

INTRODUCTION | CONTENTS

SECTION 01
Visual Brand Tools

Logo Basics:
Configuration
Color Usage
Clear Space/
Minimum Size
Logo Misuse
Information Lockup
Program Offices
Consumer Logo
>Ready >Set >Succeed
Color Palette
Typography

SECTION 02
Design System

Our Stationery

SECTION 03
Templates

Logos
Stationery

style guide: community and economic development

The mission of the Department of Community & Economic Development is to empower businesses and communities to invest, succeed and thrive in an environment that affords a superior quality of life and increases opportunities for economic prosperity for all Pennsylvanians.

June 2006

Why conform?

The Department of Community and Economic Development (DCED) takes great pride in fostering the initiative and entrepreneurial spirit of the citizens of Pennsylvania. Numerous offices in DCED produce their own memos, letters, invitations, and with the assistance of the Marketing and Graphics offices, fliers, booklets, and brochures. Every office has its own priorities and objectives.

But every publication, Web page and piece of printed material at DCED has one thing in common, no matter where it originates: They can only be effective if they reflect consistency and clarity in their messages.

These publications often have one more thing in common—the reader. Many of our audiences overlap. One reader may receive a travel guide, an invitation to a DCED-sponsored public forum, a newsletter, a brochure about exporting and a letter from the Secretary—all in one week. Imagine the confusion if every publication presents the Department and its role differently. It makes our readers wonder if we're really all talking about the same place.

It's for the sake of our readers that we insist that you use this guide to create a direct, clear, consistent, contemporary style of public communications originating from DCED.

DO use this style guide to help you when you're preparing something for the public.

We appreciate your cooperation in using these guidelines. Department-wide consistency in public presentation builds the credibility of our publications, demonstrates our commitment to high-quality communications and greatly enhances our audiences' understanding of the Department of Community and Economic Development.

ALWAYS remember that consistency and clarity are the keys to more effective communication.

Just as use of the English language has changed over the years, this style guide will adapt and evolve, sometimes based on observations from people like you. If you have some rules, suggestions or pet peeves of your own about our public communications, share them with us at themartin@state.pa.us (Ted Martin, Director, Economic Development Marketing, 717.720.1388).

Logo Basics: configuration

This is the Pennsylvania Department of Economic & Development's (DCED) corporate logo. It should be used on all corporate communications, such as DCED stationery. There are three parts that make up the DCED logo: The logotype, department name and the icon. Pennsylvania (the logotype) is set in Felbridge Bold and always appears in lower case. The department name is set in Felbridge Regular and always appears in all caps. The keystone icon is an integral part of the logo, and should always be locked up with Pennsylvania.



HORIZONTAL LOGO: RIGHT

PREFERRED

There are three approved versions of the DCED logo. The HORIZONTAL LOGO: RIGHT is the one most commonly used.* It is configured so that it can be positioned in the upper, or lower left portion of the page.*



HORIZONTAL LOGO: LEFT

The logo version where Pennsylvania sits to the left of the icon is configured so that it can be positioned in the upper, or lower right 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 rather than re-creating the logo. See the template section for details.

Logo Basics: color usage

The 2-color version of the DCED logo is its truest form and should be used whenever possible. When used in applications that are printing in 4-color process, it can be substituted with process color.

	<p>TWO-COLOR PREFERRED</p> <p>The 2-color breakdown is as follows: 100% Pantone® 1245 and Pantone® 281.*</p> <p>FULL COLOR</p> <p>For 4-color process print applications, the logo should appear in the four-color process equivalents of Pantone® 1245 (Co M28 Y100 K18) and Pantone® 281 (C100 M72 Y0 K32).*</p>
	<p>ONE-COLOR</p> <p>Whenever appearing as one-color, the entire logo should be produced in 100% Pantone® 281.*</p>
	<p>BLACK/WHITE</p> <p>For black/white applications, the “Pennsylvania/DCED” logotype appears in 100% black. The keystone appears in 50% black.*</p>
	<p>KNOCKOUT</p> <p>On colored backgrounds, photography or black, the logo reverses to white.*</p>

* NOTE: The same rules apply to all versions of the logo.

Logo Basics: clear space & minimum size

In order for the logo to be able to breathe, there should be enough clear space around all the sides, and in order for “Department of Community & Economic Development” to be readable there is a minimum size to which it can appear. The guidelines below will ensure that our brand is strong and clear at all times.



CLEAR SPACE

A minimum amount of clear space must be maintained around all four sides of the Pennsylvania logo. The space is defined as X (where X is the height of “PA”). Illustrations, photography and typography should not enter the space as defined by the cyan rule.*













MINIMUM REPRODUCTION SIZE

The minimum reproduction size of the Pennsylvania logo is 1.5" wide (horizontal) and 1" wide (vertical). The size is determined by the boundary of the logotype combined with the PA icon. Anything smaller will result in the logo becoming unreadable. The examples shown on the left are at actual size.*

* NOTE: The same rules apply to all versions of the logo.




Logo Basics: logo misuse

The PA logo visually identifies Pennsylvania to the outside world, therefore it is imperative that it be used properly to ensure the integrity of our brand. The examples below illustrate common misuses of the PA logo. When working with an outside vendor, always supply them with copies of the logos we have produced in this guide. The following logo misuse examples apply to all versions of the logo.

<p>1</p> 	<p>4</p> 	<p>7</p> 
<p>2</p> 	<p>5</p> 	<p>8</p> 
<p>3</p> 	<p>6</p> 	<p>9</p> 
<p>10</p> 	<p>LOGO MISUSE</p> <ol style="list-style-type: none"> 1 Do not use the logo without the keystone icon. 2 Do not use the logo against a busy background pattern. 3 Do not use colors other than the approved palette in the logo. 4 Do not stretch or condense the logo. 5 Do not capitalize the "P" in Pennsylvania. 6 Do not use the logo on an angle. 7 Do not substitute the logo font or attempt to recreate the logo. 8 Do not use a drop shadow. 9 Do not use a scan or bitmapped version of the logo. 10 Do not frame the logo in a box. 	





Logo Basics: information lockup

In all consumer applications the logo appears with contact information for DCED. It's a lockup containing the phone number and web URL. It is preferred that the contact information be locked up to the logo, but sometimes space does not permit that. In those cases the lockup can be used on its own.

<p>866·GO·NEWPA newPA.com</p>	<p>WEBSITE/PHONE</p> <p>The phone number is set in Felbridge Bold, all caps, with the information separated by bullet points and is separated from the website by a vertical slash. The website is set in Felbridge Bold, with "PA" always capitalized. When using the website/phone number separate from the PA logo, it should appear in Pantone® Cool Gray 7 (see color palette page for 4-color process and HEX equivalent values). On a dark background it reverses to white. When using online, the website should link to newPA.com.</p>
 <p>866·GO·NEWPA newPA.com</p>	<p>HORIZONTAL LOGO WITH WEB/PHONE PREFERRED</p> <p>When using the website and phone number with the horizontal logo, the website/phone number is Pantone® Cool Gray 7 (or the 4-color process equivalent) and is justified with the "pennsylvania" logotype.*</p>
 <p>866·GO·NEWPA newPA.com</p>	<p>VERTICAL LOGO WITH WEB/PHONE</p> <p>When using the website and phone number with the vertical logo, the website/phone number is Pantone® Cool Gray 7 (or the 4-color process equivalent) and is justified with the "pennsylvania" logotype.*</p>
 <p>newPA.com</p>	<p>LOGO WITH WEB</p> <p>When using the website with the vertical logo, the website is Pantone® Cool Gray 7 (or the 4-color process equivalent).</p> <p>When space is limited, it is permissible to use the PA keystone with the website centered beneath. In that case, the website should appear in Pantone® 281 (or the 4-color process equivalent).</p>

* NOTE: The same rules apply to all versions of the logo.

