University of
Pittsburgh®

BRAND GUIDELINES

This document is intended for those who are creating marketing materials for the University of Pittsburgh. Following these guidelines will maintain consistency and brand recognition. These brand guidelines are meant to inspire, clarify, unify and define Pitt's brand positioning and our impactful storytelling opportunities as we bring Pitt's brand to life together. This is a living document, meaning that elements outlined in this document and the guidelines are subject to change.

Please use good judgment in all creative executions and strive to serve as a Pitt brand ambassador, using this guide as a tool.

BRAND.PITT.EDU

QUESTIONS?

If you have any questions about how to use the brand guidelines or where to find elements or any other concerns regarding the University of Pittsburgh brand, please contact
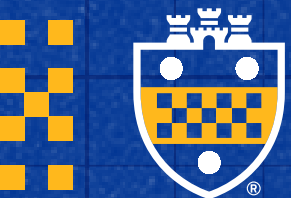
brand@pitt.edu.

INTRODUCTION

The University of Pittsburgh is globally recognized for excellence in research, innovation and scholarship and the impacts those discoveries and actions are making on the world. However, this is only the second time in Pitt's history that we have undertaken work focused on its brand positioning and creating a differentiated, bold platform to tell our story.

A core tenet of our brand positioning strategy is to establish a bold, differentiated creative platform that elevates the general reputation and perception of the University of Pittsburgh among target audiences, including students and their families (current and prospective), faculty and staff and academic peers and influencers. Additionally, we want to arm our brand ambassadors with a powerful story to tell, promoting consistency and alignment across the Pitt community.

This brand guide should serve as a resource for writing, designing and understanding the rationale behind the Pitt brand and be used by our partners across the community—Communications Council teammates, designers, copywriters, photographers, vendors and partners alike. You all serve as ambassadors of the Pitt brand.

On the following pages, you will find tools you need to develop and create consistent visual design artifacts and messaging. This is a living document and will be updated as our work evolves.

Please contact **brand@pitt.edu** with questions for any support needed.

PLAN FOR PITT 2028

PLAN FOR PITT 2028

The Plan for Pitt 2028 helps to tell our story: who we are, what we value, where we're going, how we're getting there and why it's possible. It's a plan grounded in values, defined by excellence and focused on elevating our community's aspirations. Developed through consultation with students, faculty, staff, alumni, supporters and partners, this plan offers actionable and measurable initiatives and outcomes that invest in people and ideas, accelerate our momentum and ensure that Pitt's best days lie ahead.

PLAN PILLARS

01 **WE WILL CULTIVATE STUDENT SUCCESS.**

02 **WE WILL PROPEL SCHOLARSHIP, CREATIVITY AND INNOVATION.**

03 **WE WILL BE WELCOMING AND ENGAGED.**

04 **WE WILL PROMOTE ACCOUNTABILITY AND TRUST.**

05 **IT'S POSSIBLE AT PITT.**

PLAN VALUES

Academic Excellence   Innovation   Inclusion   Collaboration   Community

BRAND POSITIONING

BRAND HOUSE

Our brand house is a framework that visually illustrates how our unique strategic and creative expressions live together to create one unified Pitt brand. It should be used to inform and guide all creative work. It is made up of five components.

Our belief, It's Possible at Pitt, is supported by our brand purpose, which was derived from the insights from our robust quantitative and qualitative research conducted in support of the brand refresh. This sits atop four brand pillars—the core beliefs that undergird Pitt's brand purpose—which are guided by our personality traits and tone. These components bolster the creative platform, Hail to Possible, by which all creative work should be inspired.

University of Pittsburgh®

Our Belief	It's Possible at Pitt	
Our Purpose	Where Curiosity Becomes Reality	

Our Pillars

Land of Possibilities	People-Driven People	Bridging Perspectives	Renaissance Made Real
OUR PLACE	OUR PEOPLE	OUR CULTURE	OUR IMPACT

Our Personality

Inquisitive	Transformative	Approachable	Collaborative	Determined

Our Creative Platform

Hail to Possible

OUR BELIEF

A key pillar in the Plan for Pitt 2028, It's Possible at Pitt speaks to the opportunity in front of us and our optimistic mindset, which drive us forward.

The mantra of It's Possible at Pitt is a core belief that cuts across our audiences and is meant to be flexible and used broadly for storytelling purposes—to engage current and prospective faculty and staff and current and prospective students and as we engage more broadly in our communities.

University of Pittsburgh

Our Belief	**It's Possible at Pitt**

Our Purpose	Where Curiosity Becomes Reality

	Land of Possibilities	People-Driven People	Bridging Perspectives	Renaissance Made Real
Our Pillars	OUR PLACE	OUR PEOPLE	OUR CULTURE	OUR IMPACT

Our Personality	Inquisitive	Transformative	Approachable	Collaborative	Determined

Our Creative Platform	Hail to Possible
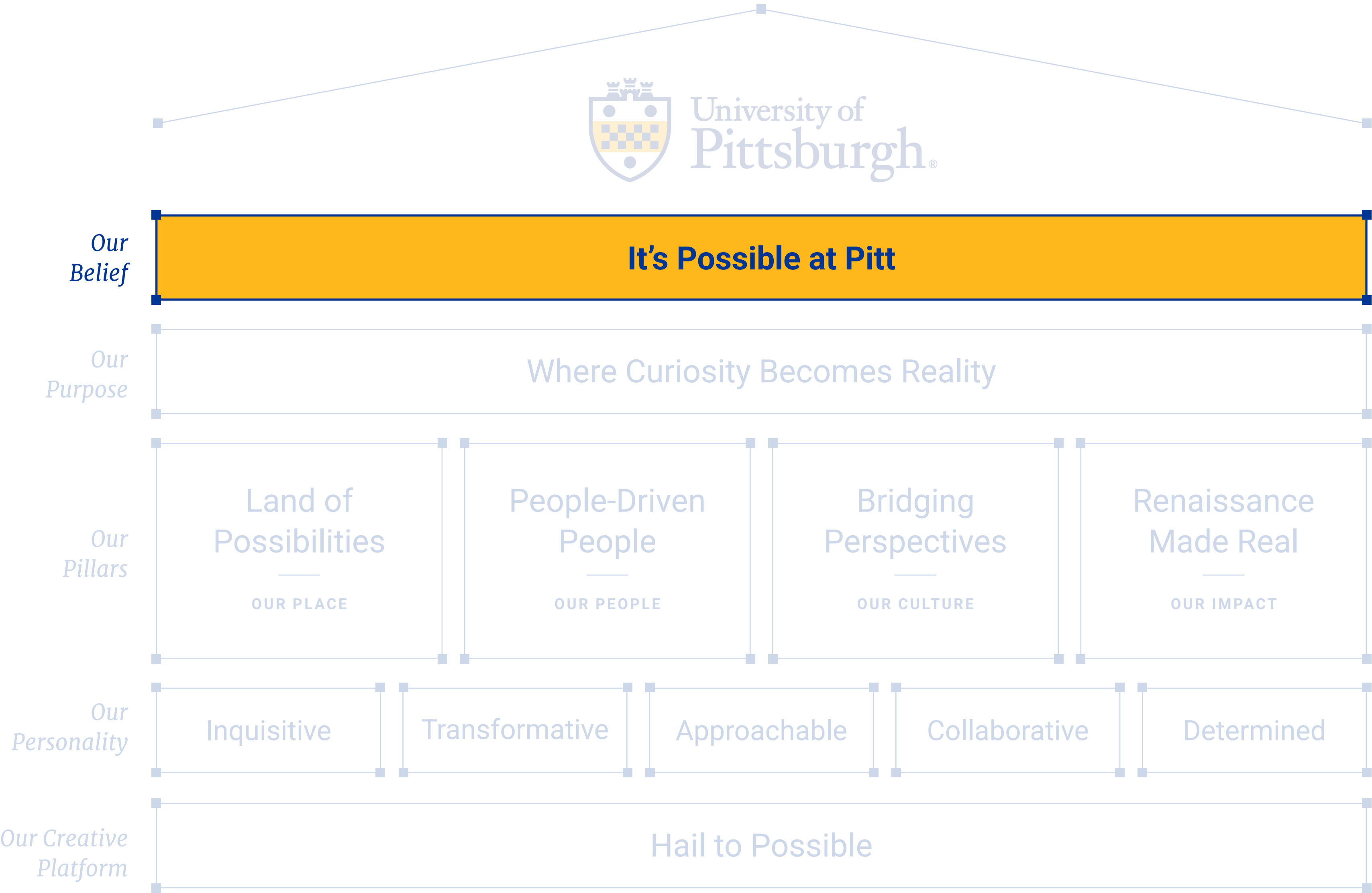
OUR PURPOSE

Our brand purpose is our internal inspiration. It succinctly articulates our spirit of cultivating big ideas and transforming them into tangible results. We use this as an internal "gut check" to **inform** our external-facing creative work but this language should not be used directly in any of our communications and marketing materials.

University of **Pittsburgh**®

Our Belief

It's Possible at Pitt

Our Purpose

Where Curiosity Becomes Reality

Pitt has been a living, breathing reincarnation of rebirth since its inception. Here, anything is possible, not because of some tagline or prescribed mission but because of the will, the determination, the compassion and the commitment of our people to get things done. We have continually fostered collaborative environments—both at the institution itself and in the pathways that connect us to the culture and communities our city has to offer—to spark innovation and induce change. Never satisfied. Always one-upping ourselves.

This isn't just a hub of higher learning. This is the home of action.

Our Pillars

Land of Possibilities	People-driven People	Bridging Perspectives	Renaissance Made Real
OUR PLACE	OUR PEOPLE	OUR CULTURE	OUR IMPACT

Our Personality

Inquisitive   Transformative   Approachable   Collaborative   Determined

Our Creative Platform

Hail to Possible

University of
Pittsburgh®

OUR PILLARS

Our brand pillars define the who, what, where, how and why of our storytelling platform. These are the core beliefs and traits that support our brand purpose. Similarly to the brand purpose, we use the pillars internally as a framework and internal "gut check" for message development and external creative work, and the pillars themselves should not be used in any of our communications or brand materials.

Our Belief

It's Possible at Pitt

Our Purpose

Where Curiosity Becomes Reality

Our Pillars

Land of Possibilities
—
OUR PLACE

There is a vibe in the city of Pittsburgh, and it can be felt on every one of our campuses—one where a tight-knit community allows individuals to feel like they have a stake in their community and in defining their futures. Here, we tap into an ever-evolving history and energy of upward mobility to provide every student with access to any opportunity they wish to pursue.

People-driven People
—
OUR PEOPLE

There's a reason you just read the word "people" over and over again. That's who we're inspired by; who we collaborate with; and, ultimately, who we're here to serve. Whether we're giving back to the community, making a networking introduction or creating a vaccine that will impact millions, we don't do this for rankings or awards. We are moved to help others.

Bridging Perspectives
—
OUR CULTURE

Here, a culture of connection and collaboration is multiplied by the intimacy of our locations and the interdisciplinary nature of our schools. We have access to everything, including people of all backgrounds who open doors to opportunities you can't get anywhere else.

Renaissance Made Real
—
OUR IMPACT

We've reimagined how a university and its community work together, rediscovered how cells regenerate, rethought how experiences drive academic success. Reinvention has always been in our DNA and will continue to be for generations to come.

