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PENN STATE HOMECOMING UNVEILS 2021 LOGO

Logo points to the future with vintage vibe

UNIVERSITY PARK, Pa. April 17, 2021 — Penn State Homecoming revealed its 2021 logo on Saturday, April 17, 2021. The logo was unveiled through a logo reveal video before a modified version of the Blue-White Game as a part of the annual Legacy Celebration.

The logo was selected to reflect Penn State Homecoming's 2021 theme "Together, State Prevails" which was announced this past February during THON.

The logo was designed by Cameron Soravilla, a junior graphic design major in the Penn State Stuckeman School which is part of the College of Arts and Architecture at the University Park campus.

Soravilla says that "the parade is iconic to the history of homecoming; I wanted to capture its essence through the car driving forward, leading the parade. I used the silhouette of a vintage car to make the logo accessible to people of all ages and invoke the feeling of nostalgia."

This is the second Penn State event for Soravilla, who also served as the Graphic Design Captain for Thon 2021.

"I am so grateful to have been able to share my skills for two major PSU events," she said. "THON and Homecoming have allowed me the opportunity to use my skills to positively affect the image of a brand and interact with members of the community."

Soravilla's design was one of eight finalists for this year's logo.

The logo will be displayed on all things Homecoming ranging from merchandise to parade floats. Homecoming merchandise featuring the new logo will be on sale during the fall semester. Penn State Homecoming is planning to pick up events, volunteer hours and fundraisers in the fall semester to rally in Homecoming week taking place Sunday, Oct. 17, through Saturday, Oct. 23.

The Executive Committee for homecoming is considering both online and in-person activities based on University-sponsored regulations regarding the COVID-19 pandemic at the time of the event.

About Us

Penn State Homecoming is a student-run organization with aims to celebrate tradition and instill pride in all members of the Penn State family through active engagement of students, alumni, faculty, and staff across the community. Our organization is comprised of many student volunteers who donate their time to creating a multitude of events that make the Homecoming celebration a yearlong event.

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