

## Brand Identity Guidelines

# Carnegie Mellon University

Expressing and Protecting the Carnegie Mellon University Identity

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# I. Introduction

Dear Colleagues,

Carnegie Mellon University stands among an elite group of leading international research universities that shape the world through education, research and outreach. In fact, we are rated 22 out of 1,400 in U.S. News & World Report Best College rankings and continually strive to increase our prestige. As we become more global, it is more important than ever to strengthen and consolidate our public image and reputation around the world.

That's one of the reasons why the university's marketing communications experts periodically assess our graphic identity. They've been working to refresh the brand standards and respond to the campus community's needs for more relevant brand identity guidelines.

The new identity guidelines provide a framework for you and your department's current graphic identity and include two significant updates. First, the Carnegie Mellon wordmark has been refreshed to help clarify our higher education category, now appearing with the word "University." We've heard confusion among certain audiences that Carnegie Mellon is a bank, library or company because "Carnegie" and "Mellon" are common brand names among a variety of industries. Secondly, the acronym CMU is now permitted under specific parameters that are outlined in the guidelines as well.

Each individual in the Carnegie Mellon community is a brand ambassador, so we want to provide the proper tools to support our global brand. Given tightened budgets across the institution, now it's even more valuable to utilize the myriad of resources and templates offered by the university's marketing department.

Thank you for supporting Carnegie Mellon University and our institutional goals in your communications materials and outreach. Together, we can help Carnegie Mellon continue to increase the University's prestige and reputation.

If you have questions about the identity guidelines, please don't hesitate to contact Marketing Communications at 412-268-9074, or email [marketing-info@andrew.cmu.edu](mailto:marketing-info@andrew.cmu.edu); they are happy to help.

Sincerely,  
Robbee Baker Kosak  
Vice President for University Advancement  
Carnegie Mellon University

## II. The Carnegie Mellon University identity system

The goal of our identity system is to create a widely recognized, positive image of the university. The most important principles in achieving this are: Consistency; Frequency; Repetition over time.

Therefore, despite various personal preferences among our users, it is critical that the university adopts a consistent use of Carnegie Mellon's official wordmark, colors and other identity elements, and that the university limits the number and type of variations in use.

These identity standards, however, are a guide. We are an evolving university and the standards also offer flexibility in some cases. Some entities across campus have unique marketing needs (e.g., co-branding issues) that can be addressed on a case-by-case basis. If you have any questions or concerns, please contact Marketing Communications at 412-268-9074, or email [marketing-info@andrew.cmu.edu](mailto:marketing-info@andrew.cmu.edu).

### UNIVERSITY WORDMARK

Wordmark = Logo

We call our “logo” a wordmark because it is comprised of words only. A logo is typically a visual identity with an image attached to words. A logo and a wordmark are one in the same.

The wordmark is the primary identity element in our system, the one most strongly associated with our brand. Our wordmark functions as the official university logo, using only the words in our name and no other graphic elements. It is a unique expression of who we are.

Any official materials associated with the university that the public may see—whether in print, online or around campus—must include the university wordmark.

### WHEN TO USE CARNEGIE MELLON UNIVERSITY

We encourage that all new communication vehicles use the preferred wordmark.

- The wordmark typography has been crafted especially for the university. Therefore, it can only be reproduced using a graphic file (EPS, TIFF, JPEG, GIF, etc.). Download the wordmark at [www.cmu.edu/marcom/brand-guidelines/downloads/index](http://www.cmu.edu/marcom/brand-guidelines/downloads/index).
- The word “University” is now part of our official wordmark. This is to clearly distinguish Carnegie Mellon University from other institutions who use “Carnegie” or “Mellon” in their names. As the university develops a strong global presence, this clarity is even more important.
- When writing about the university, use Carnegie Mellon University first. Then “CMU” may be used as a second reference for Carnegie Mellon University in text. Download the Writers’ Style Guide at [www.cmu.edu/marcom/brand-guidelines/downloads/index](http://www.cmu.edu/marcom/brand-guidelines/downloads/index).
- On merchandise “CMU” can be used but must be accompanied by the full wordmark, Carnegie Mellon University. See the Merchandise Guidelines at [www.cmu.edu/marcom/promotions/index.html](http://www.cmu.edu/marcom/promotions/index.html) for the official version and usage of “CMU”.

- The front or back of any official publication must include the Carnegie Mellon University wordmark. Campuses, schools/colleges, departments and centers/institutes may use our template design (page 6) or their own logo but must adhere to the approved brand guidelines.

