

FOR IMMEDIATE RELEASE

Penn State Homecoming Unveils 2022 Logo

“One Community, Forever A Home” logo portrays the cozy feeling of Penn State

UNIVERSITY PARK, PA. (Apr. 23, 2022) — Penn State Homecoming revealed their 2022 Logo for the first time on Saturday, April 23, 2022. The Homecoming Executive Committee unveiled the logo during halftime at Penn State’s annual Blue and White Football Game in Beaver Stadium. The new logo was selected to reflect Homecoming’s 2022 Theme, “One Community, Forever A Home” which was revealed this past February.

Junior graphic design major in the Stuckeman School at Penn State, Emma Swayze, designed the Penn State Homecoming logo. Throughout Swayze’s design process, she wanted to portray the 2022 theme of “home” in one creation.

“I wanted to create a visual that captures the comfort of being home,” Swayze stated. “After juggling different ideas, I decided to run with a striped scarf, the scarf that the Nittany lion wears, to tie in the coziness of being home and Penn State’s culture.”

The logo flawlessly depicts how Penn State is a forever home for the students, staff, and community. Swayze stated that her favorite aspect of the logo is “how the scarf wraps around the word ‘home.’”

Swayze’s logo was one of seven presented by Instructor Taylor Shipton’s graphic design class. Every year, students from this course design prospective Homecoming logos as part of their major projects.

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.



Contact:

Dana Nunemacher

Director of Public Relations – Penn State Homecoming

prhomecoming@psu.edu

www.homecoming.psu.edu

###