University of Pittsburgh Visual Identity At-a-Glance

Institutional mark:
• Maintain a clear zone (height of the “P”) around all sides of the institutional mark.

![Institutional Mark](image)

MINIMUM SIZE OF SHIELD AND SIGNATURE IS 1.25"
• The institutional mark stands alone, and is the preferred identifier
• Unit sub-brands names are small as the goal is to emphasize the institutional mark
• When possible, use the institutional mark and separate text to emphasize your unit. See examples below

Institutional colors/Primary:
• PMS 1235 (Pitt Gold)   • PMS 661 (Royal Blue)

![Pitt Gold](image)  Pitt Royal
![Pantone 661C](image)  Pitt Gold
• See the full-color University palette at brand.pitt.edu

Primary University fonts:
Rubik Bold (headlines only)
Open Sans (all weights)
Cooper Hewitt (all weights)
• See the full list of preferred fonts at brand.pitt.edu

Informal wordmarks:
• Used for internal or regional audiences
• Used for audiences familiar with the University

![Pitt Business](image)

Pitt Business

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.”

Spirit mark:
• Used by University athletics teams
• Used by student-facing units
• May not be used for academic units or official offices of the University

Sub-brand marks:
(1) Illustrates a formal shield, signature, and school
(2) Illustrates a signature when the messaging is from a department within a school
(3) and (4) Illustrate the same hierarchy when using a less formal identity for a regional audience already familiar with the University of Pittsburgh. Please refer to the Brand Guidelines for size and proportions.

Examples of Visual Identity uses:

![Examples](image)