

Brand Guidelines

Carnegie Mellon University

Expressing and Protecting the Carnegie Mellon University Identity

TABLE OF CONTENTS

I Visual identity system	2
Wordmark	2
Unitmarks	4
Official university seal	6
Print colors	7
Typography	8
Mascot	9
II Stationery	10
Business cards, letterhead and envelopes	10
III Signage, product and merchandise	11
Campus signage, uniforms, vehicles and decals	11
Product endorsement	12
Merchandise	12
IV Downloads and contacts	13
Wordmark	13
Style guides	13
Digital tartan plaid	13
Contacts	13

I. The Carnegie Mellon University visual identity system

The goal of our identity system is to create a widely recognized, positive image of the university. 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 of variations in use.

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 the Marketing & Communications (M&C) brand manager at 412-268-9523 or marketing-info@andrew.cmu.edu.

Wordmark

Wordmark = Logo

The wordmark is the primary identity element in our system. 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 public, official materials associated with the university — whether in print, online or around campus — must include the university wordmark.

WHEN AND HOW TO USE THE WORDMARK

- Unless specially noted or a unitmark is used (see Unitmarks below), all communication vehicles must include the wordmark.
- The wordmark 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-standards/downloads/ (AndrewID required).
- The word "University" is 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 delineation is even more important. Never remove "University" from the wordmark or modify to a shortened version.
- 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/brand-standards/signage-product-merchandise.html for the official version and usage of "CMU."
- The front or back of any official publication must include the Carnegie Mellon University wordmark or a unitmark.

VERSIONS OF THE WORDMARK

Carnegie Mellon University

Horizontal

Carnegie Mellon University

Stacked

RESTRICTIONS

Leave at least 1 x-height buffer around the wordmark:



Smallest size for print publications (brochures, newsletters, posters, etc.):



Recommended size for electronic production:



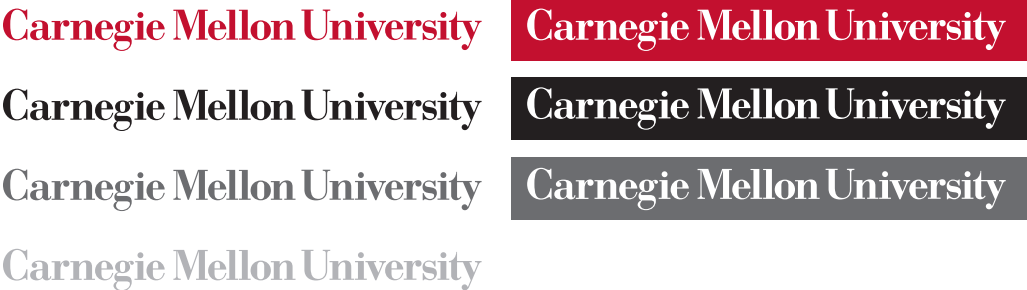
Do not combine the wordmark with another graphic element:



The wordmark must be legible when using a photographic background. Do not use the wordmark on a photographic background without permission from the M&C brand manager at 412-268-9523 or marketing-info@andrew.cmu.edu.



The wordmark cannot be reversed out of any color except CMU red, black or dark gray:



Unitmarks

- Please do not create your own unitmark. Contact the M&C brand manager at 412-268-9523 or marketing-info@andrew.cmu.edu. Your official unitmark will be provided to you free of cost.
- Unitmarks are available in primary color palette black, gray, and white, as well as red and black (**Carnegie Mellon University** in red and your unitmark in black).
- The name **Carnegie Mellon University** is the most important branding element. By using a unitmark, 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.
- If you are interested in producing a branded item for unofficial use like spirit items (e.g., event t-shirt, poster), read more under Merchandise (page 12). For complete guidelines for licensed merchandise, please visit www.cmu.edu/marcom/brand-standards/signage-product-merchandise.html to download our Merchandise Guidelines.

