

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.



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)

PANTONE 661C
Pitt Royal

PANTONE 1235C
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 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:

