

Brand Guidelines

Dental Medicine ■

Health and Rehabilitation Sciences ■

Medicine ■

Nursing ■

Pharmacy ■

Table of Contents

3	How to Use This Guide	18	Color Palette	28	Graphic Elements	43	Photography
4	Brand Platform	19	Color Breakdowns	29	Health Sciences Icon	44	One-Color Overlay
5	Strategy on a Page	20	Type and Background Pairings	30	Health Sciences Icon: School Variation	45	Two-Color Overlay
6	Creative Rationale	21	Color Ratio	31	Health Sciences Icon: Example Uses	46	Two-Tone Recolor
7	Brand Messaging	22	Typography	32	Health Sciences Icon: Improper Use	47	Research and Action
8	Writing Headlines	23	Brand Fonts	33	Six-School Name Lockup	48	Health Textures
9	Writing Subheads and Body Copy	24	Type Hierarchy: Print	34	Six-School Name Lockup: Primary Variation	49	Portraiture
		25	Type Hierarchy: Desktop				
		26	Type Hierarchy: Mobile	35	Six-School Name Lockup: Secondary Variations		
10	Visual Identity	27	Headline Styling	36	Six-School Name Lockup: Use Examples		
11	Health Sciences Unit Lockups			37	Six-School Name Lockup: Improper Use		
12	Color Variations			39	Cellular Texture		
13	Health Sciences Individual School Lockups			40	Nodes		
14	Clearspace and Minimum Size			41	Six-Node Border		
15	Health Sciences Program Lockups			42	Six-Node Border: School Variation		
16	Clearspace and Minimum Size						
17	Lockup Improper Uses						
						50	Brand Examples
						63	Questions?



How to Use This Guide

This document is intended for people who are creating marketing materials for the University of Pittsburgh’s schools of the health sciences. Following these guidelines will maintain consistency and brand recognition, but they are not intended to restrict expression. They are meant to inspire, clarify, unify and define the brand as we bring it to life together.

This is a living document, meaning that elements outlined here are subject to change.

Please use good judgment in all creative executions and strive to use the brand effectively, using this guide as a tool.

CONTACT

If you have any questions about how to use the brand guidelines, where to find elements, or any other concerns regarding the health sciences brand, please contact:

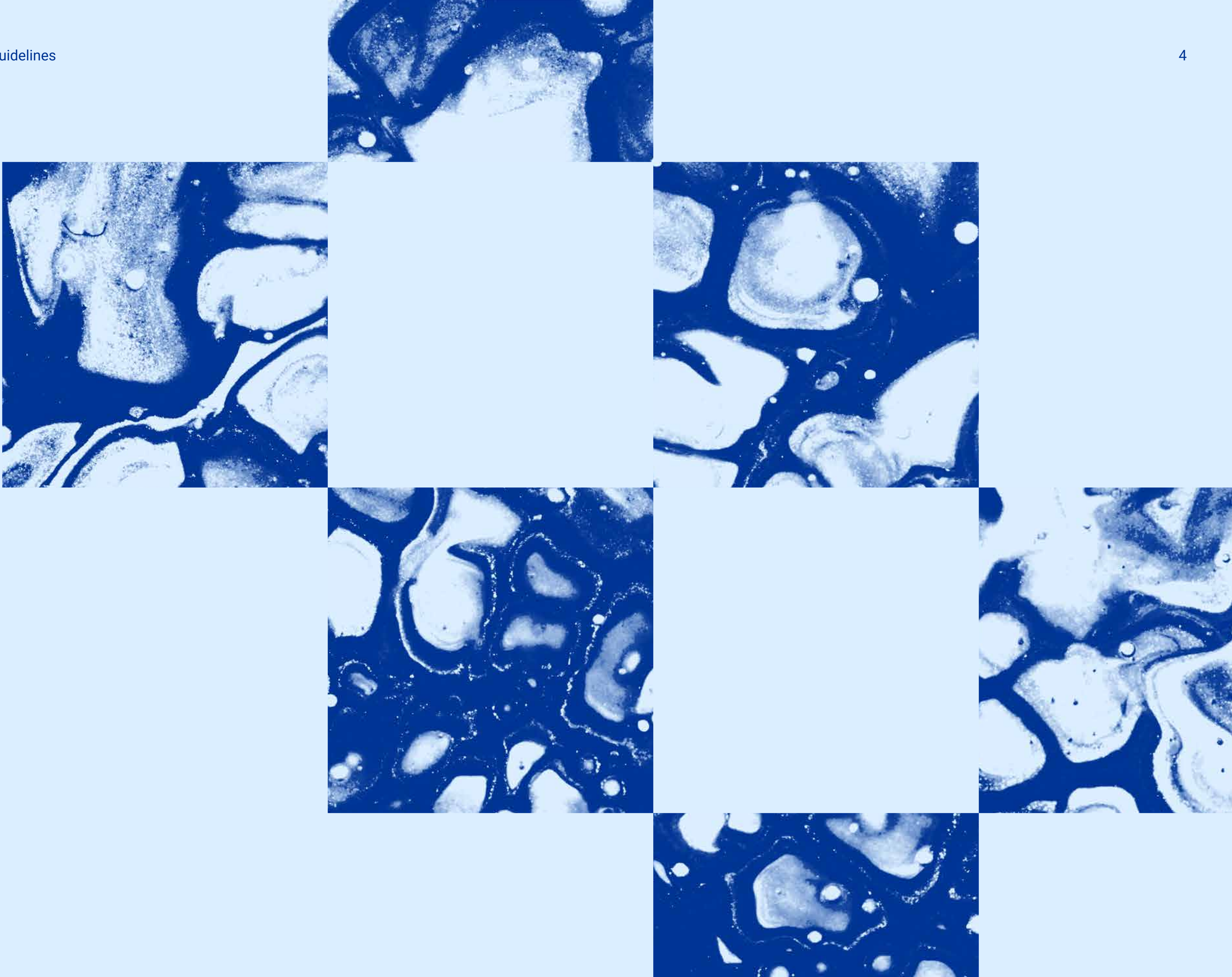
pittHS@pitt.edu

TOOLKIT

To ensure the brand is iconic, recognizable and easy to use, we have developed a brand toolkit as an extension of this guide.



Brand Platform



Strategy on a Page

Our brand is built on a foundation that defines, grounds and connects all messaging, visual expressions and experiences. We call this the brand strategy. It’s a framework that acts as a North Star for all branded communications and expressions. It’s who we are, what we stand for and how we appear to our audiences.

The **brand purpose** is a phrase that captures the heart of the strategy in one thought. It is the concept from which the rest of strategic and creative thinking stems. The brand purpose is never explicitly written in communications, but audiences should feel it.

The **brand pillars** distinguish Pitt Health Sciences from the competition and reinforce the brand purpose. These pillars take the form of four differentiating strengths and communicate who we are, what we do and how we do it.

The **tone words** are composed of the traits and characteristics that set us apart from other institutions. They represent how the core values, institutional position and attitudes come to life. Tone words can be expressed verbally (through copy) and visually (through design).



BRAND PURPOSE

An Indomitable Spirit of Yes

BRAND PILLARS

PLACE

Launchpad of Possibilities

Everything and everyone we could ever need is within reach. From thousands of researchers and scientists to an expansive network of UPMC hospitals and workers, anything we can imagine can be realized, and anything we discover can be translated to excellent patient care. Pitt Health Sciences is where possibilities come to life.

OUR PEOPLE

Collectively Curious

We don’t take “no” for an answer, and we don’t let people go at it alone. Together, we take on challenges with curious minds and courageous optimism, pushing ahead to find impactful solutions. There’s no question, no goal, no challenge that doesn’t excite us, for the pleasure comes through the process of unending exploration—each discovery sparking new curiosities.

OUR CULTURE

Doors Always Open

We have a friendly, familial nature that is unlike anywhere else. It’s part Pittsburgh culture and part inherent proximity of our schools and our partners. We treat each other like good neighbors should, in order to make quality care accessible to all. Check your ego at the door—if someone can help us find a better solution, we’re there for it.

OUR IMPACT

Do What’s Never Been Done

When the world needed a vaccine, we made it. When they said blindness couldn’t be reversed, we showed them the light. When communities needed care, we partnered instead of presumed. We are here to make incredible things commonplace, so that everyone in the world can live richer and fuller lives.

TONE WORDS

Optimistic

Our glass isn’t just half-full, it’s overflowing with possibilities.

Determined

Direct and deliberate; if we don’t do it, people won’t do it.

Curious

An insatiable thirst for knowledge fuels everything we do.

Open

The team, the team, the team. If someone has a good idea, we’ll find a way to get it done together.

Visionary

It takes equal parts knowledge and imagination to radically change health care.

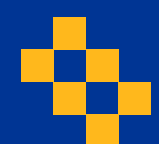
Creative Rationale

Every brand has a story and a perspective. Here we curate and craft language that tells our story in a way that is unique to Pitt Health Sciences. We start with a rationale. This is a written articulation that expresses the health sciences experience, establishes a brand voice and sets up brand themes both in writing and visual elements. This is an internal-facing expression, but it can be used to inspire external messaging.

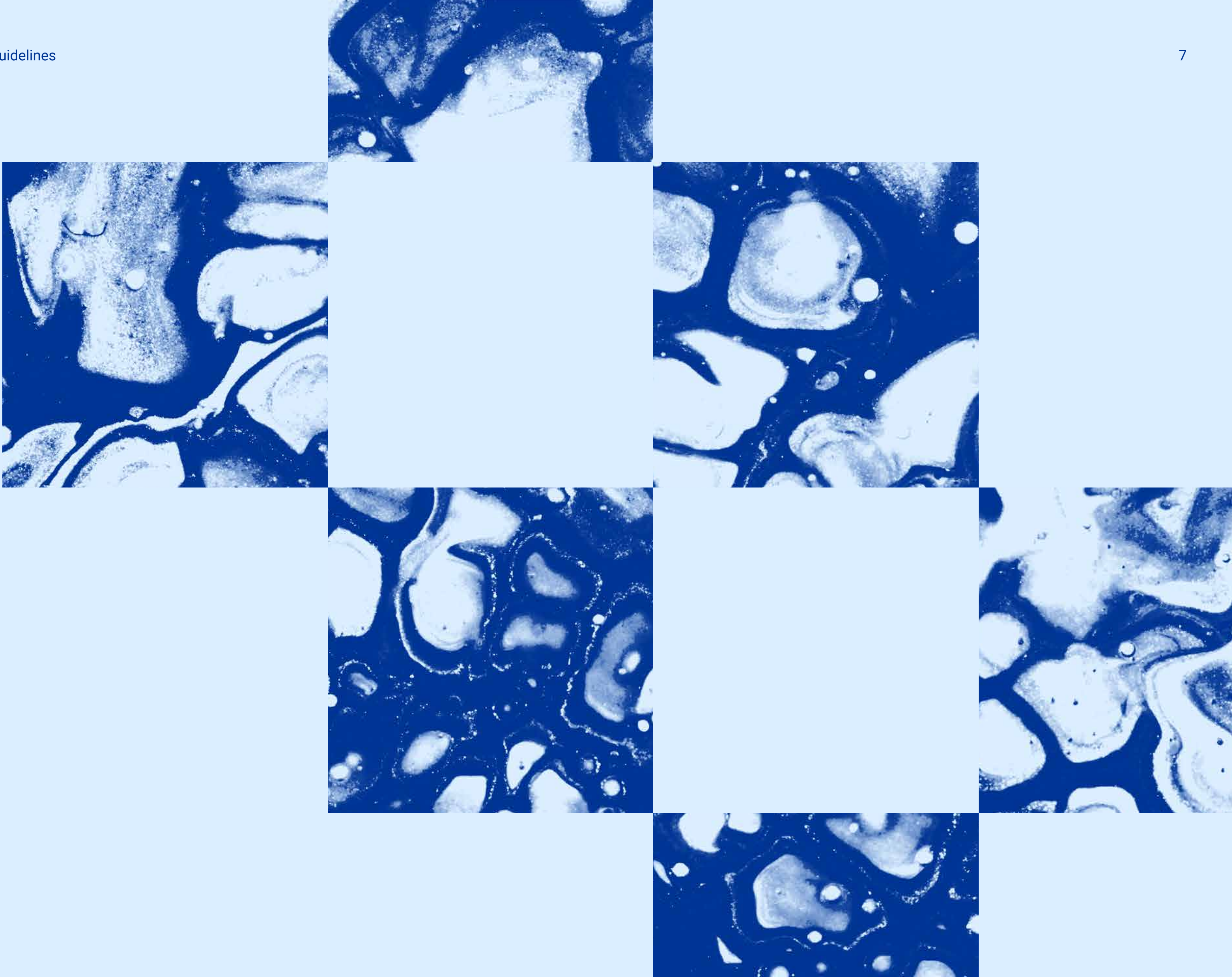
Change isn't inevitable. It takes direct and deliberate action. And to radically transform health and health care, it takes a little more.

Transformation means exploring every angle, seeing every perspective and understanding every community we face. It takes bringing together every bright mind from every one of our six schools. It takes maximizing every dollar earned—and soaking up every opportunity our city has to offer.

Because when we create a place for ideas to flow, when we foster a mindset that says nothing's off the table, when we are driven to do whatever it takes to help, we advance health in every way possible.



Brand Messaging



Writing Headlines

Headlines should be short, eye-opening and engaging. They should draw in our audience to dive deeper, think differently and act. Always consider the medium and placement when writing headlines to ensure that they fit appropriately.

HEADLINE EXAMPLES

From Bench to Bedside,
to Cochabamba, Bolivia

See Health Through the
Eyes of the Blind

Curiosity Killed the Cancer

Give a Nurse a Genome
and Stand Back

Health Sciences is
Six Schools Strong

Every Angle Explored;
Every Way Possible

Health Sciences is Advancing
Health in Every Way Possible

The More, the Healthier



Writing Subheads and Body Copy

Subheads can be paired with headlines to provide context or additional information. These allow headlines to be shorter and open-ended to maximize engagement. Subheads should be short and to the point to pay off the headline.

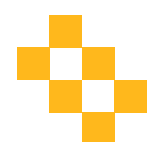
Body copy is any long-form copy that exists outside of a headline or subhead. This can mean a paragraph on a brochure, web copy, a long-form video or radio script, an informative moment on a print ad, etc.

For best practices, lead readers into any long-form writing with a “hook”—a provocative or inviting first sentence or two. After that, make sure that your body copy is succinct, well-paced and free of any run-on sentences or verbose language.

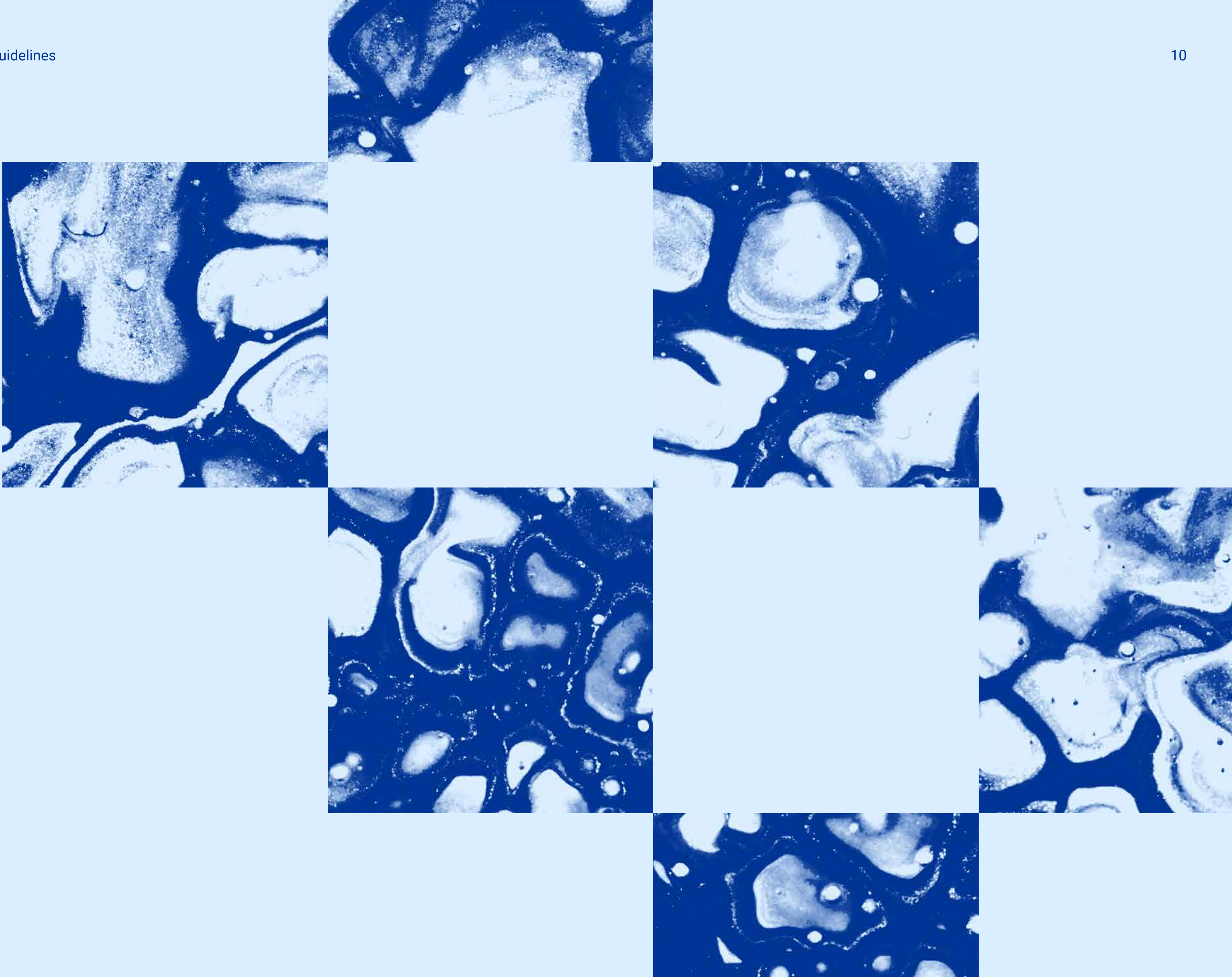
When It's Six Versus One, Odds Are In Our Favor.

From uncovering scientific breakthroughs to providing care for the communities who need it most, we're bringing six top schools together as one united force.

Change isn't inevitable. It takes direct and deliberate action. And to radically transform health and health care, it takes a little more. That's why we're bringing six top schools together to look at problems from every angle—and advance health in every way possible.



Visual Identity



Health Sciences Unit Lockups

When representing health sciences, always use a health sciences unit lockup. These lockups pair the "Health Sciences" name alongside the institutional shield and wordmark, always ensuring brand cohesion between both the institution and health sciences.

There are three layout variations for these unit lockups. The horizontal lockup should be the primary variation, while the vertical and stacked lockups should be used in situations with limited space.

HORIZONTAL LOCKUP



VERTICAL LOCKUP



STACKED LOCKUP



Color Variations

The health sciences unit lockup should only be used in these two color variations, one for light backgrounds and one for dark backgrounds.

LIGHT BACKGROUNDS



DARK BACKGROUNDS



Health Sciences Individual School Lockups

Each of our six schools also has an individual school lockup. These lockups feature the "Health Sciences" name paired alongside the school name. These should not be edited or adjusted in any way. individual school lockups are available in both color variations.

HORIZONTAL LOCKUP



VERTICAL LOCKUP



STACKED LOCKUP



Clearspace and Minimum Size

We ensure that other elements don't compete with the lockup by maintaining a minimum amount of space around the perimeter, measured with the height of the P in Pittsburgh.

