Dear Pitt colleague,

I am pleased to introduce the University of Pittsburgh Graphic Standards. Inside you will find comprehensive information related to Pitt’s institutional identity and proper usage of the logos and marks that represent Pitt.

By following the information and examples set forth here, you are enhancing the quality of our institution’s image as well as magnifying the positive impact of the University of Pittsburgh brand.

Please feel free to contact my office with any questions.

Kind regards,

Kenneth P. Service
Vice Chancellor for Communications
University of Pittsburgh
WHAT IS PITT’S BRAND?

Let’s start at the beginning.

Branding is an all-encompassing ideal, the embodiment of a company or organization that wholly familiarizes and engages its audiences.

The University of Pittsburgh brand signifies academic strength, pioneering research, and outstanding community outreach. Our brand is our overall image—the persona of the University as the rest of the world sees, knows, and experiences us. It is what we do, what we believe, and who we are.

Each day, Pitt people protect and preserve the Pitt brand by upholding the University’s values. From a graphic standards perspective, we must also do our part to fully and effectively implement Pitt’s institutional identity—and thereby distinguish the Pitt brand.
WHAT IS PITT’S LOGO?

A logo is a graphic representation of an organization that identifies the organization in its simplest form. A logo is the primary visual link to the brand, although a logo is only one part of the overall makeup of a brand. A well-designed logo gives the viewer an instantaneous sense of connectivity to the owning organization and, eventually, a familiarization with that organization via corporate identity materials.

The University of Pittsburgh logo, which is our seal, has evolved dramatically over the past 200 years. Today, the seal/signature combination is a graphic treatment that we see and use every day. The Pitt seal/signature is the official, visual identification that links the world to the Pitt brand.

Pitt’s seal has changed over time. How it came to be, how it has changed, and what it means today and moving into the future are important to know and are outlined in the pages ahead. There is a lot of knowledge to be gained, and a high level of responsibility to the University to be understood, via implementation of these standards; mastering proper usage of Pitt’s graphic marks is the intended result.
WHAT IS PITT’S INSTITUTIONAL IDENTITY?

Institutional identity (which parallels corporate identity) is the actual defined graphic standards and applications. Institutional identity determines how, when, where, why, and to whom our image (brand) is presented in various forms of media, through both print and electronic methods. It is these standards that interpret our colors, fonts, applications, placement, messages, do’s, don’ts, and so on.

Your Pitt ID card gives you authority and access as a Pitt person. Along with this card comes responsibility. Similarly, by being a part of Pitt, you take on the responsibility of understanding the Pitt brand, knowing the graphic standards, abiding by them, and helping to ensure that they are implemented properly. Each and every use of the official Pitt marks, on the right media, in the right places, at the right times, to the right audiences, will largely aid in the effort to fortify our institutional identity—and thereby upholding and supporting the high quality standards of the Pitt brand.

SUMMARY REVIEW

- Brand: Overall persona and image
- Logo: Visual graphic link that identifies the brand
- Institutional identity: Logo application that supports the brand
Whereas the education of youth ought to be a primary object with every government: And whereas any school or college yet established is greatly distant from the country west of the Allegheny mountain: And whereas the town of Pittsburgh is most central to that settlement, and accommodation for students can be most commodious. Therefore, by the representation of the commonwealth of Pennsylvania in General Assembly, and by the authority of the same, that there be erected and hereby is erected and established in the town of Pittsburgh, in the county of Westmoreland in the state of Pennsylvania an Academy or school for the education of youth in useful arts, sciences and literature, the name and title of which shall be "The Pittsburgh Academy."
EVOLUTION OF THE UNIVERSITY OF PITTSBURGH SEAL

Founded on the edge of the American frontier in 1787, The Pittsburgh Academy (precursor to the University of Pittsburgh) began life as a preparatory school. But as Pittsburgh grew, so did the educational needs of its people.

So, in 1819, the Commonwealth of Pennsylvania amended the school’s charter to confer upon it university status. Renamed the Western University of Pennsylvania, the school adopted the seal pictured at left. This mythological assemblage would remain the University’s seal until 1908, when the school changed its name to the University of Pittsburgh and relocated from Pittsburgh’s North Side to Oakland.
With a new name and campus came a new seal, based on the great seal of the City of Pittsburgh—aptly so, given the inextricable links between the teaching, research, and service missions of Pitt and the city that shares its name.

To the basic city seal design, Pitt added the Latin motto *Veritas et Virtus*, roughly translated as “Truth and Virtue.”

In 1908, William J. Holland, a Pitt trustee who had been the University’s chancellor from 1891 to 1901, designed the new Pitt seal and presented it to then Chancellor Samuel B. McCormick. It featured an inner circle with the words “Pittsburgh Academy 1787,” a middle circle reading “Western University of Pennsylvania 1819,” and an outer circle reading “Seal of University of Pittsburgh 1908.”

“This seal has varied from time to time,” University historian Agnes Starrett noted in 1936, when a new design was in the works. “In fact, I do not know whether it ever appeared on any pamphlet or document exactly as Dr. Holland originally designed it, although all kinds used have been variations of Dr. Holland’s design.”

In some incarnations of the seal, the founding years of the Academy, Western University, and Pitt were omitted. “In subsequent years, these dates reappear close to the name of the school and in such a way as to require the reader of them either to turn the seal around or to stand on his head,” Starrett complained.
In 1937, Pitt’s 150th anniversary year, the University dropped Pittsburgh’s coat of arms from its seal in favor of a design symbolizing the junction of the city’s rivers. The Monongahela and Allegheny rivers are each represented by four lines of waves joining to form the Ohio River, symbolized by five lines of waves. In the center of the seal, a glowing candle represents enlightenment.

A 1960 revision replaced the seal’s circular shape with that of a heraldic shield, retaining the elements of the candle and Pittsburgh’s rivers. But by the end of the 1960s, the heraldic shield design was looking dated (a consultant hired by Pitt called the candle = enlightenment symbolism “trite”) and the University sorely lacked a consistent graphic identity.

So, in 1974, an institution-wide Pitt graphic identity system was launched. Its centerpiece was a starkly simplified new logo consisting of a circle surrounding a shield that was divided horizontally by a three-tiered checkerboard pattern; it also featured three small circles. (An updated version of the old candle-and-rivers seal remained the University’s official seal, but only for use on diplomas and legal documents.)

The new shield and circle logo appeared on building signs that were installed on major campus structures—the first time that Pitt buildings had been publicly identified since the University moved to Oakland.
To celebrate its 200th birthday in 1987, Pitt unveiled a bicentennial seal and logo, with the seal incorporating elements of both the University’s original 1908 seal and the chancellor’s seal that had been adopted at the investiture of Chancellor Edward H. Litchfield in 1957.

As planned, the bicentennial seal enjoyed only a one-year life span. But a modified version of it—essentially, with the word “bicentennial” removed—lived on as Pitt’s new official (or academic) seal.

In 1993, Pitt adopted a new graphics system for institutional letterhead; business cards; publications; and, eventually, Web sites. Replacing the stark shield and circle logo was the official academic University of Pittsburgh seal.
Pitt's 2014 updates to its logo reflect the changing needs of the University community—for more flexibility in graphic design, for a wider range of Pitt-endorsed graphic marks and wordmarks, and for modernization toward production viability and Web optimization.

