Word Mark Style Guide

Introduction

The creation of "Pitt Business" gives a clear visual identity to the Joseph M. Katz Graduate School of Business, the College of Business Administration, the Institute for Entrepreneurial Excellence, and all other constituent units. This new identity will help us market ourselves regionally, nationally, and internationally.

It makes an unmistakable link between the University of Pittsburgh—recognized as one of the world's top public universities—with the innovative business education programs that we offer.

The Pitt Business Word Mark Style Guide provides an overview of our identity. We want to make the Pitt Business brand synonymous with our high-quality education and research.

Your cooperation is vital. Please follow these guidelines whenever you're planning graphic materials for print, the Web, television, souvenirs, apparel, or anywhere Pitt Business is on the move.

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The Pitt Business Word Mark

Word Mark with Descriptor

The word mark with descriptor consists of three permanent and inseparable elements: Pitt Business, rule, and division descriptor.

PITT BUSINESS | Joseph M. Katz Graduate School of Business & College of Business Administration

Do not:

- alter or animate the word mark
- change the typeface or "font"
- change the colors
- add other elements
- superimpose the word mark onto other designs

Using the Word Mark

Preferred Word Mark

The full color horizontal word mark on a plain white background is preferred in all applications.
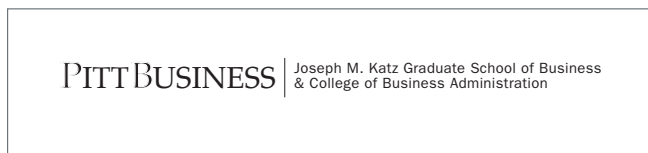
Full Color Word Mark On White

In pieces that are produced in full color or multiple colors, no other colors may be substituted for these:

- "Pitt" is University of Pittsburgh dark blue
- "Business" appears in gray
- The rule is 50 percent gray
- Descriptor is dark red

One Color Word Mark On White

In applications where full color is not economical or feasible, black is preferred. All elements of the Pitt Business word mark print solid black.

Reverse Word Mark:

If your materials have a dark background, all of the elements—Pitt Business, the rule, and the descriptor—should be printed in white. Never put the Pitt Business word mark in a white box on a dark background.

Stacked Word Mark

In applications where the horizontal word mark cannot be used, this stacked word mark may be substituted. All color and typography rules still apply.

Backgrounds

A plain white background is preferred in all applications. Off-white, "natural" white, and other variations are not acceptable backgrounds. If the word mark appears on a solid color background, the background must be black. If the word mark is superimposed on a photograph, then the area of the photo where the word mark will appear must either be light enough to use the preferred word mark; or dark enough to use the reverse word mark.

White Space

Generous use of white space creates a sense of order and will give your message the sense of importance it deserves. Maintain enough white space around the word mark to keep it clear and legible.

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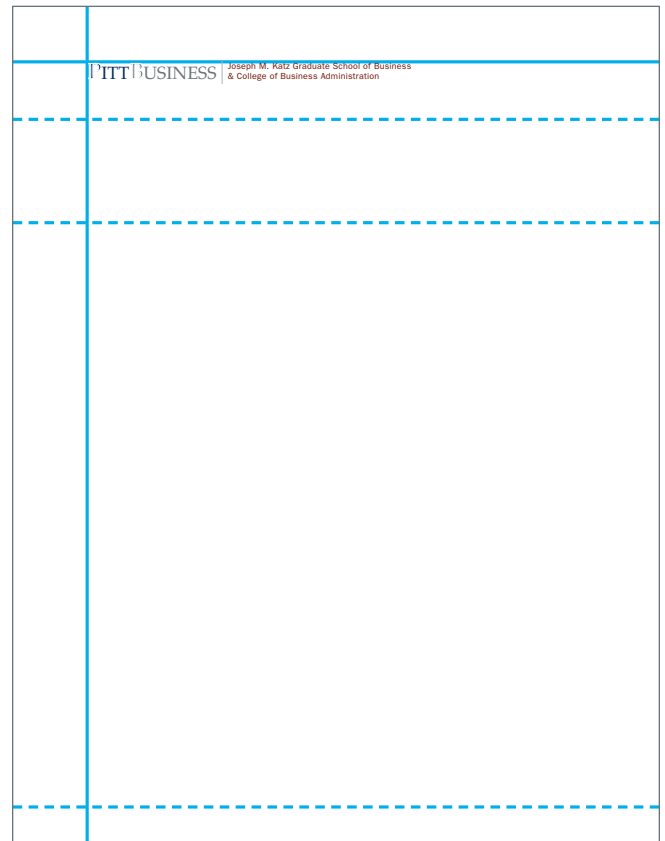
Cover Layout Example One

