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PITT ATHLETICS BRAND IDENTITY 4

BRAND IDENTITY OUR BRIDGES

The Pitt Athletics family strives to achieve comprehensive excellence by working together tirelessly to build bridges to the community, our supporters and the history of our university. Pitt Athletics has tremendous expectations for our student-athletes, coaches and staff and our shared commitment to excellence fosters an environment of achievement and inspires our teams to perform to The Gold Standard.

STUDENT-ATHLETE EXPERIENCE 365

We provide extraordinary experiences for our student-athletes, giving them a foundation for success beyond their college careers.

INTEGRITY ALWAYS

Integrity is the highest governing value in how we lead and shape future leaders.

PERSISTENCE IN PURPOSE

Like the city we call home, we show resolve, passion and toughness in pursuit of The Gold Standard.

POWERED BY DIVERSITY

Pitt Athletics is fueled by diversity and united in our commitment to inclusion for all.

UNITE AND ENGAGE

Pitt Athletics serves as a source of pride connecting the university's past, present and future, while creating meaningful relationships.

INNOVATE AND CREATE

We are forward-thinking in all that we do, creating new ways to achieve, lead and inspire.

CHAMPIONS LIVE HERE

Pittsburgh is the City of Champions. We prepare to win and expect success.



BRAND OVERVIEW

BRAND EVOLUTION

Pitt's brand evolution was intended to create a flexible system of elements that are visually consistent, provide a strong brand identity. The goal in doing so, is to capture new audiences in an authentic and meaningful way.

Composed of core elements including logo, color and typography, as well as extended expressions including treatments and textures, this wide range of tools is designed to be flexible and expandable—so you can use your creativity to innovate across all media.

IMPLEMENTATION

The following sections provide creative guidance on how to use the brand palette. This guide outlines the evolution of athletics and will serve as a reference resource for implementing the Pitt Athletics brand identity system. It will provide helpful guidelines that enable Pitt Athletics staff, partners and suppliers to express the Pitt Athletics brand effectively and appropriately across a wide range of applications and media.

RESPECTING THE PAST **REPRESENTING** THE FUTURE

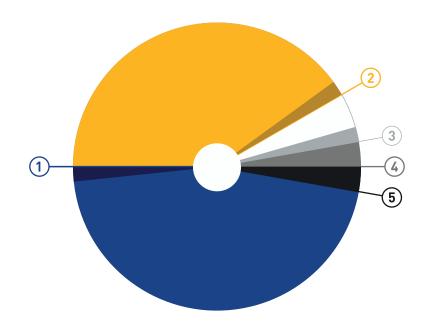
BRAND IDENTITY COLOR PALETTE



The new blue and gold colors are a reinterpretation of the color palette made famous by Pitt's golden era of football. Originally introduced by Coach Johnny Majors, as a way to sharpen up the uniforms, and stand out from rival Notre Dame, who shared the navy and old gold colors at the time. The new versions of the blue and gold have been created so that it is easily reproduced, and therefore will drive a consistent look across all mediums.

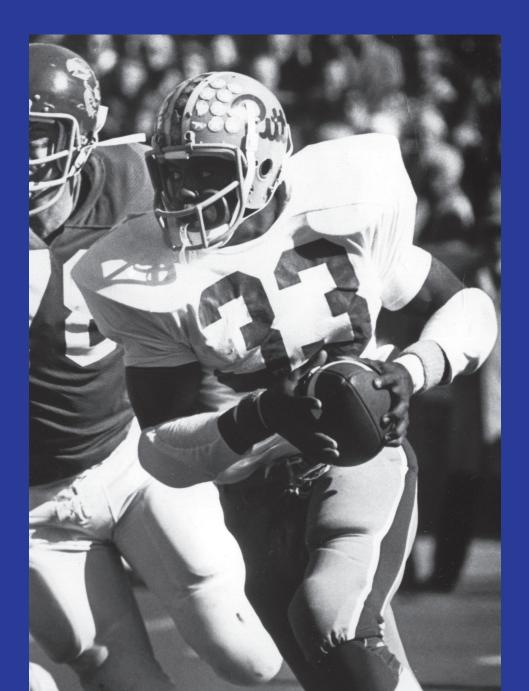
When it comes to communicating the Pitt Athletics brand, color is quintessential. The following color configurations show how Pitt's primary and secondary colors can be expanded analogously to build harmonious color palettes and complementary pairings. Color is one of the most important elements of the Pitt Athletics identity system.