Logo Basics: information lockup – color usage

	<p>THREE-COLOR PREFERRED</p> <p>The 3-color breakdown is as follows: 100% Pantone® 1245, Pantone® 281 and Pantone® Cool Gray 7.*</p> <p>FULL COLOR</p> <p>For 4-color process print applications, the logo should appear in the 4-color process equivalents of Pantone® 1245 (Co M28 Y100 K18), Pantone® 281 (C100 M72 Yo K32) and Pantone® Cool Gray 7 (Co Mo Yo K37).*</p>
	<p>ONE-COLOR</p> <p>Whenever appearing as one-color, the entire logo should be produced in 100% Pantone® 281.*</p>
	<p>BLACK/WHITE</p> <p>For black/white applications, the “Pennsylvania/DCED” logotype appears in 100% black. The keystone appears in 50% black.*</p>
	<p>KNOCKOUT</p> <p>On colored backgrounds, photography or black, the logo reverses to white.*</p>

* NOTE: The same rules apply to all versions of the logo.

DCED Program Offices

Each Program Office in the Department of Community and Economic Development has its own logo. These logos follow all the rules and variations as the main department version. The Department of Community and Economic Development logo is the preferred logo for correspondence. However each Program Office has a department logo that is also appropriate for documents such as flyers, annual reports, sponsorships, etc.



DCED Program Offices: continued



DCED Consumer Logo: logo basics

VISUAL BRAND TOOLS | SECTION 01

This is the DCED consumer logo. It should be used on consumer applications, such as advertising and collateral. There are three parts that make up the DCED consumer logo: The logotype, tagline and the icon. Pennsylvania (the logotype) is set in Felbridge Bold and always appears in lower case. “State of Innovation” (the tagline) is set in Felbridge Regular and always appears in all caps. The keystone icon is an integral part of the logo, and whenever possible should be locked up with Pennsylvania.



HORIZONTAL LOGO: LEFT

PREFERRED

There are two approved versions of the Pennsylvania/State of Innovation logo. The HORIZONTAL LOGO: LEFT is the one most commonly used.* It is configured so that it can be positioned in the upper, or lower right portion of the page.*



HORIZONTAL LOGO: RIGHT

The logo version where Pennsylvania sits to the left of the icon is configured so that it can be positioned in the upper, 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: The same rules apply to all versions of the logo.

DCED Consumer Logo: information lockup

In all consumer applications the logo appears with contact information for DCED. It's a lockup containing the phone number and web URL. It is preferred that the contact information be locked up to the logo, but sometimes space does not permit that. In those cases the lockup can be used on its own.

	<p>WEBSITE/PHONE</p> <p>The phone number is set in Felbridge Bold, all caps, with the information separated by bullet points and is separated from the website by a vertical slash. The website is set in Felbridge Bold, with “PA” always capitalized. When using the website/phone number separate from the PA logo, it should appear in Pantone® Cool Gray 7 (see color palette page for 4-color process and HEX equivalent values). On a dark background it reverses to white. When using online, the website should link to newPA.com.</p>
	<p>HORIZONTAL LOGO WITH WEB/PHONE PREFERRED</p> <p>When using the website and phone number with the horizontal logo, the website/phone number is Pantone® Cool Gray 7 (or the 4-color process equivalent) and is justified with the “Pennsylvania/State of Innovation” logotype.*</p>
	<p>VERTICAL LOGO WITH WEB/PHONE</p> <p>When using the website and phone number with the vertical logo, the website/phone number is Pantone® Cool Gray 7 (or the 4-color process equivalent) and is justified with the “Pennsylvania/State of Innovation” logotype.*</p>
	<p>LOGO WITH WEB</p> <p>When using the website with the vertical logo, the website is Pantone® Cool Gray 7 (or the 4-color process equivalent).</p> <p>When space is limited, it is permissible to use the PA keystone with the website centered beneath. In that case, the website should appear in Pantone® 281 (or the 4-color process equivalent).</p>

NOTE: Always use the supplied version rather than re-creating the logo. See the template section for details.

DCED Consumer Logo: information lockup – color usage



THREE-COLOR

PREFERRED

The 3-color breakdown is as follows: 100% Pantone® 1245, Pantone® 281 and Pantone® Cool Gray 7.*

FULL COLOR

For 4-color process print applications, the logo should appear in the 4-color process equivalents of Pantone® 1245 (Co M28 Y100 K18), Pantone® 281 (C100 M72 Yo K32) and Pantone® Cool Gray 7 (Co Mo Yo K37).*



ONE-COLOR

Whenever appearing as one-color, the entire logo should be produced in 100% Pantone® 281.*



BLACK/WHITE

for black/white applications, the “Pennsylvania/State of Innovation” logotype appears in 100% black. The keystone appears in 50% black.*



KNOCKOUT

On colored backgrounds, photography or black, the logo reverses to white.*

> ready > set > succeed

The bar is a graphic element that is used as a call to action in most DCED communications. It is made of three sections: the starter bar, the >ready >set bar and the activity bar. While the starter and activity bars remain consistent in content and color, the >ready >set bar can change color to fit the content of the communication. Depending on the application, the length of the middle bar can change. For further examples, please see Section 02 of the Style Guide.



> READY > SET > SUCCEED BAR

The color breakdown for the bar is as follows:

The starter bar always appears in Pantone® 124 (Co M28 Y100 K6).

The >ready >set bar always appears in one of four colors. Pantone® Cool Gray 11 (Co M2 Yo K68), Pantone® Cool Gray 7 (Co Mo Yo K37), Pantone® 281 (C100 M70 Yo K32), or Pantone® 300 (C100 M44 Yo Ko)

The activity bar always appears in Pantone® 124 (Co M28 Y100 K6). The width of the activity bar changes to accommodate the copy inside it. Always retain the current space between the activity word and the bright gold bar behind it.

The type is always set in Felbridge Bold and always reverses to white. Use the provided lock-up template rather than re-creating the bar from scratch. This allows for consistency across the brand.






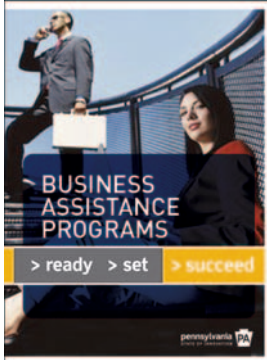


The > ready > set > succeed bar is the standard activity bar. However, other action verbs such as export, invest and innovate are available to use upon prior approval from the Marketing Office. Only verbs should be used in the activity bar.

Do not attempt to re-create these versions. Use the supplied versions.

NOTE: The >ready >set >succeed bar changes color palette for applications such as PA Tourism and the PA Wilds. Please refer to those sections for more specific use instructions.

> ready > set > succeed : misuse

The ready > set > succeed bar is an important part of Pennsylvania’s branding, therefore it is imperative that it be used properly to ensure the integrity of our brand.

