

BRAND

GUIDELINES



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OUR MISSION

Our program brings together the power of the Penn State Football community to support young athletes in under-resourced communities across central Pennsylvania who commonly struggle to acquire adequate sports equipment and school supplies.

The RePlay program aims to provide these students with the supplies to help foster a love of sport and the benefits that can come from participating. This will also allow Penn State student-athletes the opportunity to give back and inspire young student-athletes so that one day they may be in the same position.

Another goal of this event will be to help to support sustainability by repurposing used sports equipment that is in good working order but is no longer in use to prevent it from ending up in local landfills.



BRAND

IDENTITY



THE LOGO

The logo should not be manipulated in any way. The colors may be altered to a one-tone logo, as shown on page 06. The three single color options are within the brand's color palette.



LOGO SPACING

When using the logo on RePlay materials, make sure to give it some breathing space. The graphic to the right ensures that the logo will not be crowded, no matter the size of the document or media.

The space between the two green rectangular outlines, is the “exclusion zone.” Do not place any text, images, graphics, etc. within this space around the logo.



EXCLUSION ZONE IN GREEN

THE IDENTITY

The logo can be shown in four different color options depending on the background being used.

Logo Use

Dark Blue background – use Light Blue logo

Light Blue background – use Dark Blue logo

White background – use Two-Tone logo

Exception

The White logo can be placed on a Light Blue background, ONLY on the box side panels.

DARK BLUE BACKGROUND
USE LIGHT BLUE LOGO



LIGHT BLUE BACKGROUND
USE DARK BLUE LOGO



WHITE BACKGROUND
USE TWO-TONE LOGO



ONLY ON BOX SIDE PANELS

LIGHT BLUE BACKGROUND
USE WHITE LOGO



COLORS

The color palette for the RePlay logo identifies the university being represented, in this case Penn State.

The staples of the Penn State RePlay palette are Light Blue and Dark Blue. The Green accent color is used to highlight text and sports icons within the brand.

Further development of the brand will include color palettes adapting to other Big Ten Universities.

LIGHT BLUE

RGB 0 / 156 / 222
CMYK 85 / 21 / 0 / 0
HEX #1A9BD7
PMS 2925

DARK BLUE

RGB 30 / 64 / 124
CMYK 100 / 76 / 0 / 18
HEX #1E407C
PMS 287

GREEN

RGB 153 / 204 / 0
CMYK 38 / 0 / 82 / 0
HEX #99CC00
PMS 2291

WHITE

RGB 255 / 255 / 255
CMYK 0 / 0 / 0 / 0
HEX #FFFFFF

MISUSES

The following are examples of misuses of the logo.



Do not transform the logo (rotate, flip, skew, etc.).



Do not place the logo on a background outside of the brand colors.



Do not place the logo on a gradient or patterned background.



Do not add a drop shadow or any other effects to the logo.



Do not change the colors of the logo, outside of the brand colors.



Do not place the logo onto a background with the same colors.



Do not place text onto the logo or within the logo exclusion zone.



Do not place the colored logos onto a busy photograph.

BASKETBALL

SOCCER

CHECK IN

VOLLEY

REPLAY

DROP OFF

FOOTBALL

APPARATUS

TYPOGRAPHY

The fonts used throughout the RePlay brand create a cohesive identity across multiple deliverables.

Upgrade is only to be used in Extra Black Italic, all caps, for Headline & Display texts.

Laski Slab is only to be used in Bold, all caps, for Subhead texts.

Helvetica Neue can be used as a font family. The main weight is Regular, but other weights can be used for accentuation, quotes, etc. Seen only in Body Copy.

UPGRADE / EXTRA BLACK ITALIC

Headline / Display: All Caps

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.!?,",;:

LASKI SLAB / BOLD

Subhead: All Caps

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.!?,",;:

HELVETICA NEUE

Body Copy: Sentence Case

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.!?,",;:

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.!?,",;:

TYPE USE / BODY COPY

Body copy is shown in **Helvetica Neue Regular**.
If accentuated text is needed, use Helvetica Neue Bold
and/or Helvetica Neue Regular Italic.

The text point size is dependent on the type and size
of the document it is being placed on. Use your best
judgement when choosing point size.

