

VERSION 2.1

# BRAND GUIDELINES





This document is intended for those who are creating marketing materials for the University of Pittsburgh. Following these guidelines will maintain consistency and brand recognition. These brand guidelines are meant to inspire, clarify, unify and define Pitt's brand positioning and our impactful storytelling opportunities as we bring Pitt's brand to life together. This is a living document, meaning that elements outlined in this document and the guidelines are subject to change.

Please use good judgment in all creative executions and strive to serve as a Pitt brand ambassador, using this guide as a tool.



**BRAND.PITT.EDU**

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### QUESTIONS?

If you have any questions about how to use the brand guidelines or where to find elements or any other concerns regarding the University of Pittsburgh brand, please contact

**brand@pitt.edu.**





## INTRODUCTION

The University of Pittsburgh is globally recognized for excellence in research, innovation and scholarship and the impacts those discoveries and actions are making on the world. However, this is only the second time in Pitt's history that we have undertaken work focused on its brand positioning and creating a differentiated, bold platform to tell our story.

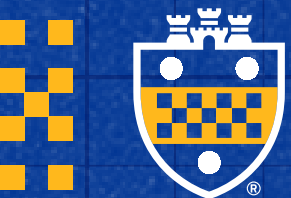
A core tenet of our brand positioning strategy is to establish a bold, differentiated creative platform that elevates the general reputation and perception of the University of Pittsburgh among target audiences, including students and their families (current and prospective), faculty and staff and academic peers and influencers. Additionally, we want to arm our brand ambassadors with a powerful story to tell, promoting consistency and alignment across the Pitt community.

This brand guide should serve as a resource for writing, designing and understanding the rationale behind the Pitt brand and be used by our partners across the community—Communications Council teammates, designers, copywriters, photographers, vendors and partners alike. You all serve as ambassadors of the Pitt brand.

On the following pages, you will find tools you need to develop and create consistent visual design artifacts and messaging. This is a living document and will be updated as our work evolves.

Please contact [brand@pitt.edu](mailto:brand@pitt.edu) with questions for any support needed.





# PLAN FOR PITT 2028

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## PLAN FOR PITT 2028

The Plan for Pitt 2028 helps to tell our story: who we are, what we value, where we're going, how we're getting there and why it's possible. It's a plan grounded in values, defined by excellence and focused on elevating our community's aspirations. Developed through consultation with students, faculty, staff, alumni, supporters and partners, this plan offers actionable and measurable initiatives and outcomes that invest in people and ideas, accelerate our momentum and ensure that Pitt's best days lie ahead.

### PLAN PILLARS

<sup>01</sup> **WE WILL CULTIVATE STUDENT SUCCESS.**

<sup>02</sup> **WE WILL PROPEL SCHOLARSHIP,  
CREATIVITY AND INNOVATION.**

<sup>03</sup> **WE WILL BE WELCOMING AND ENGAGED.**

<sup>04</sup> **WE WILL PROMOTE ACCOUNTABILITY  
AND TRUST.**

<sup>05</sup> **IT'S POSSIBLE AT PITT.**

### PLAN VALUES

Academic Excellence

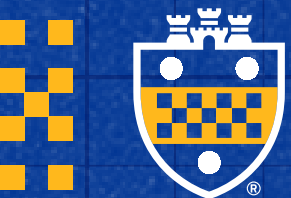
Innovation

Inclusion

Collaboration

Community





# BRAND POSITIONING

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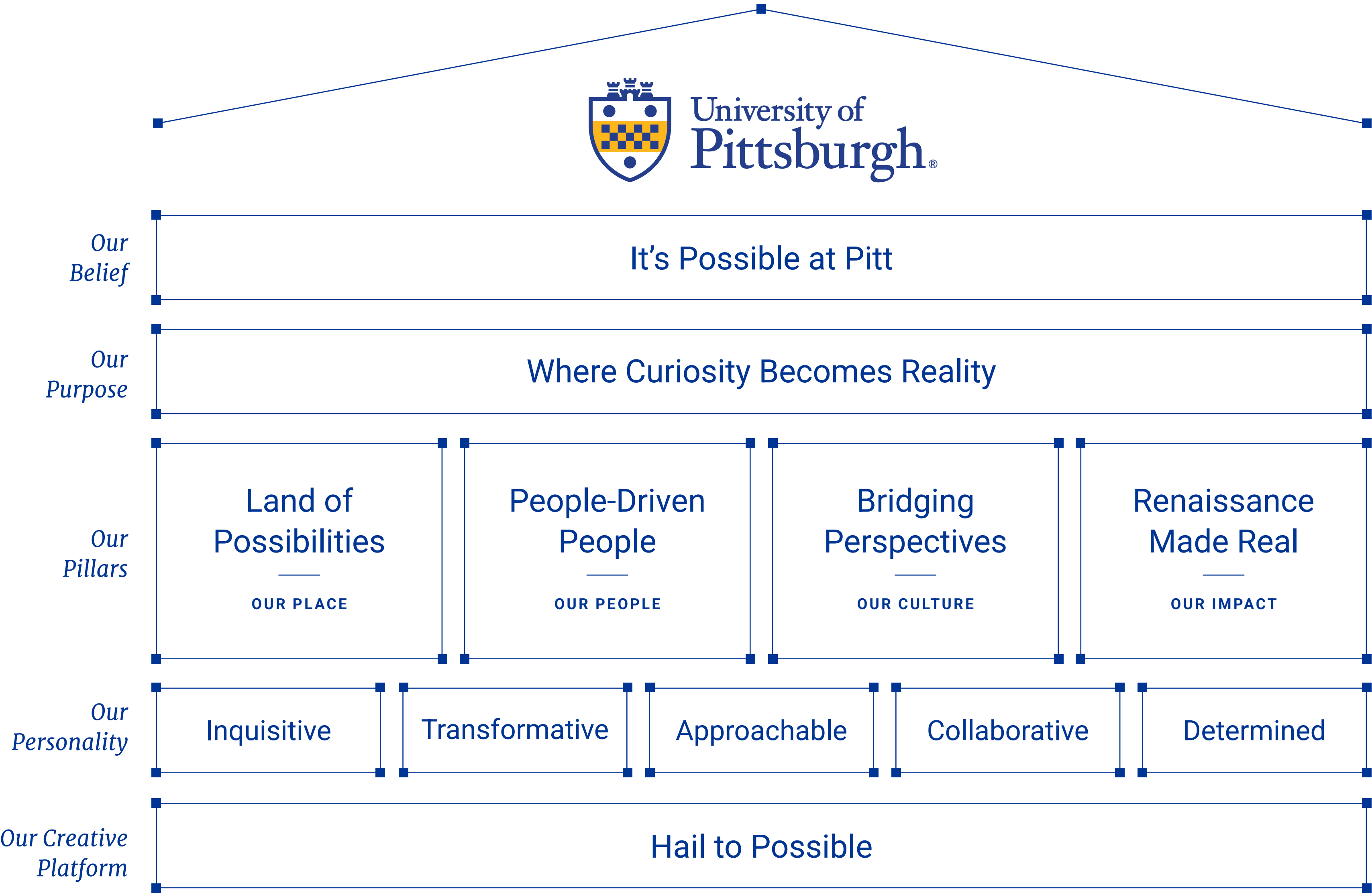




# BRAND HOUSE

Our brand house is a framework that visually illustrates how our unique strategic and creative expressions live together to create one unified Pitt brand. It should be used to inform and guide all creative work. It is made up of five components.

Our belief, It's Possible at Pitt, is supported by our brand purpose, which was derived from the insights from our robust quantitative and qualitative research conducted in support of the brand refresh. This sits atop four brand pillars—the core beliefs that undergird Pitt's brand purpose—which are guided by our personality traits and tone. These components bolster the creative platform, Hail to Possible, by which all creative work should be inspired.



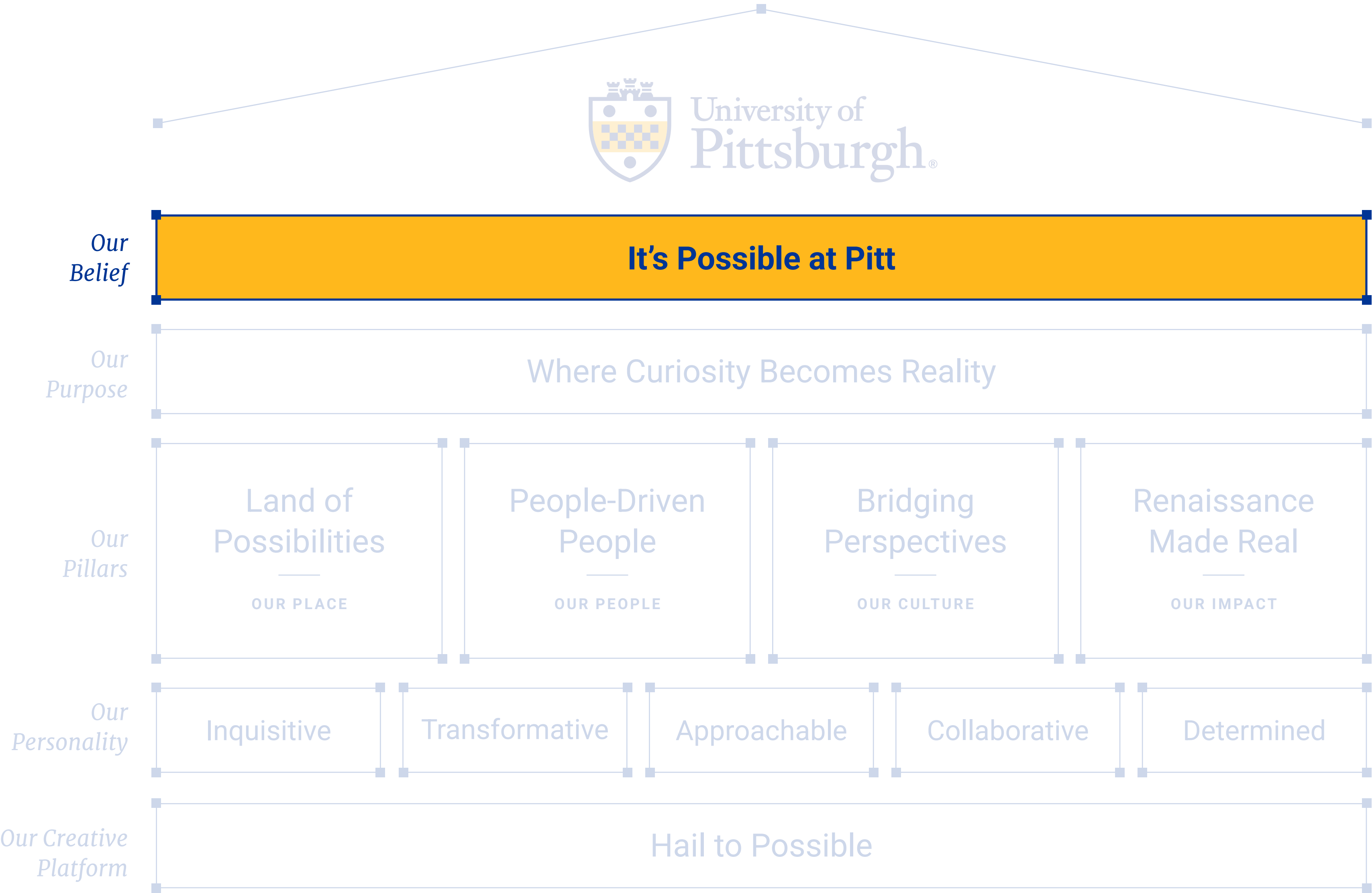




# OUR BELIEF

A key pillar in the Plan for Pitt 2028, It's Possible at Pitt speaks to the opportunity in front of us and our optimistic mindset, which drive us forward.

The mantra of It's Possible at Pitt is a core belief that cuts across our audiences and is meant to be flexible and used broadly for storytelling purposes—to engage current and prospective faculty and staff and current and prospective students and as we engage more broadly in our communities.







# OUR PURPOSE

Our brand purpose is our internal inspiration. It succinctly articulates our spirit of cultivating big ideas and transforming them into tangible results. We use this as an internal “gut check” to **inform** our external-facing creative work but this language should not be used directly in any of our communications and marketing materials.



Our Belief

It’s Possible at Pitt

Our Purpose

## Where Curiosity Becomes Reality

Pitt has been a living, breathing reincarnation of rebirth since its inception. Here, anything is possible, not because of some tagline or prescribed mission but because of the will, the determination, the compassion and the commitment of our people to get things done. We have continually fostered collaborative environments—both at the institution itself and in the pathways that connect us to the culture and communities our city has to offer—to spark innovation and induce change. Never satisfied. Always one-upping ourselves.

This isn’t just a hub of higher learning. This is the home of action.

Our Pillars

Land of Possibilities

OUR PLACE

People-driven People

OUR PEOPLE

Bridging Perspectives

OUR CULTURE

Renaissance Made Real

OUR IMPACT

Our Personality

Inquisitive

Transformative

Approachable

Collaborative

Determined

Our Creative Platform

Hail to Possible





# OUR PILLARS

Our brand pillars define the who, what, where, how and why of our storytelling platform. These are the core beliefs and traits that support our brand purpose. Similarly to the brand purpose, we use the pillars internally as a framework and internal “gut check” for message development and external creative work, and the pillars themselves should not be used in any of our communications or brand materials.