To ensure readability, use this minimum size guide to determine the smallest allowable space around a lockup.

CLEARSPACE



MINIMUM SIZES

Digital: 40px
Print: .5"



Health Sciences Program Lockups

Individual programs and departments should use a program lockup. The program or department's name should always be preceded by the name of the school it falls under. These should not be edited or adjusted in any way. Program lockups are available in both color variations.

HORIZONTAL LOCKUP



VERTICAL LOCKUP



STACKED LOCKUP



Clearspace and Minimum Size

We ensure that other elements don't compete with the lockup by maintaining a minimum amount of space around the perimeter, measured with the height of the P in Pittsburgh.

To ensure readability, use this minimum size guide to determine the smallest allowable space around a lockup.

CLEARSPACE



MINIMUM SIZES

Digital: 40px
Print: .5"



Lockup Improper Uses

To ensure consistent use of the health sciences lockups, here are some practices to avoid. These improper uses are applicable to unit lockups, individual school lockups and program lockups.

✗ DO NOT DISTORT OR SKEW.



✗ DO NOT ADD DROP SHADOWS OR OTHER VISUAL EFFECTS.



✗ DO NOT ALLOW IMPROPER CONTRAST BETWEEN THE BACKGROUND AND THE LOGO.



✗ DO NOT ROTATE AT ANGLES OTHER THAN 90°.



✗ DO NOT STRETCH.



✗ DO NOT REARRANGE OR RESIZE ELEMENTS.



✗ DO NOT RECOLOR.



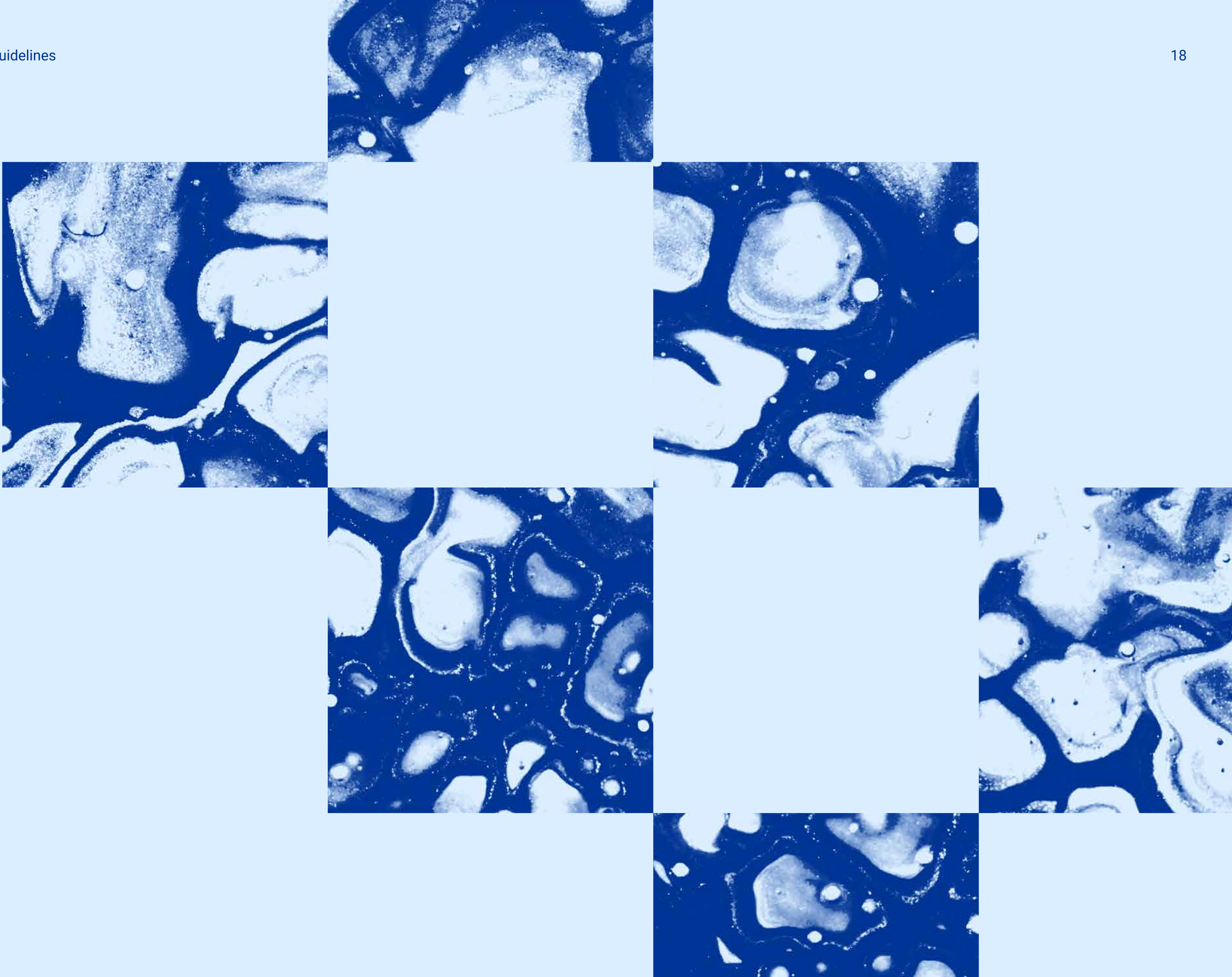
✗ DO NOT OUTLINE.



✗ DO NOT ADD ELEMENTS.



Color Palette



Color Breakdowns

The Pitt Health Sciences brand elevates the institutional Pitt Royal color alongside a clean white to create a sub-brand that is distinguished from the institutional brand.

Primary and secondary colors should be used regularly on all collateral, while accent colors provide flexibility for small-use cases like statistics and infographics.

DO use mainly our primary and secondary colors.

DON'T heavily use accent colors.

Be sure to use the appropriate color breaks for the output method. RGB and HEX Codes are for digital use, while CMYK and PMS are for print use. Colors may appear differently from screen to print materials.

Please note: This is an RGB document. Colors and swatches in this document will **not** print accurately.



PRIMARIES

Pitt Royal

RGB: 0 / 53 / 148
HEX: #003594
CMYK: 100 / 75 / 0 / 6
PMS 661C

White

RGB: 255 / 255 / 255
HEX: #ffffff
CMYK: 0 / 0 / 0 / 0

SECONDARIES

Pitt Gold

RGB: 255 / 184 / 28
HEX: #ffb81c
CMYK: 0 / 31 / 98 / 0
PMS 1235C

Orange

RGB: 247 / 145 / 30
HEX: #f7911e
CMYK: 0 / 52 / 100 / 0

Light Blue

RGB: 102 / 178 / 227
HEX: #66b2e3
CMYK: 56 / 15 / 0 / 0

Black

RGB: 0 / 0 / 0
HEX: #000000
CMYK: 0 / 0 / 0 / 100

ACCENTS

Golden Haze

RGB: 255 / 233 / 57
HEX: #ffe939
CMYK: 2 / 3 / 88 / 0

New Sky

RGB: 219 / 238 / 255
HEX: #dbeeff
CMYK: 12 / 2 / 0 / 0

Light Green

RGB: 0 / 173 / 110
HEX: #00ad6e
CMYK: 80 / 3 / 78 / 0

Infrared

RGB: 255 / 91 / 69
HEX: #ff5b45
CMYK: 0 / 79 / 74 / 0

White Peach

RGB: 255 / 222 / 205
HEX: #ffdecf
CMYK: 0 / 15 / 16 / 0

Merlot

RGB: 119 / 5 / 56
HEX: #770538
CMYK: 36 / 100 / 58 / 37

Bronze

RGB: 184 / 115 / 51
HEX: #b87333
CMYK: 16 / 63 / 100 / 3

Gray

RGB: 200 / 201 / 199
HEX: #c8c9c7
CMYK: 21 / 16 / 18 / 0

Type and Background Pairings

To ensure an accessible brand, type sitting on colored backgrounds should always have enough contrast between the two colors. These are our preferred pairings, not only for accessibility, but also for brand consistency.

Pitt Royal and White
Pitt Royal and Pitt Gold
Pitt Royal and Light Blue

White and Pitt Royal

Light Blue and Pitt Royal

Orange and Pitt Royal

Black and White

Pitt Gold and Pitt Royal

Golden Haze and Pitt Royal

New Sky and Pitt Royal

Green and Black

Infrared and White

White Peach and Pitt Royal

Merlot and White

Bronze and White

Gray and Pitt Royal

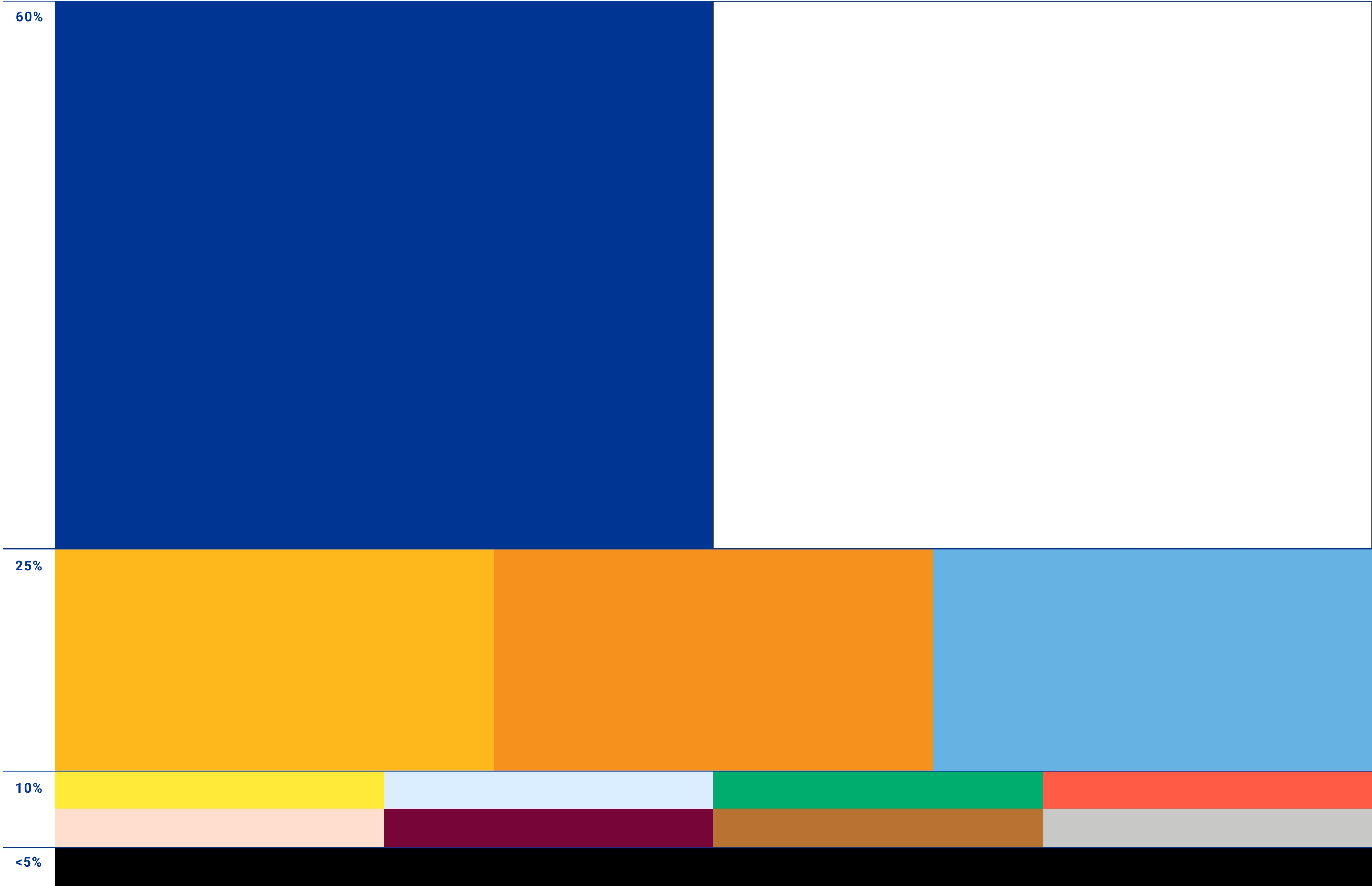


Color Ratio

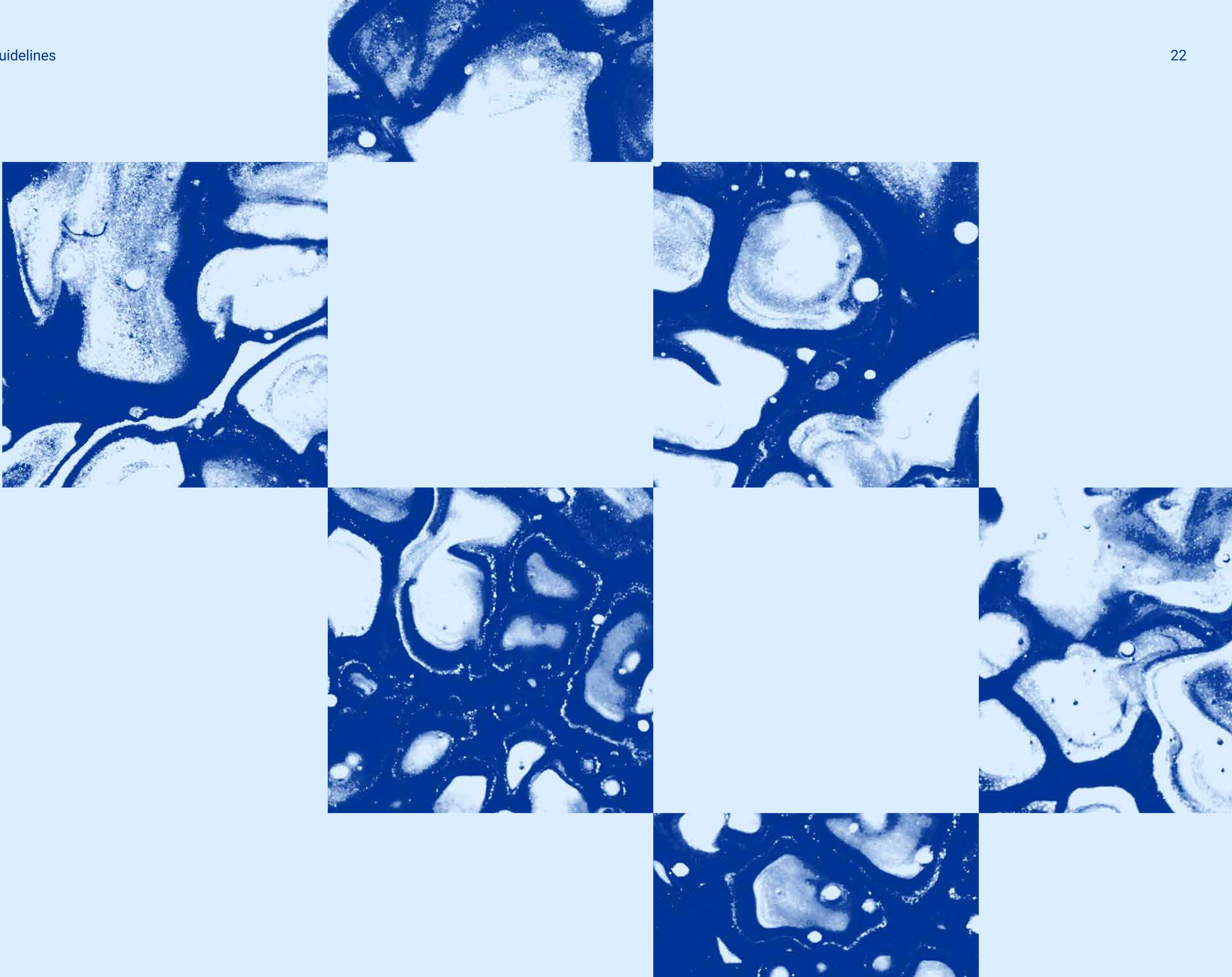
This is the preferred color proportion breakdown for all colors in the palette. It balances our primary colors alongside our secondaries to create a brand that feels sophisticated and refined, while still embracing the Pitt institutional brand. While it is impossible to be exact with color proportions, this should serve as a basic guideline for using colors.

DO use mainly our primary and secondary colors.

DON'T heavily use accent colors.



Typography



Brand Fonts

Pitt Health Sciences uses font families Roboto and Merriweather on all communications. This type pairing creates a sophisticated but flexible typographic system. Both fonts are available to download for free via Google Fonts.

 [DOWNLOAD ROBOTO](#)

 [DOWNLOAD MERRIWEATHER](#)

SANS SERIF

Roboto Regular
Roboto Medium
Roboto Bold

SERIF

Merriweather Light
Merriweather Regular
Merriweather Bold



Type Hierarchy: Print

Establishing a clear type hierarchy is essential for effective communication and readability.

For print applications, our system distinguishes between primary headlines, subheads, body text and supporting copy, ensuring a logical flow and visual consistency. By adhering to this hierarchy, we maintain clarity and emphasize key messages across all brand materials.

BREADCRUMB

EVERY SCHOOL CONNECTED

Roboto Bold
0 Tracking / Auto Leading
All Caps

HEADING

The Future of
Health is Pittsburgh

Roboto Regular and Bold
0 Tracking / 82% Leading
Title Case

SUBHEADING

From uncovering scientific breakthroughs to providing care for the communities who need it most, we’re bringing six top schools together as one united force.

Merriweather Regular
0 Tracking / Auto Leading
Sentence Case

BODY

Change isn’t inevitable. It takes direct and deliberate action. And to radically transform health and health care, it takes a little more. That’s why we’re bringing six top schools together to look at problems from every angle—and advance health in every way possible.

Roboto Regular and Bold
0 Tracking / 125% Leading
Sentence Case

CAPTION

*Captions should be smaller than body copy but still legible.
Start at 7 pts for print and 12 px for digital.*

Merriweather Italic
0 Tracking / 110% Leading
Sentence Case



Type Hierarchy: Desktop

For desktop digital applications, these are our set styles for H1, H2, H3, P1 and P1 list. Do not deviate from this.

These should be considered work in progress and are subject to change.

H1

Health Sciences is six top schools working as one.

Roboto Extrabold 800
65px Font Size
100% Line Spacing
Sentence Case

H2

Together, we advance health in every way possible.

Roboto Extrabold 800
65px Font Size
100% Line Spacing
Sentence Case

H3

The Future of Health is Pittsburgh

Roboto Medium 500
35px Font Size
100% Line Spacing
Sentence Case

P1

Change isn't inevitable. It takes direct and deliberate action. And to radically transform health and health care, it takes a little more. That's why we're bringing six top schools together to look at problems from every angle—and advance health in every way possible.

Roboto Medium 500
24px Font Size
130% Line Spacing
Sentence Case

P1 LIST

From uncovering scientific breakthroughs to providing care for the communities who need it most, we're bringing six top schools together as one united force.

Roboto Extrabold 800
24px Font Size
160% Line Spacing
Sentence Case



Type Hierarchy: Mobile

For mobile digital applications, these are our set styles for H1, H2, H3, P1 and P1 list. Do not deviate from this.

These should be considered work in progress and are subject to change.

H1

Health Sciences is six top schools working as one.

Roboto Extrabold 800
40px Font Size
100% Line Spacing
Sentence Case

H2

Together, we advance health in every way possible.

