

University of Pittsburgh Logo Usage Guide for Registered Student Organizations

Permitted Script Pitt 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 C	Pantone 1235 C

Script Pitt—Two Color—Preferred

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



Student Organizations play a major role in our active and vibrant campus community and are permitted to use University logos under the guidelines below.

Guidelines for use of University logos on merchandise and apparel

The University's Institutional mark (Shield and Signature) or Spirit mark (Script Pitt) may be used only when the organization's name includes one of the following words on the merchandise: organization, club, council, society or chapter*. For example, an organization's name could appear under Script Pitt as "Keep It Real Club."

- Script Pitt marks **may only appear in Royal (PMS 661C) and Gold (PMS 1235C).** No other color combinations are permitted unless approved by the Director of Licensing & Merchandise. University Shield may only appear in 3-color, blue, white, black, or a 2-color white with gold (see Permitted Shield Colors).
- Student Organizations may have independent logos, however, University marks, trademarks or wordmarks may not be incorporated into the Organization's University logos.
- A University logo cannot be manipulated in any way, including but not limited to turning it on its side. NO graphic may cover, clutter or take away from a University logo.
- All merchandise and apparel must be submitted for approval by the officially licensed vendor to the Office of Trademark Licensing.

Approval Process for All Merchandising

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. All such merchandise must be produced by a vendor licensed with College Licensing Company. 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: <http://pittsburghpanthers.com/sports/2017/6/17/ot-pitt-licensing-html.aspx?id=98> or by directly contacting the **Director of Licensing & Merchandise at lburens@athletics.pitt.edu or 412-648-8338.**

* Contact the Student Organization Resource Center at sorc@pitt.edu for guidance on words other than those that have been listed here.



University of
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Office of University
Communications and Marketing

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

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Restrictions:

- **No other University of Pittsburgh mark or logo may be used** unless pre-approved by the Office of University Communications and Marketing or by the Office of Trademark Licensing.
- **Do not alter or add graphic elements to the logo.** Always use approved and provided electronic artwork.
- **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 organization (including student organizations) viewpoints, products or services.
- **University logos may not be used on student organization stationary** (print or electronic) or business cards or in the return address of any printed piece. Similarly, University logos may not be used on the masthead or flag of a student organization newsletter (print or digital), or on other student organization communications, including websites and social media.

Permitted:

YES, as long as the University logo is placed on a different area of the merchandise from the student organization logo (front vs. back, sleeve vs. front, etc.)



Institutional mark



Script Pitt



University shield



H2P

Permitted Shield Palette



Pitt Royal and Pitt Gold
(with white fill behind shield)



Reversed and Pitt Gold



Pitt Royal



Black



Reversed

Not Permitted



Informal workmark



University seal



Script Panthers



Script P



Panther Head



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Logo Placement Options for Registered Student Organizations for merchandise and apparel.

A student organization logo may not be used with or near the Script Pitt or the Institutional mark. A student organization may use the Script Pitt or the Institutional mark as illustrated in the examples below.

Option 1: Primary placement of student organization name or logo with **Script Pitt**



University brand compliance (preferred)



Allowable placement of individual logo with Script Pitt
Individual logos or names may also appear on reverse side of shirt



Allowable placement of logo with Script Pitt on sleeve of shirt



Allowable placement of logo with Script Pitt



Not permitted placement of logo near the Script Pitt

Option 2: Primary placement of student organization name or logo with **Shield or Institutional mark**



University brand compliance (preferred)



Allowable placement of individual logo with Shield or Institutional mark.
Individual logos or names may also appear on reverse side of shirt



Allowable placement of logo with Shield or Institutional mark.



Allowable placement of logo with Shield or Institutional mark



Not permitted placement of logo near the Institutional mark or the shield



Logo and Type Proportions for merchandise and apparel.

The type font to be used with University marks must be Cooper Hewitt Book (Arial Regular may be substituted if Cooper Hewitt is unavailable from your supplier). The type must appear as black, PMS 661 (Royal), PMS 1235 (Gold), or White (if on a dark background), and be centered under the University marks. The type should appear as all capital and lower-case letters.



The size of the Script Pitt determines the height of the capital letters of the organization name. Type size should not be larger than the height of the bottom of the "t" in Pitt. Shown as A.

Black Action Society

The height of the capital letters (type—Organization name) should be the same as the inside dimension to the bottom of the "t" on the Script Pitt and spacing for the unit name under the Script Pitt should also use the same dimension. Shown as A. Font should be Cooper Hewitt Book (or Arial if Cooper Hewitt is unavailable from your supplier).

Visual centerline of mark

Note: Only University-approved vendors may be used for merchandise and apparel orders. Contact the Pitt Licensing office for more information and the approval of your order.



The height of the capital letters (type—Organization name) should be the same as the dimension height of the dot in the Institutional mark (Shield). Shown as A. And, spacing for the organization name under the shield should match the height of the center band of the shield Shown as B. (Shown here in yellow version).

The distance of the organization name must be placed below the shield is determined by the size of the center of the shield (in this version, the yellow band). Shown as B.

Black Action Society

The student organization should be set in Cooper Hewitt Book. (Arial Regular may be substituted if Cooper Hewitt is not available from your supplier).

Note: If your supplier does not provide design services and you need assistance in creating your student organization mark, please contact the Office of University Communications and Marketing by filling out a project request form at communications.pitt.edu and a communications manager will contact you. The office of University Communications and Marketing does not create unique logos and will only provide University brand-compliant marks using the Script Pitt or the Institutional mark.



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