<p>1</p> 	<p>5</p> 	<p>6</p> 
<p>2</p> 	<p>7</p> <div style="display: flex; justify-content: space-around;"> <div data-bbox="748 1037 1013 1394">  <p>CORRECT</p> </div> <div data-bbox="1110 1037 1375 1394">  <p>INCORRECT</p> </div> </div>	
<p>3</p> 	<p>LOGO MISUSE</p> <ol style="list-style-type: none"> 1 Do not use the ready > set > succeed without the starter bar. 2 Do not change the length of the activity bar. 3 Do not use colors outside of the approved palette. 4 Do not horizontally or vertically stretch the bars. 5 Do not remove the arrows. 6 Do not substitute the font. 7 Do not enlarge the bar to fit the page so that it overpowers other elements on the page. Instead, stretch the ready > set bar so that it extends across the page. 	
<p>4</p> 		

Color Palette

Any combination of colors in the palette can be used when producing print or electronic communications, however they should only be used at 100%. Do not use any tints of the palette colors. Pantone® 124 and Pantone® Cool Gray 2 should never be used for text. Please note Pantone® equivalents as 4-color process (CMYK), RGB and web colors (HTML) as specified below.









The primary colors are the main colors of the DCED brand and should be used prominently in all print or electronic applications.

The secondary colors are meant to supplement the primary colors. Use them occasionally to enrich a layout or to create more energetic applications.

PRIMARY Color Palette

							
PANTONE 281	PANTONE 300	PANTONE 305	PANTONE 1245	PANTONE 124	PANTONE COOL GRAY 11	PANTONE COOL GRAY 7	PANTONE COOL GRAY 2
C100 M72 Yo K32 R10 G31 B98 HTML: 002664	C100 M44 Yo Ko R9 G90 B166 HTML: 0065BD	C51 Mo Y9 Ko R126 G205 B208 HTML: 65CFE9	Co M28 Y100 K18 R209 G151 Bo HTML: C59217	Co M28 Y100 K6 R240 G173 Bo HTML: EAAB00	Co M2 Yo K68 R82 G80 B81 HTML: 4D4F53	Co Mo Yo K37 R161 G161 B161 HTML: 9A9B9C	Co Mo Yo K10 R230 G230 B230 HTML: D5D6D2

SECONDARY Color Palette

							
PANTONE 7469	PANTONE PROCESS CYAN	PANTONE 7413	PANTONE 193	PANTONE 349	PANTONE 7473	PANTONE 583	PANTONE 388
C100 M20 Yo K32 R2 G77 B110 HTML: 005C84	C85 Mo Yo Ko R40 G174 B207 HTML: 009FDA	Co M53 Y100 K4 R245 G115 Bo HTML: D47B22	Co M100 Y66 K13 R217 Go B38 HTML: BB133E	C100 Mo Y91 K42 R0 G80 B39 HTML: 00693C	C70 Mo Y28 K8 R71 G168 B136 HTML: 1E9D8B	C23 Mo Y100 K17 R163 G189 B11 HTML: A8B400	C14 Mo Y79 Ko R219 G239 B59 HTML: D9E506

Typography: primary font

Choice of typeface adds to the overall tone of a brand. Felbridge and its various forms – light, regular, bold and extra bold – is our brand font.

FELBRIDGE LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 1234567890

FELBRIDGE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 1234567890

FELBRIDGE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 1234567890

FELBRIDGE EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 1234567890

TYPOGRAPHY GUIDELINES

- 1 Body copy should always be typeset in Felbridge Light.
- 2 Felbridge Bold should be limited to headline and subhead use.
- 3 The italic version of the font should only be used when indicating the title of a book, program, etc. It should never be used for headlines, subheads, or body copy.

Typography: secondary font

PMN Caecilia is the secondary font that should only be used as an accent or as body copy and was chosen to serve an editorial purpose rather than advertising. It should never appear in headlines or subheads.

PMN CAECILIA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 1234567890

PMN CAECILIA LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 1234567890

PMN CAECILIA ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 1234567890

PMN CAECILIA BOLD

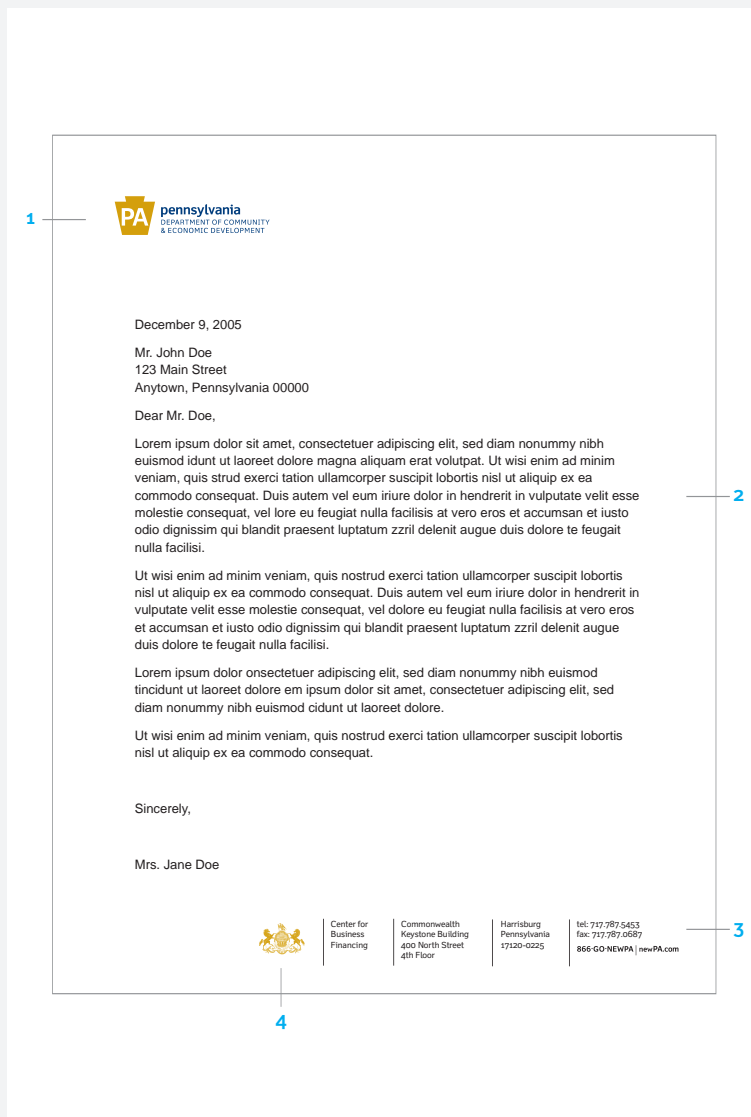
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 1234567890

TYPOGRAPHY GUIDELINES

- 1 Body copy can be typeset in PMN Caecilia Light.
- 2 PMN Caecilia Bold should be limited to headline and subhead use.
- 3 The italic version of the font should only be used when indicating the title of a book, program, etc. It should never be used for headlines, subheads, or body copy.

Letterhead

The letterhead template is pre-printed with the DCED logo and seal. The department, address and website information is customizable.



- 1**
The PA/DCED logotype prints 100% Pantone® 281. The KEYSTONE prints 100% Pantone® 1245.
- 2**
The TEXT is typeset in 12pt Arial Regular. The leading is 16pt.
- 3**
The DEPARTMENT, ADDRESS, and WEBSITE are typeset in 7pt. Felbridge Regular. The leading is 9pt. The type prints 100% black. The information is separated by a .3pt black rule
- 4**
The SEAL prints 100% Pantone® 1245.

