



PA State System of Higher Education Board of Governors

Effective: January 13, 2000

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Policy 2000-01: System Graphic Identity

See Also:

Adopted: January 13, 2000

Amended:

A. Background

Act 188 of 1982 established Pennsylvania's State System of Higher Education as a body corporate and politic constituting a public corporation and government instrumentality to consist of the 14 then state colleges and university and such other institutions presently existing or newly created as may be hereafter admitted by the Board in accordance with other agencies as required by law.

Established in 1983, it is one of the youngest systems in the nation. Despite the System's growth and accomplishments in less than two decades, many Pennsylvanians still do not know what the State System is, which universities comprise it, and that it is largely supported by taxpayers. A critical component of the System's marketing plan is the clear, consistent, and positive presentation of the organization's image in all forms of communication.

As the System governing body, the Board establishes the following requirements for the presentation of System information in university communications with the goal of advancing a clear, consistent graphic identity for the State System.

B. Graphic Identity Standards

1. In any printed or written first reference to a university, the complete name of the university shall be used, i.e., _____ University of Pennsylvania.
2. Official publications, periodicals, admission materials, letterhead, advertisements, website home pages, and informational booths must include a line noting the institution's legislated affiliation with the State System. Institution websites also should include a link to the System website.
3. Initial references shall use the full name "State System of Higher Education" with subsequent references to "the System" or "the State System." The abbreviation "SSHE" shall not be used.

4. Any university publication that includes the institution's council of trustees must also list the System's governing board.
5. As required by Act 188 of 1982, the chancellor serves as an *ex officio* member of each council of trustees and should be shown as such in any listing of the council.
6. University publications that include the name of the university president but not the council of trustees nor the governing board shall carry the names of the Board chair and the chancellor and their titles.
7. Official designees of the Board chair and/or the chancellor shall be listed in formal programs or any printed materials listing other program participants.
8. Use and presentation of the System logo and seal shall follow the technical specifications outlined by the Office of the Chancellor with regard to design, color, size, and type style.

C. Implementation

The Office of the Chancellor will prepare, distribute, and periodically update guidelines to assist the individual institutions in establishing a consistent presentation of State System information.

D. Effective Date: January 13, 2000