**OFFICIAL WORDMARK**

# Carnegie Mellon University

1. PRIMARY (PREFERRED VERSION)

# Carnegie Mellon University

2. SECONDARY/STACKED (SPACE RESTRICTION)

# Carnegie Mellon

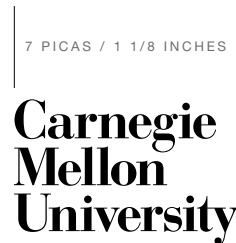
3. NOT TO BE USED EXTERNALLY  
 CAN USE INTERNALLY ON POSTERS, SIGNAGE AND MERCHANDISE  
 (SEE MERCHANDISE GUIDELINES [.PDF])  
[WWW.CMU.EDU/MARCOM/PROMOTIONS/INDEX.HTML](http://WWW.CMU.EDU/MARCOM/PROMOTIONS/INDEX.HTML).

**VISUAL GUIDELINES FOR USE OF WORDMARK**

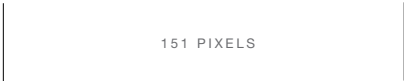
Leave at least 6 pts. buffer space around the wordmark.



Smallest size for print publications (Brochures, Newsletters, Posters, Etc.)



Recommended size for electronic production



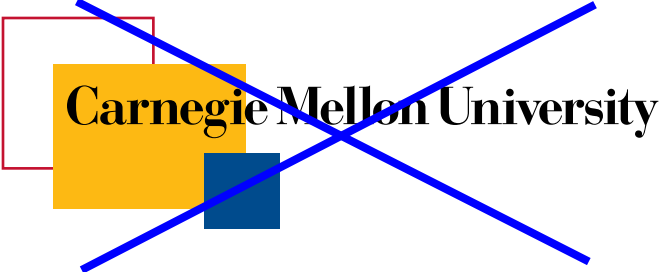
**Carnegie Mellon University**

Do not stack Carnegie Mellon



Incorrect usage

Do not combine the wordmark with another graphic element.



Incorrect usage

Wordmark must be legible when using a photographic background.



Incorrect usage

## BRAND ARCHITECTURE / UNITMARKS

Carnegie Mellon University's brand architecture shows the relationships among all the entities that make up the university. It also sets priorities—a hierarchy of brands—and guides their graphic expression.

### DOES YOUR DEPARTMENT, CENTER OR PROGRAM NEED A LOGO?

You already have one: Carnegie Mellon University. Because of its wide recognition, the university wordmark will do the best job of building equity into any entity associated with it. Your group or organization does not need its own separate logo, especially for the university's official documents. However, we are providing a unitmark design for you.

For a visual representation of your group name, we recommend the following:

- Instead of creating or using your own logo for official university print and web materials, use your entity's name “locked up” with the Carnegie Mellon University wordmark on official business materials or marketing pieces which we call a unitmark. Example shown below. Please note: Unitmarks will differ between web usage and print usage. Please refer to web guidelines (page 12) for how to use your unitmark on the web.

## Carnegie Mellon University Career Services

- The Carnegie Mellon wordmark and unitmarks are not to be recreated in a font—they are graphic files only. Please do not create your own unitmark. The Communications Design and Photography Group [commdesign-photog@andrew.cmu.edu](mailto:commdesign-photog@andrew.cmu.edu) will provide them to you free of cost. Carnegie Mellon University should appear in the primary color palette red, black or white and your unitmark should appear in black or white.

Please refer to the **brand architecture / unitmarks** for how to use the wordmark together with other university entities. If you are interested in producing something for unofficial use like spirit items (i.e. event t-shirt, poster), read more at the Local Expression (page 19) section.

- The name **Carnegie Mellon University** is the most important branded element. By placing the most emphasis on the university name, we reinforce the brand everywhere it appears worldwide. In addition, the university's brand helps build equity in all the campuses, schools/colleges, departments and centers/institutes that are associated with it. Above all, we want to show that there is one Carnegie Mellon University and all of its campuses and programs are the same everywhere.
- The Carnegie Mellon University wordmark always appears first. When “locked up” with the names of campuses and other entities, the Carnegie Mellon University wordmark takes the top position.
- Some campuses schools/colleges, departments, centers/institutes and others in the university community currently have their own visual identities. To build equity in the overall university brand, which benefits everyone, we encourage the use of the official university brand architecture.

- Note that in the visual identity of academic departments, only the department name appears, not the name of the school or college. The higher entity will visually be included in text somewhere on the marketing vehicle.

