Introduction and Purpose

“Pitt Public Health” provides a clear identity for the Graduate School of Public Health. This updated identity will help us market ourselves regionally, nationally, and internationally, and eliminate the confusion associated with the GSPH acronym.

This name immediately links the University of Pittsburgh with our school, and more broadly communicates our three-pronged mission of public health education, research, and service to and for our community, nation, and world.

The Pitt Public Health Style Guide provides guidelines about how to use our mark and name. Please follow these guidelines whenever you’re developing materials for print, the Web, apparel, giveaways, or anywhere our mark or name appears.
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The Pitt Public Health Graphic Mark

The graphic mark consists of text and a graphic: the three words Pitt Public Health and the five i graphic. The Pitt text follows the University of Pittsburgh style guide for font and color. The five i graphic represents population, diversity, and technology, values and themes that are part of our school strategic plan.

PITT

PUBLIC HEALTH

In cases where the mark is used with a department, center, or program name, text treatment of that department, center, or program name will become part of the graphic mark.

PITT

PUBLIC HEALTH

Department of Behavioral and Community Health Sciences

DO NOT...
• alter the mark
• animate the mark
• change the typeface or font
• change the colors
• add other elements
• subtract any elements
• superimpose the mark onto other designs
Using the Graphic Mark

PREFERRED MARK

*Full Color Mark on White:* The full color mark is preferred when possible. In projects that are produced in full color, no other colors may be substituted. (See page 5 for information about the official mark colors.)

![Pitt Public Health Full Color Mark](image)

VARIATIONS OF THE MARK

*Reverse Mark:* If you need to use the mark on a dark background, the mark should be printed in white. The white mark may also be placed on a solid block of an official mark color. (See page 5 for information about official colors.)

![Pitt Public Health Reverse Mark](image)

*Grayscale Mark on White:* In applications where full color is not feasible, the grayscale variation is preferred. DO NOT print the mark in another color, only black or the grayscale versions are permissible.

![Pitt Public Health Grayscale Mark](image)

*Black Mark on White:* Similarly, if full color is not an option, a solid black mark can be used. This version is especially useful when the mark is to appear in a very small size, as its contrast against a white background can improve legibility.

![Pitt Public Health Black Mark](image)

DO NOT...
- print the mark in any other color than described above
Departments, Centers, Programs, and Other Entities

The Pitt Public Health identity extends to all departments, centers, programs, and other entities within the Graduate School of Public Health. Communication pieces should maintain a hierarchy that emphasizes the place of the department, center, program, or entity within the larger organization.
The University Seal and Signature

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

In most cases, the University seal and signature should not be used on the same page or layout as the Pitt Public Health identity because the Pitt Public Health identity can stand alone.

In those rare applications where the University seal and signature and the Pitt Public Health identity must appear on the same page or layout (such as on Web pages), each must receive its own distinct space.

If the formality of the situation or the need for clarification for an external audience requires the full University name to appear, then use the official University seal and signature without the Pitt Public Health mark.

University of Pittsburgh
Graduate School of Public Health
Typefaces

Fonts must be chosen carefully to ensure that your documents, Web pages, or other materials are both easy to read and professional. Too many different fonts give a document a chaotic feel. Inappropriate fonts (“Comic Sans,” or script fonts set in all uppercase letters) make a document hard to read.

The san serif typeface used in the Pitt Public Health mark is Gotham Black and Gotham Extra Light. Online purchase of this font can be made through Hoefler & Frere-Jones, Inc. (www.typography.com).

When creating your own fliers, brochures, and PowerPoint slides, you may choose to use Calibri and Times New Roman, universally available typefaces that adequately complement the custom fonts used in the Pitt Public Health mark.

It is suggested that text be aligned flush left under the words Pitt and Public Health, rather than flush with the five i graphic.