Our Personality
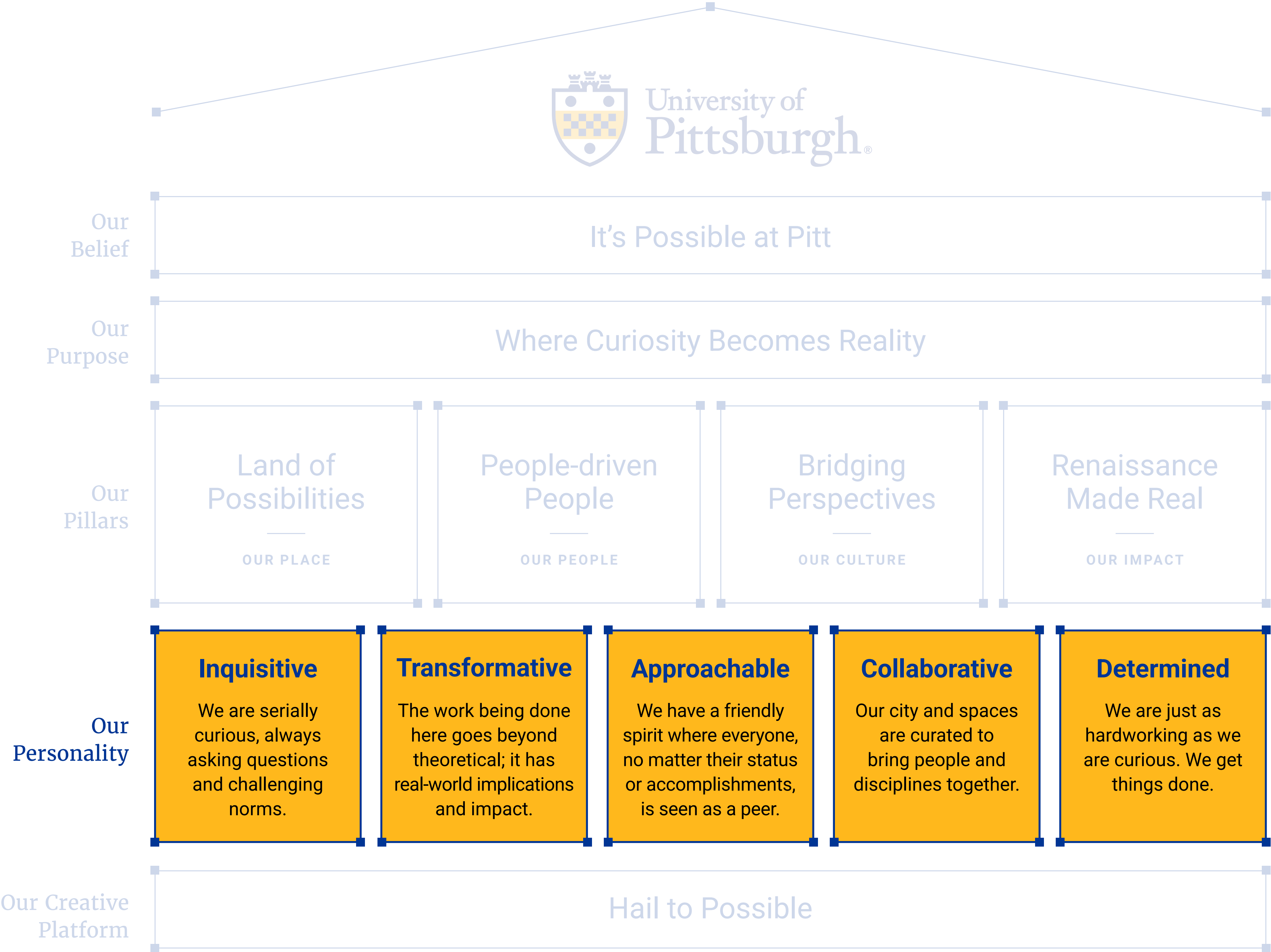
Our Creative Platform

Hail to Possible

OUR PERSONALITY

These tone words express our brand personality. They can be dialed up or down, depending on our audience. For example, we might be more approachable and collaborative when talking to prospective students and more determined and transformative for alumni and donors.
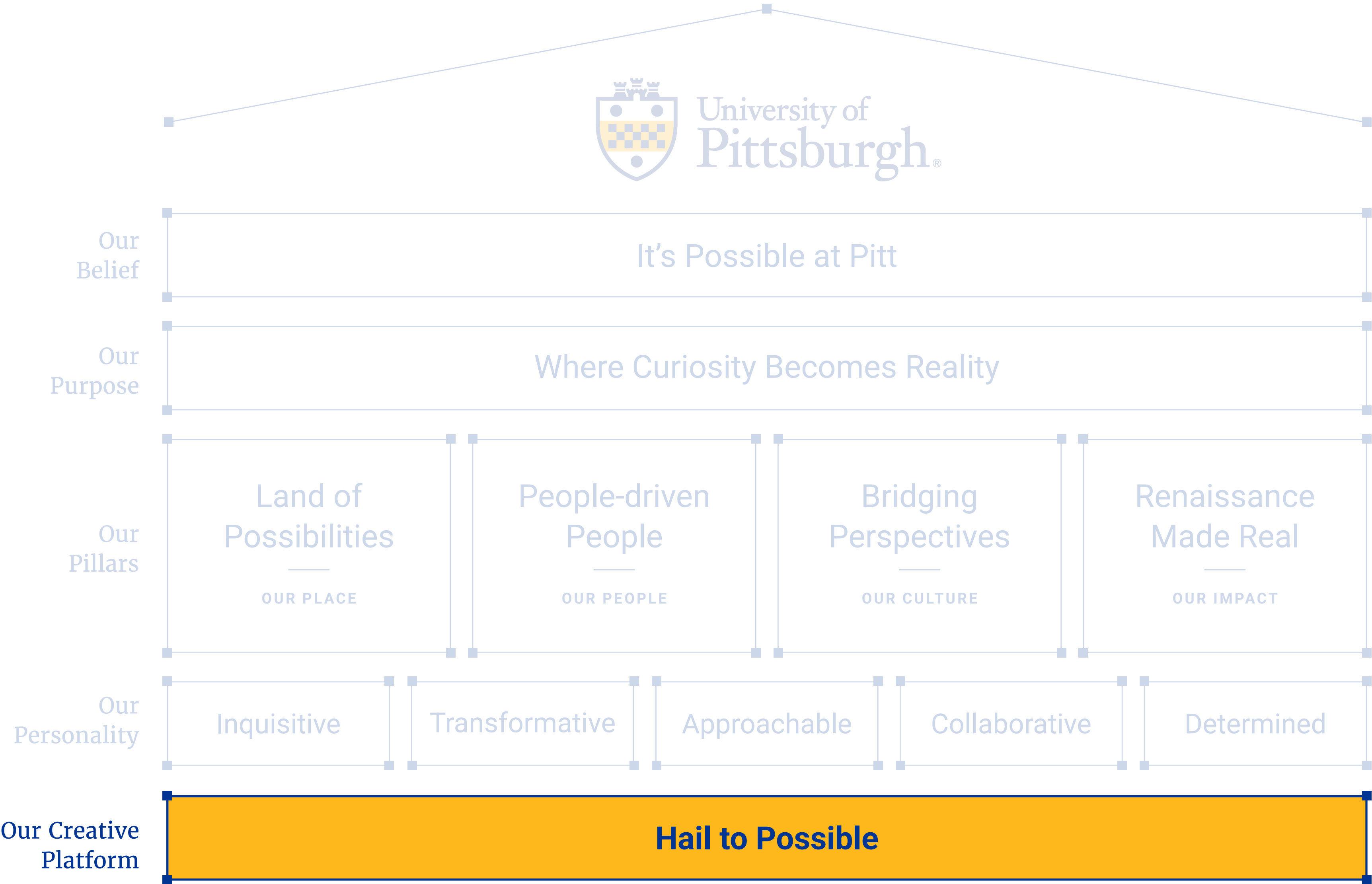
No matter who we're speaking to, our voice should always be grounded and approachable.

University of **Pittsburgh**®

Our Belief

It's Possible at Pitt

Our Purpose

Where Curiosity Becomes Reality

Our Pillars

Land of Possibilities	People-driven People	Bridging Perspectives	Renaissance Made Real
OUR PLACE	OUR PEOPLE	OUR CULTURE	OUR IMPACT

Our Personality

Inquisitive	Transformative	Approachable	Collaborative	Determined
We are serially curious, always asking questions and challenging norms.	The work being done here goes beyond theoretical; it has real-world implications and impact.	We have a friendly spirit where everyone, no matter their status or accomplishments, is seen as a peer.	Our city and spaces are curated to bring people and disciplines together.	We are just as hardworking as we are curious. We get things done.

Our Creative Platform

Hail to Possible

OUR CREATIVE PLATFORM

A play on and strong connection to Hail to Pitt, Hail to Possible is the external creative expression of our brand purpose. It serves as a rallying cry and call to action.

University of **Pittsburgh**®

Our Belief
It's Possible at Pitt

Our Purpose
Where Curiosity Becomes Reality

Our Pillars

Land of Possibilities	People-driven People	Bridging Perspectives	Renaissance Made Real
OUR PLACE	OUR PEOPLE	OUR CULTURE	OUR IMPACT

Our Personality

Inquisitive	Transformative	Approachable	Collaborative	Determined

Our Creative Platform

Hail to Possible

OUR CREATIVE PLATFORM (CONT.)

Hail to Possible is a way to bring together our spirit and our belief into one unified rallying cry that emphasizes the possibilities that Pitt brings to the world. It's not a replacement for Hail to Pitt or It's Possible at Pitt.

HAIL TO PITT — Our Spirit

HAIL TO POSSIBLE — Our Rallying Cry

IT'S POSSIBLE AT PITT — Our Belief
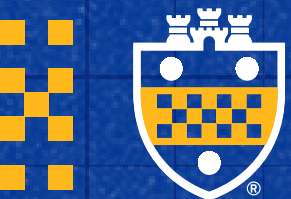
VOICE & MESSAGING

HAIL TO PITT BACKGROUND

"Hail to Pitt" is a traditional fight song and slogan written by Pitt students Lester Milton Taylor and George Morrill Kirk in the early 20th century. "Hail to Pitt" is a fight song and a slogan encapsulating the spirit of the University of Pittsburgh, resonating pride, tradition, and community among the university's community, including students, alumni, and fans.

USAGE

01 GREETING

Saying "Hail to Pitt" or "H2P" among members of the Pitt community helps foster a sense of camaraderie.

02 SPORTING EVENTS

"Hail to Pitt" is deeply integrated into the athletic culture of the University of Pittsburgh, serving as both a fight song and a rallying cry during various sporting events.

"IT'S POSSIBLE AT PITT" AND "HAIL TO POSSIBLE" INSPIRATION

It's Possible at Pitt is a core belief that cuts across our audiences and is meant to engage current and prospective faculty and staff, as well as current and prospective students, as we engage more broadly in our communities.

Hail to Possible is our creative platform and serves as a foundation for our institutional brand awareness campaigns. It brings together our spirit and belief into a unified rallying cry that emphasize possibilities that Pitt brings to the world.

01 IT'S POSSIBLE AT PITT

Used for broad development, adoption and usage at school, unit, and division level.

Additionally, lightly customizable "It's Possible at Pitt" brand templates will be produced and available at brand.pitt.edu. This will include guidelines on how to implement and use "It's Possible at Pitt" more broadly at the school/ unit/ division/ level to support storytelling and campaigns.

02 HAIL TO POSSIBLE

Limited to strategic usage; reserved for usage by institutional and central University Communications and Marketing Division (UCM).

Development of Hail to Possible campaigns and messaging will reside at the institutional and central UCM-level. Schools/ units/ divisions should not develop/create "Hail to Possible" campaigns on their own.

Please contact **brand@pitt.edu** with questions or if you are interested in using "Hail to Possible" in your campaigns.

"IT'S POSSIBLE AT PITT" AND "HAIL TO POSSIBLE" USAGE

This chart presents guidelines for use of "It's Possible at Pitt" and "Hail to Possible."

	It's Possible at Pitt	Hail to Possible
Institutional brand campaigns/strategic University Communications and Marketing level (including promotional items and premiums)	X	X
Marketing material for school and unit division level (including ads, swag, brochures, leaflets, etc.)	X	
Banners for community events, exhibits and conferences	X	X
Office interior displays and posters	X	
Direct mail and electronic communications	X	
Vehicles	X	

Do not create graphic treatments for It's Possible at Pitt or Hail to Possible. Find templates on **Brand.Pitt.edu.**
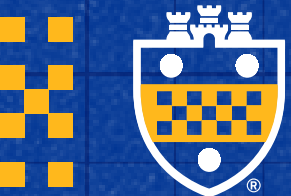
COLOR

COLOR PALETTE

Color is an essential part of ensuring an iconic visual identity, and consistency of color usage across all mediums ensures a recognizable brand for the University of Pittsburgh.

Pitt relies on our historical Royal and Gold as our primary and most-used colors. Six secondary colors supports Royal and Gold and allows for greater flexibility. Accent colors are used for emphasis or other informational needs such as icons, graphs and data visualizations.

Colors must be used consistently. Referring to these CMYK, RGB, HEX and Pantone (PMS) values will eliminate guesswork.

CMYK and PMS are used exclusively for print, while RGB and HEX values are used for digital applications.

