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WHAT IS PITT’S BRAND?

Branding is an all-encompassing ideal, the embodiment of a company or organization that, through consistency, becomes familiar to its audiences—over time—and is instantly recognizable.

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 upholding the University’s values by protecting and preserving a graphic standards perspective, it is essential that we all 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, which 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 instantly connects the viewer to the owning organization and, creates familiarity with that organization by appearing consistently on all communications materials.

The University of Pittsburgh logo, which is our seal, has evolved over the past 30 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.

Available by visiting our Web site: communications.pitt.edu

DEFINITIONS

Brand:
Overall persona and image

Logo:
Visual graphic link that identifies the brand

Institutional identity:
Logo application that supports the brand
What is Pitt’s Institutional Identity?

Institutional identity is created by consistent use of the defined graphic standards and applications. Institutional identity is the foundation of our image (brand) as it’s 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, fortifies our institutional identity—and thereby upholds and supports the University of Pittsburgh’s standards of excellence through the Pitt brand.

What are Pitt’s Colors?

The University’s collegiate colors are Cathedral Blue and Panther Gold. The hues of these two colors have evolved over the years, but our loyalty to Pitt blue and gold has been a part of our DNA for more than two centuries. These colors have great meaning to us, to our alumni family, and to the outside world. Good design, with thoughtful color palette selections that coordinate with these colors, support and enhance our University brand.

Pantone Matching System (PMS) 281, or Cathedral Blue, and PMS 4515, or Panther Gold, for print publications and graphics.

The following are required for four-color print projects:
CYMK equivalent values for Cathedral Blue are; Cyan=100%, Magenta=85%, Yellow=5%, and K (Black)=36%.
Equivalent values for Panther Gold are Cyan=13%, Magenta=19%, Yellow=62%, and K(Black)=28%

The following are required for interactive/online media projects:
RGB equivalent values for Cathedral Blue are R=16, G=33, B=63 and for Panther Gold are R=178, G=164, B=108 for Web sites and other online media. (Hex codes are: blue – 1c2957; gold – cdb87d.)
THE BASICS

THE PITT FORMAL SEALS

Digital seal (left), Print seal (center), and Academic seal (all are registered trademarks of the University of Pittsburgh). The academic seal is reserved for official University documents such as diplomas, resolutions, signage, and certificates.

Colors for the University formal seal should be PMS #281 (blue) and PMS #4515 (gold). Type and seal should always be blue, black, gold, or white (if reversed from a solid background). Type may also be PMS #4515 gold. University seals are also available for download in single colors including black, blue, gold, and white (reversed).

THE PITT FORMAL LOGOTYPES

University Formal logotype (seal and signature). The seal should never be smaller than 3/8.”

University Formal logotype/2-line stacked

University of Pittsburgh

University of Pittsburgh

University of Pittsburgh

University of Pittsburgh

University of Pittsburgh

University of Pittsburgh

University Formal word mark/1 line

University Formal word mark/2 line
THE BASICS

THE PITT FORMAL SIGNATURES

When using the formal signature, the distance from the bottom of the “University of Pittsburgh” to the department, school, center, or institute, should be no less than the height of the capital letters of the University word mark. Illustrated below are typical signatures that might appear on the back of a publication. The font is Helvetica Neue Light for all information below the seal and signature of the University. This font size is 10 pt. on 11 pt. leading. The font size used for the address is 9 pt. on 10 pt. leading (as illustrated below).

Allow one line space between school or department and address. Allow one line space between address and web and e-mail information.

One-line centered University Formal signature and secondary text. The minimum size allowable for the seal is 3/8.”