On white backgrounds use black text. On dark colored
backgrounds use white text.

10PT BODY COPY

Leading | 12PT

Sinci dolorryum iumquas reperatur aut volumen tiatur? Qui vel eum hillabo. Tiorum, **essum non reptaecero** to debis quis estios, quaest labo. Bitio. Itatquam et explis etur, quas aut omnitem am hilleca borehenim lis dolupta abo et quam as delest reictem pellest.

Nam volori temporrore comnia parciisit dolluptas dolorent et quatum uta nit vernam lam quiae vere et volenimint, cus eumquaescia solupta nonem dollaci liquiaturemo magnam asimagnis dit plignis dia veratem re, sus de vit odi quate **idus comniatia commolorendi** as es et hiliqui re eatu restes rectessin cus, utas sitio vel enihicipsam, natem explaudit quod eici sequidi cipsus unt ius am estiae de quaspel lautatio.

12PT BODY COPY

Leading | 14PT

Sinci dolorryum iumquas reperatur aut volumen tiatur? Qui vel eum hillabo. Tiorum, **essum non reptaecero** to debis quis estios, quaest labo. Bitio. Itatquam et explis etur, quas aut omnitem am hilleca borehenim lis dolupta abo et quam as delest reictem pellest.

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14PT BODY COPY

Leading | 16PT

Sinci dolorryum iumquas reperatur aut volumen tiatur? Qui vel eum hillabo. Tiorum, **essum non reptaecero** to debis quis estios, quaest labo. Bitio. Itatquam et explis etur, quas aut omnitem am hilleca borehenim lis dolupta abo et quam as delest reictem pellest.

Nam volori temporrore comnia parciisit dolluptas dolorent et quatum uta nit vernam lam quiae vere et volenimint, cus eumquaescia solupta nonem dollaci liquiaturemo magnam asimagnis dit plignis dia veratem re, sus de vit odi quate **idus comniatia commolorendi** as es et hiliqui re eatu restes rectessin cus, utas sitio vel enihicipsam, explaudit quod eici sequidi cipsus unt ius am estiae de quaspel lautatio.

10PT BODY COPY

Leading | 12PT

Sinci dolorryum iumquas reperatur aut volumen tiatur? Qui vel eum hillabo. Tiorum, **essum non reptaecero** to debis quis estios, quaest labo. Bitio. Itatquam et explis etur, quas aut omnitem am hilleca borehenim lis dolupta abo et quam as delest reictem pellest.

Nam volori temporrore comnia parciisit dolluptas dolorent et quatum uta nit vernam lam quiae vere et volenimint, cus eumquaescia solupta nonem dollaci liquiaturemo magnam asimagnis dit plignis dia veratem re, sus de vit odi quate **idus comniatia commolorendi** as es et hiliqui re eatu restes rectessin cus, utas sitio vel enihicipsam, natem explaudit quod eici sequidi cipsus unt ius am estiae de quaspel lautatio.

12PT BODY COPY

Leading | 14PT

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TYPE USE / HEADLINES

Headlines used on promotional materials are placed over a block. The back highlight should give the text comfortable space around all edges.

The headline bar should be placed flush with the left edge of the document, aligned left.

The headline text should always match the color of the background. The primary color combination is Dark Blue background / Green block / Dark Blue text. There are exceptions to the block colors, which can be viewed on the ID Badges.

ONE LINE

APPAREL

TWO LINES

BASKET

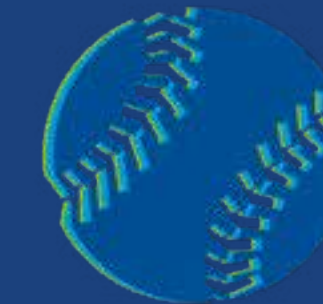
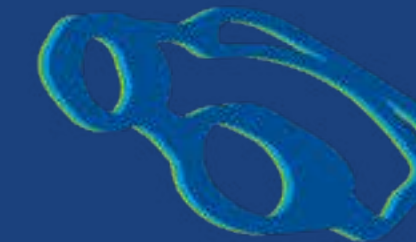
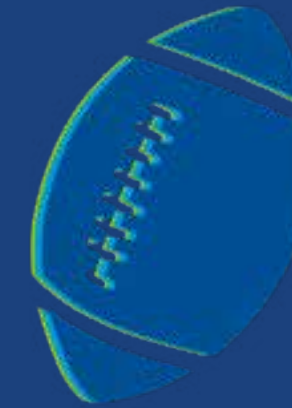
BALL