All three of the University’s current seals—academic, standard print, and standard online—reflect the heritages of Pitt and its hometown while harmonizing with contemporary design efforts.

Originally, “Truth and Character” had been suggested as Pitt’s motto by trustee William Scaife, chair of the Betterment Committee that spearheaded the University’s name change. But as William J. Holland (left), designer of the original University of Pittsburgh seal, explained in an October 28, 1908, memo to then Chancellor Samuel B. McCormick, “The motto Veritas et Virtus, Truth and Manhood, is the best translation in Latin which I can make of Mr. Scaife’s suggestion, Truth and Character. There is no Latin word the exact equivalent of our English word ‘character, which is derived from the Greek …”
HISTORIC MARKS (CONT.)
THE ORIGIN OF PITTSBURGH’S GREAT SEAL

Pitt’s seal is based on the great seal of the City of Pittsburgh, which in turn is based on the family coat of arms of 18th-century British Prime Minister William Pitt the Elder, the first earl of Chatham.

In 1758, during the French and Indian War, British soldiers seized Fort Duquesne and renamed it in Pitt’s honor. When the nearby settlement of Pittsburgh was chartered as a city in 1816, it adopted the Pitt family’s arms.

Against a black background, the shield within the city seal features three eagle-emblazoned gold coins and a checkerboard of blue and white, the Pitt family livery colors. The checkerboard pattern symbolizes finance and commerce, while the color blue signifies Pitt’s status as an earl and white stands for purity, innocence, and gentleness. Topping the shield is a castle symbolizing “city.” Within the band encircling the shield and castle are the words “The Seal of the City of Pittsburgh, 1816, Benigno Numine,” the latter two words being Latin for “with the Benevolent Deity” or “by the Favor of the Heavens.”

Fiery footnote: Pittsburgh’s great fire of 1845 destroyed all documentation of the original design of the city seal, so a draftsman was hired to recreate the seal based on input from people who remembered it. When it came time to reproduce the three gold coins—called bezants in English heraldry, named for a Byzantine coin and denoting genuineness, honesty, and ancestors’ participation in the Crusades—the draftsman misheard the term as “pheasants” rather than bezants. “The draftsman thought pheasants were not a majestic enough bird for our seal, so he made them eagles on the Pittsburgh seal,” according to the Pittsburgh History and Landmarks Foundation.
ACADEMIC SEAL

Pitt’s most elegant and refined graphic mark, implemented in 1993 and still in use today, the academic seal is reserved for formal documents and materials such as diplomas, proclamations, programs for academic ceremonies, and commemorative plaques and medallions as well as for legal contracts and selected signage.

The academic seal features:

- intricate lines on the shield and brickwork on the castle;
- thinner, more delicate fonts for the words and the 1787 founding date; and
- more detailed leaf sprigs than those that appear on Pitt’s other seals.

The following two pages show examples of the Pitt academic seal appropriately applied to formal materials. In production, the academic seal should always appear no smaller than 1” diameter.
Examples of academic seal application

Diploma

Plaque/award

Campus signage
NAME OF RECIPIENT


Manor pedigree five-star polo, property symbolizing, fine european marquis university vacation wildlife becoming with. Charity silk monogram, champagne cultured dignified in cultured sheer auctions le charity. Crafted stockmarket, penthouse symphony brilliant impressive boxed diamond educated de-jour fashion fashion champagne cigar acumen. Status, gentleman wiskicht, charity art portfolio champagne using inspiring impressive cocktail.


Resolution, citation

CATHEDRAL OF LEARNING SOCIETY

UNIVERSITY OF PITTSBURGH

Statement of Aspiration and Strategic Priorities

The University of Pittsburgh has established an impressive record of progress, achieving new levels of quality and impact on virtually every front each year for many years. Undergraduate applications and the breadth of awarded scholarships have soared. Faculty and students regularly receive the highest forms of national and international recognition. Pitt now ranks among the top American universities in terms of the federal science and engineering research and development support attracted by its faculty and has been a driving force in the economic transformation of its home region. Its commitments to efficient and effective operations and to programmatic quality have led Pitt towards recognition as a best-valued university. The strength of its programs also led to key objectives in attracting the extraordinarily generous support that took the University past the $2 billion goal in its recently completed fundraising campaigns.

Moving forward, the University will continue to be driven by the statement of aspiration previously adopted by the Board in February of 2000:

Statement of Aspiration and Strategic Priorities

Our overarching goal is to be among the best in all that we do. We will add—significantly, measurably, and visibly—to institutional quality and reputation through the accomplishments of our people, the strength of our programs, and the regional, national, and international impact of our work. By aggressively supporting the advancement of the University of Pittsburgh's academic mission, we will clearly and convincingly demonstrate that this is one of the finest and most productive universities in the world.

In pursuit of that essential goal, the University's work in the years ahead will be centered on efforts to:

- **Build Community Strength**
  - Enhancing the vitality of the University through its leadership in the civic, cultural, and economic life of the community.
  - Enhancing the University's role as a catalyst for growth and development in the region.
  - Enhancing the University's role as a leader in the regional economic development effort.

- **Secure an Adequate Resource Base**
  - Ensuring that the University has the resources necessary to support its mission and vision.
  - Maintaining a balance between state, federal, and private funding to ensure the University's financial stability.

- **Make Contributions of Impact Through Pioneering Research**
  - Ensuring that the University is a leader in the advancement of knowledge and innovation.
  - Enhancing the University's reputation for excellence in research and scholarship.

- **Contribute to the Transformation of Our Region**
  - Enhancing the University's role in the economic development of the region.
  - Enhancing the University's role in the cultural and social development of the region.

- **Expand Our Global Reach**
  - Enhancing the University's role in the global sphere.
  - Enhancing the University's role in the global economy.
  - Enhancing the University's role in the global community.

- **Provide Top Value**
  - Ensuring that the University provides the highest quality education and research at the lowest possible cost.
  - Ensuring that the University provides the highest quality education and research at the lowest possible cost.

- **Ensure Consistent Delivery of Excellence in Education**
  - Ensuring that the University provides the highest quality education and research at the lowest possible cost.
  - Ensuring that the University provides the highest quality education and research at the lowest possible cost.

- **Enhance Our Global Reach**
  - Ensuring that the University provides the highest quality education and research at the lowest possible cost.
  - Ensuring that the University provides the highest quality education and research at the lowest possible cost.

- **Secure an Adequate Resource Base**
  - Ensuring that the University has the resources necessary to support its mission and vision.
  - Maintaining a balance between state, federal, and private funding to ensure the University's financial stability.

- **Build Community Strength**
  - Enhancing the vitality of the University through its leadership in the civic, cultural, and economic life of the community.
  - Enhancing the University's role as a catalyst for growth and development in the region.
  - Enhancing the University's role as a leader in the regional economic development effort.

- **Make Contributions of Impact Through Pioneering Research**
  - Ensuring that the University is a leader in the advancement of knowledge and innovation.
  - Enhancing the University's reputation for excellence in research and scholarship.

