

# We Are Penn State

## The Power of Our Tagline

*Our research tells us that the phrase evokes a sense of family and community, shared experience, and pride in Penn State—powerful motivators for choosing to attend, advocate, or give to Penn State. Mostly importantly, the phrase carries an authenticity that is fully understood and accepted by key stakeholders. When asked to define the meaning of “We Are Penn State,” typical responses from stakeholders included statements like:*

- **“It means...we will always have a community that supports us... that is there to help us.” —Penn State alum**
- **“We are a community that is interconnected across the globe. We are sharers of a common experience. We value hard work and respect each other....” —Faculty member**

**Coming soon:** approved graphic lockups for proper implementation in your materials.

“We Are Penn State” is most meaningful as punctuation when aligned with a visual or editorial message conveying the idea of Penn Staters effecting change and solving problems in communities across the world.

## Using our Tagline

Like our academic mark, this tagline should not be amended in any way. Just as we are vigilant to maintain the integrity of our visual identity, we have the same task to uphold with the tagline.

We Are Penn State. No more and no less.

NOTE: Our tagline is fully “We Are Penn State” and not simply “We Are.” “We Are” by itself is an effective rallying cry for athletics and has a separate and distinct use from our tagline. Our guidelines are not meant to limit the use of “We Are” as a rallying cry, but rather focus on the marketing communications and editorial use of “We Are Penn State” as a tagline.

## Body Copy Use

In some instances, “We are Penn State” can be used in a sentence and not as a tagline. Using “We are” to start a sentence in an editorial setting should be clearly understood as separate from tagline usage. A sentence like this should not incorporate any non-standard punctuation or capitalization and should not be used in a manner that imitates tagline usage.

**DO:** We are Penn State and you are going to love it here.

**DO NOT:** We are...a Big Ten internationally renowned university...

## DO //

- **Use initial caps.**

Example: We Are Penn State

- **Use one period or exclamation point to punctuate our tagline.**

Examples:

We Are Penn State.

We Are Penn State!

## DON'T //

- **Don't use an ellipsis between "We Are" and "Penn State."**

Example: We Are...Penn State.

- **Don't qualify Penn State.**

Example: We Are Penn State School of XYZ.

- **Don't lowercase any first letter.**

Example: We are Penn State.

- **Don't use any punctuation in the middle of the tagline.**

Example: We Are. Penn State.

- **Don't use all caps in body text.**

Example: WE ARE PENN STATE.

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