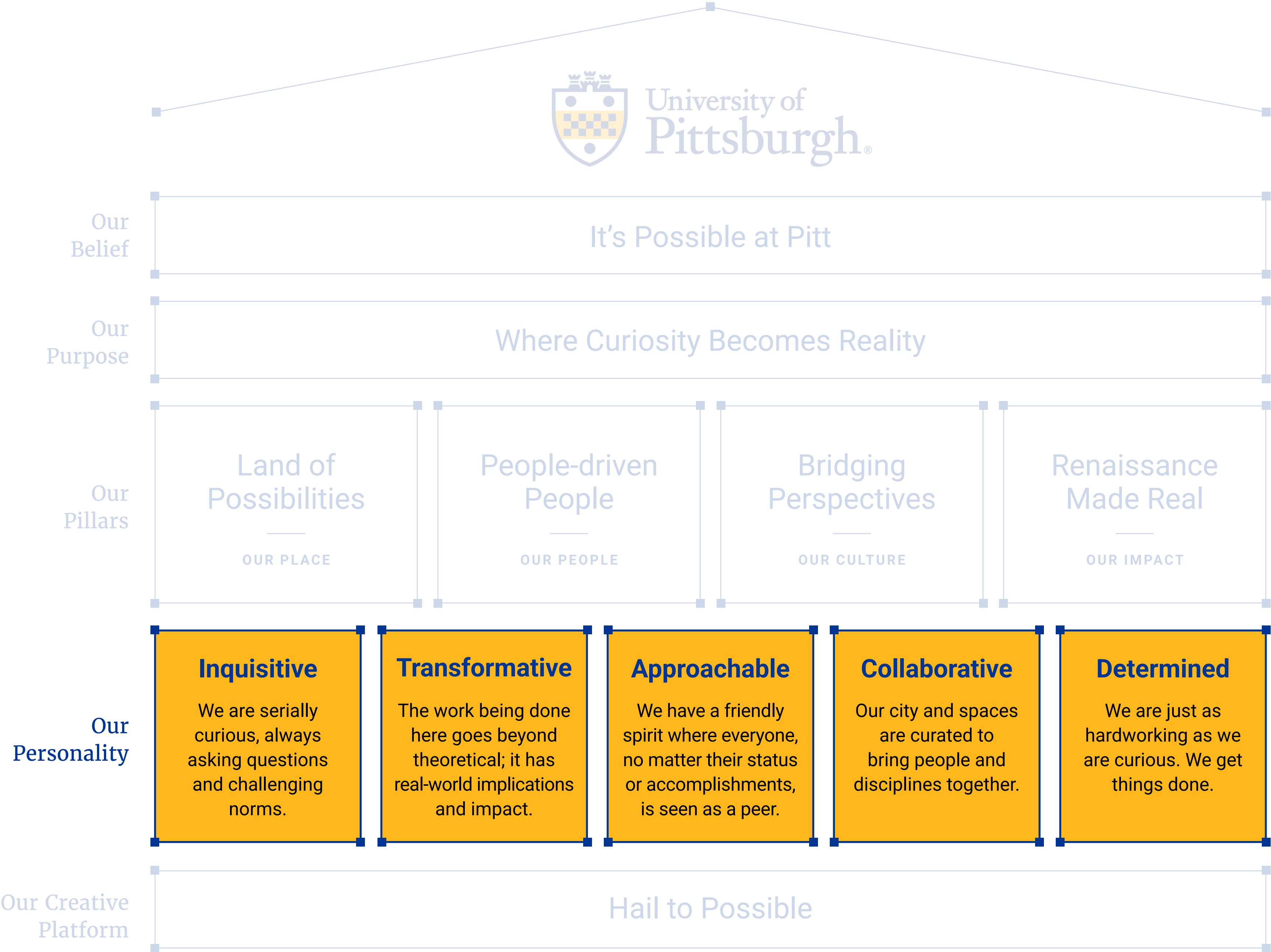




# OUR PERSONALITY

These tone words express our brand personality. They can be dialed up or down, depending on our audience. For example, we might be more approachable and collaborative when talking to prospective students and more determined and transformative for alumni and donors.

No matter who we’re speaking to, our voice should always be grounded and approachable.

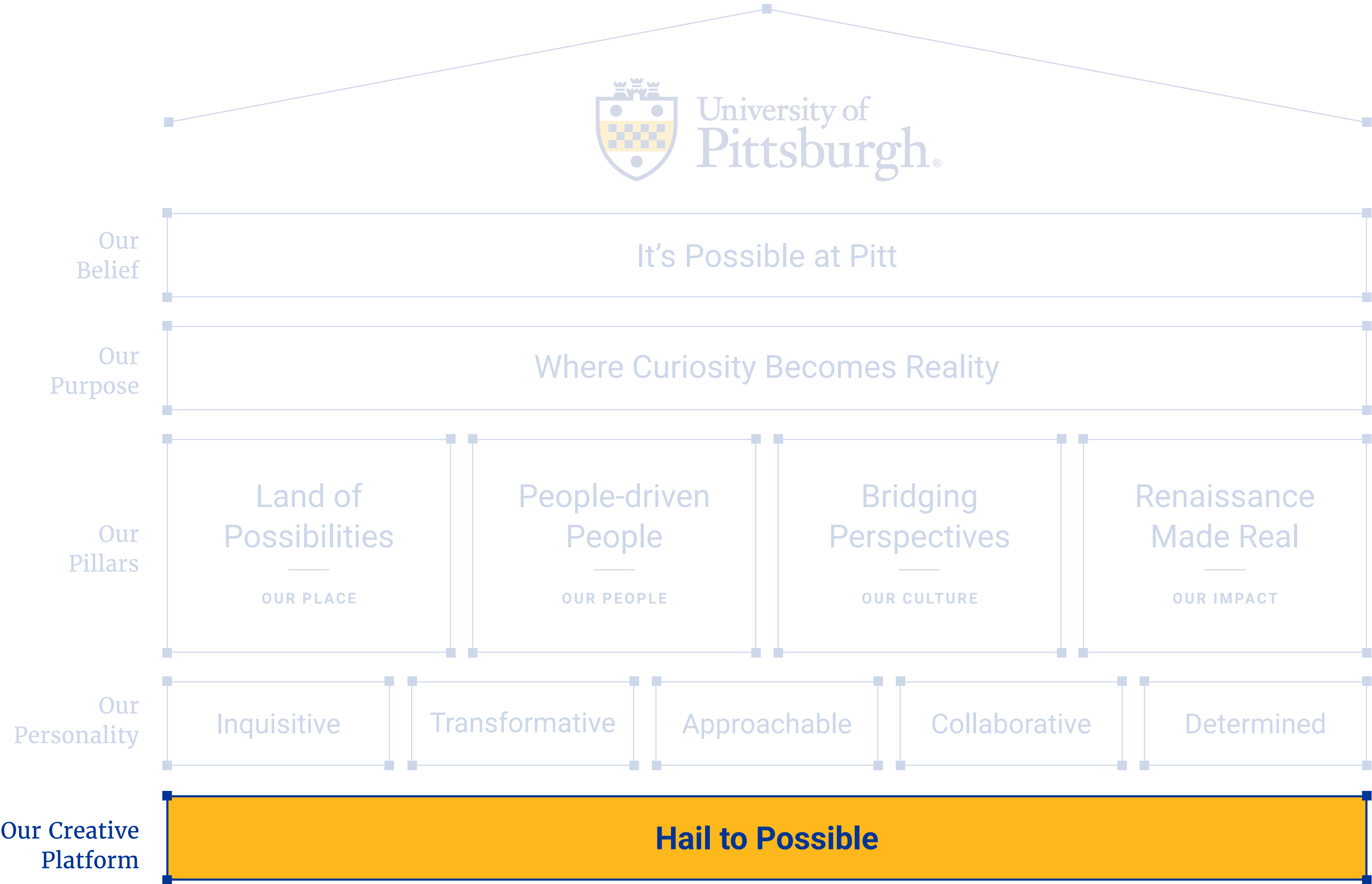






# OUR CREATIVE PLATFORM

A play on and strong connection to Hail to Pitt, Hail to Possible is the external creative expression of our brand purpose. It serves as a rallying cry and call to action.

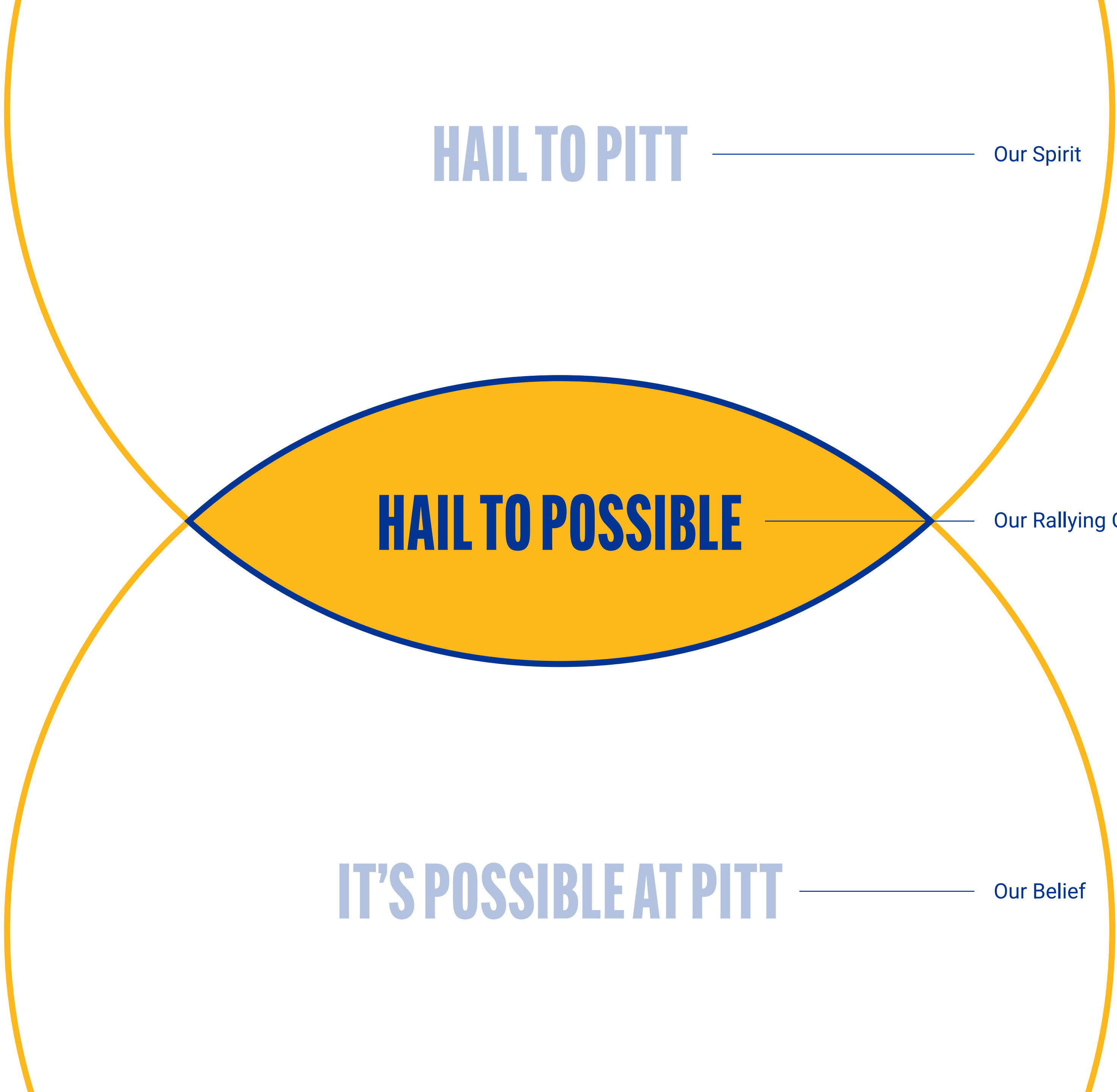




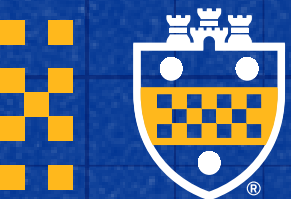


OUR CREATIVE  
PLATFORM (CONT.)

Hail to Possible is a way to bring together our spirit and our belief into one unified rallying cry that emphasizes the possibilities that Pitt brings to the world. It's not a replacement for Hail to Pitt or It's Possible at Pitt.







# VOICE & MESSAGING

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## HAIL TO PITT BACKGROUND

“Hail to Pitt” is a traditional fight song and slogan written by Pitt students Lester Milton Taylor and George Morrill Kirk in the early 20th century. “Hail to Pitt” is a fight song and a slogan encapsulating the spirit of the University of Pittsburgh, resonating pride, tradition, and community among the university’s community, including students, alumni, and fans.

### USAGE

#### <sup>01</sup> GREETING

Saying “Hail to Pitt” or “H2P” among members of the Pitt community helps foster a sense of camaraderie.

#### <sup>02</sup> SPORTING EVENTS

“Hail to Pitt” is deeply integrated into the athletic culture of the University of Pittsburgh, serving as both a fight song and a rallying cry during various sporting events.





## “IT’S POSSIBLE AT PITT” AND “HAIL TO POSSIBLE” INSPIRATION

**It’s Possible at Pitt** is a core belief that cuts across our audiences and is meant to engage current and prospective faculty and staff, as well as current and prospective students, as we engage more broadly in our communities.

**Hail to Possible** is our creative platform and serves as a foundation for our institutional brand awareness campaigns. It brings together our spirit and belief into a unified rallying cry that emphasize possibilities that Pitt brings to the world.

### GUIDELINES

## <sup>01</sup> IT’S POSSIBLE AT PITT

Used for broad development, adoption and usage at school, unit, and division level.

Additionally, lightly customizable “It’s Possible at Pitt” brand templates will be produced and available at [brand.pitt.edu](http://brand.pitt.edu). This will include guidelines on how to implement and use “It’s Possible at Pitt” more broadly at the school/ unit/ division/ level to support storytelling and campaigns.