COLOR PALETTE



	PRIMARY PALETTE	TONAL PALETTE	SECONDARY PALETTE	TONAL PALETTE
PANTONE:	1.PITT ROYAL	DARK ROYAL	3.WHITE	GREY
CMYK:	PMS 661 C	PMS 2766 C	No Ink -[Opaque White]	PMS 429 C
RGB:	100/75/0/6	100/100/6/60	0/0/0/0	21/11/9/23
HTML:	0/53/148	20/27/77	255/255/255	162/170/173
MADEIRA/RAYON:	003594	141B4D	FFFFFF	A2AAAD
MADEIRA/	1167	1243	1005	1012
POLYNEON:	1767	1966	1801	1718
T OLINLON.	2.PITT GOLD	DARK GOLD	4.ANTHRACITE	5.BLACK (NEUTRAL)
	PMS 1235 C	PMS 125 C	PMS 447 C	PMS Process Black C
	0/31/98/0	6/32/100/24	50/30/40/90	0/0/0/100
	255/184/28	181/133/0	55/58/54	44/42/41
	FFB81C	B58500	373A36	2C2A29
	1137	1192	1164	1000
	1951	1672	nm	1800

BRAND IDENTITY PITT SCRIPT



The Pitt Script was authenticated on the field and made famous by alumni such as Tony Dorsett and Dan Marino. Originally created by Coach Johnny Majors, as a way to breathe fresh life into the football program. It lasted 24 years and was worn during the golden era of Pitt's football program. Cemented in the history of the school by the legendary 1976 season, in which Pitt won the National Championship. Reintroduced in 2016, to reignite the Athletic Department's program, it is now the springboard for the overhaul of the entire identity system.

SCRIPT PITT



SCRIPT PITT - TWO COLOR - PREFERRED

The logo can ONLY be used in the color variations shown below.

Use vertical keyline for center.



SCRIPT PITT - ONE COLOR

The logo can ONLY be used in the color variations shown below. For one color marks, use the one color assets. Do NOT remove the outlines from the two color marks.

Use vertical keyline for center.



SCRIPT PANTHERS – TWO COLOR – PREFERRED

The logo can ONLY be used in the color variations shown below.



SCRIPT PANTHERS – ONE COLOR

The logo can ONLY be used in the color variations shown below. For one color marks, use the one color assets. Do NOT remove the outlines from the two color marks.



SCRIPT P - TWO COLOR - PREFERRED

The logo can ONLY be used in the color variations shown below.



SCRIPT P - ONE COLOR

The logo can ONLY be used in the color variations shown below. For one color marks, use the one color assets. Do NOT remove the outlines from the two color marks.