UNITMARKS AND STANDARD IDENTITY HIERARCHY

Carnegie Mellon University **Silicon Valley**

Campus/Location

Carnegie Mellon University College of Fine Arts

Schools and Colleges

Carnegie Mellon University Marketing & Communications

Centers, Institutes, Department and Administrative units

Official university seal

The official seal of Carnegie Mellon University from 1967 is reserved for 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 be used for **formal** occasions and formal products, including items for commencement, gift items, appropriate clothing, stationery and other items. **Do not** use the official seal in combination with the wordmark. If an item is in question or you need to obtain the official seal graphic, please contact the M&C brand manager at 412-268-9523 or marketing-info@andrew.cmu.edu.



4-color version

This is the official seal in full color.
Do not alter colors in any way.



1-color version **greater than 2 inches**

If the 1-color seal is used two inches or greater in diameter, Carnegie Mellon University appears in a bolder weight.



1-color version **smaller than 2 inches**

If the 1-color seal (shown here in PMS 187) is used at a diameter smaller than two inches, Carnegie Mellon University appears in a lighter weight.

The 1-color version can be printed in black, red (PMS 187), silver (metallic PMS 877) and gold (metallic PMS 873).

Ideal for embossing and foil stamping.



White version **reversed out of a background**

When reversing the seal out of a background, do not use the 1-color (black) version; always use the reversed (white) version. The seal should only be reversed out in white on red (PMS 187), black or gray.

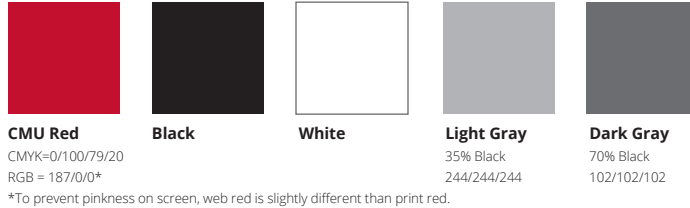
Print colors

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

Be sure to use Pantone Matching System (PMS) color values to assure exactly the right match.

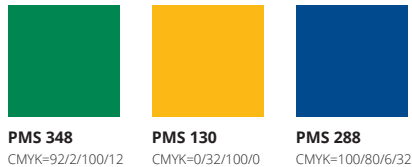
PRIMARY COLOR PALETTE

Our main color is CMU Red (CMYK=0/100/79/20, a press adjustment of PMS 187), accompanied by black, white, light gray (35% black) and dark gray (70% black). The official wordmark should appear only in, or reversed out of, these colors only.



TARTAN PLAID COLOR PALETTE

In addition to the primary colors, the Carnegie Mellon tartan plaid inspires a second set of official colors (for print only). 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 a digital re-creation of the original wool tartan. It is the only version of Tartan Plaid approved for use in Carnegie Mellon material. Download the digital plaid at www.cmu.edu/marcom/brand-standards/downloads/.



(Fun note: Carnegie Mellon wool material on a spool and wrapping paper sheets are available in the bookstore.)

Typography

Open Sans is the preferred typeface of Carnegie Mellon University outside of signage.

Optimized for print, web and mobile interfaces, with excellent legibility characteristics in its letterforms, Open Sans is available free for all mediums and performs well on both Windows and Macintosh Operating Systems.

Open Sans comes in five weights (light, regular, semibold, bold, and extra bold). Each weight is available in roman (upright) and italic.

Open Sans Condensed is available in light, light italic and bold.

Download Open Sans at www.cmu.edu/marcom/brand-standards/downloads/.

TYPOGRAPHY EXAMPLES

Open Sans Light

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.

Open Sans Light Italic

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.

Open Sans Regular

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.

Open Sans Italic

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.

Open Sans Semibold

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.

Open Sans Semibold Italic

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.

Open Sans Bold

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.

Open Sans Bold Italic

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.

Open Sans Extra Bold

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.

Open Sans Extra Bold Italic

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.

Open Sans Condensed

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.

Open Sans Condensed Light

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.

Open Sans Condensed Light Italic

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.

Mascot



Please see the Carnegie Mellon Mascot website at www.cmu.edu/mascot/ for the official Scotty Dog mascot graphics.