BRAND ARCHITECTURE / UNITMARKS

Campuses

**Carnegie Mellon University**  
Silicon Valley

Schools and  
Colleges

**Carnegie Mellon University**  
College of Fine Arts

Centers and  
Institutes

**Carnegie Mellon University**  
Ray and Stephanie Lane Center  
for Computational Biology

Departments and  
Administrative Units

**Carnegie Mellon University**  
English Department

**Carnegie Mellon University**  
Human Resources

## UNIVERSITY COLORS

Using a consistent color palette helps build awareness and recognition for Carnegie Mellon.

Be sure to use Pantone Matching System (PMS) color values, not the swatches here, to assure exactly the right match.

### PRIMARY COLOR PALETTE

Our main color is PMS 187 red, accompanied by black, white, light gray and dark gray. The official wordmark should appear in these colors.



### TARTAN PLAID COLOR PALETTE

In addition to the primary colors, the Carnegie Mellon tartan plaid inspires a second set of official colors. The tartan color palette is most effective when used for background colors on event materials and merchandise.



### OFFICIAL TARTAN PLAID

The Tartan Plaid (official university plaid) is the preferred version for print. Carnegie Mellon Band members wear the official plaid in their kilts/uniforms. Wool material on a spool and wrapping paper sheets are available in the bookstore.

Please contact The Communications Design and Photography Group at [commdesign-photog@andrew.cmu.edu](mailto:commdesign-photog@andrew.cmu.edu) to obtain the official plaid.



## OFFICIAL UNIVERSITY SEAL

The official seal of Carnegie Mellon University from 1967 was originally reserved for only official documents, including diplomas, presidential and trustee minutes or other legal, academic or official university documentation—or on the highest awards or certificates.

The seal can now also be used for FORMAL occasions and formal products, including items for commencement, specific gift items in brass, silver or pewter, appropriate clothing (sports coats), stationery and other items. DO NOT use the official seal in combination with the wordmark. If an item is in question, please contact Marketing Communications at [marketing-info@andrew.cmu.edu](mailto:marketing-info@andrew.cmu.edu). Please contact The Communications Design and Photography Group at [commdesign-photog@andrew.cmu.edu](mailto:commdesign-photog@andrew.cmu.edu) to obtain the official seal graphic.

The Official Seal: 4-color, 1-color



4-color version



1-color version greater than 2 inches  
If the one color seal is used two inches or greater in diameter, Carnegie Mellon University appears in a bolder font.



1-color version less than 2 inches  
If the one color seal (shown here in pms 187) is used at a diameter less than two inches, Carnegie Mellon University appears in a lighter font.

One-color version can be printed in black, PMS 187-red, Metallic PMS 877-silver and 873-gold.

Ideal for embossing and foil stamping.



White version reversed out of a background  
When reversing the seal out of a color or black background, do not use the 1-color (black) version; always use the reversed (white) version.

## TYPOGRAPHY

There are two recommended font families in the Carnegie Mellon typography system: Times and Helvetica. These two font families were chosen to complement the wordmark. Choose from these families for overall headlines and text in your materials. Other typefaces may be used for special events or creative materials.

The Carnegie Mellon wordmark and unitmarks are not to be recreated in a font—they are graphic files only. See Brand Guidelines[.pdf] downloads for the official wordmark at [www.cmu.edu/marcom/brand-guidelines/downloads](http://www.cmu.edu/marcom/brand-guidelines/downloads). Please do not create your own unitmark. The Communications Design and Photography Group [commdesign-photog@andrew.cmu.edu](mailto:commdesign-photog@andrew.cmu.edu) will provide your unitmark free of cost.

### TYPOGRAPHY EXAMPLES

#### *Times*

Since its founding in 1900 by industrialist and philanthropist Andrew Carnegie, Carnegie Mellon University has focused on finding real solutions to the problems facing society.

#### *Helvetica*

Since its founding in 1900 by industrialist and philanthropist Andrew Carnegie, Carnegie Mellon University has focused on finding real solutions to the problems facing society.

### COLOR AND TYPOGRAPHY ON THE WEB

Please see the section on online identity standards at [www.cmu.edu/marcom/brand-guidelines/print-web-products/online-standards](http://www.cmu.edu/marcom/brand-guidelines/print-web-products/online-standards) for color equivalents and recommended typography to be used on the web.

## MASCOT

Please see the Carnegie Mellon Mascot website at [www.cmu.edu/mascot/](http://www.cmu.edu/mascot/) for the official mascot graphics.

## III. Online standards

### WEB STANDARDS

For many, the website is the first point of contact with Carnegie Mellon University. It is important to apply the same standards of consistency and brand presence here as elsewhere in our communications.