Primary

PITT ROYAL
RGB: 0 / 53 / 148
HEX: #003594
CMYK: 100 / 75 / 0 / 6
PMS: 661C

PITT GOLD
RGB: 255 / 184 / 28
HEX: #FFB81C
CMYK: 0 / 31 / 98 / 0
PMS: 1235C

Secondary

NEW SKY
RGB: 219 / 238 / 255
HEX: #DBEEFF
CMYK: 12 / 2 / 0 / 0
PMS:

GREY
RGB: 200 / 201 / 199
HEX: #C8C9C7
CMYK: 21 / 16 / 18 / 0
PMS:

WHITE
RGB: 255 / 255 / 255
HEX: #FFFFFF
CMYK: 0 / 0 / 0 / 0
PMS:

MEDIUM BLUE
RGB: 0 / 32 / 91
HEX: #00205B
CMYK: 100 / 85 / 5 / 36
PMS:

BRONZE
RGB: 184 / 115 / 51
HEX: #B87333
CMYK: 16 / 63 / 100 / 3
PMS:

BLACK
RGB: 0 / 0 / 0
HEX: #000000
CMYK: 0 / 0 / 0 / 100
PMS:

Accents

GOLDEN HAZE
RGB: 255 / 233 / 57
HEX: #FFE939
CMYK: 2 / 3 / 88 / 0
PMS:

LIGHT BLUE
RGB: 102 / 178 / 227
HEX: #66B2E3
CMYK: 56 / 15 / 0 / 0
PMS:

LIGHT GREEN
RGB: 0 / 173 / 110
HEX: #00AD6E
CMYK: 80 / 3 / 78 / 0
PMS:

ORANGE
RGB: 247 / 145 / 30
HEX: #F7911E
CMYK: 0 / 52 / 100 / 0
PMS:

INFRARED
RGB: 255 / 91 / 69
HEX: #FF5B45
CMYK: 0 / 79 / 74 / 0
PMS:

WHITE PEACH
RGB: 255 / 222 / 205
HEX: #FFDECD
CMYK: 0 / 15 / 16 / 0
PMS:

MERLOT
RGB: 119 / 5 / 56
HEX: #770538
CMYK: 36 / 100 / 58 / 37
PMS:

COLOR PALETTE HIERARCHY

Primary Colors: These are the core colors that define the brand and should dominate most designs. They are used for large elements, such as backgrounds, banners and major sections, to ensure brand recognition.

Secondary Colors: These colors support the primary palette. Use secondary colors for subheadings and other complementary elements that add depth without overwhelming the design.

Accent Colors: Accent colors are used sparingly to draw attention to specific elements, like buttons, icons or infographics. No more than four accent colors should be used at once except for data visualizations.

PRIMARY
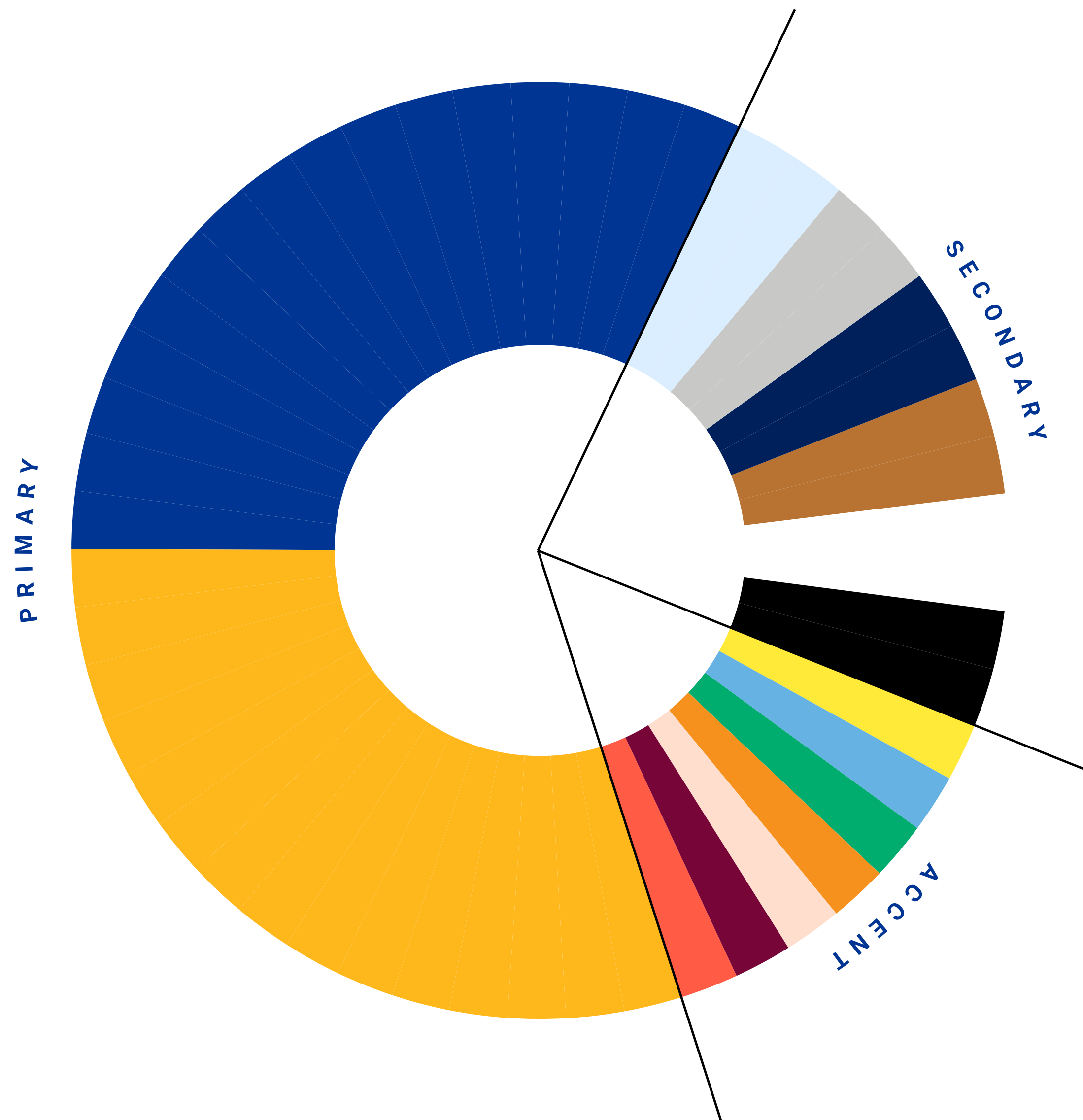
SECONDARY

ACCENT

ACCENT COLOR PAIRING

Accent colors can be used for icons and infographics to draw attention to key information and enhance visual clarity. By pairing them with the primary and secondary color palettes, accent colors create contrast and hierarchy, ensuring that important elements stand out.

COLOR PALETTE FLEXIBILITY

The color ratio outlines the balance between primary, secondary and accent colors to guide how they can work together when crafting designs for a specific tone or audience.

Bold

Prospective Students
Events
One-offs and Impact Pieces

Casual

Accepted and Current Students
More Recent Alumni
Industry Sustainability

Formal

Current Faculty and Staff
Parents of Current Students
Pitt Health Sciences

Subtle
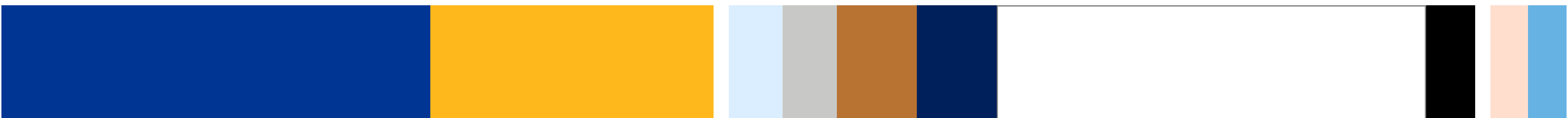
Older Alumni
Most Formal and Hallmark Pieces
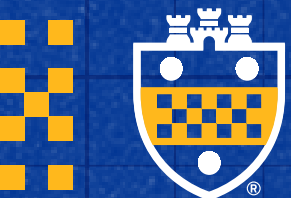
TYPOGRAPHY

HERO TYPEFACE

ATF Alternate Gothic Compressed is our hero typeface. Used in all caps, it can powerfully capture the culture of our campuses visually. With a variety of weights, it is a flexible typeface that can be used at different scales, always ensuring readability.

Alternate Gothic Compressed is available from Adobe Fonts for those with access to the Adobe Creative Suite. Alternatively, League Gothic is an approved substitute font if Alternate Gothic Compressed isn't available.

Alternate Gothic Compressed ⬇

League Gothic ⬇

ALTERNATE GOTHIC COMPRESSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**BLACK
HEAVY
BOLD**

DEMI
MEDIUM
REGULAR

SECONDARY TYPEFACE

Instrument Serif pairs with Alternate Gothic Compressed to introduce the spirit of possibility to the type system. This serif typeface emulates the architecture of the Cathedral of Learning and provides a sophisticated type option if needed. Instrument Serif is not suitable for large amounts of copy. Do not use it for body copy.

Instrument Serif is available through Adobe Fonts for those with access to the Adobe Creative Suite and Google Fonts.

Instrument Serif - Adobe ⬇

Instrument Serif - Google ⬇

Instrument Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Regular

ADDITIONAL TYPEFACES

For secondary text and specific applications, support typefaces add flexibility to our designs.

ATF Alternate Gothic is used for subheads and supporting copy. Its clear, bold appearance enhances readability and keeps visuals consistent. It is available via Adobe Fonts. League Gothic is an approved substitute font if Alternate Gothic Compressed isn't available.

Merriweather is a serif typeface used for body copy and supporting copy. It is available via Adobe Fonts and Google Fonts.

Roboto is a sans-serif typeface used for body copy and supporting copy. It is available via Adobe Fonts and Google Fonts.

Alternate Gothic	⬇
League Gothic	⬇
Merriweather	⬇
Roboto	⬇

ALTERNATE GOTHIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LEAGUE GOTHIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Merriweather

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TYPE HIERARCHY

Establishing a clear type hierarchy is essential for effective communication and readability. Our system distinguishes between primary headlines, subheads, body text, and supporting copy, ensuring a logical flow and visual consistency. By adhering to this hierarchy, we maintain clarity and emphasize key messages across all brand materials.

**Roboto Bold
Sentence Case**

Header

**Alternate Gothic Compressed Heavy
All Caps**

HEADLINE

**Alternate Gothic Demi
All Caps**

SUBHEAD

**Roboto Bold
Sentence Case**

Pa del ex everumqui omnimoluptat lit aliquam estemqui ut ipis este esto beatiusdae doluptaspis exernatur aut harcientis dolest venisquisit ellis il et ad qui voluptae. Optia custrum re volumque rerae pro dolenihic tecest qui di acculla utectem ulparibus, sequas con nihillab id quiam, cullabore re in consequas sequo dolupta sum que conseque quiam, simi.

HEADLINE STYLING
SIMPLE

The typographic details on the right should be considered the baseline modifications for headlines, however, based on the application, these details, like tracking and leading can be adjusted.

Simple

LOREM IPSUM DOLOR

Alternate Gothic Compressed Heavy
Tracking 0
Left or Center Alignment
All Caps

Underline

LOREM IPSUM DOLOR

Alternate Gothic Compressed Heavy
Tracking 0
Left or Center Alignment
All Caps & Underline

Mixed

LOREM IPSUM Dolor

Alternate Gothic Compressed Heavy
Tracking 0
All Caps

Instrument Serif Regular
Tracking 0
Title Case

Tracked Out

LOREM IPSUM DOLOR

Alternate Gothic Compressed Heavy
Tracking 200
All Caps

HEADLINE STYLING
EXPRESSIVE

Expressive typography allows us to convey emotion and personality in our brand communications. This approach can add a dynamic and engaging element to our designs, capturing attention and evoking a specific mood. Use expressive typography sparingly and strategically to highlight key messages, ensuring it complements rather than overwhelms our primary and support typefaces. By integrating expressive typography thoughtfully, we can create memorable and impactful visual experiences that resonate with our audience.

Mixed Scale

It's Possible
AT PITT

Overlapping

IT'S Possible AT PITT

Single Frame

IT'S
**POSSIBLE
AT PITT**

Stacked Frames

IT'S POSSIBLE
AT PITT

HEADLINE STYLING
FRAMES

Typography can be placed within frames to emphasize key messages and add depth to the design. Maintain consistent spacing and alignment.

Optimal Padding On All Sides*

LOREM IPSUM DOLOR AMET, Consectuer.

✖ **Too little padding between the type and the edge of the surrounding box**

LOREM IPSUM DOLOR AMET, Consectuer.

✖ **Too much padding between the type and the edge of the surrounding box**

LOREM IPSUM DOLOR AMET, Consectuer.

***When in doubt, use the Cap Height of the type to determine an approximate padding, and adjust from there.**

X

SOLVED

Use the width of the Ascender in the type to give an approximate stroke weight for the outline of the shape.

