

University of Pittsburgh Identity—At a Glance

UNIVERSITY SEAL



If the seal is used alone (without the signature), it should never be smaller than 1" in diameter.

UNIVERSITY COLORS



Pitt Blue: PMS 281
CMYK: 100/85/5/36
RGB: 16/33/63
Hex: 1c2957



Pitt Gold: PMS 4515
CMYK: 13/19/62/28
RGB: 178/164/108
Hex: cdb87c

UNIVERSITY WEB SITES

The seal and signature must appear on the top banner of each site in the appropriate size and format. For detailed guidelines, file downloads, and flexible Web site templates, please visit communications.pitt.edu/web/graphics.

Please Note

All of these marks are available for download at communications.pitt.edu. To acquire the art for seals and wordmarks for your school, center, institute, etc., please contact the Office of University Communications.

Please do not attempt to recreate these marks as letter spacing and character width have been standardized. With all seal and signatures and seal and wordmarks, the diameter of the seal should not be used smaller than 3/8" in diameter (illustrated in this guide are the smallest allowable seal sizes). The seal and signatures and seal and wordmarks are unit logotypes and should never be separated.

**For assistance, contact the
Office of University Communications: 412-624-4147**

SEAL AND SIGNATURE



University of Pittsburgh

SEAL AND SIGNATURE WITH SCHOOL, CENTER, OR INSTITUTE



University of Pittsburgh

Kenneth P. Dietrich School of Arts and Sciences
Department of Psychology

SEAL AND WORDMARK



Pitt

The seal and wordmark may be used as an option to the seal and signature.

SEAL AND WORDMARK WITH SCHOOL, CENTER, OR INSTITUTE



Pitt | Kenneth P. Dietrich School
of Arts and Sciences

WORDMARKS

University of Pittsburgh

Pitt

Pitt | University
of Pittsburgh

The "Pitt" wordmark without the seal should not be used for promotional materials to external audiences. The "University of Pittsburgh" wordmarks may be used for either audience.

WORDMARK WITH SCHOOL, CENTER, OR INSTITUTE

PittBusiness

PittMcGowan | Institute for
Regenerative Medicine

When this informal treatment is used, there must be a visual connection to the University of Pittsburgh either in copy, with a seal, or with a seal and signature accompanying the communication in print or on the Web.

SCRIPT PITT

Pitt Pitt

The script Pitt is the official identity for Pitt Department of Athletics. It also is used by the Pitt Alumni Association and student groups, and for nonacademic informal purposes. The script Pitt also is available with white outline in both Pitt Blue and Pitt Gold.