Letterhead—Governor’s Action Team



1

The SEAL prints 100% Pantone® 1245. The logotype prints 100% Pantone® 281.

2

The TEXT is typeset in 9pt Arial Regular. The leading is 16pt.

3

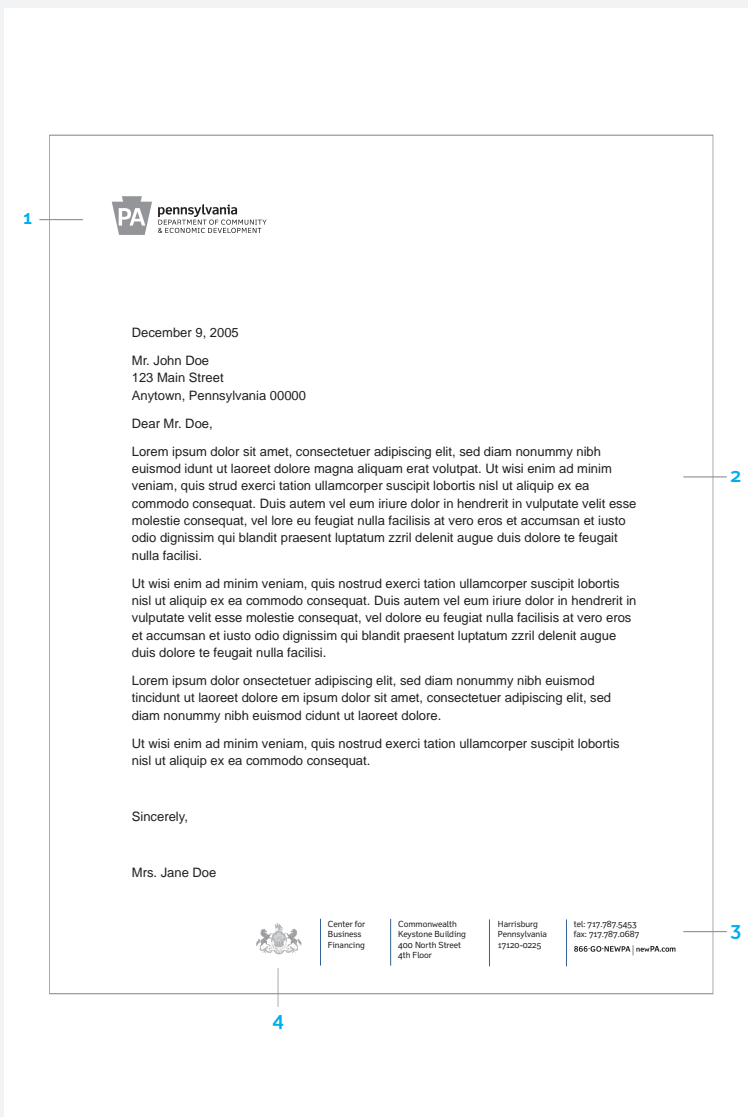
The DEPARTMENT, ADDRESS, and WEBSITE are typeset in 7pt. Felbridge Regular. The leading is 9pt. The type prints 100% black. The information is separated by a .3pt black rule.

4

The PA/DCED logotype prints 100% Pantone® 281. The KEYSTONE prints 100% Pantone® 1245.

Black & White Letterhead

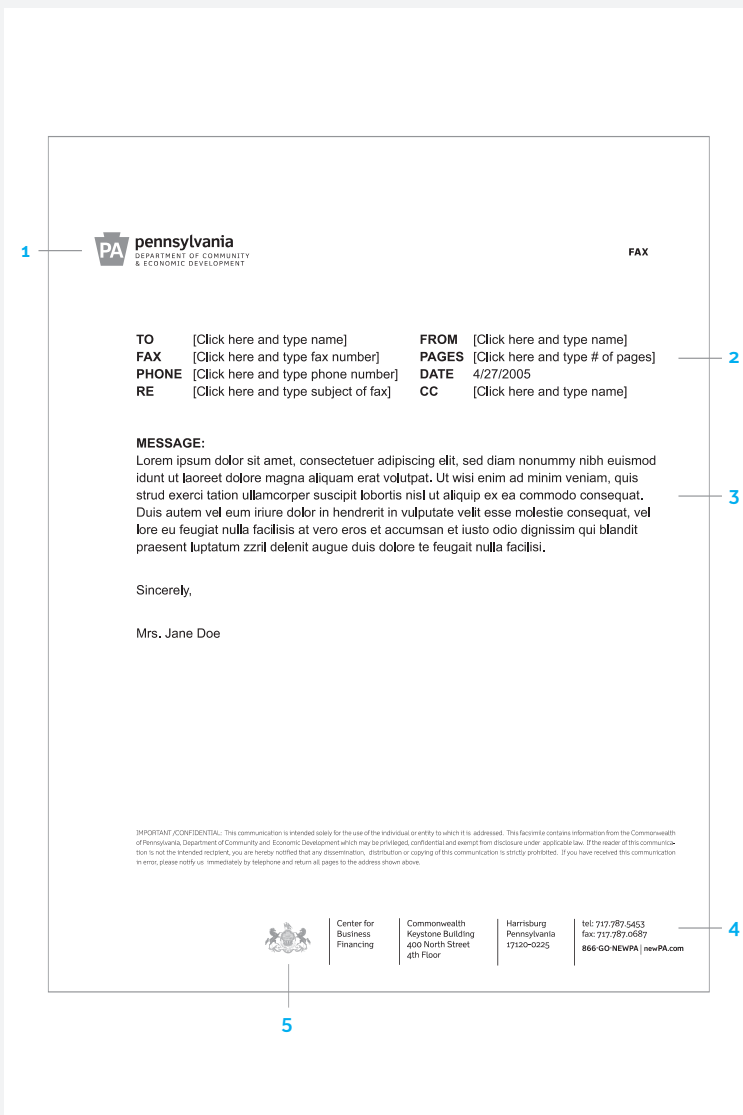
The department, address and website information is customizable.



- 1**
The PA/DCED logotype prints 100% black. The KEYSTONE prints 50% Black.
- 2**
The TEXT is typeset in 9pt Arial Regular. The leading is 16pt.
- 3**
The DEPARTMENT, ADDRESS, and WEBSITE are typeset in 7pt Felbridge Regular. The leading is 9pt. The type prints 100% black. The information is separated by a .3pt black rule.
- 4**
The SEAL prints 50% Black.

Fax Template

The department, address, phone number, fax number, email address and website are customizable.



1
The PA/DCED logotype prints 100% black. The KEYSTONE prints 50% Black.

2
The CONTACT INFORMATION and FAX INFORMATION HEADINGS are typeset in uppercase in 9pt. Arial Bold. The leading is 14pt.

3
The TEXT is typeset in 9pt Arial Regular. The leading is 16pt.

4
The BUILDING NAME, ADDRESS and CONTACT INFO are typeset in upper/lowercase in 7pt. Felbridge Regular. The leading is 9pt. The type prints 100% black. The information is separated by a .3pt 100% black rule.

The WEBSITE is typeset in upper/lowercase in 6pt. Felbridge Bold. The type prints 100% black.