EXPANDED IDENTITY DESCIM INSPIRATION

PITT ATHLETICS BRAND

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ALC: N

BRAND IDENTITY DESIGN INSPIRATION

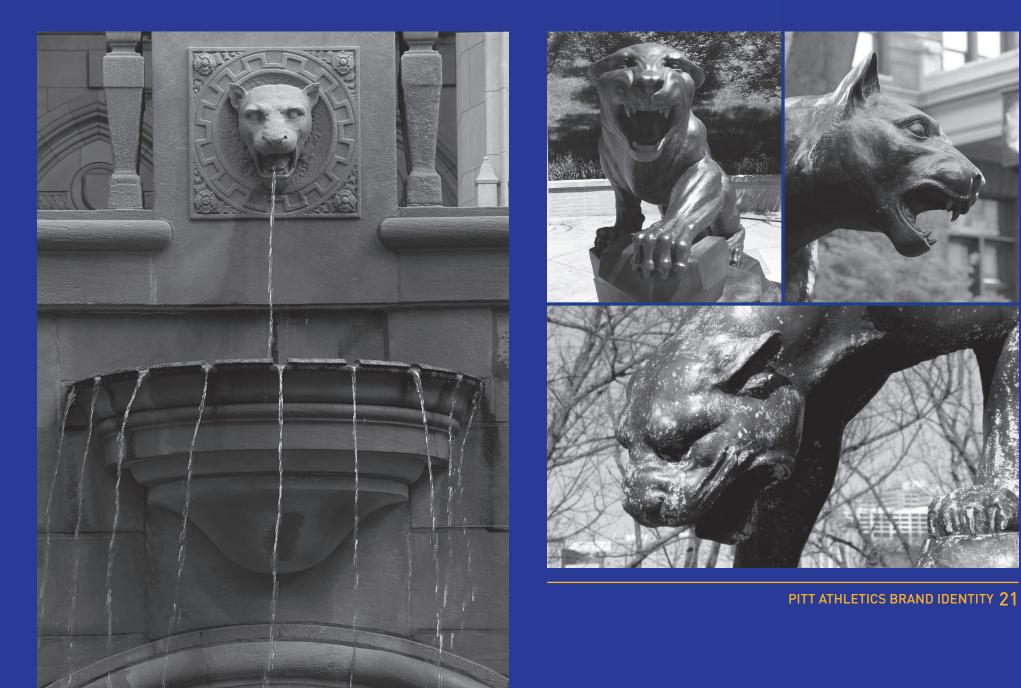
DESIGN APPROACH

Although the Pitt Script is as iconic as it gets in the athletic world, it was important to build a supporting identity that is inspired by the most iconic structure on the University's campus, and perhaps in all of North American campuses. The Cathedral of Learning is unanimously pointed to by both alumni and students as the heart of the school. The Neo Gothic-style pointed arch motif fills every aspect of the building. It became a natural extension to embed that aesthetic into the new elements of the identity.

CATHEDRAL OF LEARNING HISTORY

The Cathedral of Learning owes its existence to the vision and persistence of John Gabbert Bowman, Pitt's chancellor from 1921 to 1945. The Cathedral of Learning was constructed of Indiana limestone and built with the pennies, nickel and dimes of area school children. A structure expanding upward, though unorthodox, would solve the growing University's problems of space and distance. More important, a tower would be a visible inspiration to all who approached the city. It would carry the message that education was the result of aspiring to great heights. The parallel lines of the truncated Gothic form, never meeting, would imply that learning is unending. The sweeping proportions would symbolize the spirit and achievement of Pittsburgh. Architect Charles Z. Klauder translated these concepts into drawings that guided the placement of steel and stone.

BRAND IDENTITY PANTHER HEAD LOGO INSPIRATION



BRAND IDENTITY PANTHER HEAD LOGO INSPIRATION

The Panther Head logo is a culmination of the beloved panther statues spread across the campus. That sculptural aesthetic and aggressiveness has been captured in this new mark. However, there are design cues that visually connect to the arched motif from the Cathedral of Learning. The forward-facing angle is a nod to the panther fountain at the front entrance of that building.

MASCOT HISTORY

The adoption of the panther mascot dates back to 1909, during a meeting of student and alumni leaders. According to alumnus George M.P. Baird, who first suggested the idea, Felis Concolor was chosen as the University's mascot for the following reasons: (1) it was the most formidable creature once indigenous to the Pittsburgh region; (2) it had ancient, heraldic standing as a noble animal; (3) the happy accident of alliteration; (4) the close approximation of its hue to the gold of Pitt's colors, blue and old gold; and (5) no other college or university then employed it as a symbol.

PITT PANTHER



PITT PANTHER – FULL COLOR

The logo can ONLY be used in the color variations shown below.



NOTE: Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. There may be cases where it is difficult to allow the full-recommended clear space (e.g., a very small display ad), and your best judgment should prevail. It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.

PITT PANTHER - TWO AND ONE COLOR VERSIONS

The logo can ONLY be used in the color variations shown below.



PITT PANTHER – DARK AND LIGHT TONALS

The logo can ONLY be used in the color variations shown below.





CATHEDRAL FONT

Type tells a story. The right typeface, used consistently, builds character. To assist in creating a consistent look for a wide variety of athletic communications, custom alpha and numeral sets have been designed to enhance the overall brand. Two options have been created. The Panther's Script that ties back to the Primary Pitt Script as well as the Cathedral Font.

The Cathedral Font takes inspiration from the parallel lines and pointed arches found in the Gothic architecture of the iconic Cathedral of Learning; the epicenter of the Pitt campus. The pointed arches have been reserved for the letterforms where it makes sense and a curvature would naturally occur.



