

**Where can I access the new logo?**

Logos can be accessed via the attachments to this email or on the [SP2 Communications Resources webpage](#).

**When do I have to update the logo?**

Logos on all digital materials should be updated by Commencement on May 16<sup>th</sup>. Logos on printed materials and giveaways should be updated when new materials are ordered.

**Who is responsible for updating the logo?**

Every staff and faculty member at SP2 is responsible for updating the logo. Especially during this time, it is vital that we maintain cohesion in the branding of the School, so appreciate everyone's attention to and effort towards this task.

**Where should the logo be changed?**

The logo should be updated as soon as possible on all digital materials, including websites, digitally published documents, email signatures, PowerPoint presentations, social media channels, and digital advertisements. Updates should be completed by Commencement on May 16<sup>th</sup>.

The logo should be updated on all other materials, including business cards, letterhead, printed documents, posters, printed advertisements, commencement materials, orientation materials, t-shirts, and giveaways, whenever the new materials are needed and produced. You should continue to use printed materials with the old logos until supplies are depleted.

**I need to order new letterhead and/or business cards. How do I do so?**

The process for ordering letterhead and business cards remains the same; each department/center is responsible for ordering their own supplies. However, prior to ordering, please contact Jess Bautista ([bajess@upenn.edu](mailto:bajess@upenn.edu)) or Laura Baldasarre ([laurabal@upenn.edu](mailto:laurabal@upenn.edu)) to obtain the updated style guidelines for letterhead and business cards.

**Are other related logos (ex. centers, special projects, programs, etc.) being updated?**

In order to adhere with the University's new logo guidelines, some center, special project, and program logos will need to be updated. We are in contact with the University's branding team to determine what updates are needed and will be in touch soon. If you have questions about a specific logo, please contact Jess Bautista ([bajess@upenn.edu](mailto:bajess@upenn.edu)) or Laura Baldasarre ([laurabal@upenn.edu](mailto:laurabal@upenn.edu)).

**Can I still distribute giveaways with the former SP2 logo?**

Yes, you should continue to distribute giveaways with the former SP2 logo until supplies are depleted. When reordering or ordering new giveaways, please be sure to use the new SP2 logo.

**Who should I contact with questions?**

Please contact Jess Bautista ([bajess@upenn.edu](mailto:bajess@upenn.edu)), Associate Director of Communications & Public Relations, or Laura Baldasarre ([laurabal@upenn.edu](mailto:laurabal@upenn.edu)), Web/Strategic Communications Specialist.