Below are standards for [www.cmu.edu](http://www.cmu.edu). The Marketing Communications webteam [web-feedback@andrew.cmu.edu](mailto:web-feedback@andrew.cmu.edu) is ready to help with templates, advice and other resources.

### CONTENT MANAGEMENT SYSTEM (CMS) TEMPLATES

The university provides a free Content Management System (CMS) and a corresponding set of templates that determine where things are placed on CMS websites. This ensures a consistent web presence across university sites. Each page has assigned areas for text, images, navigation, callout boxes and breadcrumbs. By using the CMS, all fonts and colors are already coded and decided. To learn more about the templates, visit [www.cmu.edu/cms/templates/](http://www.cmu.edu/cms/templates/).

Unfortunately, not everybody can use the CMS due to technical constraints. For example, there are issues with dynamic content and linking to a database. If you're interested in learning more about the CMS, visit [www.cmu.edu/cms](http://www.cmu.edu/cms). You can also contact the CMS team in Computing Services by emailing [cms-help@andrew.cmu.edu](mailto:cms-help@andrew.cmu.edu).

### WORDMARK

The wordmark should appear in a prominent position on every web page. The best position is the top left corner.

The name of a school, department or any other entity must appear below, never above, the university wordmark.

If you are using the web template designs and currently have an university unitmark, we advise you to use the recommended "CMS mark" by itself in the space provided (exhibit A). This way it does not appear to be repetitive with the CMU wordmark. If you have a logo that falls outside of the identity system templates, place it in the space provided (exhibit B). For all other options, please contact Communications Design and Photography Group.

**WEB GUIDELINES FOR LOGO BOX:**

exhibit A

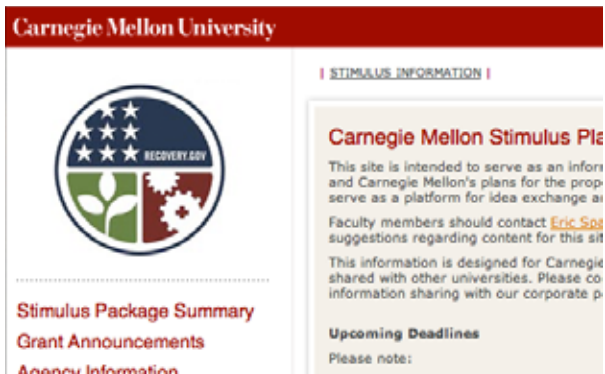
**CMS mark:** →  
 Type Color: Black  
 Font: Whitney Book  
 Flush left  
 -40 letter spacing  
 Point size and leading equal

Name can be stacked



exhibit B

When using an Icon or Logo from outside the university, the Logo is centered in white space →



**WEB IMAGES**

All images should be JPGs, GIFs or PNGs. Note that Internet Explorer 6 does not support transparent PNG files. JPGs are generally used for photos, and GIFs are used for graphics (logos, cartoons, etc.).

Please make sure your images have a resolution of 72dpi (dots per inch) and are in either RGB or indexed color modes.

Do not resize images using HTML. Images displayed on a page should be actual size; resizing should be done in a photo editing application, such as Adobe® Photoshop®. Unless you are using photography, please stay within the suggested web color palette.

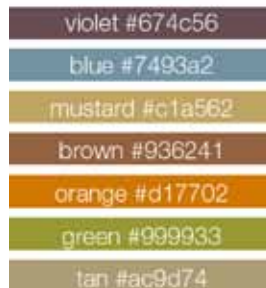
## WEB COLORS

Below are the majority of colors used on [www.cmu.edu](http://www.cmu.edu) and its sister sites. The primary university web colors are red (hexadecimal #990000) and dark gray (hexadecimal #464646). The secondary colors are only used to support the primary colors. Please stay within these colors for any graphics/text/backgrounds used on your site.

### Primary Web Colors



### Secondary Web Colors



## WEB TYPOGRAPHY

For body copy, the recommended faces for the web, in order of preference, are Verdana, Arial and Helvetica. The browser should use Verdana first; if it is not available, use Arial and then Helvetica. If none are available, use another sans serif font.

## NAVIGATION AND STYLE

Navigation should always be on the left. Navigation should work similarly to [www.cmu.edu/computing](http://www.cmu.edu/computing) and [www.cmu.edu/athletics](http://www.cmu.edu/athletics).

Please only use the styles provided in the CSS document given to you or link to the university's common template CSS document: [www.cmu.edu/common/css/cmu.css](http://www.cmu.edu/common/css/cmu.css)

## LINKS

Links to Carnegie Mellon sites should open in the same window. Non-Carnegie Mellon sites should open in a new window.

