



University of Pittsburgh
Licensing and Use of University Name, Logos, Trademarks, and Service Marks
Policy AO 23

Implementing Executive: Senior Vice Chancellor for University Relations
Responsible Unit: Office of University Communications & Marketing
Category: Administration & Operations
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I. Purpose

University Marks promote and serve as the University’s visual representation of its reputation, identity, and point of view in furtherance of the University of Pittsburgh’s (“University”) mission. Further, the licensing and use of University Marks serve as a platform for members of our institution to consistently connect with many broad, diverse communities through informed and relevant interactions.

The purpose of this Policy is to establish the responsibilities, standards, and procedures for the protection and use of University Marks. This Policy establishes the University’s right to control the use of its Marks; the nature and quality of goods or services with which University Marks are associated; and, to achieve uniformity of presentation, the artistic form in which University Marks may be reproduced.

II. Scope

This Policy applies to all University campuses.

III. Definitions

- A. University Mark (or “Mark(s)”): the University name, logos, trademarks, service marks, and other identity marks (whether registered or not), approved, adopted, or used on behalf of the University as word marks, such as, but not limited to, “University of Pittsburgh,” “Pitt,” and “Pitt Panthers,” and others containing graphic components in addition to the words, such as, but not limited to, the University seal, graphic representations of the Cathedral of Learning, colors, or any graphic representations of University recognized mascots.

IV. Policy

As provided above, University Marks enable the University to promote its mission and establish its reputational platform. To ensure the proper use of University Marks, this Policy authorizes the

Office of University Communications & Marketing (“UCM”) and the Licensing Office in Athletics, in consultation with the Office of University Counsel (“OUC”), to monitor, manage, and protect the creation and use of University Marks. This includes UCM’s authority to establish and support University brand standards and its authority to grant permission to use University Marks for commercial purposes. To these ends, the sections below provide the general standards applicable for the use of University Marks.

Please note, a University Mark does not need to be registered for the University to prohibit others from using it or a confusingly similar mark. A design, phrase, symbol, etc. that creates a likelihood of confusion with the University’s trademarks may be an infringement on the University’s trademark rights.

A. Commercial Use

No one may use, or authorize licensed vendors to use, the University Marks in a form that differs from the officially sanctioned University Marks. Officially sanctioned University Marks can be found at: <https://www.brand.pitt.edu/visual-identity> .

- i. **Commercial Product or Service Use.** Requests for permission to use or to license a University Mark on commercial products or services shall be considered only if the requesting vendor is officially recognized by the University.
- ii. **Licensing.** Commercial licensing of the University Marks on products or services is controlled exclusively by the Licensing Office in Athletics, with advice and counsel from OUC and UCM, as appropriate and upon request.
- iii. **Use or Permission.** Requests for permission to use University Marks for commercial purposes on products or services, which are outside the scope of licensing and licensing transactions handled by the Licensing Office in Athletics, shall be controlled by UCM with advice and counsel from OUC, as appropriate and upon request. UCM will review all requests for permission to use University Marks.

B. Internal Use and External Use (non-commercial purposes)

University Marks on products that are solely for internal use, such as stationery or business cards; for free distribution, such as websites, digital media, catalogs, promotional publications, or other University publications; or University advertising must be in conformity with the officially sanctioned University Marks. UCM maintains the University's current University Marks which can be found at: <https://www.brand.pitt.edu/visual-identity>.

To ensure control over the reproduction of University Marks and the quality of goods or services with which they are associated:

- i. All official literature and promotional material must comply with the [University’s Brand Standards](#) which includes using a University-wide contracted print and design supplier found at: <https://www.communications.pitt.edu/marketing/design-and-print> .

Questions about compliance with University Brand Standards and the use of a University-wide contracted print and design supplier can be directed to UCM at: ucomm@pitt.edu .

- ii. All University printing must be coordinated through University-wide contracted suppliers: <https://www.communications.pitt.edu/marketing/design-and-print> .
- iii. UCM, working with University leadership (e.g., regional presidents, deans, directors, and department heads), oversees the development of marketing strategies, including but not limited to, designing and printing materials; creating digital media, videos, and websites; proofreading and editing such material for University entities; and recommending University-wide contracted suppliers for related marketing services.
- iv. UCM maintains oversight of the quality and presentation of institutional identity elements, including the University’s seals and logos as they apply to all signage guidelines for permanent interior or exterior signage, in coordination with Facilities Management and Planning, Design and Construction.
- v. Student organizations and any non-University entity must receive written approval from UCM or the Licensing Office in Athletics for the use of University Marks, other than affixing University Marks to commercial products, which is governed by Section IV. A, above.

Concerns or questions about compliance with the above standards should be directed to UCM at: ucomm@pitt.edu . The Senior Vice Chancellor for University Relations must approve exceptions to this Policy due to extenuating circumstances or to address a special business need (e.g., collaborative marketing efforts with a University affiliate).

Guidelines for external use of University Marks can be found on UCM’s website here: <https://www.brand.pitt.edu/visual-identity> .

C. Unauthorized Use

Any unauthorized use of a University Mark by a third party that is brought to the attention of UCM or the Licensing Office in Athletics may be prohibited from continuing such unauthorized use.

V. **Governance & Responsibilities**

- A. **UCM** – responsible for implementing this Policy and overseeing relevant standards and guidelines associated with this Policy’s implementation.
- B. **Licensing Office in Athletics** – responsible for coordinating with UCM on the implementation of this Policy.

- C. **OUC** – responsible for providing recommendations and counsel to UCM and the Licensing Office in Athletics on the interpretation and application of this Policy.
- D. **Facilities Management/Planning, Design, and Construction** – responsible for overseeing University guidelines for signage.

VI. Contact Information & Public Accessibility

This Policy is posted under Administration & Operations on the Office of Policy Development & Management’s website and can be found at: <https://www.policy.pitt.edu> .

For specific questions related to this Policy, please contact the Office of University Communications & Marketing at: <https://www.communications.pitt.edu/> .

VII. Related Authorities

[FAQ: University Communications & Marketing](#)

[Brand Standards and Trainings](#)

[Brand Guide and University Marks](#)

[Facilities Management/Planning, Design, and Construction Permanent Signage Guidelines](#)

[University Policy CS 28, Temporary Signage](#)

[Student Affairs Marketing and Communications Information](#)