5
The SEAL prints 50% Black.

Memo Template

The department, address, phone number, fax number, email address and website are customizable.



1
The PA/DCED logotype prints 100% black. The KEYSTONE prints 50% Black.

2
The MEMO INFORMATION HEADINGS are typeset in uppercase in 9pt. Arial Bold. The leading is 14pt.

3
The TEXT is typeset in 9pt Arial Regular. The leading is 16pt.

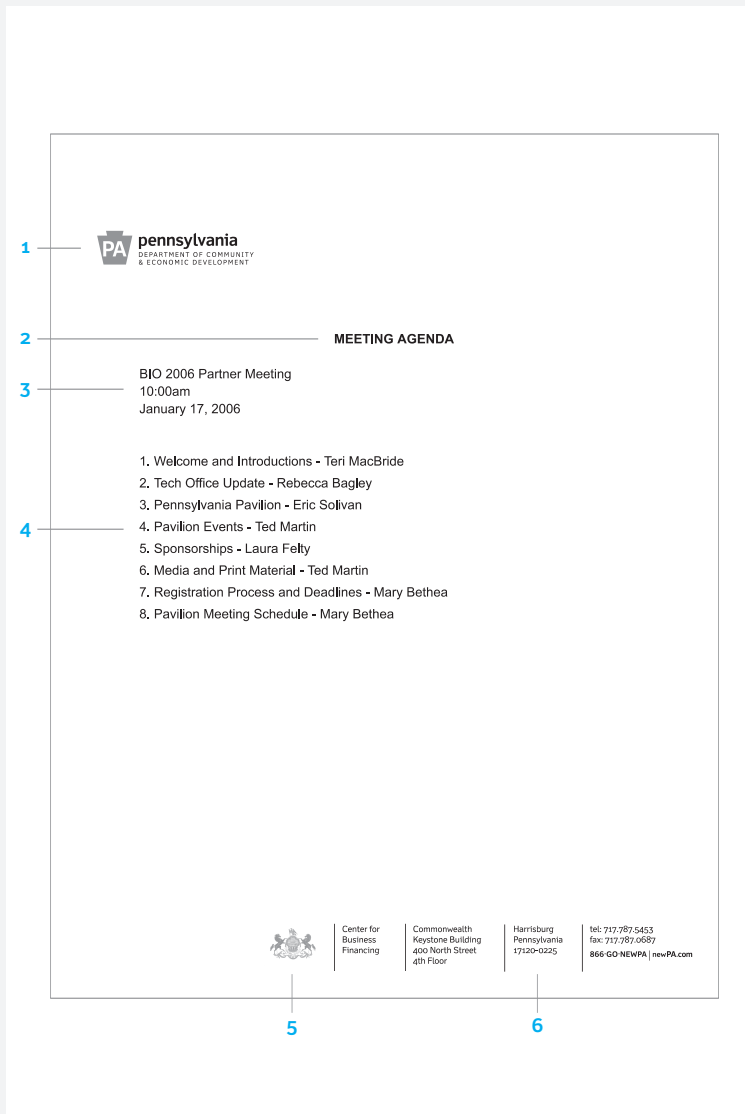
4
The BUILDING NAME, ADDRESS and CONTACT INFO are typeset in upper/lowercase in 7pt. Felbridge Regular. The leading is 9pt. The type prints 100% black. The information is separated by a .3pt 100% black rule.

The WEBSITE is typeset in upper/lowercase in 6pt. Felbridge Bold. The type prints 100% black.

5
The SEAL prints 50% Black.

Meeting Agenda

The department, address, phone number, fax number, email address and website are customizable.



1

The PA/DCED logotype prints 100% black. The KEYSTONE prints 50% Black.

2

The MEETING AGENDA HEADING is typeset in all caps in 12pt. Arial Bold.

3

The TITLE and DATE is set in upper/lowercase in 12pt. Arial regular. The leading is 16pt.

4

The TEXT is typeset in 12pt. Arial regular. The leading is 16pt.

5

The SEAL prints 50% Black.

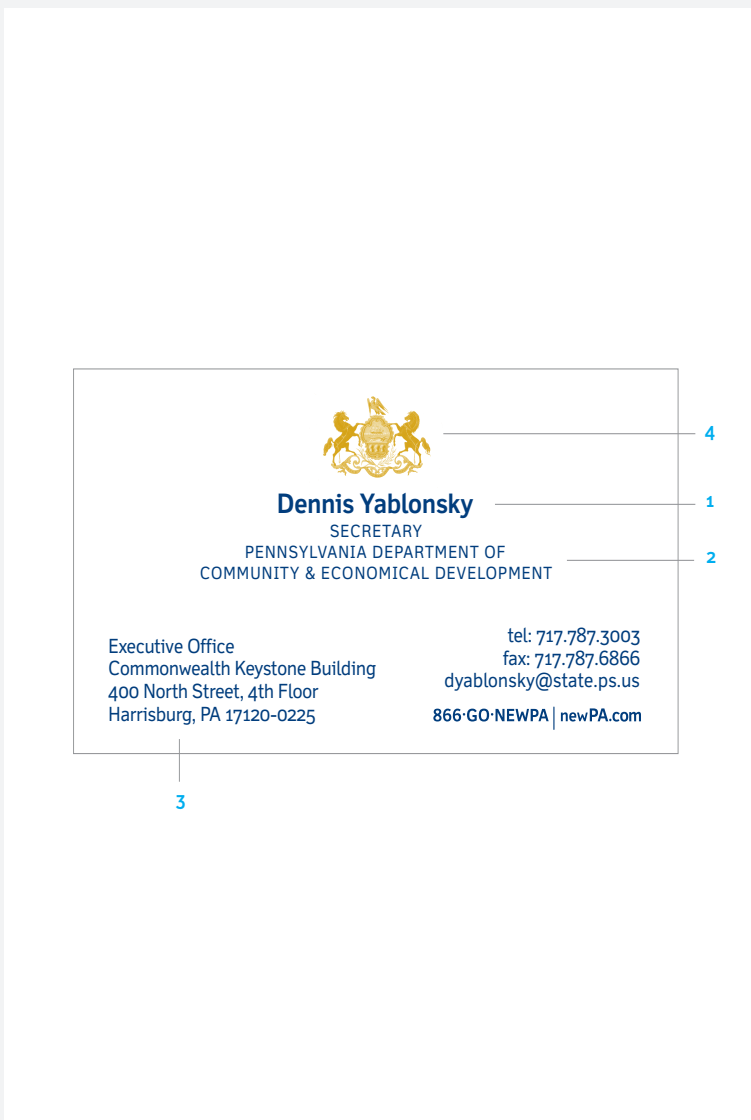
6

The BUILDING NAME, ADDRESS and CONTACT INFO are typeset in upper/lowercase in 7.76pt. Felbridge Regular. The leading is 9.69pt. The type prints 100% black. The information is separated by a .3pt 100% black rule.

The WEBSITE is typeset in upper/lowercase in 7.76pt. Felbridge Bold. The type prints 100% black.

Business Card | Level One

The business card template is customizable with the Office, Employee and address information. Three levels of business cards are available. (Levels can only be modified by the Executive Deputy Secretary.) Level One is available only to Secretary, Executive Deputy Secretary, Deputy Secretaries, Director of Governor’s Action Team, Small Business Advocate, and Chief Counsel. Business/Note Card Request Forms are available in the Graphics Office. Deputy Secretary must approve all requests.