CATHEDRAL FONT – NUMERALS – TWO AND ONE COLOR

1234567890 1234567890

CATHEDRAL FONT – NUMERALS – TWO AND ONE COLOR

The primary typeface can ONLY be used in the color variations shown below. For one color marks, use the one color assets. Do NOT remove the outlines from the two color marks.



NOTE: Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. There may be cases where it is difficult to allow the full-recommended clear space (e.g., a very small display ad), and your best judgment should prevail. It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.

CATHEDRAL FONT – FULL ALPHABET – TWO COLOR – PREFERRED

ABCDEFGHIJKLM Noporstuvxyz

CATHEDRAL FONT – FULL ALPHABET – ONE COLOR

ABCDEFGHIJKLM Nopqrstuwxyz

CATHEDRAL FONT – ALPHABET – TWO AND ONE COLOR

The primary typeface can ONLY be used in the color variations shown below. For one color marks, use the one color assets. Do NOT remove the outlines from the two color marks.



NOTE: Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. There may be cases where it is difficult to allow the full-recommended clear space (e.g., a very small display ad), and your best judgment should prevail. It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.



BRAND IDENTITY SECONDARY IDENTITY

BRAND IDENTITY ALTERNATE TYPEFACE

ALTERNATE CATHEDRAL FONT

The Alternate Cathedral Font has been created by substituting the letters and numerals in the Cathedral Font containing pointed arches with ones that have constant height throughout. Where the Cathedral Font is more expressive and should only be used in a very limited, prescribed way; the Alternate version, although still limited, can be used a little more readily; headlines, short phrases etc. This font has been used to create a second set of wordmarks.

ALT. CATHEDRAL FONT – NUMERALS – TWO AND ONE COLOR

1234567890 1234567890

ALT. CATHEDRAL FONT - NUMERALS - TWO AND ONE COLOR

The alternate typeface can ONLY be used in the color variations shown below. For one color marks, use the one color assets. Do NOT remove the outlines from the two color marks.



NOTE: Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. There may be cases where it is difficult to allow the full-recommended clear space (e.g., a very small display ad), and your best judgment should prevail. It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.

ALT. CATHEDRAL FONT – FULL ALPHABET – TWO COLOR – PREFERRED

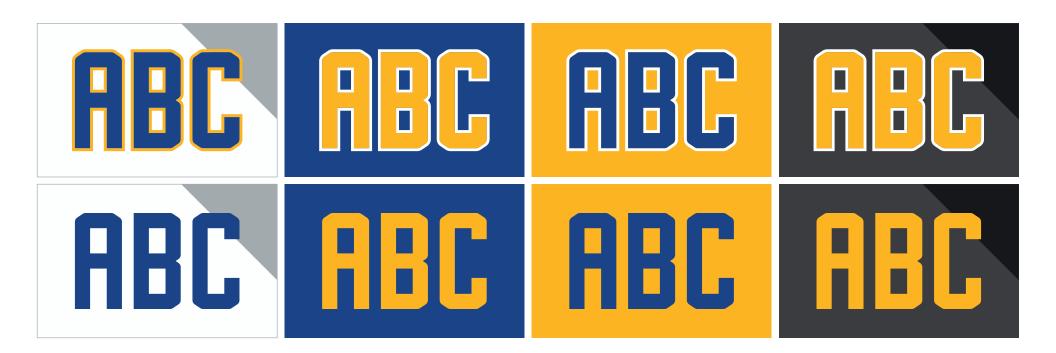
ABCDEFGHIJKLM Noporstuvxyz

ALT. CATHEDRAL FONT – FULL ALPHABET – ONE COLOR

ABCDEFGHIJKLM Nopqrstuvxyz

ALT. CATHEDRAL FONT - FULL ALPHABET - TWO AND ONE COLOR

The alternate typeface can ONLY be used in the color variations shown below. For one color marks, use the one color assets. Do NOT remove the outlines from the two color marks.



NOTE: Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. There may be cases where it is difficult to allow the full-recommended clear space (e.g., a very small display ad), and your best judgment should prevail. It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.

The representation of the words "H2P", "PANTHERS" and "HAIL TO PITT" become visual symbols of Pitt Athletics. These custom wordmarks incorporate unique design elements in the body of the letterforms to create a powerful look that distinguishes the university's wordmarks from other schools. The wordmarks have been specially designed and cannot be created by typesetting the lettering.