- **Contribute to the Transformation of Our Region**
  - Enhancing the University's role in the economic development of the region.
  - Enhancing the University's role in the cultural and social development of the region.

- **Expand Our Global Reach**
  - Enhancing the University's role in the global sphere.
  - Enhancing the University's role in the global economy.
  - Enhancing the University's role in the global community.

This statement of aspiration and strategic priorities is adopted by the Board of Trustees of the University of Pittsburgh on February 28, 2016, the 225th anniversary of the University’s founding. It is adopted with a sense of deep gratitude to all who have contributed to the progress of Pitt over that extended period of time. It also is adopted to clearly reflect this Board’s commitment to add significantly to that exceptional record of progress in the years ahead.
FORMAL SEALS (CONT.)
CHANCELLOR’S SEAL

The chancellor’s seal is exclusively for publications and other materials issued by, or related to, Pitt’s chief executive officer and/or the Office of the Chancellor.

The seal was adopted at the time of the investiture of Pitt’s 12th chancellor, Edward H. Litchfield, in 1957. It substitutes the cap worn by the scholar Erasmus for the castle that appears on the Pitt and City of Pittsburgh seals. Litchfield chose the motto Labore ad Astra (“With Effort to the Stars”). The border around the shield reads Sigillum Cancellarii Universitatis Pittsburghensis (“Seal of the University of Pittsburgh Chancellor”).

Use of the chancellor’s seal requires request through, and prior authorization from, the Office of University Communications.
Pitt’s institutional identity is defined from this chapter on, with details on the various forms of Pitt seal, graphics, wordmarks, nomenclature, hierarchy, and application. The identity standards will help you to select the proper marks for the project at hand.

At left, we introduce the standard seal, which is the modernized version of the overarching “umbrella” University of Pittsburgh seal. While similar to the more detailed academic seal, the standard seal is more contemporary in design, making it easily adaptable to a broad range of communications materials.

The institutional identity presents a pair of streamlined versions of the standard seal for ease in use and in modern application:

- the standard print seal, which is the logo to be used in publications, stationery, advertisements, displays, marketing materials, premiums, reports, signage, and videos, and

- the standard online seal, a simplified version of the standard print seal that is color- and resolution-optimized for use on Web sites, e-newsletters, online presentations, and social media.
University name circle

Leaf sprigs

Latin banner and founding date

Shield and crest
DECONSTRUCTING THE SEAL (for illustrative purposes only)

Pitt’s standard seal composed the same graphic elements as the academic seal but in an updated and simplified design. Those elements include:

• A University of Pittsburgh name circle, emphasizing the city name that sets our school apart;

• A pair of leaf sprigs, symbolizing achievement and strength, on the sides of the seal;

• A banner that includes the Latin phrase, Veritas, Virtus (Truth, Virtue) and the year 1787, when the University of Pittsburgh was founded; and

• A shield and crest derived from the great seal of the city of Pittsburgh, based on the family coat of arms of 18th-century British Prime Minister William Pitt the Elder, the first earl of Chatham.

None of these elements may be extracted from the complete seal for use on any other graphic marks or in any other visual depictions. The cohesive integrity of the University’s seal must never be altered or compromised.
Print seal
STANDARD PRINT SEAL

Pitt’s most commonly used seal, the standard print seal, appears on all printed materials—advertising, displays, marketing materials, premiums, reports, new signage, stationary, and some templates—as well as on videos.

The standard print seal works in harmony with the slightly less detailed, Web-optimized standard online seal that is featured on the next two pages. These two seals (and their signatures) carry the same weight and visual meaning as identifying logos.

The standard print seal is set up to be used in high resolution (300 dpi) and in colors viable for print production. See the Color chapter for detailed information on production and colors.
Online seal, implemented into color bars by using the one-line signature, appropriate for Web banner identifiers
STANDARD ONLINE SEAL

The online version of the standard seal is a slightly simplified version of the standard print seal. The most noticeable difference is the absence of vertical lines within the shield.

This seal exists as a variation of the standard print seal for enhanced visibility and clarity in online presentations where resolution may not be predictable. The simplification of the online seal helps to maintain visual integrity and color representation when one sees the seal on a variety of peripherals.

The online seal and banners are set up with appropriate colors and optimized resolution for online use. (You will find more detailed information on the color breakdown in the Color chapter.)

More specifically, here are the rules regarding online seal and signature banner use:

1) For official Pitt sites, there are three top signature banner pieces to choose from (blue, gold, or white) which must be used on any given official Pitt site including regional campus sites. These banner pieces may not be altered in any way, positioned in any manner other than across the top of the site horizontally, or obstructed by any other items (such as social media icons).

2) For non-Pitt sites, online ads, or social media profile pictures where Pitt identity is appropriate, you may use the standard online seal. This seal is available in three different sizes, in PNG (transparent background) format, and in full color only. The seal should be presented as a circular piece of art without a bounding box whenever possible. The only limitation to this is in a social media profile picture where a bounding box may be necessary.

Signature banner art and seals must be used according to graphic standards. To view examples of proper usage, see the Identity Application chapter, Social Media and Web Sites sections.
THE PALETTE

“The difference between the right word and the almost-right word,” Mark Twain famously said, “is the difference between lightning and a lightning bug.”

Color differences matter just as much. To maintain a consistent institutional identity, it’s vital to get the colors precisely right on all Pitt graphic materials, from banners and brochures to Web sites and e-newsletters to coffee mugs and T-shirts.
COLOR (CONT.)

Two-color identity

One-color identity options

Reverse
The following are required for two-color or full-color projects:

- Pantone Matching System (PMS) 281 for blue and PMS 4515 gold for print publications and graphics and

- RGB values for Pitt blue are R=28, G=41, B=87 and for Pitt gold are R=205, G=184, B=125 for Web sites and other interactive/online media.
  (Hex codes are as follows: Pitt blue – 1c2957; Pitt gold – cdb87d.)

One-color identity options include PMS 281, PMS 4515, black, and reverse.

The colors indicated above and at left are the official collegiate colors of the University of Pittsburgh’s seals, signatures, graphic marks, and wordmarks. These colors may not be changed, screened, altered, or misrepresented in any way.
Front
Color coordinating with the institutional identity

Color is a wonderful tool in the world of visual communications that can be used to engage an audience with purpose and effectiveness. Red means to stop or to sense heat or to feel love. Green makes one think of the environment or to proceed forward. Blue evokes coolness or waves of water. Colors express meanings and they stir emotions, and it is human nature to be drawn toward color for various reasons.

The University has adopted the collegiate colors blue and gold. The tones of these two colors have evolved over the years, but our loyalty to Pitt blue and gold transcends centuries of time. Even though our institutional identity contains these colors and they do have meaning to us, to our alumni family, and to the outside world, there is endless opportunity to use harmonizing color palettes in pieces where Pitt’s graphic marks reside. Good design, with thoughtful color palette selections, can really enhance the meaning of the University brand by heightening visual expression through color.

Color selection and application has to be executed masterfully when creating looks that showcase and support the Pitt collegiate colors. It is essential to be mindful of avoiding the use of color schemes that have obvious relation to other institutions of higher learning. There are more color considerations in the Design Guidelines section in the back of this book, which can be helpful to any artist who designs materials for the University.

