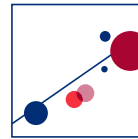


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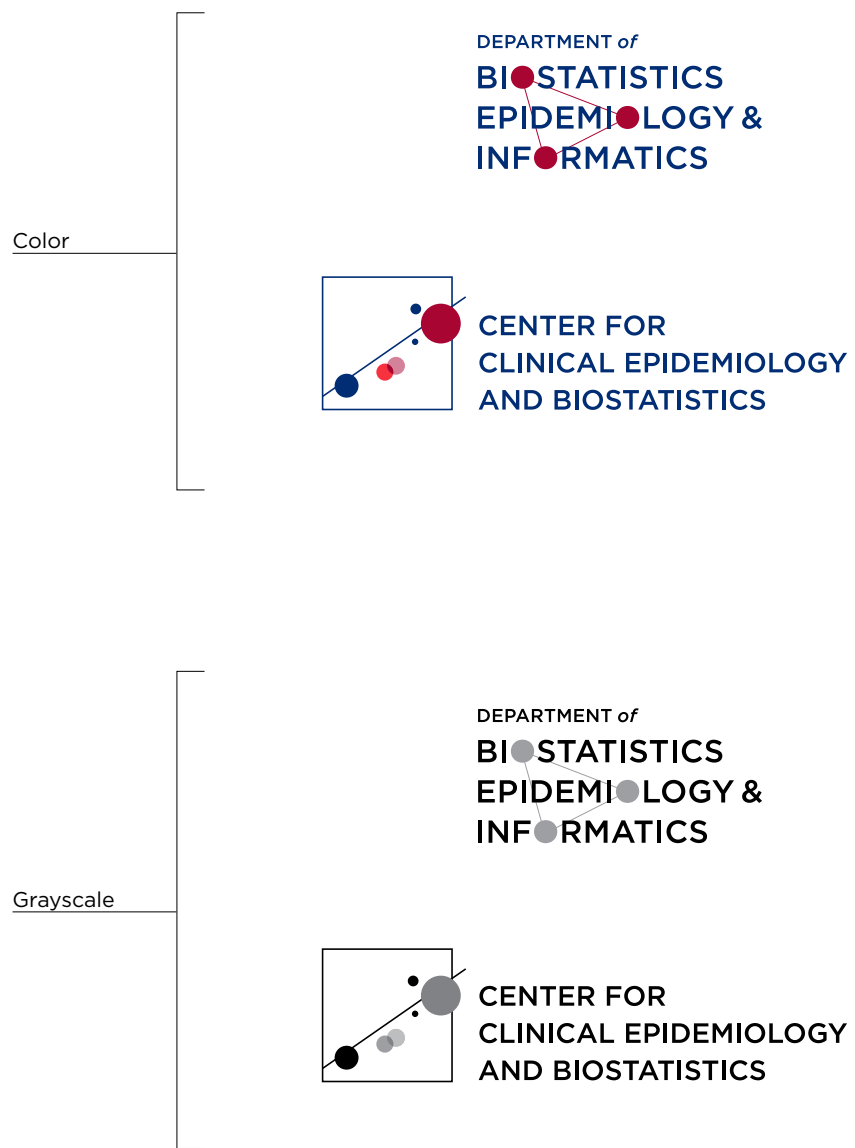
## Visual Identity Style Guide

|    |                                   |
|----|-----------------------------------|
| 1  | Color, Grayscale                  |
| 2  | Reverse                           |
| 3  | DBEI Formats                      |
| 4  | CCEB Formats                      |
| 5  | Misuse of Logo                    |
| 6  | DBEI Primary Colors               |
| 7  | DBEI Secondary Colors             |
| 8  | CCEB Primary Colors               |
| 9  | CCEB Secondary Colors             |
| 10 | CCEB Centers of Excellence Colors |
| 11 | Typography                        |
| 12 | File Usage                        |

A color logo should be used for all products, business stationery, literature (data sheets, brochures, etc.) and promotional items whenever possible.

