CITY OF PITTSBURGH
BRANDING GUIDE

TABLE OF CONTENTS

INTRODUCTION

Pittsburgh is a city of three rivers. A city of 446 bridges. A city of hills. A city of tradition. Traditions that range from quirky to downright weird. Yet, they are all distinctively Pittsburgh. Our city is changing and rapidly becoming more diverse. Yet, we are all connected by those traditions.

This guide is meant to help you understand the City of Pittsburgh's brand strategy going forward. Please refer to it often - it is a foundation to build upon. As we all work together to create a cohesive identity for the first time, it will grow and change in the coming months and years.

Confidence. Stability. Tradition.

Pittsburgh is a confident city. Confidence and innovation propelled us to the highest levels of the industrial revolution and guide us today as we remerge as a resilient city on the global stage. Our residents deserve that level of confidence in the services we provide. They are looking for answers and it's important to be direct.

OUR LOOK

Our look reflects the history and future of our city. Clean and linear lines with bright, notable colors on a historic foundation.

OUR COLORS

BLACK AND GOLD

Since becoming associated with our professional sports teams, our colors have become our calling card across the world. Their origins, however, are much deeper than sports. In 1816, when Pittsburgh was chartered as a city, an effort began to formalize the colors that had been unofficial since 1758. A City Seal and official standard were adopted based on Sir William Pitt's family coat of arms.

This is the source of Pittsburgh's Black and Gold colors.

Ironically, black and gold were not William Pitt's colors. Our seal's blue and white checkered pattern were the Pitt family livery colors. Making blue our third – but lesser known – color.

CORE COLORS

Black, gold, and blue. Three colors. Three rivers.
Together, these three join with white to form our color palette.

White must remain our primary color. It is the grounding surface for clearly legible content. Our primary colors (black, gold, & blue) are the flare that highlights important information. Use blue as your strongest color with gold serving as a highlight. Black should be used only in text or to accent the yellow and blue.

OUR COLORS

CORE COLORS

HEX: #FEBD2D

GRANT STREET GOLD

C: 0
M: 28
Y: 93
K: 0

R: 254
G: 189
B: 45

HEX: #000000

BESSEMER BLACK

C: 50
M: 50
Y: 50
K: 100

R: 0
G: 0
B: 0

HEX: #00337C

CIVIC BLUE

C: 100
M: 90
Y: 23
K: 10

R: 0
G: 51
B: 124

EXPANDED COLORS

Our complete color palette consists of warm/cool colors that can be utilized in less formal materials, such as icons or events (i.e. Breast Cancer Awareness Month).

DO NOT swap colors in the seal and official branding materials. Utilize our core colors (white, blue, yellow, and black) for more formal materials, such as letterheads or official public-facing materials.

PITTSBURGH CIVIC STANDARDS

PITTSBURGH FLAG

The Civic Flag is the symbol of our city at home, to the Commonwealth, and the Country. It should fly beneath or adjacent to the American flag at all City public parks, buildings, and facilities, as well as by any private/quasi-public institution who wish to show civic pride.

MERCHANT FLAG

"A flag flown by the merchant vessels of a country". The design is similar to the Civic Flag however instead of the entire City arms, only the crest of the City arms is featured, surrounded by thirteen five-pointed dark blue stars. The length or fly shall be 6', the depth or hoist 4'6".
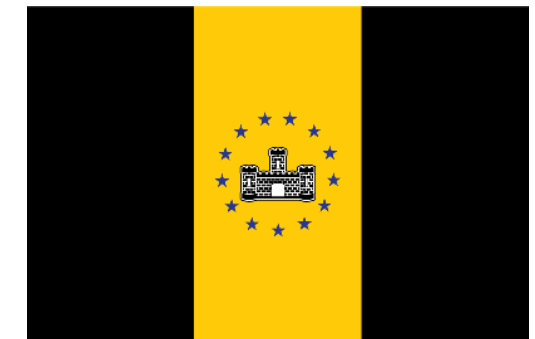
CITY PENNANT

Pittsburgh City Code defines our pennant as follows - A triangular piece of gold bunting 5'x4' or in proportion thereto. In the center thereof shall be placed a black triangular field 2'x3', upon which shall be displayed the crest of the City arms and a circle of blue stars, as borne upon the City ensign.
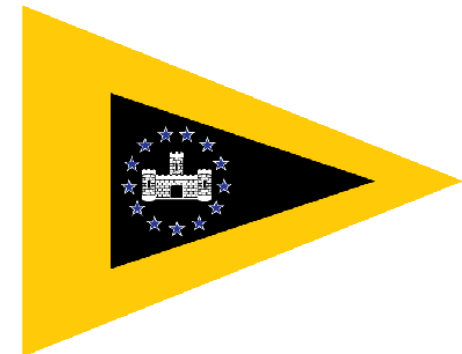
CITY STREAMER

The City streamer shall be made of materials and colors above indicated 2'x15', or in proportion thereto. The black shall be borne next to the staff, and shall be 1/4 the length of the streamer, and shall bear upon the center thereof the City crest, gold or gilded.

