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COMMONWEALTH UNIVERSITY OF PENNSYLVANIA

# ***BRAND SYSTEM***

# ***THE POWER OF THREE***

The integration of Bloomsburg, Lock Haven, and Mansfield, together as Commonwealth University, is a bold investment in the communities and people of Pennsylvania. Our mission is to expand high-quality, affordable academic opportunities to support the needs of all learners.

Powerful ideas start here, carried by dynamic stories and voices, resulting in empowered students. Together, we provide financially responsible degree options that maximize experiential learning, career preparation, and efficient time to degree completion.

**We're Honoring our History** by preserving the founding principles of each campus and continuing our vibrant on-campus student experience, serving as pillars of our communities, supporting students and our neighbors alike.

**We're Investing in Today** by answering the greatest challenges facing higher education: accessibility, cost, quality, and relevance through the combined strength and resources of our storied institutions and multiple locations.

**We're Building a Powerful Tomorrow** by boldly changing the trajectory of public higher education to position ourselves for growth, increased access, and to meet economic and workforce development needs in our region, across Pennsylvania and beyond.

**THAT'S THE POWER OF THREE.**

# University Naming

*Commonwealth University of Pennsylvania* is the legal name of the integrated Bloomsburg, Lock Haven, and Mansfield universities.

*Commonwealth University of Pennsylvania* or *Commonwealth University* should be used when referring to the university at large, academic programs and units, departments, etc.

## Correct Abbreviations

- ✓ Commonwealth U
- ✓ CU

## Incorrect Abbreviations

- ✗ CUPA
- ✗ CUPa
- ✗ CWU
- ✗ CUP
- ✗ CommU

# University Naming

Per our accreditor, the Middle States Commission on Higher Education, the word "*university*" should only be applied in reference to **Commonwealth University**.

The word "university" should not be used in reference directly to Bloomsburg, Lock Haven, or Mansfield as it was prior to the official integration of Commonwealth University on July 1, 2022.

Exceptions include:

- Apparel and hard goods sold at campus bookstores/spirit stores or through licensed vendors.
- Auxiliary organizations that legally use a legacy university name (e.g. The Bloomsburg University Foundation).
- Temporarily in certain instances when an academic program's accreditor recognizes only the legacy university accreditation and not yet Commonwealth University.

# University Naming - Locations

When referring to an individual location of Commonwealth University, use:

First Reference:

- Commonwealth University-Bloomsburg
- Commonwealth University-Lock Haven
- Commonwealth University-Mansfield
- Commonwealth University-Clearfield

Second Reference or Short Form:

- |                 |    |              |
|-----------------|----|--------------|
| • CU-Bloomsburg |    | • Bloomsburg |
| • CU-Lock Haven |    | • Lock Haven |
| • CU-Mansfield  | OR | • Mansfield  |
| • CU-Clearfield |    | • Clearfield |

# University Naming - Athletics

The NCAA approved Commonwealth University to retain its full complement of athletic programs at each location. Each Athletic Department will retain its separate and distinct brand and identity as Huskies, Bald Eagles, and Mountaineers.

Athletic departments should not use the word "university" in reference to their campus names and instead use the location name with mascot on first reference:

- Bloomsburg Huskies
- Lock Haven Bald Eagles
- Mansfield Mountaineers (or Mounties)

Example: *The Lock Haven Bald Eagles tennis team begins its season next week.*

Campus name or mascot are acceptable on second reference or for short form use. (e.g. Mansfield Field Hockey, Huskies Baseball)

# University Licensing & Approved Vendors

In order to meet the public demand for goods bearing Commonwealth University marks (along with legacy Bloomsburg, Lock Haven, and Mansfield legacy marks), Commonwealth U allows manufacturers of these goods to acquire a non-exclusive or in some cases an exclusive, royalty-bearing license to produce, market, and sell such goods.

Commonwealth University is represented in these licensing matters through an exclusive agency agreement with Collegiate Licensing Company (CLC). The administrative responsibility for the licensing program rests in the Marketing and Communications office.