Roboto Extrabold 800
55px Font Size
100% Line Spacing
Sentence Case

H3

The Future of Health is Pittsburgh

Roboto Medium 500
28px Font Size
100% Line Spacing
Sentence Case

P1

Change isn't inevitable. It takes direct and deliberate action. And to radically transform health and health care, it takes a little more. That's why we're bringing six top schools together to look at problems from every angle—and advance health in every way possible.

Roboto Medium 500
18px Font Size
130% Line Spacing
Sentence Case

P1 LIST

From uncovering scientific breakthroughs to providing care for the communities who need it most, we're bringing six top schools together as one united force.

Roboto Extrabold 800
18px Font Size
160% Line Spacing
Sentence Case



Headline Styling

The typographic details on the right should be considered the baseline modifications for headlines; however, based on the application, these details, like tracking and leading, can be adjusted.

Words to emphasize should be left to designer's discretion based on how the type interacts with the overall look and feel.

Every Way Possible

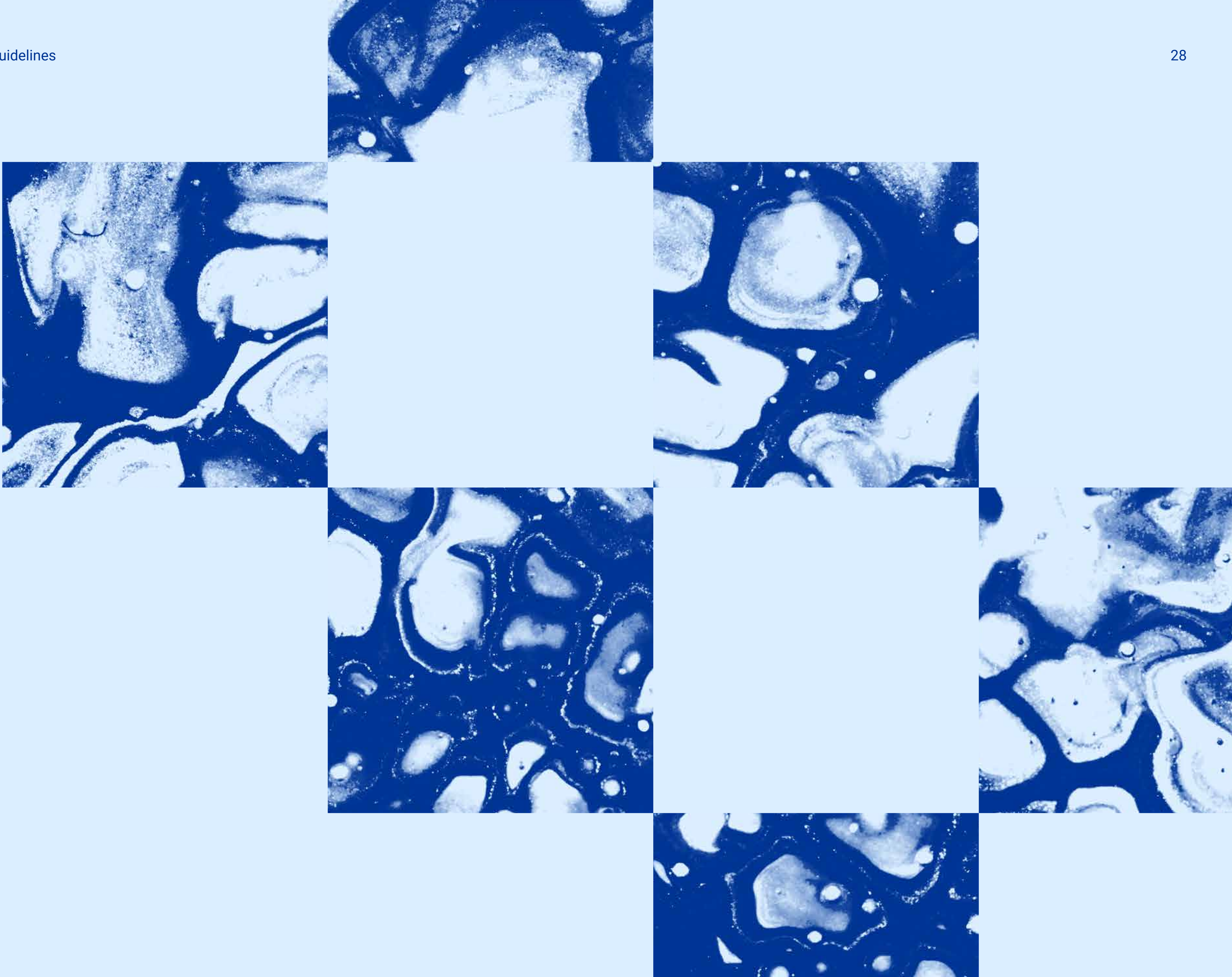
Every Way Possible

Every Way Possible

Every Way Possible



Graphic Elements

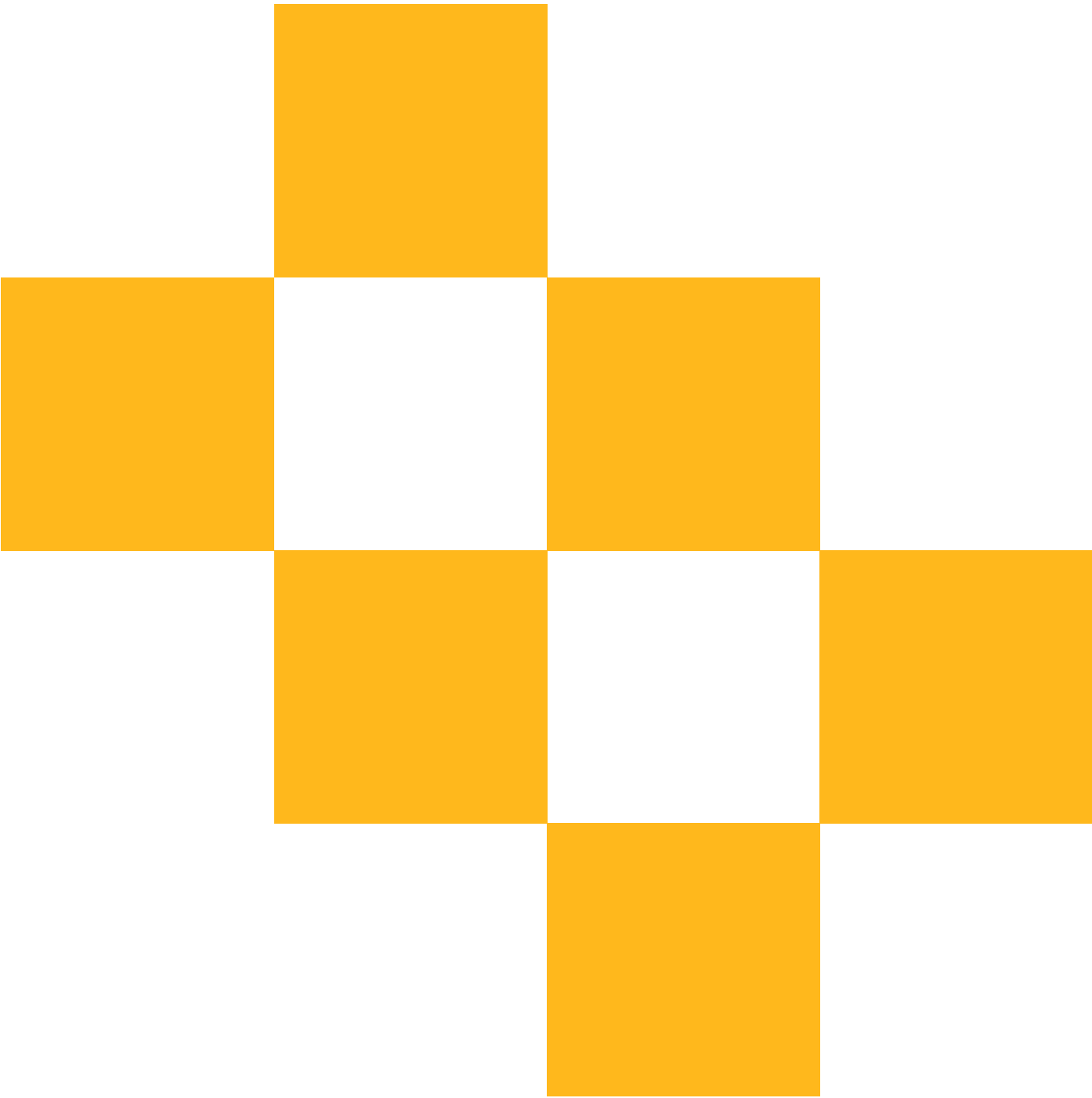


Health Sciences Icon

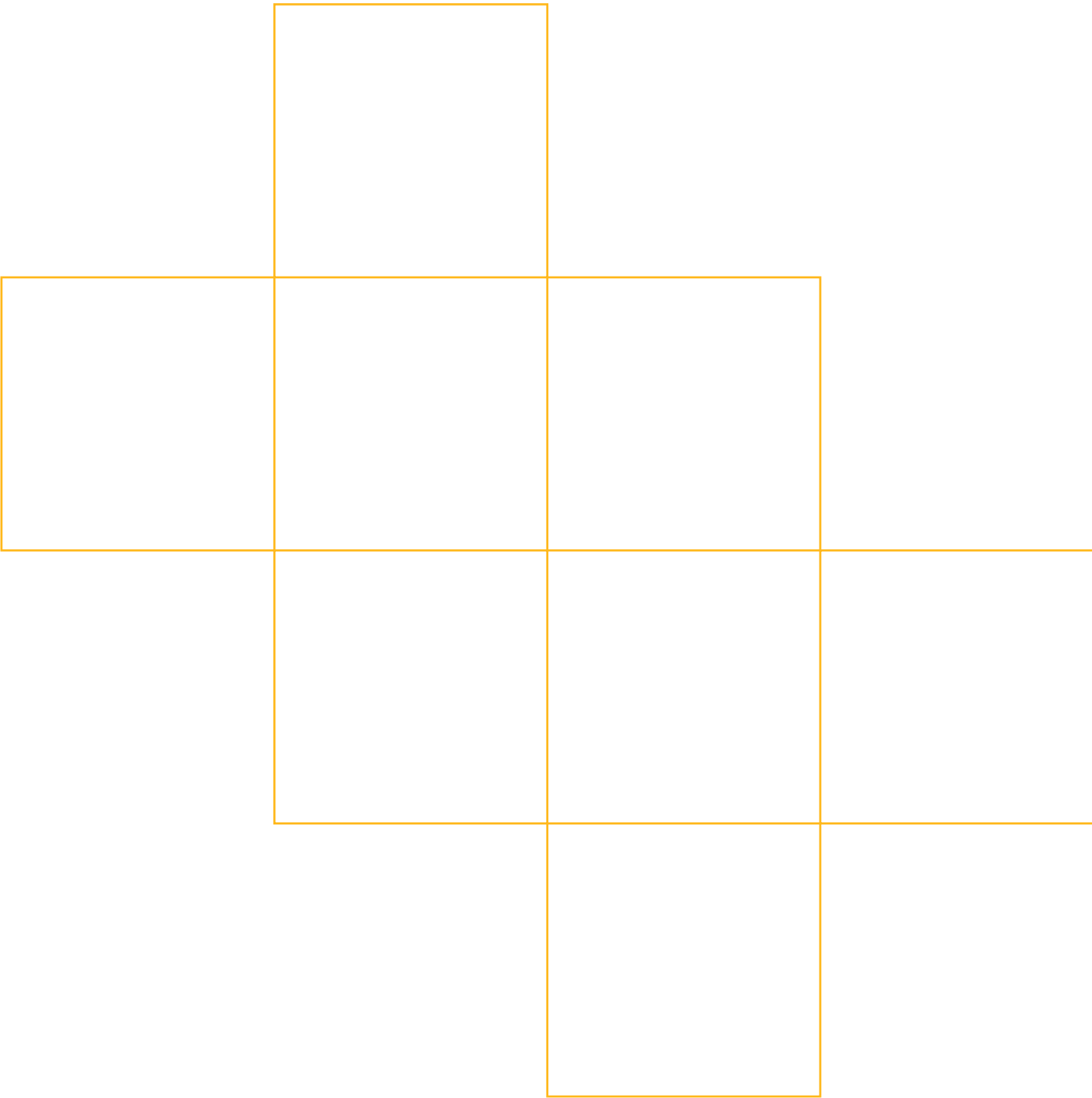
With six distinct squares coming together into one unique shape, this health sciences icon represents the collaboration and unity of our six schools.

This icon should be used as a design element and should not be used as a replacement for the University of Pittsburgh logo or the health sciences unit signature.

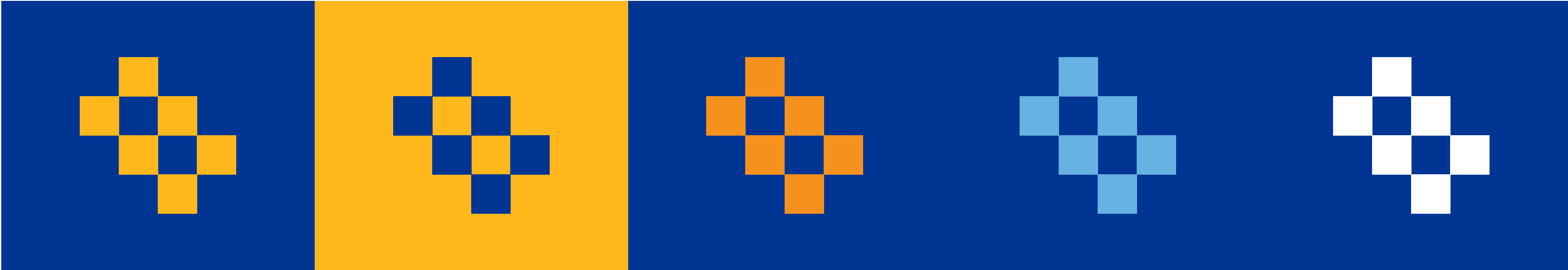
FILLED



OUTLINED (SOLID OR DASHED)



APPROVED COLORS



Health Sciences

Icon: School Variation

The health sciences icon can also be used as a tool to showcase all six schools in photography. The placement of the school names should always match the placement illustrated on this page (dental medicine at the left and public health at the right).

SCHOOL-SPECIFIC PHOTOGRAPHY



NURSING



DENTAL MEDICINE



PHARMACY



HEALTH AND REHABILITATION SCIENCES



PUBLIC HEALTH



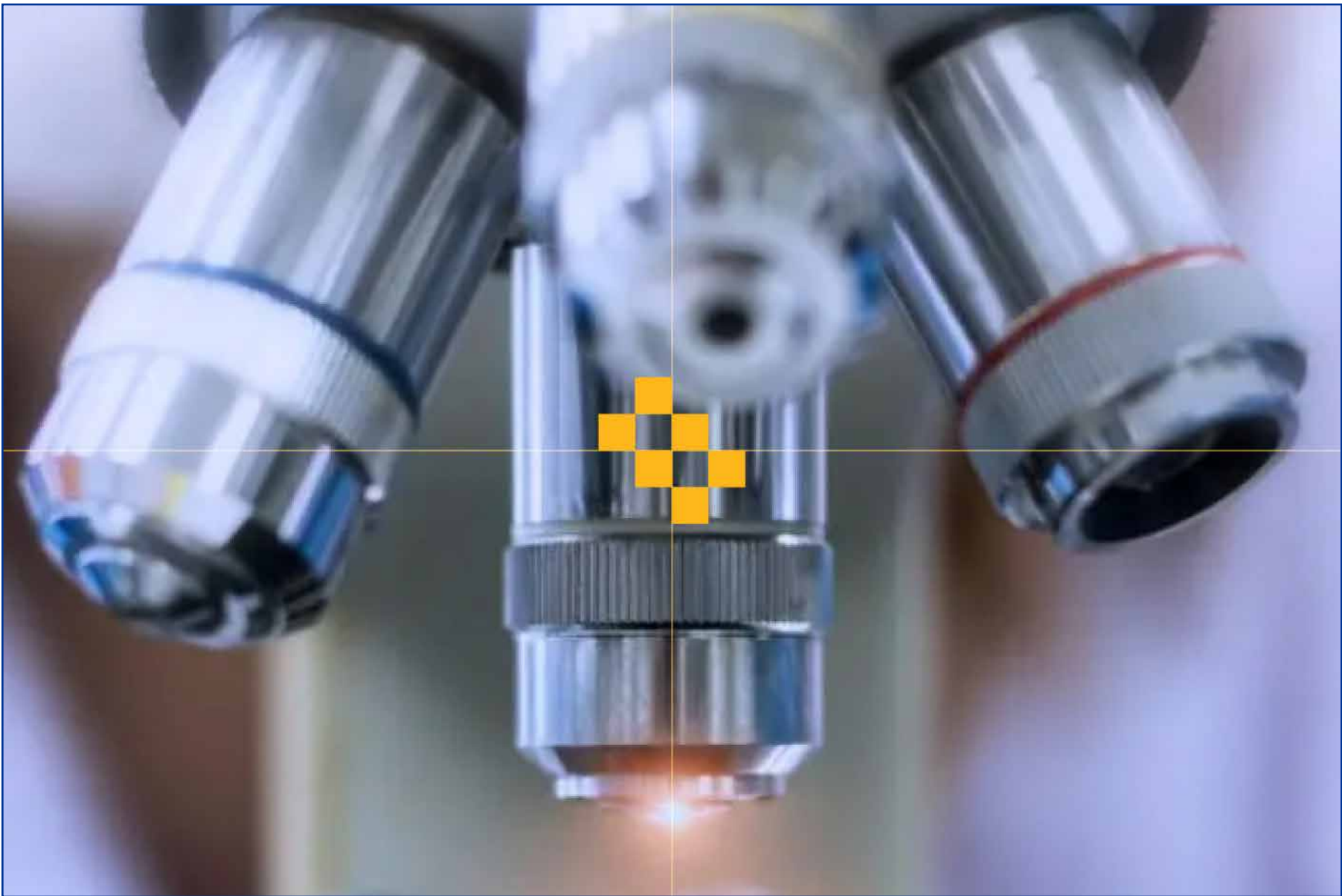
MEDICINE



Health Sciences Icon: Example Uses

The icon can be used both small and large to incorporate a recognizable graphic on health sciences materials.

DON'T place the icon with line work over a person's face.



Health Sciences Icon: Improper Use

✗ DO NOT LOCK UP WITH THE HEALTH SCIENCES NAME.



✗ DO NOT REPLACE THE UNIVERSITY SHIELD WITH THE ICON.



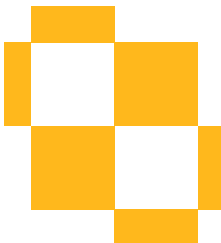
✗ DO NOT USE ICON IN CLOSE PROXIMITY TO LOCKUPS.



✗ DO NOT FLIP HORIZONTALLY OR VERTICALLY. DO NOT ROTATE.



✗ DO NOT SUBSTANTIALLY CROP ICON.



✗ DO NOT PUT THE ICON INTO A CONTAINER SHAPE.



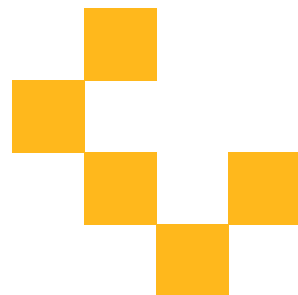
✗ DO NOT USE MULTIPLE COLORS IN THE ICON.