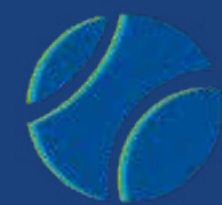
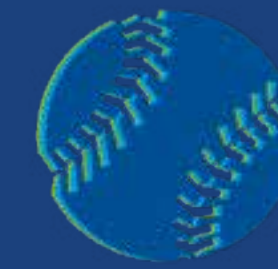


ICONOGRAPHY

Equipment icons support the RePlay brand and help to incorporate aspects of our logo.

Icons are primarily shown on Dark Blue backgrounds. The exception is on the ID Badges where they appear on Light Blue backgrounds. Color examples and values are shown on the following page.

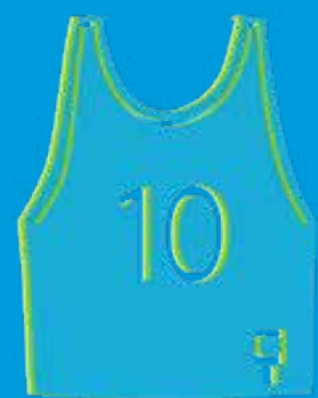




RGB 0 / 80 / 148
CMYK 100 / 76 / 13 / 2
HEX #005094
PMS 2945

RGB 0 / 156 / 222
CMYK 85 / 21 / 0 / 0
HEX #1A9BD7
PMS 2925

RGB 153 / 204 / 0
CMYK 38 / 0 / 82 / 0
HEX #99CC00
PMS 2291



RGB 26 / 173 / 215
CMYK 72 / 11 / 7 / 0
HEX #1AADD7
PMS 2201

RGB 153 / 204 / 0
CMYK 38 / 0 / 82 / 0
HEX #99CC00
PMS 2291

RGB 181 / 255 / 255
CMYK 23 / 0 / 5 / 0
HEX #B5FFFF
PMS 317

REPLAY

