PENNSYLVANIA DEPARTMENT OF LABOR & INDUSTRY

STYLE GUIDE

THE COMMONWEALTH BRAND

Pennsylvania takes great pride in providing high quality and life-enhancing services to its citizens. Just as important as these services is their reputation, credibility and professionalism. Having a successful quality brand is imperative to helping constituents connect the services we provide with the commonwealth, making it easy to know when they are working with the state and better connecting the high quality services they receive to the tax dollars they spend.

The Commonwealth of Pennsylvania style guide details the components of the commonwealth brand and proper usage in common applications. It does not cover every instance in which the brand is reflected, but serves as a guide for creating such materials and how to handle different communication pieces and media types. Every department communications effort should build brand equity in the commonwealth and unify our quality commonwealth brand to citizens.

All branding and communications materials should be managed by the departments' press offices and sent to the Governor's Office of Press and Communications for approval. If there are any questions surrounding commonwealth branding, logo development, style guide implementation or "policing" of the style points, the press offices will work with the Governor's Office of Press and Communications to address it. View the entire Commonwealth Brand Guide.

DEPARTMENT OF LABOR & INDUSTRY STYLE GUIDE

Labor & Industry's (L&I) style guide is based on the principles outlined in the commonwealth's style guide. In addition to this document, L&I's Brand Guide provides additional information on L&I as an agency; however, this document is to provide specific guidance on the development of materials and collaboration procedures with the Bureau of Administrative Services (BAS) and L&I's Office of Communications.

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LOGO | CONFIGURATION

Offices and bureaus within the Department of Labor & Industry must use the department's logo. As materials are revised or reprinted, non-approved logos will be removed or replaced.

1. L&I Keystone

The Keystone icon is the heart of our logo system and should not be altered in approved design or ratio.

2. Logotype

"pennsylvania" is set in Felbridge Bold. The template font size is the equivalent to 27 pt. The tracking between the letters is zero. All letters, including the 'p', are lowercase.

3. Department

The department name is set in Felbridge Regular* and always appears in all caps. The template font size is 12 pt. The tracking between letters is 0. When possible, keep the department name to one line; if needed, a second line is allowed but should not exceed below the baseline of the Keystone.

4. Logo Lock-up (area inside dotted box)

A "lock-up" is the combination of the Keystone, the logotype and your department name as a single unit. The proportions of this unit should not be altered in any way.

*When a logo is needed at smaller sizes in a digital format (i.e. television, digital billboards, etc.) it is permissible to display the department name in FELBRIDGE BOLD for better visibility. This will need approval by the Governor's Office of Press and Communications and will occur on a case-by-case basis.

ONE-LINE LOGO

TWO-LINE LOGO
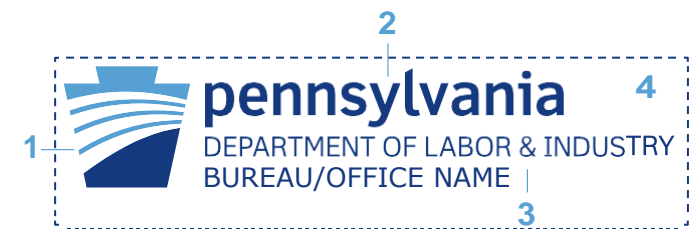
LOGO | COLOR USAGE

Depending on the type of publication, budget constraints or method of reproduction, the logo might be represented in two-color, one-color, black and white, or knockout to white against a darker background. The two-color version of the logo is its truest form and is preferred whenever possible. When working with outside vendors, always supply an electronic copy of the logo, which can be obtained from the BAS Management Services Division.

Two-color Logo
The two-color breakdown is as follows:

1. **Pantone 281 C** ·HEX 1A2954 ·RGB (26, 41, 84) ·CMYK (69,51,0,67)
   "Pennsylvania," department name and bottom of keystone
2. **Pantone 542 C** ·HEX 7BAFD6 ·RGB (123, 175, 214) ·CMYK (43, 18, 0, 16)
   Top of keystone

One-color Logo
Whenever appearing as one-color, the entire logo is produced using **Pantone 281 C**. However, the top of the Keystone is set to 50 percent opacity.

Black and White Logo
Whenever appearing as black and white, the entire logo is produced in 100 percent black. However, the top of the Keystone is set to 50 percent opacity.

Knockout Logo
On a dark background, the logo reverses out to 100 percent white.

TWO-COLOR LOGO

ONE-COLOR LOGO

BLACK AND WHITE LOGO

KNOCKOUT LOGO

LOGO | POSITIONING

Depending on the communication medium and its size, the logo can be positioned in one of two ways: horizontal with the Keystone to the left or centered vertically. The preferred version is horizontal with the Keystone to the left. Please note the distinction between one-line and two-line logos (page 4.) When importing the logo, always scale it proportionately, never stretch to fit.

Horizontal Logo
This logo is most commonly used. It is configured so that it can be positioned in the upper left or lower left portion of the page.

Vertical Logo
The stacked version of the logo is configured for use in a square or more vertical space.

NOTE: Always use the supplied version. Do not recreate the logo.

PREFERRED - HORIZONTAL LOGO

PERMITTED - VERTICAL LOGO

LOGO | CLEAR SPACE AND MINIMUM SIZE

In order for the logo to deliver maximum impact, there must be enough clear space around it. To ensure that "DEPARTMENT OF LABOR & INDUSTRY" is readable in all delivery mediums, there is a minimum size in which it can appear. Please note the distinction between one-line and two-line logos (page 4.) Follow the below spacing requirements for all logo types.