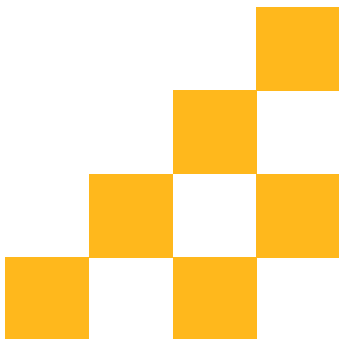
✗ DO NOT STRETCH ENTIRE ICON OR INDIVIDUAL NODES.



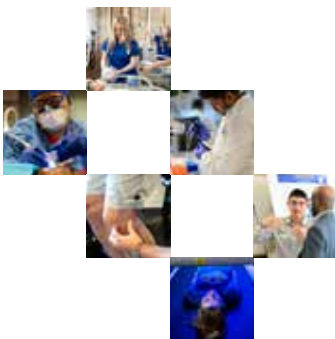
✗ DO NOT ADD OR REMOVE NODES.



✗ DO NOT REARRANGE THE NODES.



✗ DO NOT USE THE SCHOOL VARIATION AT SMALL SCALE.



✗ DO NOT PLACE ICON WITH LINES OVER A FACE.



Six-School Name Lockups

Featuring the names of Pitt Health Sciences' six individual schools on external-facing materials increases brand recognition and cohesion between these schools and Pitt Health Sciences. We recommend that all six of the school names be featured on all external-facing materials, if space and size allow.

DO ensure the six-school name lockups are always paired alongside the health sciences unit lockup, whether it be elsewhere in the composition, in a header or footer, or in a social icon.

DON'T replace the health sciences unit lockup with just a six-school name lockup.



▲ **DO** use negative space, headlines and compositional placement to separate health sciences lockups from secondary variations of the six-school name lockups.

◀ **DO** remove the health sciences lockup if space is limited or on organic social posts that feature a profile image and username associated with health sciences.



Six-School Name Lockup: Primary Variation

Health sciences is the larger name for the collaboration between our six schools. Paired alongside the health sciences unit signature, using the six-school name lockup can ensure equal representation of all six schools. The schools must be listed in full name (minus "School of") and in alphabetical order.

DO always pair the primary variation of the six-school name lockup with a health sciences unit lockup. Social posts are the only application where the six-school name lockup can be used on its own.

Type specifications:

Roboto Black with 0 tracking and two spaces between the school name and the "+" symbol.

Please note: In-use examples are cropped to focus on the graphic element being showcased. To see the full design, visit the brand examples section of the guidelines.

SAMPLE

Dental Medicine + Health and Rehabilitation Sciences + Medicine + Nursing + Pharmacy + Public Health

Dental Medicine + Health and Rehabilitation Sciences + Medicine + Nursing + Pharmacy + Public Health

Dental Medicine + Health and Rehabilitation Sciences + Medicine + Nursing + Pharmacy + Public Health

IN-USE EXAMPLES



Six-School Name Lockup: Secondary Variations

Other variations of the six-school name lockup can feature the "Health Sciences" name. These lockups are available in the health sciences toolkit. Do not attempt to recreate these. Do not adjust or resize these lockups.

DO always pair secondary variations of the six-school name lockup with a health sciences unit lockup elsewhere on the composition.

DON'T use a secondary name lockup directly next to the health sciences lockup or other lockup variation.

ONE LINE

Health Sciences: Dental Medicine + Health and Rehabilitation Sciences + Medicine + Nursing + Pharmacy + Public Health

LEFT-STACKED ONE LINE

Health Sciences

Dental Medicine + Health and Rehabilitation Sciences + Medicine + Nursing + Pharmacy + Public Health

CENTER-STACKED ONE LINE

Health Sciences

Dental Medicine + Health and Rehabilitation Sciences + Medicine + Nursing + Pharmacy + Public Health

CENTER-STACKED TWO LINE

Health Sciences

**Dental Medicine + Health and Rehabilitation Sciences + Medicine +
Nursing + Pharmacy + Public Health**

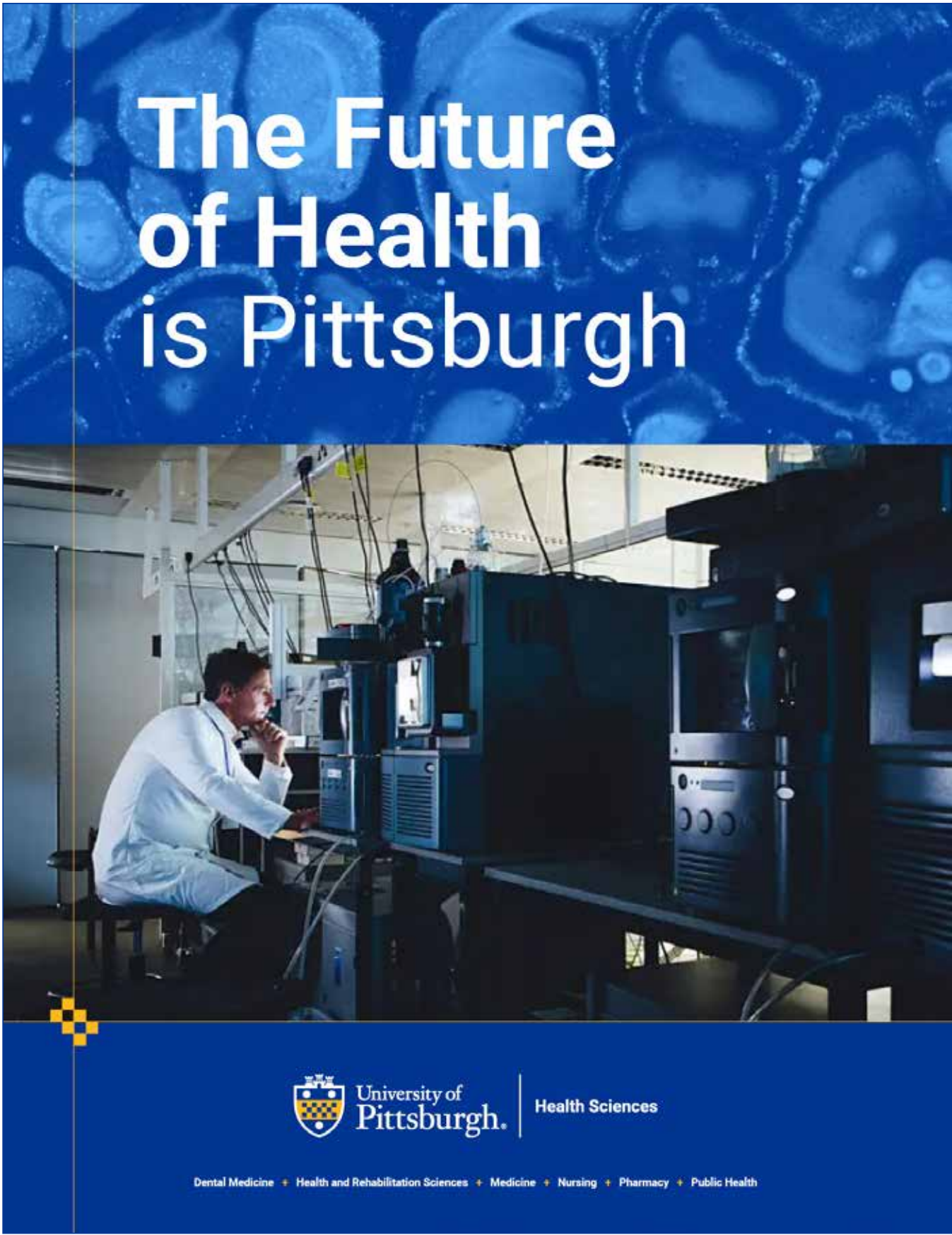


Six-School Name Lockup: Use Examples

When using the six-school name lockup, the health sciences unit, individual school or program lockup must be featured.

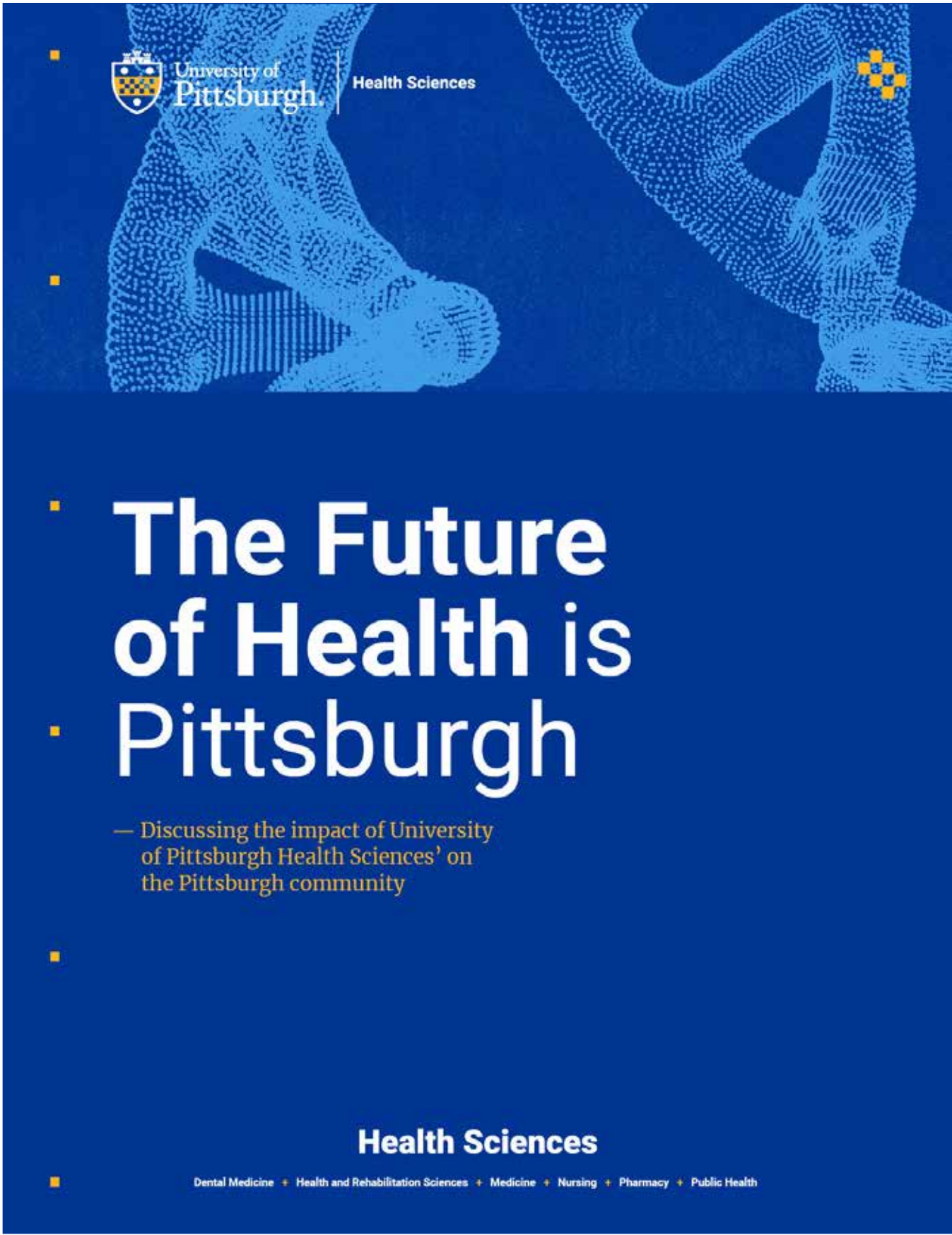
Social posts are the only application where the six-school name lockup can be used on its own.

PRIMARY VARIATION



DO feature one of the health sciences lockups in close proximity to the primary variation of the six-school name lockup.

SECONDARY VARIATION



DO use negative space and compositional placement to separate health sciences lockups from secondary variations of the six-school name lockups.



Six-School Name Lockup: Improper Use

✗ DO NOT REARRANGE THE ORDER OF THE SCHOOL NAMES.

Health and Rehabilitation Sciences + Dental Medicine + Nursing + Medicine + Public Health + Pharmacy

✗ DO NOT HIGHLIGHT OR EMPHASIZE ONE SCHOOL NAME.

Dental Medicine + Health and Rehabilitation Sciences + Medicine + Nursing + Pharmacy + Public Health

✗ DO NOT ADD OR REMOVE SCHOOL NAMES OR DEPARTMENT NAMES.

Dental Medicine + Health and Rehabilitation Sciences Department of Physical Therapy + Medicine + Nursing + Pharmacy + Public Health

✗ DO NOT REARRANGE PLACEMENT.

Dental Medicine + Health and Rehabilitation Sciences + Medicine + Nursing + Pharmacy + Public Health

Health Sciences



Six-School Name Lockup: Improper Use (Continued)

✗ DO NOT USE A SECONDARY NAME LOCKUP IN CLOSE PROXIMITY TO THE HEALTH SCIENCES LOCKUP OR OTHER LOCKUP VARIATION.



Health Sciences

Dental Medicine + Health and Rehabilitation Sciences + Medicine +
Nursing + Pharmacy + Public Health

✗ DO NOT ROTATE.

Dental Medicine + Health and Rehabilitation Sciences + Medicine + Nursing + Pharmacy + Public Health

✗ DO NOT CHANGE HIERARCHY OF NAMES.

Health Sciences

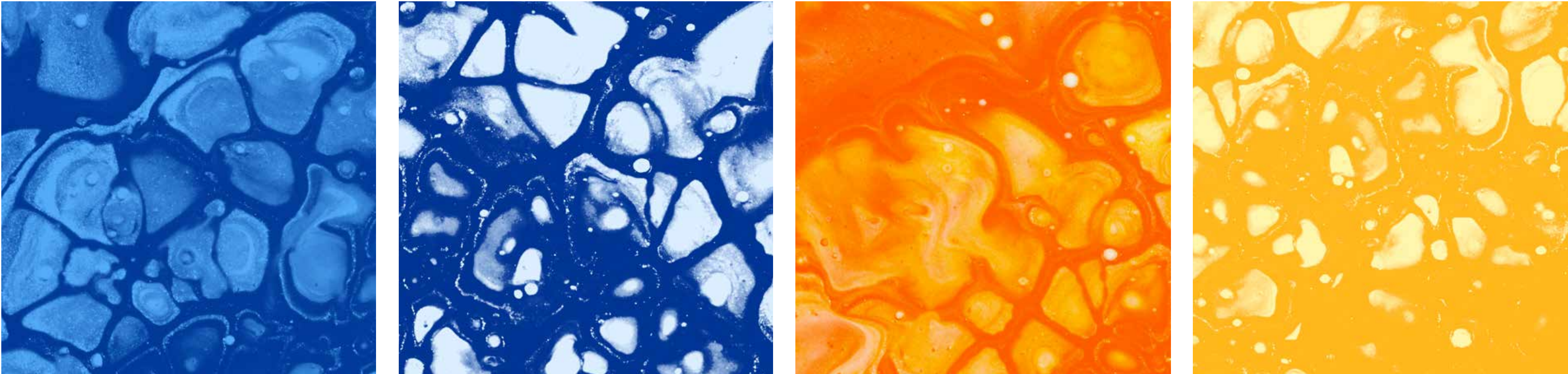
Dental Medicine + Health and Rehabilitation Sciences + Medicine + Nursing + Pharmacy + Public Health



Cellular Texture

This cellular texture graphic adds depth and contrast to applications. Used in large or small fills, it adds visual interest and pattern to bring energy to graphics.

SAMPLE TEXTURES



IN-USE EXAMPLES

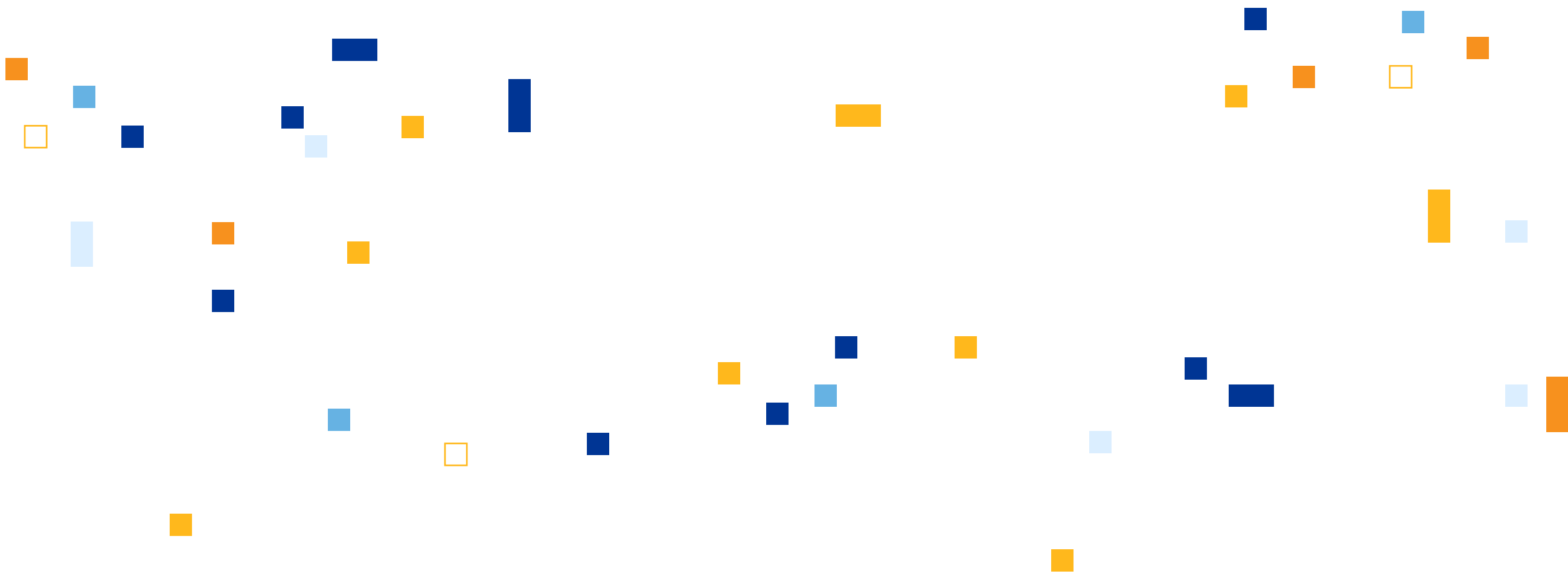


Nodes

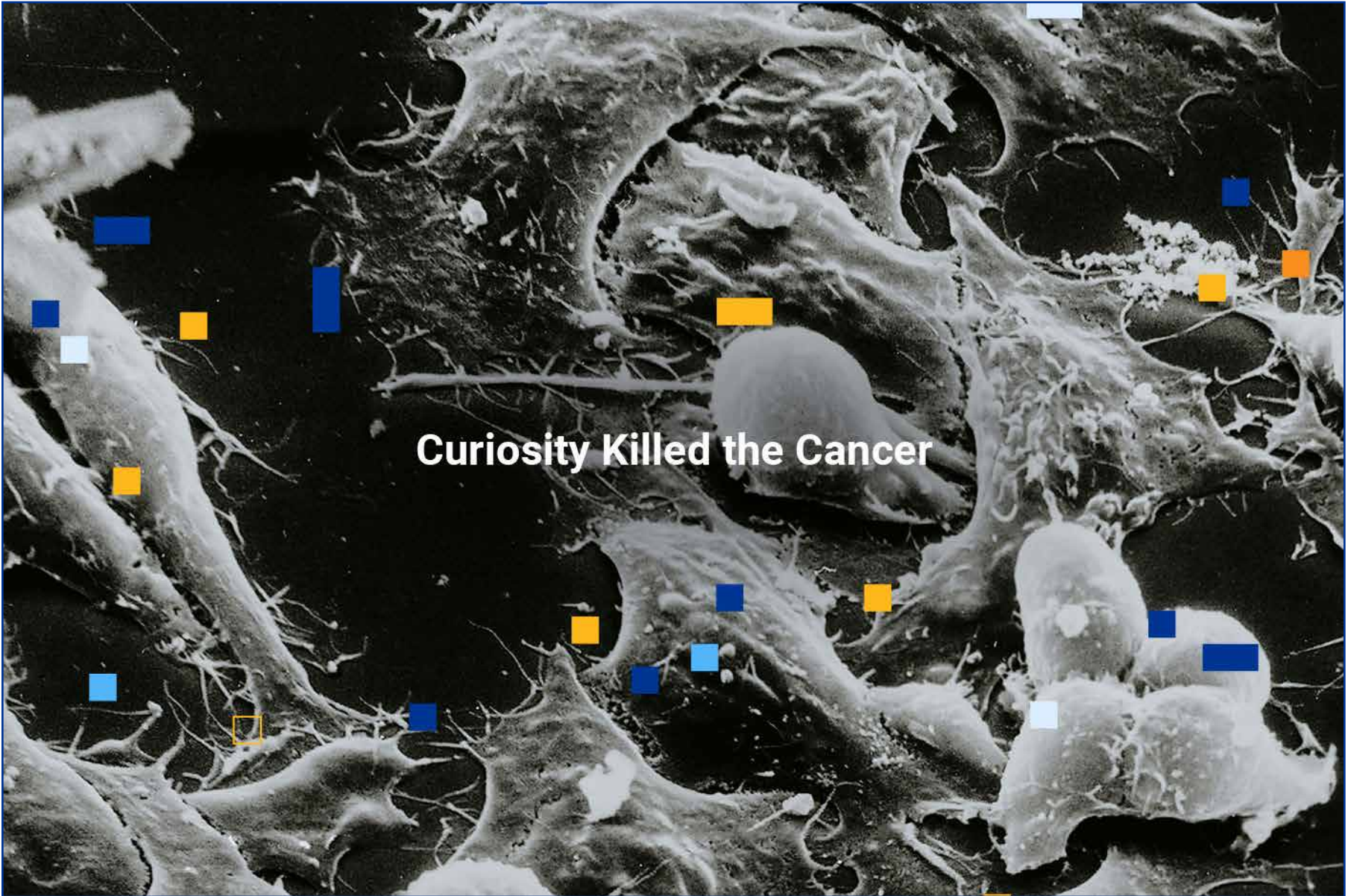
Single nodes can serve as stand-alone elements. These nodes can act as anchors for body copy, subtly drawing attention to key information without overpowering the layout. When used as design flourishes, they bring a sense of energy and a dynamic touch to compositions.

