



Pitt Script Logo Usage Guidelines for Registered Student Organizations

Revised March 9, 2017

- Registered student organizations will be permitted to use the Pitt Script logo under the guidelines below.
- Registered student organizations may not use the Pitt Block logo, University Seal, Cathedral of Learning, or either Panther head. **See page 5.**
- All uniform, merchandise, and apparel requests must be submitted for approval to the Office of Trademark Licensing and must be purchased from a licensed vendor. **See page 2.**

1. PITT CLUB SPORTS: Competitive and Game Day Uniforms

- Pitt Club Sports (PCS) are granted the privilege of using the Pitt Script logo under these guidelines and with approval. Pitt Club Sports may use the word PITT as part of their organization's name. However, Pitt Club Sports that also have a varsity program at the University must denote "Club" in front of their sport name (e.g., baseball, basketball, cross country, football, gymnastics, soccer, softball, swimming/diving, tennis, track/field, wrestling and volleyball). **PCS will have two years to transition their competitive jerseys to these guidelines.**
- The PCS patch will be the primary logo for the Pitt Club Sports teams. **See page 3.**

Permitted:

- Use navy, Vegas gold, white, or black for competitive uniforms. **See color options and Pantone colors on pages 3 and 4.**
- Choose from three options for competitive uniforms. The PCS patch must appear on all PCS team uniforms. **See placement options on page 3.**
 1. Use the Pitt Script logo alone with the PCS patch placed on the jersey (can leave "Club Sports" on the banner of the PCS patch or change it to the team name—e.g., "Club Volleyball").
 2. Use the Pitt Script logo with "Club _____" underneath it with the PCS patch. **See spacing and sizing options on page 6.**
 3. Use the PCS patch as the primary mark on the front of the PCS team jersey.
- Use **Helvetica Bold** in all caps for the sport name under the Pitt Script logo.

Not Permitted:

- Do not use the colors yellow and royal blue for competitive uniforms, apparel, or merchandise in conjunction with any University trademark.
- Do not manipulate the Pitt Script Logo in any way, including, but not limited to, turning it on its side. There may be no graphics that cover, clutter, or take away from the Pitt Script Logo.
- Do not use the Pitt Block logo, University seal, Cathedral of Learning, or Panther head designs.
- Do not use the Pitt Script logo on **competitive uniforms** without also using the PCS patch. **See page 3.**
- Do not use the Pitt Script logo on stationery (print or electronic) or business cards or in the return address of any printed piece.
- Do not use the Pitt Script logo on the masthead of print or electronic newsletters.

PITT CLUB SPORTS: Noncompetitive Apparel

- Use of the PCS patch is **not** required on regular, noncompetitive apparel, but it may be used as the primary logo or added to another area of the apparel if the team chooses.
- PCS teams may use the Pitt Script logo with their team name underneath it in **Helvetica Bold** typed in all caps.
 1. Pitt Club Sports that also have a varsity program at the University must denote "Club" in front of their sport name (e.g., baseball, basketball, cross-country, football, gymnastics, soccer, softball, swimming/diving, tennis, track/field, wrestling, and volleyball). Otherwise, on noncompetitive apparel, teams without an affiliated varsity sport do NOT have to denote the word "Club" in front of their team name (e.g., lacrosse, hockey, hurling).
- Teams that have an approved preexisting logo may use it on their **noncompetitive apparel.**
- Alternate colors (excluding yellow and royal blue) for noncompetitive apparel may be approved.

2. OTHER REGISTERED STUDENT ORGANIZATIONS

Registered student organizations and noncompetitive club sports teams will be permitted to use the Pitt Script logo under the following guidelines.

Permitted:

- Use navy, Vegas gold, white, or black for competitive uniforms. **See color options and Pantone colors on page 4.**
- Use a self-designed logo that **does not** incorporate any University trademark.
- Use the Pitt Script logo with your organization's name underneath it in **Helvetica Bold** in all caps. **See spacing and sizing options on page 6.**

Not Permitted:

- Do not use the colors yellow and royal blue for competitive uniforms, apparel, or merchandise in conjunction with any University trademark.
- Do not manipulate the Pitt Script Logo in any way, including, but not limited to, turning it on its side. There may be no graphics that cover, clutter, or take away from the Pitt Script Logo.
- Do not use the Pitt Block logo, University seal, Cathedral of Learning, or Panther head designs.
- Do not use the Pitt Script logo on **competitive uniforms** without also using the PCS patch. **See page 3.**
- Do not use the Pitt Script logo on stationery (print or electronic) or business cards or in the return address of any printed piece.
- Do not use the Pitt Script logo on the masthead of print or electronic newsletters.

3. SOCIAL MEDIA

- If using your (Script) Club sport logo on social media, your account description must state you are part of the Club Sport program.
- Required language: "Official account of the Pitt Club (Sport) Team or Certified Student Group of the University" (any other text at discretion of the group)

4. SUBMISSION AND APPROVAL

- All merchandise and apparel requests must be submitted for approval to the Office of Trademark Licensing and also must be purchased from a licensed vendor. A list of approved licensed vendors can be found at pittsburghpanthers.com/ot/pitt-licensing.html or studentaffairs.pitt.edu/ir/clubs-sports/forms/.
- For questions relating to Pitt Club Sports, please contact:
Competitive and Recreational Sports Coordinator
Whitney Jones
412-624-7421
whitneyjones@pitt.edu
- To request permission to use the Pitt Script logo or for other questions about these guidelines, please contact:
Office of Trademark Licensing
Lori Burens
412-648-8338
lburens@athletics.pitt.edu

Pitt Club Sports Patch Color Options:



2 color logo
Pantone 289 and 4515



1 color logo
Pantone 289



1 color logo
Black



2 color logo reversed
Pantone 4515 and white



1 color logo
Pantone 4515

Pitt Club Sports Patch Blank Banner Color Options (place team name in banner):



2 color logo
Pantone 289 and 4515



1 color logo
Pantone 289



1 color logo
Black



2 color logo reversed
Pantone 4515 and white



1 color logo
Pantone 4515

Pitt Club Sports Competitive Jersey Logo Placement Options:



Pantone Colors:

Pantone 289 (navy)



Pantone 4515 (gold)



Registered Student Organization Options:



Registered Student Organization Color Options:



2 color logo
Pantone 289 and 4515

2 color logo
Pantone 289 and 4515

2 color logo
Pantone 4515 and white

2 color logo
Pantone 289 and white



Inappropriate Uses of the Pitt Script logos:



DO NOT ALTER SHAPE BY STRETCHING OR COMPRESSING



DO NOT ROTATE

DO NOT FLIP



DO NOT CROP

DO NOT APPLY ANY SPECIAL EFFECTS



Unapproved Logos:



Pitt Script Apparel Typeset Guides:



Pitt®

Font size should equal the distance from the top of blue serif "t" to the bottom of gold serif.

Distance from the bottom of Pitt Script logo to the top of the text is equal to the cap height of text.

RUGBY CLUB

Text should be centered from the left side of the descender of the script "P" to the right side of the lowercase "t."



Pitt®

BALLET CLUB



Pitt®

MEN'S
CLUB SOCCER