Clear Space
A minimum amount of space must be maintained around all four sides of the logo. This clear space "X" must be a minimum of .25" or 18 pixels.

Illustrations, photography and typography should not enter the space as defined.

Minimum Reproduction Size
The minimum reproduction size of the Pennsylvania logo is 1.875" wide (horizontal) and .875" high (vertical). The size is determined by the boundary of the logotype combined with the keystone.

Anything smaller than the determined size will result in the logo becoming unreadable.

1.875" wide

0.875" high

LOGO | MISUSE

The logo visually identifies the department to the outside world; therefore, it is imperative that it be used properly. The permitted logos are shown on page 6. The "L" drive hosts all logos for all bureaus/offices. When working with outside vendors, always supply an electronic copy of the logo, which can be obtained from the BAS Management Services Division.

pennsylvania
DEPARTMENT OF LABOR & INDUSTRY

1. Do not use the logo without the keystone icon.

pennsylvania
DEPARTMENT OF LABOR & INDUSTRY

3. Do not stretch or condense the logo.

pennsylvania
DEPARTMENT OF LABOR & INDUSTRY

2. Do not use unapproved colors in the logo.

pennsylvania
DEPARTMENT OF LABOR & INDUSTRY

4. Do not use logos or colors that are no longer approved.

COLOR PALETTE |

To ensure the consistency of L&I's identity, it is important to reproduce the primary color in the L&I palette as accurately as possible in all print and electronic application.

Primary Colors
Pantone 281 C ・HEX 1A2954 ・RGB (26, 41, 84) ・CMYK (69, 51, 0, 67)
Pantone 542 C ・HEX 7BAFD6 ・RGB (123, 175, 214) ・CMYK (43, 18, 0, 16)

These color are the only ones that should be used in general L&I materials, reports, and correspondence. Colors should not be substituted with any other unapproved colors. All color matching formulas have been provided.
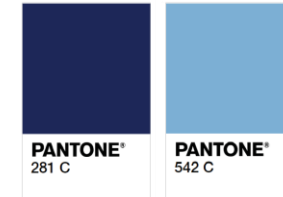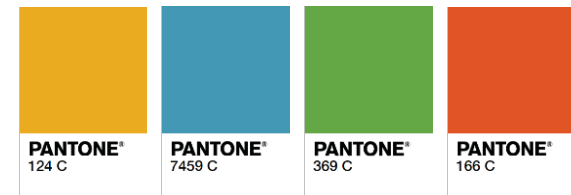
Secondary Colors
Pantone 124 C ・HEX E35426 ・RGB (227, 84, 38) ・CMYK (0, 63, 83, 11)
Pantone 7459 C ・HEX 4098B5 ・RGB (64, 152, 181) ・CMYK (65, 16, 0, 29)
Pantone 369 C ・HEX 62A945 ・RGB (98, 169, 69) ・CMYK (42, 0, 59, 34)
Pantone 166 C ・HEX EAAB2 ・RGB (234, 171, 34) ・CMYK (0, 27, 85, 8)
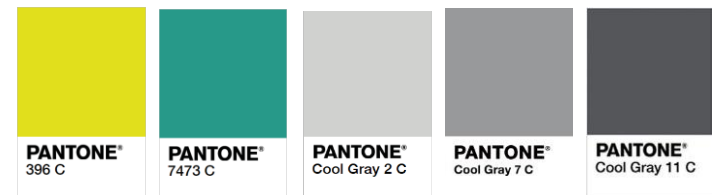
Accent & Neutral Colors
Pantone 396 C   ・HEX 209B8A ・ RGB (32, 155, 138) ・ CMYK (79, 0, 11, 39)
Pantone 7473 C   ・HEX E0E119 ・ RGB (224, 225, 25) ・ CMYK (0, 0, 89, 12)
Pantone Cool Grey 2 C ・HEX D0D0CE ・RGB (208, 208, 206) ・CMYK (14, 10, 8, 0)
Pantone Cool Grey 7 C ・HEX 97999B ・RGB (151, 153, 155) ・CMYK (38, 29, 24, 5)
Pantone Cool Grey 11 C ・HEX 53565A ・RGB (83, 86, 90) ・CMYK (63, 52, 44, 33)

TYPOGRAPHY |

Print & Digital Communications — For Marketing Effects

Fonts have been picked to complement the brand identity. These fonts should be used for graphic design only as they are not system fonts. They will require installation for individual use.

[Download Montserrat Font Family](#)

Day-to-Day Internal and External Communications -

For normal agency use, employees use the Calibri family of font, which are available in Microsoft Office. It is preferable to use 12-point, but for graphs or tables, 10-point is acceptable.

Proposal, Reports, and Other Lengthy Documents -

For more complex or public facing communication like proposals a nd reports, employees should use 12-point Calibri for the body copy. The Calibri family of font should be used for title, heading and subheading.

MONTSERRAT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
USAGE:

HEADLINE IN ALL CAPS
MONSERRAT BOLD

MONTSERRAT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
USAGE:
HEADLINE IN ALL CAPS

CALIBRI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
USAGE:
HEADLINE IN ALL CAPS

CALIBRI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
USAGE:
HEADLINE IN ALL CAPS