For more information on licensing and a current list of approved CU vendors, please visit:

<https://www.commonwealthu.edu/logos-and-licensing-trademarks>

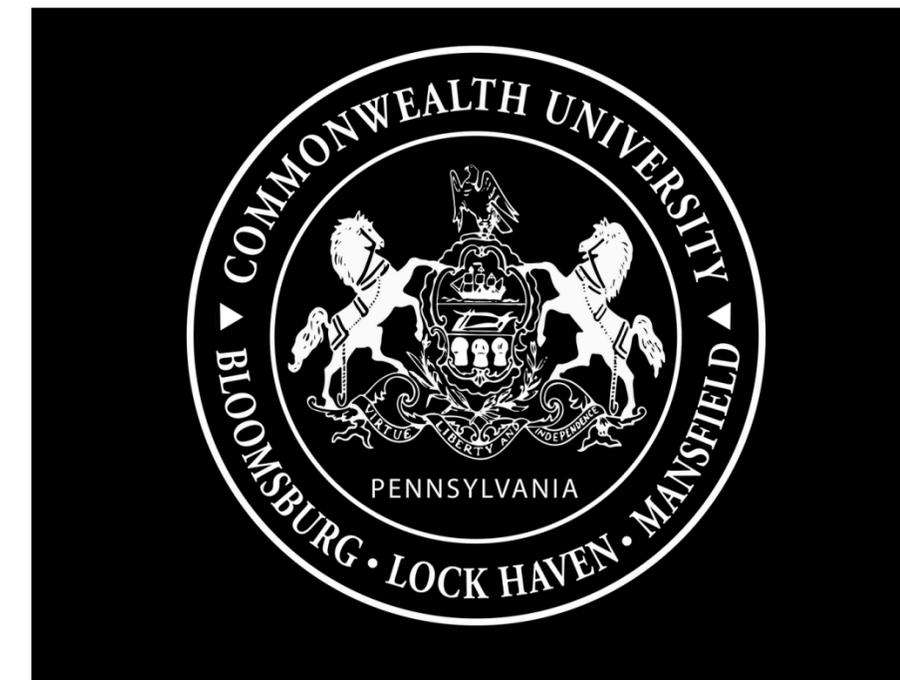
# University Seal

The CU seal is the most formal mark of the Commonwealth U brand. It is used on diplomas, certificates, and other official documents.

When the red gradient cannot be used, the CU red, black, or white version is acceptable.

Permission from the Marketing & Communications Department is required to use this mark.

Legacy seals for Bloomsburg, Lock Haven, and Mansfield should not be used in an official capacity. The CU seal is the official representation of all locations.



# Primary Mark

The CU primary mark brings together the three legacy university logos with the *Commonwealth University of Pennsylvania* text below.

This should be used as the primary logo to represent Commonwealth U in external and internal uses and on formal documents. This mark should be used outside of Pennsylvania and in locations where there is less familiarity with Bloomsburg, Lock Haven, and Mansfield.



# Primary Mark Alternate

The CU primary alternate mark brings together the three legacy university logos with *Commonwealth University* below.

This alternate version removes "of Pennsylvania" for uses where the full text may not be legible or easily read.

This version should be reserved for primarily internal use.



# Bloomsburg + CU Mark

The Bloomsburg mark pairs the legacy Bloomsburg logo with the Commonwealth University text below.

This mark should be used when referring specifically to the Bloomsburg location of Commonwealth University.

This version should be reserved for primarily internal use.



COMMONWEALTH UNIVERSITY



COMMONWEALTH UNIVERSITY



COMMONWEALTH UNIVERSITY



COMMONWEALTH UNIVERSITY

# Bloomsburg + CU Mark

The Bloomsburg mark pairs the legacy Bloomsburg logo with the full *Commonwealth University of Pennsylvania* text below.

This mark should be used when referring specifically to the Bloomsburg location of Commonwealth University.



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COMMONWEALTH UNIVERSITY  
OF PENNSYLVANIA



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COMMONWEALTH UNIVERSITY  
OF PENNSYLVANIA



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COMMONWEALTH UNIVERSITY  
OF PENNSYLVANIA



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COMMONWEALTH UNIVERSITY  
OF PENNSYLVANIA

# Lock Haven + CU Mark

The Lock Haven mark pairs the legacy Lock Haven logo with the Commonwealth University text below.

This mark should be used when referring specifically to the Lock Haven location of Commonwealth University.

This version should be reserved for primarily internal use.



COMMONWEALTH UNIVERSITY



COMMONWEALTH UNIVERSITY



COMMONWEALTH UNIVERSITY



COMMONWEALTH UNIVERSITY

# Lock Haven + CU Mark

The Lock Haven mark pairs the legacy Lock Haven logo with the *Commonwealth University of Pennsylvania* text below.

This mark should be used when referring specifically to the Lock Haven location of Commonwealth University.



COMMONWEALTH UNIVERSITY  
OF PENNSYLVANIA



COMMONWEALTH UNIVERSITY  
OF PENNSYLVANIA



COMMONWEALTH UNIVERSITY  
OF PENNSYLVANIA



COMMONWEALTH UNIVERSITY  
OF PENNSYLVANIA

# Mansfield + CU Mark

The Mansfield mark pairs the legacy Mansfield logo with the Commonwealth University text below.