SOLVED
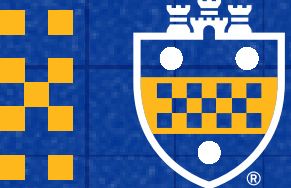
LAYOUT

GRID SYSTEM

Our grid system is derived from the pattern at the heart of our logo, providing a systematic approach to layout, composition, proportions, and alignment. This grid can facilitate structure, and clarity, ensuring consistency and balance, across all design applications.
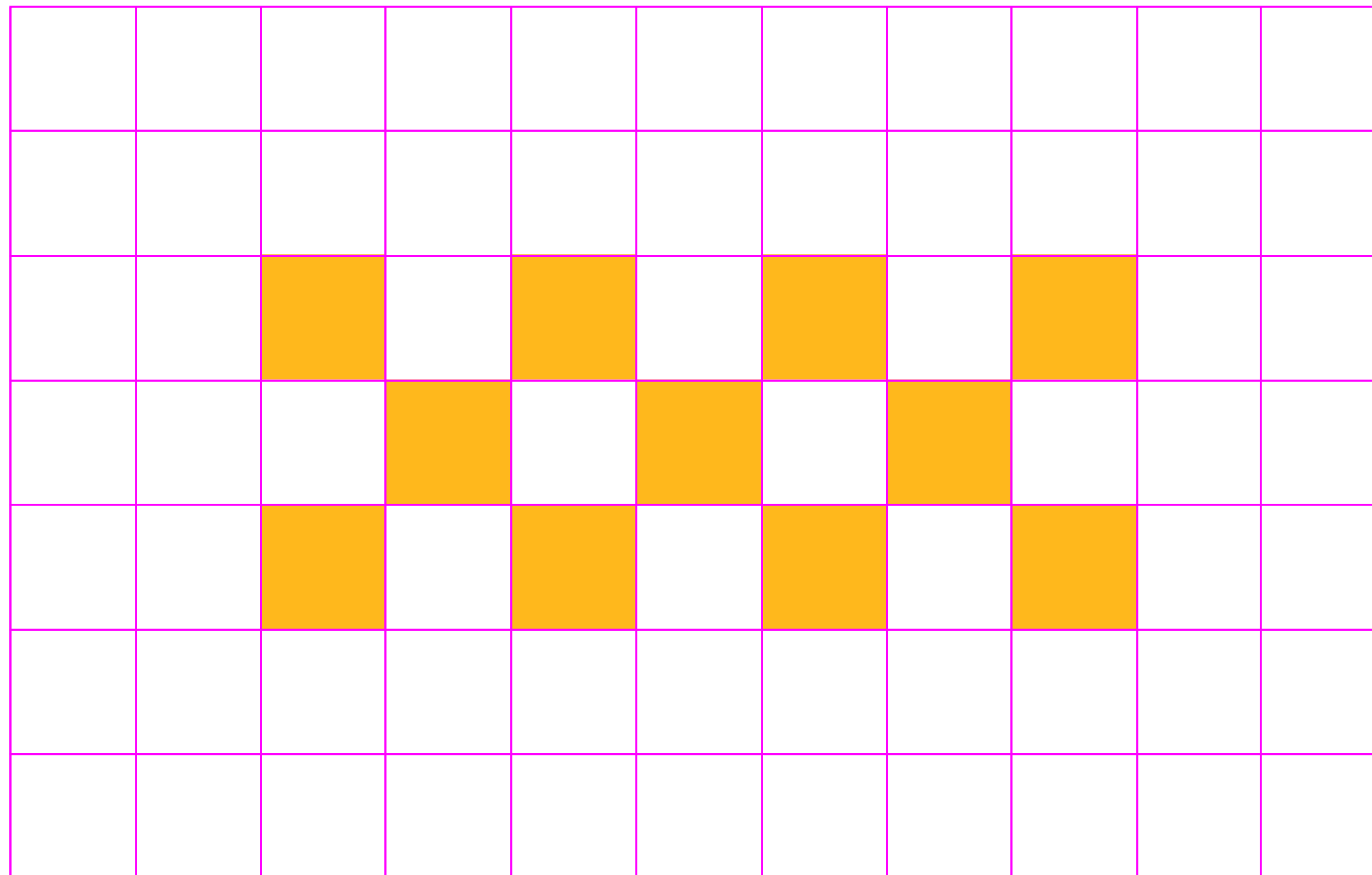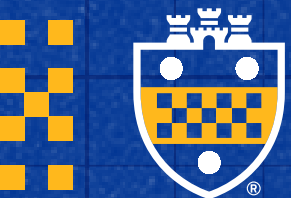
GRID SYSTEM

The square grid system is a foundational tool built from equal-sized square modules, this grid creates a flexible framework for aligning typography, imagery, and components. By adhering to the grid, elements maintain a clean and cohesive structure.


TEXAS-
SIZED
AMBITION.

University of
Pittsburgh.

MEET
PITT-SIZED
POSSIBLE.
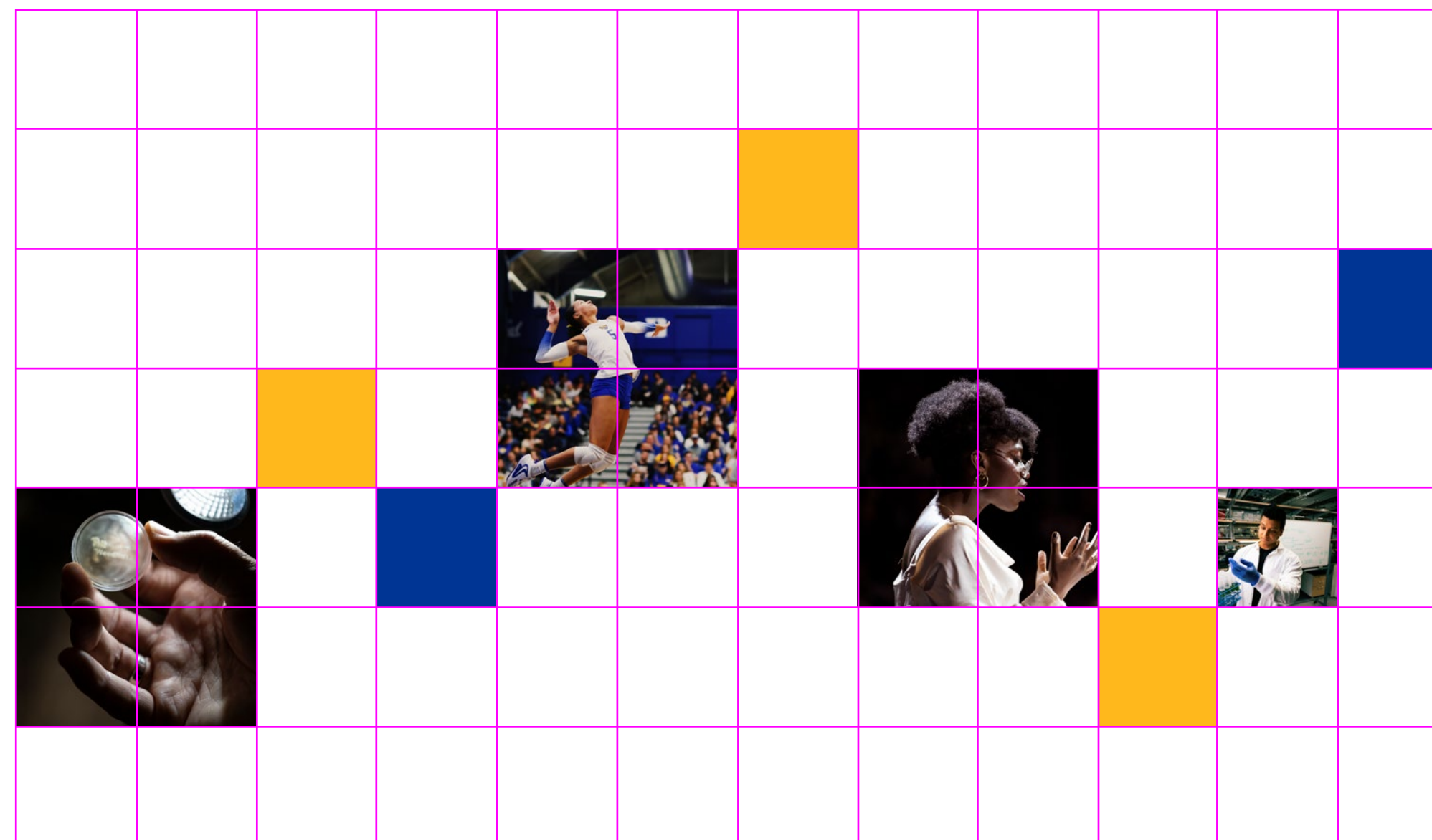
DESIGN ELEMENTS

NODES OVERVIEW AND PITT SHIELD PATTERN

The Pitt Shield Pattern, made up of multiple nodes, is derived from the grid at the heart of the Pitt shield and serves as a versatile design element.

Use only the provided files of the Pitt Shield Pattern to ensure consistency; do not attempt to recreate or modify the pattern in any way.
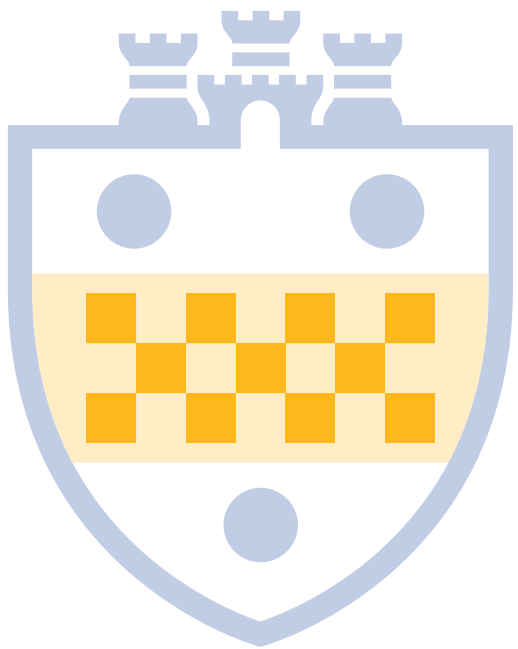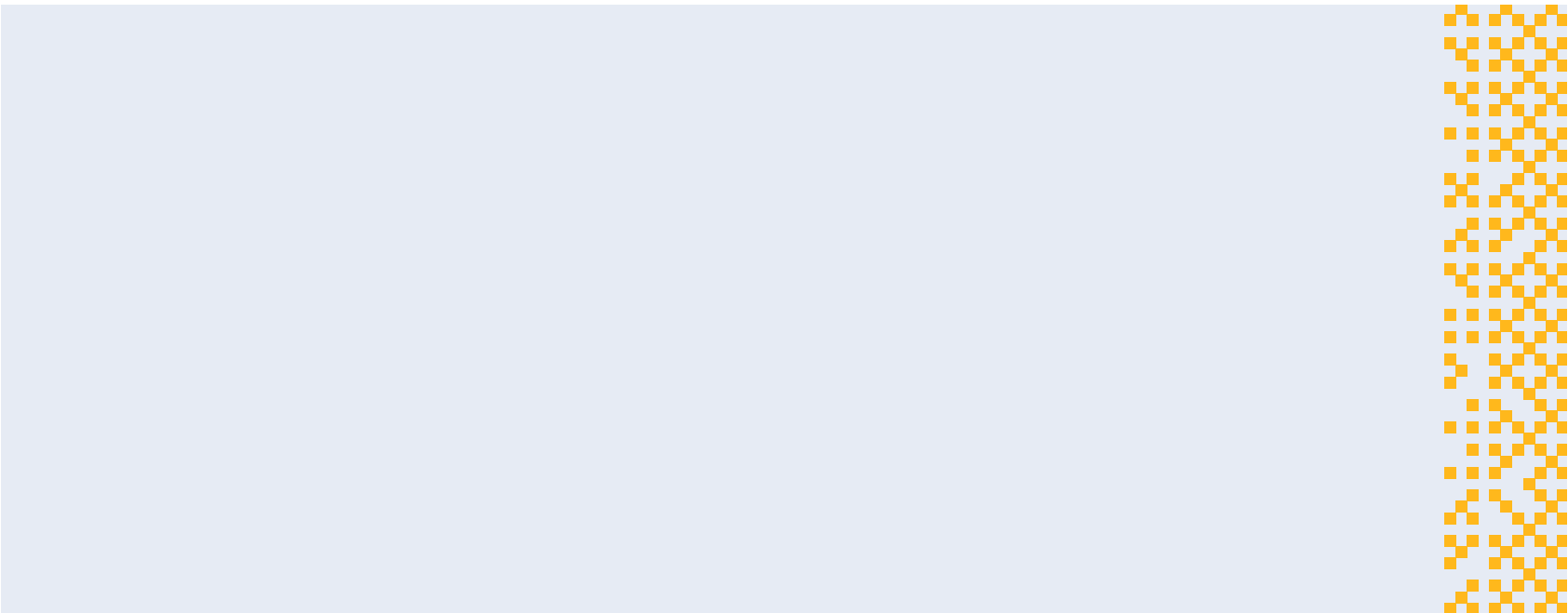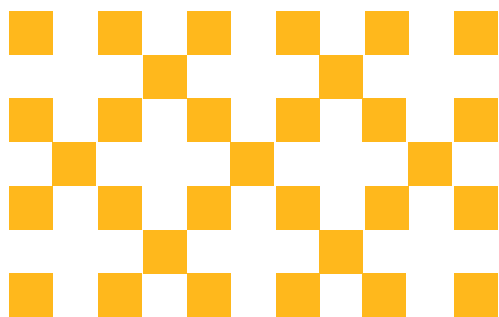
Pitt Shield

Single Node

Multi Node

Pattern

University of **Pittsburgh**®

SINGLE NODE

Single nodes extracted from the grid of the Pitt shield can serve as standalone elements. These nodes can act as anchors for body copy, subtly drawing attention to key information without overpowering the layout. When used as design flourishes, they bring a sense of energy and dynamic touch to compositions.