1

The NAME is typeset in upper/lowercase in 10pt. Felbridge Bold. The type prints 100% Pantone® 281.

2

The TITLE and DEPARTMENT are typeset in uppercase in 6.3pt. Felbridge Regular. The type prints 100% Pantone® 281.

3

The BUILDING NAME, ADDRESS and CONTACT INFO are typeset in upper/lowercase in 7.3pt. Felbridge Regular. The leading is 8.5pt. The type prints 100% Pantone® 281.

4

The SEAL is a gold foil stamp.

Business Card | Level Two

The business card template is customizable with the Office, Employee and address information. Three levels of business cards are available. (Levels can only be modified by the Executive Deputy Secretary.) Level Two is only available to Executive Directors of Community Action Team, Center for Trade Development, Center for Direct Investment, Center for Port Development, Technology Investments, Tobacco Settlement Board, Center for Entrepreneurial Assistance, Center for Private Financing, Center for Business Financing, Tourism Marketing & Operations, Economic Development Marketing & Operations, Executive Director of Governor’s Center for Local Government Services, Assistant Director of Governor’s Action Team and Directors of Legislative Affairs, Policy, Communications and Trade Policy. Business/Note Card Request Forms are available in the Graphics Office. Deputy Secretary must approve all requests.

1

The NAME is typeset in upper/lowercase in 10pt. Felbridge Bold. The type prints 100% Pantone® 281.

2

The TITLE and DEPARTMENT are typeset in uppercase in 6.3pt. Felbridge Regular. The type prints 100% Pantone® 281.

3

The BUILDING NAME, ADDRESS and CONTACT INFO are typeset in upper/lowercase in 7.3pt. Felbridge Regular. The leading is 8.5pt. The type prints 100% Pantone® 281.

4

The SEAL prints 100% Pantone® 124.

Business Card | Level Three

The business card template is customizable with the Office, Employee and address information. Three levels of business cards are available. (Levels can only be modified by the Executive Deputy Secretary.) Level Three is available to all other Directors, Managers and DCED Staff. Business/Note Card Request Forms are available in the Graphics Office. Deputy Secretary must approve all requests.

The image shows two business card templates. The top card is for Michael J. Moglia, HUD Code Housing Administrator, Office of Community Development. The bottom card is for Lisa M. Maiorana, Assistant Counsel, Governor's Office of General Counsel. Both cards include contact information for the Pennsylvania Department of Community & Economic Development. Numbered callouts 1-4 indicate specific design elements: 1 points to the name, 2 points to the title, 3 points to the address/contact block, and 4 points to the state seal.

1
The NAME is typeset in upper/lowercase in 10pt. Felbridge Bold. The type prints 100% Pantone® 281.

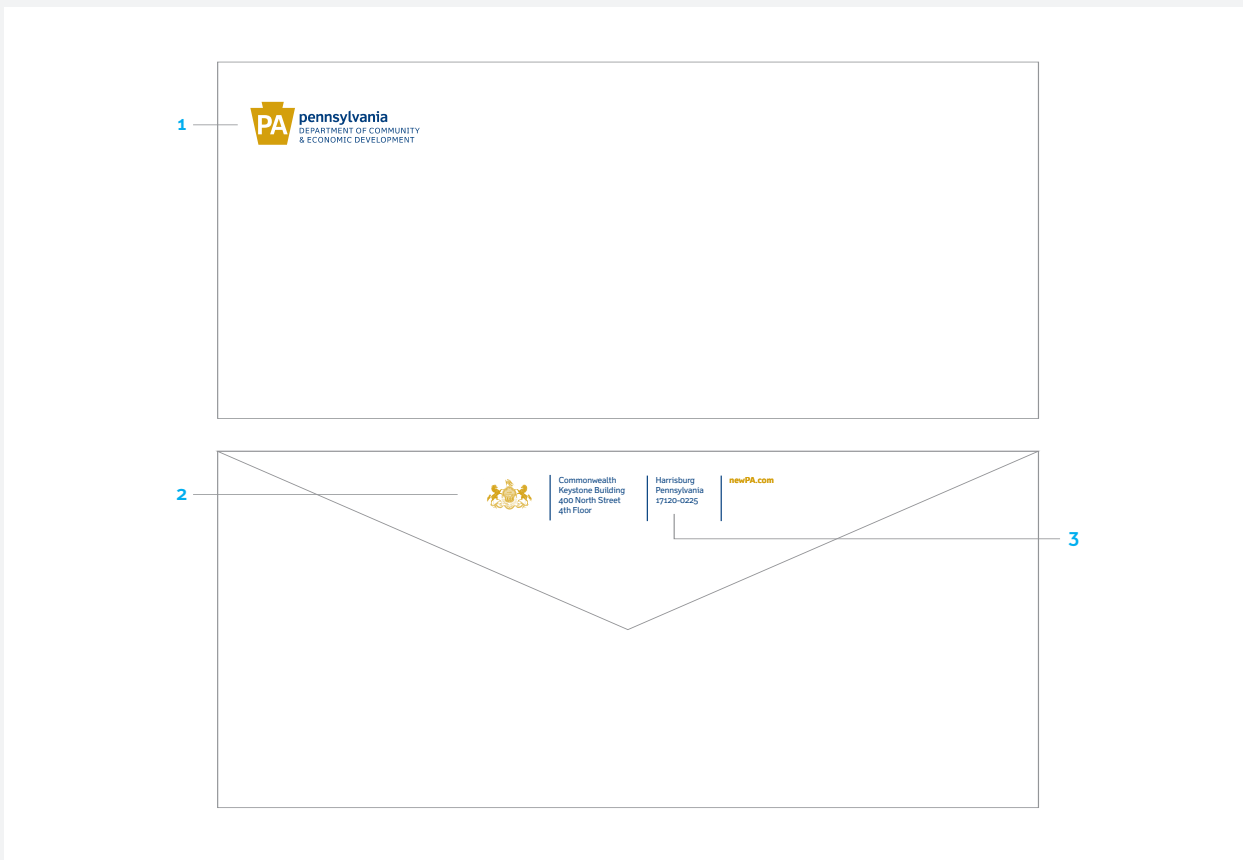
2
The TITLE and DEPARTMENT are typeset in uppercase in 6.3pt. Felbridge Regular. The type prints 100% Pantone® 281.

3
The BUILDING NAME, ADDRESS and CONTACT INFO are typeset in upper/lowercase in 7.3pt. Felbridge Regular. The leading is 8.5pt. The type prints 100% Pantone® 281.

4
The SEAL prints 40% Pantone® 281.

#10 Envelope

The #10 envelope template is printed with the DCED Harrisburg address. It is not customizable.



1

The PA/DCED logotype prints 100% Pantone® 281. The KEYSTONE prints 100% Pantone® 1245.

