



Script Pitt Logo Usage Guidelines for Schools and Departments

Effective: May 18, 2016

Schools and departments may use the Script Pitt as an informal branding mark on printed materials, Web sites, and licensed apparel according to the following guidelines. The Script Pitt replaces the curved Block Pitt, which should no longer be used.

Permitted:



in print materials such as brochures, magazines, folders, newsletters, and postcards as a design element or graphic, as you would use a photograph



in electronic materials such as e-newsletters, Web sites, and PowerPoint slides as a design element or graphic, as you would use a photograph



on apparel, merchandise, and premium items as a stand-alone mark or combined with a school or department's name using Helvetica in all caps, regular or bold, as the accompanying font



in an individual's e-mail signature

Not Permitted:

- on stationery (print or electronic), business cards, diplomas, and certificates
- as a school or department's social media icon
- as part of the header on Web sites replacing the University seal and signature
- in the masthead on print or electronic newsletters
- as a replacement or substitute for any or all parts of the University seal and signature or other informal University marks
- in combination with or as part of the University seal and signature
- as a formal, permanent logo combined with the name of a school or department
- in the return address on any printed piece

University-licensed vendors should be used for all apparel, merchandise, and premium items that have the Script Pitt. A complete list of licensed vendors can be found at pittsburghpanthers.com/ot/pitt-licensing.html.

Please contact Bill Young at 412-624-4209 or wky@pitt.edu with any questions about the use of the Script Pitt or to obtain a copy of the Script Pitt for your school or department.

Please contact licensing manager Lori Burens at 412-648-8338 or lburens@athletics.pitt.edu to request permission to use the Script Pitt outside the school or department.