

## OUR BRAND FRAMEWORK //

## PURPOSE

**Bring Positive Impact to Humanity.**

## POSITIONING

**One Community. Impacting Many.**

## TAGLINE

**We Are Penn State.**

## PILLARS

**Openness**

**Interdisciplinary**

**Culture of “We”**

## MANIFESTO

At Penn State, we have a long list of accomplishments under our belt.

We’ve discovered planets, we’ve smashed the atom, we’ve changed the face of humanity, and we’re not done.

But what makes a Penn State accomplishment more than just a chapter in a history book is the motivation and passion of the participants that went into it. It’s the shared pride we feel when our fellow students, faculty, staff, and alumni are on the journey. It’s the shared satisfaction we feel when they reach that destination. And it’s the common understanding that without each and every individual’s reason-for-being, none of it matters.

Our inner callings are what inspire us and our peers to be better every day, and they are what brought all of us to Penn State. That humanistic calling is what pushes us beyond ourselves into the world to help others and make something greater.

The “why-we-do-things” is what brings us together to make things happen.

It’s where every Penn State story begins. And it’s the reason our stories never end.

**We Are Penn State.**

*A manifesto is intended to capture the feeling and spirit of Penn State—to define what makes us unique and what we hope to achieve. Its exact wording is not intended to be duplicated for external communication.*