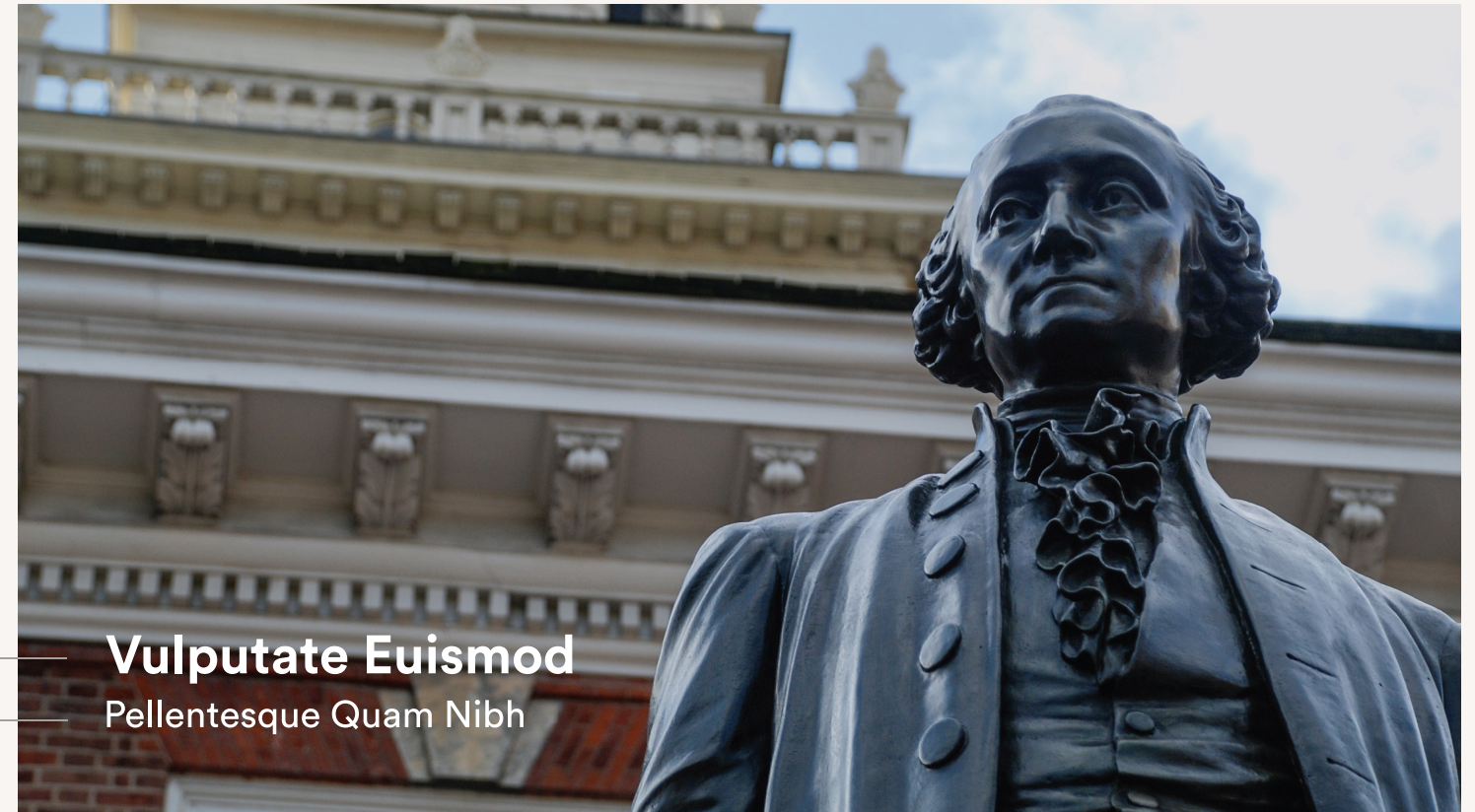
Commonwealth Identifier

On Screen

LOWER THIRDS

For videos and commercials, keep titles to the lower third of the screen.

CIRCULAR STD BOLD
CIRCULAR STD MEDIUM



00:34

END CARD

Videos should end with the primary logo with the exception of consumer brands and legacy brands in order to maintain consumer brand awareness and consistency:



Stationery System: General Information

The following guidelines are set for stationery and other office materials which includes all communication between departments and their stakeholders. These communication channels include, but are not limited to, department letterhead, business cards, envelopes, note cards, fact sheets, memos, presentations, emails and faxed documents. Stationery items have been streamlined and standardized to increase the usability, consistency and cost efficiency of the Commonwealth's communications.