TYPOGRAPHY

FORMAL   Georgia

When the city is represented as an authority in the classic form of a letter or other formal communication, Georgia should always be used.

CITY OF PITTSBURGH
America's Most Livable City

NOTE: For body text, use Garamond font.

*Adobe Caslon Pro can also be used as a substitute for Georgia

Aa
A B C D E F G H I J K
L M N O P Q R S T U
V W X Y Z

Aa
A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z

Aa
A B C D E F G H I J K
L M N O P Q R S T U
V W X Y Z

Aa
A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z

INFORMAL   Segoe UI

For headings used for less formal occassions, such as social media, the following fonts can be used. Both Modern fonts can be used as body text for either occassion.

CITY OF PITTSBURGH
America's Most Livable City

*Roboto can also be used as a substitute for Segoe UI

Aa
A B C D E F G H I J K L
M N O P Q R S T U V
W X Y Z

Aa
A B C D E F G H I J K
L M N O P Q R S T U
V W X Y Z

Aa
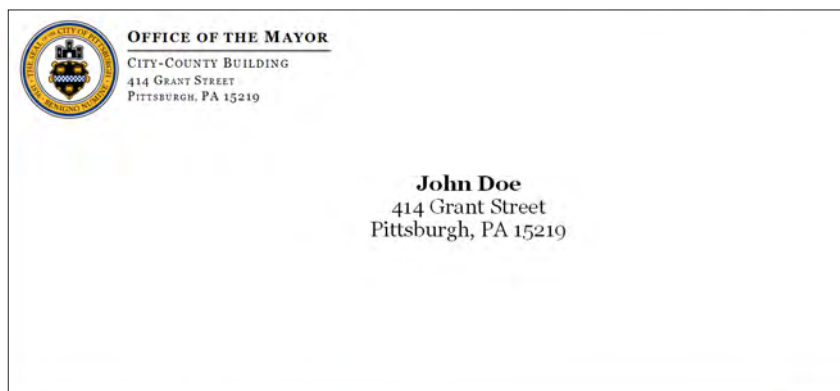A B C D E F G H I J K L
M N O P Q R S T U V
W X Y Z

Aa
A B C D E F G H I J K L
M N O P Q R S T U V
W X Y Z

TYPOGRAPHY

Example of Formal Communication using Georgia/Adobe Caslon Pro:

BUSINESS CARDS (ADOBE CASLON PRO)

CITY OF **PITTSBURGH**

Cell: 412-123-4567
Office: 412-123-4567
john.doe@pittsburghpa.gov

John Doe
Title
Department

City-County Building, 414 Grant Street, Pittsburgh, PA 15219

ENVELOPES (GEORGIA)

OFFICE OF THE MAYOR
CITY-COUNTY BUILDING
414 GRANT STREET
PITTSBURGH, PA 15219

John Doe
414 Grant Street
Pittsburgh, PA 15219

Example of Informal Communication using Segoe UI/Roboto:

POWERPOINT SLIDES (SEGOE UI)

City of Pittsburgh
TITLE HERE...

SOCIAL MEDIA POSTS (ROBOTO)

WE'VE CHANGED OUR TWITTER HANDLE!
@CityPGH is now @Pittsburgh

@Pittsburgh

CITY SEALS & LOGOS

Our city has changed and evolved rapidly since the earliest days of Fort Pitt. One symbol that has remained consistent is the Coat of Arms or Seal of the City of Pittsburgh. This emblem is not only the mark of Sir William Pitt, it is the symbol of authority that represents the City of Pittsburgh to the people.

CITY SEAL

The City Seal should be used in all official circumstances and must never be altered in any way. The City Seal is the full band containing the legend "The Seal of the City of Pittsburgh – 1816 – Beningino Numenie"

CITY LOGO

The City Logo includes the legend "The City of Pittsburgh" in "Georgia" font adjacent to the City Seal or Crest.
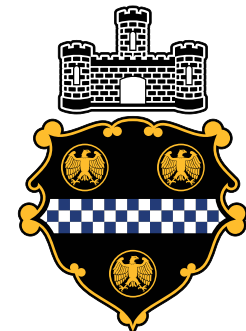
THE CITY OF PITTSBURGH

NOTE: If the background is dark, use a white font for better visibility.

CITY CREST

When the text in the City Seal becomes difficult to read because a smaller size is required, the City Crest should be used. An example of this can be seen in The City of Pittsburgh business cards.

CITY SEALS & LOGOS

MINIMUM SIZE

See below the estimated sizes for the City Seal and Crest.

When using different sized materials, it's important to utilize the proper seal. For example, a small city seal is appropriate for a business card. While for larger format, like banners, the original city seal would be used.

