

# Choosing the Right Mark

## I am:

a member of the University Community

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

FORMAL MARK



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.

a nonacademic unit

Student- or Alumni-facing Office or Association

SPIRIT

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



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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.



WHEN UNIVERSITY UNITS (SUCH AS SCHOOLS, DEPARTMENTS, CENTERS OR INSTITUTES) ARE PARTNERING, THE INSTITUTIONAL MARK SHOULD BE APPLIED WITH A DESCRIPTION OF THE PARTNERING UNITS APPEARING BELOW THE INSTITUTIONAL MARK. SEE PAGE 54 FOR SIZE AND PLACEMENT OF TYPE.



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.