Please note: In-use examples are cropped to focus on the graphic element being showcased. To see the full design, visit the brand examples section of the guidelines.

SAMPLE



IN-USE EXAMPLES



Six-Node Border

Six nodes can be used as a horizontal or vertical border to add a small detail to graphics that nods to the partnership of the six schools.

DO use the six nodes as a vertical or horizontal border.

DON'T use multiple colors across the six nodes.

DO ensure proper contrast between the background and node color.

DON'T use the six-node border more than two times on a single composition.

Please note: In-use examples are cropped to focus on the graphic element being showcased. To see the full design, visit the brand examples section of the guidelines.

SAMPLE



IN-USE EXAMPLES



Six-Node Border: School Variation

When used vertically, the six-node border can be an anchor for the school names. The school names should only be featured in alphabetical order, from top to bottom.

Type Specifications:
Roboto Black with 0 Tracking

Spacing:
 Dental Medicine

Between the node and the school name, there should be space equal to four times the size of the node.

Type Sizing:
 Dental Medicine

 Dental Medicine

Our preferred type size of the school name is 100% the height of the node. The maximum type size is 125% of the height of the node.



LEFT-ALIGNED



Dental Medicine



Health and Rehabilitation Sciences



Medicine



Nursing



Pharmacy



Public Health

RIGHT-ALIGNED

Dental Medicine



Health and Rehabilitation Sciences



Medicine



Nursing



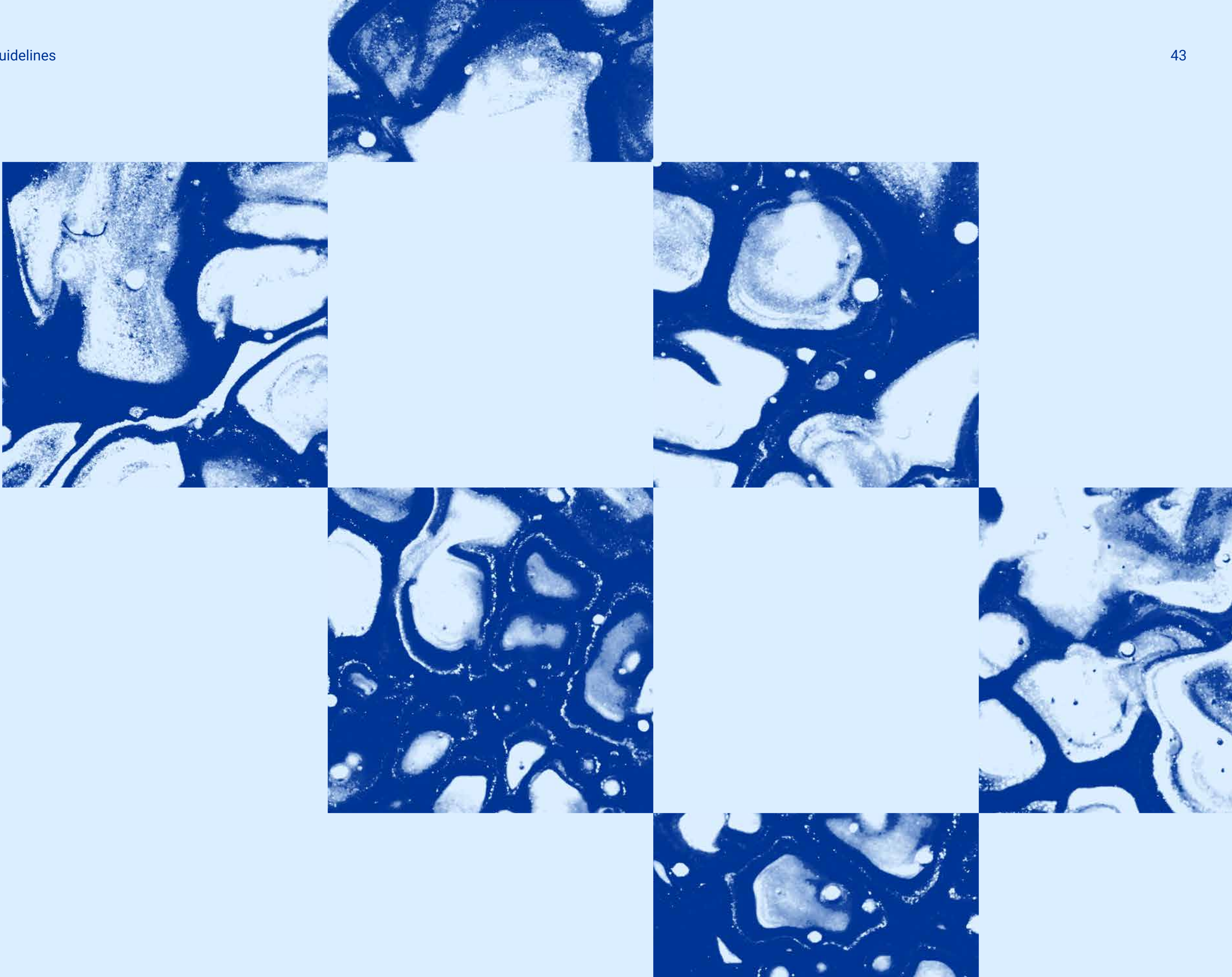
Pharmacy



Public Health



Photography



One-Color Overlay

The one-color overlay provides a simple way to create visual consistency for headshots and photos in branded materials. This should not be used on every photo but, rather, select applications.

Please note: One-color overlays should only be used by experienced designers who know how to use Photoshop.

SAMPLE



STEP 1

Make any necessary adjustments (like retouching, cropping and/or masking) to the original image.

STEP 2

Add a new black and white adjustment layer. Apply a clipping mask to this layer that masks it to the original image layer.



STEP 3

(A) Create a new layer. Using the brush tool with a fill color of Pitt Royal, paint on the area you want blue using a large, round brush with a low percentage hardness (10% to 20%).



(B) Set the blending mode to normal. Once the area you want blue is complete, select the layer and create a clipping mask.



STEP 4

Create a new fill layer. Apply Pitt Royal to this layer and move it so it's your bottom layer.



Two-Color Overlay

The two-color overlay is a more expressive photo style that should be reserved for creative applications, like out-of-home and digital applications.

Please note: Two-color overlays should only be used by experienced designers who know how to use Photoshop.

SAMPLE



STEP 1

Make any necessary adjustments (like retouching, cropping and/or masking) to the original image.

STEP 2

Add a new black and white adjustment layer. Apply a clipping mask to this layer that masks it to the original image layer.



STEP 3

(A) Create a new layer. Using the brush tool with a fill color of Pitt Gold, paint on the area you want gold using a large round brush with a low percentage hardness (10% to 20%).



(B) Set the blending mode to normal. Once the area you want gold is complete, select the layer and create a clipping mask.



STEP 4

(A) Create a new layer. Using the brush tool with a fill color of Pitt Royal, paint on the area you want blue using a large round brush with a low percentage hardness (10% to 20%).



(B) Set the blending mode to screen. Once the area you want blue is complete, select the layer and create a clipping mask.



Two-Tone Recolor

The two-tone recolor allows for photos of objects to be brought into the Pitt Health Sciences brand. Limit the use of the two-tone recolor to simple subjects, no portraiture.

SAMPLE



STEP 1

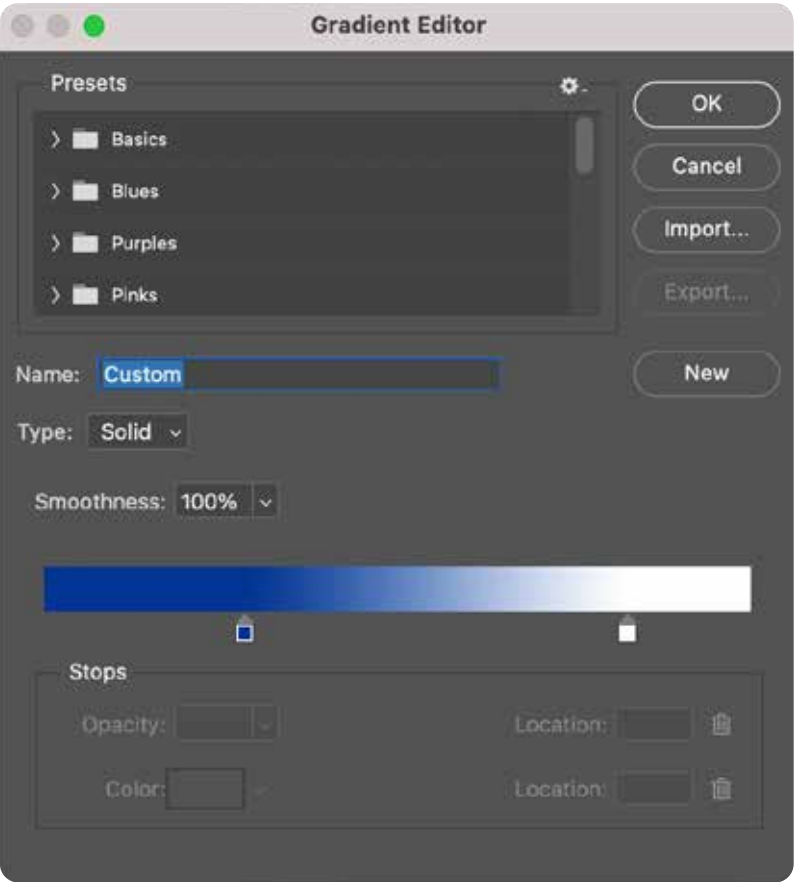
Make any necessary adjustments (like retouching, cropping, and/or masking) to the original image.

STEP 2

Add a gradient map adjustment layer.

STEP 3

Double-click on the adjustment layer in the layers panel. This will open the gradient editor. Make one of the gradient stops Pitt Royal and the other White. Move the placement of the stops until you are happy with the color contrast in the image.



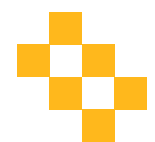
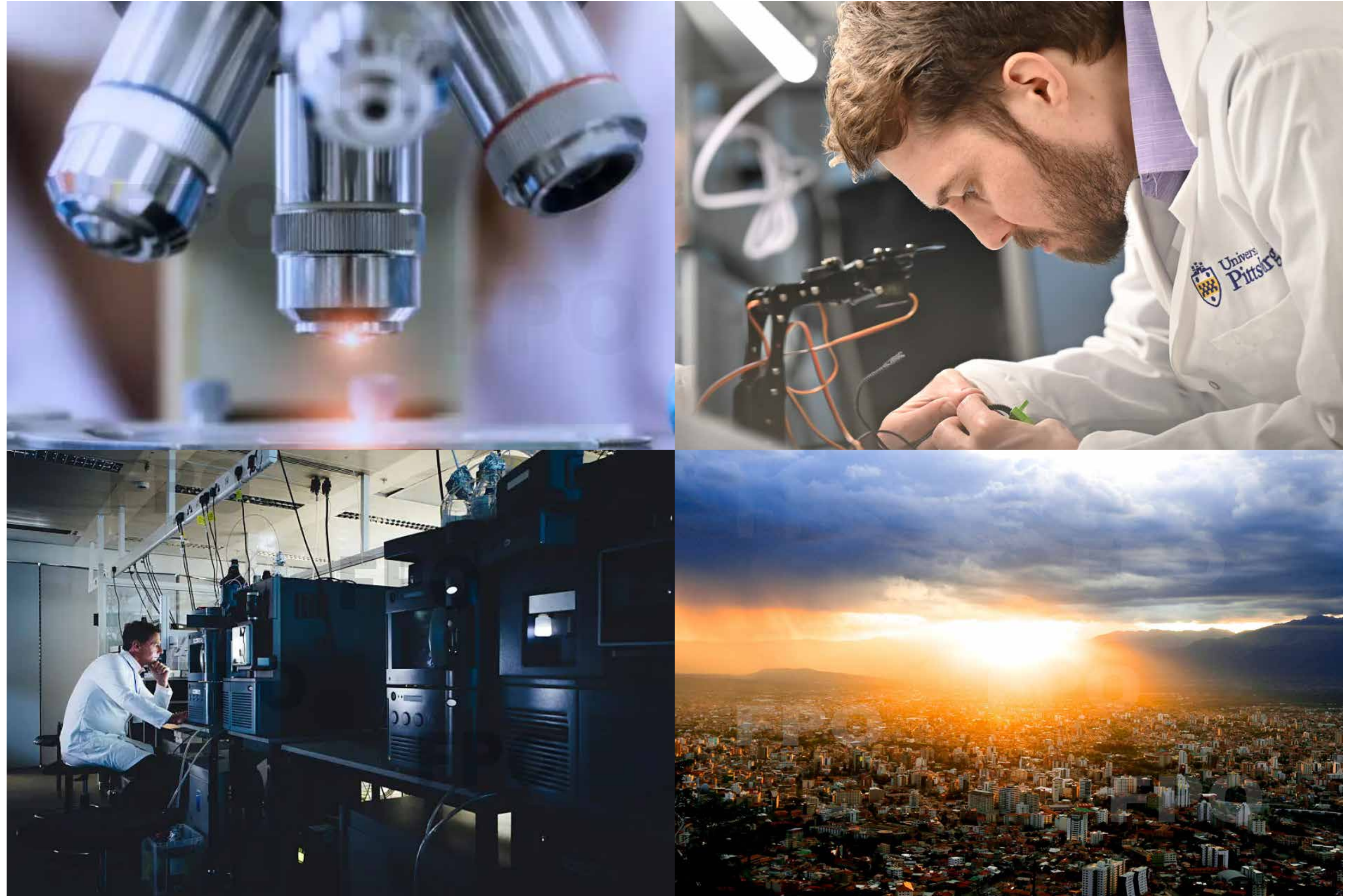
Research and Action

To represent research topics, use photography that is authentic, specific and visually striking. Full-color photography allows us to represent research topics authentically in a way that feels immediate and current.

DO create variety by shifting scale and perspective (aerial, close-up, top-down, straight-on).

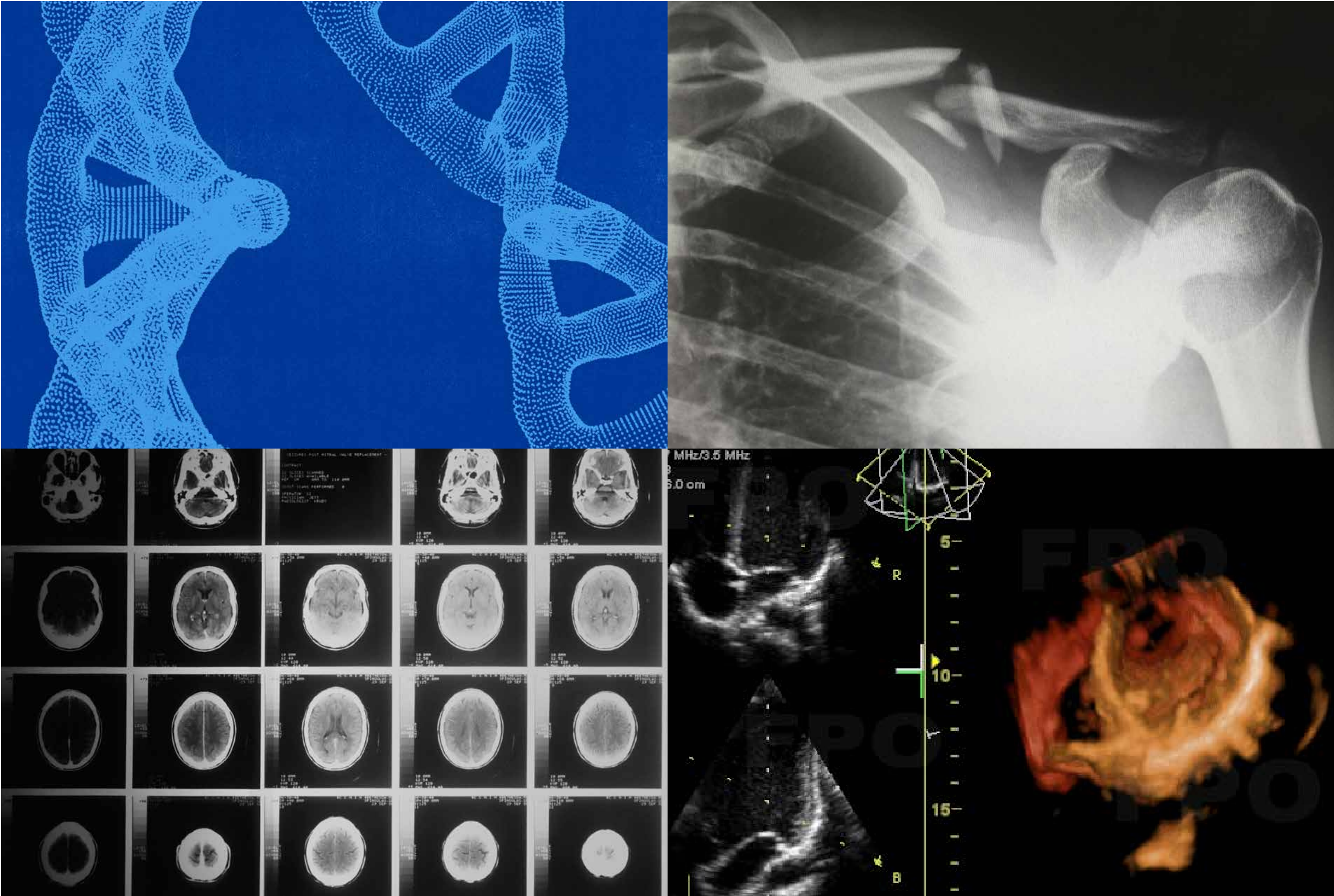
DO ensure that photographs are bright, with natural colors and a slightly cooler tonality, to create consistency.

