BRAND STANDARDS
QUICK GUIDE

brand.cmu.edu

Core Marks

University Logo

Carnegie Mellon University

The predominant, go-to identifier for most materials

Wordmark

Carnegie Mellon University

Appropriate when layout dictates a preference over the square logo

Carnegie Mellon University

Primary University Unitmarks

Campuses, schools, colleges, divisions, centers and institutes

Carnegie Mellon University
Name of Primary Unit

Carnegie Mellon University
Name of Primary Unit

Classic Unitmarks

Carnegie Mellon University
Name of Primary Unit

Secondary University Unitmarks

Departments, labs, academic programs and any unit within a primary unit that has a proper organizational structure and is recognized by the Dean or VP of the parent Primary Unit

Carnegie Mellon University
Name of Primary Unit
Name of Secondary Unit

Carnegie Mellon University
Name of Primary Unit
Name of Secondary Unit

Classic Unitmarks

Carnegie Mellon University
Name of Primary Unit
Name of Secondary Unit

Specialty Marks

Lettermark

CMU

Informal mark reserved for a feeling of connection to the university

University Seal



Most formal academic brand expression of the university

Mascot Mark

Carnegie Mellon University
TARTANS



Our competitive mark for both athletic and non-athletic competitive spirit

Brand Blueprint

Brand Foundation

At the Leading Edge of Progress

CMU takes an audacious, unconventional approach to research, education and performance. United by curiosity and driven by passion, we reach out across disciplines, forge new ground and deploy our expertise to make real, practical change that benefits all of humankind.

Brand Pillars

Academic Excellence
CMU brings together the best minds from a wide spectrum of academic strengths, pushing one another to dive deeper.

Real, Practical Impact
Our research and education are aimed at outcomes that benefit real people — developing pragmatic leaders, practical solutions and creativity you can see and touch.

Crossing Intellectual Boundaries
As a young university, we are free from many of the silos and bureaucracy that harden over time, allowing us to take risks and go wherever the most important questions take us.

Unorthodox Culture
Our efforts are audacious and relentless, our intellect is unconventional, and our fun is quirky. We have a way of doing things that "is SO CMU."

Partnerships in Action
Our students, alumni, faculty and staff are working arm-in-arm with partners in culture, government and industry to drive change across society.

Heritage



NAME
The Tartan
- Community
- Diversity
- Interdisciplinary
- Unique



MASCOT
Scottie
- Confident
- Spirited
- Loyal
- Proven winner
- Courageous around larger dogs



SYMBOL
Thistle
- Strength
- Bravery
- Determination
- Devotion
- Durability

Visual Identity

Core Colors

Carnegie Red	Black	Iron Gray	Steel Gray	White
Hex: #C41230	Hex: #000000	Hex: #6D6E71	Hex: #E0E0E0	Hex: #FFFFFF
RGB: 196 18 48	RGB: 0 0 0	RGB: 109 110 113	RGB: 224 224 224	RGB: 255 255 255
CMYK: 0 100 79 20	CMYK: 0 0 0 100	CMYK: 0 0 0 70	CMYK: 0 0 0 30	CMYK: 0 0 0 0
PMS: 187C	PMS: Black C	PMS: Cool Gray 10 C	PMS: Cool Gray 4 C	

Typefaces

Aa — **Source Serif Pro**

Aa — **Open Sans**

Both of our typefaces are available to download through the CMU Brand Center.

Questions?

Visit the CMU Brand Center Resources page to:

- **Explore FAQs**
- **Download resources and brand assets**
- **Register for Brand Training sessions**

For any other questions, please contact marketing-info@andrew.cmu.edu