Documents, such as PDFs and MOVs, should open in a new window and be labeled [.pdf] or [.mov] in the link, for example:

Watch Professor Smith's lecture [.mov]

Links should be relevant text. Do not link words like "here," "this page," etc. Search engines will not be looking for the word "here"; they will be searching for the words in the subject. For example:

For more audio and video, see our [multimedia archive](#). **Correct**

See the multimedia archive [here](#). **Incorrect**

## RSS

If you have the ability to implement an RSS feed, it should be updated at least once a week. The RSS and RSS rollover images are located in the [home images folder](#):

[www.cmu.edu/homeimages/btn\\_article\\_rss\\_off.gif](http://www.cmu.edu/homeimages/btn_article_rss_off.gif)

[www.cmu.edu/homeimages/btn\\_article\\_rss\\_on.gif](http://www.cmu.edu/homeimages/btn_article_rss_on.gif)

## SOCIAL NETWORKING SITES

Social networking sites offer a valuable way to engage students, alumni and the public in the life of the university. However, it is important that we ensure a united presence so that users have a clear understanding of who we are.

University Advancement's Marketing Communications team oversees the central Carnegie Mellon presence on several social networking sites and evaluates whether to launch a presence on new sites as they become available.

Keep in mind that all identity guidelines apply when it comes to social networking sites. We can offer guidance if you're unsure about how to properly use a logo or have other questions about branding issues in these venues. Also, please respect the social media guidelines that can be found on the Marketing Communications website, [www.cmu.edu/marcom](http://www.cmu.edu/marcom).

In some cases, it may be best for a group to use existing university-level channels to broadcast their message, and the Marketing Communications team will work with them to make this happen. In other cases, it may be most useful for a group to create their own presence. Contact us at [web-feedback@andrew.cmu.edu](mailto:web-feedback@andrew.cmu.edu) before you create your site, so that we can discuss naming, graphics, etc. to help you get started.

Before you embark on creating your own social networking sites, explore some of Carnegie Mellon's existing sites, including:

- YouTube: [www.youtube.com/carnegiemellonu](http://www.youtube.com/carnegiemellonu)
- Facebook: [www.cmu.edu/facebook](http://www.cmu.edu/facebook)
- Twitter: [www.twitter.com/carnegiemellon](http://www.twitter.com/carnegiemellon)
- iTunes U: [www.cmu.edu/itunesu](http://www.cmu.edu/itunesu)
- LinkedIn: [www.cmu.edu/alumni/linkedin](http://www.cmu.edu/alumni/linkedin)
  
- Carnegie Mellon Social: [www.cmu.edu/social](http://www.cmu.edu/social)
- Social Directory: [www.cmu.edu/social-media](http://www.cmu.edu/social-media)

Some ways in which we partner with groups in social networking include:

- YouTube: uploading videos or identifying groups on our "other channels" sidebar
- Facebook: posting updates about campus news and events
- Twitter: "retweeting" in order to boost followers and disseminate news
- iTunes U: loading audio podcasts or syncing an RSS feed of content

## EMAIL SIGNATURES

Electronic signatures are a great way for the university to have a consistent brand image. While there are no official guidelines for signatures, it is suggested that you do not use an attached image as a signature, since email systems and users may inadvertently read those messages as spam.

In addition, it is recommended that you use the full name: Carnegie Mellon University, rather than “CMU” or other acronyms, as well as provide a link back to [www.cmu.edu](http://www.cmu.edu).

Finally, it's much easier to read Verdana and Arial fonts on the web. We suggest these san serif options.

If you have any questions about the Carnegie Mellon web presence or these guidelines, please contact the Marketing Communications webteam at [web-feedback@andrew.cmu.edu](mailto:web-feedback@andrew.cmu.edu).

## IV. Print standards

### LETTERHEAD, ENVELOPES AND BUSINESS CARDS

Each letter or business card is an opportunity to build recognition for Carnegie Mellon around the world. When the stationery is consistently designed, it strengthens the university's visual identity and contributes positively to our institutional image as a whole.

Because these items are the most widely used communication tools to carry the institutional name and mark, the university uses one design for all official university letterhead and business cards.

**Letterhead:** All administrative units must use official Carnegie Mellon letterhead (red Carnegie Mellon University wordmark in upper left corner, return address in [Name: Helvetica Neue -75 Bold, Text: Helvetica Neue - 55 Roman] in upper right corner, on white paper) for all correspondence. Schools/colleges and centers/institutes can use their own existing logos, if they have one, at the bottom of the letterhead in black, without the Carnegie Mellon Wordmark. Names of any other entities—departments and organizations, must follow the standard letterhead guidelines.