University of Pittsburgh
Kenneth P. Dietrich School of Arts and Sciences
Department of Philosophy
Sennott Square, 3rd Floor
110 Bouquet Street
Pittsburgh, PA 15260
Tel: 412-624-4000
Mobile: 412-624-1000
info@communications.pitt.edu
communications.pitt.edu

University of Pittsburgh
Kenneth P. Dietrich School of Arts and Sciences
Department of Psychology
Sennott Square, 3rd Floor
110 Bouquet Street
Pittsburgh, PA 15260

SIGNATURE HIERARCHY
University(seal/signature) or word mark
School/Department/Office
Subordinate unit or program
Street address
City, State, Zip code
Telephone number
Facsimile or mobile number
E-mail address
Web site

University Formal signature/2-line/stacked

One-line space between school or department and address
One-line space between address and telephone
One-line space between phone and e-mail

Distance from bottom of “U” to the department or school is equal to the height of the capital letter.
THE BASICS

THE PITT INFORMAL LOGOTYPES

The Informal Logotypes and word marks, when used without the seal, may be used for marketing materials geared to an audience that understands and may be more familiar with the name “Pitt” alone. It is at the discretion of each communications professional to make a determination for what is appropriate for various constituencies.

University logotypes and seal

University Informal word marks

Pitt

Pitt

THE PITT INFORMAL SIGNATURES

When using the Informal signature, the distance from the bottom of the “Pitt” to the department, school, center, or institute, must be a minimum of 1/8,” or the measure of the bottom stem of the “P,” and increase proportionally as the art is enlarged. The Office of University Communications can provide Informal logotypes for your school, department, or center that you can place into your documents.

School of Medicine
Department of Biology and Epidemiology

Pitt

Pitt

Distance between the bottom of Pitt and the school or department should be equal to the measure of the bottom of the “P.” The type for the school or department should not be equal to and no larger than 3/4 of that measure.

School of Medicine
Department of Biology

Pitt

Pitt

Pitt

University Center for International Studies

Pitt

Pitt

Scaife Hall, 9th Floor
1400 Desoto Street
Pittsburgh, PA 15260

412-624-7120

medicine@pitt.edu
www.medicine@pitt.edu
THE PITT INFORMAL LOGOTYPES FOR SCHOOLS, DEPARTMENTS & CENTERS

Schools, departments, and centers are free to choose the Informal signatures for their promotional materials or the Formal University signatures. The intention was to use general abbreviated names for various disciplines when a lighter design approach was desired for a specific audience.

Pitt Business
Pitt Law
Pitt Education
Pitt Engineering
Pitt Arts & Sciences
Kenneth P. Dietrich School
Pitt Pharmacy
Pitt Human Resources
Pitt GSPIA

THE BASICS

THE PITT INFORMAL WORD MARKS FOR SCHOOLS, DEPARTMENTS & CENTERS

Pitt Arts & Sciences
Kenneth P. Dietrich School
Pitt Business
Pitt Health Sciences
Pitt Social Work

A NOTE ON WORD MARKS: Pitt word marks may be used without a University seal. It’s important to note that these word marks 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 note that when using word marks, different color variations may be used for school, department, or center identity but the “Pitt” must always appear in blue, gold, black, or white. The font of the word marks is the same as all other marks in the collection, Janson regular. As with all University graphics, do not attempt to recreate these word marks with type as letterspacing has been altered to create a unique logotype. They are available for download at communications.pitt.edu

If your department, school, or center is not among the downloadable marks, please contact the Office of University Communications. We will be happy to create a unique set of allowable marks for your department, school, or center.
THE BASICS

THE PITT INFORMAL SIGNATURES FOR SCHOOLS, DEPARTMENTS & CENTERS

Pitt Medicine
Department of Biology
Scaife Hall, 9th Floor
1400 DeSoto Street
Pittsburgh, PA 15260
412-624-7120
medicine@pitt.edu
biology.pitt.edu

Pitt McGowan
Institute for Regenerative Medicine
450 Technology Drive
Suite 300
Pittsburgh, PA 15219-3110
412-624-5500
mcgowan@pitt.edu

Pitt UCIS
University Center for International Studies

Pitt GSPIA
Graduate School for Public and International Affairs

Pitt IOP
Institute of Politics

Pitt SHRS
School of Health and Rehabilitation Sciences

DOWNLOAD LOGOS AND MARKS
communications.pitt.edu

From this link you can click on a button to register and log in with your Pitt user ID and password. Once you enter your information, you will have access to the Pitt marks shown in the graphic standards as well as the collection of marks in the various setups and color options.

