

“Script Pitt” Logo Usage Guide for Schools, Departments, Centers, Institutes, and Regional Campuses

Permitted Logos and Palette

The color palette is an essential component of “Script Pitt” and consistent usage of the palette helps protect and strengthen the brand. The “Script Pitt” may only appear in the colors below:

“Game Royal” “University Gold”
(Pantone 661) (Pantone 1235)

Script Pitt—Two Color—Preferred

“Script Pitt” can only be used in the color variations shown below



Centerline of “Script Pitt”

Script Pitt—One Color

“Script Pitt” can only be used in the color variations shown below. Do NOT remove the outline from the two-color marks. Marks without outline are available for download.



“Script Pitt” creates a unique association with and is a registered trademark of the University of Pittsburgh. Because “Script Pitt” represents our identity, guidelines are necessary to maintain the integrity, consistency and value of the Pitt brand. While “Script Pitt” is primarily used by Pitt Athletics, limited use is also permitted for schools, departments, centers, institutes, and regional campuses.

Permitted Uses

Print and Digital

Administrative and non-academic units may use the “Script Pitt” in print and digital communications (e.g., flyers, posters, newsletters, banners, event signage, table tents) that have a direct association with activities conducted in the ordinary course of University business, subject to the Restrictions on Use set forth below.

All other uses of the “Script Pitt” must be pre-approved by the Office of University Communications. Do not begin artwork until the request is approved. Requests may be submitted at: communications.pitt.edu/marketing

Merchandising

“Script Pitt” may appear on merchandise as a stand-alone mark or combined with a regional campus, school, department, center or institute. The required font to use with “Script Pitt” is **Helvetica Neue Light** and must appear centered under the logo.

To protect the intellectual property, branding and traditions of the University of Pittsburgh, the Director of Licensing & Merchandising reviews all products bearing University of Pittsburgh trademarks and logos, including the “Script Pitt.” **All such merchandise must be produced by a vendor licensed with IMG College Licensing.** Such vendors have access to the University of Pittsburgh’s trademarks and logos, have been vetted for product quality, and have sufficient product liability insurance in the event of a defect. All licensed vendors are required to comply with fair labor codes. **For more information:**

<https://pittsburghpanthers.com/sports/>

or by directly contacting the Director of Licensing & Merchandising at:

lburens@athletics.pitt.edu or 412-648-8338.

Restrictions on Use

- The “Script Pitt” must stand alone and may not be combined with any other marks.
- Do not alter or add graphic elements to the logo. Always use approved and provided electronic artwork. To download a high resolution file of the “Script Pitt” go to pitt.edu/scriptpittlogos.zip.
- Do not use the “Script Pitt” on official University communications (e.g., business cards, stationary, academic journals, diplomas, certificates) or in association with academic-oriented activities or programs.
- Do not use in connection with alcohol products, tobacco and other smoking-related products, drug paraphernalia, sexually explicit material, weapons or gambling associated materials.
- Do not use in any manner that suggests or implies the University of Pittsburgh’s support or endorsement of third party organizations, viewpoints, products or services.

Pitt | Office of
University Communications

200 South Craig, 400 Craig Hall, 412-624-4147
communications.pitt.edu

“Script Pitt” and Type Proportions

The type font to be used with University marks for all units is Helvetica Neue Light. The type must appear as black, PMS 661(Blue), or white, and be centered under the “Script Pitt.” The type should appear as initial capital and lowercase letters.



NOTE: If two lines of type are required for a unit name, centered below the “Script Pitt,” type should be set with solid leading.

Example: if using 18 pt. type, the leading between the 2 lines should be set to 18 as well.

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