NOTE: As a rule of thumb, make sure the text and details are legible and the space around the logo has enough room to breathe.

CITY SEAL

Original
2 inches
192 pixels

Small
1.5 inches
144 pixels

CITY CREST

Original
1 inch
96 pixels

Small
0.5 inches
48 pixels

CITY SEALS & LOGOS

COLOR TEAMS

Our colors also work together to create our "color teams" or city units. These color teams were used to create individual department seals and represent Elected Officials, Operations, Administration, Public Safety, Economic Development, Equity, and Finance.

These color blocks represent the proportions of approved colors in each departmental seal. Located in the Employee Branding Toolkit (pg. 15).

CITY SEAL

ELECTED OFFICE

PUBLIC SAFETY

EQUITY

ECONOMIC DEVELOPMENT

OPERATIONS

FINANCIAL

ADMINISTRATIVE

OUR COLORS

MONOCHROMATIC DESIGNS

Using monochromatic designs help to enhance our branding. For example, using monochromatic backgrounds (overlayed shades of yellow, blue, or black over an image) with the City Seal and text on top.

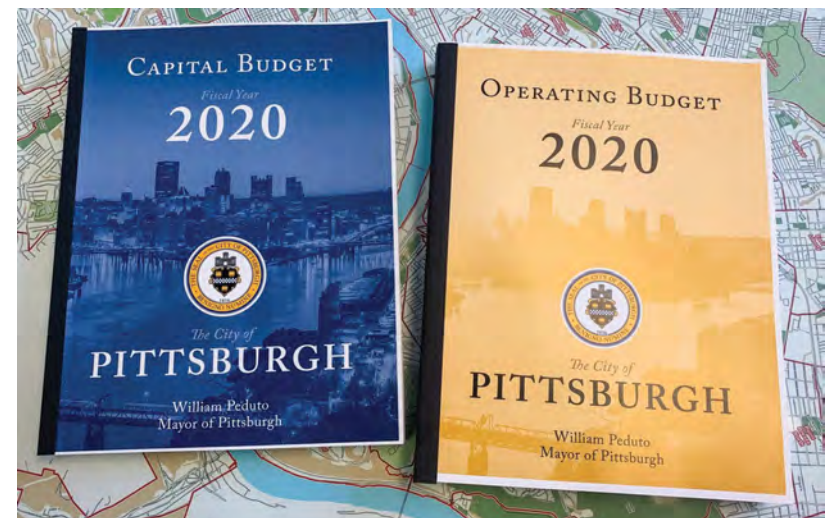**NOTE:** Make sure the text and branding are legible.

Examples:

BLACK

BLUE

GOLD

THREE COLOR BARS

COLOR BARS

In some visual materials the City of Pittsburgh will be represented by three linear bars. The bars represent our three rivers and three colors.

The three bars should be used at the designer's discretion. Posters, unofficial documents, notices, or other visual materials may make use of the three bar system. For example, you may see them used as the header or footer of a document or on the left side of City business cards.

Examples:

BUSINESS CARDS

POWERPOINT TEMPLATE

NOTE: The three color bars should always have blue & black next to each other and yellow on one of the ends. When utilizing the three color bars, make sure they have some space in between them. As a rule of thumb, we recommend having the space be half the width of the bar itself.

BRAND ASSETS & TEMPLATES

PHOTOGRAPHY

DO NOT use blurry or poor quality images under any circumstances.

There are high-quality images that you can use within the Employee Toolkit (pg. 15).

Examples:

BRAND ASSETS & TEMPLATES

EMAIL SIGNATURE

For email signatures, follow the order listed below.

DO NOT use colors or fonts outside of our branding guidelines.

- City Seal, Crest, or Logo
- Name
- Title
- Department
- Phone
- Email

Example:

Smyth Welton
Manager, Communication Services
Department of Innovation & Performance
City of Pittsburgh

LETTERHEAD

All Departments must conform to the current letterhead standards. Variations are not permitted.
Letterhead templates for every department can be found in the City of Pittsburgh Employee Toolkit (pg. 15).

POWERPOINT

A general Powerpoint template can be found in the City of Pittsburgh Employee Toolkit (pg. 15).

EMPLOYEE TOOLKIT
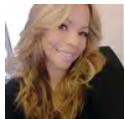
VISIT THE EMPLOYEE CITY BRANDING TOOLKIT

https://cityofpittsburgh.sharepoint.com/sites/EmployeeBrandingToolkit2

WHAT'S IN THE TOOLKIT?

• Seals & Logos

• Business Cards

• Letterhead/Return Envelopes

• Photography

• Blank Document Templates

QUESTION OR CONCERNS? CONTACT THE COMMUNICATION SERVICES TEAM

Smyth Welton, Manager
smyth.welton@pittsburghpa.gov

Dee Jones, Assistant Manager
danelle.jones@pittsburghpa.gov