The grid illustrated below is the basis for Pitt Busi-
ness layouts. All elements on a page should "lock" to
invisible grid lines (shown below in light blue). Doing so
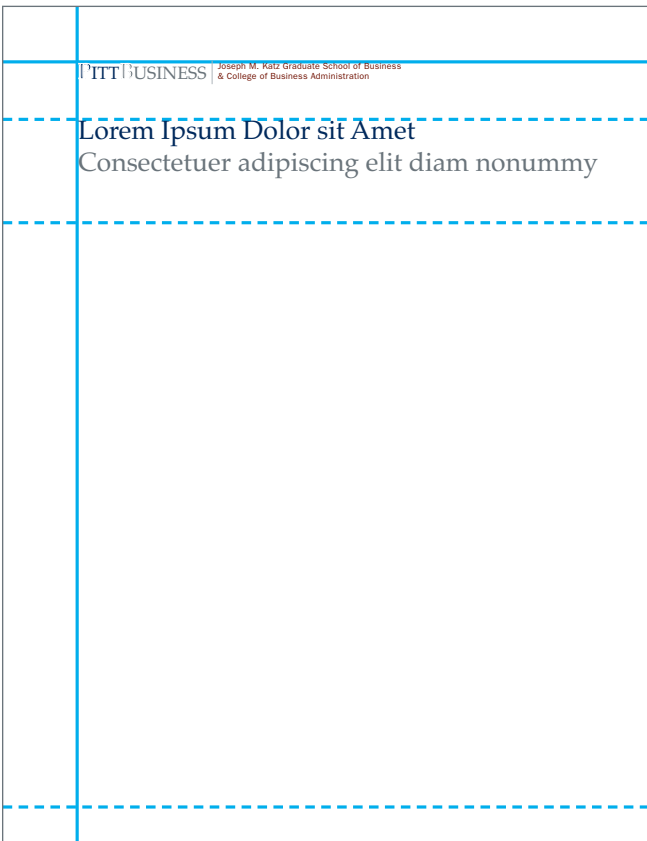gives your layouts a clean and effective appearance.

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& College of Business Administration

1. Grid:
Apply the basic grid on a white background. The grid provides
the structure for all layouts.

2. Word Mark:
Position the word mark at the top left on the basic grid.

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& College of Business Administration

Lorem Ipsum Dolor sit Amet
Consectetuer adipiscing elit diam nonummy

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Lorem Ipsum Dolor sit Amet
Consectetuer adipiscing elit diam nonummy
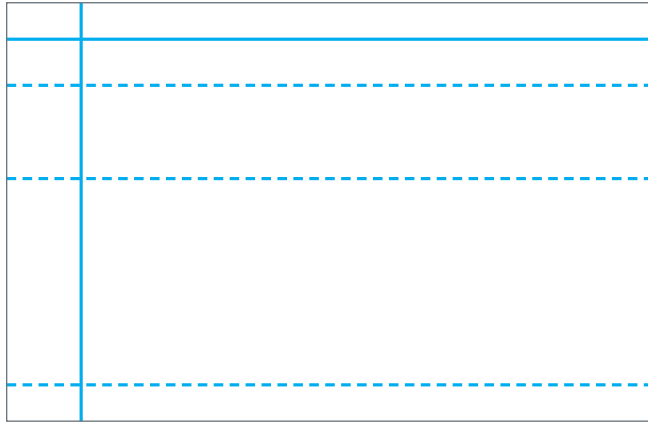

3. Typography:

Use Pitt Business typefaces: Palatino Roman and Franklin Gothic. Do not substitute other typefaces or fonts.
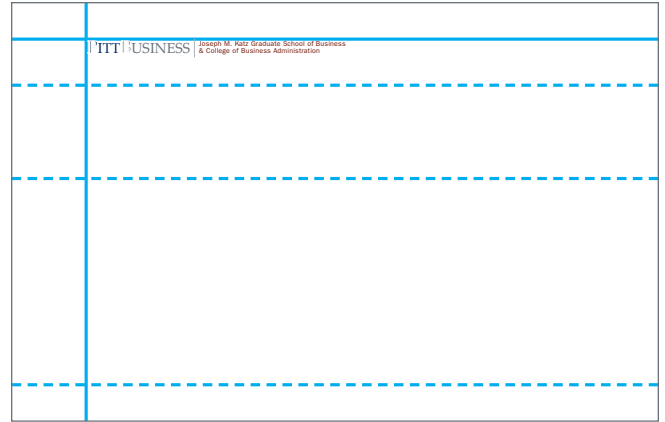
4. Photos, Illustrations, Graphics, and Art:

Use pictures, illustrations, graphics, and other elements when they reinforce the information you are trying to convey.

