

Brand/Subbrand Identity

Choosing the Right Mark (decision tree)

I am:

a member of the University Community

(School, College, Department, Office, Center, Program or Institute)

INSTITUTIONAL MARK



INFORMAL WORDMARK

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



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.

a nonacademic unit

(Student- or Alumni-facing Office or Association)

SPIRIT MARK

The Spirit mark (Script Pitt) is the main identity for all Pitt athletics teams. The spirit mark may also be used by registered student organizations and also for alumni-facing communications.



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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.



When University units (such as schools, departments, centers or institutes) are partnering, only one Institutional mark may be used. A description of the partnering units should appear below. See page 53 for size and proportion.



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.



Note: When using a temporary mark, allow the shield and signature to be the dominant identity by ghosting (or screening) the temporary mark as a part of the main institutional mark.