Referencing the School Name

The name “Pitt Public Health” provides a clear identity for presenting the University of Pittsburgh Graduate School of Public Health. This nickname links the University of Pittsburgh with our school while communicating our three-pronged mission of public health education, research, and service.

Please adhere to the following guidelines whenever you’re writing documents on behalf of the school or developing materials for print, apparel, giveaways, or anywhere our mark or name appears.

In writing, on the first reference, use the full school name: **Graduate School of Public Health**. When necessary to confirm that the school is part of the University of Pittsburgh, use the extended name **University of Pittsburgh Graduate School of Public Health** (no comma between units). Never use University of Pittsburgh before Pitt Public Health.

On second reference and thereafter, you may say **Pitt Public Health** or **the school**.

In official legal or government documents or grant applications, use the full school name in the first mention. Subsequent mentions may be either to “the school” or to “Pitt Public Health.” **Avoid using abbreviations such as GSPH or PPH.**

Similarly, when speaking, you should refer to Pitt Public Health, the Graduate School of Public Health, or the school, rather than spelling aloud “G-S-P-H.”

Exceptions may include shortening our name for social media. For instance, the hashtag **#PittPublicHealth** or the abbreviated **#PittPH** may be used. Twitter mentions should use the handle **@PittPubHealth**. (Use of @pittpubhlth has been discontinued.)

Examples

- 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.
- The University of Pittsburgh Graduate School of Public Health’s groundbreaking research affects the lives of millions. The school will work closely with federal and local agencies to pursue this work.

Referencing the University Name

According to the University of Pittsburgh Style Guide, this university may be called the University of Pittsburgh, Pitt, or (on subsequent references) the University. These are the only acceptable references.

Other Writing Resources

While each of the University of Pittsburgh’s units has its own stories to tell, each is part of a single University. The use of a clear, consistent writing style for all communications reinforces this fact. It 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 at [brand.pitt.edu/sites/default/files/pitt_writing_style_manual_third_edition_0.pdf](http://brand.pitt.edu/sites/default/files/pitt_writing_style_manual_third_edition_0.pdf).