H2P HAILTOPITT PANTHERS

H2P [HAIL TO PITT] MARK – TWO COLOR – PREFERRED

The wordmark can ONLY be used in the color variations shown below.



NOTE: Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. The recommended minimum size for printing wordmarks on all materials is .25" in cap-height. The cap height is the distance from the top of the capital letter to its bottom. Larger minimum sizes may be necessary for other media such as video and film, or products that require specialized manufacturing. There may be situations where Pittsburgh Athletics marks will need to appear smaller than the minimum shown (e.g., lapel pins, pens, pencils and CD spine labels). Contact University of Pittsburgh Licensing & Trademarks for guidance. There may be cases where it is difficult to allow the full-recommended clear space (e.g., a very small display ad), and your best judgment should prevail. It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.

H2P [HAIL TO PITT] MARK – ONE COLOR

The wordmark can ONLY be used in the color variations shown below. For one color marks, use the one color assets. Do NOT remove the outlines from the two color marks.



NOTE: Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. The recommended minimum size for printing wordmarks on all materials is .25" in cap-height. The cap height is the distance from the top of the capital letter to its bottom. Larger minimum sizes may be necessary for other media such as video and film, or products that require specialized manufacturing. There may be situations where Pittsburgh Athletics marks will need to appear smaller than the minimum shown (e.g., lapel pins, pens, pencils and CD spine labels). Contact University of Pittsburgh Licensing & Trademarks for guidance. There may be cases where it is difficult to allow the full-recommended clear space (e.g., a very small display ad), and your best judgment should prevail. It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.

HAIL TO PITT – TWO COLOR – PREFERRED

The wordmark can ONLY be used in the color variations shown below.



NOTE: Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. The recommended minimum size for printing wordmarks on all materials is .25" in cap-height. The cap height is the distance from the top of the capital letter to its bottom. Larger minimum sizes may be necessary for other media such as video and film, or products that require specialized manufacturing. There may be situations where Pittsburgh Athletics marks will need to appear smaller than the minimum shown (e.g., lapel pins, pens, pencils and CD spine labels). Contact University of Pittsburgh Licensing & Trademarks for guidance. There may be cases where it is difficult to allow the full-recommended clear space (e.g., a very small display ad), and your best judgment should prevail. It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.

HAIL TO PITT - ONE COLOR

The wordmark can ONLY be used in the color variations shown below. For one color marks, use the one color assets. Do NOT remove the outlines from the two color marks.



NOTE: Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. The recommended minimum size for printing wordmarks on all materials is .25" in cap-height. The cap height is the distance from the top of the capital letter to its bottom. Larger minimum sizes may be necessary for other media such as video and film, or products that require specialized manufacturing. There may be situations where Pittsburgh Athletics marks will need to appear smaller than the minimum shown (e.g., lapel pins, pens, pencils and CD spine labels). Contact University of Pittsburgh Licensing & Trademarks for guidance. There may be cases where it is difficult to allow the full-recommended clear space (e.g., a very small display ad), and your best judgment should prevail. It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.

PANTHERS – TWO COLOR – PREFERRED

The wordmark can ONLY be used in the color variations shown below.



NOTE: Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. The recommended minimum size for printing wordmarks on all materials is .25" in cap-height. The cap height is the distance from the top of the capital letter to its bottom. Larger minimum sizes may be necessary for other media such as video and film, or products that require specialized manufacturing. There may be situations where Pittsburgh Athletics marks will need to appear smaller than the minimum shown (e.g., lapel pins, pens, pencils and CD spine labels). Contact University of Pittsburgh Licensing & Trademarks for guidance. There may be cases where it is difficult to allow the full-recommended clear space (e.g., a very small display ad), and your best judgment should prevail. It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.

PANTHERS – ONE COLOR

The wordmark can ONLY be used in the color variations shown below. For one color marks, use the one color assets. Do NOT remove the outlines from the two color marks.



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BRAND IDENTITY SUPPORTING TYPEFACE

The supporting sans-serif typeface DINPro was selected to complement the primary typography and directly tie back to the Pitt Athletics Brand Identity. DIN is part of a family that offers an exceptionally wide range of weights, providing great versatility and legibility.