It is strongly suggested that you do not give anyone else your user name and password to access these marks, and we ask for your help in 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 thanks for helping to promote and protect the University of Pittsburgh identity.
THE PITT FONTS

The official main font of the University, and the font that is a part of our seal and signature, is Janson text. The secondary font is Helvetica Neue (Helvetiva Neue Light for most secondary identification involving schools, department, centers, and affiliates). The recommended fonts for readability for body copy include Janson text, Sabon Roman, Perpetua Regular, and the entire Helvetica Neue family, including the Helvetica Neue Condensed. The body copy font used in this guide is Helvetica Neue Light.

Janson Text

Helvetica Neue Light

THE PITT FORMAL REGIONAL LOGOTYPES

Regional campus logotypes 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 below left (two lines) represent the setup that may be used on Web sites but with the standard online seal.

University of Pittsburgh
Bradford

University of Pittsburgh
Greensburg

University of Pittsburgh
Johnstown

University of Pittsburgh
Titusville

University of Pittsburgh
Bradford

University of Pittsburgh
Greensburg

University of Pittsburgh
Johnstown

University of Pittsburgh
Titusville
THE BASICS

THE PITT INFORMAL REGIONAL LOGOTYPES

PittBradford

PittJohnstown

PittGreensburg

PittTitusville

THE PITT INFORMAL REGIONAL WORD MARKS

PittBradford

PittGreensburg

PittJohnstown

PittTitusville

The names and word marks for the University’s regional campuses, shown above, may be used when an informal version of the signature is preferred and appropriate.

When shown as graphics or word marks, 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 communications.pitt.edu
Pitt's official seal, 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 page shows a few examples of the academic seal appropriately applied to formal materials. In production, the academic seal should always appear no smaller than 1” in diameter.
Examples of academic seal application

Diploma

Plaque/award

Campus signage

Academic announcement, card, invitation
Institutional Identity and graphics standards

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.

The standard seal is the modernized version of the academic University of Pittsburgh seal. While similar, the standard seal is a more contemporary design, making it easily adaptable to a broad range of communications materials. In all instances, you may use either the standard seal or the online seal for any application.

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.

Print Seal

Pitt's most commonly used seal, the standard marketing materials, premiums, reports, new signage, stationery, and some templates—as well as on videos.

The print seal works in harmony with the slightly less detailed, digital seal that is featured on the next two pages.
Examples of standard seal application
Digital Seal

The digital, or online seal is a slightly simplified version of the 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. Please note: Some users prefer to use this simplified seal for all applications, including print.

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 section.)

More specifically, here are the rules regarding digital 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 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.
Examples of online seal application

Online seal, implemented into color bars by using the one-line signature, appropriate for Web banner identifiers
Seals and Signatures

The Pitt signature is used on all print materials and on some Web site banners—often only appearing at the end of a publication or advertisement as a signature. Secondary text that often accompanies a signature is the name of the school, office, or department, and the contact information.

It is important to standardize the scale and proportion so that all materials representing the University have a consistent family look. This print signature is available in one-line and two-line versions.

In any given circumstance, the print seal may never be made smaller than 3/8” in diameter. If space constraints prohibit the seal from being the minimum size, the stacked version of the formal seal or the University word marks may be used.

Although the signature font is identified here, it is imperative not to attempt recreating or type-setting 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 unique to the University of Pittsburgh. For placement of any kind of seal, signature, graphic marks, or wordmarks, please use the downloadable art files you are granted access to via log-in. If your area is not among the downloadable marks, please contact the Office of University Communications and we will be happy to create your own unique set of marks.

One-line signature and secondary text (can also use the two-line formal signature)

Illustrated at left is the smallest allowable size for the Pitt online seal (3/8”). At this size, Helvetica Neue Light 10 point type on 11 pt. leading is used when seal is at 3/8,” and proportionally increases as signature is enlarged. Spacing between word mark and department/school is the equal to the depth of the cap “U.”