DON'T use photos that appear overly staged.



Health Textures

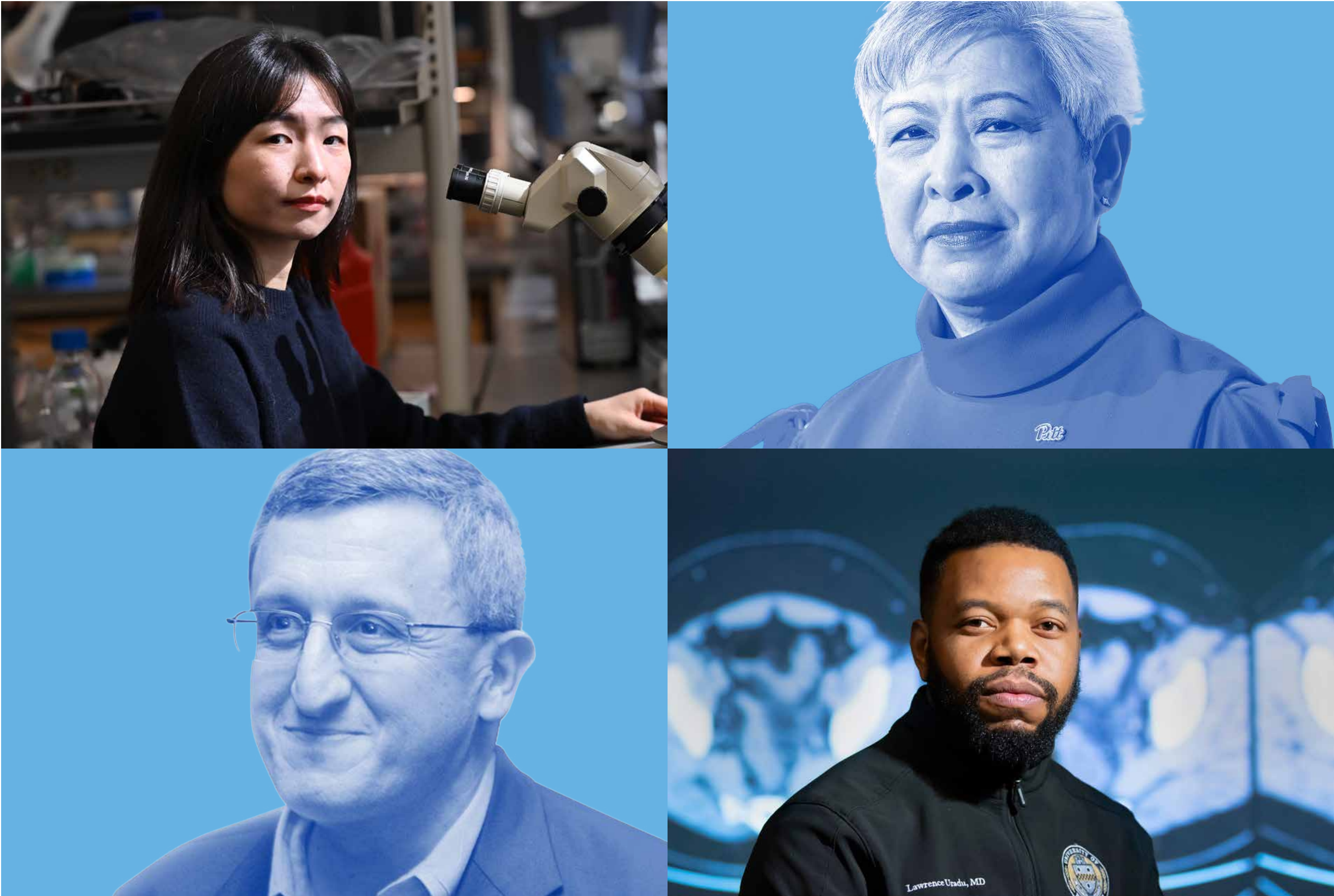
Health texture photography allows us to showcase health within the body. When used in large scale, these textures can symbolize the impact of the health sciences without having to show patients.



Portraiture

Portraits are used to highlight the people behind Pitt Health Sciences: doctors, students, researchers, faculty, etc.

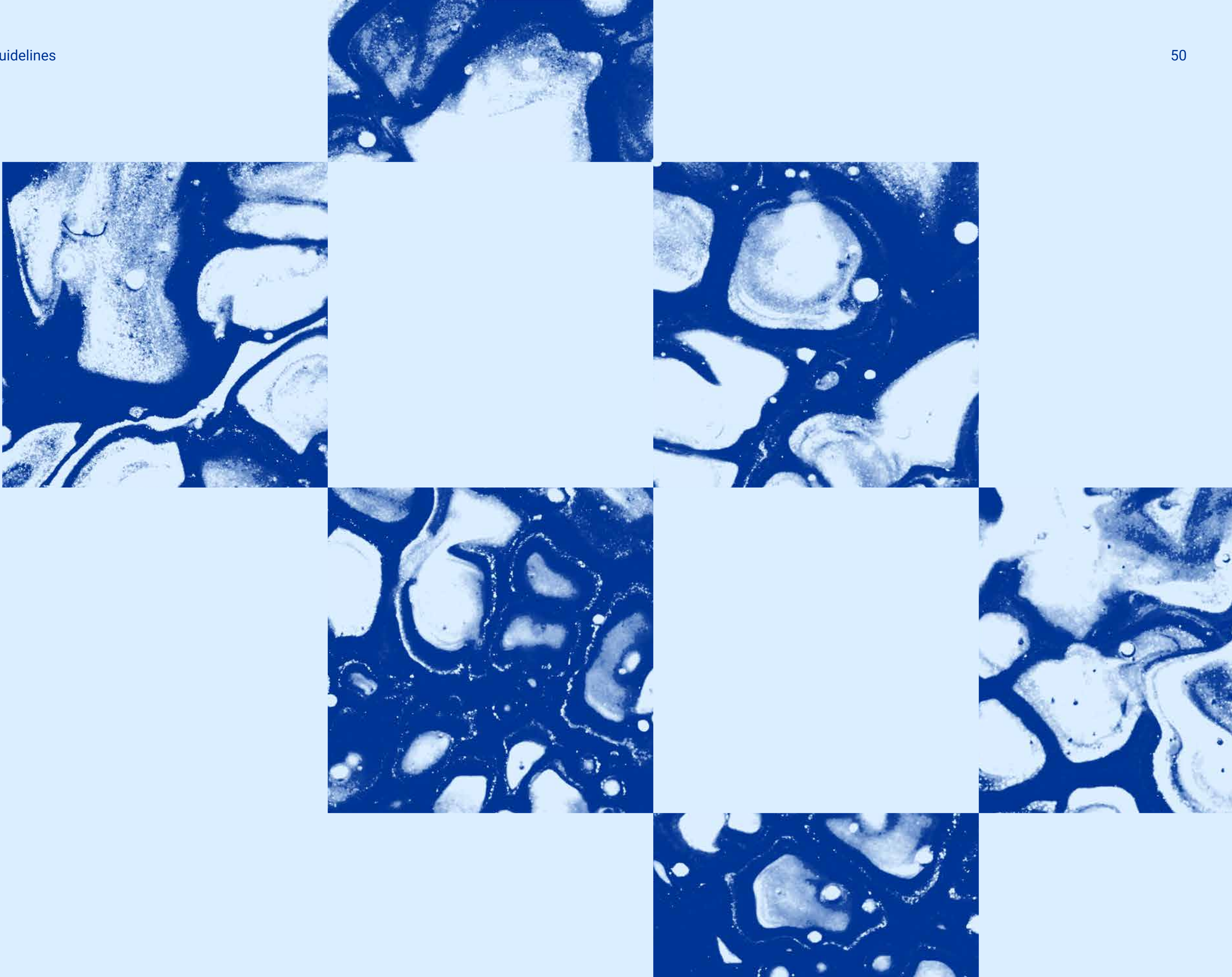
These portraits should feel bright and focused on the individual.

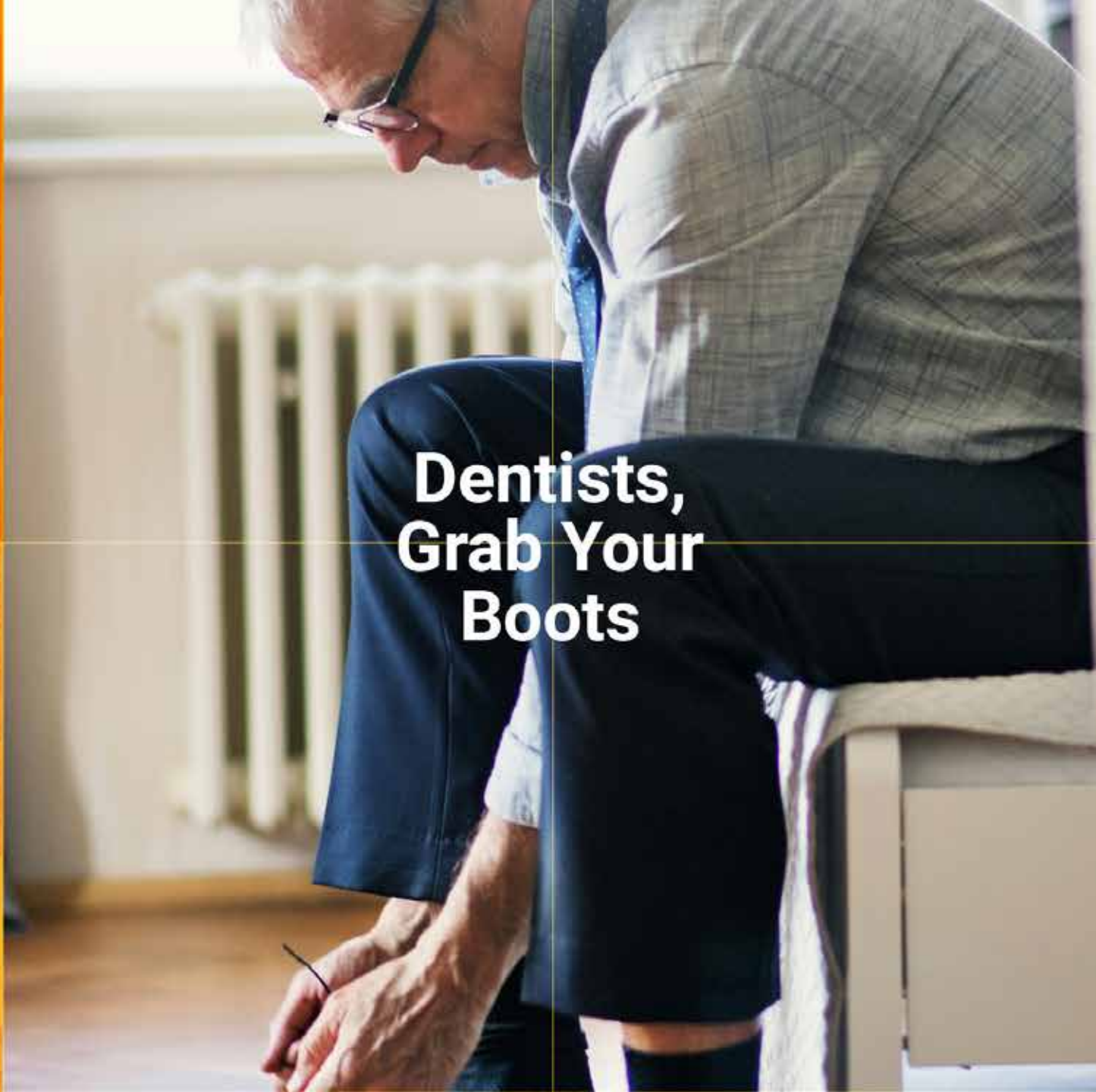


Brand Examples

This section includes samples from conceptual work made during the brand creation process. This shows how our toolkit of type, color and graphics creates the Pitt Health Sciences brand.

If you have questions, please contact pittHS@pitt.edu.





Dentists, Grab Your Boots

THROUGH SOOPS, OUR MORILL
DENTAL PROGRAM, WE'RE BRINGING
WHOLE-HEALTH CARE TO THE RURAL
COMMUNITIES THAT NEED IT MOST.

Give a Nurse a Genome and Stand Back

At our #4-rated School of Nursing, our faculty and students
conduct groundbreaking research, pioneer new models for
care and help lead the nation in education and practice.



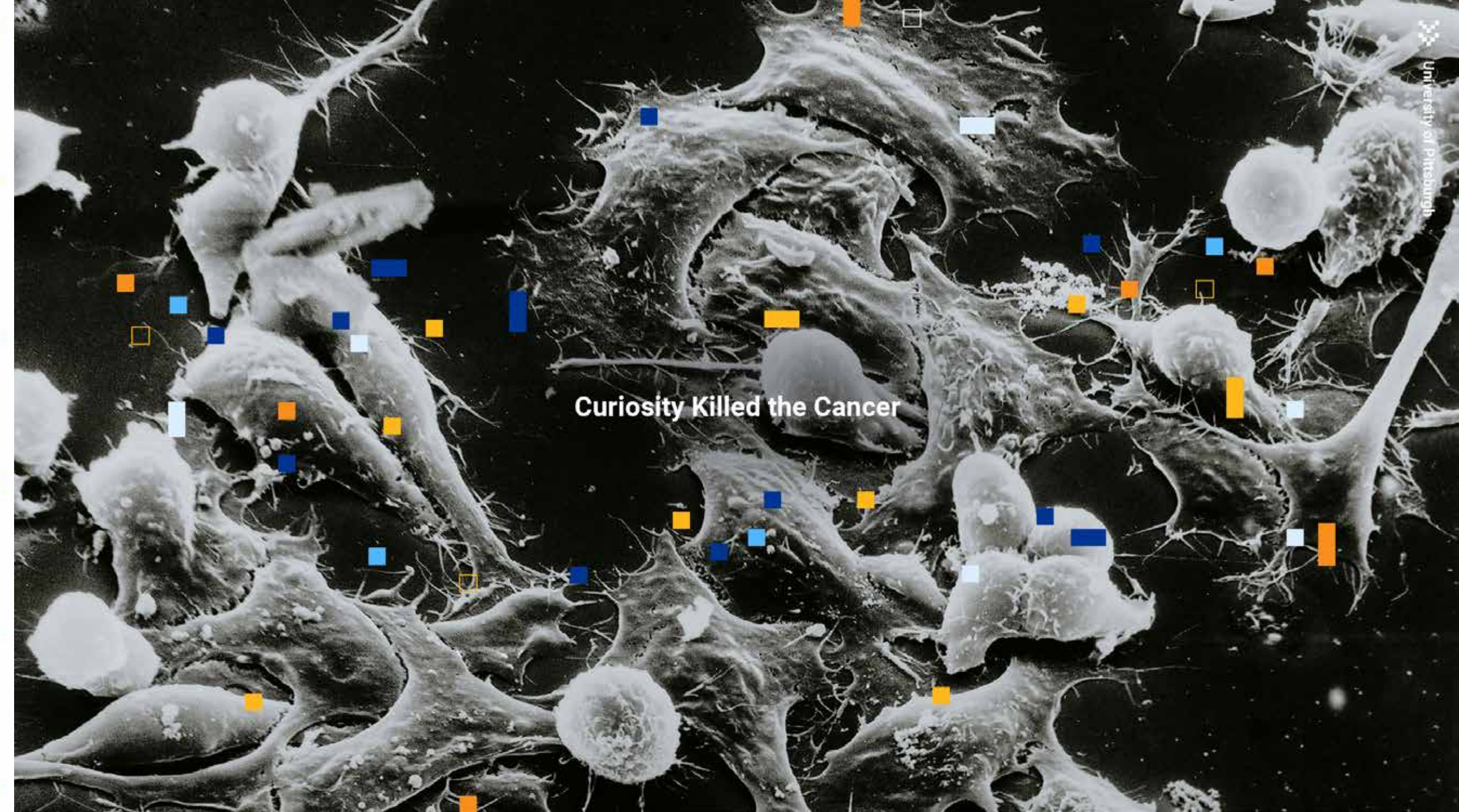
Health Sciences
Every Way Possible
Health Sciences



See Health Through the Eyes of the Blind

AT OUR STATE-OF-
THE-ART VISION
INSTITUTE, WE LOOK
TO CORRECT VISION-
RELATED DISORDERS
FROM EVERY ANGLE
ESPECIALLY THE
HUMAN ONE.

Health Sciences
Every Way Possible
Health Sciences



Curiosity Killed the Cancer

University of Pittsburgh



Health
_Sciences

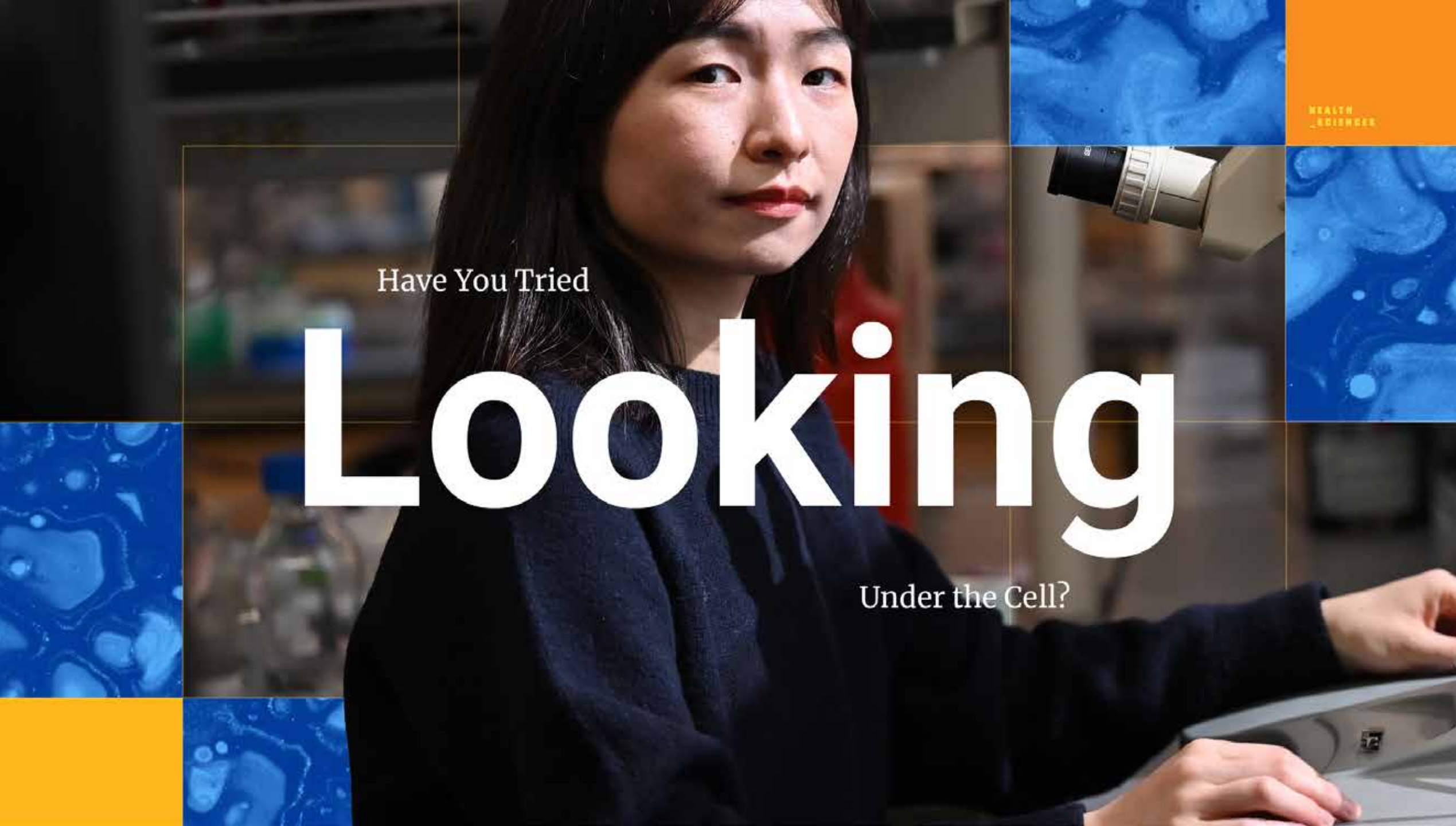
Health and Rehabilitation Sciences

Medicine

Nursing

Pharmacy

Public Health



Have You Tried

Looking

Under the Cell?