II. Stationery

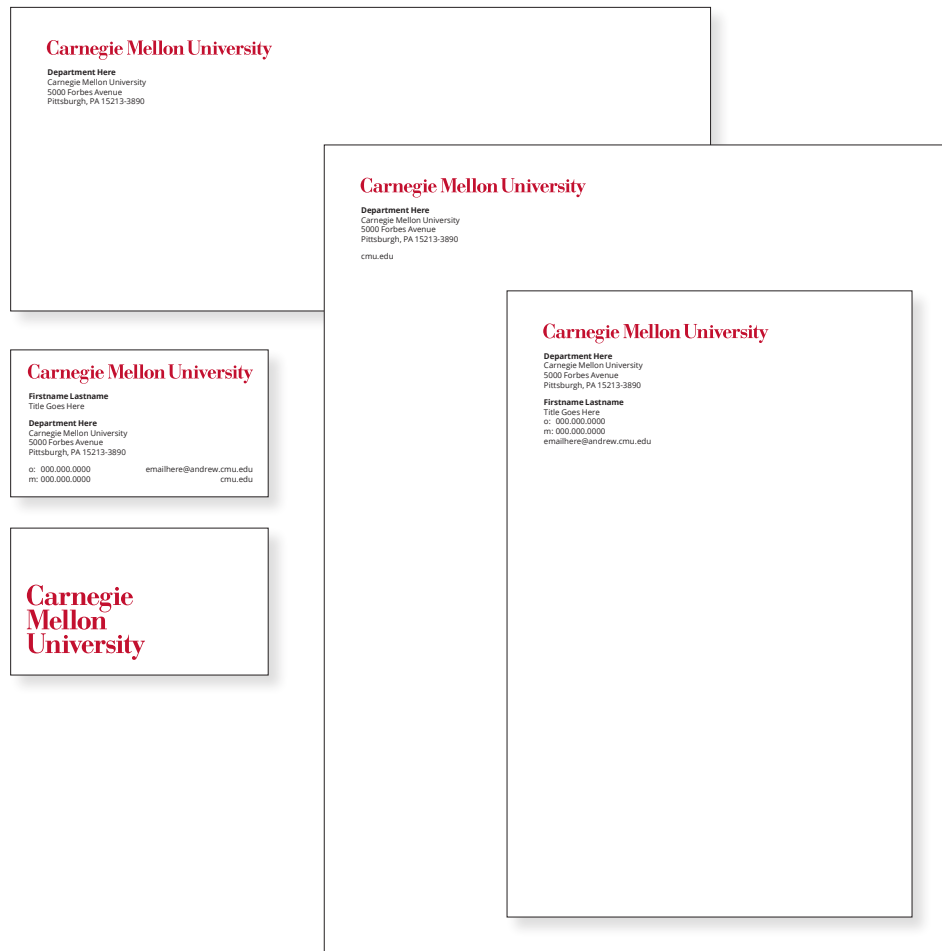
Business cards, letterhead, envelopes and notepads

Each letter or business card is an opportunity to build recognition for Carnegie Mellon. 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 wordmark, the university uses one design for all official university letterhead and business cards.

HOW TO ORDER

Orders for letterhead, envelopes and business cards should be placed with Printing and Mailing Services at www.cmu.edu/printingmailing/printing/business-cards.html or by calling 412-268-2970.



III. 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, vehicles and decals

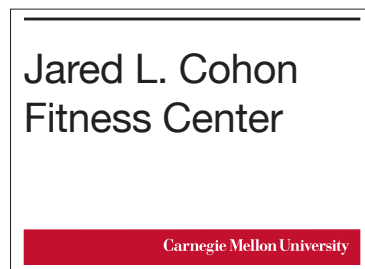
The official university identity system must be applied to any new outdoor or indoor directional signs, to official staff uniforms and garments and to vehicles acquired by administrative units.

If you are interested in updating any standard interior or exterior wayfinding or directional signage, please contact the M&C brand manager at 412-268-9523 or marketing-info@andrew.cmu.edu. M&C works closely with Facilities Management Services and has university signage guidelines that all campus constituents should follow. Any new exterior signage on campus property or facilities may be taken to the University Design Committee for review and approval and require Campus Design & Facility Development approval, depending on scope.