Colors

In projects that are produced in full color, no other colors may be substituted for these. The official mark colors are:

a) C100 M76 Y10 K65 (R0 G34 B68)
b) C100 M36 Y45 K18 (R0 G109 B120)
c) C60 M26 Y69 K0 (R118 G156 B112)
d) C40 M0 Y19 K0 (R149 G213 B212)
e) C60 M26 Y52 K0 (R115 G157 B137)
Spacing

Make sure that there is sufficient empty space around the mark. At least the height of the Pitt Public Health mark should be kept between all four edges of the mark and other elements (logos, type, and graphics).

Size

To maintain legibility, a minimum size of one-inch wide is recommended.

Design Tips

RESIZING THE MARK
To preserve correct ratio of width-to-height when resizing a mark file, always hold down the shift key while dragging a corner handle of the placed image.

FILE FORMATS
Here are some guidelines for when to use what type of image file format.

- EPS is a special vector encoding of a design, and is the best format to use when sending a job to print. Note, however, that many common desktop programs are not able to open or place these files.
- JPG can be used for print or digital applications, and are easy to place into most desktop publication programs.
- GIF and PNG files allow for a transparent background, and are best for Web placement because of their smaller file sizes.

COLOR SYSTEMS
Note the difference in these two color systems when deciding which graphic file you should use when sending a project to a print vendor.

- CMYK refers to the four colors of ink (cyan, magenta, yellow, and black) used by printers to create a huge range of color variations.
- RGB references the three colors of light (red, green, and blue) that are combined in varying proportions to create a broad spectrum on electronic media.
Sample Applications

The school marketing communications group will be happy to consult with you to help you create fresh materials to promote programs and events. To discuss the possibilities, contact Sonia Gill, director of external affairs, at sgill@pitt.edu.

SAMPLE BROCHURES

SAMPLE FLIERS
Tools, Templates, and Training

A variety of graphic files, tools, and templates are available on our Sharepoint site. Use your official Pitt user name and password to log in to https://sharepoint.gsph.pitt.edu/sites/extaff/mrktngTools/default.aspx.

There you will find libraries of Pitt Public Health marks and templates along with forms, social media icons, departmental e-letterheads, event planning sheets, University logos, and more.

The school marketing communications group is available to help you use these templates, create your own materials, resize the graphic mark, choose vendors, and more.

Contact Sonia Gill, director of external affairs, at sgill@pitt.edu to set up training.
Using Pitt Public Health in Writing

When using the school name in writing, on the first reference, use the full school name, Graduate School of Public Health. When necessary to confirm for your readers that the school is part of the University of Pittsburgh, include University of Pittsburgh before Graduate School of Public Health. Never include University of Pittsburgh before Pitt Public Health.

On second reference, shorten the name of the school to Pitt Public Health.

*Example:* Today the University of Pittsburgh Graduate School of Public Health released groundbreaking public health research that will affect the lives of millions. Pitt Public Health will work closely with federal and local agencies to implement this new technology.

A NOTE ABOUT ABBREVIATIONS AND ACRONYMS
Because the Pitt Public Health name was selected to give clear identity with the University of Pittsburgh and to encompass our three-pronged mission of education, research, and service, effective August 1, 2012, we have discontinued use of the GSPH acronym to avoid confusion among many acronyms in the marketplace. Therefore, DO NOT abbreviate Graduate School of Public Health to GSPH. Instead, abbreviate Graduate School of Public Health to Pitt Public Health.

Never abbreviate Pitt Public Health as PPH. Spell out the words in entirety. Exceptions may include shortening our name for social media accounts, e.g., @PittPubHlth on Twitter.

OTHER WRITING RESOURCES
The University of Pittsburgh reaches out to many audiences through its publications and Web sites. While each of the University’s units has its own special strengths and its own stories to tell, each is part of a single University. The use of a clear, consistent writing style for all internal and external communications reinforces this fact and—just like a conscientiously applied graphic or theme line—helps to present the University to its audiences in a consistent and professional manner, making use of the highest standards of written English language expression.

The University of Pittsburgh Style Guide is available online from University Marketing Communications at www.umc.pitt.edu/styleguide.
Contact Us

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Download Pitt Public Health tools and templates at
https://sharepoint.gsp.h.pitt.edu/sites/extaff/mrktnngTools/default.aspx