This typeface may be used as headline and body copy for athletics department marketing materials and support verbiage (i.e., specific sport marks, event tickets, brochures, etc.). **DINPro Light**

ABCDEFGHIJKLMNOPQR STUVWXYZ 0123456789 abcdefghijklmnopqrstuv wxyz

DINPro Regular

ABCDEFGHIJKLMNOPQR STUVWXYZ 0123456789 abcdefghijklmnopqrstuv wxyz **DINPro Medium**

ABCDEFGHIJKLMNOPQR STUVWXYZ 0123456789 abcdefghijklmnopqrstuv wxyz

DINPro Bold

ABCDEFGHIJKLMNOPQR STUVWXYZ 0123456789 abcdefghijklmnopqrstuv wxyz

DINPro Black

ABCDEFGHIJKLMNOPQR STUVWXYZ 0123456789 abcdefghijklmnopqrstuv wxyz

BRAND IDENTITY SPORT LOCK-UPS

Sport-specific wordmarks supply freshness and uniqueness to products when needed as well as represent specific university athletics programs. They unify athletics and promote consistency across the brand by sharing a common visual language and hierarchy. Each sport benefits from identification as part of Pitt Athletics and assists in building the core brand while communicating the diversity of the athletics program.

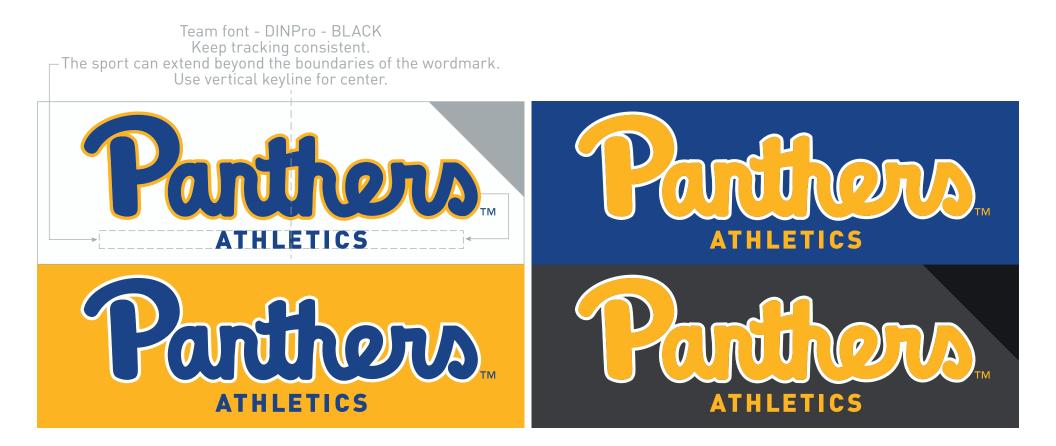
SPORT LOCK-UPS





SCRIPT PANTHERS / SPORT LOCK-UP – TWO COLOR – PREFERRED

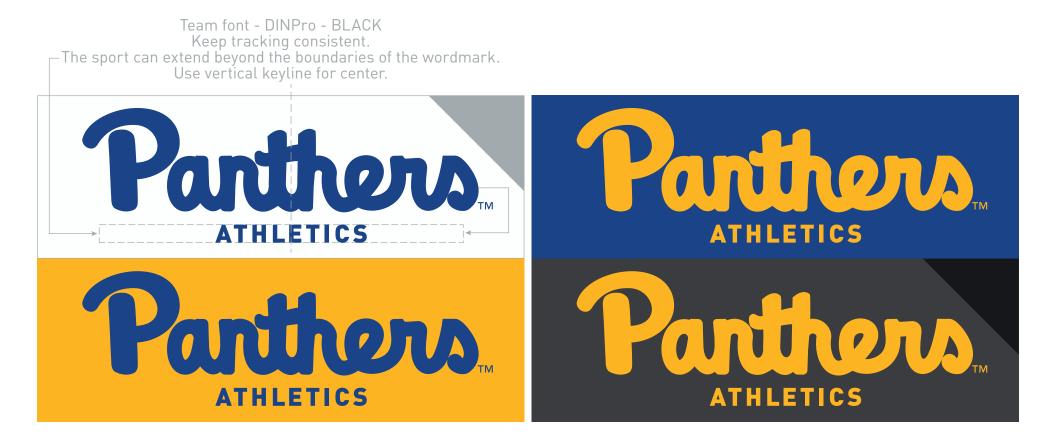
The sport lock-up can ONLY be used in the color variations shown below.