The examples to the left showcase effective color palette selection and color use in supporting and beautifying the Pitt brand. These examples also show how there are many ways to use color effectively with the varied collection of graphic marks. Although color use shown here is wide ranging, note that high quality is consistently presented in each communications piece. Attention has been paid to the Pitt brand, color, fonts, resolution, diversity, and other considerable factors—collectively resulting in a distinct, cohesive, positive impression.
The Pitt signature is the combination of the standard print or online seal and the words University of Pittsburgh that extend to the right of the seal. The signature is very widely used—on almost all print materials and on all Web sites in the banner. Secondary text that often accompanies a signature is the name of the school, office, or department and the contact information for each.

The primary font that is used in all Pitt signatures is Janson. It is the font for the words University of Pittsburgh and “Pitt” on all graphic marks, signatures, wordmarks, and informal name graphics. Janson is to appear exclusively in the official marks that are in the collection. It is a font that is to be reserved for use only in these marks. Do not use Janson as the font in secondary text, in body copy text, or in any other text or visual elements in any communications materials.

The pages that follow give detail to signature setups, how to present secondary (contact) text, and the standardized use of fonts in print and online applications.
SIGNATURES AND FONTS (CONT.)

One-line standard print signature

University of Pittsburgh

Minimum seal diameter 1/2”

Safe area at 1/2” seal size is minimum 1/8” surrounding art, which is proportionally increased as art is enlarged

Two-line standard print signature

University of Pittsburgh

Minimum seal diameter 1/2”

Safe area at 1/2” seal size is minimum 1/8” surrounding art, which is proportionally increased as art is enlarged

Online signature

University of Pittsburgh

Please do not attempt to typeset any of the marks on this page.
STANDARD PRINT AND ONLINE SIGNATURES

Pitt’s overarching “umbrella” signature features the standard seal (print or online version) to the left of the words “University of Pittsburgh” in the Janson regular typeface.

This print signature is available in one-line and two-line versions. The online signature, however, is available only in a one-line version. See illustrations at left.

In any given circumstance, the standard print seal may never be made smaller than ½ inch in diameter. If space constraints prohibit the seal from being the minimum size, a University wordmark may be used.

Although the signature font is identified here, it is imperative not to attempt recreating or typesetting any of the logos or wordmarks. Each mark in the collection of identity graphics has been carefully crafted and contains specific and slight nuances in design that have rendered them to be in accordance with graphic standards. For placement of any kind of seal, signature, graphic marks, or wordmarks, please use the art files you are granted download access to via log-in. (See Resources chapter at the end of this book.)

It is equally important that the University’s signature font not be used for any other purpose, such as additional body text or wording. The Janson font is reserved purely for the University’s logo and wordmark collection.
One-line standard print signature and secondary text (can also use the two-line standard print signature)

University of Pittsburgh

Office of University Communications
Department of Communications Services
400 Craig Hall
200 South Craig Street
Pittsburgh, PA 15260

Tel 412-624-4147
Fax 412-624-1021

E-mail info@communications.pitt.edu
Web communications.pitt.edu

Safe area at 1/2" seal size is minimum 1/8" surrounding art, which is proportionally increased as art is enlarged

Standard print seal and secondary text
(View the back cover of the graphic standards to see how this setup can be used.)
SIGNATURE FONTS AND WEB FONTS

Pitt’s graphic standards system uses the Janson regular font for the “University of Pittsburgh” portion, with Helvetica Neue Light as the accompanying contact text font. To highlight sections of text (such as department names and Web URLs), use Helvetica Neue Bold.

The example at the top of the opposite page represents a full signature—which includes the seal, the words 'University of Pittsburgh,' the name of the office, department, and mailing address. Then a space appears, after which the telephone and fax numbers are listed together. Then one more space, and the e-mail address and Web site address are listed together. For the indications shown regarding portions of the text that are emboldened, please see more detailed information in the chapter on University Hierarchy.

While Helvetica Neue Light is the font for secondary text accompanying the Pitt signature or wordmark in print, other complementary and highly readable fonts may be used on Web sites and other electronic media. A common font used for content is Verdana, and Georgia is often used for titling. Variance in Web title fonts is possible if the design of the site and its contents would benefit from use of a special title font.
Informal Pitt signatures

Please do not attempt to typeset any of the marks on this page.
INFORMAL PITT MARKS

The graphics on the opposite page combine the standard print seal with the nickname “Pitt.” It may be used when an abbreviated, “colloquial” version of the University signature is preferred and appropriate, such as for Pitt-sponsored campus-local community events and student activities, and in publications aimed at students, parents, and alumni.

But while “Pitt” is a popular nickname regionally, “University of Pittsburgh” enjoys greater name recognition the farther from Western Pennsylvania you get (with the notable exception of “Pitt Panthers” in NCAA sports, of course). “Pitt” may strike people outside the northeastern United States as an obscure name for a leading academic and research university.

Therefore, this mark is reserved for audiences who are familiar with Pitt, such as current students and their parents, alumni, and residents of communities near the University’s campuses.
University of Pittsburgh
Bradford

University of Pittsburgh
Greensburg

University of Pittsburgh
Johnstown

University of Pittsburgh
Titusville
REGIONAL CAMPUS SIGNATURES

Regional campus signatures combine the University’s standard print seal with the formal signature of each of Pitt’s four regional campuses.

Available are:

- a horizontally oriented two-line signature and

- a three-line version that’s appropriate for more vertically oriented designs.

These signatures are available in all of the colors identified in the Color chapter.

The marks at the far left (two lines) is the setup that may be used on Web sites but with the standard online seal.
Informal name setups with seal

PittBradford

PittGreensburg

PittJohnstown

PittTitusville

Informal name setups as wordmarks

PittBradford

PittGreensburg

PittJohnstown

PittTitusville

Please do not attempt to typeset any of the marks on this page.
Informal regional campus names and wordmarks

Like the informal Pitt mark, the names and wordmarks for the University's regional campuses shown at left may be used when an informal version of the signature is preferred and appropriate.

When shown as graphics or wordmarks, these pieces of art do not contain an en dash; however, when referring to the regional campuses with the shortened names in text, they do have an en dash. The graphics also do not contain spaces between the word Pitt and the campus name. Instead, the two words are differentiated with color, where possible. In cases where color presents limitations, the graphics may be used as one color versions without the letter space.

For more information on informal names when used in text, please see the University of Pittsburgh Style Manual at umc.pitt.edu/styleguide.
Informal name one-line and two-line setups with seal

Pitt Business
Pitt Law
Pitt Medicine
Pitt Pharmacy
Pitt Public Health
Pitt Dental
Pitt Nursing
Pitt Social Work
Informal school names and logos

Some of the schools at Pitt are currently using these abbreviated names, and others are hopeful to initiate use in their own schools. Unfortunately, not all school names are conducive to this informal nomenclature, and it is not an approach that is considered one size fits all.

The nice thing about the ability to use an informal name is the succinct nature of saying a nickname out loud. However, it is important to consider the implications of shortening a name—whether it can be feasibly done or not and whether it may or may not be effective.