HEALTH
_SCIENCES

Dental Medicine

Health and Rehabilitation Sciences

Medicine

Nursing

Pharmacy

Public Health

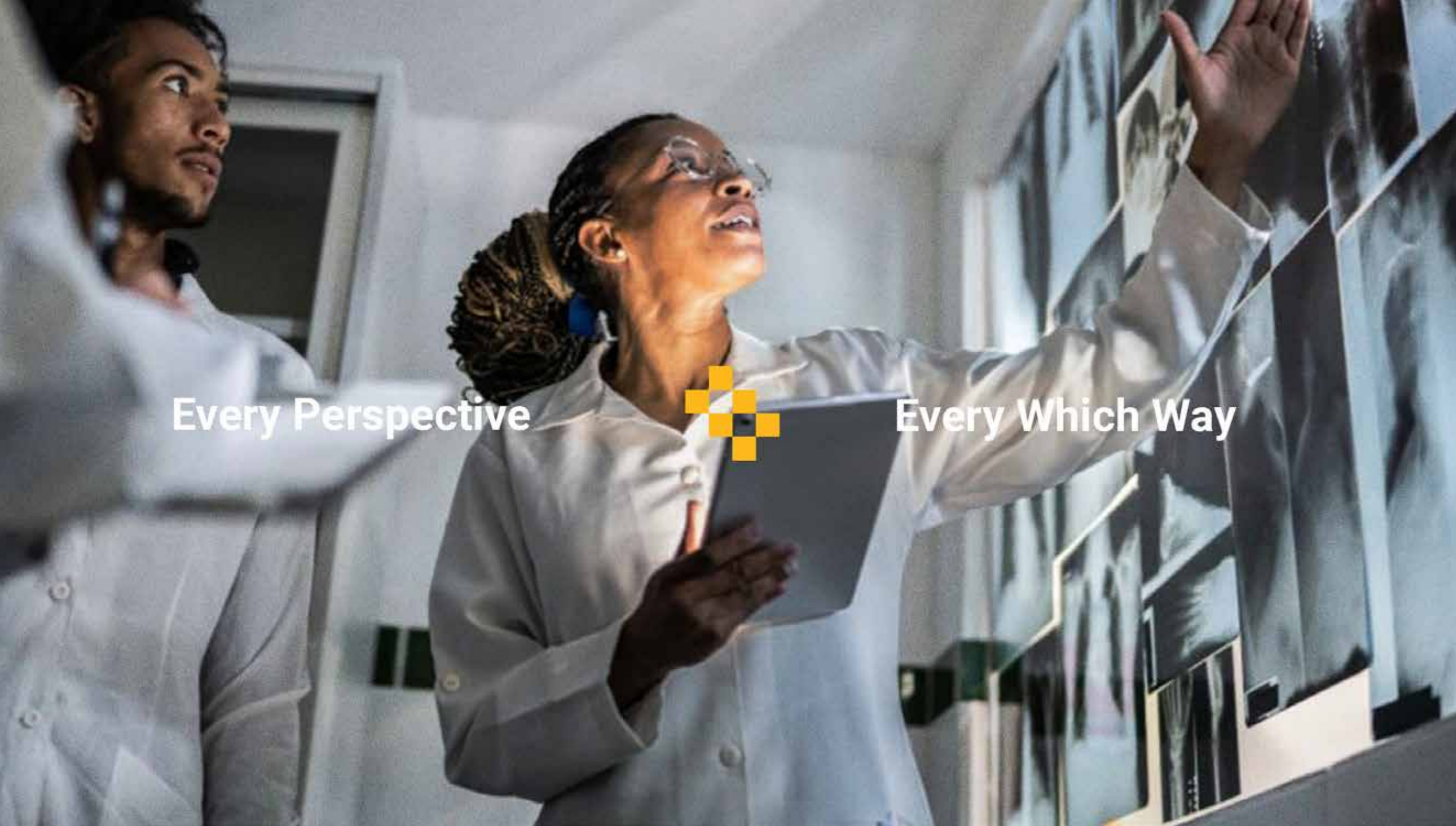
Health
_Sciences

When we embrace new
and different angles
collaboration is sparked,

possibility

explodes

and disease is prevented
well before it starts.



Every Perspective



Every Which Way



From
Bench to
Bedside,
to Cochabamba, Bolivia.



We advance health in

**Every
Way
Possible**



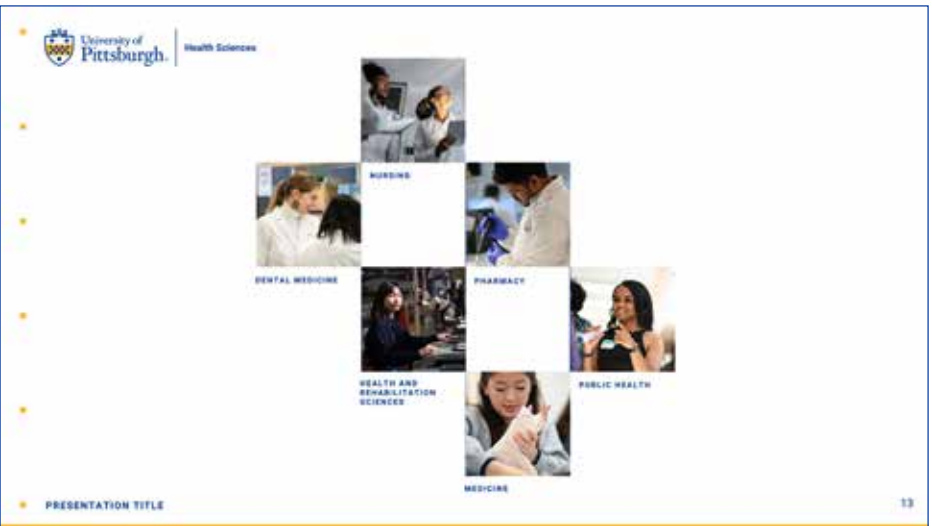
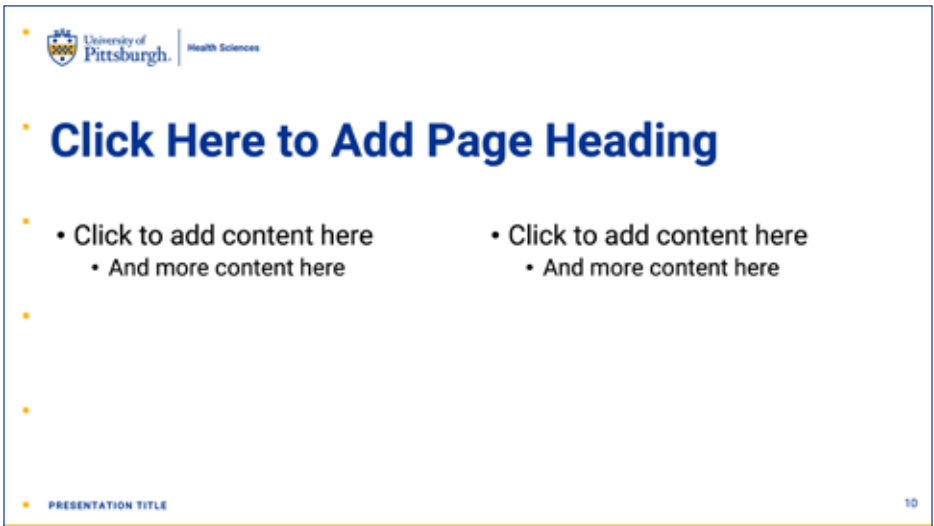
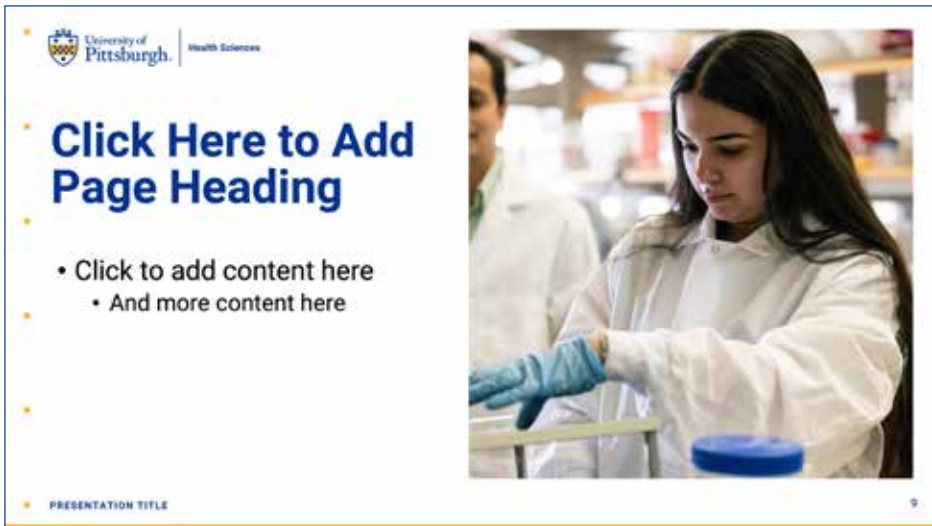
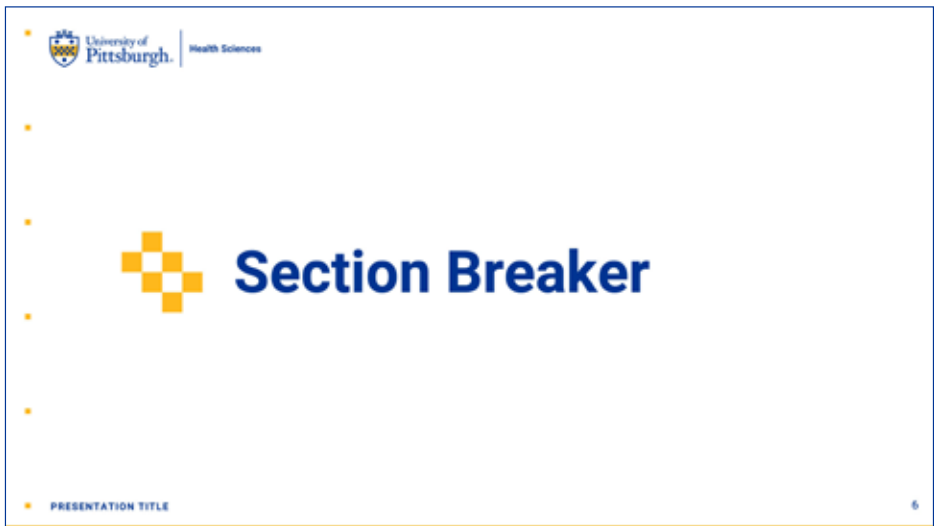
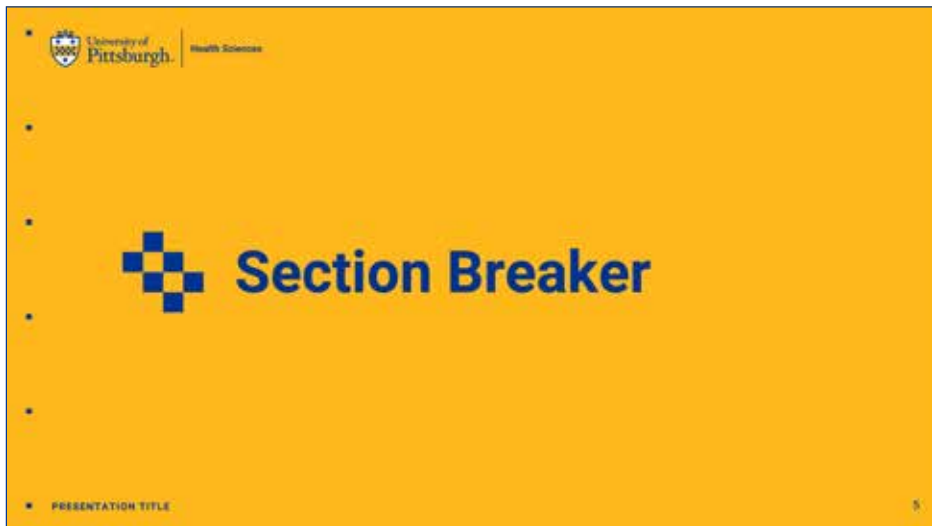
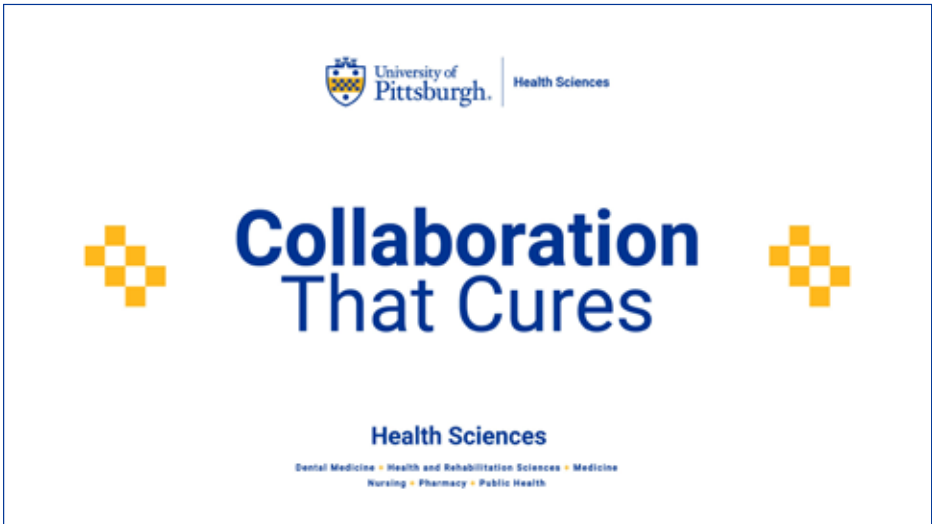
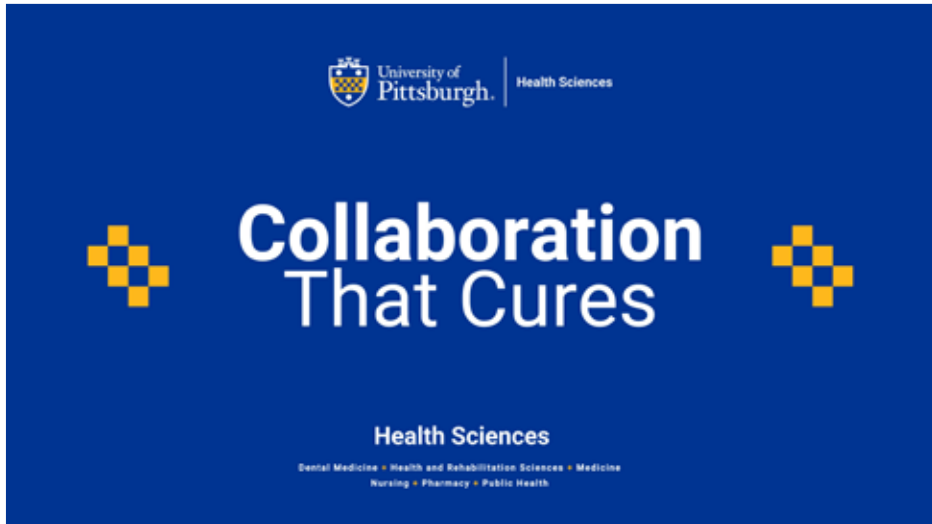
The **Hard** Way