This mark should be used when referring specifically to the Mansfield location of Commonwealth University.

This version should be reserved for primarily internal use.



# Mansfield + CU Mark

The Mansfield mark pairs the legacy Mansfield logo with the *Commonwealth University of Pennsylvania* text below.

This mark should be used when referring specifically to the Mansfield location of Commonwealth University.



# Clearfield + CU Mark

The Clearfield mark pairs a distinct Clearfield logo with the Commonwealth University of Pennsylvania text below.

This mark should be used when referring specifically to the Clearfield location of Commonwealth University.

Clearfield is no longer a branch campus of Lock Haven and should stand on its own under Commonwealth University.

This version should be reserved for primarily internal use.



# Clearfield + CU Mark

The Clearfield mark pairs a distinct Clearfield logo with the Commonwealth University text below.

This mark should be used when referring specifically to the Clearfield location of Commonwealth University.

Clearfield is no longer a branch campus of Lock Haven and should stand on its own under Commonwealth University.



# Wordmark + CU

The CU wordmark represents each location in text rather than with a logo and pairs it with the Commonwealth University text below.

The wordmark should be used as a secondary mark or an internal mark since it does not have the brand recognition of the legacy logos.

**Bloomsburg | Lock Haven | Mansfield**  
COMMONWEALTH UNIVERSITY OF PENNSYLVANIA

**Bloomsburg | Lock Haven | Mansfield**  
COMMONWEALTH UNIVERSITY OF PENNSYLVANIA

**Bloomsburg | Lock Haven | Mansfield**  
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**Bloomsburg | Lock Haven | Mansfield**  
COMMONWEALTH UNIVERSITY OF PENNSYLVANIA

# Wordmark + CU + Academic Area

**Bloomsburg | Lock Haven | Mansfield**

COMMONWEALTH UNIVERSITY OF PENNSYLVANIA

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**College of Arts, Social Sciences,  
& Humanities**

**Bloomsburg | Lock Haven | Mansfield**

COMMONWEALTH UNIVERSITY OF PENNSYLVANIA

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**School of Nursing**

**Bloomsburg | Lock Haven | Mansfield**

COMMONWEALTH UNIVERSITY OF PENNSYLVANIA

**College of Arts, Social Sciences,  
& Humanities**

**Bloomsburg | Lock Haven | Mansfield**

COMMONWEALTH UNIVERSITY OF PENNSYLVANIA

**School of Nursing**

# Wordmark

The CU wordmark represents each location in text rather than with a logo.

The wordmark should be used as a secondary mark or an internal mark since it does not have the brand recognition of the legacy logos.

**Bloomsburg | Lock Haven | Mansfield**

# Wordmark + CU + P03

The CU wordmark represents each location in text rather than with a logo and pairs it with the Commonwealth University text below.

The Power of Three marks speaks to the benefit of three historic universities coming together to expand opportunities for students.

The wordmark should be used as a secondary mark or an internal mark since it does not have the brand recognition of the legacy logos.

**Bloomsburg | Lock Haven | Mansfield**

COMMONWEALTH UNIVERSITY OF PENNSYLVANIA

***THE POWER OF THREE***

**Bloomsburg | Lock Haven | Mansfield**

COMMONWEALTH UNIVERSITY OF PENNSYLVANIA

***THE POWER OF THREE***

**Bloomsburg | Lock Haven | Mansfield**

COMMONWEALTH UNIVERSITY OF PENNSYLVANIA

***THE POWER OF THREE***

**Bloomsburg | Lock Haven | Mansfield**

COMMONWEALTH UNIVERSITY OF PENNSYLVANIA

***THE POWER OF THREE***

# Tri-Mascot Mark

The Tri-Mascot mark is an informal way to represent Commonwealth University using each campus' spirit mark.

The mark should be used as a secondary mark or an internal mark since it does not write out Commonwealth University or the campus names.



# Bloomsburg Spirit Mark

The Bloomsburg spirit mark is an informal way to represent CU-Bloomsburg and the Huskies.

The mark comes from the Bloomsburg Athletics brand which will continue to be used to represent Husky intercollegiate athletics.

Please refer to the Bloomsburg Athletics style guide or the CLC artsheet for the full complement of athletic marks.



# Lock Haven & Clearfield Spirit Mark

The Lock Haven spirit mark is an informal way to represent CU-Lock Haven, CU-Clearfield and the Bald Eagles.