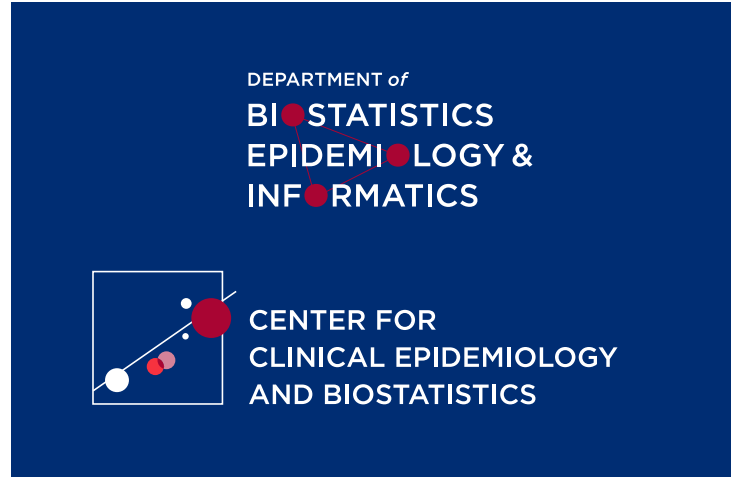
Depending on the application, the color logos may be printed in CMYK, RGB or PMS. The PMS, CMYK and RGB values are shown on page 8-12.

The logos can appear in black or white when needed, but no other colors are acceptable.

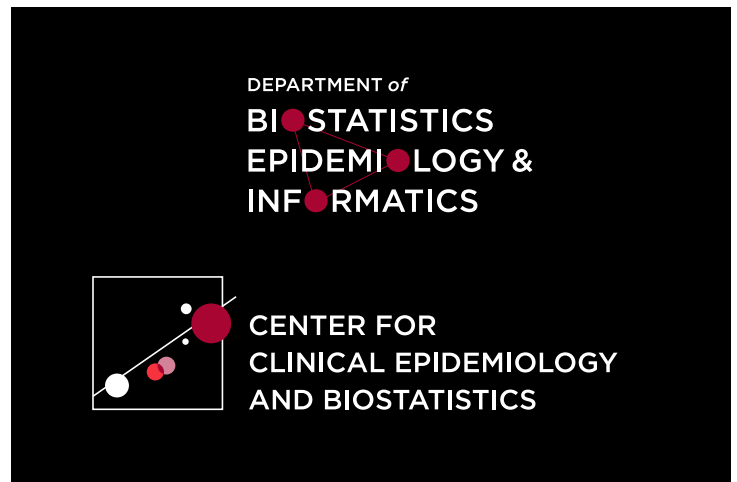


The reverse logo should only be placed on a black or Penn blue background. It should not be placed over imagery or on other colors.

Reverse Blue background



Reverse Black background



Reverse Grayscale

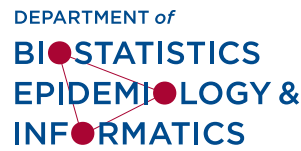


DBEI logos are available in 2-color, grayscale and reverse.

DBEI\_DBEI\_PSOM



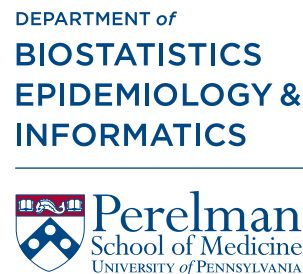
DBEI\_logo



DBEI\_PSOM



DBEI\_type\_PSOM



DBEI\_shield\_horizontal



DBEI\_shield\_vertical



CCEB logos are available in 2-color, grayscale and reverse.

CCEB\_horizontal



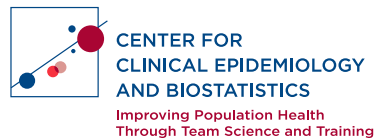
CCEB\_vertical



CCEB\_logo



CCEB\_logo\_tagline



CCEB\_logo\_PSOM



CCEB\_PSOM



CCEB\_type\_PSOM

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CCEB\_shield\_horizontal



CCEB\_shield\_vertical



In addition to providing ample space around the logos, please adhere to the following usage guidelines.

Do not move or reposition any of the logo elements.

Do not stretch or distort the logos in any way.

Do not rotate the logos.

