

Brand Style Guide

- Pennsylvania Higher Education Assistance Agency (PHEAA)
- American Education Services (AES)
- FedLoan Servicing

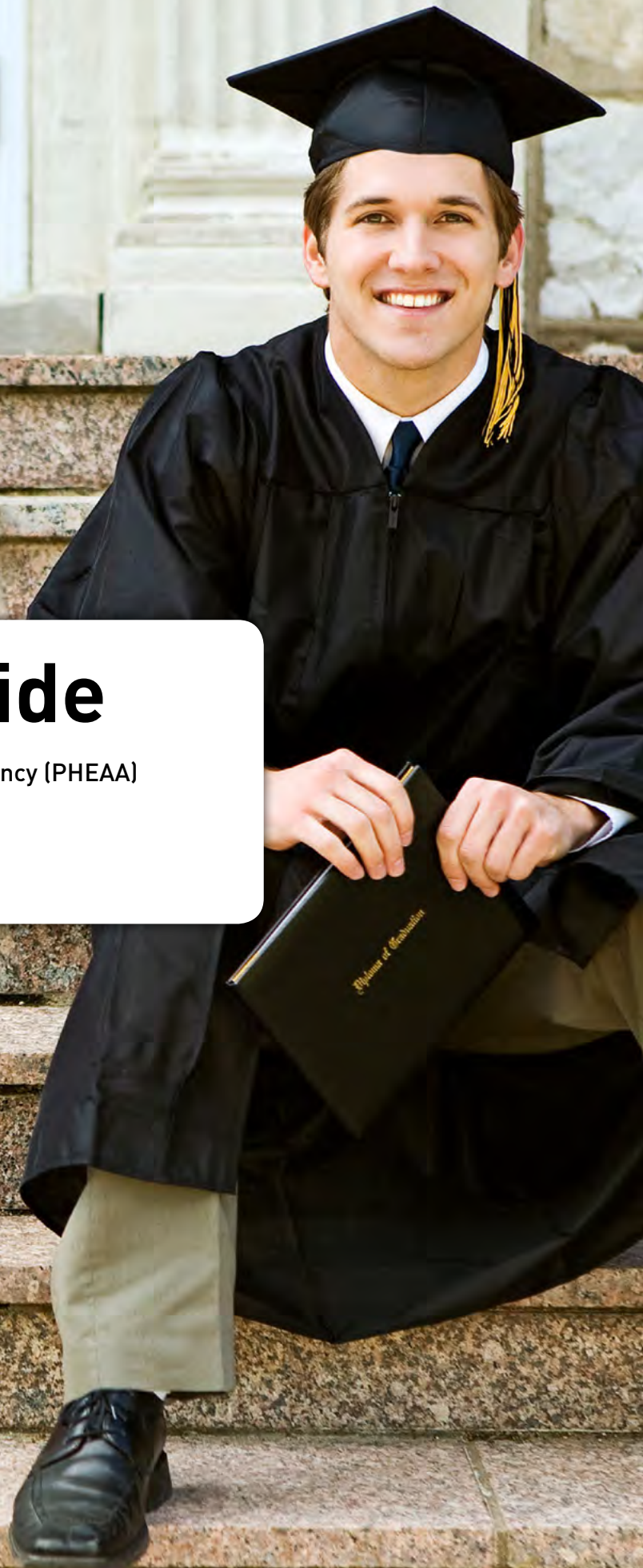


TABLE OF CONTENTS

Who we are today	2
What defines our brand	4
Mission and brand promise	5

LOGOS

The PHEAA logo	8
Using the PHEAA logo	9
PHEAA logo misuse	10
The AES logo	11
Using the AES logo	12
AES logo misuse	13
The FedLoan Servicing logo(s)	14
Using the FedLoan Servicing logo(s)	16
FedLoan Servicing logo(s) misuse	19

PRODUCT LOGOS

About our products	22
The EducationPlanner.org logo	23
Using the EducationPlanner.org logo	24
The YouCanDealWithIt logo	25
Using the YouCanDealWithIt logo	26
The MySmartBorrowing logo	27
Using the MySmartBorrowing logo	28

TYPOGRAPHY

Primary typefaces	30
Secondary typefaces	33

COLOR PALETTES

PHEAA	36
AES	37
FedLoan Servicing	38
EducationPlanner.org	39
YouCanDealWithIt	40
MySmartBorrowing	41



WHO WE ARE TODAY

The student aid industry has seen many changes throughout its history, and so have we.

Created in 1963 by the Pennsylvania General Assembly, PHEAA has evolved into one of the nation's leading student aid organizations. Today, PHEAA is a national provider of student financial aid services, serving millions of students and thousands of schools through its loan guaranty, loan servicing, financial aid processing, outreach, and other student aid programs.

PHEAA's earnings are used to support its public service mission and to pay its operating costs, including administration of the Pennsylvania State Grant and other state-funded student aid programs.

AES was created to guarantee and service a variety of Federal Family Education Loan Program (FFELP) and private (alternative) student loan products for lending partners throughout the nation. AES is a national leader in providing quality customer service to millions of student loan borrowers through its highly-trained and experienced customer service representatives.

WHO WE ARE TODAY CONTINUED

Building on PHEAA's decades of student aid experience, FedLoan Servicing was established to support the U.S. Department of Education's ability to service student loans owned by the federal government. FedLoan Servicing is one of a limited number of organizations approved by the Department of Education to service these loans and is dedicated to supporting borrowers with easy and convenient ways to manage their student loans.

One thing that has not changed is PHEAA's dedication to developing innovative ways to ease the financial burden of higher education for students, families, schools, and taxpayers.

WHAT DEFINES OUR BRAND

A brand is not just a logo. At its essence, a brand is the promise of an experience. It's everything we do and say. We need to keep in mind that every piece of communication is a touchpoint of the brand-- whether it's a brochure, a phone call with a customer service representative or an interaction with one of our websites-- every piece is a reflection of our brand.