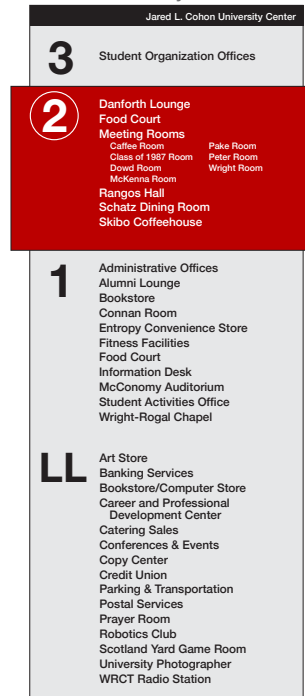
Exterior



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 Marketing & Communications to make sure the association with Carnegie Mellon is appropriate and fruitful for both the product and the university.

Merchandise

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 noncommercial, 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 note that use of the wordmark requires approval from M&C or the Trademark Licensing Office.

For complete information regarding licensed merchandise, please download our merchandise guidelines at www.cmu.edu/marcom/brand-standards/signage-product-merchandise.html.

IV. Downloads and contacts

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

Wordmark

The graphics are available, with an Andrew ID and password, for a download in ZIP file (containing BMP, GIF, EPS, JPG and PNG formats), at www.cmu.edu/marcom/brand-standards/downloads/. Do not alter these graphics in any way.

Style guides

- Brand — www.cmu.edu/marcom/brand-standards/assets/brand-guidelines.pdf
- Web — www.cmu.edu/marcom/brand-standards/assets/web-guidelines.pdf
- Writing — www.cmu.edu/marcom/brand-standards/assets/writers-style-guide.pdf
- Social Media — www.cmu.edu/marcom/brand-standards/assets/social-media-guidelines.pdf
- Merchandise — www.cmu.edu/marcom/brand-standards/assets/merchandise-guidelines.pdf

Digital tartan plaid

Download the digital plaid at www.cmu.edu/marcom/brand-standards/downloads/.

Contacts

GRAPHIC DESIGN

Web & Creative Services (marketing-info@andrew.cmu.edu), a department of central Marketing & Communications, provides a full range of professional graphic services, from the design and production of print collateral to specialty products at a reasonable cost.

WEB TEMPLATES (CMS)

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) at www.cmu.edu/cms.

PHOTOGRAPHY AND VIDEO

Professional photography and video production are available by one of our campus photographers in Web & Creative Services (marketing-info@andrew.cmu.edu).

PODIUM SIGNS, EXHIBITS AND BANNERS

A podium sign with the standard wordmark is available for your event or speaker. To borrow a podium sign, complete the order form at www.cmu.edu/marcom/event-resources/event-display-order-form.html.

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.

Carnegie Mellon has a tradeshow exhibit booth, a wide variety of stand-alone banners and other display materials. The banners are lightweight, making them very easy to transport and use. The banners 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 on the event displays page at www.cmu.edu/marcom/event-resources/.

The university also offers other equipment and assistance in planning events. Please contact M&C at events@andrew.cmu.edu for further information.

TRADEMARKS AND LICENSING POLICIES

Please direct any inquiries to John Marano, Trademark Licensing Office, at 412-268-3904 or marano@andrew.cmu.edu.

- Refer to the Policy for Use of Carnegie Mellon trademarks at www.cmu.edu/policies/administrative-and-governance/use-carnegie-mellon-trademarks.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.

UNIVERSITY STORE

Mike Schiavone, University Store, 412-268-2966 or mschiavo@andrew.cmu.edu.

WEB AND SOCIAL FEEDBACK

If you have questions or wish to provide feedback about our website, contact our web team at web-feedback@andrew.cmu.edu.

If you have questions or wish to provide feedback about our social channels, contact Laura Kelly at 412-268-4831 or laurak@andrew.cmu.edu.

ALL OTHER INQUIRIES

For questions about any aspect of the university Brand Identity Guidelines, contact Sue Layton, Marketing & Communications brand manager, at 412-268-9523 or suel@andrew.cmu.edu.