The address type is slightly smaller. In this example: (9 pt./10 pt.).

If the print seal is used (with vertical lines visible within the shield), the minimum size allowable for the seal is 1/2” in diameter.
Seals and Signatures

When using a larger University seal without word mark, the seal should never appear as less than 1" in diameter.

Safe area around the seal (when used at 1” diameter is a minimum of 1/4” surrounding the seal, which is proportionally increased as the seal is enlarged.

Helvetica Neue Light is the font for departments, schools, centers, and institutes.

Illustrated below is placement of school, department, or center identification. Type should be flush left with the “U” in “University” and spacing between word mark and department/school should be equal to the measure of the cap “U.” That space between the word mark should increase proportionally as seal and signature are enlarged.

Illustrated below is an example of a centered Formal seal and signature.

University of Pittsburgh
Division of Student Affairs
Hesselbein Global Academy for Student Leadership and Civic Engagement

601 William Pitt Union
Pittsburgh, PA 15260

412-624-0000
info@studentaffairs.pitt.edu
studentaffairs.pitt.edu

Type for schools, department, and centers should always appear in Helvetica Neue Light (In this example, the department name is set in 11 pt. type on 12 pt. leading. This proportion is appropriate when the seal is used at 1/2” in diameter, and it proportionally increases as signature is enlarged). The digital seal should never appear as less than 3/8” in diameter (illustrated below)

University of Pittsburgh
Office of University Communications
Marketing

400 Craig Hall
200 South Craig Street
Pittsburgh, PA 15260

601 William Pitt Union
Pittsburgh, PA 15260

412-624-0000
info@studentaffairs.pitt.edu
studentaffairs.pitt.edu
Seals and Signatures

When using the Formal seal and signature on the back cover of publications, placement should correspond to the grid design of the publication, maintaining the same margins on the interior pages of the publication, and may be positioned on any of the 4 corners of the publication. The scale of the seal and signature should never be larger than 1/3 of the page size. (See illustration below on a typical 8.5” X 11” publication)

The word mark portion (type only) of the formal seal and signature should not be larger than 1/3 of the width of a publication that is 8.5” or larger.

When using a formal seal and signature on a publication that is 4” wide or smaller,* the entire width of the seal and word mark should not be larger than 2/3 of the width dimension.

*Note: On smaller publications, it may be necessary to use the 2-line version or the stacked version of the seal and signature to avoid using the seal smaller than the minimum 3/8” diameter. (See examples above.)
“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.

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

The following are required for four-color print projects:
CYMK equivalent values for Cathedral Blue are; Cyan=100%, Magenta=85%, Yellow=5%, and K (Black)=36%. Equivalent values for Panther Gold are Cyan=13%, Magenta=19%, Yellow=62%, and K(Black)=28%

The following are required for interactive/online media projects:
RGB equivalent values for Cathedral Blue are R=16, G=33, B=63 and for Panther Gold are R=178, G=164, B=108 for Web sites and other online media. (Hex codes are: blue – 1c2957; gold – cdb87d.)

One-color identity options include PMS #281 (blue), PMS 4515 (Gold), black, and reverse (white).

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.
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 illustrated here 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.
MARKETING MATERIALS

Marketing materials consistently incorporate the University's seal and signature on the back of multipage publications. On a single-page piece such as a poster, the informal word marks can appear with or without the seal as long as no other logos or word marks are on the same page. The Pitt seal/signature may also appear on the front of a piece. The University identity must stand alone as the identifier. It is recommended that a best practice is to allow seals to become part of the signature and address on the reverse side of publications, and handled consistently across all University materials as per this guide.
Institutional Identity and Graphics Standards

REPORTS

Pitt annual reports, and multipage documents such as brochures and pamphlets should incorporate the University’s identity in some form as shown on the examples below. Note that even though the seal and signature always appears on back covers, only the words University of Pittsburgh (in text) or informal Pitt Logotype/word mark need appear on front covers.

