

# GSV x Penn State

## Brand Guidelines

### Mark, icon, logotype

Mark



Icon

Logotype

### Using the mark:

- The mark and icon must retain left-most placement in all formats.
- No text should appear to the left of the icon at any time.
- For a one-color mark, contact [GSVxPennState@psu.edu](mailto:GSVxPennState@psu.edu).



2-color, full name with partnership



Reverse, full name with partnership



2-color, full name



Reverse, full name



2-color, short



Reverse, short



2-color, icon only



Reverse, icon only

# GSV x Penn State

## Brand Guidelines

### Brand Colors

2-color logo and mark

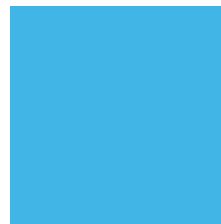


#1A5AA5

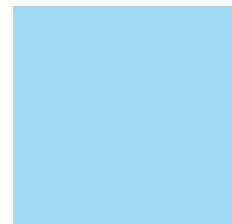


#009CDE

Reverse logo and mark



#40B5E6



#9FDAF3

### Using brand colors:

Maintain the partnership integrity of icon colors and corresponding mark: when using the 2-color mark, apply the darker shades of blue and the lighter shades when using the reverse mark.

### Fonts

#### Primary Font

Gibson Thin

Gibson Light

Gibson Book

Gibson Regular

**Gibson SemiBold**

#### Secondary Font

FreightText Pro Light

FreightText Pro Book

FreightText Pro Medium

**FreightText Pro Bold**

### Media Kit & Downloads

To access the TGIF 2024 Media Kit, or to download TGIF brand assets, including marks and icons, Global Silicon Valley, and Penn State logos, as well as social media assets and suggested post copy, visit [bit.ly/TGIF\\_Media\\_BrandAssets](https://bit.ly/TGIF_Media_BrandAssets) or scan the QR code.



# GSV x Penn State

## Brand Guidelines

### The GSV x Penn State Partnership & Partner Information

- “GSV x Penn State” refers to the name of the partnership between Global Silicon Valley and Penn State. The “x” represents the force multiplier that each entity provides to mutually benefit from and exponentially increase reach, scale, and impact.
- Michael Moe is the CEO and founder of GSV, a growth-focused investment platform inspired by the global entrepreneurship of Silicon Valley. GSV identifies, advises, invests in, and accelerates the fastest growing, most dynamic companies in the world.
- Dr. Neeli Bendapudi is the 19th president of Penn State, serving since 2022. With a nearly thirty-year career in academia, President Bendapudi is committed to student success, fostering inclusive excellence, and creating opportunities for students, faculty, and staff to thrive.

### The Global Impact Forum (TGIF) 2024

- The Global Impact Forum (TGIF) 2024 is an event for thought leaders from education, entrepreneurship, and technology sectors who share the goal of accelerating meaningful change. This inaugural forum is designed to help attendees diversify networks, build local-to-global connections, and provide actionable insights, tools, and resources to facilitate positive impact at scale. It is the first product resulting from the GSV x Penn State partnership.
- The 2024 TGIF theme is “Accelerating AI for Good” — an exhibition of the positive impact that artificial intelligence can have upon the world to propel meaningful change on a global level. Session content will focus on impact factors — audience, strategy, outcome — and the use of artificial intelligence. Tracks for 2024 align with industries and trends poised to propel economic development:
  - agriculture and food security
  - education
  - energy
  - life sciences
  - longevity and life quality
  - robotics

### Language Choices

- Describe TGIF 2024 as: a forum (preferred), conference, or event rather than summit, symposium, or convention.
- Avoid comparing TGIF 2024 to previous, unaffiliated events and conferences; rather focus on the innovation and new opportunities created through unique partner intersections.
- Use “Global Silicon Valley,” and “The Global Impact Forum” on first reference prior to applying the respective acronyms GSV and TGIF.