**Brand/Subbrand Identity**

Choosing the Right Mark (decision tree)

- **a member of the University Community**
  (School, College, Department, Office, Center, Program or Institute)

- **a nonacademic unit**
  (Student- or Alumni-facing Office or Association)

- **cobranding with another unit or organization**
  When a separate organization partners with the University, both marks may be used. The Institutional mark should be placed in first position on the left, with appropriate space applied between marks with the outside partner mark positioned on the right. The size relationship should be visually equal.

- **wanting to order merchandise**
  Visit pittsburghpanthers.com/licensing.

- **wanting to use a special logo**
  A unit that is celebrating or hosting an event-specific or time-limited program or anniversary.
  Temporary Logos may be used for a school, department, center or institute name. The use and placement of separate special marks must be approved by the Office of University Communications and Marketing. For anniversaries, the on-brand approach below is recommended.

**INSTITUTIONAL MARK**

- University of Pittsburgh
  (Preferred mark)
- University of Pittsburgh
  College of General Studies
- University of Pittsburgh
  College of General Studies
- University of Pittsburgh
  Office of Student Affairs
- University of Pittsburgh
  Emerging Leaders Program
  Office of Human Resources

**INFORMAL WORDMARK**

Informal wordmarks may only be used for local audiences or audiences familiar with the University.

**PittBusiness**

Joseph M. Katz Graduate School of Business

**NOTE:** THE SHIELD IS NOT TO BE USED WITH THE INFORMAL WORDMARK IDENTITY.
That use is restricted to Pitt Alumni. See Appendix B of this guide.