IN ACTION



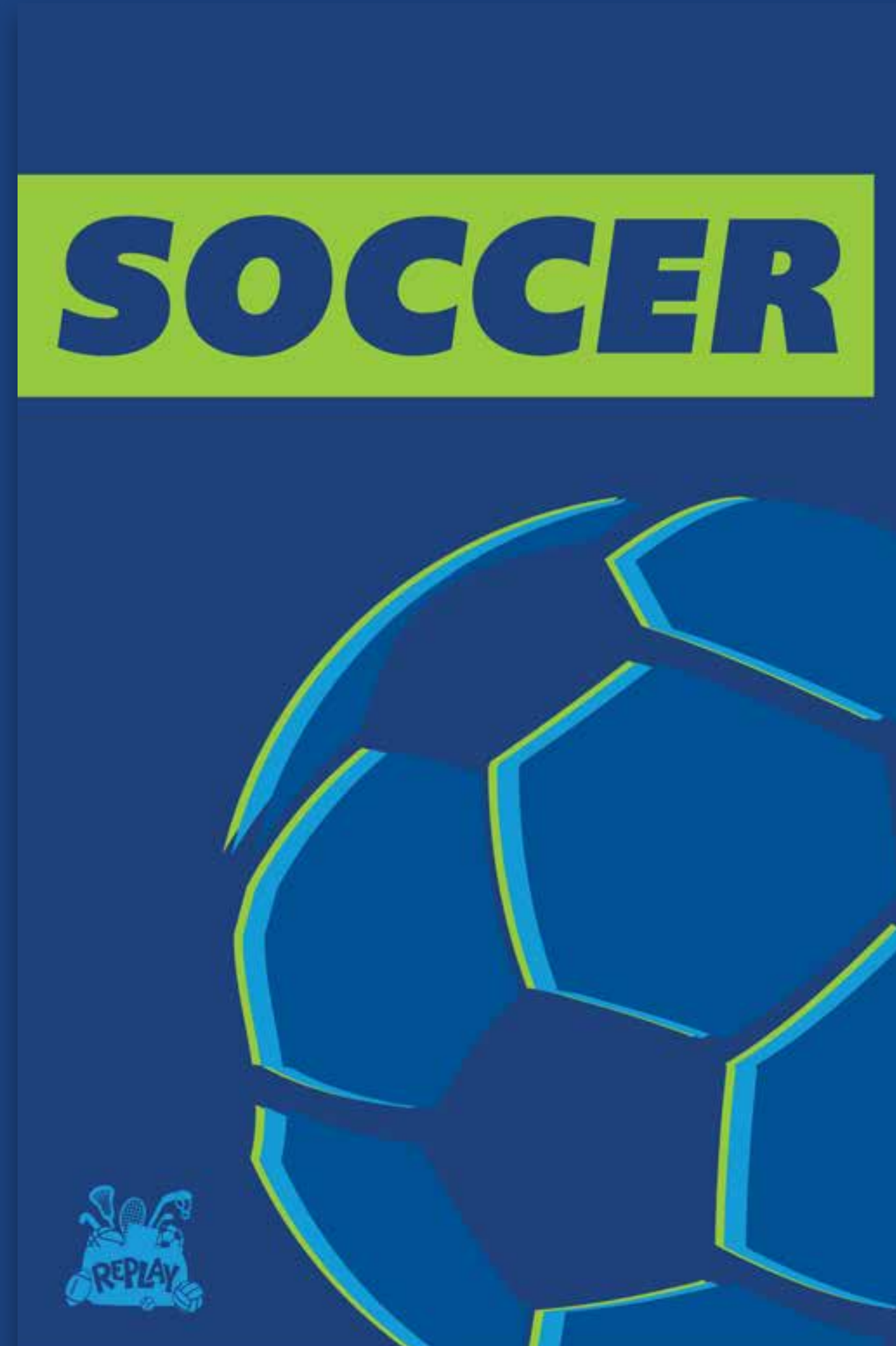


INDOOR SIGNAGE

Signs displayed inside the event have the purpose of guiding visitors to RePlay donation boxes, check-in and registration areas.

Headline text can be split into multiple lines, if needed. Two line examples would be: “Check | In,” “Basket | Ball,” “Foot | Wear.”

The signs are specific to the item category that is being donated. Each sign will show the corresponding equipment icon along with the headline. The only sign that does not receive an icon is “Check In.” This sign will receive the three horizontal bars graphic instead.



YARD SIGNS

Yard signs only consist of the bars of text and the logo. These signs are used as directionals leading to the event space and indicators of a building where donations are being collected.

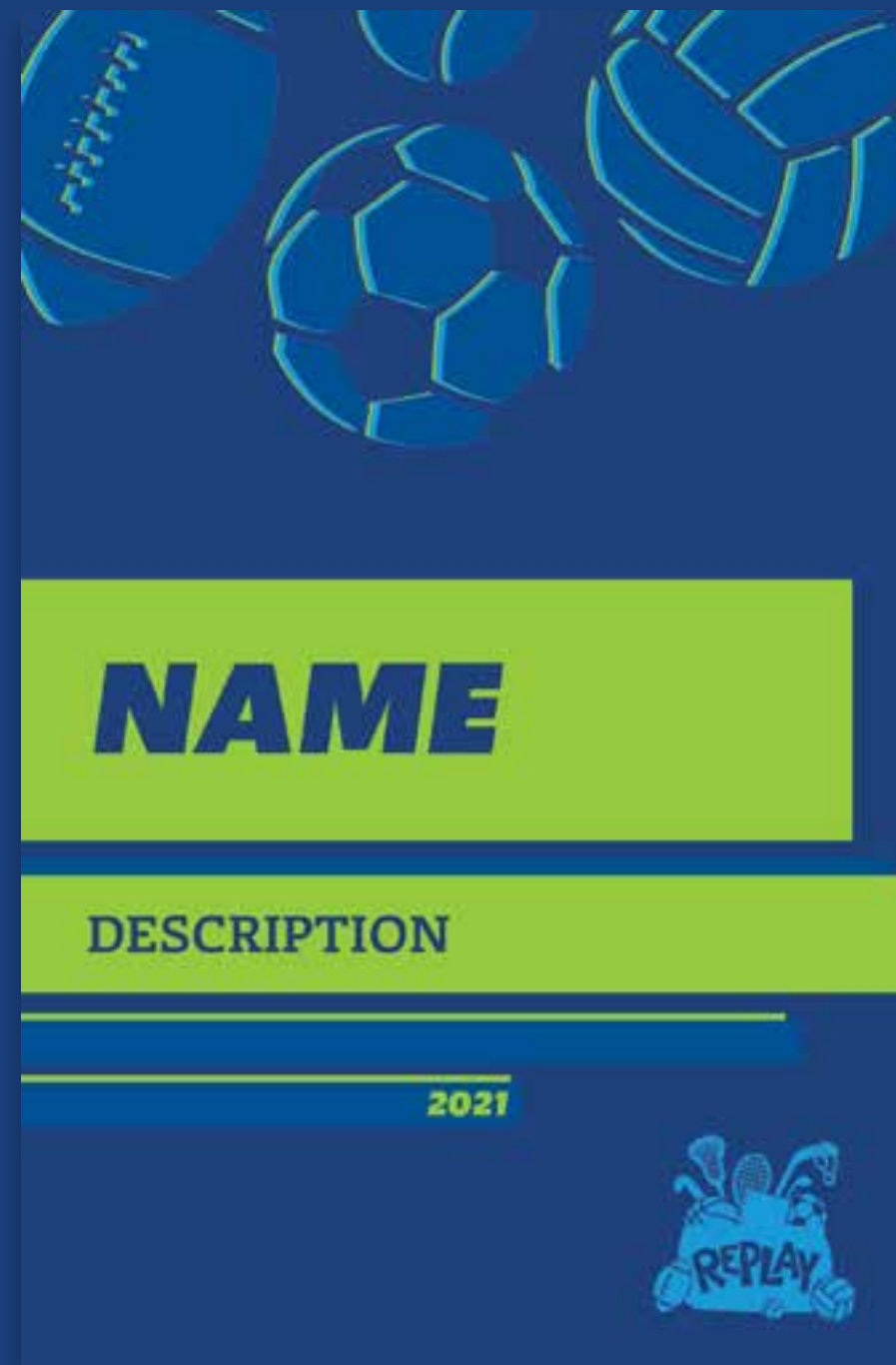
The bars of text always come from the left side. They are centered on the sign, whether it has one, two, or three lines of text. The RePlay logo is shown in the bottom right corner.





ID BADGES

ID Badges are designed for a four year rotation. As most students attend for four years, they would receive a different badge each year of volunteering. The name and description will be written on by the volunteer.



