Choosing the Right Mark

I am:

- 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
  - WHEN A SEPARATE ORGANIZATION PARTNERS WITH THE UNIVERSITY, BOTH MARKS MAY BE USED. THE INSTITUTIONAL MARK WILL BE PLACED ON THE LEFT AND APPROPRIATE SPACE WILL BE APPLIED BETWEEN THE MARKS.

FORMAL MARK

- University of Pittsburgh
- 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

INFORMAL WORDMARK

WORDMARKS THAT ARE ESTABLISHED OR THAT MAY BE USED FOR LOCAL OR REGIONAL AUDIENCES FAMILIAR WITH THE UNIVERSITY

Pitt Business
Pitt McGowan
  Institute for Regenerative Medicine

NOTE: THE SHIELD IS NOT TO BE USED WITH THE INFORMAL IDENTITY.

SPIRIT

SPIRIT MARKS THAT ARE ESTABLISHED OR THAT WILL BE USED FOR LOCAL OR REGIONAL AUDIENCES OR AUDIENCES THAT ARE FAMILIAR WITH THE UNIVERSITY

- Panther Central
- Student Affairs

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 APPEAR ADJACENT TO A SCHOOL, DEPARTMENT, CENTER OR INSTITUTE NAME. THE USE AND PLACEMENT OF SEPARATE MARKS MUST BE APPROVED BY THE OFFICE OF UNIVERSITY COMMUNICATIONS.