**Envelopes:** All administrative units must use official Carnegie Mellon University envelope setups (red Carnegie Mellon University wordmark in upper left corner, return address in Helvetica Neue Bold and Roman, aligned below wordmark) for all envelopes.

**Business cards:** All administrative units and individuals must use official Carnegie Mellon business cards (red Carnegie Mellon University wordmark centered at top, name and department in bold Helvetica, all other address and title text in Roman Helvetica) for all communications. The reverse side of the card should be PMS 187 (red). Schools/colleges/centers/institutes can use their own logos or unitmarks only on the back side in white reversed out of red (exhibit A). All other departments and organizations, must follow the official business card guidelines (exhibit B).



exhibit B

**Carnegie Mellon University**

**School of Drama**  
Purnell Center for the Arts #218  
Carnegie Mellon University  
5000 Forbes Avenue  
Pittsburgh, Pennsylvania 15213-3890  
Phone: 412-268-2407  
Fax: 412-621-0281  
[www.cmu.edu/cfa/drama/](http://www.cmu.edu/cfa/drama/)

**Carnegie Mellon University**

**Name**  
Title

**School of Drama**  
Purnell Center for the Arts #218  
5000 Forbes Avenue  
Pittsburgh, PA 15213-3890

Phone: 412-268-2407  
Fax: 412-621-0281

xxxx@andrew.cmu.edu

exhibit A

**Carnegie Mellon University**  
School of Drama

**HOW TO ORDER**

Orders for letterhead, envelopes and business cards should be placed with the University Printing Department [www.cmu.edu/printingmailing/printing/business-cards.html](http://www.cmu.edu/printingmailing/printing/business-cards.html) or by calling 412-268-2970.

## WORDMARK USAGE

Note that “CMU” may now be used in printed materials on second reference. Be sure to use the full university name on first reference.

In general, copy that is included in all external, promotional materials should be developed or reviewed by Marketing Communications in order to ensure consistency and accuracy of information and data that is shared with the public. Although this is not required, it is encouraged.

## WRITERS’ STYLE GUIDE

The creation and use of consistent forms of abbreviation, capitalization, italics and punctuation, along with a consistent treatment of words, terms, titles and names is part of creating and maintaining an overall sense of identity and professionalism. **Choose a style guide (Associated Press (AP) Style recommended) and be consistent in using it.**

Download the complete university Writers’ Style Guide[.pdf]  
[www.cmu.edu/marcom/brand-guidelines/downloads/index](http://www.cmu.edu/marcom/brand-guidelines/downloads/index) for reference.

## STATEMENT OF ASSURANCE

The Statement of Assurance must be placed in all graduate and undergraduate admissions publications and all other publications where such a statement is necessary or appropriate. It may be omitted on some internal publications, including: campus memos, flyers, invitations, limited distribution departmental publications (including many departmental newsletters), posters and/or programs/event signage. It does not need to be included on the following: alumni publications (those not also distributed to faculty and staff), donor recognition publications and fundraising publications.

### Statement of Assurance text

Carnegie Mellon University does not discriminate in admission, employment, or administration of its programs or activities on the basis of race, color, national origin, sex, handicap or disability, age, sexual orientation, gender identity, religion, creed, ancestry, belief, veteran status, or genetic information. Furthermore, Carnegie Mellon University does not discriminate and is required not to discriminate in violation of federal, state, or local laws or executive orders.

Inquiries concerning the application of and compliance with this statement should be directed to the vice president for campus affairs, Carnegie Mellon University, 5000 Forbes Avenue, Pittsburgh, PA 15213, telephone 412-268-2056.

**In addition to the statement above, please insert the paragraph below in all communications to prospective graduate and undergraduate students as well as communications to prospective employees.**

Carnegie Mellon University publishes an annual campus security and fire safety report describing the university’s security, alcohol and drug, sexual assault, and fire safety policies and containing statistics about the number and type of crimes committed on the campus and the number and cause of fires in campus residence facilities during the preceding three years. You can obtain a copy by contacting the Carnegie Mellon Police Department at 412-268-2323. The annual security and fire safety report is also available online at [www.cmu.edu/police/annualreports](http://www.cmu.edu/police/annualreports).

## V. Signage, product and merchandise standards

The most tangible use of the name Carnegie Mellon University can be found around campus—on buildings, vehicles, uniforms and merchandise.