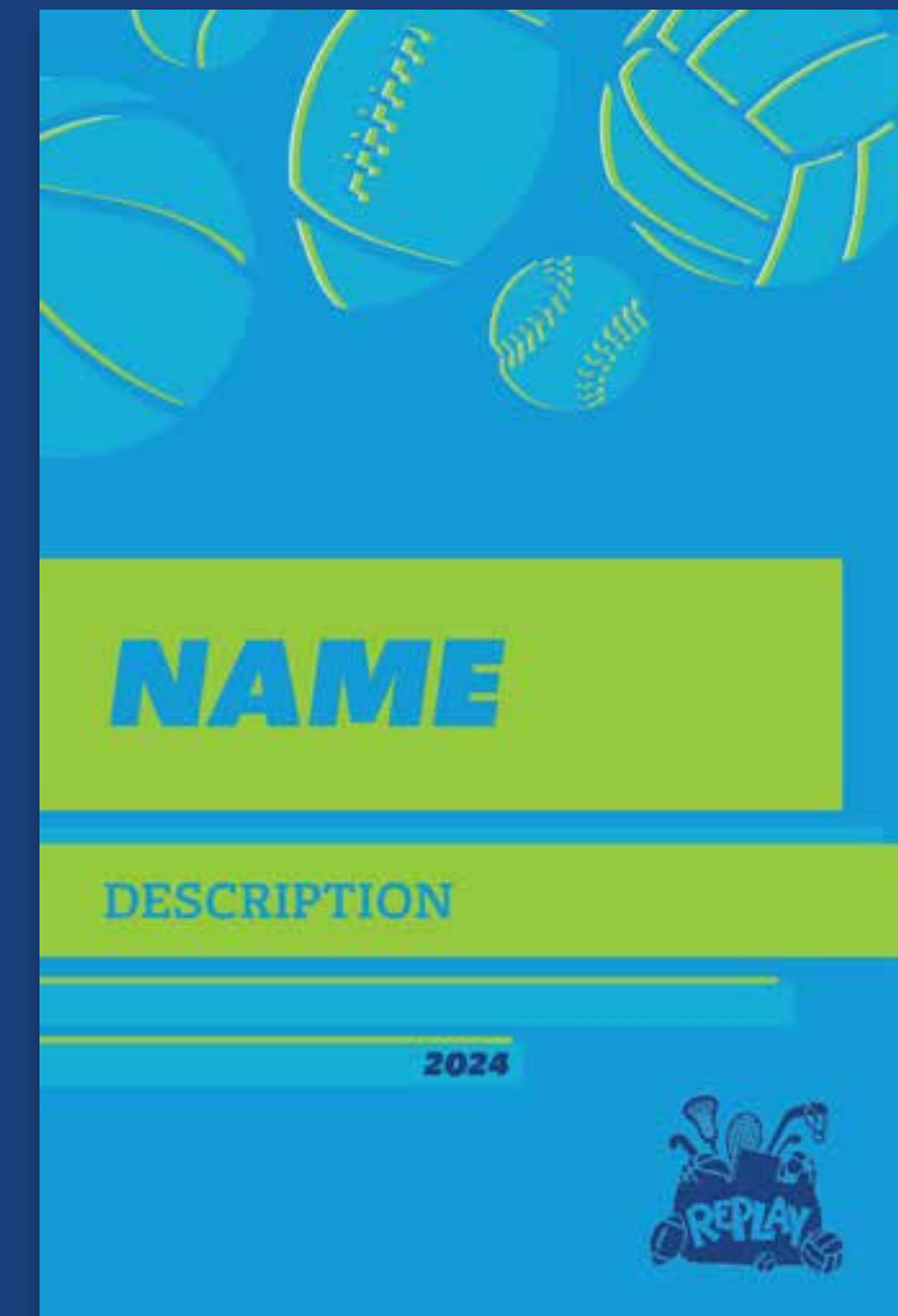
2021



2022



2023



2024

DONATION BOX

RePlay donation boxes will be displayed at the event, and at drop-off locations leading up to the event.

The box is designed on all four sides to give flexibility and visual interest when placing them in the space. The sides are shown in a flat mockup of the box on the following page. They include the two-tone RePlay logo with SAAB and PSU SI logos, two sides with a white RePlay illustration, and the logo of Pepsi Co. brand sponsor, Aquafina.





FLYER

RePlay donation flyers highlight the event and the types of supplies and equipment that is being collected. The lower third of the page is for informative text. An extra line or two can be added, as long as it follows the original design's overall composition.



DONATE

HERE

SPORTING EQUIPMENT
TOYS & GAMES
SCHOOL SUPPLIES

RePlay brings together the power of the Penn State Football community to support young athletes in under-resourced communities across central Pennsylvania who commonly struggle to acquire adequate sports equipment and school supplies.

The RePlay program aims to provide these students with the supplies to help foster a love of sport and the benefits that can come from participating.