2

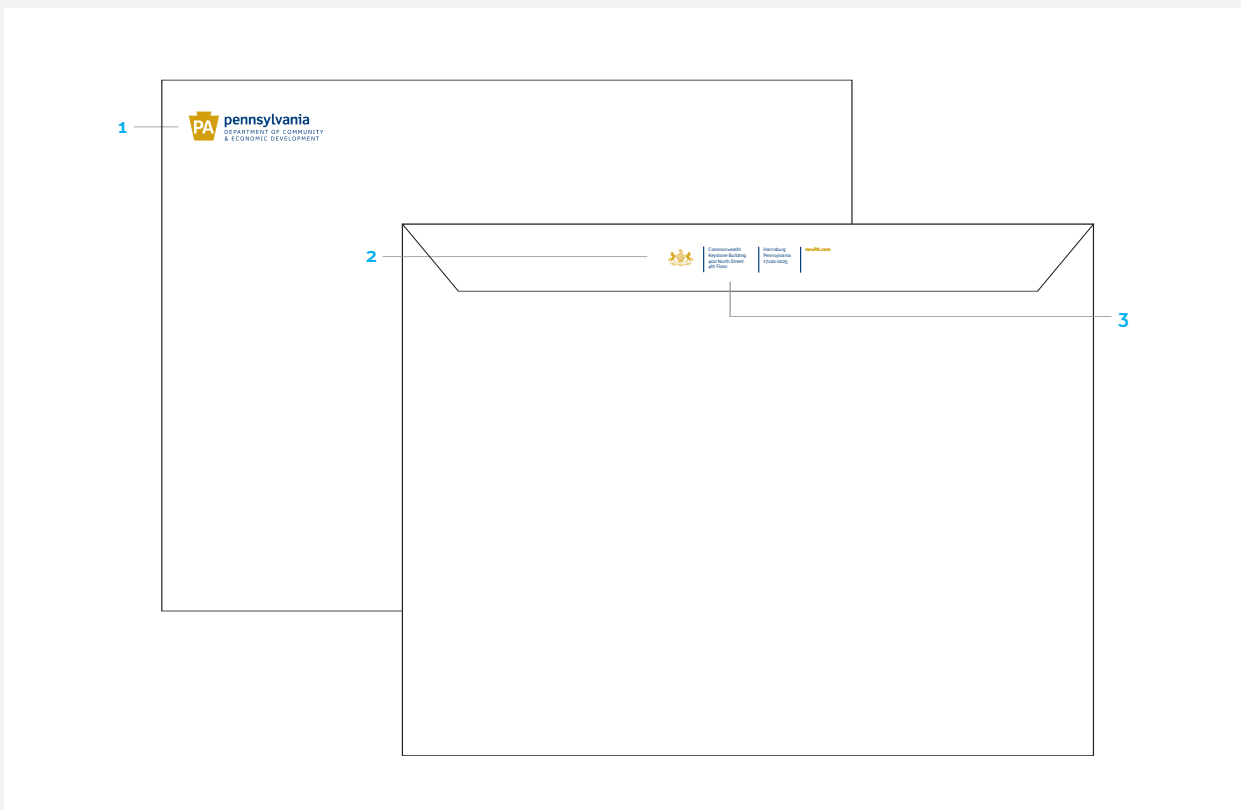
The SEAL prints 100% Pantone® 1245.

3

The BUILDING NAME and ADDRESS are typeset in upper/lowercase in 7pt. Felbridge Regular. The leading is 9pt. The type prints 100% Pantone® 281. The information is separated by a .3pt 100% Pantone® 281 rule. WEBSITE is set in 7pt. Felbridge Bold, 100% Pantone® 1245

12x9 Envelope

The 12x9 envelope template is printed with the DCED Harrisburg address. It is not customizable. The same design is available on 6x9 and 11x13 as well.



1

The PA/DCED logotype prints 100% Pantone® 281. The KEYSTONE prints 100% Pantone® 1245.

2

The SEAL prints 100% Pantone® 1245.

3

The BUILDING NAME and ADDRESS are typeset in upper/lowercase in 7pt. Felbridge Regular. The leading is 9pt. The type prints 100% Pantone® 281. The information is separated by a .3pt 100% Pantone® 281 rule. WEBSITE is set in 7pt. Felbridge Bold, 100% Pantone® 1245

Note Card & Envelope

Program offices are responsible for ordering their own supply of note cards and envelopes through the Graphics Office.

The diagram illustrates the design specifications for a note card and envelope. The front of the note card (callout 1) features the Pennsylvania logo (a yellow shield with 'PA' in blue) and the word 'pennsylvania' in blue lowercase letters. The back of the envelope (callout 2) contains contact information: the Commonwealth Keystone Building address (400 North Street, 4th Floor), Harrisburg, Pennsylvania (17120-0225), and the website newPA.com (callout 3). The envelope flap (callout 2) is shown with a yellow seal.

1 (NOTECARD)
 The PA/DCED logotype prints 100% Pantone® 281. The KEYSTONE prints 100% Pantone® 1245.

2 (ENVELOPE)
 The SEAL prints 100% Pantone® 1245.

3
 The BUILDING NAME and ADDRESS are typeset in upper/lowercase in 7pt. Felbridge Regular. The leading is 9pt. The type prints 100% Pantone® 281.
 The WEBSITE is typeset in upper/lowercase in 6pt. Felbridge Bold and prints at 100% Pantone® 1245. The information is separated by a .3pt 100% Pantone® 281 rule.

Black & White Note Card

The black & white note card template is customizable with the employee, department and address information optional. Business/Note Card Request Forms are available in the Graphics Office. Deputy Secretary must approve all requests.



1

The PA/DCED logotype prints 100% black. The KEYSTONE prints 50% black.

2

The NAME is typeset in upper/lowercase in 11pt. Felbridge Bold. The type prints 100% black.

3

The TITLE and DEPARTMENT are typeset in uppercase in 6pt. Felbridge Regular. The type prints 100% black.

4

The SEAL prints 100% black.

5

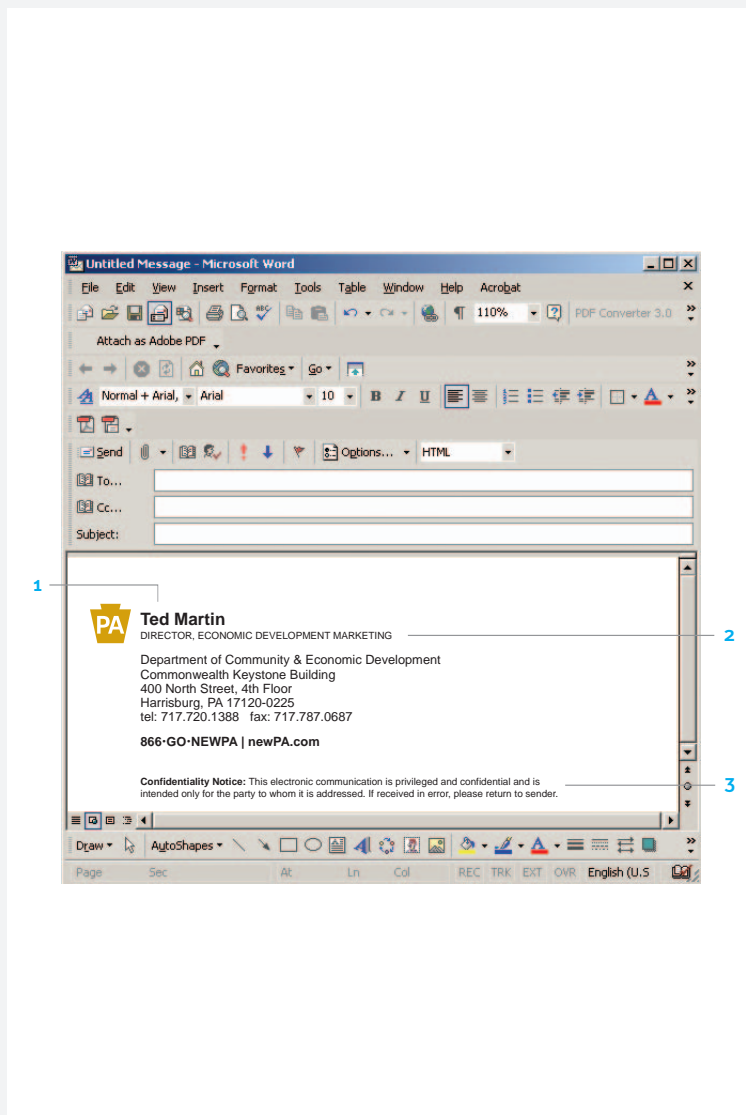
The BUILDING NAME, ADDRESS and CONTACT INFO are typeset in upper/lowercase in 6pt. Felbridge Regular. The leading is 7.3pt. The type prints 100% black. The information is separated by a .3pt 100% black rule.