Ed maion re preperum vel mo tem aut ullorep udaerum re necatur molorpos rerersp eremquatin pelibea sum volore rehenda qui sed molestiis es dem enditi to conem venimus. Alicimp eribus dest, omnihitas rehenis dolorem non rem quia quia dicid quam resenim nis mostet dolum quam inctae officid mollenemodi conseditatur a poremol uptatiat officie

HEADLINE

100%   250%

Size, and scale can be used along with placement to create dynamic layouts. The largest node should never be more than 250% of the smallest node.

MULTI-NODE

Multi-node elements extracted from the grid of the Pitt shield can also function as standalone elements. They can anchor headlines, providing structure and visual interest, while effectively drawing attention to key information creating a cohesive design language.

Multi-node graphic elements can be used for framing, to surround type or photos and create a compelling central focus. These versatile elements can be positioned in one corner, two corners, or all four, adapting to the layout's needs while guiding the viewer's eye and reinforcing visual balance.
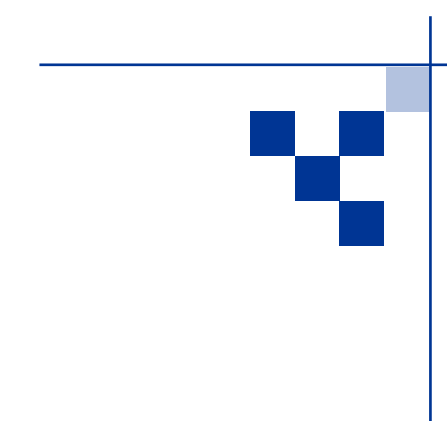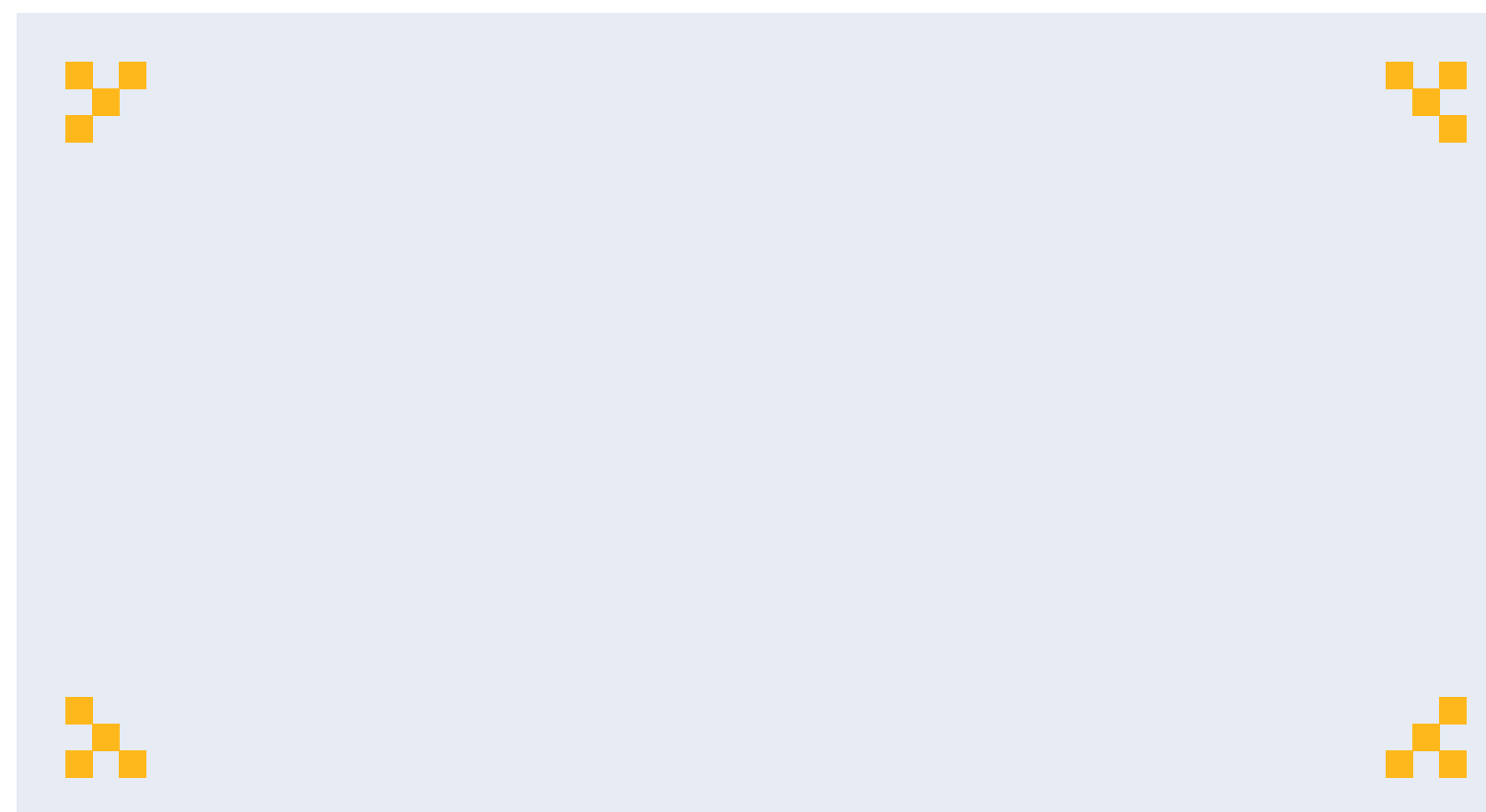
HEADLINE

HEADLINE

Subhead copy

HEADLINE

Elements should be at least the size of the nodes away from the headline.

When being used with subhead or body copy, Cap Height **should not** exceed the height of the graphic element.

Nodes should be at least one node size away from the edge of the image or layout.

NODES EXAMPLES

FRAMES

Frames with thick lines are versatile elements in our design toolkit, capable of holding various types of content such as text, photography, and callouts. These bold frames draw attention and create a focal point, adding emphasis and clarity to the enclosed content. They can be used to highlight important information, create visual interest, and maintain a structured, cohesive layout. Whether used individually or in combination, these frames enhance the overall design by providing a strong, consistent framework for different content elements.

Ed maion re preperum vel mo tem aut ullorep udaerum re necatur molorpos rerersp eremquatin pelibea sum volore rehenda qui sed molestiis es dem enditi to conem venimus.

University of Pittsburgh

NET QUIATE CONSEQUE PLACES D OLUPTASPED MAGNATEM SITATE

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STACKED FRAMES

Stacked frames add depth and hierarchy to our layouts, holding type or photography to create visual interest and guide the viewer's attention. This technique organizes information clearly and highlights important elements, enhancing both aesthetics and structure. When stacking frames, they should be placed at 45-degree angles to maintain consistency and visual harmony. Tight stacks allow for a singular focus, while wider stacks enable multiple images to be seen at once.

Tight Stack

VITATUR AUT EUM.

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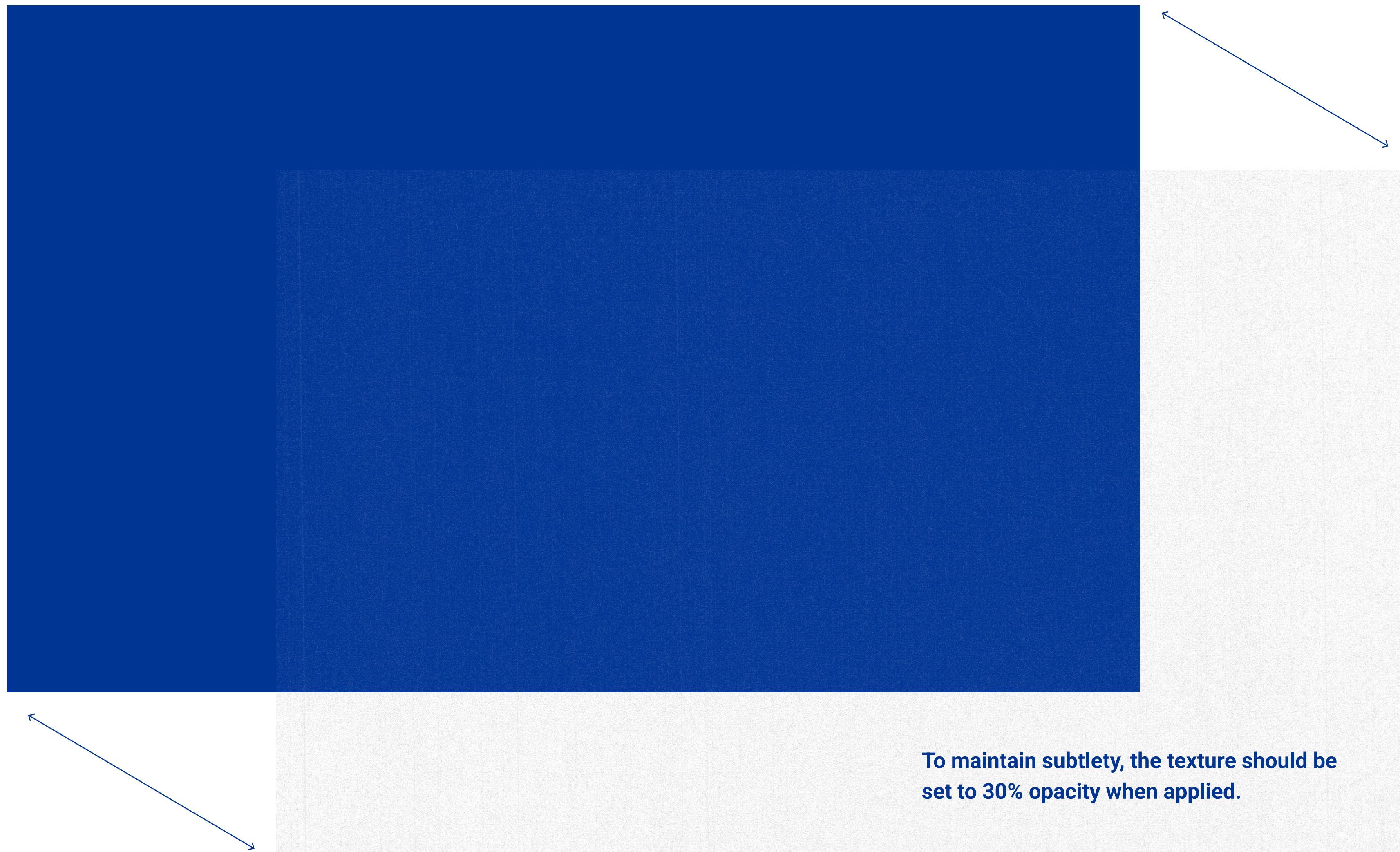
45°

Wide Stack

Frame Examples

PAPER TEXTURE

A paper texture can be used to break up large areas of solid color, adding visual separation and enhancing composition. This texture introduces dimension to otherwise flat layouts.

To maintain subtlety, the texture should be set to 30% opacity when applied.

GRID TEXTURE

Incorporating a grid texture adds a subtle yet effective layer of structure and depth to our designs. This grid reinforces our visual language and connection to our logo providing a cohesive backdrop that enhances visual interest. Use grid textures sparingly to maintain balance and ensure they complement, rather than compete with, the main design elements.