### CAMPUS SIGNAGE, UNIFORMS AND VEHICLES

The official university identity system must be applied to any new outdoor or indoor directional signs, to official staff uniforms and garments and to vehicles acquired by administrative units. Please contact The Communications Design and Photography Group at 412-268-6963 if you are interested in updating any standard interior or exterior wayfinding or directional signage. They work closely with Facilities Management Services and have university signage guidelines that all campus constituents should follow.

For any new exterior signage on campus property or facilities, please contact Marketing Communications [marketing-info@andrew.cmu.edu](mailto:marketing-info@andrew.cmu.edu) first to facilitate the process. It may be taken to the University Design Committee for review and approval and require Campus Design & Facility Development depending on the scope.

The Carnegie Mellon University Wordmark will be added, initially to exterior signage as the design is updated.

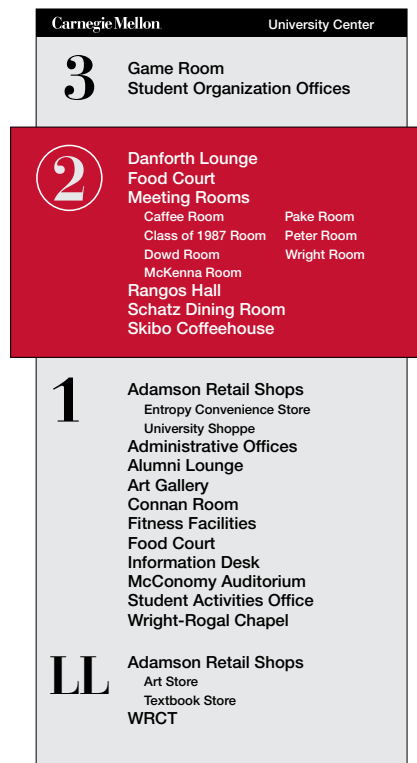
#### Exterior



#### Interior Door Decal



#### Interior Directory



## PRODUCT ENDORSEMENT

From time to time, the university creates games, robots and other products in the public eye. To make sure the university is properly credited with these innovative efforts, we have developed the endorsement statement, “Created by Carnegie Mellon University.”

This statement should be used prominently on the product, closely following the product name.



created by CARNEGIE MELLON UNIVERSITY

## WHO MAY USE THE ENDORSEMENT

The use of the endorsement statement must be approved by legal, licensing and University Advancement to make sure the association with Carnegie Mellon is appropriate and fruitful for both the product and the university.

## MERCHANDISE GUIDELINES

For complete guidelines for licensed merchandise, please visit [www.cmu.edu/marcom/promotions/index.html](http://www.cmu.edu/marcom/promotions/index.html) to download our Merchandise Guidelines [.pdf].

## LOCAL EXPRESSION / SPIRIT ITEMS

Carnegie Mellon is a vibrant, creative place. Many departments and organizations create identities for themselves around special events, or for special purposes meaningful to them.

If these “local expressions” have limited range and are non-commercial, use of the official wordmark is not required or recommended. However, if the wordmark is used, please follow the guidelines for size, readability, color and controlled space around it—and do not add any other graphic element to the wordmark. Please download our Merchandise Guidelines [.pdf] at [www.cmu.edu/marcom/promotions/index.html](http://www.cmu.edu/marcom/promotions/index.html) for details.

## VI. Resources

Carnegie Mellon University offers a wealth of resources for faculty, staff and students to help promote and protect the university's image.

### OFFICIAL GRAPHICS

#### Downloadable university graphics

The graphics are available for download in ZIP FILE (containing BMP, GIF, EPS, JPG and PNG formats) [www.cmu.edu/marcom/brand-guidelines/downloads/index](http://www.cmu.edu/marcom/brand-guidelines/downloads/index). Do not alter these graphics in any way.

#### Graphic design services

The Communications Design and Photography Group [commdesign-photog@andrew.cmu](mailto:commdesign-photog@andrew.cmu), part of the Marketing Communications department, provides a full range of professional graphic services, from the design and production of print collateral to specialty products.

#### Web templates

The university provides a free Content Management System (CMS) and a corresponding set of templates that determine where things are placed on CMS websites. To learn more about the templates, visit Content Management System (CMS) [www.cmu.edu/cms/templates/](http://www.cmu.edu/cms/templates/).

#### Photography

Professional photography is available by one of our campus photographers in the Communications Design and Photography Group [commdesign-photog@andrew.cmu](mailto:commdesign-photog@andrew.cmu). We are pleased to offer Photosource <https://photosource.web.cmu.edu/>, a searchable database of high quality Carnegie Mellon photos, ready to download and use in your print and electronic projects.