## <sup>02</sup> HAIL TO POSSIBLE

Limited to strategic usage; reserved for usage by institutional and central University Communications and Marketing Division (UCM) .

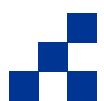
Development of Hail to Possible campaigns and messaging will reside at the institutional and central UCM-level. Schools/ units/ divisions should not develop/create “Hail to Possible” campaigns on their own.

Please contact [brand@pitt.edu](mailto:brand@pitt.edu) with questions or if you are interested in using “Hail to Possible” in your campaigns.



# “IT’S POSSIBLE AT PITT” AND “HAIL TO POSSIBLE” USAGE

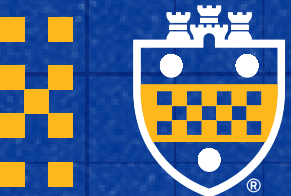
This chart presents guidelines for use of  
“It’s Possible at Pitt” and “Hail to Possible.”

	 It's Possible at Pitt	Hail to Possible
Institutional brand campaigns/strategic University Communications and Marketing level (including promotional items and premiums)	X	X
Marketing material for school and unit division level (including ads, swag, brochures, leaflets, etc.)	X	
Banners for community events, exhibits and conferences	X	X
Office interior displays and posters	X	
Direct mail and electronic communications	X	
Vehicles	X	



Do not create graphic treatments for It’s Possible at Pitt or Hail to Possible. Find templates on **Brand.Pitt.edu**.





# COLOR

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# COLOR PALETTE

Color is an essential part of ensuring an iconic visual identity, and consistency of color usage across all mediums ensures a recognizable brand for the University of Pittsburgh.

Pitt relies on our historical Royal and Gold as our primary and most-used colors. Six secondary colors supports Royal and Gold and allows for greater flexibility. Accent colors are used for emphasis or other informational needs such as icons, graphs and data visualizations.

Colors must be used consistently. Referring to these CMYK, RGB, HEX and Pantone (PMS) values will eliminate guesswork.

CMYK and PMS are used exclusively for print, while RGB and HEX values are used for digital applications.

## Primary

**PITT ROYAL**  
RGB: 0 / 53 / 148  
HEX: #003594  
CMYK: 100 / 75 / 0 / 6  
PMS: 661C

**PITT GOLD**  
RGB: 255 / 184 / 28  
HEX: #FFB81C  
CMYK: 0 / 31 / 98 / 0  
PMS: 1235C

## Secondary

**NEW SKY**  
RGB: 219 / 238 / 255  
HEX: #DBEEFF  
CMYK: 12 / 2 / 0 / 0  
PMS:

**GREY**  
RGB: 200 / 201 / 199  
HEX: #C8C9C7  
CMYK: 21 / 16 / 18 / 0  
PMS:

**WHITE**  
RGB: 255 / 255 / 255  
HEX: #FFFFFF  
CMYK: 0 / 0 / 0 / 0  
PMS:

**MEDIUM BLUE**  
RGB: 0 / 32 / 91  
HEX: #00205B  
CMYK: 100 / 85 / 5 / 36  
PMS:

**BRONZE**  
RGB: 184 / 115 / 51  
HEX: #B87333  
CMYK: 16 / 63 / 100 / 3  
PMS:

**BLACK**  
RGB: 0 / 0 / 0  
HEX: #000000  
CMYK: 0 / 0 / 0 / 100  
PMS:

## Accents

**GOLDEN HAZE**  
RGB: 255 / 233 / 57  
HEX: #FFE939  
CMYK: 2 / 3 / 88 / 0  
PMS:

**LIGHT BLUE**  
RGB: 102 / 178 / 227  
HEX: #66B2E3  
CMYK: 56 / 15 / 0 / 0  
PMS:

**LIGHT GREEN**  
RGB: 0 / 173 / 110  
HEX: #00AD6E  
CMYK: 80 / 3 / 78 / 0  
PMS:

**ORANGE**  
RGB: 247 / 145 / 30  
HEX: #F7911E  
CMYK: 0 / 52 / 100 / 0  
PMS:

**INFRARED**  
RGB: 255 / 91 / 69  
HEX: #FF5B45  
CMYK: 0 / 79 / 74 / 0  
PMS:

**WHITE PEACH**  
RGB: 255 / 222 / 205  
HEX: #FFDECD  
CMYK: 0 / 15 / 16 / 0  
PMS:

**MERLOT**  
RGB: 119 / 5 / 56  
HEX: #770538  
CMYK: 36 / 100 / 58 / 37  
PMS:



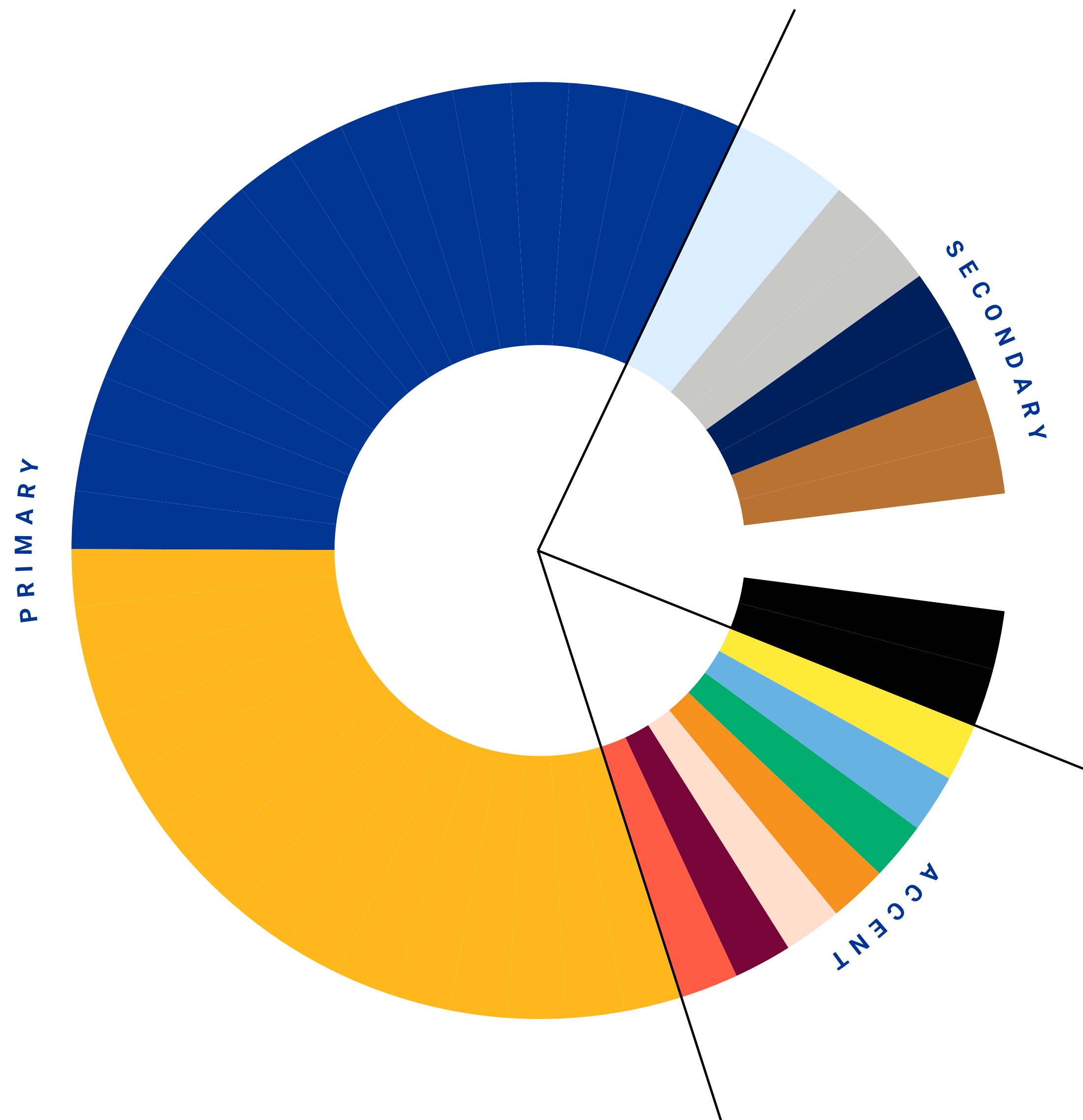


## COLOR PALETTE HIERARCHY

**Primary Colors:** These are the core colors that define the brand and should dominate most designs. They are used for large elements, such as backgrounds, banners and major sections, to ensure brand recognition.

**Secondary Colors:** These colors support the primary palette. Use secondary colors for subheadings and other complementary elements that add depth without overwhelming the design.

**Accent Colors:** Accent colors are used sparingly to draw attention to specific elements, like buttons, icons or infographics. No more than four accent colors should be used at once except for data visualizations.





# ACCENT COLOR PAIRING

Accent colors can be used for icons and infographics to draw attention to key information and enhance visual clarity. By pairing them with the primary and secondary color palettes, accent colors create contrast and hierarchy, ensuring that important elements stand out.





COLOR

## COLOR PALETTE FLEXIBILITY

The color ratio outlines the balance between primary, secondary and accent colors to guide how they can work together when crafting designs for a specific tone or audience.

### Bold



Prospective Students  
Events  
One-offs and Impact Pieces

### Casual



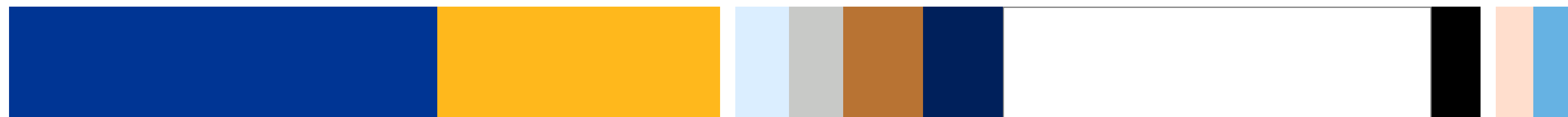
Accepted and Current Students  
More Recent Alumni  
Industry Sustainability

### Formal



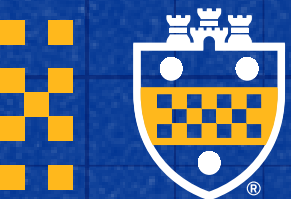
Current Faculty and Staff  
Parents of Current Students  
Pitt Health Sciences

### Subtle



Older Alumni  
Most Formal and Hallmark Pieces





# TYPOGRAPHY

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## HERO TYPEFACE

**ATF Alternate Gothic Compressed** is our hero typeface. Used in all caps, it can powerfully capture the culture of our campuses visually. With a variety of weights, it is a flexible typeface that can be used at different scales, always ensuring readability.

Alternate Gothic Compressed is available from Adobe Fonts for those with access to the Adobe Creative Suite. Alternatively, League Gothic is an approved substitute font if Alternate Gothic Compressed isn't available.

Alternate Gothic Compressed



League Gothic



# ALTERNATE GOTHIC COMPRESSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**BLACK**  
**HEAVY**  
**BOLD**

**DEMI**  
**MEDIUM**  
**REGULAR**





## SECONDARY TYPEFACE

**Instrument Serif** pairs with Alternate Gothic Compressed to introduce the spirit of possibility to the type system. This serif typeface emulates the architecture of the Cathedral of Learning and provides a sophisticated type option if needed. Instrument Serif is not suitable for large amounts of copy. Do not use it for body copy.

Instrument Serif is available through Adobe Fonts for those with access to the Adobe Creative Suite and Google Fonts.

Instrument Serif - Adobe



Instrument Serif - Google



# Instrument Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Regular





## ADDITIONAL TYPEFACES

For secondary text and specific applications, support typefaces add flexibility to our designs.

**ATF Alternate Gothic** is used for subheads and supporting copy. Its clear, bold appearance enhances readability and keeps visuals consistent. It is available via Adobe Fonts. League Gothic is an approved substitute font if Alternate Gothic Compressed isn't available.

**Merriweather** is a serif typeface used for body copy and supporting copy. It is available via Adobe Fonts and Google Fonts.

**Roboto** is a sans-serif typeface used for body copy and supporting copy. It is available via Adobe Fonts and Google Fonts.

Alternate Gothic



League Gothic



Merriweather



Roboto



# ALTERNATE GOTHIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# LEAGUE GOTHIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# Merriweather

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890





# TYPE HIERARCHY

Establishing a clear type hierarchy is essential for effective communication and readability. Our system distinguishes between primary headlines, subheads, body text, and supporting copy, ensuring a logical flow and visual consistency. By adhering to this hierarchy, we maintain clarity and emphasize key messages across all brand materials.

Roboto Bold  
Sentence Case

Header

HEADLINE

Alternate Gothic Compressed Heavy  
All Caps

Alternate Gothic Demi  
All Caps

SUBHEAD

Roboto Bold  
Sentence Case

Pa del ex everumqui omnimoluptat lit aliquam estemqui ut ipis este esto beatusdae doluptaspis  
exernatur aut harcipientis dolest venisquisit ellis il et ad qui voluptae. Optia custrum re volumque  
rerae pro dolenihic tecest qui di acculla utectem ulparibus, sequas con nihillab id quiam, cullabore  
re in consequas sequo dolupta sum que consequ quiam, simi.





# HEADLINE STYLING

## SIMPLE

The typographic details on the right should be considered the baseline modifications for headlines, however, based on the application, these details, like tracking and leading can be adjusted.