There are approved, predesigned templates for all stationery suites. There are four available stationery suites:

- Department Secretaries
- Department Deputy Secretaries
- General Counsel
- Other Department employees

All employees must use the PA Publisher System through DGS Bureau of Publications for the printing of Commonwealth stationery and business cards. Exceptions will be made by the Governor's Office of Digital Strategy and will be made rarely and on a case-by-case basis for specific business needs.

The approved information and layouts for business cards have also been standardized and formatted to best fit information. Exceptions must be approved by the Governor's Office of Digital Strategy. Exceptions will be made rarely and on the case-by-case basis for specific business needs

All news release templates, fax cover sheets, memo templates and PowerPoint templates have also been standardized. These templates are available for download on the share site. Personalized stationery is no longer permitted. There is only an exception for the department secretaries' letterheads and all business cards.

Only department secretaries, deputy secretaries, Governor's senior staff and general counsel are permitted to use the Pennsylvania Seal in their stationery. All other employees must use their department icons.

Previously printed supplies should be exhausted first. Nothing should be thrown out! New standards should be adopted as you reprint existing materials.

Business Cards

All employees other than department secretaries, deputy secretaries, Governor's executive staff and general counsel must use the standard business cards. The business card template is customizable with the office, employee and address information.

The approved information and layouts have been standardized. Exceptions must be approved by the Governor's Office of Digital Strategy. Exceptions will be made rarely and on the case-by-case basis for specific business needs.



Business Cards - Executive



Stationery

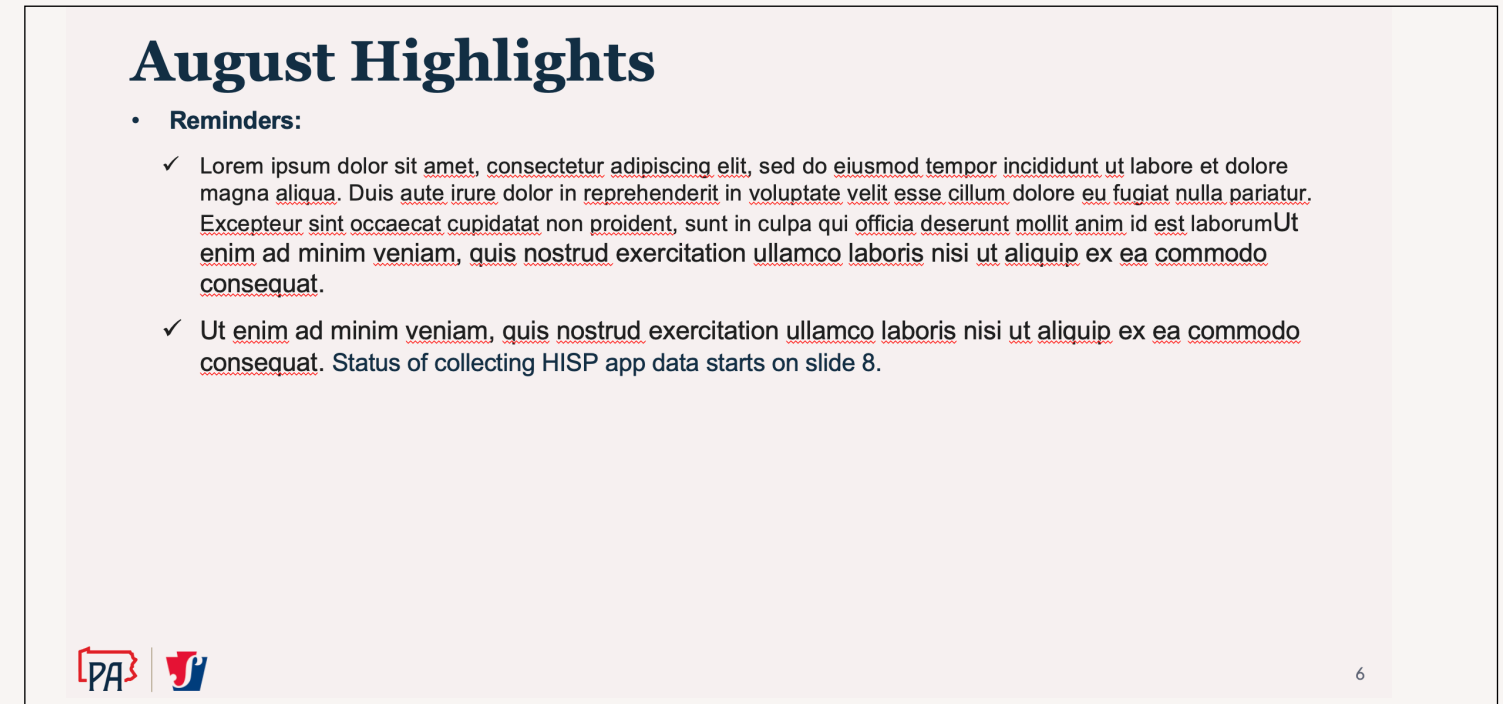
Department letterhead is pre-printed with your department logo, physical address, website and contact information. Department letterhead is for all Commonwealth employees who are not department secretaries, deputy secretaries, Governor's executive staff or general counsel. It must be printed on bright white paper stock. Employees using the general department stationery suite can choose to use their two-color icon or a one-color fade icon.

