

## Sources

### “We Are / Penn State”:

Slogan used at sporting events as a show of unity. The image is the first result on Google Image Search for the terms “we are Penn State”

### Desire for distribution:

Many Blue Out image creators requested their work be shared (as a post or profile picture) or otherwise circulated

**Fear of litigation:** Penn State is well-known for carefully guarding their logos and trademarks

### Stop Child Abuse blue ribbon with crying child + handprint:

Blue ribbon represents child abuse awareness, color comes from bruises. Image probably copied from Facebook event page, which was originally copied from a Google search result of “child abuse awareness ribbon”



Blue Out PSU vs. Nebraska--Stop Child Abuse!  
Hope PSU doesn't sue me for making this, but please share it..

**Blue and white colors:** traditional colors of the university

**Background on creator:** A Google search of the creator's full name (available publicly and connected directly to the corresponding image) revealed another public profile on LinkedIn, a professional networking site. S/He received both undergraduate and graduate degrees from Penn State, in Engineering Science and Electrical Engineering, respectively.

## Key Themes

- Solidarity
- Transformation of beloved slogan to reference timely events
- Fear of punishment for not seeking permission to create/post image
- Call for action (sharing)

## Effects of Truth

“We Are Penn State” could imply homogeneity of thoughts and actions across the entire university community. Perceptions of uniformity also parallel remarks made by others outside that imply all Penn Staters would permit criminal acts for the sake of the school's football program.

## Details

Sandusky's Grand Jury Report uses descriptions such as “at-risk” and “under-privileged” to describe the sexually abused children. These descriptors are often used as synonyms for blacks and Latinos; yet the ribbon graphic depicts a white child's face.

## Complexity/Contradictions

While the creator recognizes Penn State's ability to press charges on him for appropriating the original background image, s/he encourages others to copy and re-distribute this work. This becomes a noteworthy intersection of artist rights, branding, and promotion.

## Visible and Invisible

There is no mention of original sources (and/or artists). Also, the fear of copyright infringement rests with Penn State's work, and not with the ribbon graphic.