NOTE: Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. The recommended minimum size for printing wordmarks on all materials is .25" in cap-height. The cap height is the distance from the top of the capital letter to its bottom. Larger minimum sizes may be necessary for other media such as video and film, or products that require specialized manufacturing. There may be situations where Pittsburgh Athletics marks will need to appear smaller than the minimum shown (e.g., lapel pins, pens, pencils and CD spine labels). Contact University of Pittsburgh Licensing & Trademarks for guidance. There may be cases where it is difficult to allow the full-recommended clear space (e.g., a very small display ad), and your best judgment should prevail. It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.

SCRIPT PANTHERS / SPORT LOCK-UP – ONE COLOR

The sport lock-up can ONLY be used in the color variations shown below. For one color marks, use the one color assets. Do NOT remove the outlines from the two color marks.



NOTE: Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. The recommended minimum size for printing wordmarks on all materials is .25" in cap-height. The cap height is the distance from the top of the capital letter to its bottom. Larger minimum sizes may be necessary for other media such as video and film, or products that require specialized manufacturing. There may be situations where Pittsburgh Athletics marks will need to appear smaller than the minimum shown (e.g., lapel pins, pens, pencils and CD spine labels). Contact University of Pittsburgh Licensing & Trademarks for guidance. There may be cases where it is difficult to allow the full-recommended clear space (e.g., a very small display ad), and your best judgment should prevail. It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.

PANTHERS WORDMARK / SPORT LOCK-UP – TWO COLOR – PREFERRED

The sport lock-up can ONLY be used in the color variations shown below.



NOTE: Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. The recommended minimum size for printing wordmarks on all materials is .25" in cap-height. The cap height is the distance from the top of the capital letter to its bottom. Larger minimum sizes may be necessary for other media such as video and film, or products that require specialized manufacturing. There may be situations where Pittsburgh Athletics marks will need to appear smaller than the minimum shown (e.g., lapel pins, pens, pencils and CD spine labels). Contact University of Pittsburgh Licensing & Trademarks for guidance. There may be cases where it is difficult to allow the full-recommended clear space (e.g., a very small display ad), and your best judgment should prevail. It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.

Team font - DINPro - BLACK

PANTHERS WORDMARK / SPORT LOCK-UP - ONE COLOR

The sport lock-up can ONLY be used in the color variations shown below. For one color marks, use the one color assets. Do NOT remove the outlines from the two color marks.



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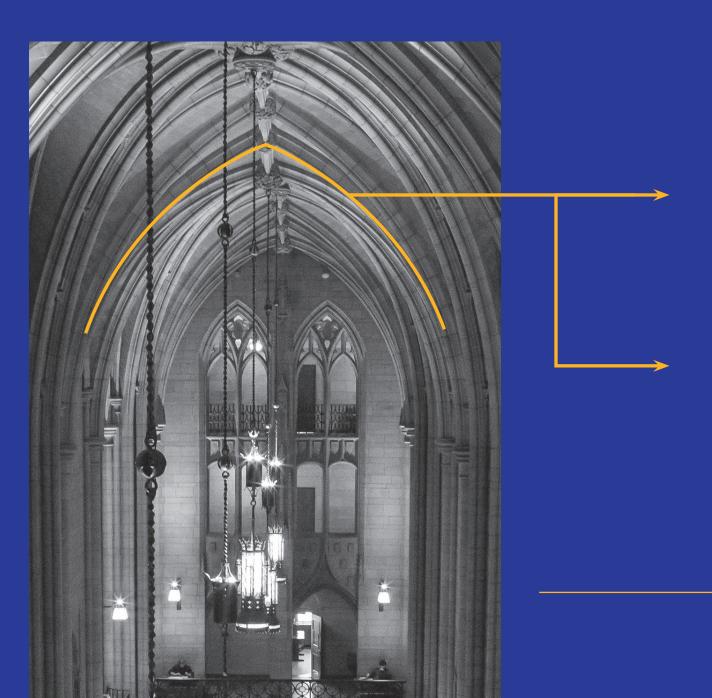
BRAND IDENTITY CATHEDRAL STRIPE

Unique prints or patterns can create separation and elevate the Pitt Athletics brand, a custom linear pattern has been designed to represent Pitt and enrich the overall identity package. The Cathedral Stripe is a distinguishing brand element that evokes consistency, adds another layer of story telling and ultimately a sense of pride in the institution.