OUR BRAND IS:

- The people
- The promise
- The experience
- Our services and products
- Our visual identity

MISSION AND BRAND PROMISE

Our mission is what we stand for-- it defines who we are through a united goal and purpose.

Our mission is to create affordable access to higher education for students and families.

Our brand promises express our commitment to customers, what we have to offer and how we can make a positive impact on the lives of others.

NOTES:

Logos



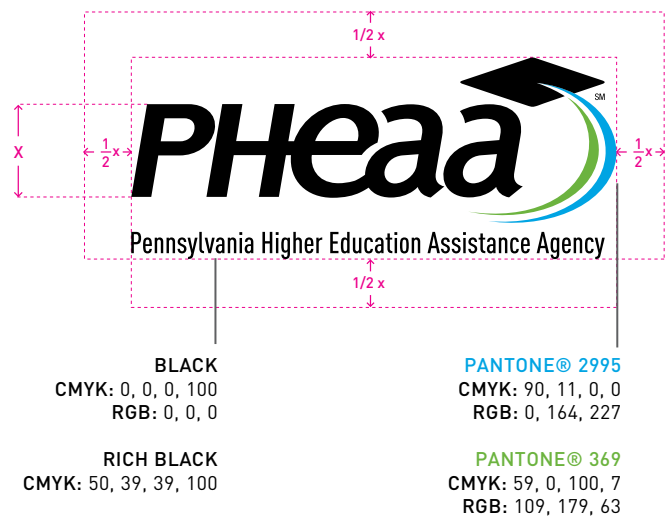
THE PHEAA LOGO

The PHEAA logo is comprised of three colors. Ideally, the logo will be used on a white background for maximum impact and clarity.



CLEAR SPACE

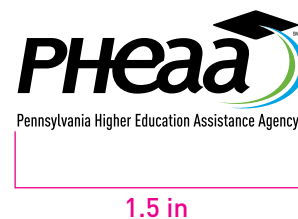
A minimum amount of clear space must be maintained around all four sides of the PHEAA logo. This space is defined as $1/2x$ (where X is the height of the PHEAA). Graphics, photography and typography should not enter the space as defined by the illustration shown here.



MINIMUM PRODUCTION SIZE

When appearing online and in other certain exceptions, where it is necessary for the logo to be smaller than 1.5" wide, the logo must appear without the "Pennsylvania Higher Education Assistance Agency" logotype. This will maximize the legibility and clarity of the logo.

In order to maintain legibility, the minimum size of the PHEAA logo is 1" wide. The example shown is at actual size.



USING THE PHEAA LOGO

COLOR

The color version is the truest form of the logo, and should be used on a white or neutral background for maximum impact and clarity. **This version should be used whenever possible.**



BACKGROUNDS

For dark backgrounds, use the white version of the logo.



ONE-COLOR

For one-color applications where only one color is permitted, use the black version of the logo. White areas and background indicate no ink.



PHOTOS

These versions should only be used within a creative design. **Make sure there's enough clear space for the logo. Do not place the logo over a busy background.**



PHEAA LOGO MISUSE

- Do not distort the logo.
- Do not use a scan of the logo as final artwork.
- Do not apply drop shadows or special effects to the logo.
- Do not use screen tints or adjust opacity in any part of the logo.
- Do not use colors other than the approved logo colors.
- Do not remove or rearrange any part of the logo.
- Do not enclose the logo in a shape which could be interpreted as part of the logo.
- Do not use a jpeg of the primary version of the logo on a dark background.
- Do not place the logo on busy background patterns.
- Do not use the logo on an angle.



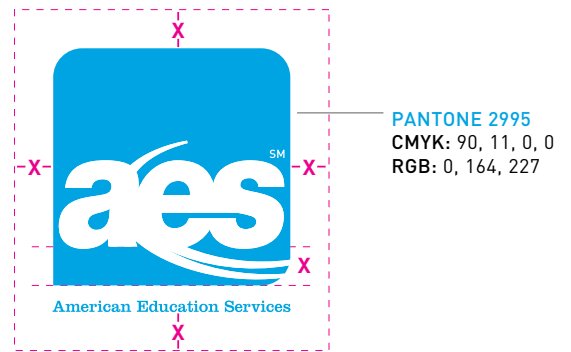
THE AES LOGO

The AES logo is comprised of one color. Ideally, the logo will be used on a white background for maximum impact and clarity.



CLEAR SPACE

A minimum amount of clear space must be maintained around all four sides of the AES logo. This space is defined as X (where X is the distance between the baseline of AES and the lower boundary of the block). Graphics, photography and typography should not enter the space as defined by the illustration shown here.



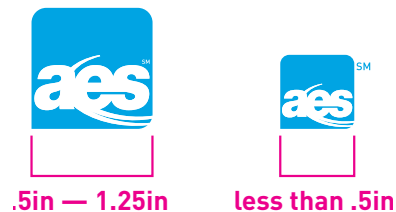
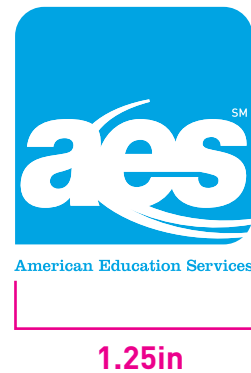
MINIMUM PRODUCTION SIZE

In order to maintain legibility of the AES logotype, the minimum size of the AES logo is 1.25" wide. The example shown is at actual size.

SPECIAL SIZE EXCEPTIONS

When appearing online and in other certain exceptions, where it is necessary for the logo to be smaller than 1.25" wide, the logo must appear without the "American Education Services" logotype. This will maximize the legibility and clarity of the logo.