#### Video

Two comprehensive videos are available for the campus community. Please contact Marketing Communications [marketing-info@andrew.cmu.edu](mailto:marketing-info@andrew.cmu.edu) for these items.

##### *Carnegie Mellon in 60*

A one-minute overview of the university, including international images and projects from across the university, this video gives a snapshot of focus areas (e.g, robotics, arts).

##### *Notable Alumni*

A 2 1/2-minute video featuring alumni from across the university who've made outstanding contributions to the world and our society.

General b-roll (background visuals, exterior shots of buildings, cutaway shots), is also available.

### Advertising templates

The Communications Design and Photography Group [commdesign-photog@andrew.cmu.edu](mailto:commdesign-photog@andrew.cmu.edu) offers advertisement templates for newspapers, magazines, programs, online ads and more.

Examples include:

Text Ad/Horizontal Format



Text Ad/Vertical Format



### Office & Presentation templates

- Microsoft® PowerPoint® master templates[.ppt] are available that can be used for all of your university presentations at [www.cmu.edu/marcom/brand-guidelines/downloads/index.html](http://www.cmu.edu/marcom/brand-guidelines/downloads/index.html).
- Memo, fax cover sheets and meeting report templates[.doc] can be downloaded at [www.cmu.edu/marcom/brand-guidelines/downloads/index.html](http://www.cmu.edu/marcom/brand-guidelines/downloads/index.html).

Memo Template.  
Fax Cover and Meeting  
Report follow a similar  
format.

General/editable pdf

**Carnegie Mellon University**  
Carnegie Mellon University  
5000 Forbes Avenue  
Pittsburgh, Pennsylvania 15213-3890

**Memorandum**

To:  
Cc:  
From:  
Date:  
Subject:

---

Text Here

Custom/editable pdf

**Carnegie Mellon University**  
Marketing Communications

University Advancement  
Carnegie Mellon University  
5000 Forbes Avenue  
Pittsburgh, Pennsylvania 15213-3890  
Phone: 412-268-6963  
Fax: 412-268-6504  
www.cmu.edu

**Memorandum**

To:  
Cc:  
From:  
Date:  
Subject:

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Text Here

### Podium signs

A podium sign with the standard wordmark is available for your event or speaker. It easily attaches to the large University Center podiums. To borrow a podium sign, contact the University Center Information Desk: 412-268-2107.

Whenever possible, use the university wordmark on a podium. The university seal podium sign is to be used only when the university president has a significant speaking role at an event— if media is present, default to the wordmark sign for easy recognition that the speaker is at Carnegie Mellon University.



### **Exhibits and banners**

Carnegie Mellon has a tradeshow exhibit booth, a wide variety of standalone banners and other display materials. The exhibits are lightweight, making them very easy to transport and use. The exhibits are available to the Carnegie Mellon community free of cost. However, shipping costs will be charged, as appropriate. Details and more information about what is available, including the size and design specifications, are included in the brand exhibit catalog [.pdf] [www.andrew.cmu.edu/marcom/event-displays/marketing-exhibits-catalog\\_2010.pdf](http://www.andrew.cmu.edu/marcom/event-displays/marketing-exhibits-catalog_2010.pdf).

The university also offers other equipment and assistance in planning events. Please contact Marketing Communications [marketing-info@andrew.cmu.edu](mailto:marketing-info@andrew.cmu.edu) for further information.

### **Trademarks and licensing policies**

- Refer to the Policy for Use of [Carnegie Mellon Trademarks](http://www.cmu.edu/policies/documents/Trademark.html) at <http://www.cmu.edu/policies/documents/Trademark.html> for assistance in conforming to proper licensing procedures.
- Do not infringe on other copyrights. Particularly when working with students or volunteers, be careful not to allow use of other trademarks or licensed images or treatments.

## **CONTACT INFORMATION**

### **Graphic design and photography**

*Communications Design and Photography Group*  
412-268-6963  
[commdesign-photog@andrew.cmu.edu](mailto:commdesign-photog@andrew.cmu.edu)

### **Trademark and licensing**

*Jay Marano*  
*Trademark Licensing Office*  
412-268-3904  
[marano@andrew.cmu.edu](mailto:marano@andrew.cmu.edu)

### **Marketing Communications Webteam**

[web-feedback@andrew.cmu.edu](mailto:web-feedback@andrew.cmu.edu)

### **All other inquiries**

For questions about any aspect of the university identity guidelines, contact:  
*Marketing Communications*  
412-268-9074  
[marketing-info@andrew.cmu.edu](mailto:marketing-info@andrew.cmu.edu)