6

The WEBSITE is typeset in upper/lowercase in 6pt. Felbridge Bold. The type prints 100% black.

Email Signature

Email correspondence has become a standard way of communicating with our grantees, customers and partners. All emails sent by employees should maintain the same level of professionalism as when sending a letter using the Department of Community and Economic Development letterhead. DCED has designed a standard email signature that will include your name, title, department, telephone number, address, website, and confidentiality notice. All employees will be required to use this signature effective January 1, 2006.



- 1
The NAME is typeset in 12pt. Arial Bold.
- 2
The TITLE and CONTACT INFORMATION are typeset in 8pt. Arial Regular.
- 3
The CONFIDENTIALITY STATEMENT is typeset in 7pt Arial.

Standard Meeting Cover

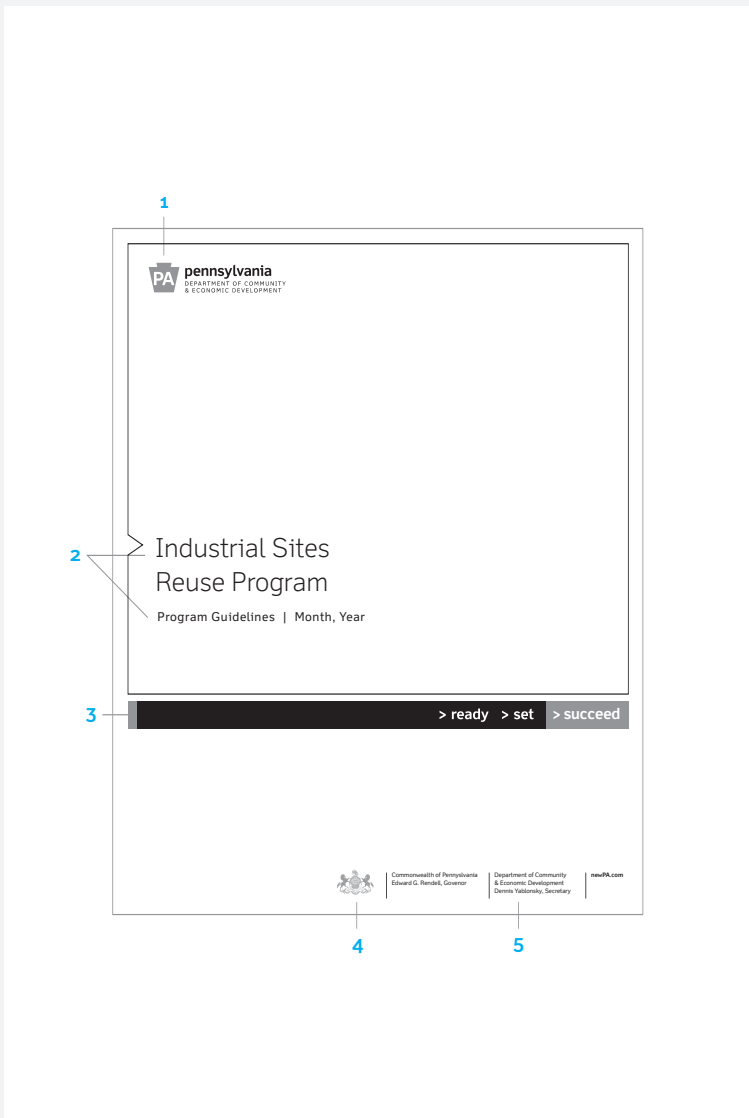
The program cover is customizable with the title, subhead and date information. This is the only version that is acceptable.



- 1**
The PA/DCED logotype and KEYSTONE knock out of the Pantone® 281 background.
- 2**
The TITLE is typeset in upper/lowercase in 30pt. Felbridge Light. The leading is 30pt. The SUBHEAD is typeset in upper/lowercase in 14pt. Felbridge Regular. The type knocks out of the Pantone® 281 background.
- 3**
The READY>SET bar is Pantone® 281 and Pantone® 124.
- 4**
The SEAL prints Pantone® 1245.
- 5**
The DEPARTMENT and ADDRESS INFO are typeset in upper/lowercase in 7pt. Felbridge Regular. The leading is 9pt. The type prints Pantone® 281. The information is separated by a .3pt Pantone® 281 rule.
- 6**
The SPINE TITLE is typeset in 18pt. Felbridge Light. The type knocks out of the Pantone® 281 background.

Standard Guidelines Cover

The black & white program cover is customizable with the title, subhead and date information. This is the only version that is acceptable.



1
The PA/DCED logotype prints 100% black. The KEYSTONE prints 50% black.

2
The TITLE is typeset in upper/lowercase in 30pt. Felbridge Light. The leading is 30pt. The SUBHEAD is typeset in upper/lowercase in 14pt. Felbridge Regular. The type prints 100% black.

3
The DATE is typeset in 14pt. Felbridge Regular. The tracking is 50pt. The type knocks out of the 100% black background.

4
The SEAL prints 100% black.

5
The DEPARTMENT and ADDRESS INFO are typeset in upper/lowercase in 7pt. Felbridge Regular. The leading is 9pt. The type prints 100% black. The information is separated by a .3pt black rule.

Powerpoint Template

There are two basic powerpoint template slides, the cover slide and the page slide. While the date, slide title, subhead and body copy are all customizable, the background graphics (including the logo and >ready >set bar) should not be changed.

1 — PowerPoint Title Goes Here

2 — Month Day, Year

3 — PowerPoint Title Goes Here

4 — **HEADING GOES HERE**

5 —

- Lorem ipsum dolor set it lorem
- Doloruism ipsum ette lorumm ipsum ette
- Set it ette sispum duis et sispum-lorum
- Consecutuer adipising amet sit dolor
- Duis lorem ipsim dolor ist amet

1

The POWERPOINT TITLE is typeset in upper-case/lowercase in 18pt. Felbridge Bold. The type is white.

2

The DATE is typeset in upper/lowercase in 14pt Felbridge Bold. The type is white.

3

The SLIDE TITLE is typeset in initial caps in 30.23pt Felbridge Regular. The type is white.

4

The HEADING is typeset in uppercase in 16.16pt Felbridge Bold and the leading is 26pt. The type is 100% black.

5

The BODY COPY is typeset in upper/lowercase in 20.4pt Felbridge Light and the leading is 26pt. The type is 100% black.