



University of Pittsburgh

University Marketing Communications

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TO: Liz Rangel
FROM: Mary Franzen
DATE: Nov. 25, 2008
RE: LRDC wordmark

The Department of University Marketing Communications is pleased to work with the Learning Research and Development Center to create an attractive new graphic for use on your Web site, PowerPoint presentations, and posters. The development of a graphic specifically for an individual entity within the University is a special project that requires review by the Office of Public Affairs. Your request has been reviewed and approved.

I want to let you know that your new graphic does come with some guidelines for usage that need to be carefully followed, in the interest of maintaining the strength of the University of Pittsburgh's institutional identity. These guidelines are:

- The LRDC graphic may not be used on any stationery materials, including letterheads, #9 or #10 (business size) envelopes, and business cards.
- The LRDC graphic may be used on such materials as posters, fact sheets, oversized envelopes, brochures, note cards, tickets, mailers, banners, and specialty items like mugs and shirts. It may also be used on your Web site.
- Any letterhead-size (8-1/2 x 11" or 9 x 12") sheet that utilizes the LRDC graphic may not be initially printed with, or later imprinted with, detailed contact information that will for all practical purposes turn it into letterhead—address, phone, fax, e-mail, and Web address. The sheet may, however, be printed or imprinted with a single contact item, such as a Web address or phone number.
- The LRDC graphic may not be used on the same side of any printed page of material as the University of Pittsburgh logo/seal. However, the words University of Pittsburgh must appear on the same side of a page as the LRDC graphic.

- The University of Pittsburgh signature (seal and logotype) must appear on each “entry” page of each official University of Pittsburgh Web site (each site with an address ending in pitt.edu). The LRDC graphic may appear on the same Web page. It may not be used in the banner.
- It is important that the juxtaposition and size of the LRDC graphic and the University of Pittsburgh signature are never such that the University of Pittsburgh appears to be subordinate to LRDC. In other words, no one looking at a printed sheet or Web page should come away with the misconception that the University of Pittsburgh is contained by, or a part of, the LRDC.
- The LRDC graphic has been carefully planned, developed, and crafted, and has been approved for specific uses. The graphic should not be altered in any way, including distorting the scale horizontally or vertically, changing the colors, moving elements of it into different positions, placing it on a complicated background, containing it within another design, or any other means of alteration. Doing so may lessen the impact of your graphic’s meaning and could result in a negative or inappropriate representation of LRDC and the University.

Used in accordance with the above guidelines, your new LRDC graphic will enable you to both maintain the University’s institutional identity and make your special mark. If you ever have questions or concerns regarding LRDC’s graphic, or if you need assistance with preparing files for uses beyond ones mentioned earlier, please do not hesitate to contact me. Again, we are pleased to work with you on this important project.

cc: Robert Hill
Maddy Ross
Bill Young
Marci Belchick
(Art Director)