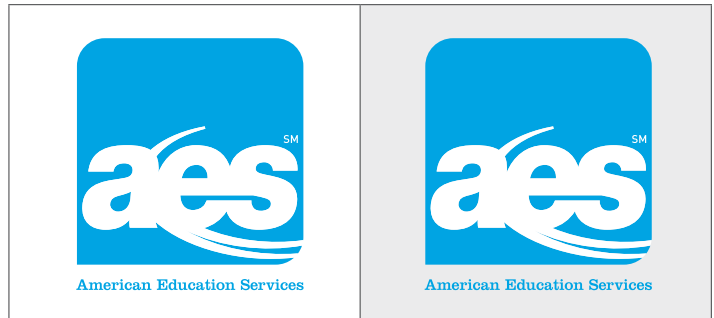
If the logo is to be used in a special circumstance (i.e. printed on a pen, calculator, etc.) where the logo will be less than .5" wide, the service mark moves to the outside of the AES block.



USING THE AES LOGO

COLOR

The color version is the truest form of the logo, and should be used on a white or neutral background for maximum impact and clarity. **This version should be used whenever possible.**



DARK BACKGROUNDS

For dark backgrounds, use the white version of the logo.



ONE-COLOR

For one-color applications where only one color is permitted, use the black version of the logo. White areas and background indicate no ink.



PHOTOS

These versions should only be used within a creative design. **Make sure there's enough clear space for the logo. Do not place the logo over a busy background.**



AES LOGO MISUSE

Do not distort the logo.

Do not use a scan of the logo as final artwork.

Do not apply drop shadows or special effects to the logo.

Do not use screen tints or adjust opacity in any part of the logo.

Do not use colors other than the approved logo colors.

Do not rearrange or remove any part of the logo.

Do not enclose the logo in a shape which could be interpreted as part of the logo.

Do not use a jpeg of the primary version of the logo on a dark background.

Do not place the logo on busy background patterns.

Do not use the logo on an angle.



THE FEDLOAN SERVICING LOGO(S)

The FedLoan Servicing logo(s) are comprised of two colors. Ideally, the logo will be used on a white background for maximum impact and clarity.



FedLoan Servicing Logo

This should be used on pieces that are not targeted for school or borrower audiences. This version is intended for the general public and generic purposes. It should not appear smaller than 1" wide.

FedLoan Servicing Logo with Tagline

The tag line should be used in school pieces since they **cannot** use the supplied Department of Education logo. When the main FedLoan Servicing logo falls below 2.5" wide, the tagline should not be used.



A Department of
Education Servicer

FedLoan Servicing/Department of Education lockup

This combination should only be used for borrower pieces. The Department of Education Logo cannot be any smaller than 2.5" wide and needs to be smaller (in appearance) than the FedLoan Servicing logo.

The "A Department of Education Servicer" tagline should not be used in this logo combination.



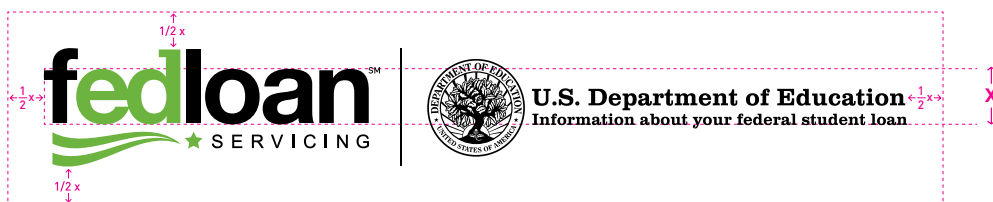
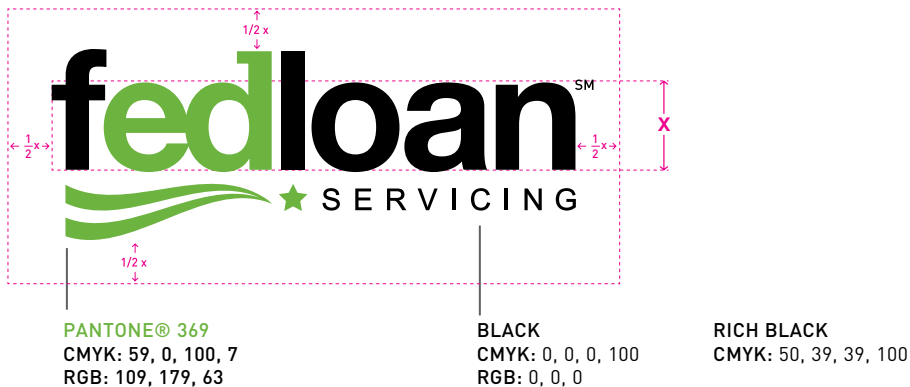
U.S. Department of Education
Information about your federal student loan

NOTE: The FedLoan Servicing logos can be used concurrently on MyFedLoan.org.

USING THE FEDLOAN SERVICING LOGO(S)

CLEAR SPACE

A minimum amount of clear space must be maintained around all four sides of the FedLoan Servicing logo. This space is defined as $1/2x$ (where X is the height of the FedLoan Servicing logotype). Graphics, photography and typography should not enter the space as defined by the illustration shown here.



MINIMUM PRODUCTION SIZE

In order to maintain legibility, the minimum size of the FedLoan Servicing logo is 1" wide. The example shown is at actual size.



When the logo is smaller than 2.5" wide, the logo must appear without the "A Department of Education Servicer" logotype and The Department of Education Logo. This will maximize the legibility and clarity of the FedLoan Servicing logo.

USING THE FEDLOAN SERVICING LOGO(S) CONTINUED

COLOR

The color version is the truest form of the logo, and should be used on a white or neutral background for maximum impact and clarity. This version should be used whenever possible.



USING THE FEDLOAN SERVICING LOGO(S) CONTINUED

DARK BACKGROUNDS

For dark backgrounds, use the white version of the logo.



USING THE FEDLOAN SERVICING LOGO(S) CONTINUED

ONE-COLOR

For one-color applications use the black version of the logo. White areas and background indicate no ink.



PHOTOS

These versions should only be used within a creative design. Make sure there's enough clear space for the logo. Do not place the logo over a busy background.