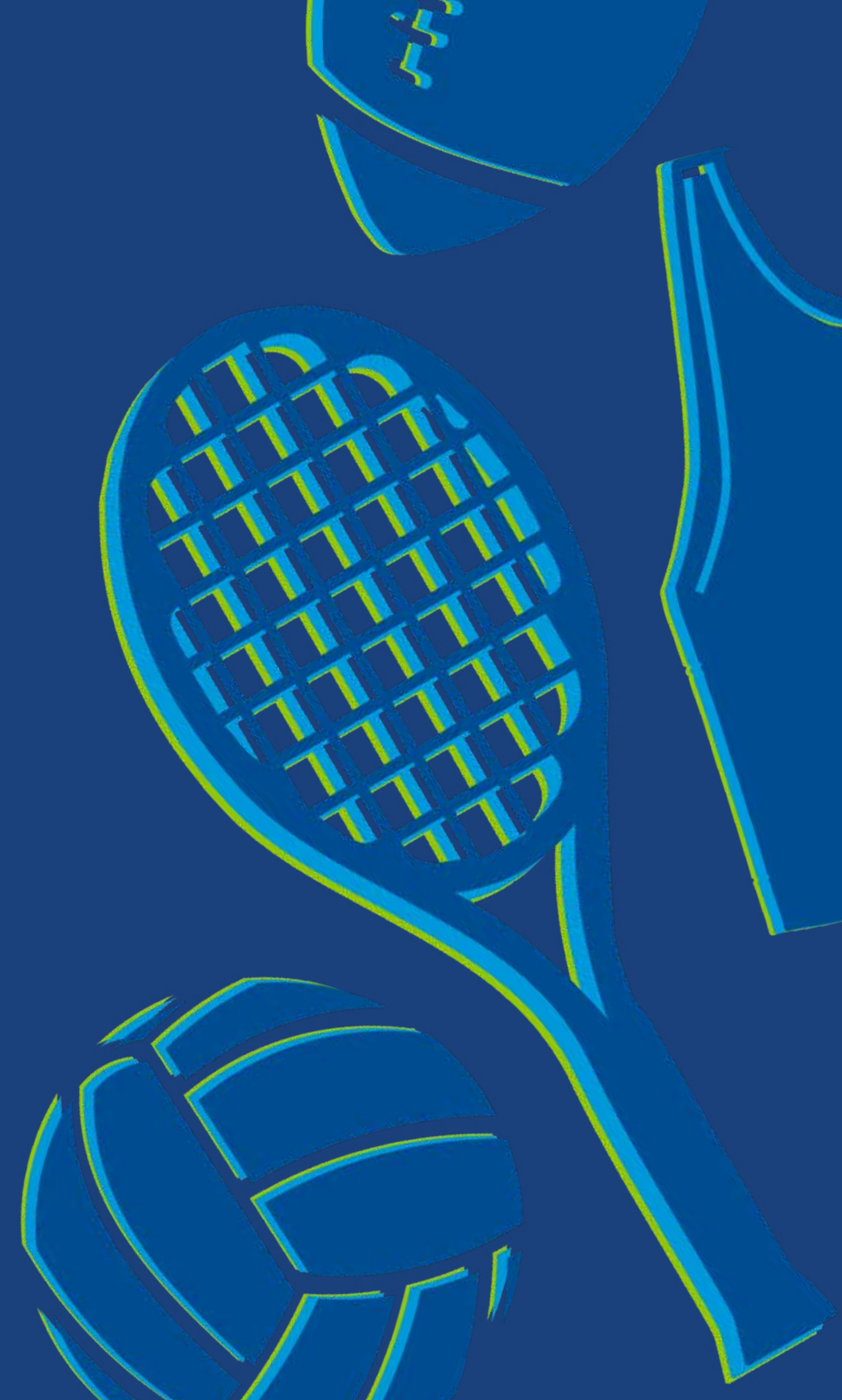
STAFF SHIRT

Volunteers at the event will be wearing RePlay branded tee shirts for clearer identification. The shirt design carries over the use of the green bars and the three-stripe graphic seen on select materials. The stripe graphic will be placed on the individual's right sleeve.



THE B1G

PICTURE



BIG TEN EXPANSION

In the coming years, RePlay hopes to expand their program to the other Big Ten Universities. Adapting the same functions of the program, RePlay branding will largely remain the same.

The exception would be the changes of color between schools. The palette would instead follow the specific University's color scheme, likely explained in the school's brand guidelines.

Colors are approximations and are able to be changed by the guidance of that specific university, along with the chosen accent color.

