



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>

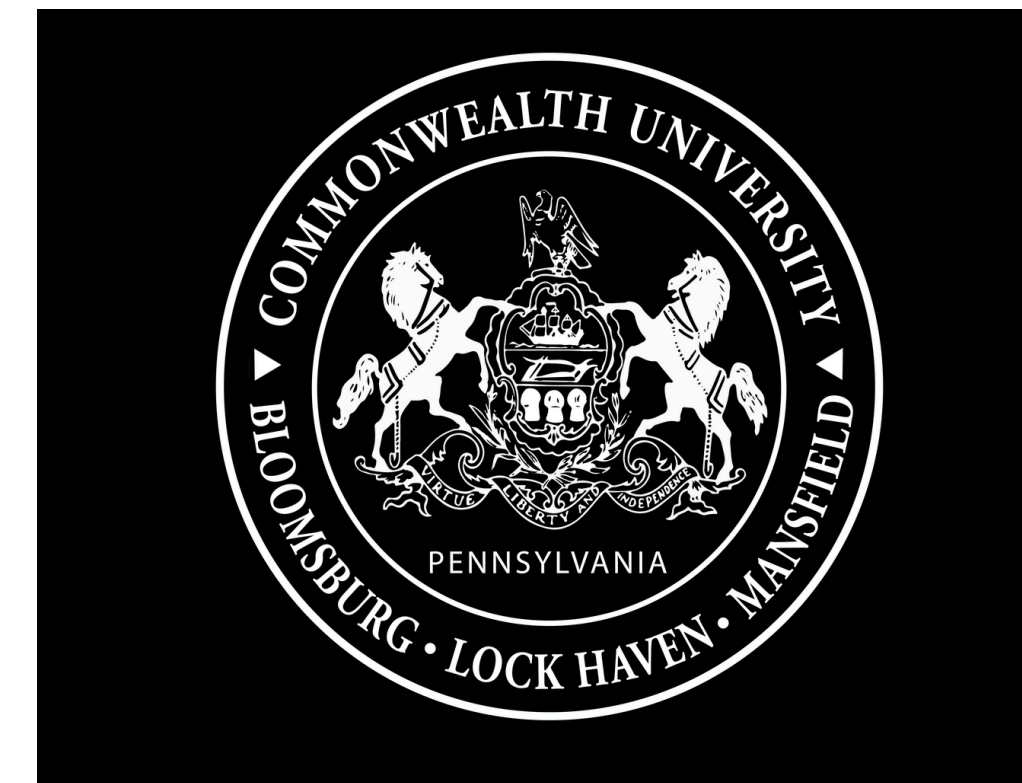
University Seal

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.



COMMONWEALTH UNIVERSITY
OF PENNSYLVANIA



COMMONWEALTH UNIVERSITY
OF PENNSYLVANIA



COMMONWEALTH UNIVERSITY
OF PENNSYLVANIA



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.



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OF PENNSYLVANIA



COMMONWEALTH UNIVERSITY
OF PENNSYLVANIA



COMMONWEALTH UNIVERSITY
OF PENNSYLVANIA



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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
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COMMONWEALTH UNIVERSITY OF PENNSYLVANIA

Wordmark + CU + Academic Area

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

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

Bloomsburg | Lock Haven | Mansfield

Bloomsburg | Lock Haven | Mansfield

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

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THE POWER OF THREE

Bloomsburg | Lock Haven | Mansfield

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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

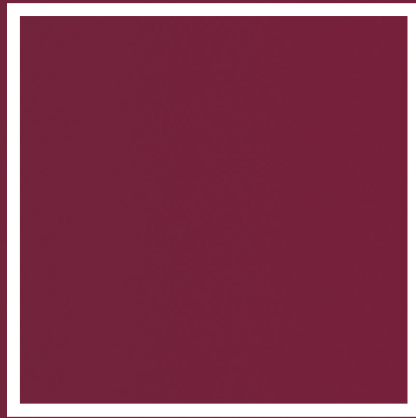
The Mansfield spirit mark is an informal way to represent CU-Mansfield and the Mountaineers.

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