FEDLOAN SERVICING LOGO(S) MISUSE

- Do not distort the logo(s).
- Do not use a scan of the logo(s) as final artwork.
- Do not apply drop shadows or special effects to the logos.
- Do not use screen tints or adjust opacity in any part of the logo.
- Do not use colors other than the approved logo colors.
- Do not remove or rearrange any part of the logo(s).
- Do not enclose the logo in a shape which could be interpreted as part of the logo.
- Do not use a jpeg of the primary version of the logo on a dark background.
- Do not place the logos on busy background patterns.
- Do not use the logos on an angle.



NOTES:



Product Logos

ABOUT OUR PRODUCTS

EducationPlanner.org

[EducationPlanner.org](https://www.educationplanner.org) is your one-stop career-and-college planning website. EducationPlanner.org provides practical and easy-to-understand advice to help prepare students for the important decisions they will face in the future. In addition to being a resource for students, this website also provides information and tools for parents and counselors to help them motivate and prepare today's youth for a successful tomorrow. EducationPlanner.org is a public service of the Pennsylvania Higher Education Assistance Agency (PHEAA) and its student loan servicing operations, FedLoan Servicing and American Education Services (AES).

YouCanDealWithIt

[YouCanDealWithIt.com](https://www.youcandealwithit.com) provides practical and easy-to-understand advice on how to deal with common financial situations facing today's college students and recent graduates. In addition to being a resource for students, this website also provides information and tools for parents and college financial aid administrators to help them communicate accurate and effective financial advice to their prospective students, current students and graduates. [YouCanDealWithIt.com](https://www.youcandealwithit.com) is a public service of the Pennsylvania Higher Education Assistance Agency (PHEAA) and its student loan servicing operations, FedLoan Servicing and American Education Services (AES).

MySmartBorrowing

[MySmartBorrowing.org](https://www.mysmartborrowing.org) is an interactive tool that helps users understand the long-term implications of personal and financial choices that are necessary for a student's higher education success plan. It includes estimators that assist users in identifying their possible cost of higher education at different schools, future salary expectations for a particular career, availability of related employment opportunities, and their potential ability to repay student loans comfortably while also affording an independent lifestyle. Its goal is to help students avoid unmanageable debt after graduation.

THE EDUCATIONPLANNER.ORG LOGO

The EducationPlanner.org logo is comprised of three colors. Ideally, the logo will be used on a white background for maximum impact and clarity.



BLACK
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0

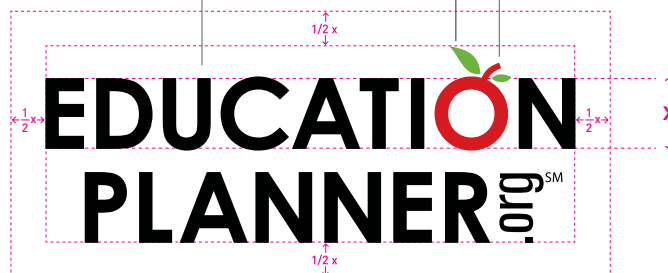
PANTONE® 369
CMYK: 59, 0, 100, 7
RGB: 109, 179, 63

PANTONE 485
CMYK: 0, 100, 100, 10
RGB: 215, 25, 32

RICH BLACK
CMYK: 50, 39, 39, 100

CLEAR SPACE

A minimum amount of clear space must be maintained around all four sides of the EducationPlanner.org logo. This space is defined as $1/2x$ (where X is the height of the EducationPlanner.org logotype). Graphics, photography and typography should not enter the space as defined by the illustration shown here.



MINIMUM PRODUCTION SIZE

In order to maintain legibility, the minimum size of the EducationPlanner.org logo is shown at actual size. Do not use the logo smaller than shown.



USING THE EDUCATIONPLANNER.ORG LOGO

COLOR ON LIGHT BACKGROUNDS

For white or light backgrounds, the EducationPlanner.org and logo appear in their in full color version. The background color should be light enough for the colors of the logo to separate clearly.



COLOR OR DARK BACKGROUNDS

For dark backgrounds, the black letters of the EducationPlanner.org logotype reverse to white.



ONE-COLOR

For one-color applications where only one color is permitted, use the black version the EducationPlanner.org logo. White areas and background indicate no ink.



PHOTOS

These versions should only be used within a creative design. Make sure there's enough clear space for the logo. Do not place the logo over a busy background.



THE YOUCANDEALWITHIT LOGO

The YouCanDealWithIt logo is comprised of four colors. Ideally, the logo should be used on a white background for maximum impact and clarity.



BLACK
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0

RICH BLACK
CMYK: 50, 39, 39, 100

CLEAR SPACE

A minimum amount of clear space must be maintained around all four sides of the YouCanDealWithIt logo. This space is defined as X (where X is the height of the "deal with it" logotype). Graphics, photography and typography should not enter the space as defined by the illustration shown here.



PANTONE® 369
CMYK: 59, 0, 100, 7
RGB: 109, 179, 63

PANTONE® 2995
CMYK: 90, 11, 0, 0
RGB: 0, 164, 227

PANTONE® 268
CMYK: 82, 100, 0, 12
RGB: 95, 96, 98

MINIMUM PRODUCTION SIZE

In order to maintain legibility, the minimum size of the YouCanDealWithIt logo is 1.25" wide. The example shown is at actual size.



USING THE YOU CAN DEAL WITH IT LOGO

COLOR

The color version is the truest form of the logo, and should be use on a white or neutral background for maximum impact and clarity. **This version should be used whenever possible.**



DARK BACKGROUNDS

For dark backgrounds, use the white version of the logo.



ONE-COLOR

For one-color applications where only one color is permitted, use the black version of the logo. White areas and background indicate no ink.