Simple

LOREM IPSUM DOLOR

Alternate Gothic Compressed Heavy  
Tracking 0  
Left or Center Alignment  
All Caps

Underline

LOREM IPSUM DOLOR

Alternate Gothic Compressed Heavy  
Tracking 0  
Left or Center Alignment  
All Caps & Underline

Mixed

LOREM IPSUM Dolor

Alternate Gothic Compressed Heavy  
Tracking 0  
All Caps  
  
Instrument Serif Regular  
Tracking 0  
Title Case

Tracked Out

L O R E M I P S U M D O L O R

Alternate Gothic Compressed Heavy  
Tracking 200  
All Caps





## HEADLINE STYLING EXPRESSIVE

Expressive typography allows us to convey emotion and personality in our brand communications. This approach can add a dynamic and engaging element to our designs, capturing attention and evoking a specific mood. Use expressive typography sparingly and strategically to highlight key messages, ensuring it complements rather than overwhelms our primary and support typefaces. By integrating expressive typography thoughtfully, we can create memorable and impactful visual experiences that resonate with our audience.

Mixed Scale

It's Possible  
**AT PITT**

Overlapping

**IT'S**  
Possible  
**AT PITT**

Single Frame

**IT'S**  
**POSSIBLE**  
**AT PITT**

Stacked Frames

**IT'S**  
**POSSIBLE**  
**AT PITT**





## HEADLINE STYLING FRAMES

Typography can be placed within frames to emphasize key messages and add depth to the design. Maintain consistent spacing and alignment.

Optimal Padding On All Sides\*

LOREM IPSUM DOLOR AMET, Consectuer.

✗ Too little padding between the type and the edge of the surrounding box

LOREM IPSUM DOLOR AMET, Consectuer.

✗ Too much padding between the type and the edge of the surrounding box

LOREM IPSUM DOLOR AMET, Consectuer.

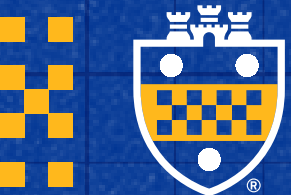
\*When in doubt, use the Cap Height of the type to determine an approximate padding, and adjust from there.



Use the width of the Ascender in the type to give an approximate stroke weight for the outline of the shape.







# LAYOUT

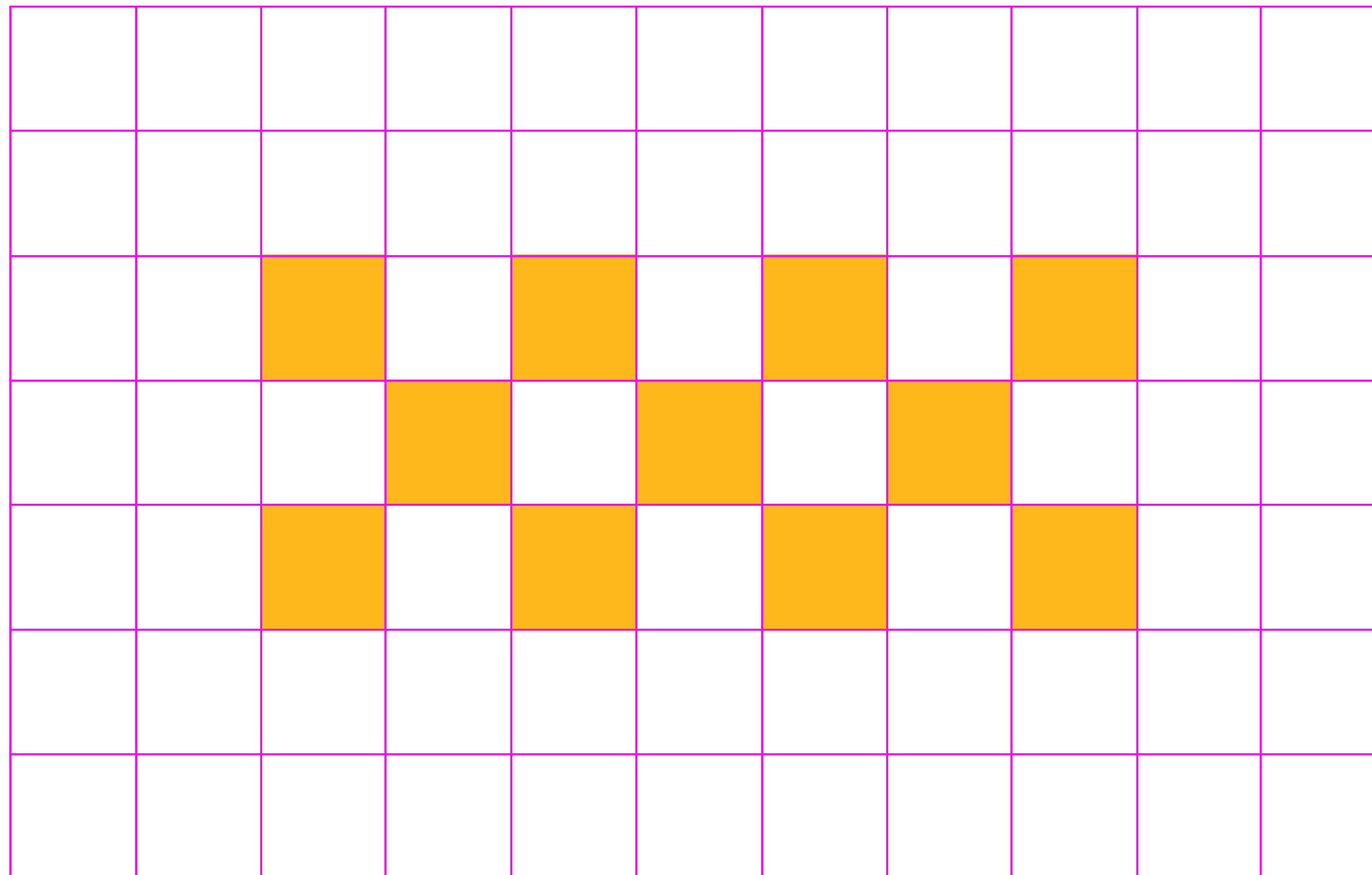
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# GRID SYSTEM

Our grid system is derived from the pattern at the heart of our logo, providing a systematic approach to layout, composition, proportions, and alignment. This grid can facilitate structure, and clarity, ensuring consistency and balance, across all design applications.

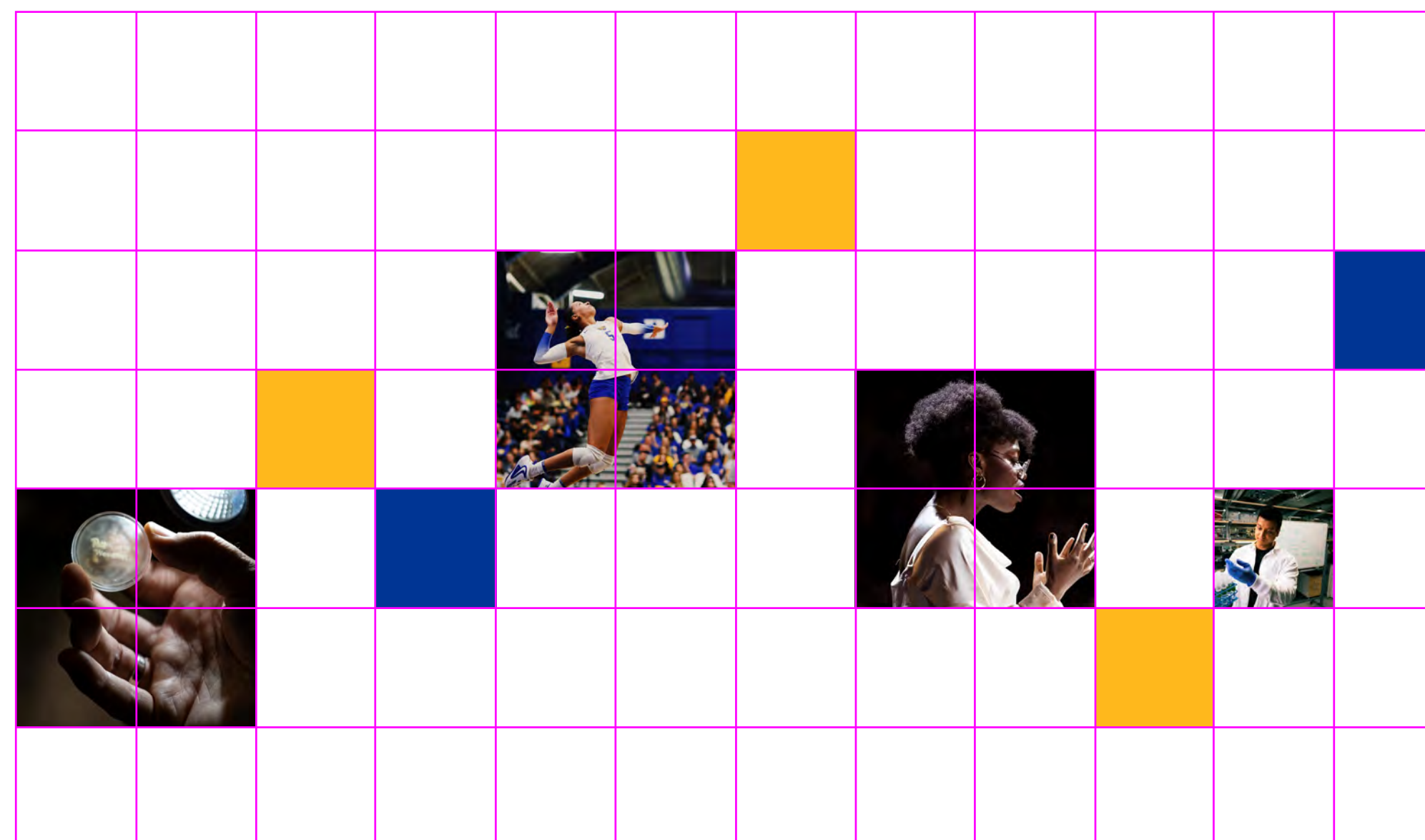




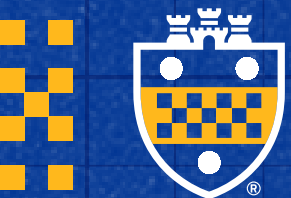


## GRID SYSTEM

The square grid system is a foundational tool built from equal-sized square modules, this grid creates a flexible framework for aligning typography, imagery, and components. By adhering to the grid, elements maintain a clean and cohesive structure.







# DESIGN ELEMENTS

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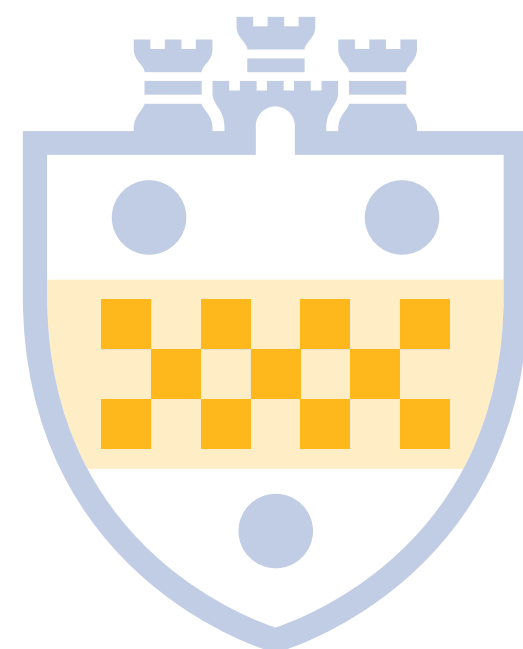




## NODES OVERVIEW AND PITT SHIELD PATTERN

The Pitt Shield Pattern, made up of multiple nodes, is derived from the grid at the heart of the Pitt shield and serves as a versatile design element.

Use only the provided files of the Pitt Shield Pattern to ensure consistency; do not attempt to recreate or modify the pattern in any way.