Pitt Royal
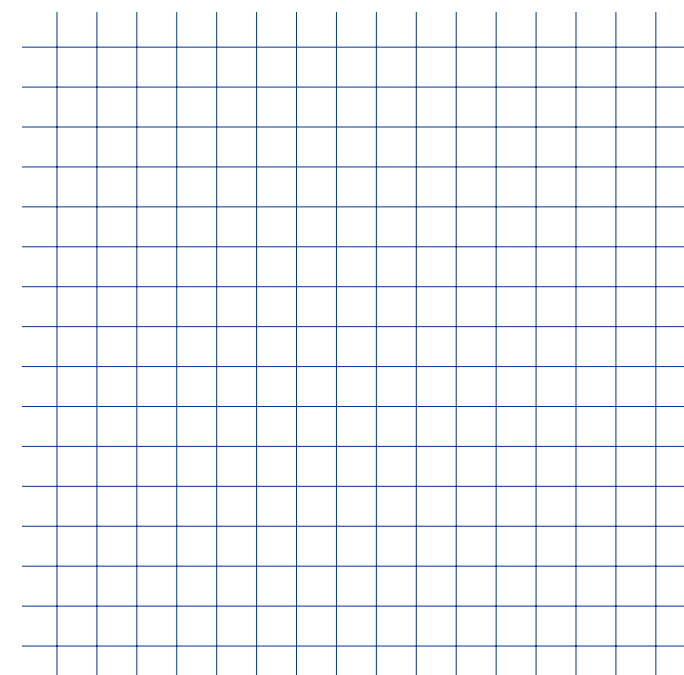
Pitt Gold
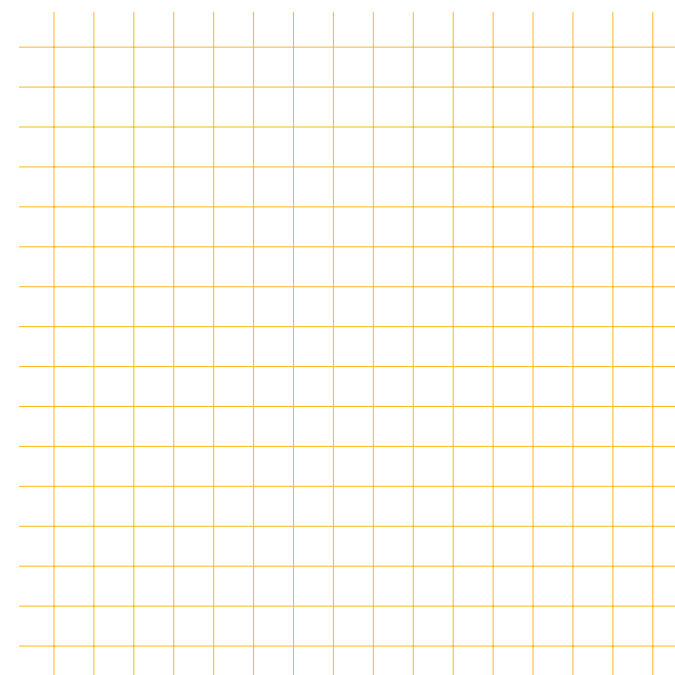
Pitt Gold & Pitt Gold (Multiply 40%)
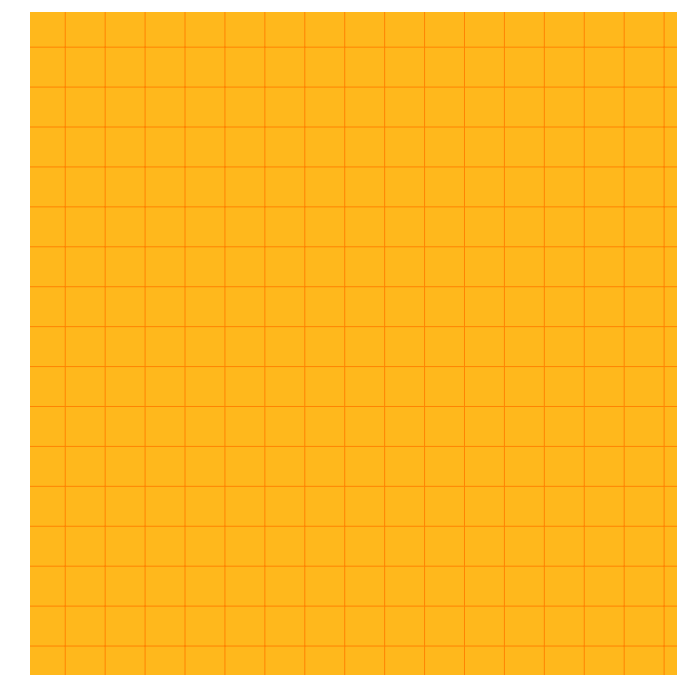
Pitt Royal & Pitt Royal (Multiply 40%)

Example

Possible

IT'S ABOUT WHAT'S

Rankings are a huge honor. But they don't tell the whole story of the work we do here every day to make a real impact. Because no matter what you throw our way, or what the numbers say—it's possible at Pitt.

University of Pittsburgh
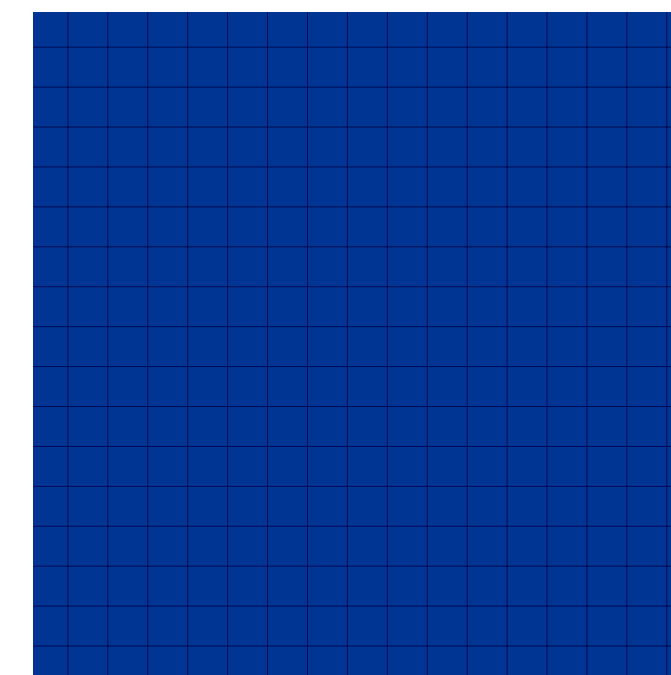
PHOTOGRAPHY

INTERACTIVE PHOTOGRAPHY

Incorporating copy and content with the subject of a photo requires careful consideration to maintain visual harmony and effectiveness. Text should complement, not overshadow, the subject, enhancing the narrative conveyed by the image. Placement is crucial; avoid covering key elements of the photo, and use typography that contrasts well with the background for readability. By thoughtfully integrating copy and content with photos, we create engaging and cohesive designs that amplify the intended message.

THE NEXT BIG THING IS A HANDSHAKE AWAY.

HAIL TO PITT

University of Pittsburgh

HAIL TO POSSIBLE

Hail To Possible

SELF-DRIVING IS COOL. SELF-FLYING IS POSSIBLE.

University of Pittsburgh

PHOTOGRAPHY OVERVIEW

When selecting and using our photos, please keep the following guidelines in mind.

Keep images authentic. Excessive editing or manipulation of photos is strongly discouraged.

Be sure to showcase the breadth of Pitt's students, faculty, staff and alumni.

For University-wide materials, aim to balance the subject matter. Mix student life, various academic disciplines, athletics, faculty and other areas to give an authentic point of view of Pitt.

Keep the brand personality words (Inquisitive, Transformative, Approachable, Collaborative and Determined) top of mind.

ACADEMICS

Our academic photography captures the essence of learning and discovery at Pitt. These images should highlight dynamic classroom environments, engaged students, and inspiring faculty interactions. Authenticity is key to showcasing the vibrant academic community and the pursuit of knowledge that defines our institution. Use these photos to convey the energy and commitment that drive academic excellence at Pitt.

STUDENT LIFE

Our student life photography captures the vibrant and unique experiences of Pitt students. Focus on real moments of engagement, whether in classrooms, social events, or extracurricular activities. Highlight the dynamic interactions, friendships, and personal growth that define the student journey. These images should reflect the energy, enthusiasm, and sense of community that make student life at Pitt unique and memorable.
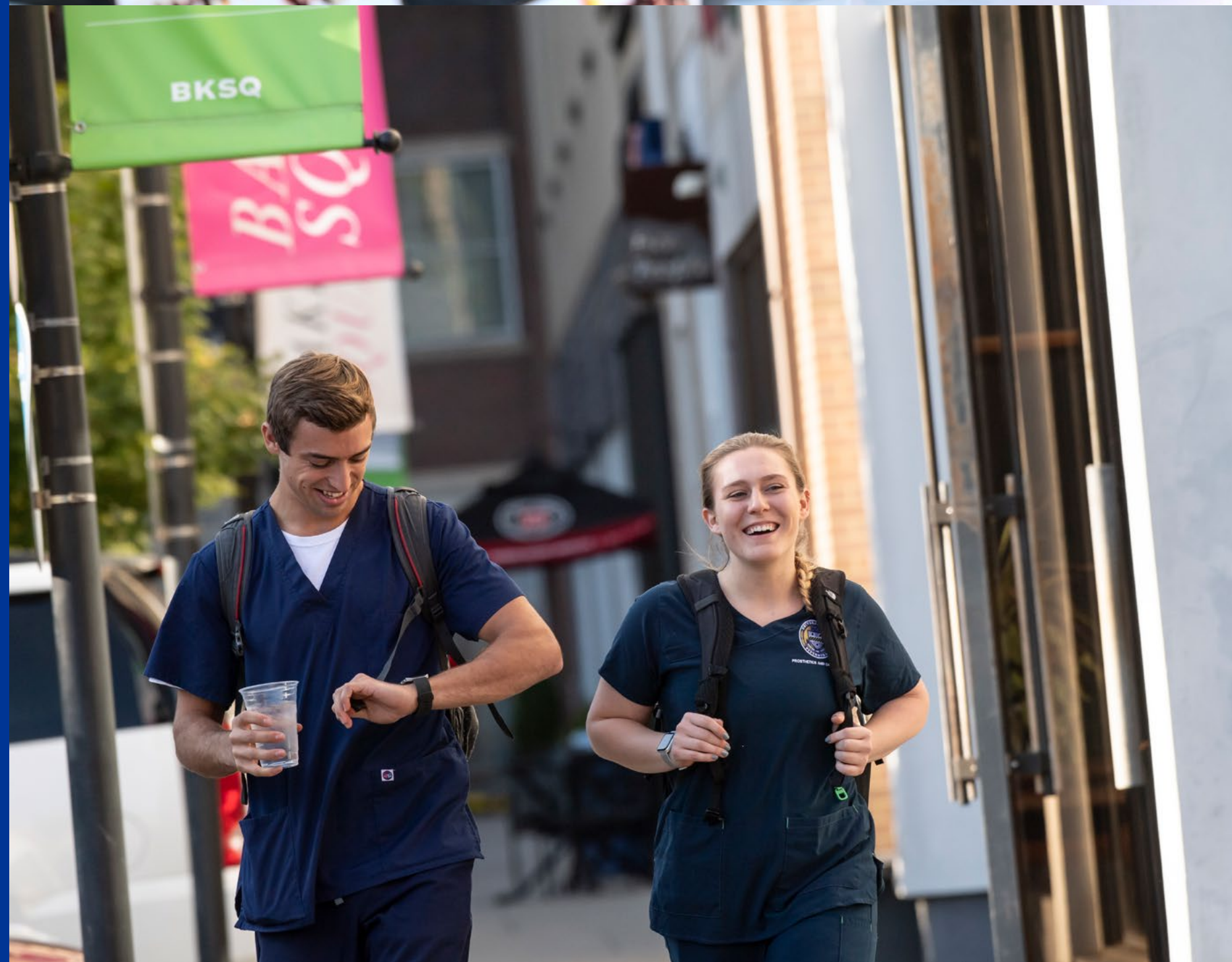
OUR CAMPUSES

Our campus photography captures the beauty and vibrancy of Pitt's surroundings. Highlight iconic architecture, scenic landscapes, and lively campus activities to reflect the dynamic environment and community spirit. These images should evoke a sense of place, showcasing the unique character and charm of Pitt's campus. Use them to illustrate the welcoming and inspiring atmosphere that defines our university.

OUR PEOPLE

Our people photography focuses on the individuals who make up Pitt. Utilize close-up shots to capture authentic, real moments that highlight the spirit of our community. These images should reflect genuine expressions and interactions, showcasing the vibrant personalities and unique stories that define our university. By highlighting the faces of Pitt, we emphasize the human connections that are central to our brand.

OUR CITY

Our city photography showcases the dynamic and vibrant environment of Pittsburgh, where Pitt calls home. Capture the unique blend of historic architecture, modern developments, and cultural landmarks that define the city. Highlight bustling streets, scenic riverfronts, and iconic skyline views to reflect the energy and character of Pittsburgh. By featuring real moments and experiences, these images connect the university to the rich urban tapestry of our city.