Cover Layout Example Two

1. Grid:
Apply the basic grid on a white background. The grid provides the structure for all layouts.

2. Word Mark:
Position the word mark at the top left on the basic grid.

PITT BUSINESS | Joseph M. Katz Graduate School of Business & College of Business Administration

PITT BUSINESS | Joseph M. Katz Graduate School of Business & College of Business Administration

Nulla Facilisis At
Zzril delenit augue duis

PITT BUSINESS | Joseph M. Katz Graduate School of Business & College of Business Administration

Nulla Facilisis At
Zzril delenit augue duis

3. Typography:
Use Pitt Business typefaces: Palatino Roman and Franklin Gothic. Do not substitute other typefaces or fonts.

4. Photos, Illustrations, Graphics, and Art:
Use pictures, illustrations, graphics, and other elements when they reinforce the information you are trying to convey.

Departments, Centers, and Other Entities

Pitt Business identity extends to all departments, centers, programs, and other entities within the Joseph M. Katz Graduate School of Business and the College of Business Administration. Layouts should reinforce our Pitt Business identity while clearly demonstrating the relationships between the entities within our schools.

When laying out a document, maintain a hierarchy that emphasizes that each group, level, or organization is part of a larger whole. The sample cover below illustrates one solution.

1 --> PITT BUSINESS | Joseph M. Katz Graduate School of Business & College of Business Administration

2 --> MBA Program
Part-time MBA <----- **3**

4 ---> Accounting
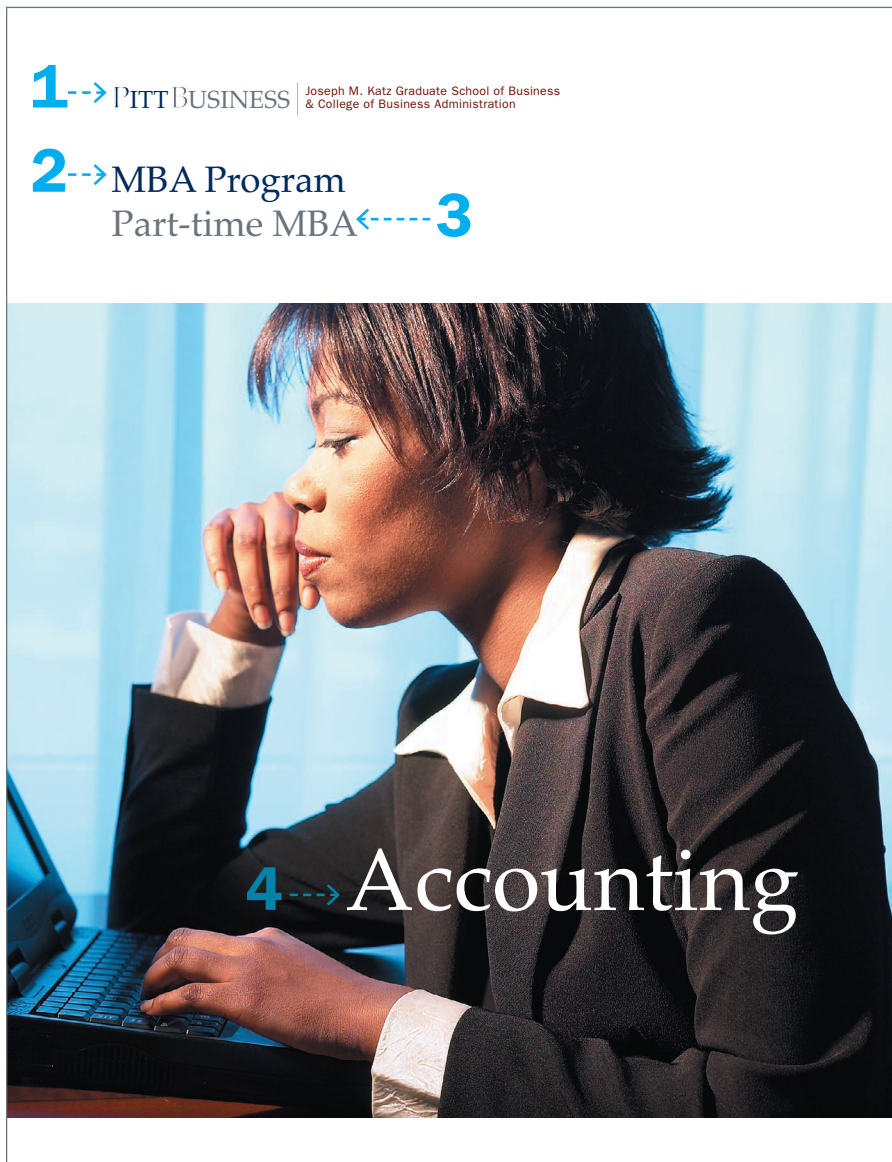
1) Pitt Business word mark