Typically, the most appropriate audiences for such nicknames are current Pitt students and their families; Pitt alumni; the internal Pitt community (including regional campuses); and the local community where our campuses are situated, as area residents are familiar with the nickname “Pitt.” Athletics also uses its own marks with the word “Pitt,” which sports fans, both local and global, know and love. (See more on the Athletics marks in the Restrictions chapter.)

If you would like to request information regarding the possibility of adopting an informal name, please contact the Office of University Communications.
One-line wordmark

University of Pittsburgh

Two-line wordmark

University of Pittsburgh

Informal name one-line wordmark example

PittBUSINESS

Informal name two-line wordmark example

Pitt

Business

Examples of wordmark combinations/alternates

University of Pittsburgh

PittBUSINESS

Joseph M. Katz
Graduate School of Business

Please do not attempt to typeset any of the marks on this page.
WORDMARKS

Pitt wordmarks may be used where a University seal is inappropriate and/or where there is insufficient space to accommodate a seal.

It’s important to note that, while these workmarks do not include a seal, they are official marks of the University and should be used with the same consistency and institutional-identity standards as the University’s more formal marks. Also important to note for the wordmark combinations/alternates, do not mix different color variations of different wordmarks together. For example, if you are using a gold University of Pittsburgh wordmark, then combine it with a gold informal name wordmark and secondary text. The example you see at left is the preferred variation, but when darker backgrounds dictate the need for a combination of reversed marks, please keep the colors uniform.

The font of the wordmarks is the same as all other marks in the collection, Janson regular. As with all other graphics, do not attempt to recreate these wordmarks. They are available in the collection of marks that can be downloaded (see the last chapter on Accessing Downloads).
Like the branches of a tree stemming out from its rooted trunk, the information in Pitt contact text follows a consistent hierarchy, with “University of Pittsburgh” always at the top, followed by branch unit name and remaining contact information. Generally, the positioning is as follows:

University of Pittsburgh (seal/signature)
School/Department/Office
Subordinate unit or program (if applicable)
Street address
City, State, Zip code
Telephone number
Facsimile number
E-mail address
Web site URL

While the order is inflexible, bold text is used to highlight individual lines, bringing attention to various branch levels accordingly. Examples, including standardized fonts and spacing considerations), appear on the following pages. Note that none of the text is not indented in the secondary text examples where longer names are presented.
UNIVERSITY HIERARCHY (CONT.)

BRANCH ONE UNITS

Branch one full signature example

University of Pittsburgh

Kenneth P. Dietrich School of Arts and Sciences
917 Cathedral of Learning
Pittsburgh, PA 15260

Tel 412-624-0000
Fax 412-624-0000

E-mail info@as.pitt.edu
Web as.pitt.edu

Branch one partial signature example

University of Pittsburgh

School of Law

Tel 412-624-0000
Web law.pitt.edu

The list of Branch one units can be found at communications.pitt.edu/graphicstandards/branchoneunits.

Please do not attempt to typeset any of the marks on this page.
University of Pittsburgh

Learning Research and Development Center
3939 O'Hara Street
Pittsburgh, PA 15260

Tel 412-624-0000
Fax 412-624-0000

E-mail info@lrdc.pitt.edu
Web lrdc.pitt.edu

Drug Discovery Institute

Tel 412-624-0000
Web upddi.pitt.edu
Branch Two Units

Division of Student Affairs
Hesselbein Global Academy for Student Leadership and Civic Engagement
601 William Pitt Union
Pittsburgh, PA  15260

Tel 412-624-0000
Fax 412-624-0000

E-mail info@studentaffairs.pitt.edu
Web studentaffairs.pitt.edu

Additional Branch two unit examples can be found at communications.pitt.edu/graphicstandards/branchtwounits.

Please do not attempt to typeset any of the marks on this page.
BRANCH THREE UNITS

Branch three full signature example

University of Pittsburgh

Kenneth P. Dietrich School of Arts and Sciences
Department of Music
Jazz Studies
110 Music Building
Pittsburgh, PA 15260

Tel 412-624-0000
Fax 412-624-0000

E-mail musicdpt@pitt.edu
Web music.pitt.edu

Branch three partial signature example

University of Pittsburgh

School of Medicine
Department of Surgery
Division of Vascular Surgery

Web surgery.pitt.edu

Additional Branch three unit examples can be found at communications.pitt.edu/graphicstandards/branchthreeunits.
Please do not attempt to typeset any of the marks on this page.
Pitt graphics appear on everything from advertisements and annual reports to videos and tote bags—even on cakes for graduation and alumni festivities. (Yes, University Communications staff members have advised bakers on the proper use of Pitt marks on desserts, with sweet and graphically sound results.)

This chapter gives a bit more detail and information related to institutional identity, although it is not possible to cover every instance of potential identity application in the graphic standards.

The Office of University Communications is here to assist you with any questions you may have on how best to approach placement of official graphics—which graphics to select, which colors to use, and which products are viable to put them on, etc. We work with University-approved vendors in creating products that help schools, offices, and departments to convey their messages. Our office also can also help you to know what limitations may exist, what details to consider, and how to overcome production obstacles when it comes to identity application.
ADVERTISING

Pitt institutional identity standards apply to advertisements just as they do to publications and Web sites. In helping you to determine the best and most cost-effective strategy to deliver your marketing message to the world, University Communications can help. We handle media buying, design, and placement of print and electronic advertising in everything from small newspaper ads to awards program covers to public transportation bulkheads to backlit airport structures to massive roadside billboards—and anything and everything in between.

DISPLAYS

There are many ways to create cost-effective, long shelf life materials that display the Pitt brand to a wide range of audiences. University Communications can assist with designing and producing full-scale wall murals, point-of-purchase displays, portable pop-up pieces, table throws, street banners, freestanding large-scale art, podium covers, and much more.
E-MAIL SIGNATURES

In e-mail signatures, contact information should, in general, follow the standard University hierarchy: the sender’s name and title followed by University of Pittsburgh, then the school/department, street address, city, state, zip code, telephone number, fax number, e-mail address, and Web address.

Due to unpredictable visual quality and increase of file size, do not place Pitt logos, graphic marks, wordmarks, or other art treatments in your e-mail signature. Doing so can be damaging to the Pitt brand and may be cumbersome to the recipients of your messages. Having pitt.edu as the source of your communication is all the endorsement your audience needs to see.
MARKETING MATERIALS

Marketing materials consistently incorporate the University’s signature on the back of multipage publications. On a single-plane piece such as a poster, the signature can appear as long as no other logos or wordmarks are on the same plane.

The Pitt seal/signature may appear on the front of a piece as long as the seal/signature is not combined with other logos, wordmarks, titling, text, or mastheads, as it must stand alone as the University’s identifier, not the piece’s identifier.
PREMIUMS

As depicted in the illustrations below, premiums may have a wide variance of University marks applied to them depending on the item, the color, the amount of printable space, and the production process. The University’s marks can be used on merchandise such as bags, lanyards, buttons, blankets, hats, jackets, T-shirts, mugs, pens, umbrellas, and more. Please work with University Communications to ensure that placement and usage are in keeping with Pitt institutional identity standards.
IDENTITY APPLICATION (CONT.)