**Pitt Shield**

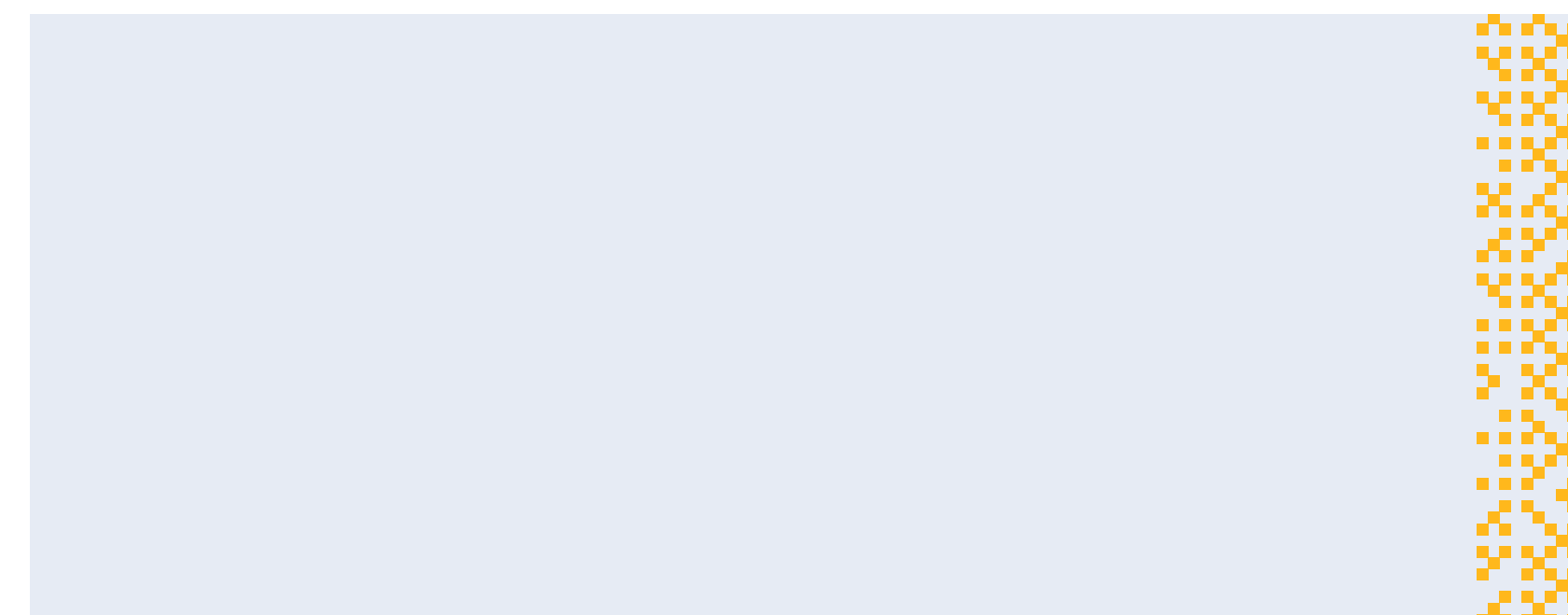
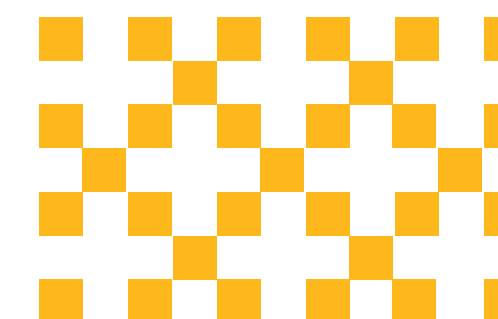
### Single Node



### Multi Node



### Pattern







# SINGLE NODE

Single nodes extracted from the grid of the Pitt shield can serve as standalone elements. These nodes can act as anchors for body copy, subtly drawing attention to key information without overpowering the layout. When used as design flourishes, they bring a sense of energy and dynamic touch to compositions.



Ed maion re preperum vel mo tem aut ullorep udaerum re necatur molorpos rerersp eremquatin pelibea sum volore rehenda qui sed molestiis es dem enditi to conem venimus. Alicimp eribus dest, omnihitas rehenis dolorem non rem quia quia didid quam resenim nis mostet dolum quam inctae officid mollenemodi conseditatur a poremol uptatiat officie



Size, and scale can be used along with placement to create dynamic layouts. The largest node should never be more than 250% of the smallest node.





## MULTI-NODE

Multi-node elements extracted from the grid of the Pitt shield can also function as standalone elements. They can anchor headlines, providing structure and visual interest, while effectively drawing attention to key information creating a cohesive design language.

Multi-node graphic elements can be used for framing, to surround type or photos and create a compelling central focus. These versatile elements can be positioned in one corner, two corners, or all four, adapting to the layout's needs while guiding the viewer's eye and reinforcing visual balance.



# HEADLINE



## HEADLINE



Elements should be at least the size of the nodes away from the headline.

# HEADLINE

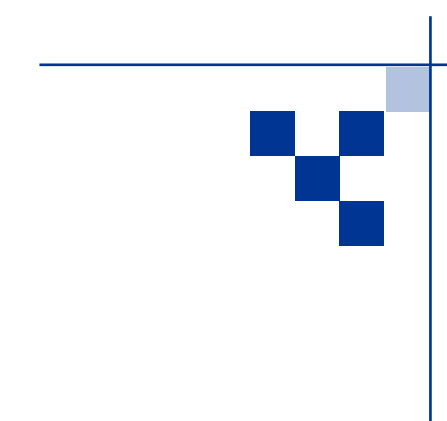
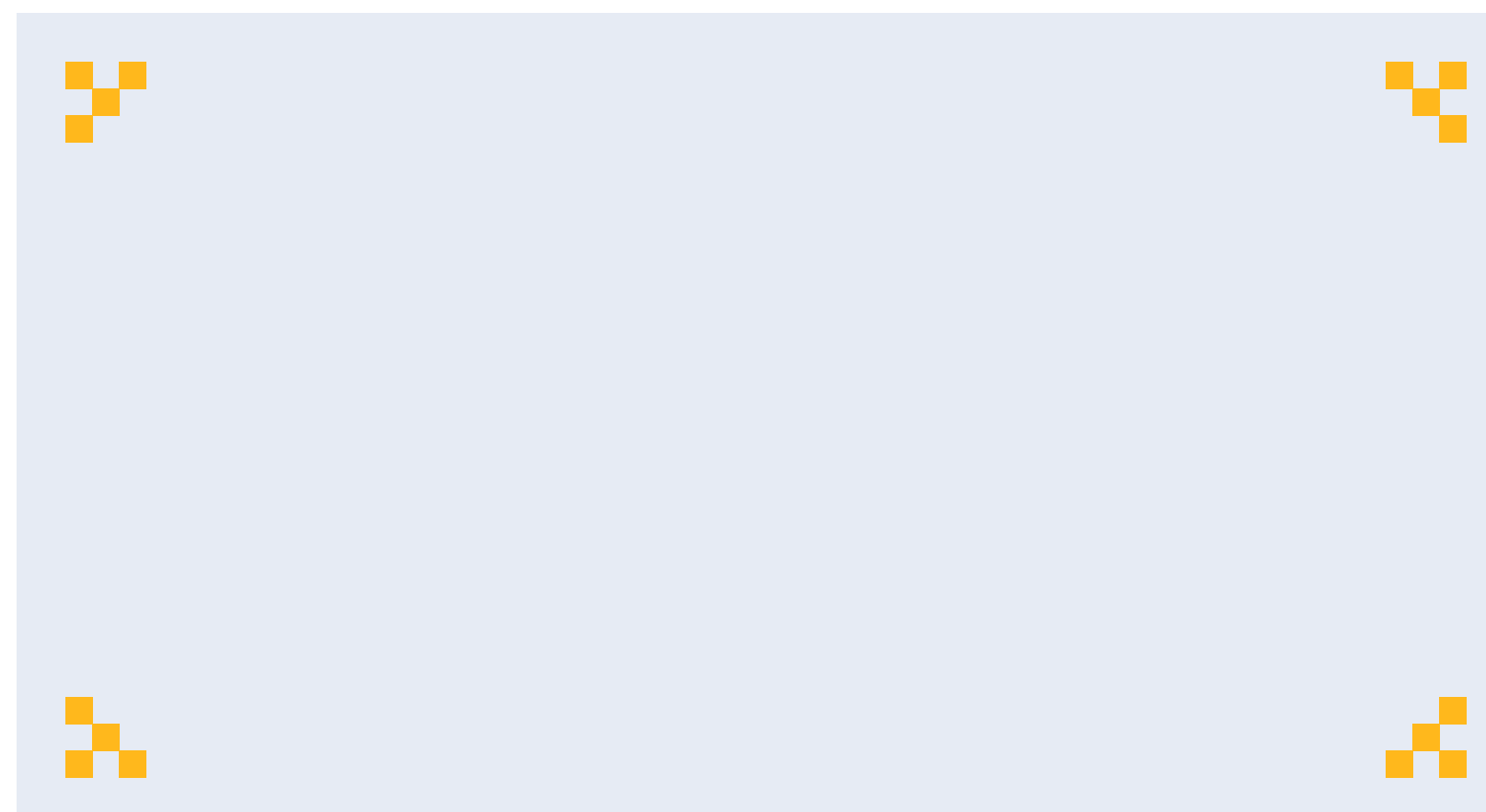


Subhead copy



## A

When being used with subhead or body copy, Cap Height **should not** exceed the height of the graphic element.





Nodes should be at least one node size away from the edge of the image or layout.






DESIGN ELEMENTS

## NODES EXAMPLES



  
 University of Pittsburgh

# AROUND HERE, THERE



# IS NO LAST STOP.

Hail To Possible



 Hail To Possible


  
**TEXAS-SIZED  
AMBITION.**  




 University of Pittsburgh

  
**MEET  
PITT-SIZED  
POSSIBLE.**  


**WE DON'T HAVE IVY.  
BUT WE'RE ALL ABOUT STEM.**

 Ranked **10th** in Science and Engineering Federal R&D Expenditures

Hail To Possible

 University of Pittsburgh





## FRAMES

Frames with thick lines are versatile elements in our design toolkit, capable of holding various types of content such as text, photography, and callouts. These bold frames draw attention and create a focal point, adding emphasis and clarity to the enclosed content. They can be used to highlight important information, create visual interest, and maintain a structured, cohesive layout. Whether used individually or in combination, these frames enhance the overall design by providing a strong, consistent framework for different content elements.

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**NET QUIATE CONSEQUE PLACES D  
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**FERO TO BEATE  
CONSEDIPSAM.**

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## STACKED FRAMES

Stacked frames add depth and hierarchy to our layouts, holding type or photography to create visual interest and guide the viewer's attention. This technique organizes information clearly and highlights important elements, enhancing both aesthetics and structure. When stacking frames, they should be placed at 45-degree angles to maintain consistency and visual harmony. Tight stacks allow for a singular focus, while wider stacks enable multiple images to be seen at once.

Tight Stack



Wide Stack



Frame Examples

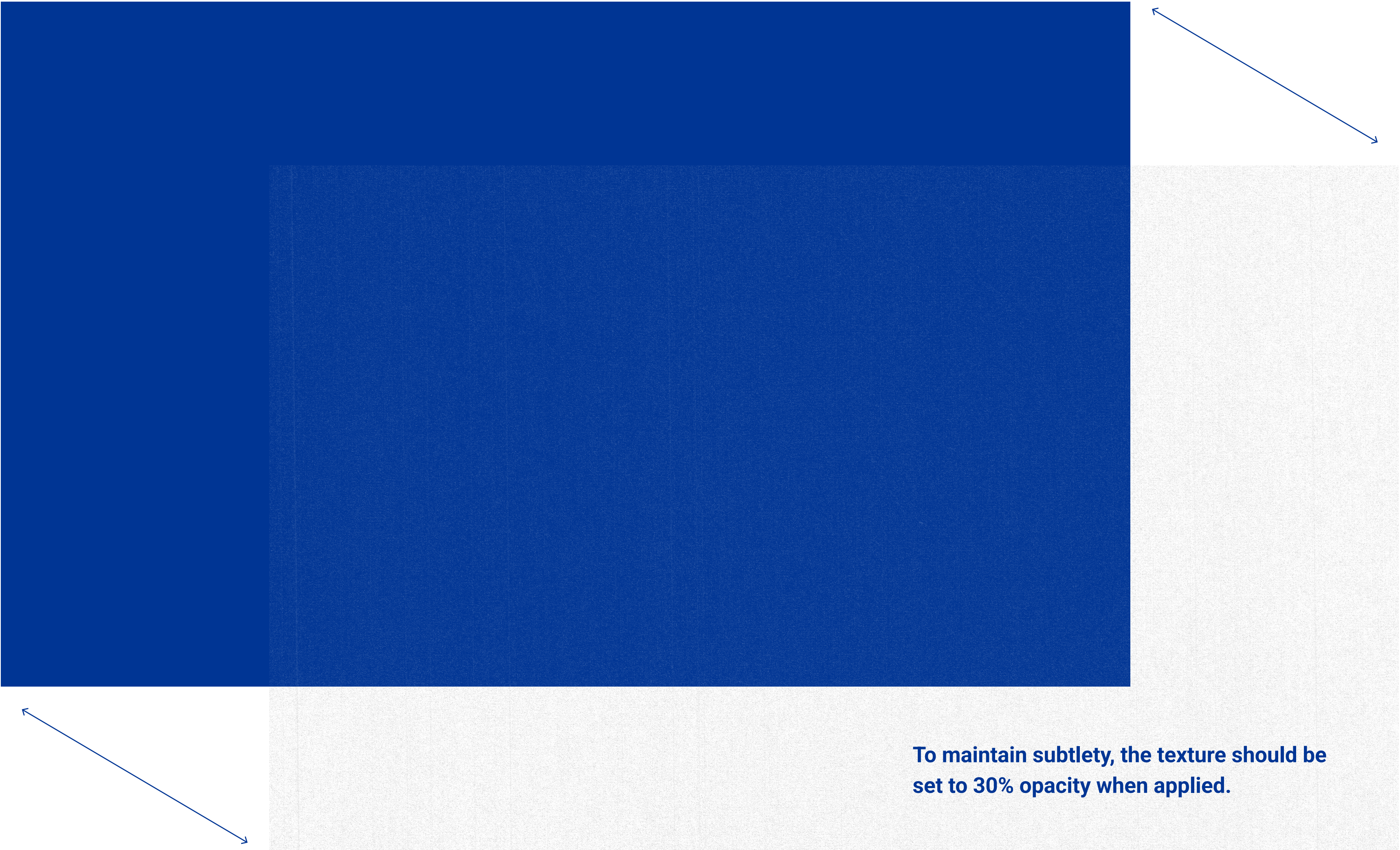






# PAPER TEXTURE

A paper texture can be used to break up large areas of solid color, adding visual separation and enhancing composition. This texture introduces dimension to otherwise flat layouts.



To maintain subtlety, the texture should be set to 30% opacity when applied.