The templates for department letterheads are available through PA Publisher.

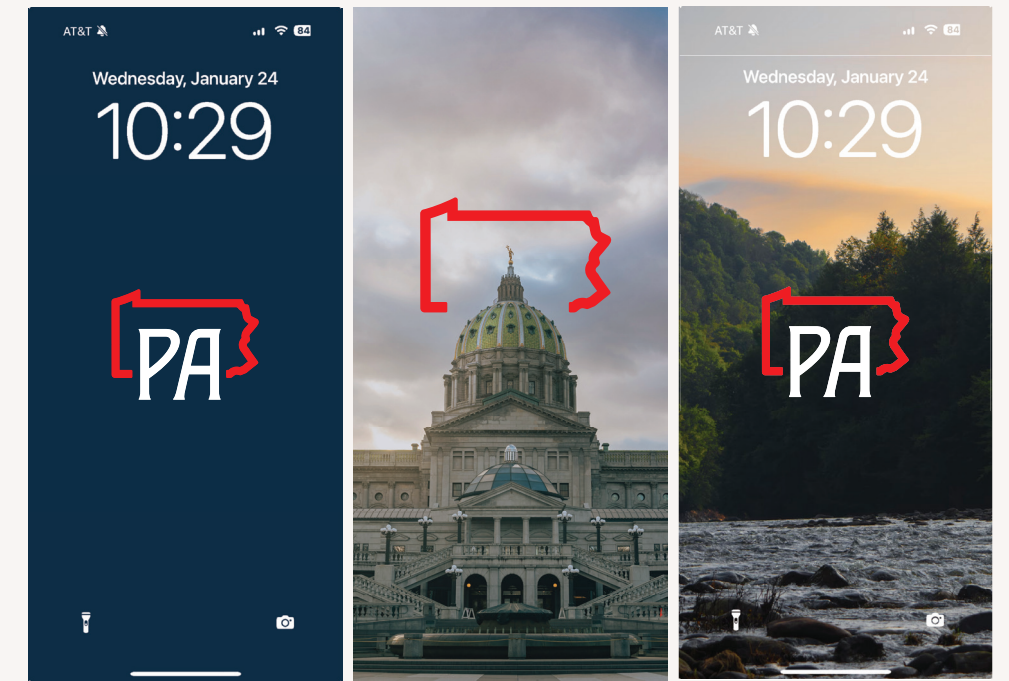
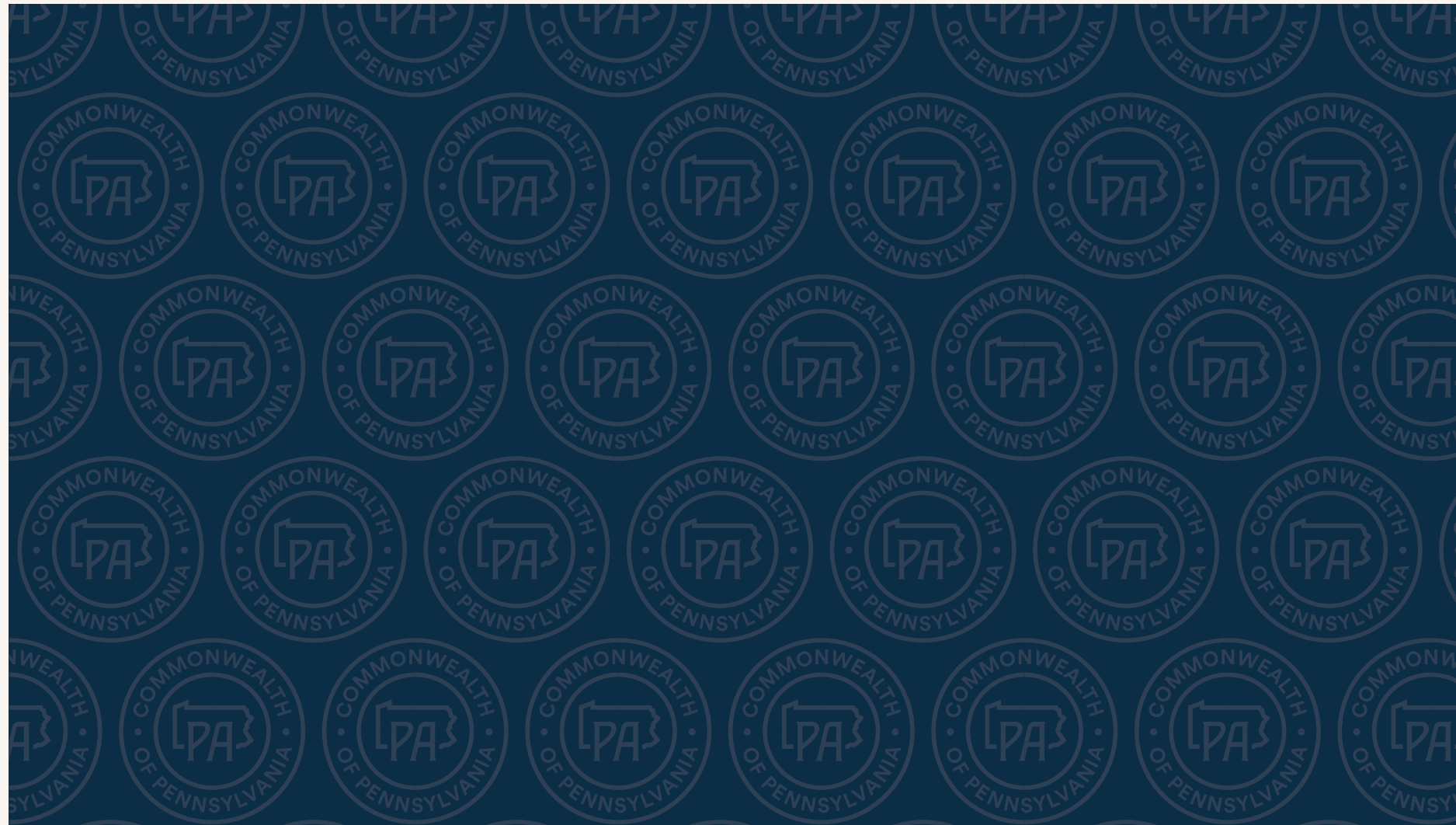