REPORTS

Pitt annual reports, multipage documents, and slip sheet back cover designs should incorporate the University’s umbrella signature as shown on the examples here. Note that even though the signature always appears on the back cover, the words University of Pittsburgh (in text) should always appear on the front cover.
SIGNAGE

Temporary Pitt signage (on or off campus), such as banners, should feature up-to-date versions of the University’s umbrella signature, the informal “Pitt” mark, or the official wordmark, depending on the nature of what is being advertised and/or promoted.

Permanent, but graphically outdated, Pitt signage currently posted on University buildings and motor vehicles will be replaced over time in conjunction with Facilities Management.
IDENTITY APPLICATION (CONT.)
SOCIAL MEDIA

Facebook, Twitter, YouTube, Flickr, LinkedIn, Tumblr, and other social media provide great opportunities to connect with current and potential students, alumni, and other constituencies.

In most cases, space restrictions presented by these media mean that there’s only enough room to post the Pitt standard online seal along with a cover image such as a cropped photo of the Cathedral of Learning, Pitt’s landmark building.

As social media are such popular methods of communication today, it is imperative that people at Pitt adopt a consistent look and approach to social media pages, messaging, and hashtags. For information on how to join this effort and strengthen Pitt’s social media presence, please contact the Office of University Communications.
You have an appointment scheduled on the following day and time:

[Date]

[Time]

If you cannot keep this appointment, please call 412-624-4147 to reschedule.
STATIONERY

All Pitt stationery is laid out by the Office of University Communications and can be ordered online by visiting communications.pitt.edu/stationery. All items ordered through the online store are printed in the University Communications print shop in the Cathedral of Learning.

Available items are letterhead; executive letterhead; business envelopes; one-color and two-color business cards that can be printed front and back depending on the requester’s need; other standard-sized envelopes; mailing labels; note cards; note pads; and greeting cards with matching envelopes. We also can handle special orders such as multilingual business cards or appointment cards, which are popular with clinical offices.

Offices are not required to order new stationery materials until current supplies are depleted.

It is important to know that printed stationery items must be laid out by the Office of University Communications and are printed with specific inks on special watermarked paper used exclusively for Pitt stationery. It is imperative that no stationery items be designed elsewhere or printed by an outside printer. Doing so violates University policy and the stationery created via such methods is not considered official.
**The Online Store**

The Office of University Communications now offers online ordering of stationery items online by visiting communications.pitt.edu/stationery.

Orders placed online are proofread for accuracy, and a PDF proof is provided to the requester. Once the proof is approved, the order is then processed and printed in the University Communications print shop in the Cathedral of Learning. Basic orders are delivered within three to five business days. More complicated or larger-sized orders may take slightly longer to deliver.

Stationery is printed with the Pitt blue and gold collegiate colors. Although the items available at online are competitively priced, more economical business cards and envelopes may be printed in blue only to save money.

If you have any questions about stationery or special order items, please contact the Office of University Communications.
University of Pittsburgh
Office of University Communications

MEMORANDUM TO
UNIVERSITY FACULTY AND STAFF

Luxury board regal dignified polo pedigree gem tailored rich. Crafted club crafted polo blissful cultured metropolitan european, acumen genuine politically european. Rare diamond noble gentlemen, symbolizing, rare stockmarket sport housekeeping in. Impor


Manor pedigree five-star polo, property symbolizing, fine europeam marquis university vacation wishlist becoming, with.

Charity silk monogram, champagne cultured dignified in cultured sheer auction le-charity. Crafted stockmarket, penthouse symphony brilliant impressive board diamond educated de-jour fashion champagne cigar acumen. Status, gentlemen wishlist, charity art portfolio champagne using inspiring impressive cocktail.

Sterling regal, salon pearl benefiting repertoire monogram, create sterling investments presidential peddigeour badoom drinked de-jour fashion champagne cigar acumen. Status, gentleman wishlist, charity art portfolio champagne using inspiring impressive cocktail.

Gentlemen penthouse polo, repertoire, first-class luxury diamond. Benefactor benefiting auction symphony presidential luxury pedigree noble pedigree. Dynasty classical acumen diplomatic doctorial auction status, philanthropic designer. Pearl brokerage expensive
TEMPLATES

The Office of University Communications has created special electronic templates that can be downloaded at communications.pitt.edu/templates.

**E-letterhead**

One of the newer stationery items is e-letterhead, which is an electronic version of the Pitt letterhead. Unlike the traditional letterhead, the e-letterhead uses the Pitt wordmark without the seal. There are form fields on the page that can be filled in with the school, office, or department name; contact information; recipient information; and the letter content. This template is to be used for informal correspondence that must be sent via e-mail. E-letterhead may not be used to conduct official Pitt business nor may it contain any academic information such as transcripts, which must be prepared and sent via hard copy on official Pitt stationery.

**PowerPoint Slides**

PowerPoint slide templates are generally set up as shown in the examples at left. Keep in mind that any Pitt logos or marks placed into PowerPoint slide layouts must abide by the graphic standards as part of the institutional identity. If you need assistance with creating PowerPoint slides or have questions on what is permitted and what is not, please contact the Office of University Communications.
VIDEOS

The University of Pittsburgh Office of University Communications creates and presents videos ranging from brief spots that are broadcast as 30-second commercials during games at the Petersen Events Center to hour-long in-depth documentaries on special projects or people at the University. All Pitt videos, no matter what length or formality level, must communicate the Pitt brand and feature proper Pitt identity marks.

Typically, a video for Pitt starts with visuals that are familiar—shots of the Cathedral of Learning or the campus, interviews with students and faculty members, or objects and images that tell the story of Pitt’s history and mission. Every Pitt video closes with a Pitt signature, whereby the institutional identity comes into play and is the sign of endorsement by the University.

All video projects should be planned and coordinated through the Office of University Communications. We work with clients in concept, development, and production all the way through to final product positioning, engaging the most appropriate vendors on each project.
WEB SITES

All official University of Pittsburgh Web sites have what is called a graphic bar at the top of the Web pages. This graphic bar is available in three background color variations (blue, gold, and white), and it includes the Web-optimized standard online seal and signature in positive and reverse. The full signature should always be used in the graphic bar as a one-line signature. In the case of regional campuses, the full signature is two lines. The online seal by itself should only be used for online media square-format representations or where the Pitt seal appears alongside other entities’ logos.

Consistent use of the graphic bar reinforces the Pitt institutional identity across all of the Web sites maintained by Pitt schools, offices, and departments. It also makes it easier for visitors to find commonly requested features, such as the Pitt home page.

All page elements, such as department names, page titles, and additional navigation buttons, are generally placed on the page below the bar. The bar is reserved exclusively for the institutional identity, some static navigational elements, and a search window.

The standard theme used by University Communications offers clients a set of graphic elements and templates that form the basic foundation for Web sites. The theme may be implemented using static Web pages or can be established along with the University’s content management system to provide a friendly solution that enables nontechnical users to create and maintain basic Web sites.

Pitt schools, departments, and offices are encouraged to contact and collaborate with the Office of University Communications on Web site planning, design, and development to create feature-rich, customized Web sites that achieve specific communications needs—and that coordinate with other marketing materials that have either been designed or will be designed by our office.