B1G RePlay Logos | p.28

B1G RePlay Colors | p.29





University of Illinois



Indiana University



University of Iowa



University of Maryland



University of Michigan



Michigan State University



University of Minnesota



University of Nebraska



Northwestern University



Ohio State University



Penn State University



Purdue University



Rutger University



University of Wisconsin

<p>ORANGE RGB 232 / 74 / 39 CMYK 01 / 83 / 85 / 0 HEX #E84A27 PMS 7417C</p>	<p>LIGHT CRIMSON RGB 237 / 23 / 76 CMYK 0 / 100 / 65 / 0 HEX #ED174C PMS 199</p>	<p>GOLD RGB 255 / 205 / 0 CMYK 0 / 14 / 100 / 0 HEX #FFCD00 PMS 116C</p>	<p>RED RGB 224 / 58 / 62 CMYK 0 / 91 / 76 / 6 HEX #E03A3E PMS 186</p>	<p>MAIZE RGB 255 / 204 / 6 CMYK 0 / 18 / 100 / 0 HEX #FFCB05 PMS 7406</p>	<p>LIGHT GREEN RGB 13 / 177 / 75 CMYK 100 / 0 / 100 / 0 HEX #0DB14B</p>	<p>GOLD RGB 255 / 204 / 51 CMYK 0 / 27 / 76 / 0 HEX #FFCC33 PMS 136</p>
<p>BLUE RGB 19 / 41 / 75 CMYK 100 / 90 / 10 / 77 HEX #13294B PMS 2767C</p>	<p>DARK CRIMSON RGB 119 / 13 / 41 CMYK 12 / 95 / 59 / 54 HEX #770D29 PMS 188</p>	<p>BLACK RGB 0 / 0 / 0 CMYK 0 / 0 / 0 / 100 HEX #000000 PMS 188</p>	<p>BLACK RGB 0 / 0 / 0 CMYK 0 / 0 / 0 / 100 HEX #000000 PMS 188</p>	<p>BLUE RGB 0 / 39 / 76 CMYK 100 / 60 / 0 / 60 HEX #00274C PMS 282</p>	<p>DARK GREEN RGB 24 / 69 / 59 CMYK 82 / 0 / 64 / 70 HEX #18453B PMS 567</p>	<p>MAROON RGB 122 / 0 / 25 CMYK 0 / 100 / 61 / 43 HEX #7A0019 PMS 202</p>

University of Illinois

Indiana University

University of Iowa

University of Maryland

University of Michigan

Michigan State University

University of Minnesota

<p>SCARLET RGB 208 / 0 / 0 CMYK 2 / 100 / 85 / 6 HEX #D00000 PMS 186</p>	<p>LIGHT PURPLE RGB 147 / 128 / 182 CMYK 38 / 40 / 128 / 182 HEX #988FBF</p>	<p>SCARLET RGB 187 / 0 / 0 CMYK 0 / 100 / 63 / 12 HEX #BB0000 PMS 200</p>	<p>LIGHT BLUE RGB 0 / 156 / 222 CMYK 85 / 21 / 0 / 0 HEX #009CDE PMS 2925</p>	<p>GOLD RGB 218 / 170 / 0 CMYK 0 / 20 / 100 / 8 HEX #DAAA00 PMS 110</p>	<p>RED RGB 204 / 0 / 51 CMYK 0 / 100 / 81 / 4 HEX #CC0033 PMS 186</p>	<p>RED RGB 205 / 21 / 67 CMYK 3 / 100 / 66 / 12 HEX #CD1543 PMS 200</p>
<p>GREY RGB 199 / 200 / 202 CMYK 0 / 0 / 0 / 25 HEX #C7C8CA PMS 3</p>	<p>PURPLE RGB 78 / 42 / 132 CMYK 85 / 100 / 0 / 15 HEX #482580</p>	<p>DARK RED RGB 19 / 41 / 75 CMYK 22 / 100 / 92 / 44 HEX #700000</p>	<p>DARK BLUE RGB 30 / 64 / 124 CMYK 100 / 76 / 0 / 18 HEX #1E407C PMS 287</p>	<p>BLACK RGB 0 / 0 / 0 CMYK 0 / 0 / 0 / 100 HEX #000000 PMS 188</p>	<p>GREY RGB 95 / 106 / 114 CMYK 11 / 0 / 0 / 64 HEX #5F6A72 PMS 431</p>	<p>DARK RED RGB 146 / 5 / 48 CMYK 9 / 100 / 64 / 40 HEX #920530</p>

University of Nebraska

Northwestern University

Ohio State University

Penn State University

Purdue University

Rutgers University

University of Wisconsin

CONTACT

If you have any questions about the RePlay brand or materials provided in the guidelines, please contact.

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laurenrheume1@gmail.com
609.273.1471