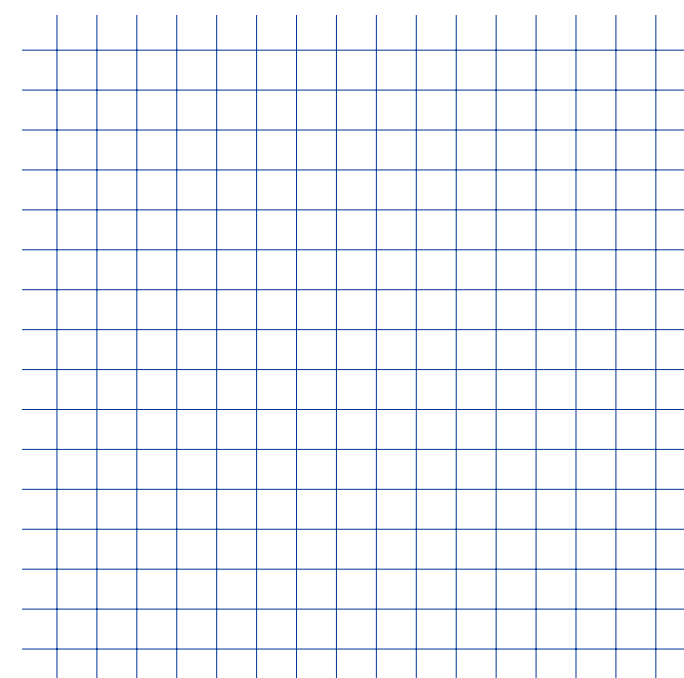




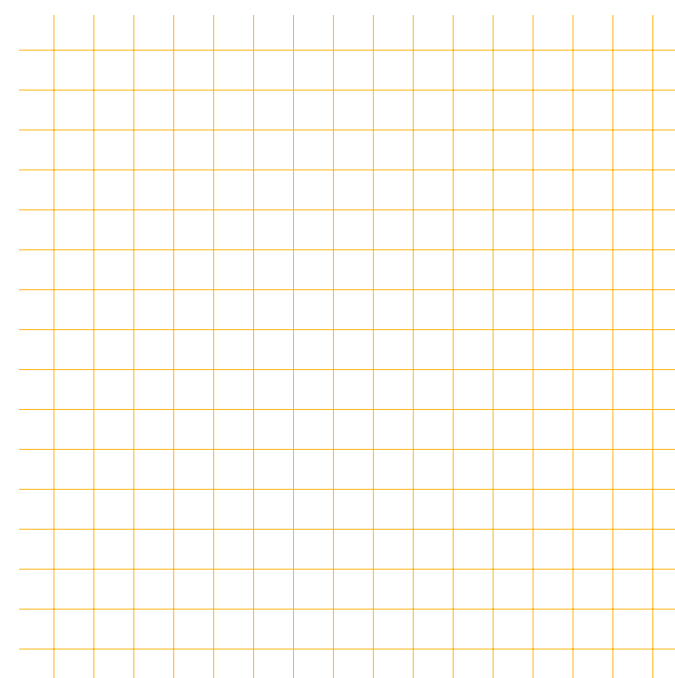
## GRID TEXTURE

Incorporating a grid texture adds a subtle yet effective layer of structure and depth to our designs. This grid reinforces our visual language and connection to our logo providing a cohesive backdrop that enhances visual interest. Use grid textures sparingly to maintain balance and ensure they complement, rather than compete with, the main design elements.

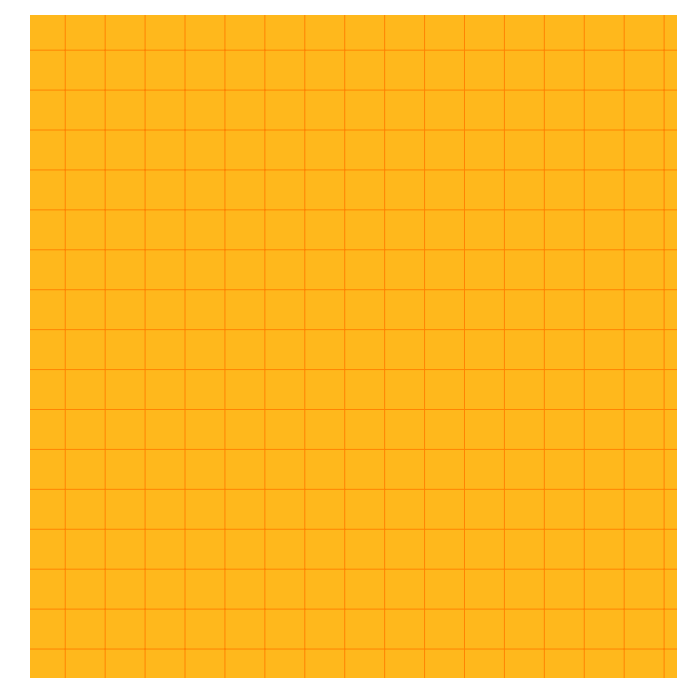
Pitt Royal



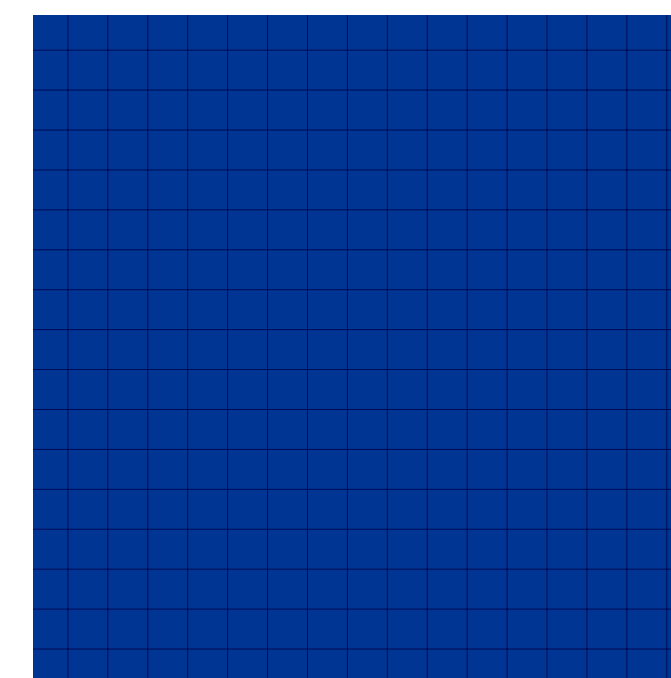
Pitt Gold



Pitt Gold & Pitt Gold  
(Multiply 40%)



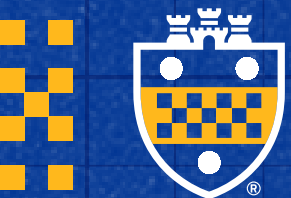
Pitt Royal & Pitt Royal  
(Multiply 40%)



### Example







# PHOTOGRAPHY

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## INTERACTIVE PHOTOGRAPHY

Incorporating copy and content with the subject of a photo requires careful consideration to maintain visual harmony and effectiveness. Text should complement, not overshadow, the subject, enhancing the narrative conveyed by the image. Placement is crucial; avoid covering key elements of the photo, and use typography that contrasts well with the background for readability. By thoughtfully integrating copy and content with photos, we create engaging and cohesive designs that amplify the intended message.







## PHOTOGRAPHY OVERVIEW

When selecting and using our photos, please keep the following guidelines in mind.

Keep images authentic. Excessive editing or manipulation of photos is strongly discouraged.

Be sure to showcase the breadth of Pitt's students, faculty, staff and alumni.

For University-wide materials, aim to balance the subject matter. Mix student life, various academic disciplines, athletics, faculty and other areas to give an authentic point of view of Pitt.

Keep the brand personality words (Inquisitive, Transformative, Approachable, Collaborative and Determined) top of mind.







## ACADEMICS

Our academic photography captures the essence of learning and discovery at Pitt. These images should highlight dynamic classroom environments, engaged students, and inspiring faculty interactions. Authenticity is key to showcasing the vibrant academic community and the pursuit of knowledge that defines our institution. Use these photos to convey the energy and commitment that drive academic excellence at Pitt.







## STUDENT LIFE

Our student life photography captures the vibrant and unique experiences of Pitt students. Focus on real moments of engagement, whether in classrooms, social events, or extracurricular activities. Highlight the dynamic interactions, friendships, and personal growth that define the student journey. These images should reflect the energy, enthusiasm, and sense of community that make student life at Pitt unique and memorable.







## OUR CAMPUSES

Our campus photography captures the beauty and vibrancy of Pitt's surroundings. Highlight iconic architecture, scenic landscapes, and lively campus activities to reflect the dynamic environment and community spirit. These images should evoke a sense of place, showcasing the unique character and charm of Pitt's campus. Use them to illustrate the welcoming and inspiring atmosphere that defines our university.







## OUR PEOPLE

Our people photography focuses on the individuals who make up Pitt. Utilize close-up shots to capture authentic, real moments that highlight the spirit of our community. These images should reflect genuine expressions and interactions, showcasing the vibrant personalities and unique stories that define our university. By highlighting the faces of Pitt, we emphasize the human connections that are central to our brand.







## OUR CITY

Our city photography showcases the dynamic and vibrant environment of Pittsburgh, where Pitt calls home. Capture the unique blend of historic architecture, modern developments, and cultural landmarks that define the city. Highlight bustling streets, scenic riverfronts, and iconic skyline views to reflect the energy and character of Pittsburgh. By featuring real moments and experiences, these images connect the university to the rich urban tapestry of our city.





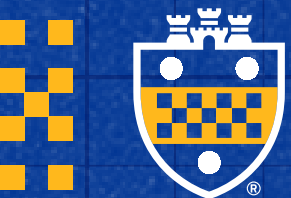


## OUR IMPACT

Our impact photography highlights the positive changes and contributions made by the Pitt community. Capture moments that showcase innovation, community service, and research breakthroughs. Focus on real stories and achievements that demonstrate our commitment to making a difference locally and globally. These images should inspire and convey the significant impact Pitt has on individuals and society, reflecting our mission to drive progress and create lasting change.







# BRAND IN USE

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BRAND IN USE

## SIMPLE, EXPRESSIVE, ADVANCED

The Pitt visual brand is extremely flexible. Here are examples of a few different ways to dial the design up and down, from simple to expressive to advanced.

### Simple

The brand, in its simplest form, employs large, bold type; thick lines; and expansive photography. This approach ensures a bold and striking visual presence while maintaining simplicity and clarity.



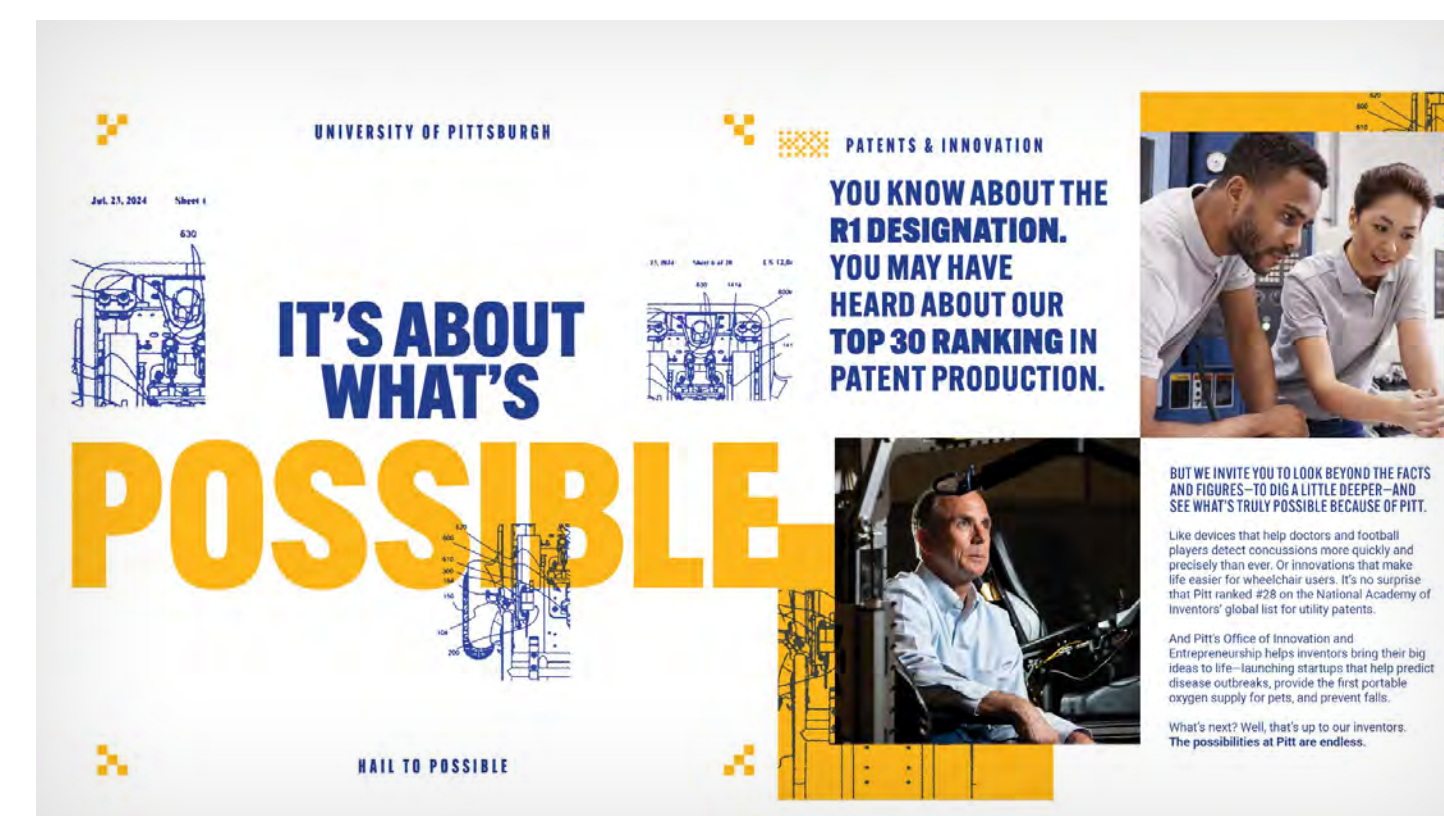
### Expressive

Create more visually compelling compositions by using the framing device and layering type, using scale for emphasis. You also can allow photography to interact with design elements.