2) department, center, program, or office name

3) short descriptor or phrase providing additional emphasis or focus, if necessary

4) document title

The University Seal and Signature

The University of Pittsburgh enforces strict guidelines for the use of its seal and signature. The Pitt Business identity should never be joined directly to the University's seal and signature. The Pitt Business identity should never upstage or conflict with the University seal and signature.

In most cases, the University seal and signature do not need to be used on the same page or layout as the Pitt Business identity, because the Pitt Business identity can stand alone.

The University seal and signature should never appear on the cover of a Pitt Business publication. It should be restricted to the outside back cover. In those cases where the University seal and signature and the Pitt Business identity must appear on the same page or layout (such as on Web pages), each must receive its own distinct space.

Typography

Typefaces, or "fonts" in computer parlance, must be chosen carefully to ensure that your document, Web page, video presentation, or other materials are both easy to read and professional. Too many different fonts give a document an amateurish appearance. Inappropriate fonts ("Comic Sans," or "script" fonts set in all uppercase letters) make a document hard to read.

In every application where the Pitt Business brand is being used, please confine your use of fonts to the following:

• Palatino

• ITC Franklin Gothic

If your computer does not have one or more of these fonts, contact University Marketing Communications (412-624-0409) for guidance.

Alignment

All text should be aligned "flush left." Text should not be centered, set "flush right," or "justified."

Palatino:

Palatino Roman

Franklin Gothic Set 1:

ITC Franklin Gothic Book
ITC Franklin Gothic Book Italic
ITC Franklin Gothic Demi

Franklin Gothic Set 2:

ITC Franklin Gothic Medium
ITC Franklin Gothic Medium Italic
ITC Franklin Gothic Heavy

Colors

Some colors have become synonymous with certain institutions. Sports fans around the world recognize the University of Pittsburgh's blue and gold. Everyone knows "Big Blue" is IBM, and in photography, yellow has signified "Eastman Kodak" for generations.

We are trying to establish the same recognition for the "Pitt Business" brand. For that reason, please use only the following approved colors:
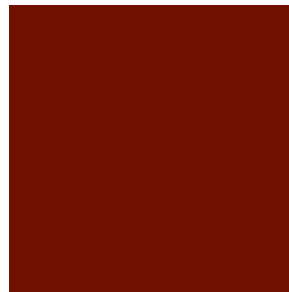
Pitt Business Primary Colors:

PMS 289

PMS 431

PMS 1817

Pitt Business Secondary Colors:

These Pitt Business secondary colors can be used throughout printed materials to accent and complement our primary colors.

100%

30%

15%

PMS 4505

PMS 153

PMS 348

PMS 314

PMS 2602

Photos

Strong, direct photos coupled with crisp typography and a design locked to the grid gives Pitt Business layouts a powerful, professional appearance. The photos you use should be sophisticated and simple. Photos may appear in either full color or black and white. When text is superimposed over a photo, make sure it is easy to read.

The layouts below illustrate possible photo placements on the front page of brochures, newsletters, or magazine-type publications. Not all photos must or should be run "full bleed" (extending to the edges of a document), nor must all photos dominate a page.

Select and place photos within a document to maintain a sense of balance—don't use too many photos, or too many photos of the same size or proportion. A few effective, well-placed photos add more to your publication than many small, indistinct photos.
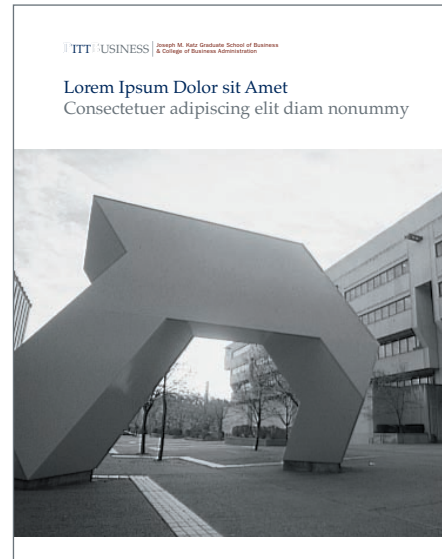
Charts