Do not add other elements to the logos.

Do not change the colors in the logos.

Do not use a different font in the logos.

Do not apply the logos to a background with insufficient contrast.

Do not use the logos on a photograph or background that impairs a clear definition of the logo.

The DBEI logo should appear using black, white or the colors specified below:



**CMYK**

Penn Blue: 100-88-27-19

Penn Red: 0-100-65-34



**PMS**

Penn Blue: 288

Penn Red: 201

**RGB**

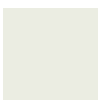
Penn Blue: 30-55-108

Penn Red: 169-5-51

**WEB**

Penn Blue: # 1e376c

Penn Red: # a90533



#### CMYK

Dark Blue: 80-52-0-24

Light Blue: 73-26-0-0

Purple: 59-64-24-0

Orange: 13-62-77-14

Yellow: 0-15-100-0

Beige: 4-1-9-4

#### PMS

Dark Blue: 7864

Light Blue: 299

Purple: 2109

Orange: 7572

Yellow: 7404

Beige: 9582

#### RGB

Dark Blue: 46-93-151

Light Blue: 46-154-213

Purple: 126-107-147

Orange: 190-108-67

Yellow: 255-212-0

Beige: 232-234-222

#### WEB

Dark Blue: # 2e5d97

Light Blue: # 2e9ad5

Purple: # 7e6b94

Orange: # be6c43

Yellow: # ffd400

Beige: # e8eade

The CCEB logo should appear using black, white or the colors specified below:



**CMYK**

Penn Blue: 100-88-27-19

Penn Red: 0-100-65-34

Orange Red: 0-93-76-0

Light Red: 0-40-26-14

**PMS**

Penn Blue: 288

Penn Red: 201

Orange Red 032

Light Red: 40% PMS 201

**RGB**

Penn Blue: 30-55-108

Penn Red: 169-5-51

Orange Red: 239-55-66

Light Red: 217-151-146

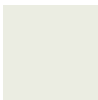
**WEB**

Penn Blue: # 1e376c

Penn Red: # a90533

Orange Red: # fef3742

Light Red: # d99792



#### CMYK

Dark Blue: 80-52-0-24

Light Blue: 73-26-0-0

Green: 32-7-73-32

Yellow: 0-15-100-0

Beige: 4-1-9-4

#### PMS

Dark Blue: 7864

Light Blue: 299

Green: 7490

Yellow: 7404

Beige: 9582

#### RGB

Dark Blue: 46-93-151

Light Blue: 46-154-213

Green: 131-148-79

Yellow: 255-212-0

Beige: 232-234-222

#### WEB

Dark Blue: # 2e5d97

Light Blue: # 2e9ad5

Green: # 83944e

Yellow: # ffd400

Beige: # e8eade



**CMYK**

CPeRT Yellow: 0-0-40-5

CGACT Green: 20-0-30-0

CHBR Blue: 15-0-0-5

CTER Beige: 15-10-20-0



**RGB**

CPeRT Yellow: 245-236-165

CGACT Green: 206-230-193

CHBR Blue: 201-227-239

CTER Beige: 216-216-201



**WEB**

CPeRT Yellow: # f5eca5

CGACT Green: # cee6c1

CHBR Blue: # c9e3ef

CTER Beige: # d8d8c9

Visual continuity for an identity requires consistent typography. DBEI and CCEB use the Gotham Medium fonts. The large CCEB initials use the Gotham Book font.

## Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Gotham Book

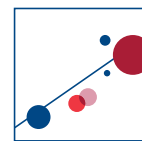
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Gotham Medium

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AND BIostatISTICS**

Improving Population Health  
Through Team Science and Training

Gotham Book



**CCEB**

The various logo file formats provided should be used as follows:

**PRINT**

EPS, JPG (300dpi)

EPS files should be used whenever possible.

**WEB**

JPG (72dpi)

**COLOR**

CMYK and Pantone (PMS) files are intended for print use.

Black/Grayscale files may be used for either print or web.

RGB color is the standard for most consumer-level printers and web viewing.

White logo files are intended for logo reproduction on a dark background, and may be used for print or web reproduction.