Report covers illustrating University Identity

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 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.

Backlit Airport signs

E-MAIL SIGNATURES

In e-mail signatures, contact information should follow 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 (if needed).

Due to unpredictable visual quality and increase of file size, do not place Pitt logos, graphic marks, word marks, 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.
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.)

Although this section offers some examples of applied institutional identity, it is not possible to cover every instance of potential identity application. For questions about proper Pitt identity for your individual needs, please contact the Office of University Communications.

We are 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 help you know what limitations may exist, what details to consider, and how to overcome production obstacles when it comes to identity application on premiums, or we can direct you to the appropriate internal or external supplier to handle your project.
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 cooperation with Facilities Management.
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 or a simple type treatment such as using only the word “Pitt.” This can also be reversed out (white) over a photo. (See examples of avatars using consistent University Identity below.)

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 Dan Camarda in the Office of University Communications. Use either the informal Pitt word mark, or the athletics script Pitt.
STATIONERY

All Pitt stationery is designed and formatted by the Office of University Communications and can be ordered online by visiting communications.pitt.edu/stationery. All items ordered through the Web site is printed in the University print shop in the Cathedral of Learning. The template system on the communications Web site will walk you through the process and will make ordering stationery quick and easy.

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. The print shop 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 are standardized for all faculty, staff, and students 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.
TEMPLATES

The Office of University Communications has created specially-designed templates for business cards, letterhead, pamphlets, post cards, e-mail blasts, flyers etc., available through the communications Web site, that will allow you to create your own materials. You will now have the ability to customize your promotional materials for your specific need on pre-designed templates with University identity already in place. As a communications specialist, you will also soon have access to the University’s Widen Digital Asset Management system (DAM) for downloadable images from around campus. Visit communications.pitt.edu.

E-LETTERHEAD

One of the newer items available on the Communications Web site 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 also available on the Communications Web site. University identity is already contained within the template. Keep in mind that any added 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 discussed 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 digital or 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 digital 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 always 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.
Main department home page

Inside Web page
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 this graphic standards are regulations regarding these graphics.

Creating individual word marks, acronyms and logos for schools and departments, beyond temporary marks for events or programs, is discouraged. Individual word marks and logos can diminish the integrity of the Pitt brand. It is reasonable, however, to assume that sometimes a separate identity brand may be required. In the interest of maintaining a consistent Pitt brand, we encourage individual branding devices to be used as a design elements on publications and not as the primary identity. If an additional graphic mark is needed, the following guidelines apply:

- 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,” 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 for continued 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 for continued 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 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.

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

- 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 on which the University of Pittsburgh seal/signature appears. However, the words “University of Pittsburgh” or the University’s informal branding may appear on the same side of a page as the independent unit’s graphic.

- 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 graphics 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 use. 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.
The script Pitt is mainly reserved for all athletics department communications, the Pitt Alumni Association, and for informal affiliations such as other associations or clubs. When it comes to overall communications for academic, research, and community-based promotional efforts of the University in implementing graphics standards, these marks may not be used in most cases.

Branding problems can surface if the official academic marks are circumvented in favor of athletics marks, or alumni marks.

If you find yourself in an identity conundrum—please contact University Communications. We can advise you on the best approach and process for your institutional identity strategy.
Below 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 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.
MARKETING EXPERTISE

The Office of University Communications has a design team on staff with extensive backgrounds in all kinds of media and a wide variety of portfolio work, and who have a unique understanding of the University mission, strategic goals, and its structure.

We also have communications managers, writers, and production managers, to handle print production needs. We have a full-service Web team with designers, developers, photographers, 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 a partner and resource for any advertising, design, writing, publishing, production, video, photography, illustration, Web site, or event-related project.

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.