OUR IMPACT

Our impact photography highlights the positive changes and contributions made by the Pitt community. Capture moments that showcase innovation, community service, and research breakthroughs. Focus on real stories and achievements that demonstrate our commitment to making a difference locally and globally. These images should inspire and convey the significant impact Pitt has on individuals and society, reflecting our mission to drive progress and create lasting change.

BRAND IN USE

SIMPLE, EXPRESSIVE, ADVANCED

The Pitt visual brand is extremely flexible. Here are examples of a few different ways to dial the design up and down, from simple to expressive to advanced.

Simple

The brand, in its simplest form, employs large, bold type; thick lines; and expansive photography. This approach ensures a bold and striking visual presence while maintaining simplicity and clarity.

Expressive

Create more visually compelling compositions by using the framing device and layering type, using scale for emphasis. You also can allow photography to interact with design elements.

Advanced

At its most advanced, the brand employs dynamic compositions and layouts, using multiple design elements in harmony. This includes the use of multiple photos and frames, layered type, varied scales and the strategic use of negative space, enhanced by design flourishes such as nodes. This approach creates visually rich and engaging designs.
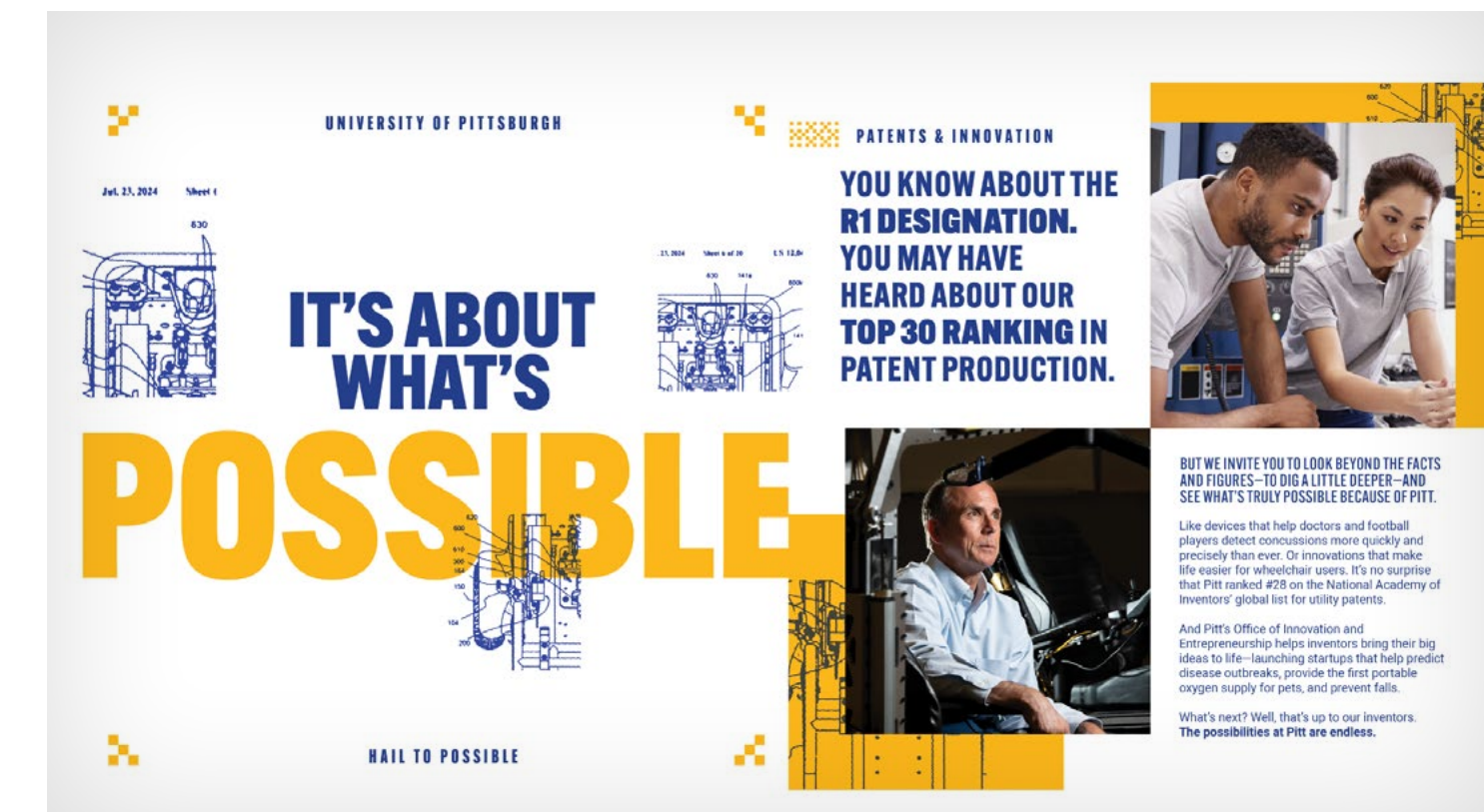
LOGOS

OUR LOGOS

When it comes to representing the University's identity, choosing the right logo is essential. Our branding system is composed of three primary marks: the Institutional Mark, the Informal Mark and the Spirit Mark. Each serves a distinct purpose and communicates different facets of the University's character. The Institutional Mark represents our official, formal identity, while the Informal Mark provides a more streamlined version for less-formal applications. The Spirit Mark captures the vibrant energy and pride of our community, perfect for athletics and student-focused initiatives. Understanding when and how to use each mark is key to maintaining a consistent and powerful brand presence.

Custom logos, logos not created by UCM or logos not leveraging the mark of the University are not supported or endorsed by the Office of University Communications and Marketing.

Download Official Logos

Institutional Mark

The Institutional Mark, which includes the shield and signature, is the preferred logo for representing the University of Pittsburgh. This mark is ideal when the full University name is needed to provide clarity or additional context. It also is the best choice for communications that require a more formal tone or presentation.

Informal Mark

The Informal Mark is the University's shorthand name that is commonly used by students, faculty and staff.

Spirit Mark

The Spirit Mark is the official logo of Pitt athletic teams and is a registered mark of the University. Outside athletics, the Pitt Script is used as a nonacademic Spirit Mark.

INSTITUTIONAL MARK

The University of Pittsburgh's Institutional Mark is composed of the shield and signature. It embodies the heritage and prestige of our institution. This logo serves as the cornerstone of our visual identity, representing our commitment to excellence and our proud history. Consistent and correct usage of the Institutional Mark is essential in maintaining the integrity and recognition of the Pitt brand.

Download Official Logos

Shield

Signature

Restrictions on Use:

• The Institutional Mark must stand alone and may not be combined with any other marks.

• Do not alter or add graphic elements to the logo.

INSTITUTIONAL MARK
CONTINUED

The logo is available in horizontal and vertical formats to ensure flexibility across different layouts. The horizontal logo is preferred while the vertical logo is ideal for narrower areas.

Horizontal (Primary)

The primary institutional mark is used in most formats, particularly when horizontal space is greater than vertical space.

Vertical

Use when there is more vertical space than there is horizontal and a balanced format is needed

INSTITUTIONAL MARK
USAGE

The Institutional 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. The Institutional Mark may appear only in these colorways.

PRIMARY LOGOS: Full Color and White/Gold

SPECIAL-USE LOGOS: One-Color

INSTITUTIONAL MARK
CLEAR SPACE & SIZE

We ensure that other elements don't compete with the Institutional Mark by maintaining a minimum amount of space around the perimeter, measured with the height of the P in Pittsburgh. This applies to all versions of the mark except in cases of sub branding with schools, centers, institutes and departments.

Clear space

Digital: 220px
Print: 1.25"

INSTITUTIONAL MARK
IMPROPER USAGE

To ensure consistent use of the logo, here are some practices to avoid. These rules apply to all marks, ensuring that they are presented consistently and professionally across all applications.

✕ **Do not distort or skew.**

✕ **Do not add drop shadows or other visual effects.**

✕ **Do not allow improper contrast between the background and the logo.**

✕ **Do not rotate at angles other than 90 degrees.**

✕ **Do not stretch.**

✕ **Do not rearrange or resize elements.**

✕ **Do not recolor.**

✕ **Do not outline.**

✕ **Do not add elements.**

INSTITUTIONAL MARK
UNIT LOCKUP FORMATS

Our brand guidelines offer different logo lockups for flexibility and consistency, including horizontal, stacked, and vertical formats and shorthand. The horizontal lockup is our primary lockup and works best for wide spaces, while the stacked lockup is ideal for tighter or square areas. Each lockup should be used thoughtfully, ensuring proper proportions and spacing to maintain brand integrity.

Lockups should only be created by the Office of University Communications and Marketing.

Horizontal (Primary)

University of **Pittsburgh** | **School/Office Name** Department/Center Name

Use when there is more horizontal space than there is vertical.

Stacked

University of **Pittsburgh**
School/Office Name
Department/Center Name

Use when there is more vertical space than there is horizontal.

Vertical

University of **Pittsburgh**
School/Office Name
Department/Center Name

Use when there is more vertical space than there is horizontal and a balanced format is needed.

Shorthand

Pitt Dietrich

A shorthand logo should be used when space is limited, for informal or internal purposes.

HORIZONTAL LOCKUP (PRIMARY)

The horizontal unit lockup is the primary unit lockup and should be used in most instances, combining the University's primary logo with aligned department, school, or unit names. It is ideal for situations where the available space is wider than it is tall.

Lockups should only be created by the Office of University Communications and Marketing.

University of Pittsburgh®

School/Office Name
School/Office Name Tier 2
Department/Center Name
Department/Center Name Tier 2

School Names on Top: Always place the school name above any other unit identifiers to emphasize the university's academic hierarchy and primary association.

Consistent Typography: Use the same font family throughout, adjusting size and weight to establish hierarchy. Apply bold weight for Schools and Offices and regular weight for Departments and Centers.

Departments and Centers Below: Position department or center names beneath the school name to maintain clear differentiation and visual balance.

Alignment and Spacing: Ensure proper spacing between elements to maintain readability and a polished appearance within the lockup.

1 Line

University of Pittsburgh® | **School of Education**

2 Lines

University of Pittsburgh® | **Kenneth P. Dietrich School of Arts and Sciences**

3 Lines

University of Pittsburgh® | **Health Sciences**
School of Health and Rehabilitation Sciences

4 Lines

University of Pittsburgh® | **Kenneth P. Dietrich School of Arts and Sciences**
Less Commonly-Taught Languages Center

STACKED LOCKUP

The stacked unit lockup is an alternative to the horizontal format and should be used when the horizontal lockup is not suitable, such as in spaces with limited width. This layout arranges the university's primary logo above the aligned department, school, or unit names, making it ideal for vertical or confined spaces. It ensures clarity and legibility when the available area requires a more compact design.

Lockups should only be created by the Office of University Communications and Marketing..
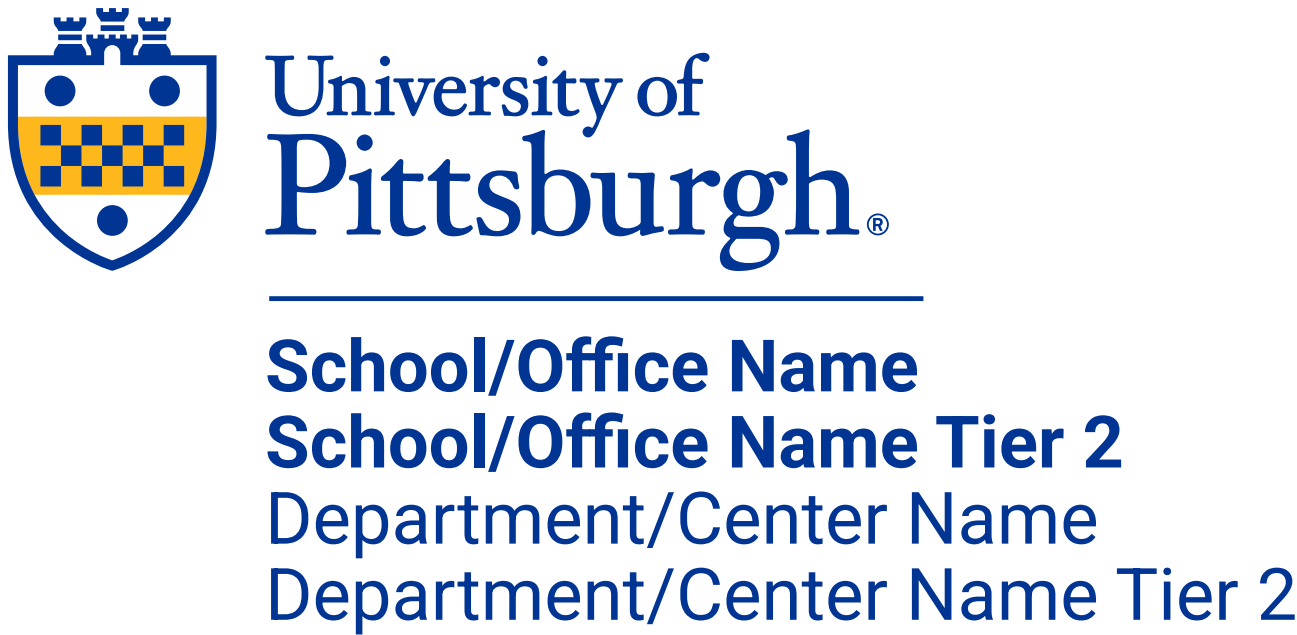
School/Office Name
School/Office Name Tier 2
Department/Center Name
Department/Center Name Tier 2

1 Line

School of Education

2 Lines

Swanson School of Engineering

3 Lines

Health Sciences
School of Health and Rehabilitation Sciences

4 Lines

Kenneth P. Dietrich School of Arts and Sciences
Less Commonly-Taught Languages Center

■ **School Names on Top:** Always place the school name above any other unit identifiers to emphasize the university's academic hierarchy and primary association.