The mark comes from the Lock Haven Athletics brand which will continue to be used to represent Bald Eagle intercollegiate athletics.

The Bald Eagle mark continues to represent students at Clearfield, who were formally a branch campus of Lock Haven.

Please refer to the Lock Haven Athletics style guide or the CLC artsheet for the full complement of athletic marks.



# Mansfield Spirit Mark

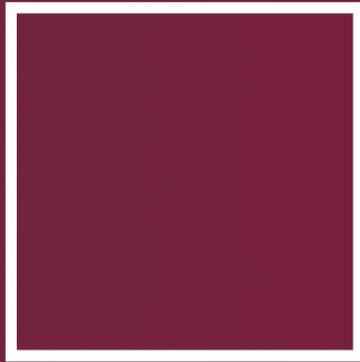
The Mansfield spirit mark is an informal way to represent CU-Mansfield and the Mountaineers.

The mark comes from the Mansfield Athletics brand which will continue to be used to represent Mountaineer intercollegiate athletics.

Please refer to the Mansfield Athletics style guide or the CLC artsheet for the full complement of athletic marks.



# Power of Three Gradient



## BLOOMSBURG MAROON

**PMS 209 C**

**RGB: 111 38 61**

**CMYK: 20 97 40 58**

**HEX: #6F263D**



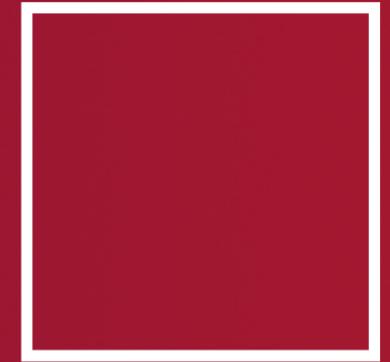
## LOCK HAVEN CRIMSON

**PMS 1955**

**RGB: 138 21 56**

**CMYK: 9 100 54 43**

**HEX: #8A1538**



## MANSFIELD RED

**PANTONE 187 C**

**RGB: 166 25 46**

**CMYK: 7 100 82 26**

**HEX: #A6192E**

# Commonwealth U Color Palette

## Commonwealth U Red\*

**RGB: 146 30 51**

**CMYK: 0 45 37 43**

**HEX: #921e33**

\* The Power of Three Gradient should be used where possible to equally represent all campuses. The CU Red should be used when a single red is called for.

The CU Red is the average of the Bloomsburg maroon, the Lock Haven Crimson, and the Mansfield Red.

**PANTONE 129 C**

**RGB: 243 208 62**

**CMYK: 0 11 78 0**

**HEX: #F3D03E**

**RGB: 000**

**CMYK: 000100**

**HEX: #000000**

# Bloomsburg Color Palette

**PMS 209 C**  
**RGB: 111 38 61**  
**CMYK: 20 97 40 58**  
**HEX: #6F263D**

**PANTONE 129 C**  
**RGB: 243 208 62**  
**CMYK: 0 11 78 0**  
**HEX: #F3D03E**

**PMS 466C**  
**RGB: 198 170 118**  
**CMYK: 8 23 52 15**  
**HEX: #C6AA76**

**PMS 251 249247**  
**CMYK: 1120**  
**HEX: #FAF9F6**

**PMS 10C**  
**RGB: 99 102 106**  
**CMYK: 40 30 20 66**  
**HEX: #63666A**

# Lock Haven & Clearfield Color Palette

**PMS 1955**  
**RGB: 138 21 56**  
**CMYK: 9 100 54 43**  
**HEX: #8A1538**

**RGB: 000**  
**CMYK: 000100**  
**HEX: #000000**

**RGB: 255 255 255**  
**CMYK: 0 0 0 0**  
**HEX: #FFFFFF**

**PMS 425**  
**RGB: 84 88 90**  
**CMYK: 48 29 26 76**  
**HEX: #54585A**

# Mansfield Color Palette

**PANTONE 187 C**  
**RGB: 166 25 46**  
**CMYK: 7 100 82 26**  
**HEX: #A6192E**

**RGB: 000**  
**CMYK: 000100**  
**HEX: #000000**

**PANTONE 430 C**  
**RGB: 124 135 142**  
**CMYK: 33 18 13 40**  
**HEX: #7C878E**

**RGB: 255 255 255**  
**CMYK: 0 0 0 0**  
**HEX: #FFFFFF**

# Typography

*SANS SERIF:*

# Franklin Gothic

Canva alternative: Libre Franklin Gothic

*SERIF:*

# Garamond

Canva alternative: EB Garamond

*Script:*

# Playlist Script