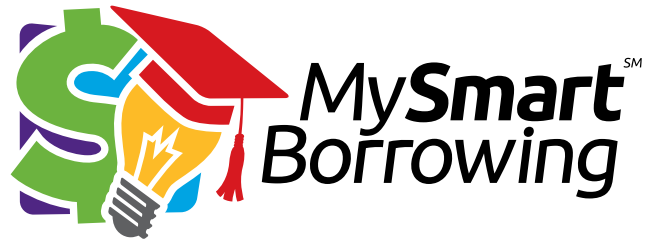
PHOTOS

These versions should only be used within a creative design. **Make sure there's enough clear space for the logo. Do not place the logo over a busy background.**



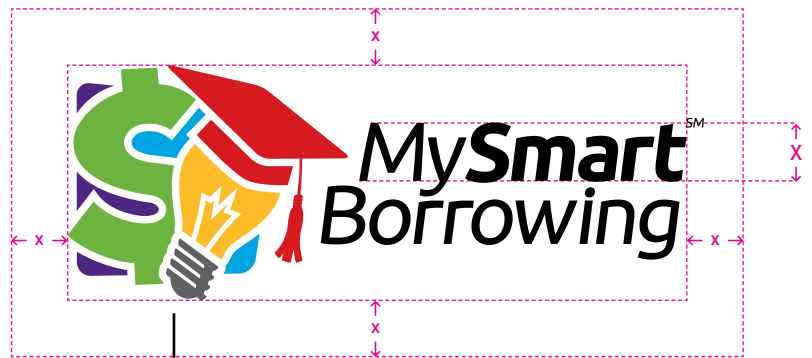
THE MYSMARTBORROWING LOGO

The MySmartBorrowing logo is comprised of six colors. Ideally, the logo will be used on a white background for maximum impact and clarity.



CLEAR SPACE

A minimum amount of clear space must be maintained around all four sides of the MySmartBorrowing logo. This space is defined as x (where X is the height of the "M"). Graphics, photography and typography should not enter the space as defined by the illustration shown here.



PANTONE® 2995

CMYK: 90, 11, 0, 0
RGB: 0, 164, 227

PANTONE 485

CMYK: 0, 100, 100, 10
RGB: 215, 25, 32

PANTONE® 116

CMYK: 0, 29, 94, 0
RGB: 255, 198, 22

PANTONE® 369

CMYK: 59, 0, 100, 7
RGB: 109, 179, 63

PANTONE® 268

CMYK: 82, 100, 0, 12
RGB: 79, 38, 131

BLACK

CMYK: 0, 0, 0, 100
RGB: 0, 0, 0

RICH BLACK

CMYK: 50, 39, 39, 100

MINIMUM PRODUCTION SIZE

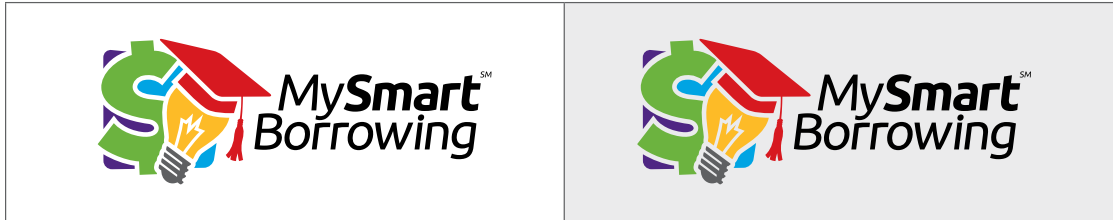
The MySmartBorrowing logo minimum standard production size is 1.5" wide, and should not appear smaller unless necessary.



USING THE MYSMARTBORROWING LOGO

COLOR

The color version is the truest form of the logo, and should be use on a white or neutral background for maximum impact and clarity. This version should be used whenever possible.



BACKGROUNDS

For dark backgrounds, use the white version of the logo.



GRAYSCALE & ONE-COLOR

For times when color is not an option, the grayscale version of the logo may be used. Only when absolutely necessary, or due to poor reproduction, should the black text version of the logo be used. White areas and background indicate no ink.



PHOTOS

These versions should only be used within a creative design. Make sure there's enough clear space for the logo. Do not place the logo over a busy background.



Typography



PRIMARY TYPEFACES

PHEAA/AES

For PHEAA and AES, DIN is the primary typeface for all communications.

The italic version of the typeface should only be used for titles of a book, program, etc. It should never be used for headlines, subheads or body copy.

DIN Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DIN Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DIN Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

FEDLOAN SERVICING / EDUCATIONPLANNER.ORG

For FedLoan Servicing and EducationPlanner.org, Arial is the primary typeface for all communications.

The italic version of the typeface should only be used for titles of a book, program, etc. It should never be used for headlines, subheads or body copy.

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PRIMARY TYPEFACES CONTINUED

YouCanDealWithIt

For YouCanDealWithIt, Avenir is the primary typeface for all communications.

Exception: Avenir, Light and Black should never be used.

Avenir Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Avenir Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Avenir Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Avenir Medium Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Avenir Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Avenir Heavy Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PRIMARY TYPEFACES CONTINUED

MySmartBorrowing

For MySmartBorrowing, Open Sans is the primary typeface for all communications.

Open Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open San Extrabold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open San Extrabold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SECONDARY TYPEFACES

PHEAA/AES

For PHEAA and AES, Clarendon is a secondary typeface that can be used. The font should only be used for titles or headlines. It should never be used for body copy.

Exception: Clarendon Light should never be used.

PHEAA ONLY

For PHEAA only, DIN Condensed is a secondary typeface that can be used. The font should only be used for titles or headlines.

Exception: DIN Condensed Light and DIN Condensed Black should never be used.

FEDLOAN SERVICING / EDUCATIONPLANNER.ORG

For FedLoan Servicing and EducationPlanner.org, Arial Narrow is a secondary typeface that can be used. The font should only be used for titles or headlines.

Exception: Arial Narrow Italic and Arial Bold Italic should never be used.

Clarendon Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Clarendon Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DIN Condensed Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DIN Condensed Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DIN Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Narrow Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SECONDARY TYPEFACES CONTINUED

WEB USE

For all of our organization's public websites and communications, the web-safe font, Arial, is used.

DESKTOP APPLICATIONS (WORD, EXCEL, POWERPOINT, ETC.)