We use charts and tables to organize and convey numbers, names, and other data quickly and visually. Please do not use charts and tables strictly as decorative elements. They must always deliver important information. Use the approved Pitt Business colors in all applications. Avoid using three-dimensional charts, distracting backgrounds, distorted photos or images, or other "trick" effects. They will make your charts harder to understand.
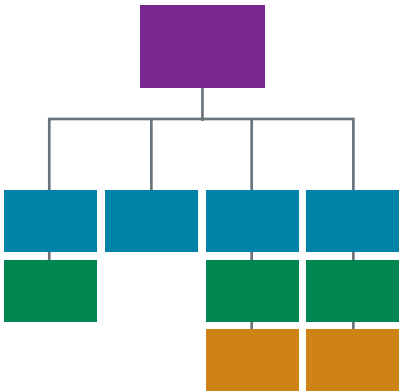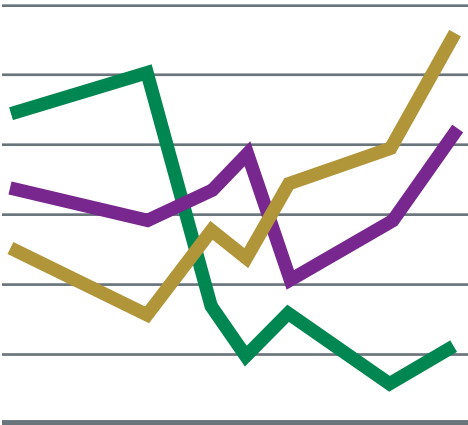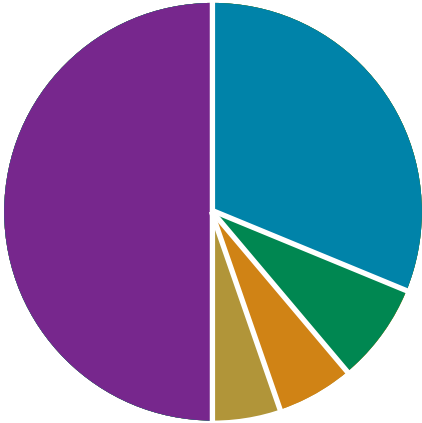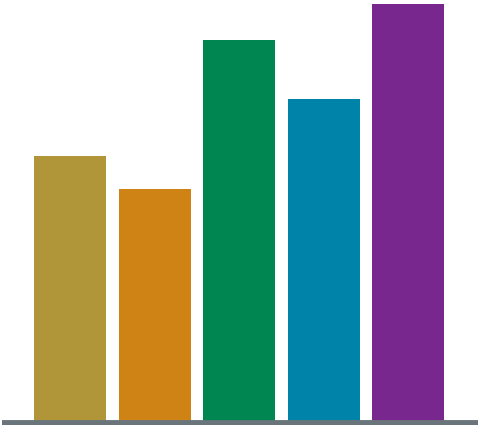
Tables

Longer lists, categories, and more complicated data sets can often be laid out as tables. Group the information using rules, shading, and horizontal lines. Tables printed in color should use the approved Pitt Business colors.

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Dolore	—	Congue	Nihil Imperdiet
Feugiat Nulla	Minim veniam	Quis Nostrud	Exerci
Tation	Ullamcorper	Suscipit	Lobortis

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Quality Control

We must maintain certain minimum standards for the new Pitt Business brand. Don't break the basic design rules, and never:

- alter or modify the word mark or descriptors
- create a new logo or word mark
- manipulate or change colors
- add descriptors other than the official ones
- add geometric shapes to the word mark
- use shading on the word mark
- combine the word mark or part of the word mark with words or other elements
- center the word mark
- put the word mark in a white box on a color background

Altered Word Mark

Inncorrect Descriptor

Wrong Word Mark/Descriptor Order

Wrong Colors

Shading

Wrong Words, No Descriptor

Additional Words

White Box on Background

Old or Obsolete Logos

Conclusion

We're counting on your cooperation to make the debut of the Pitt Business word mark a success. Use this guide as a reference whenever you're creating print, video, or online materials that promote our departments, programs, centers, and activities.

The Pitt Business Word Mark Style Guide was created in cooperation with the Department of University Marketing Communications. We encourage you to seek professional assistance shaping a marketing campaign using the Pitt Business word mark. For assistance on future projects, please contact John Cooper in University Marketing Communications at 412-624-0409.