PowerPoint

In general, PowerPoint presentations should be simple and colorful, using vibrant photographs, icons, and images that have a singular focus. The PowerPoint template should be used for all presentations given internally and externally.



Wallpapers



Examples of Misuse

A logo visually identifies your department to the outside world; therefore, it is imperative that it be used properly to ensure the integrity of the brand. The examples below illustrate things that should NOT be done when using a logo in the Commonwealth brand. The logo should be displayed on a white background when possible. If the logo is placed over a photograph or on a colored background, use the knockout version. See “color usage” for more details.

When working with outside vendors, always supply electronic copies of both the style guide and your logo. Any questions about the proper use of a logo should be directed to the Governor’s Office of Digital Strategy.



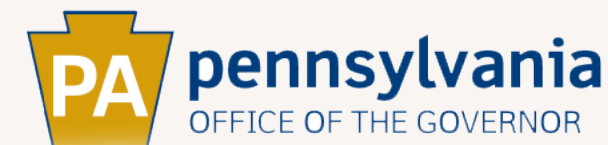
DO NOT USE LOGO WITHOUT THE KEYSTONE ICON



DO NOT EXCEED THE BOUNDRY OF THE KEYSTONE



DO NOT USE UNAPPROVED COLORS IN THE LOGO



DO NOT OUTLINE THE KEYSTONE



DO NOT STRETCH OR CONDENSE THE LOGO



DO NOT USE AGAINST A BUSY BACKGROUND



DO NOT SUBSTITUTE THE FONT



DO NOT USE UPPER CASE LETTERS IN PENNSYLVANIA

Examples of Misuse - Continued



DO NOT USE A DROP SHADOW



DO NOT CHANGE TEXT COLORS



DO NOT USE "CLIP-ART" AS YOUR KEYSTONE IMAGE



DO NOT USE LOGO AT RIGHT ALIGNED



DO NOT USE BITMAPPED OR SCAN VERSIONS



DO NOT USE LOGOS OR COLORS THAT ARE NO LONGER APPROVED



DO NOT RE-ALIGN TEXT AND KEYSTONE



DO NOT CHANGE SIZE OF TEXT



Commonwealth of Pennsylvania

PA.GOV