For all of our organization's communications, Arial may be used for desktop applications including Word, Excel and PowerPoint.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

LETTER & MEMO

For all of our organization's communications, Times New Roman may be used for body copy in a letter or memo.

Times New Roman Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Times New Roman Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



Color Palettes

PHEAA COLOR PALETTES

PRIMARY PALETTE

The primary palette combines the logo colors with complementary shades. Please take note that certain colors can only be used as solid design elements without text on top of them. **All design pieces must meet the Web Content Accessibility Guidelines (WCAG) 2.0 Regulations and 508 Compliance.**

PANTONE® 2995 CMYK: 90, 11, 0, 0 RGB: 0, 164, 227 Do Not Use as Text	PANTONE® 369 CMYK: 59, 0, 100, 7 RGB: 109, 179, 63 Do Not Use as Text	} These two colors can only be used with graphic elements to complement the logo. They shouldn't be used as a font color because they don't pass the WCAG 2.0 regulations or 508 Compliance .	
PANTONE® 314 CMYK: 90, 11, 0, 30 RGB: 0, 125, 227	PANTONE® 7701 CMYK: 90, 11, 0, 60 RGB: 0, 85, 140		
	PANTONE® 363 CMYK: 59, 0, 100, 40 RGB: 72, 129, 43	BLACK CMYK: 0, 0, 0, 100 RGB: 0, 0, 0 RICH BLACK CMYK: 50, 39, 39, 100	PANTONE® 425 CMYK: 0, 0, 0, 77 RGB: 95, 96, 98

SECONDARY PALETTE

The secondary palette should be used in combination with the primary palette – never exclusively. These colors are used to accent or highlight information; they should be used sparingly and should never overpower primary colors.

PANTONE® 7409 CMYK: 0, 30, 95, 0 RGB: 253, 184, 36	PANTONE® 129 CMYK: 0, 16, 77, 0 RGB: 255, 212, 86	PANTONE® 5517 CMYK: 8, 0, 5, 17 RGB: 197, 209, 207	} These colors should never be used as a font color on a white background. This will ensure the design will pass the WCAG 2.0 regulations and 508 Compliance .
---	--	---	--

WEB PALETTE

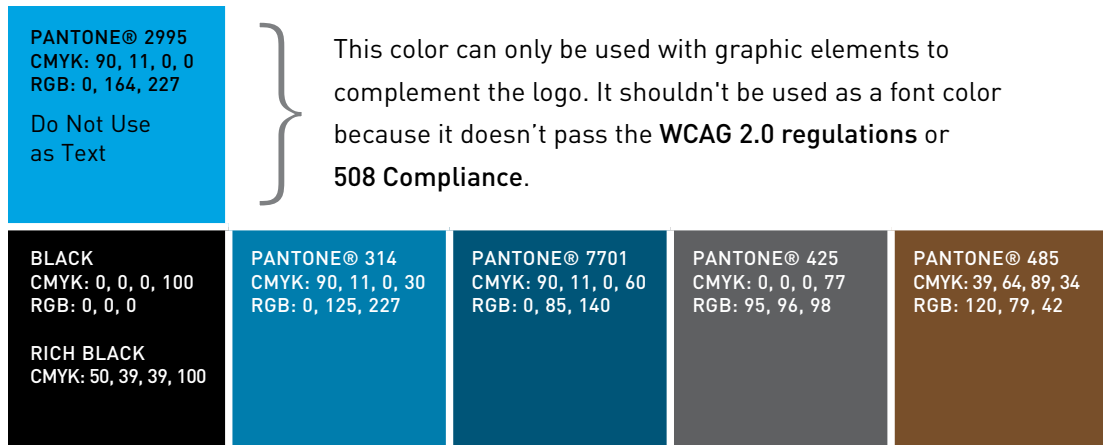
Developed to meet **WCAG 2.0 regulations** and **508 Compliance**, the web palettes are for use on our public sites.

HEX #00A9E0 Do Not Use as Text	HEX #5EA426 Do Not Use with Text	HEX #000000	HEX #333333	HEX #666666	HEX #CECECE Background Only	HEX #E9E9E9 Background Only	HEX #F3F3F3 Background Only
HEX #007DAD	HEX #005578	HEX #48812B	HEX #D71920	HEX #F8C050 Background Only	HEX #FFFFCC Attn. Text Background	HEX #EAE5DF Background Only	HEX #DCF3F9 Background Only

AES COLOR PALETTES

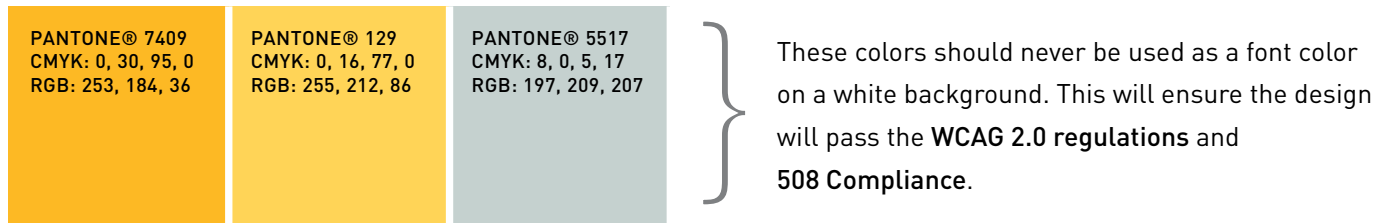
PRIMARY PALETTE

The primary palette combines the logo colors with complementary shades. Please take note that certain colors can only be used as solid design elements without text on top of them. **All design pieces must meet the Web Content Accessibility Guidelines (WCAG) 2.0 Regulations and 508 Compliance.**