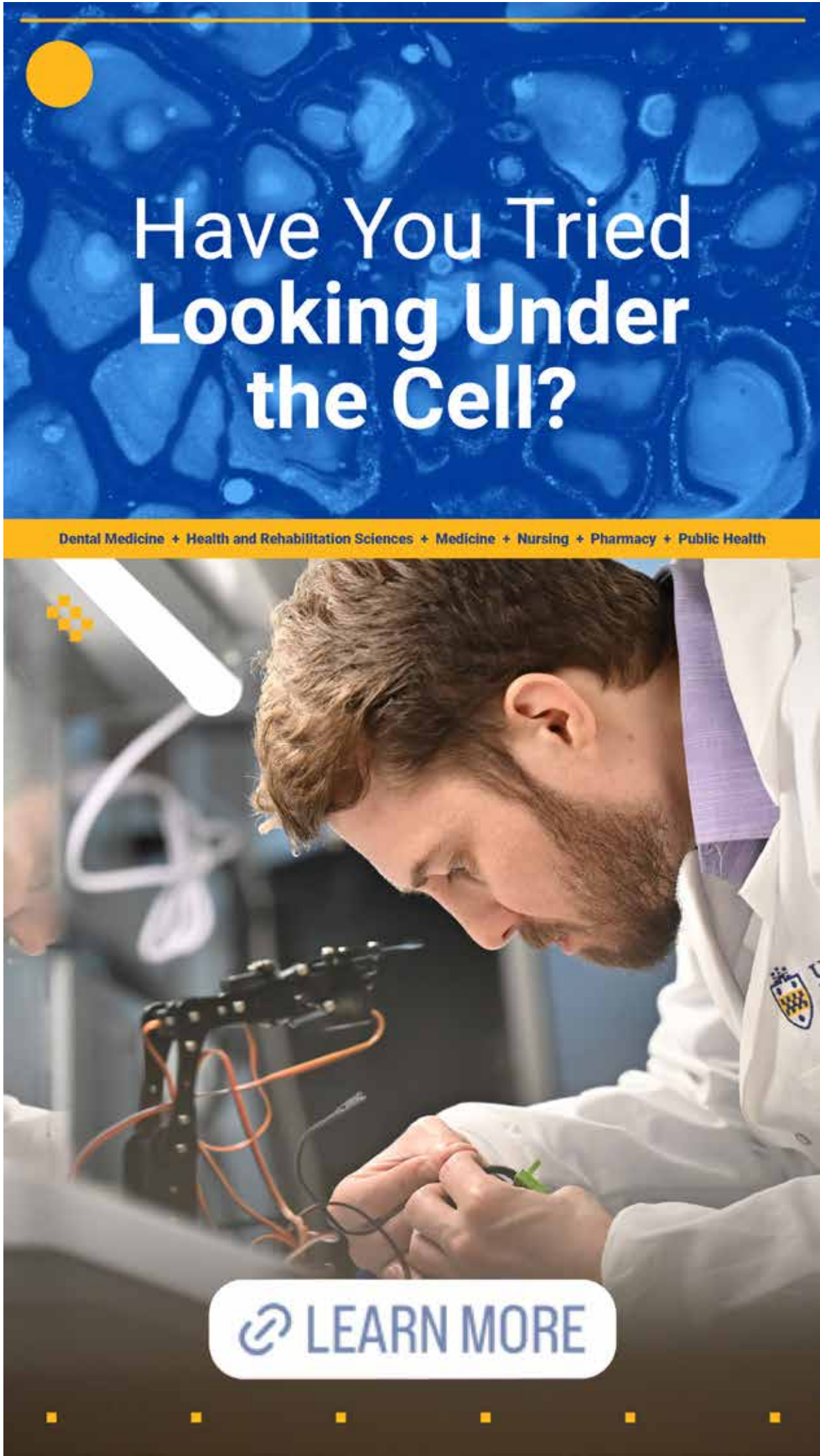
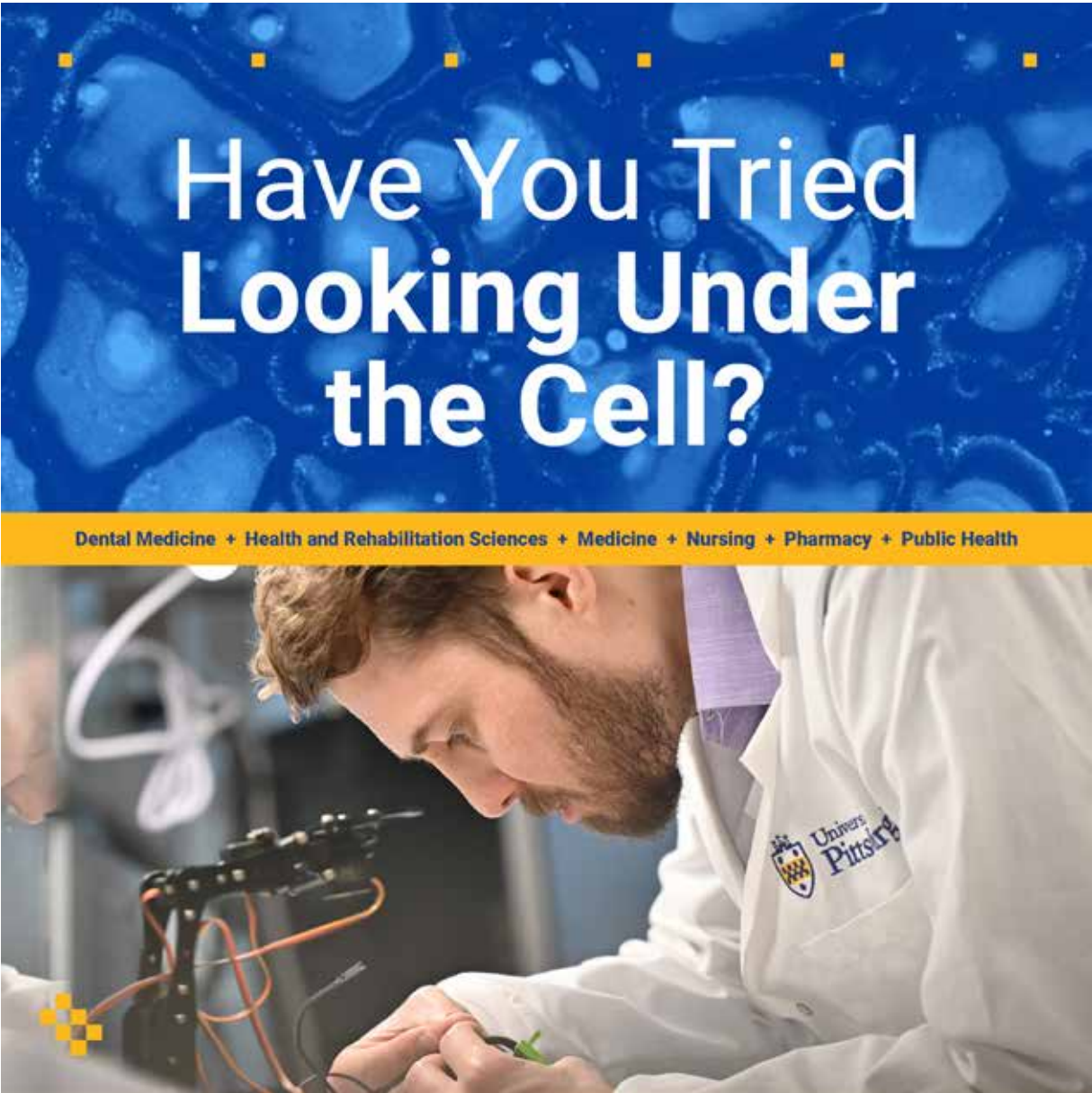




Presentation Template



Social Templates



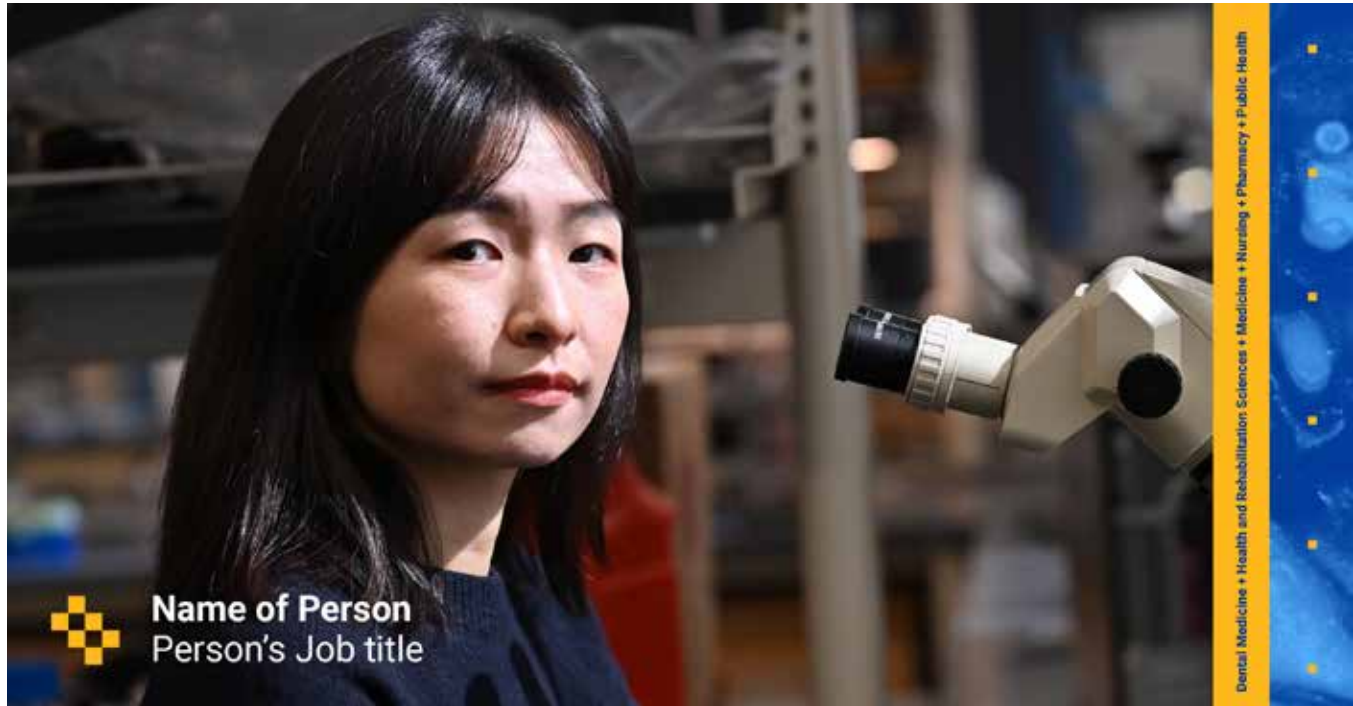
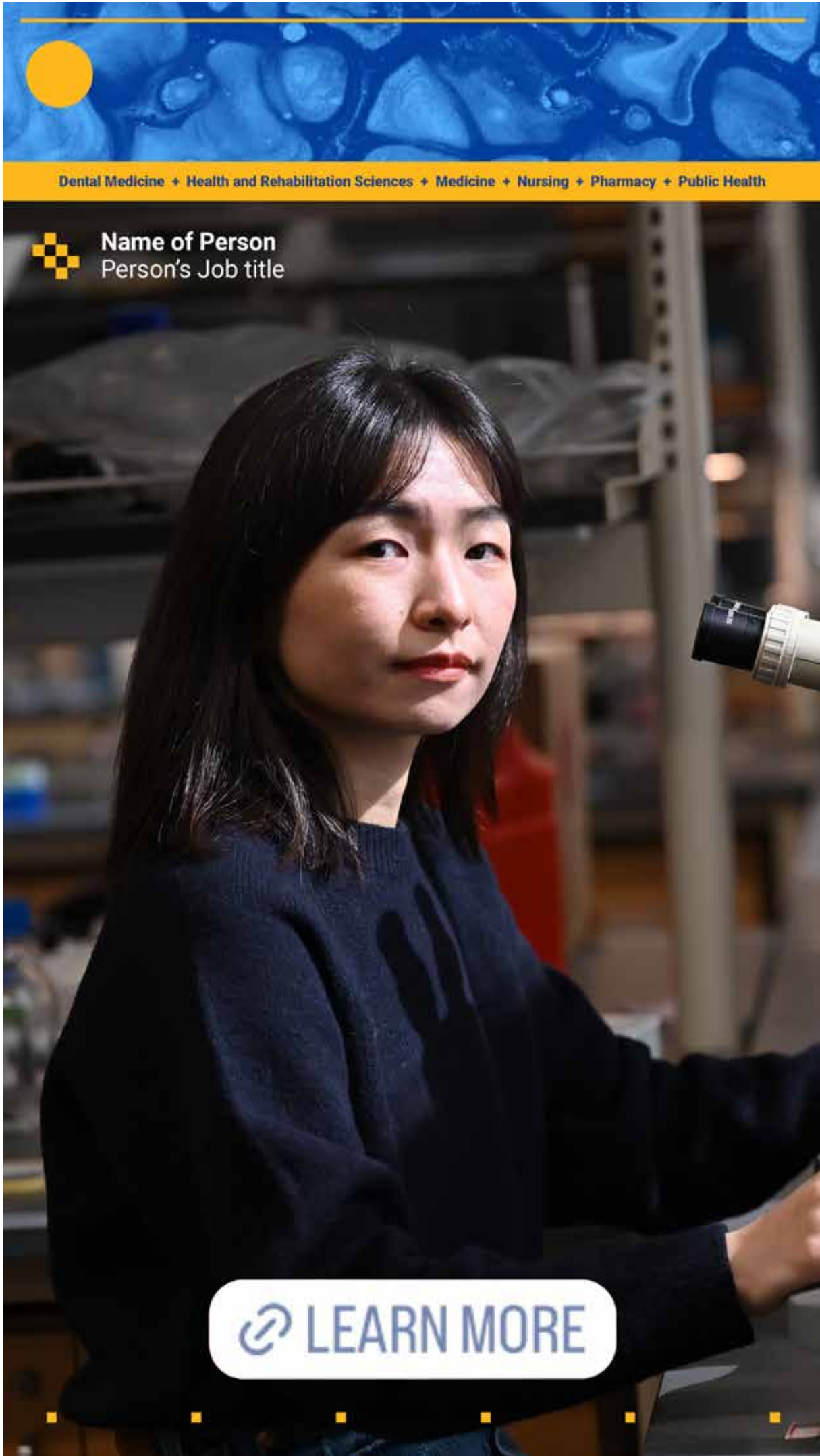
Social Templates



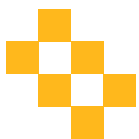
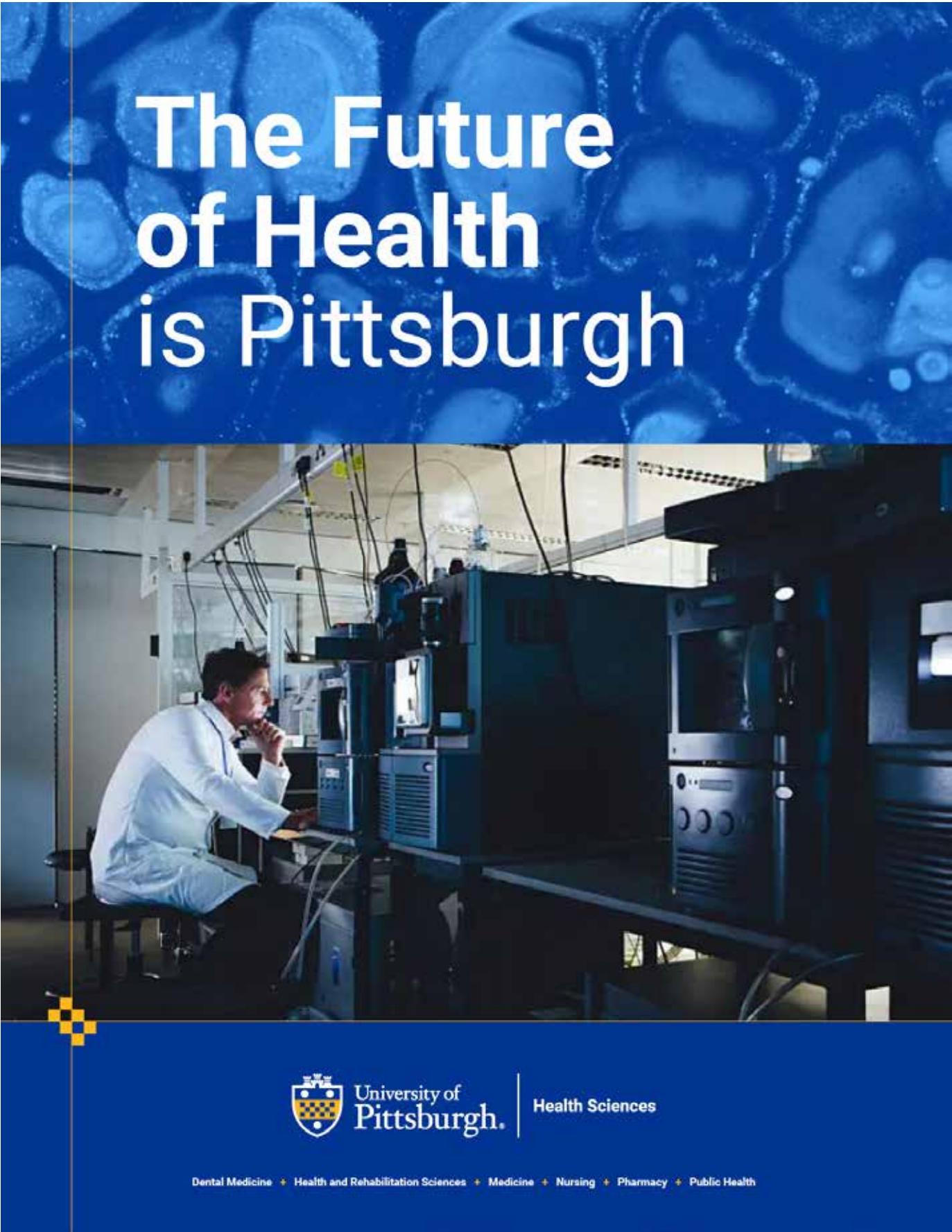
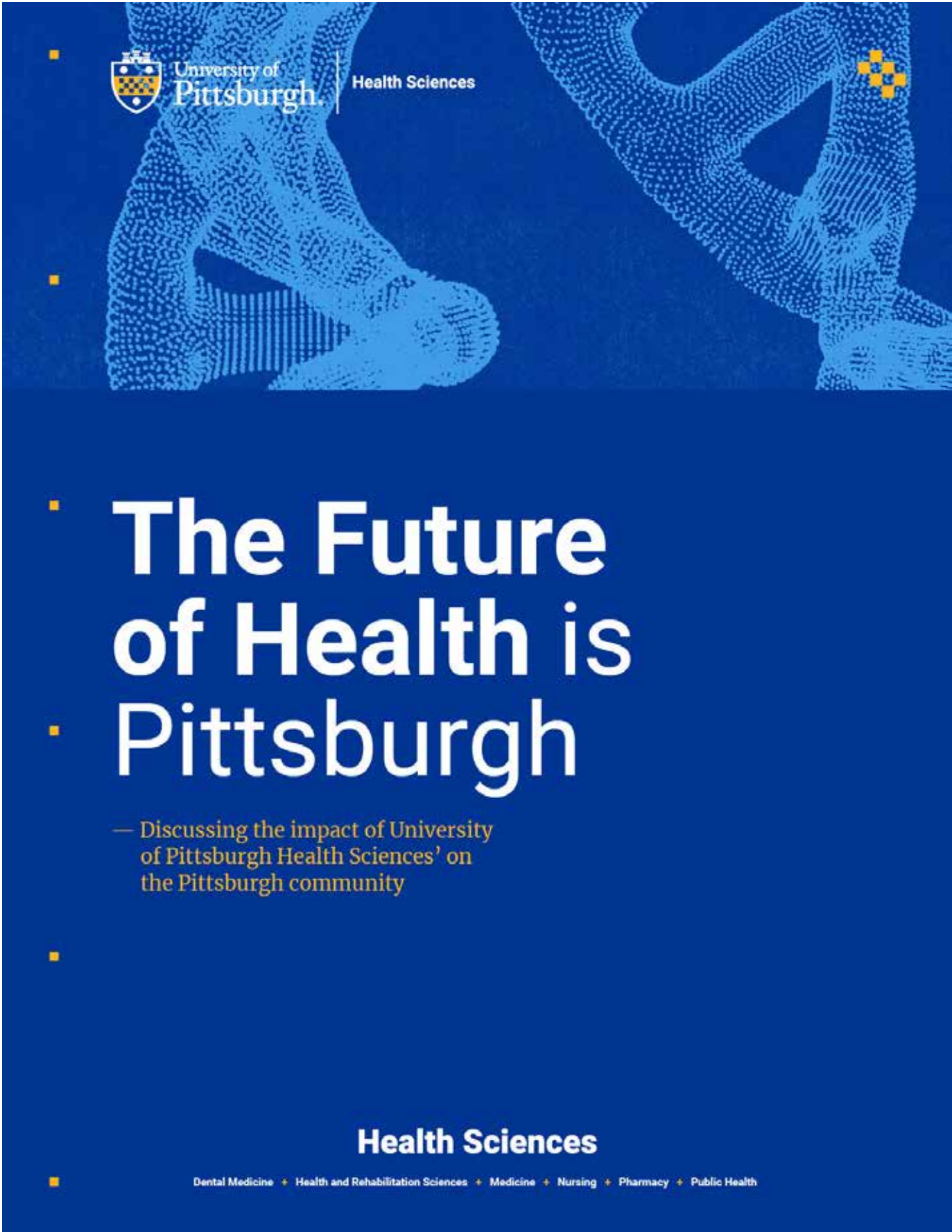
Social Templates



Social Templates



Brochure Covers



Questions?

If you need assistance or have questions regarding the Pitt Health Sciences brand and how it relates to other University communication and branding, please contact:

pittHS@pitt.edu