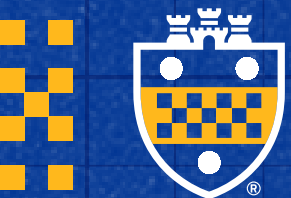


### Advanced

At its most advanced, the brand employs dynamic compositions and layouts, using multiple design elements in harmony. This includes the use of multiple photos and frames, layered type, varied scales and the strategic use of negative space, enhanced by design flourishes such as nodes. This approach creates visually rich and engaging designs.







# LOGOS

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## OUR LOGOS

When it comes to representing the University's identity, choosing the right logo is essential. Our branding system is composed of three primary marks: the Institutional Mark, the Informal Mark and the Spirit Mark. Each serves a distinct purpose and communicates different facets of the University's character. The Institutional Mark represents our official, formal identity, while the Informal Mark provides a more streamlined version for less-formal applications. The Spirit Mark captures the vibrant energy and pride of our community, perfect for athletics and student-focused initiatives. Understanding when and how to use each mark is key to maintaining a consistent and powerful brand presence.

**Custom logos, logos not created by UCM or logos not leveraging the mark of the University are not supported or endorsed by the Office of University Communications and Marketing.**

[Download Official Logos](#) 



### Institutional Mark

The Institutional Mark, which includes the shield and signature, is the preferred logo for representing the University of Pittsburgh. This mark is ideal when the full University name is needed to provide clarity or additional context. It also is the best choice for communications that require a more formal tone or presentation.



### Informal Mark

The Informal Mark is the University's shorthand name that is commonly used by students, faculty and staff.



### Spirit Mark

The Spirit Mark is the official logo of Pitt athletic teams and is a registered mark of the University. Outside athletics, the Pitt Script is used as a nonacademic Spirit Mark.





LOGOS

## INSTITUTIONAL MARK

The University of Pittsburgh's Institutional Mark is composed of the shield and signature. It embodies the heritage and prestige of our institution. This logo serves as the cornerstone of our visual identity, representing our commitment to excellence and our proud history. Consistent and correct usage of the Institutional Mark is essential in maintaining the integrity and recognition of the Pitt brand.

Download Official Logos



Shield

University of  
Pittsburgh®

Signature

### Restrictions on Use:

- The Institutional Mark must stand alone and may not be combined with any other marks.
- Do not alter or add graphic elements to the logo.





## INSTITUTIONAL MARK CONTINUED

The logo is available in horizontal and vertical formats to ensure flexibility across different layouts. The horizontal logo is preferred while the vertical logo is ideal for narrower areas.

### Horizontal (Primary)



The primary institutional mark is used in most formats, particularly when horizontal space is greater than vertical space.

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### Vertical



Use when there is more vertical space than there is horizontal and a balanced format is needed





LOGOS

## INSTITUTIONAL MARK USAGE

The Institutional Mark is available as a three-color version (Pitt Royal and Pitt Gold with a white shield, as shown), in a reverse two-color white type option, and as a single-color mark. The Institutional Mark may appear only in these colorways.

### PRIMARY LOGOS: Full Color and White/Gold



### SPECIAL-USE LOGOS: One-Color







LOGOS

## INSTITUTIONAL MARK CLEAR SPACE & SIZE

We ensure that other elements don't compete with the Institutional Mark by maintaining a minimum amount of space around the perimeter, measured with the height of the P in Pittsburgh. This applies to all versions of the mark except in cases of sub branding with schools, centers, institutes and departments.

Clear space



Digital: 220px  
Print: 1.25"





## INSTITUTIONAL MARK IMPROPER USAGE

To ensure consistent use of the logo, here are some practices to avoid. These rules apply to all marks, ensuring that they are presented consistently and professionally across all applications.

✗ Do not distort or skew.



✗ Do not rotate at angles other than 90 degrees.



✗ Do not recolor.



✗ Do not add drop shadows or other visual effects.



✗ Do not stretch.



✗ Do not outline.



✗ Do not allow improper contrast between the background and the logo.



✗ Do not rearrange or resize elements.



✗ Do not add elements.







LOGOS

# INSTITUTIONAL MARK UNIT LOCKUP FORMATS

Our brand guidelines offer different logo lockups for flexibility and consistency, including horizontal, stacked, and vertical formats and shorthand. The horizontal lockup is our primary lockup and works best for wide spaces, while the stacked lockup is ideal for tighter or square areas. Each lockup should be used thoughtfully, ensuring proper proportions and spacing to maintain brand integrity.

**Lockups should only be created by the Office of University Communications and Marketing.**

## Horizontal (Primary)



Use when there is more horizontal space than there is vertical.

## Stacked



Use when there is more vertical space than there is horizontal.

## Vertical



Use when there is more vertical space than there is horizontal and a balanced format is needed.

## Shorthand



A shorthand logo should be used when space is limited, for informal or internal purposes.



# HORIZONTAL LOCKUP

## (PRIMARY)

The horizontal unit lockup is the primary unit lockup and should be used in most instances, combining the University’s primary logo with aligned department, school, or unit names. It is ideal for situations where the available space is wider than it is tall.

Lockups should only be created by the Office of University Communications and Marketing.



- School Names on Top:** Always place the school name above any other unit identifiers to emphasize the university’s academic hierarchy and primary association.
- Departments and Centers Below:** Position department or center names beneath the school name to maintain clear differentiation and visual balance.

- Consistent Typography:** Use the same font family throughout, adjusting size and weight to establish hierarchy. Apply bold weight for Schools and Offices and regular weight for Departments and Centers.
- Alignment and Spacing:** Ensure proper spacing between elements to maintain readability and a polished appearance within the lockup.

1 Line



University of Pittsburgh®

School of Education

2 Lines



University of Pittsburgh®

Kenneth P. Dietrich School of Arts and Sciences

3 Lines



University of Pittsburgh®

Health Sciences

School of Health and Rehabilitation Sciences

4 Lines



University of Pittsburgh®

Kenneth P. Dietrich School of Arts and Sciences

Less Commonly-Taught Languages Center



# STACKED LOCKUP

The stacked unit lockup is an alternative to the horizontal format and should be used when the horizontal lockup is not suitable, such as in spaces with limited width. This layout arranges the university’s primary logo above the aligned department, school, or unit names, making it ideal for vertical or confined spaces. It ensures clarity and legibility when the available area requires a more compact design.

Lockups should only be created by the Office of University Communications and Marketing..



■ **School Names on Top:** Always place the school name above any other unit identifiers to emphasize the university’s academic hierarchy and primary association.

■ **Departments and Centers Below:** Position department or center names beneath the school name to maintain clear differentiation and visual balance.

■ **Consistent Typography:** Use the same font family throughout, adjusting size and weight to establish hierarchy. Apply bold weight for Schools and Offices and regular weight for Departments and Centers.

■ **Alignment and Spacing:** Ensure proper spacing between elements to maintain readability and a polished appearance within the lockup.







LOGOS

## VERTICAL LOCKUP

The vertical unit lockup combines the university's logo with the unit name in a stacked, centered format. The logo sits above the unit name, creating a clean and balanced look. This layout is ideal for spaces where a more compact design is needed.

**Lockups should only be created by the Office of University Communications and Marketing.**



**School/Office Name**  
**School/Office Name Tier 2**  
Department/Center Name  
Department/Center Name Tier 2

■ **School Names on Top:** Always place the school name above any other unit identifiers to emphasize the university's academic hierarchy and primary association.

■ **Departments and Centers Below:** Position department or center names beneath the school name to maintain clear differentiation and visual balance.

■ **Consistent Typography:** Use the same font family throughout, adjusting size and weight to establish hierarchy. Apply bold weight for Schools and Offices and regular weight for Departments and Centers.

■ **Alignment and Spacing:** Ensure proper spacing between elements to maintain readability and a polished appearance within the lockup.

1 Line



2 Lines



3 Lines



4 Lines







## INFORMAL WORDMARK UNIT LOCKUPS

The word mark may be used as informal University identity for internal audiences.

**Do not** attempt to typeset these marks, as the kerning and weight of the letterforms have been modified. If marks for your unit are not among the downloadable marks on the brand site, please fill out a marketing request and the Office of University Communications and Marketing will provide them for you.



### Restrictions on Use:

- The informal wordmark must stand alone and may not be combined with any other marks.
- Do not alter or add graphic elements to the logo.
- When using the informal wordmarks, make certain the words “University of Pittsburgh” are in a prominent position to support the informal mark. Audiences outside of this region may not be familiar with “Pitt.”



# INFORMAL WORDMARK USAGE

The informal wordmark is available as a two-color version in a reverse two-color white type option, and as a single-color mark.

Informal wordmarks should only be created by the Office of University Communications and Marketing.







LOGOS

## MERCHANDISE MARKS

LOGO USE FOR SCHOOLS,  
DEPARTMENTS, CENTERS,  
PROGRAMS AND INSTITUTES

Use University branding consistently across merchandise to ensure recognition and cohesion. Institutional Marks are preferred, especially for external-facing items.

For more information, contact Lori Burens, the assistant athletic director for licensing and brand management, at [lburens@athletics.pitt.edu](mailto:lburens@athletics.pitt.edu) or 412-648-8338. See [pittsburghpanthers.com/documents/2024/9/16/Internal\\_Campus\\_Suppliers\\_Sept\\_2024.pdf](https://pittsburghpanthers.com/documents/2024/9/16/Internal_Campus_Suppliers_Sept_2024.pdf) for the list of licensed merchandise vendors.

[View Licensed Vendor List](#) 

Lockups should only be created by the Office of University Communications and Marketing. Have a question? Email [BRAND@pitt.edu](mailto:BRAND@pitt.edu)

[Submit a Design Request](#) 



University of  
Pittsburgh®



University of  
Pittsburgh®

Kenneth P. Dietrich School  
of Arts and Sciences



Pitt Dietrich

UNIVERSITY OF PITTSBURGH



PHYSICS AND ASTRONOMY

KENNETH P. DIETRICH SCHOOL OF ARTS AND SCIENCES



PHYSICS AND  
ASTRONOMY

Kenneth P. Dietrich School of Arts and Sciences



### Institutional Mark

The Institutional mark is the preferred mark for all academic units and external-facing merchandise, ensuring consistent branding and external awareness.

### Informal Mark

Informal marks may be used for internal audiences (e.g., students, alumni) and must include “University of Pittsburgh” for clarity. Sub-brand informal marks for units below the school level (e.g., offices, departments) are only allowed on small items such as pens and accessories; they are not allowed on apparel. When space is limited, “University of Pittsburgh” may be omitted.

### Office or Department-specific Merchandise

The Institutional mark must appear prominently (top/center), with the department name below it, followed by the school/college.

### Pitt Script

The Pitt Script is primarily for nonacademic spirit use (e.g., sports, student groups, student-centric promotions). A special exception allows it on apparel with formal and informal academic marks if clearly separated (e.g., Script on a sleeve or back, with the academic mark on the chest). The two-color example shown here is the preferred colorway for Pitt Script; see page 70 for other colorways (for example, if you are printing in one color).





## LOGOS

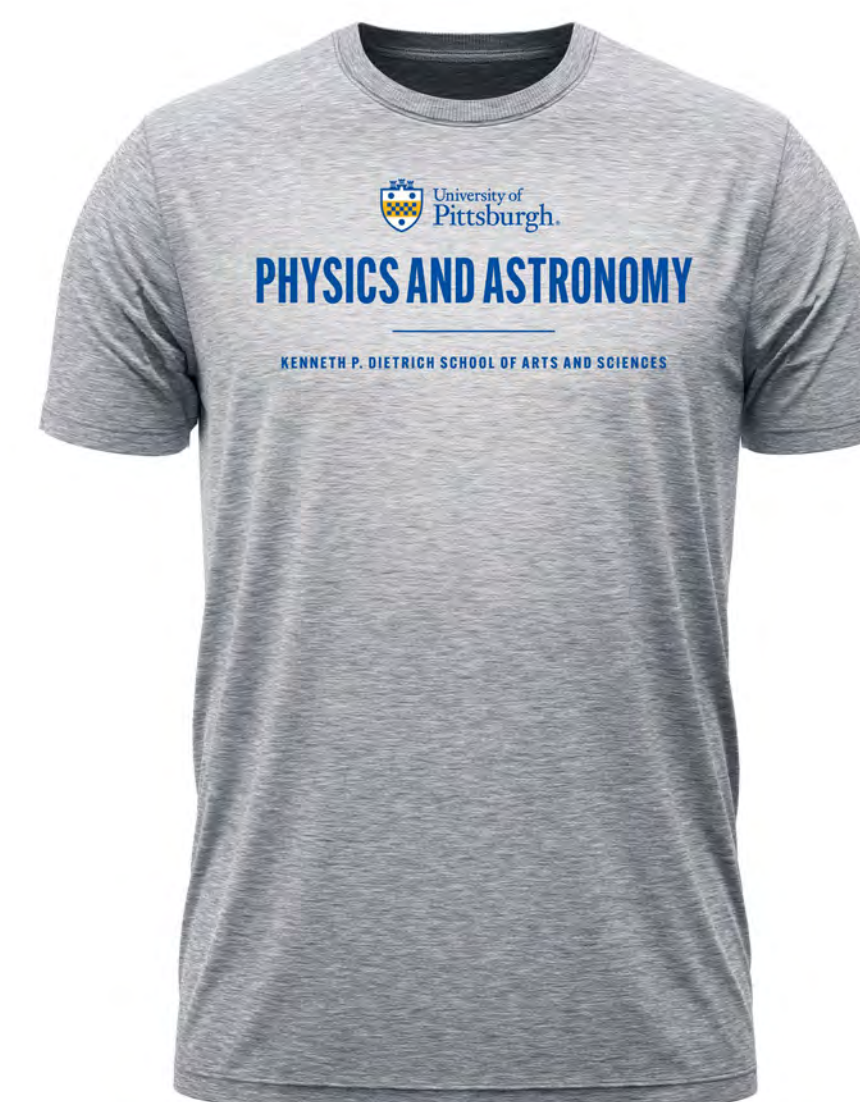
# MERCHANDISE MARK EXAMPLES

## LOGO USE FOR SCHOOLS, DEPARTMENTS, CENTERS, PROGRAMS AND INSTITUTES

For more information, contact Lori Burens, the assistant athletic director for licensing and brand management, at [lburens@athletics.pitt.edu](mailto:lburens@athletics.pitt.edu) or 412-648-8338.

