Identity Sub-brand Architecture
Brand Identity Elements

Institutional mark

The Institutional mark (shield and signature) is the preferred identity for the University of Pittsburgh. The mark is available as a three-color version (Pitt Royal and Pitt Gold with a white shield, as shown), in a reverse two-color white type option, and as a single-color mark in Pitt Royal or black. The Institutional mark may appear only in these colorways. See page 7 for more information and examples of acceptable colorways available for use.

Wordmark

The Wordmark is an informal mark and may be used in place of the Institutional mark in promotional materials. It is designed for audiences that are already familiar with the University as well as for internal or regional audiences. The wordmark should never appear with the University shield or seal.

The Wordmark may be combined with unit names (see examples on pages 6 and 7). These informal unit marks are modified versions of typography with special kerning. DO NOT ATTEMPT TO CREATE YOUR OWN INFORMAL WORDMARKS BY SETTING TYPE as each is a custom design. Please visit communications.pitt.edu/marketing/submit-marketing-project-request, complete the project request form, and University Communications will create marks for your unit in approved colors.

Athletics or Spirit mark

The Spirit mark is the official logo of University of Pittsburgh athletics teams and a registered mark of the University. Outside athletics, the script Pitt is used as a nonacademic spirit mark for student organizations, associations, student-centric promotions and some internal communications.

Sub-brand Fonts: Cooper Hewitt SemiBold, Medium, and Book

Cooper Hewitt is the typeface to be used within the sub-brand identity architecture: in SemiBold, medium, and Book. The benefits of Cooper Hewitt include legibility, flexibility of weight options, accommodation of lengthy labels and stylistic contrast with the Institutional mark and the Wordmark. Cooper Hewitt Medium us used for the Informal Wordmarks.
Choosing the Right Mark

I am:

a member of the University Community

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

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
Office of Human Resources

INFORMAL WORDMARK

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

Pitt Business

Joseph M. Katz Graduate School of Business and College of Business Administration

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

a nonacademic unit

Student- or Alumni-facing Office or Association

SPRIT

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

ordering merchandise. Visit pittsburghpanthers.com/licensing.

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.

University of Pittsburgh

UPMC

LIFE CHANGING MEDICINE

A partnership between the Dietrich School of Arts and Sciences and the School of Computing and Information

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.

University of Pittsburgh

University Center for International Studies

University of Pittsburgh

University Center for International Studies
Temporary Graphics and Separate Logos

Time-limited graphic marks are permitted. Separate logos for University units are not permitted unless used for internal University audiences.

When units prefer to use a unique graphic to promote internal events or programs, a limited-use graphic is permitted.

Please note that this applies when:
- The primary audiences are faculty, staff, and students and
- Nearly all of the promotion occurs on one of the University's campuses.

Graphics should not be applied to business cards or letterhead. Appropriate uses include, but are not limited to, posters for display on campus, websites for internal audiences, advertisements in the Pitt News and on digital screens on campus. The sponsoring unit's institutional mark should appear on materials as well. Temporary graphic marks may not be used without University identity.

Example of acceptable temporary marks

[Image of acceptable temporary marks]

Example of unacceptable permanent logos

[Image of unacceptable permanent logos]
Sub-brand Setups

Stacked Samples

University of Pittsburgh
Office of the Chancellor

University of Pittsburgh
Computational Biomedicine and Biotechnology Master’s Program

University of Pittsburgh
Jewish Studies Program
Dietrich School

Ruled Samples (Alternate)

University of Pittsburgh
Office of the Chancellor

University of Pittsburgh
Office of University Communications

University of Pittsburgh
Emerging Leaders Program
Office of Human Resources

Two-line with Program (SemiBold) and School (Book) Stacked Sample

Two-line with Program Ruled Sample
(Example: Program name in Cooper Hewitt SemiBold and office name in Book)
Sub-brand Setups (Sizes and Proportions)

When university units such as schools, departments, centers or institutes are equal partners in a joint venture or program, the institutional mark should be used with a type treatment below.

The type treatment should be in Cooper Hewitt Book, in capital and lower-case letters, and match the height of the capital letter to the height of the dot in the shield. Set type with auto leading. Two dots below the institutional mark determines the distance between the mark and the first line of type.

The X height of the letter determines the size of the department, institute, center or school name, type size and is the unit of measurement for the distance between the vertical rule and the type on both sides of the rule. The unit name must be aligned with the baseline of the type of the institutional mark in both one-line and two-line versions.

When type is set in the stacked version, the same type size applies as the rule version. Do not alter the proportion of the type to the wordmark. The secondary type distance is two dots below the bottom of the informal mark. Please do not attempt to set these marks in type.

If your unit marks are not among the already created downloadable marks, fill out a project request form on this site and the Office of University Communications will create them for you.

Cooper Hewitt SemiBold (+20 Tracking)

Cooper Hewitt Book (+20 Tracking)
(Set type with auto leading and use the same point size for the second line of type)
The wordmark is an informal mark and may be used in place of the institutional mark when the wordmark has been previously established (e.g., Pitt Business, Pitt McGowan, etc.) or with audiences that are already familiar with the University, specifically internal or regional audiences. Please see the decision tree on page 2 for guidance on appropriate use. If, after using the decision tree, you believe the wordmark is appropriate, please submit a marketing project request form and University Communications will create the mark for you.

communications.pitt.edu/marketing/submit-marketing-project-request
Informal Wordmarks Color Options

Pitt Unit Wordmark

Pitt PublicHealth

One color: Pitt Royal (PMS 661)

The preferred colorway for the informal wordmark in a two-color version is Pitt Royal (PMS 661) and Pitt Dark Gold (PMS 125).

Pitt PublicHealth

One color: Black

The preferred colorway for the informal wordmark in a two-color version on a solid color background is White and Pitt Gold (PMS 1235).

Pitt PublicHealth

One color on a solid color background: White

NOTE: Do not attempt to create these marks from type. Each informal mark has been modified and is custom.

communications.pitt.edu/marketing/submit-marketing-project-request