Marketing Examples/School Advertising
Brain science is the 21st century frontier, much as the human genome was the province of the 20th century. Why? We are at an unprecedented time in history, both with regard to the explosion of technological and scientific discoveries that could tell us about the brain, and because brain disorders—autism and dementia as cases in point—are prevalent and come with extraordinary costs. Addressing brain disease is imperative, but it can only be done through careful research.

The University of Pittsburgh Brain Institute (UPBI), an international leader in brain discovery and translational science, seeks to pursue six overarching initiatives through which it expects to transform brain research: neuroprosthetics; new models of brain disorders; an atlas of networks; an atlas of behavior; neurodevelopment; and dementia. These initiatives are not mutually exclusive; on the contrary, they are closely interwoven. We see these initiatives in the context of a larger scientific enterprise that provides theory and guiding principles by which we can study the brain, discern its workings, and make discoveries that translate quickly and effectively into tomorrow’s medicine.
Marketing Examples/Magazines

CRISIS ON MAIN STREET

Marketing Examples/Institutional Advertising

#1 public university in the Northeast.
Top 5 percent of universities globally.
Top 5 nationally in research funding from the National Institutes of Health.
Pennsylvania’s #1 best-value public college.

The University of Pittsburgh is proud to advance higher education in the region and beyond. Academic excellence, big-impact research, and robust community service are essential to a bright and sustainable future.

A pioneering business leader who had an abiding love for his city and a commitment to improving it, Henry and his beloved wife, Elsie, forever changed Pittsburgh and all of us privileged enough to live and work here. Perhaps nowhere is this powerful transformation more evident than at the University of Pittsburgh — as is revealed in Henry Hillman’s great generosity and vision.

Thank you, Henry Hillman
An Emeritus Trustee and one of the most generous donors in our 230-year history.

CUT OFF
A BEREFT NERVOUS SYSTEM MAY EAT AWAY AT THE WILL TO LIVE
GENERAL DESIGN GUIDELINES

The Office of University Communications has a design team on staff with backgrounds in all kinds of media and a wide variety of work.

We also have communications managers, writers, developers, producers, and production managers to handle your communications needs. 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, video, photography, illustration, Web, digital, 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 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.

The primary purpose of design is communicating a message. Be aware of your target audience and how the message will be delivered. Design for a billboard is different than design for a magazine or Web site. Clarity of the message and strong content are essential to good design. Be aware of the hierarchy of your information and emphasize the most important message through size, color, or placement.

Please be sure to follow best practices for typography. Don’t disregard readability and legibility for aesthetic reasons. Avoid clutter, make sure there is sufficient contrast between text and background, and that the text is large enough to read. Limit the number of fonts and special effects used in a piece, and try to avoid widows, orphans, and too many hyphens. Avoid stretching or distorting type. Text that is aligned to be flush left is the most readable. Please use flush right and justified alignment with discretion.

Please make sure that your copy follows University writing guidelines. The University Style Guide can be found online at: umc.pitt.edu/styleguide
Don’t think of white space as empty space. Effective use of white space is an essential tool and can be used to put more emphasis on a specific aspect of your design. Avoid filling the page and adding too many elements. White space helps readability and it can let your design breathe.

Implement official Pitt colors into a design wherever possible to make your pieces signature Pitt. Use colors that are complimentary to the Pitt colors. Effective use of color that is complimentary to the Pitt colors is shown on page 21.

Do not download images or illustrations from the internet for use in your communications materials. Aside from the quality being insufficient for reproduction in print, doing so without permission is stealing and is illegal.

Always keep diversity in mind while you are selecting images and setting up photo shoots. And try to use the most current images in your work, not only of people, but also of campus. Our campus is always changing, please make sure that the buildings shown are current.

Always get signed model releases of all people featured in photo and video shoots, including parents of minors featured. Model release forms are available on our Web site. Also obtain the originating photographer or illustrator’s permission to publish their work. All images on University Communications digital asset management site have all necessary releases and permissions.

These guidelines are intended to aid designers and communicators in creating impactful and effective marketing materials. Effective design is essential for maintaining the University of Pittsburgh’s reputation as one of the nation’s top universities.