The repeat of the pointed arches is the most literal nod to the Cathedral of Learning. The repetition of the shape is not only a literal nod to the aesthetic of the building, but also tells the story of strength in numbers. Arches support the pressure of the building. The more there are, the more that pressure is dispersed. This same ideal applies to a team mentality in the athletic realm.

Limited/Restricted Use. Prior Approval Required.

CATHEDRAL STRIPE





CATHEDRAL STRIPE

The pattern can ONLY be used in the color variations shown below.



When it comes to developing a brand, consistency is key. That doesn't mean everything has to look the same. Using the brand identity system in a consistent manner will build credibility for the brand, speed recognition, and it also will differentiate us from the competition. As you evolve the design elements of current design systems, remember one of the cornerstones of a memorable brand experience is our continued, consistent expression of that brand.

The Pitt Athletics Brand Identity System is designed to support a range of creative expression, from the calm to the dynamic. You can now infuse any expression with precisely the right tone to support the right marketing message for your audience. No matter what expression you choose, your communications will be supported by a foundation built on design integrity and quality.

CORRECT USAGE

The protected area around the marks ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area is equivalent to the height of the "X":

1 Within alpha/numeric **2** The safe space around **ABC123** sets. there are three Script Pitt, Script different sized forms. Panthers and the stand Double arch [i.e. C and 3]. alone Script P Mark is Single arch [i.e. A and 2]. the width of the "P". Without arches [i.e. B Х and 11. See keylines to the left. χ **3** The safe space around 4 The safe space e around wordmarks built with Panther Marks is one PANTHERS the Cathedral Font is fourth of the height. half the height of the regular letter forms. χ .5 X .25 X .25 X 5 When using the Cathedral 6 The two-color version of Stripe on two sides of a the Scripts, wordmarks



.5 X

When using the Cathedral Stripe on two sides of a garment [uniform, retail, etc] the light/dark elements should mirror each other.

and numerals is

preferable.

INCORRECT USAGE

Contact the Office of Trademark Licensing to request a potential exemption.



1 At no time should anything (other logos, type, etc.) be placed over the identity elements.



2 Identity elements should not be used as a repeat in closed patterns.



3 Identity elements should not be modified, stretched or distorted in any way.



4 Identity elements should not be used in any other color combinations other than those specifically called out in this manual.



5 Identity elements should not appear against any distracting textures or repeated patterns.



6 Identity elements should not be outlined in any other way other than those specifically called out in this identity manual.

Pers

7 Identity elements should not be used as an outline.



8 At no time should effects be added to the identity elements. (Glow, posterize, etc.)



9 Do not crop the identity elements in any way.

INCORRECT USAGE

Contact the Office of Trademark Licensing to request a potential exemption.



10 At no time should the proportions or the positions of the identity elements in the sport lock-ups be modified.



11 Do not use the script style font to make and other wordmarks.



12 Identity elements should not be tilted or rotated.



13 Do not fill primary mark with textures or patterns.



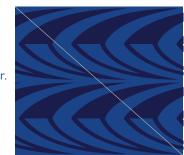
14 Identity elements should not be placed on photographic backgrounds.



15 At no time should additional graphics be added to the identity elements.



16 Never color up panther mark in "reverse." The main field (face, eyes, teeth and outline) should always be lighter.



17 Only use pattern as a linear repeat/taping [vertically or horizontally]. Never stacked.



18 Do not use University Seal for Athletics.

BRAND IDENTITY TR

TRADEMARKS & LICENSING PROGRAM

University of Pittsburgh has delegated the responsibility for this program to the University of Pittsburgh Trademark Licensing Office. A formal licensing program has been established to ensure university control over its identity, facilitate the process of securing authorization for legitimate third party uses, and to ensure that the University secures a legitimate royalty from the promotional use of the marks.

Lori Burens

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