See the following pages for examples of official Pitt Web site designs.
Custom site pages for the School of Medicine  medschool.pitt.edu
Custom site pages for the Children’s Literature Certificate Program  childrenslit.pitt.edu
Custom site pages for the Department of Anthropology. anthropology.pitt.edu
Custom site pages for the Department of Plastic Surgery  plasticsurgery.pitt.edu
DO NOT ENTER
WRONG WAY
Uniformity and consistency in the use of Pitt's graphic marks support the University of Pittsburgh brand and our ability to communicate the University's mission and message.

The bottom line: Do not alter, recreate, convolute, or compromise the University's seals, signatures, wordmarks, or official graphics in any way whatsoever. If you have questions, or if you come across graphics that appear to be out of conformity, please contact the Office of University Communications.

The following pages show examples of design violations. It may be hard to believe, but University Communications has seen violations similar to each of these. We need everyone's help to ensure that such violations are no longer tolerated. We must all do our very best to uphold and protect the Pitt brand by preserving the University's seal, signature, and other graphic marks.

Please contact the Office of University Communications if you have any questions or doubts about the right way versus the wrong way.
Restrictions (cont.)

Do not squeeze.

Do not flatten.

Do not rotate.

Do not flip.
Do not cut. Do not slice.

Do not skew. Do not crop.
Restrictions (cont.)

Do not colorize.

Do not weaken.

Do not filter.

Do not saturate.
Do not special-effect. Do not outline. Do not redraw. Do not bedazzle.
Do not pixelate.

Do not plasticize.

Do not glamorize.

Do not halftone.
Do not inflate.

Do not soften.

Do not rubberize.

Do not encircle.
Restrictions (cont.)

- Do not combine.
- Do not repurpose.
- Do not borrow.
- Do not tile.
Do not complicate.

Do not overemphasize.

Do not personalize.

Do not dilute.
Restrictions (cont.)

Do not use two-line marks in the graphic bar. Regional campuses are an exception.

Do not use informal marks in the graphic bar.

Do not disconnect the signature from the graphic bar.

Do not make the graphic bar a nonstandard color.
Do not use nonstandard color in a Web signature.

Do not add effects to a Web signature.

Do not customize or personalize a Web signature.

Do not change the name in a Web signature.
INDEPENDENT UNIT GRAPHICS

The Office of University Communications has created graphics in the past for individual schools, departments, offices, institutes, centers, programs, and studies. Along with the release of graphic standards are new regulations regarding these graphics, effective July 1, 2014:

- If you previously worked with University Communications to conceptualize, develop, and finalize a unit graphic for your school, department, office, institute, center, program, or study, your graphic will be grandfathered in, and use of it may continue.

- If you previously worked with University Communications, requesting the re-creation or slight alteration of a unit graphic that was created elsewhere, the graphic may not be in compliance. The unit graphic must be reviewed, and if continuation of it is approved, it may need to be brought up to code in order to continue use.

- If an individual or group outside the Office of University Communications created or was engaged to create a unit graphic and the Office of University Communications was not involved in that process nor gave authorization of the graphic, the graphic will need to be reviewed and potentially redesigned by University Communications to continue use.

- If a unit graphic exists in print and/or electronic media, whether its origin is known or unknown, the Office of University Communications will initiate a review committee process. The committee will determine whether the graphic may continue to be used without disruption, may continue to be used with some degree of redesign, or must be discontinued.

See the standard guidelines for using independent unit graphics, on the next page.
Guidelines for viable independent unit graphics

In the case of a graphic being conceptualized, developed, and finalized by the Office of University Communications for use in print and electronic communications materials, the following guidelines aid in using the unit graphic in accordance with University graphic standards. The development of a graphic specifically for an individual school, department, office, institute, center, program, or study within the University is a special project that requires management and development that is fully handled by the Office of University Communications.

These guidelines need to be carefully followed in order to maintain the strength and authority of the University of Pittsburgh’s umbrella institutional identity and placement of all official Pitt seals, signatures, wordmarks, and other institutional graphics.

These guidelines are as follows:

- Independent unit graphics cannot be used on any stationery materials, including letterhead, #9 or #10 (business size) envelopes, and business cards.

- Independent unit graphics can be used on materials such as posters, fact sheets, oversized envelopes, brochures, note cards, tickets, mailers, banners, and specialty items like mugs and shirts. They also may be used on Web sites.

- Any letterhead-size (8.5” x 11” or 9” x 12”) sheet that uses the independent unit graphic cannot be initially printed with, or later imprinted with, detailed contact information that will for all practical purposes convert it into letterhead—address, telephone number, fax number, e-mail address, and Web address. The sheet may, however, be printed or imprinted with a single contact item, such as a Web address or phone number.

- Independent unit graphics cannot be used on the same side of any printed page of material as the University of Pittsburgh seal/signature. However, the words “University of Pittsburgh” must appear on the same side of a page as the independent unit’s graphic or within the graphic itself.

- The standard online signature must appear on each landing page of official Pitt Web sites (URL ends in pitt.edu). The independent unit graphic and/or visual look may appear on the same Web page, but it cannot be used in the top graphic bar where the Pitt standard online signature resides.

- It is important that the juxtaposition and size of the independent unit graphic and the Pitt signature are never such that the University appears to be subordinate to the independent unit. In other words, no one looking at print or electronic materials should come away with the misconception that the University of Pittsburgh is contained by or is a part of the independent unit.

- Independent unit graphics are carefully planned, developed, and crafted and need to go through an approval process for specific uses. The graphic cannot be altered in any way, including distorting the scale horizontally or vertically, changing the colors, moving elements of it into different positions, placing it on a complicated background, containing it within another design, or any other means of alteration. Doing so may lessen the impact of the independent unit graphic’s meaning and could result in a negative or inappropriate representation of the unit and of the University.

Please contact University Communications with any questions regarding independent unit graphics.
ALUMNI ASSOCIATION AND ATHLETICS MARKS

On occasion, you or your target audiences may seem to be drawn toward the Pitt Alumni Association or Department of Athletics marks you see on the opposite page. However, when it comes to overall communications for academic, research, and community-based efforts of the University and implementation of graphic standards, these marks may not be used, in most cases. Alumni and Athletics marks are mainly reserved for alumni association and athletics department communications, respectively.

Branding problems can surface if the official academic marks are circumvented in favor of alumni marks, athletics marks, or others. However, these alternative marks might be put into play if it is a desirable option for the groups the marks are associated with.

If you find yourself in an identity conundrum in which you are targeting Pitt alumni for a specific event or project, or your school, office, or department is hosting a Pitt Panthers sporting event—please contact University Communications. We can advise you on the best approach and process for your institutional identity strategy.
Pitt identity marks may appear with those of other universities and entities to promote cosponsored/cohorted activities such as academic conferences, research projects, and community events.

Unless one of the entities is officially the lead sponsor, host, or contributor, cobranding should portray Pitt and collaborating entities as equal partners, and Pitt-produced materials should incorporate the University’s official colors.
COLLABORATING ENTITIES

At left are examples of appropriate cobranding with Pitt identity marks. The preference is always for the University of Pittsburgh signature to appear on the left and the collaborating entity’s logo to appear directly next to it on the right. Ample space or even a lightweight divider line may be positioned between logos so it does not seem as though the entities are conjoined.