### Approval Process for All Merchandising

To protect the intellectual property, branding and traditions of the University of Pittsburgh, all products bearing University trademarks and logos must be reviewed by the assistant athletic director for licensing and brand management. Merchandise must be produced by a licensed vendor through the Collegiate Licensing Company. These vendors are authorized to use the University's trademarks, have been vetted for product quality and carry adequate product liability insurance. Additionally, all licensed vendors are required to comply with fair labor standards.







## UNIVERSITY SEAL

The University Seal is reserved for official institutional documents, such as diplomas and some commencement materials.

Any exceptions to this rule must be approved by the Office of University Communications and Marketing.

### Full Color

Pitt Gold and Pitt Royal



### One Color

Black



Pitt Royal



Medium Blue



White







LOGOS

## PITT SCRIPT

The Pitt Script is the official Spirit Mark of the University of Pittsburgh athletics teams and a registered mark of the University.

Outside athletics, the Pitt Script is used as a nonacademic spirit mark for student organizations, student-centric promotions and some internal communications.

[Download Official Logos](#) 



### Restrictions on Use:

- The Pitt Script must stand alone and may not be combined with any other marks.
- Do not alter or add graphic elements to the logo.
- Do not use the Pitt Script on official University communications (e.g., business cards, stationery, academic journals, diplomas, certificates) or in association with academic-oriented activities or programs.
- Do not use in connection with tobacco and other smoking-related products, drug paraphernalia; sexually explicit materials, weapons or gambling-associated materials.
- Do not use in any manner that suggests or implies the University of Pittsburgh's support or endorsement of third-party organizations, viewpoints, products or services.



PITT SCRIPT

UNIT LOCKUPS

The Pitt Script may appear on merchandise as a stand-alone mark or combined with the name of a **nonacademic** entity.



The size of the Pitt Script determines the height of the capital letter of the unit name. Type size should not be larger than the height of the bottom of the “t” in Pitt.

**NOTE:** If two lines of type are required for a unit name, centered below the Pitt Script, type should be set with solid leading. For example, if using 18pt type, the leading between the two lines should be set to 18 as well.



PITT SCRIPT

USAGE

The Pitt Script is available in a two-color version and as a single-color mark. The Pitt Script may appear only in these colorways.



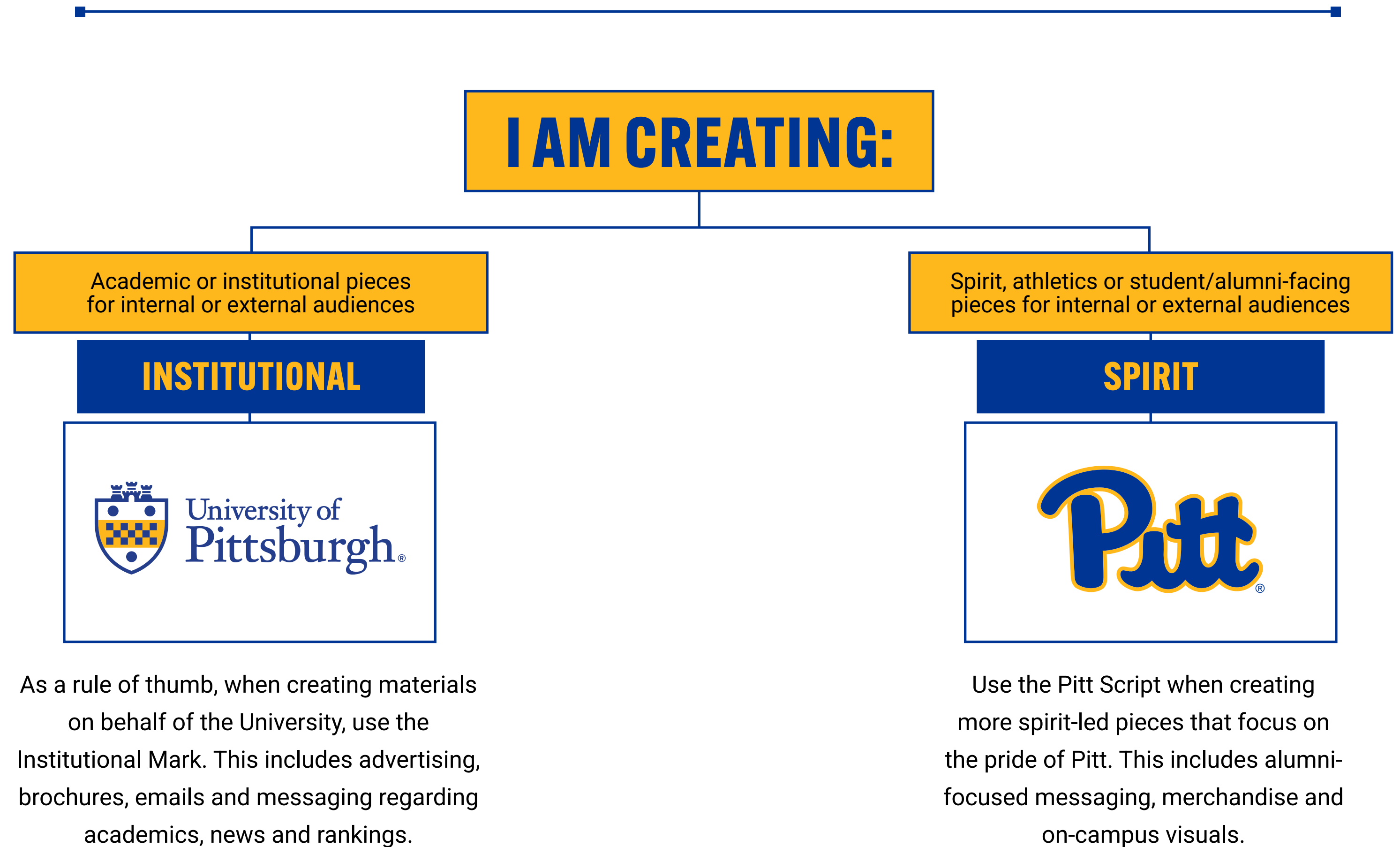




## DECISION TREE

The choice between the Institutional Mark and the Spirit Mark should be guided by the context in which they are used.

To start, there are two main ways to go when selecting a Pitt logo: the Institutional Mark and the Spirit Mark.

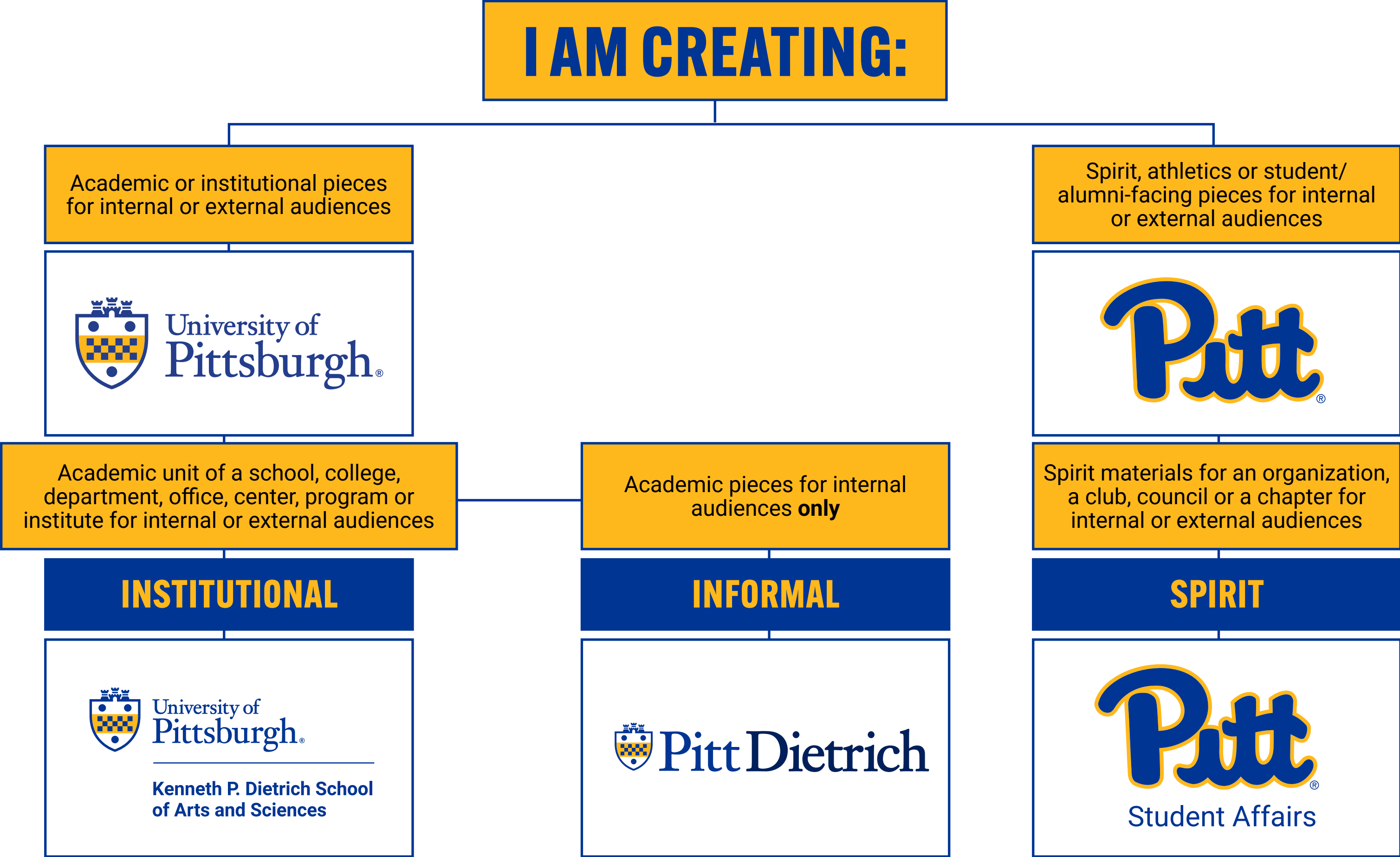






# DECISION TREE SUB-UNITS

The choice between the Institutional Mark, Informal Mark and the Spirit Mark should be guided by the context in which they are used.



**Usage Examples:**

- Academic publications (research papers, journals)
- Press releases and official statements
- Strategic plans and annual reports
- External marketing materials
- University signage (campus buildings, formal signage)
- Merchandise (shirts, pens, mugs)
- Posters, newsletters, banners
- Event signage

**Usage Examples:**

- Internal University communications (newsletters, emails)
- Social media profiles and posts
- Campus event promotions (workshops, lectures)
- Merchandise (shirts, pens, mugs)

**Usage Examples:**

- Student club and organization branding
- Spirit merchandise (t-shirts, hats, banners)
- Social media content related to student life
- Student-centric promotions





# DIGITAL COMMUNICATION AVATARS

To maintain a consistent look and feel across all University social media accounts, use avatars that correctly incorporate the shield or the Script Pitt. There are three available options using either University mark.

Please contact [social\\_media@pitt.edu](mailto:social_media@pitt.edu) to have your official avatar created.

Academic Units



Institutional Mark + Academic Unit

Non-Academic Units



Pitt Script + Non-Academic Unit



Pitt Script + Academic Unit

Restrictions On Use:

Because this is not a spirit use case, the “Script Pitt” should not be used.





## INSTITUTIONAL AND SPIRIT CO-BRANDING

The Institutional Mark and the Spirit Mark represent both the academic and spirit sides of the University of Pittsburgh brand. Both marks have become recognizable representations for the Pitt brand and can be used simultaneously to represent the University as a whole.

If using both marks on a multisided item, the Institutional Mark and the Pitt Script should be used on separate planes (for example, front and back). This is the preferred use for both marks.

**Do** use on a multisided item.



**Do** use on sequential pieces.







## INSTITUTIONAL AND SPIRIT CO-BRANDING CONTINUED

There will be instances in which the Spirit Mark and Institutional Mark may need to be used together. In these cases, the marks can coexist harmoniously by being used as a pattern, with both marks receiving equal billing. This ensures that neither logo is overshadowed and that both are presented in a balanced and consistent manner.

To protect the intellectual property, branding and traditions of the University of Pittsburgh, the assistant athletic director, licensing and brand management reviews all products bearing University of Pittsburgh trademarks and logos, including the Pitt Script.

For more information, [visit this link](#) or contact the assistant athletic director, licensing and brand management, Lori Burens, at [lburens@athletics.pitt.edu](mailto:lburens@athletics.pitt.edu).

Do use the marks together as a repeating pattern.





# QUESTIONS?

If you have any questions about how to use the brand guidelines  
or where to find elements or any other concerns regarding the  
University of Pittsburgh brand, please contact

**[brand@pitt.edu](mailto:brand@pitt.edu)**.