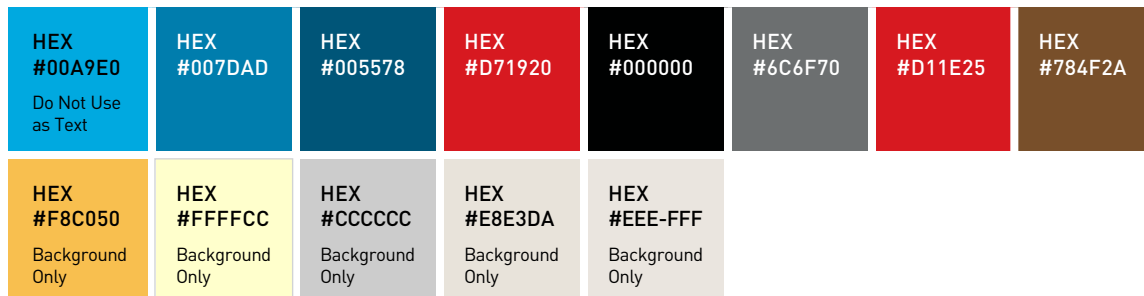
SECONDARY PALETTE

The secondary palette should be used in combination with the primary palette – never exclusively. These colors are used to accent or highlight information; they should be used sparingly and should never overpower primary colors.



WEB PALETTE

Developed to meet **WCAG 2.0 regulations** and **508 Compliance**, the web palettes are for use on our public sites.



FEDLOAN SERVICING COLOR PALETTES

PRIMARY PALETTE

The primary palette combines the logo colors with complementary shades. Please take note that certain colors can only be used as solid design elements without text on top of them. **All design pieces must meet the Web Content Accessibility Guidelines (WCAG) 2.0 Regulations and 508 Compliance.**

<p>PANTONE® 369 CMYK: 59, 0, 100, 7 RGB: 109, 179, 63</p> <p>Do Not Use as Text</p>	}	<p>This color can only be used with graphic elements to complement the logo. It shouldn't be used as a font color because it doesn't pass the WCAG 2.0 regulations or 508 Compliance.</p>
<p>PANTONE® 363 CMYK: 59, 0, 100, 40 RGB: 72, 129, 43</p>	<p>BLACK CMYK: 0, 0, 0, 100 RGB: 0, 0, 0</p> <p>RICH BLACK CMYK: 50, 39, 39, 100</p>	<p>PANTONE® 425 CMYK: 0, 0, 0, 77 RGB: 95, 96, 98</p>

SECONDARY PALETTE

The secondary palette should be used in combination with the primary palette – never exclusively. These colors are used to accent or highlight information; they should be used sparingly and should never overpower primary colors.

<p>PANTONE® 314 CMYK: 90, 11, 0, 30 RGB: 0, 125, 227</p>	<p>PANTONE® 7701 CMYK: 90, 11, 0, 60 RGB: 0, 85, 140</p>	<p>PANTONE® 7409 CMYK: 0, 30, 95, 0 RGB: 253, 185, 36</p>	<p>PANTONE® 395 CMYK: 8, 0, 85, 0 RGB: 242, 235, 69</p>	}	<p>These two colors should never be used as a font color on a white background. This will ensure the design will pass the WCAG 2.0 regulations and 508 Compliance.</p>
--	--	---	---	---	--

WEB PALETTE

Developed to meet **WCAG 2.0 regulations** and **508 Compliance**, the web palettes are for use on our public sites.

<p>HEX #5EAA42</p> <p>Do Not Use as Text</p>	<p>HEX #48812B</p>	<p>HEX #549221</p>	<p>HEX #000000</p>	<p>HEX #333333</p>	<p>HEX #666666</p>	<p>HEX #939391</p> <p>Background Only</p>	<p>HEX #999999</p> <p>Background Only</p>
<p>HEX #007DAD</p>	<p>HEX #005578</p>	<p>HEX #D71920</p>	<p>HEX #F8C050</p> <p>Background Only</p>	<p>HEX #FFFFCC</p> <p>Attn Text Background</p>	<p>HEX #ECE9D8</p> <p>Background Only</p>	<p>HEX #CCCCCC</p> <p>Background Only</p>	<p>HEX #F3F5F8</p> <p>Background Only</p>

EDUCATIONPLANNER.ORG COLOR PALETTES

PRIMARY PALETTE

The primary palette combines the logo colors with complementary shades. Please take note that certain colors can only be used as solid design elements without text on top of them. **All design pieces must meet the Web Content Accessibility Guidelines (WCAG) 2.0 Regulations and 508 Compliance.**

<p>PANTONE® 369 CMYK: 59, 0, 100, 7 RGB: 109, 179, 63</p> <p>Do Not Use as Text</p>	}	This color can only be used with graphic elements to complement the logo. It can't be used as a font color because it doesn't pass the WCAG 2.0 regulations or 508 Compliance .		
<p>PANTONE 485 CMYK: 0, 100, 100, 10 RGB: 215, 25, 32</p>		<p>PANTONE® 363 CMYK: 59, 0, 100, 40 RGB: 72, 129, 43</p>	<p>BLACK CMYK: 0, 0, 0, 100 RGB: 0, 0, 0</p> <p>RICH BLACK CMYK: 50, 39, 39, 100</p>	<p>PANTONE® 425 CMYK: 0, 0, 0, 77 RGB: 95, 96, 98</p>

SECONDARY PALETTE

The secondary palette should be used in combination with the primary palette – never exclusively. These colors are used to accent or highlight information; they should be used sparingly and should never overpower primary colors.

<p>PANTONE® 732 CMYK: 44, 69, 99, 53 RGB: 89, 51, 0</p>	<p>PANTONE® 314 CMYK: 90, 11, 0, 30 RGB: 0, 125, 227</p>	<p>PANTONE® 7701 CMYK: 90, 11, 0, 60 RGB: 0, 85, 140</p>
---	--	--

WEB PALETTE

Developed to meet **WCAG 2.0 regulations** and **508 Compliance**, the web palettes are for use on our public sites.