In properly treating the identifying marks of each entity, the balance will exist in giving each entity its own space and for neither of them to outweigh the other. Some logos may appear to be larger than others, even when measurements indicate otherwise. It is important not only to use measurements to start with but to also look at the two marks together on the page to ensure visual equality.

Many other entities collaborate with the University of Pittsburgh in endeavors that benefit both entities as well as the community. It is essential to ensure that Pitt marks are treated in accordance with the University’s graphic standards while coordinating with another entity’s marks. For any problems or questions, please contact University Communications for assistance.
The Office of University Communications has a design team on staff with backgrounds in all kinds of media and a wide variety of portfolio work. The average design staff person has been working in communications in a creative role for 20 years.

We also have communications managers, writers, production managers, and a print shop to handle print production needs. We have a full-service Web team with designers, developers, producers, and directors. We work together with other Pitt people to determine the best practices, competitive price bidding, strategic planning, timely delivery, and consistent compliance with University graphic standards.

University Communications is Pitt’s in-house agency that can handle any advertising, design, writing, publishing, production, video, photography, illustration, Web site, or event-related project. Our staff has decades of field expertise, but perhaps more importantly, we are people of Pitt—just like you.

We would like to share with you our design guidelines on the next few pages to assist you in pursuing the best communications materials possible while enhancing the University’s image. We are always here to help, just a phone call or e-mail message away.
General artistic guidelines

As a general rule with any logos or fonts, because they are established art, do not alter them structurally. Doing so makes a logo and/or font less effective and detracts from the visual quality of them. In certain cases, fonts may be tweaked to enhance flow and design.

Do not use the color combinations of other area schools in design. Be mindful of and sensitive to color schemes that identify other universities and colleges as well. Implement official Pitt colors into art whenever possible to make your pieces signature Pitt.

Do not use or create darkened, ominous, superimposed, or bizarre treatments of the Cathedral of Learning and other iconic buildings, the chancellor, or the panther.

Avoid severe highlighting, midtoning, and shadowing on artwork. Avoid blending colors that vibrate—e.g. red adjacent to green, cyan adjacent to orange. Incorporate reasonable contrast and attractive color combinations.

Be consistent with treatments, placements, borders, croppings, and size of items such as captions, headings and subheads, and multiple images of people being featured.

Always keep equality in mind with ethnic and gender diversity while you are selecting images and setting up photo shoots.

Always obtain the originating photographer’s permission to publish (they are the copyright owners) and also get signed model releases of all people featured in photo and video shoots. [http://www.communications.pitt.edu/downloads/modelrelease.pdf](http://www.communications.pitt.edu/downloads/modelrelease.pdf)

Do not turn people’s faces and University icons into unnatural colors—typically blue, green, or purple. Be cautious with other colors as well. Do what you can to incorporate full color or black/white; when dealing with limited color, select compatible PMS colors to make your images look their best.

Always try to select modern, up-to-date images—especially of people but also of scenes, buildings, and objects. Avoid using images that have an outdated appearance, including those with the Cathedral before it was cleaned.

Do not download images or illustrations from the Internet and try to use them in communications materials or on Web sites. Aside from the quality being insufficient for reproduction in print, doing so is stealing and is illegal.
It is mandatory to secure permission for illustration and photography usage in writing from the originating artist/photographer in order to publish that art/photo, either online or in print. Imagery without the owner’s permission or signed model releases from people featured, including parents of minors featured, may not be published.

If any people in photos are recognizable, permission from them to publish their image must be obtained—or they must be made unrecognizable through appropriate and skillfully implemented design techniques such as blurring.

Use images with architecture that is straight. Worm’s eye and bird’s eye view distortion makes buildings look like they are falling or tilted.

Do not use University signature fonts in your designs or in text; these fonts are reserved for University identity and associated contact information text blocks. Select newer fonts that support your design and the content, and avoid using too many fonts in one project.

Do not outline fonts unless it is critical to the design. Outlining fonts is an antiquated design practice that makes a piece look outdated.

Centerline all @ symbols throughout text.

Overhang initial quotation marks on pull quotes and titling where possible.

Clean up text. Fix bad word breaks at the ends of lines, proper names, titles, widows, orphans, small words that give the appearance of sticking out at the end of a line, and hyphenated words at bottom/top of columns whenever possible.

Make sure text is of optimum readability. The purpose of your artwork and design methods is to support and enhance the content—not to overpower it. Let the text breathe; don’t make kerning or leading too tight.

When headings/subheads appear throughout text, the space before the heading should be larger than the space after the heading.

Make sure your columns and text/art elements are properly aligned [usually across the top of the page(s)].

Do not indent first lines of paragraphs unless there are no spaces in between paragraphs.
It is the hope of University Communications that you now have a clearer understanding of what the Pitt brand means—and a new commitment to maintain that brand to the best of your ability.

This set of standards should help Pitt people not only to comprehend the importance of properly conveying the Pitt name and associated marks but to also teach how to purify and fortify the brand’s institutional identity and how to recognize and take action when the brand is in jeopardy of compromise.

Here we have provided the general framework of Pitt’s logo and official marks, all the pieces and parts of institutional identity, and how-to’s and how-not-to’s—and now we rely on the Pitt community to do its part by using University Communications. Please ask questions. Make suggestions. Give ideas. We partner with you as your institutional identity resource. Our collaboration will aid the entire Pitt community in the standardizing effort.

We hope you are as enthusiastic as we are to educate audiences about Pitt’s image, unveiling these new marks, and publicizing our modern standards.
Download Pitt Logos and Marks

To download official versions of University of Pittsburgh graphic marks, you need permission from the Office of University Communications.

Once you are granted permission to download the marks, you are responsible for how they are used. Please read the terms of use, and contact the Office of University Communications if you have any questions about correct use of Pitt graphic marks. Log into the site using your Pitt username and password.

Graphic Standards

Please read the University of Pittsburgh Graphic Standards, featuring information about the University’s institutional identity and proper usage of Pitt logos and marks.

Following these standards enhances the institution’s image and magnifies the positive impact of the University of Pittsburgh brand.
ACCESS TO DOWNLOAD PITT LOGOS AND MARKS

Now it’s time to get on your marks, get set, and go!

Visit communications.pitt.edu/institutionalidentity.

Before you download the collection, you will need to go through a series of questions and review and accept the terms and conditions of downloading.

From this link you will see a button to click on to register and log in with your Pitt user ID and password. Once you enter your information, you should now have access to the Pitt marks shown in the graphic standards as well as the collection of all the marks in the various setups and color options. You will need Adobe Creative Suite 6 in order to use the marks. Work with your unit’s information technology expert to resolve any upgrade issues you may have.

It is very strongly suggested that you do not give anyone else your user name and password to access these marks, and we ask for your help using the marks in harmony with the graphic standards. Once you download the marks, you are responsible for how they are used.

Thank you for your commitment to these standards and for doing right by Pitt.

Contact University Communications by clicking here.