■ **Departments and Centers Below:** Position department or center names beneath the school name to maintain clear differentiation and visual balance.

■ **Consistent Typography:** Use the same font family throughout, adjusting size and weight to establish hierarchy. Apply bold weight for Schools and Offices and regular weight for Departments and Centers.

■ **Alignment and Spacing:** Ensure proper spacing between elements to maintain readability and a polished appearance within the lockup.

VERTICAL LOCKUP

The vertical unit lockup combines the university's logo with the unit name in a stacked, centered format. The logo sits above the unit name, creating a clean and balanced look. This layout is ideal for spaces where a more compact design is needed.

Lockups should only be created by the Office of University Communications and Marketing.

University of Pittsburgh®

**School/Office Name
School/Office Name Tier 2**
Department/Center Name
Department/Center Name Tier 2

School Names on Top: Always place the school name above any other unit identifiers to emphasize the university's academic hierarchy and primary association.

Consistent Typography: Use the same font family throughout, adjusting size and weight to establish hierarchy. Apply bold weight for Schools and Offices and regular weight for Departments and Centers.

Departments and Centers Below: Position department or center names beneath the school name to maintain clear differentiation and visual balance.

Alignment and Spacing: Ensure proper spacing between elements to maintain readability and a polished appearance within the lockup.

1 Line

University of **Pittsburgh**®

School of Education

2 Lines

University of **Pittsburgh**®

**Swanson School
of Engineering**

3 Lines

University of **Pittsburgh**®

Health Sciences
School of Health and
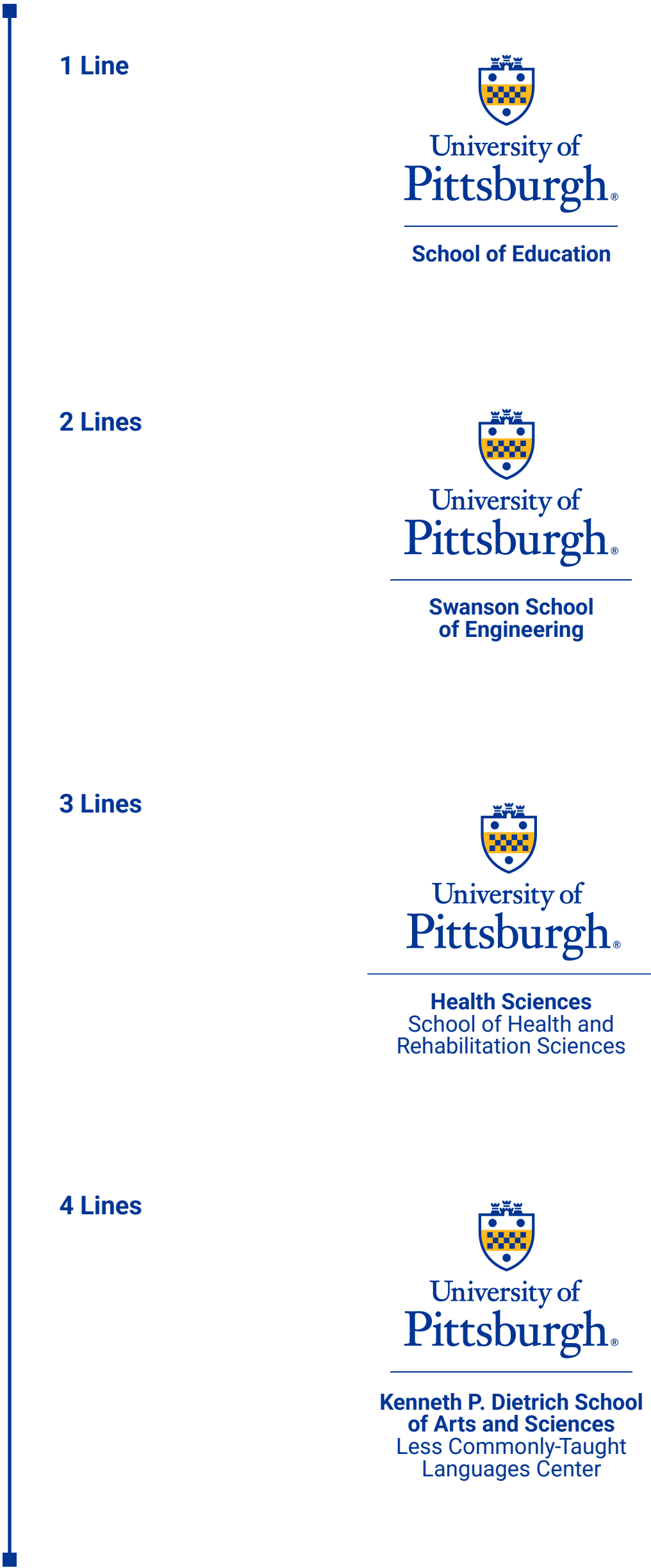Rehabilitation Sciences

4 Lines

University of **Pittsburgh**®

**Kenneth P. Dietrich School
of Arts and Sciences**
Less Commonly-Taught
Languages Center

INFORMAL WORDMARK
UNIT LOCKUPS

The word mark may be used as informal University identity for internal audiences.

Do not attempt to typeset these marks, as the kerning and weight of the letterforms have been modified. If marks for your unit are not among the downloadable marks on the brand site, please fill out a marketing request and the Office of University Communications and Marketing will provide them for you.

Shield

Informal Wordmark
Royal Blue

Academic Unit
Medium Blue

Restrictions on Use:

- The informal wordmark must stand alone and may not be combined with any other marks.

- Do not alter or add graphic elements to the logo.

- When using the informal wordmarks, make certain the words "University of Pittsburgh" are in a prominent position to support the informal mark. Audiences outside of this region may not be familiar with "Pitt."

INFORMAL WORDMARK
USAGE

The informal wordmark is available as a two-color version in a reverse two-color white type option, and as a single-color mark. The institutional mark may appear only in these colorways.

Informal wordmarks should only be created by the Office of University Communications and Marketing.

Full Color

Reversed White and Gold

UNIVERSITY SEAL

The University Seal is reserved for official institutional documents, such as diplomas and some commencement materials. Any exceptions to this rule must be approved by the Office of University Communications and Marketing.

Full Color

Pitt Gold and Pitt Royal

One Color

Black

Pitt Royal

Medium Blue

White

PITT SCRIPT

The Pitt Script is the official Spirit Mark of the University of Pittsburgh athletics teams and a registered mark of the University.

Outside athletics, the Pitt Script is used as a nonacademic spirit mark for student organizations, student-centric promotions and some internal communications.

Download Official Logos ⬇

Restrictions on Use:

• The Pitt Script must stand alone and may not be combined with any other marks.

• Do not alter or add graphic elements to the logo.

• Do not use the Pitt Script on official University communications (e.g., business cards, stationery academic journals, diplomas, certificates) or in association with academic-oriented activities or programs.

• Do not use in connection with tobacco and other smoking-related products, drug paraphernalia; sexually explicit materials, weapons or gambling-associated materials.

• Do not use in any manner that suggests or implies the University of Pittsburgh's support or endorsement of third-party organizations, viewpoints, products or services.

PITT SCRIPT
UNIT LOCKUPS

The Pitt Script may appear on merchandise as a stand-alone mark or combined with the name of a **nonacademic** entity.

Script

Nonacademic Unit in Roboto

The size of the Pitt Script determines the height of the capital letter of the unit name. Type size should not be larger than the height of the bottom of the "t" in Pitt.

NOTE: If two lines of type are required for a unit name, centered below the Pitt Script, type should be set with solid leading. For example, if using 18pt type, the leading between the two lines should be set to 18 as well.

PITT SCRIPT
USAGE

The Pitt Script is available in a two-color version and as a single-color mark. The Pitt Script may appear only in these colorways.

DECISION TREE

The choice between the Institutional Mark and the Spirit Mark should be guided by the context in which they are used.

To start, there are two main ways to go when selecting a Pitt logo: the Institutional Mark and the Spirit Mark.

I AM CREATING:

Academic or institutional pieces for internal or external audiences	Spirit, athletics or student/alumni-facing pieces for internal or external audiences
INSTITUTIONAL	**SPIRIT**

As a rule of thumb, when creating materials on behalf of the University, use the Institutional Mark. This includes advertising, brochures, emails and messaging regarding academics, news and rankings.

Use the Pitt Script when creating more spirit-led pieces that focus on the pride of Pitt. This includes alumni-focused messaging, merchandise and on-campus visuals.

DECISION TREE
SUB-UNITS

The choice between the Institutional Mark, Informal Mark and the Spirit Mark should be guided by the context in which they are used.

I AM CREATING:

Academic or institutional pieces for internal or external audiences

University of Pittsburgh

Spirit, athletics or student/ alumni-facing pieces for internal or external audiences

Pitt

Academic unit of a school, college, department, office, center, program or institute for internal or external audiences

Academic pieces for internal audiences only

Spirit materials for an organization, a club, council or a chapter for internal or external audiences

INSTITUTIONAL

University of Pittsburgh
Kenneth P. Dietrich School of Arts and Sciences

INFORMAL

Pitt Dietrich

SPIRIT

Pitt
Student Affairs

Usage Examples:

- Academic publications (research papers, journals)
- Press releases and official statements
- Strategic plans and annual reports
- External marketing materials
- University signage (campus buildings, formal signage)
- Merchandise (shirts, pens, mugs)
- Posters, newsletters, banners
- Event signage

Usage Examples:

- Internal University communications (newsletters, emails)
- Social media profiles and posts
- Campus event promotions (workshops, lectures)
- Merchandise (shirts, pens, mugs)

Usage Examples:

- Student club and organization branding
- Spirit merchandise (t-shirts, hats, banners)
- Social media content related to student life
- Student-centric promotions

DIGITAL COMMUNICATION
AVATARS

To maintain a consistent look and feel across all University social media accounts, use avatars that correctly incorporate the shield or the Script Pitt. There are three available options using either University mark.

Please contact **social_media@pitt.edu** to have your official avatar created.

Academic Units

Institutional Mark + Academic Unit

Non-Academic Units

Restrictions On Use:

Because this is not a spirit use case, the "Script Pitt" should not be used.

Pitt Script + Non-Academic Unit   **Pitt Script + Academic Unit**

INSTITUTIONAL AND SPIRIT CO-BRANDING

The Institutional Mark and the Spirit Mark represent both the academic and spirit sides of the University of Pittsburgh brand. Both marks have become recognizable representations for the Pitt brand and can be used simultaneously to represent the University as a whole.

If using both marks on a multisided item, the Institutional Mark and the Pitt Script should be used on separate planes (for example, front and back). This is the preferred use for both marks.

Do use on a multisided item.

Do use on sequential pieces.

INSTITUTIONAL AND SPIRIT CO-BRANDING
CONTINUED

There will be instances in which the Spirit Mark and Institutional Mark may need to be used together. In these cases, the marks can coexist harmoniously by being used as a pattern, with both marks receiving equal billing. This ensures that neither logo is overshadowed and that both are presented in a balanced and consistent manner.

To protect the intellectual property, branding and traditions of the University of Pittsburgh, the assistant athletic director, licensing and brand management reviews all products bearing University of Pittsburgh trademarks and logos, including the Pitt Script.

For more information, **visit this link** or contact the assistant athletic director, licensing and brand management, Lori Burens, at **lburens@athletics.pitt.edu**.

Do use the marks together as a repeating pattern.

QUESTIONS?

If you have any questions about how to use the brand guidelines or where to find elements or any other concerns regarding the University of Pittsburgh brand, please contact

brand@pitt.edu.