<p>HEX #D71920</p>	<p>HEX #5EA426</p> <p>Do Not Use as Text</p>	<p>HEX #48812B</p>	<p>HEX #007DAD</p>	<p>HEX #005578</p>	<p>HEX #000000</p>	<p>HEX #4B4B4B</p>	<p>HEX #666666</p>	<p>HEX #593300</p>
------------------------	--	------------------------	------------------------	------------------------	------------------------	------------------------	------------------------	------------------------

YOU CAN DEAL WITH IT COLOR PALETTES

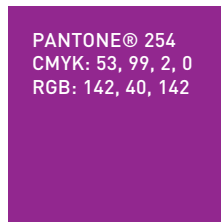
PRIMARY PALETTE

The primary palette combines the logo colors with complementary shades. Please take note that certain colors can only be used as solid design elements without text on top of them. **All design pieces must meet the Web Content Accessibility Guidelines (WCAG) 2.0 Regulations and 508 Compliance.**



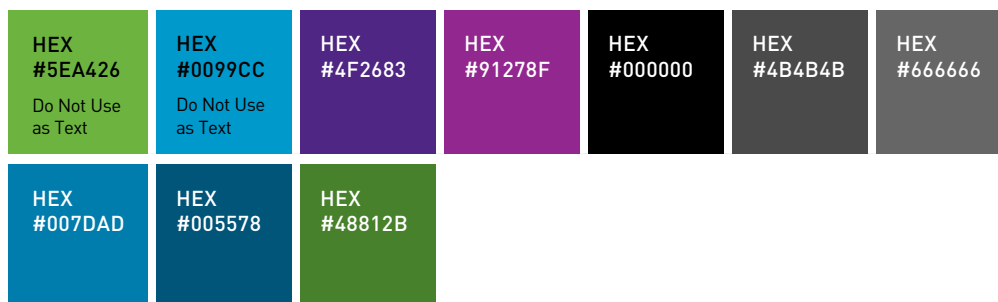
SECONDARY PALETTE

The secondary palette should be used in combination with the primary palette – never exclusively. These colors are used to accent or highlight information; they should be used sparingly and should never overpower primary colors.



WEB PALETTE

Developed to meet WCAG 2.0 regulations and 508 Compliance, the web palettes are for use on our public sites.



MYSMARTBORROWING COLOR PALETTES

PRIMARY PALETTE

The primary color palette for stand-alone communications combines the logo colors with complementary shades. When MySmartBorrowing is located within the confines of one of PHEAA’s primary brands it will adopt the color palette of the containing band. **All design pieces must meet the Web Content Accessibility Guidelines (WCAG) 2.0 Regulations and 508 Compliance.**

PANTONE® 2995 CMYK: 90, 11, 0, 0 RGB: 0, 164, 227 Do Not Use as Text	PANTONE® 369 CMYK: 59, 0, 100, 7 RGB: 109, 179, 63 Do Not Use as Text	} These two colors can only be used with graphic elements to complement the logo. They shouldn't be used as a font color because they don't pass the WCAG 2.0 regulations or 508 Compliance .
PANTONE® 314 CMYK: 90, 11, 0, 30 RGB: 0, 125, 227	PANTONE® 7701 CMYK: 90, 11, 0, 60 RGB: 0, 85, 140	
	PANTONE® 363 CMYK: 59, 0, 100, 40 RGB: 72, 129, 43	
	PANTONE 485 CMYK: 0, 100, 100, 10 RGB: 215, 25, 32	
	PANTONE® 268 CMYK: 82, 100, 0, 12 RGB: 79, 38, 131	
	BLACK CMYK: 0, 0, 0, 100 RGB: 0, 0, 0 RICH BLACK CMYK: 50, 39, 39, 100	

SECONDARY PALETTE

The secondary palette should be used in combination with the primary palette – never exclusively. These colors are used to accent or highlight information; they should be used sparingly and should never overpower primary colors.

PANTONE® 425 CMYK: 0, 0, 0, 77 RGB: 95, 96, 98	PANTONE® 7409 CMYK: 0, 30, 95, 0 RGB: 253, 184, 36	PANTONE® 129 CMYK: 0, 16, 77, 0 RGB: 255, 212, 86	} These two colors should never be used as a font color on a white background. This will ensure the design will pass the WCAG 2.0 regulations and 508 Compliance .

WEB PALETTE

Developed to meet **WCAG 2.0 regulations** and **508 Compliance**, the web palettes are for use on our public sites.

HEX #5EA42E Do Not Use as Text	HEX #0099CC Do Not Use as Text	HEX #D71920	HEX #4F2683	HEX #91278F	HEX #000000	HEX #4B4B4B	HEX #666666
HEX #007DAD	HEX #005578	HEX #48812B	HEX #F8C050 Background Only	HEX #ECE9D8 Background Only	HEX #CCCCCC Background Only		

BRAND HELP

Please help us protect our brand. Never give out a logo to an outside organization without Office of Public Information (OPI) approval. If you have a special request, need a specific logo variation, or require further information, advice, and/or guidance, please contact OPI at **717.720.2509**.

Thank you for following the PHEAA Brand Style Guide.

Created in 1963 by the Pennsylvania General Assembly, the Pennsylvania Higher Education Assistance Agency (PHEAA) has evolved into one of the nation's leading student aid organizations. Today, PHEAA is a national provider of student financial aid services, serving millions of students and thousands of schools through its loan guaranty, loan servicing, financial aid processing, outreach, and other student aid programs.

PHEAA's earnings are used to support its public service mission and to pay its operating costs, including administration of the Pennsylvania State Grant and other state-funded student aid programs. PHEAA continues to devote its energy, resources and imagination to developing innovative ways to ease the financial burden of higher education for students, families, schools, and taxpayers.

PHEAA conducts its student loan servicing activities nationally as American Education Services (AES) and FedLoan Servicing.

PHEAA.org



1200 North Seventh Street, Harrisburg, PA 17102-1444

These materials have been developed and paid for by the Pennsylvania Higher Education Assistance Agency (PHEAA) for informational purposes. Although the information contained in this document is believed to be accurate at the time of printing, PHEAA does not guarantee its accuracy. You should independently verify that this information is correct.

PI-STYLE
080615