



# Pitt Day of Giving 2026

## DIGITAL TOOLKIT AND VISUAL GUIDE

### Logo

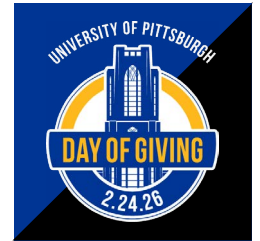
Dated and evergreen variations of the PDoG logo are located on the PDoG Sharepoint. Options are available for use on dark (reverse) or light backgrounds, with or without tagline and/or “University of Pittsburgh.”

Logos for print use can be found here: [PRINT LOGOS](#)

Logos for digital/web use can be found here: [DIGITAL LOGOS](#)



*Primary logo. Accessible on all background colors.  
Legible in most sizes.*





# Fonts

Please adhere to [Pitt brand standards](#) when applying text to designs. For more information about brand fonts and how to download them, [visit the typography page of the Pitt brand site](#).

Headline Fonts:

**Alternate Gothic Compressed**

Instrument Serif/League Gothic

Body Copy, Callout, Infographic:

**Roboto**

**Merriweather**

Subhead:

**Alternate Gothic**

Roboto



# Colors

Please adhere to [Pitt brand standards](#) when applying color to designs.

## Pitt Royal

RGB: 0 / 53 / 148  
HEX: #003594  
CMYK: 100 / 75 / 0 / 6  
PMS: 661C

## Pitt Gold

RGB: 255 / 184 / 28  
HEX: #FFB81C  
CMYK: 0 / 31 / 98 / 0  
PMS: 1235C

## Medium Blue

RGB: 0 / 32 / 91  
HEX: #00205B  
CMYK: 100 / 85 / 5 / 36

## New Sky

RGB: 219 / 238 / 255  
HEX: #DBEEFF  
CMYK: 12 / 2 / 0 / 0

*Avoid placing gold assets on a white background and white assets on a gold background. Gold and white pairings do not meet ADA accessibility requirements for contrast ratio.*

## Hashtag

Use **#PittDayofGiving** and **#PDoG26** on all platforms.

## Countdown Imagery

Use on social media to count down to the day. See sample posts for suggested copy on page 8. Available in Facebook, Instagram, X, LinkedIn and story (IG and FB) sizes.



## General PDoG Photo Frames

Use on social media to promote PDoG26. Customize with a photo from the PDoG Library Options or your own photo. Available in Facebook, Instagram, X, LinkedIn and story (IG and FB) sizes.





# PDog Branded Carousels

Use on social media to promote PDoG26 with multiple photos in one scrollable post, a format that often encourages engagement. Download the branded carousel images and add a caption. See sample posts for suggested copy. Available in Facebook, Instagram, X, LinkedIn and story (IG and FB) sizes.



# Mascots Reel

Use on social media to add interactive content to your PDoG 2026 social content. Download the reel file. See sample posts for suggested copy. The size provided can be used across all platforms.



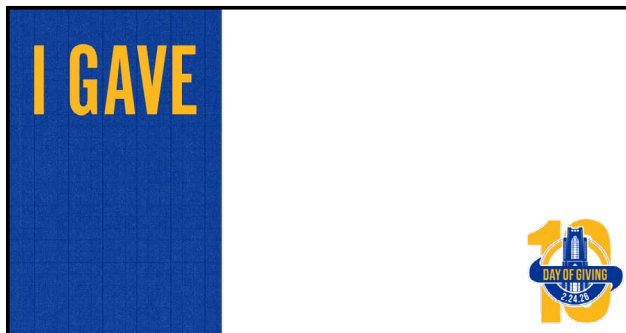
# Hangman Swipe Through

Download the 8-image swipe through. See sample posts for suggested copy. Sizing provided can be used on Instagram and Facebook.



## “I Gave” Photo Frames

Use on social media to encourage others to give. Customize with a photo from the PDoG Library Options or add your own photo and your area’s logo. See sample posts for suggested copy. Available in Facebook, Instagram, X, LinkedIn and story (IG and FB) sizes.



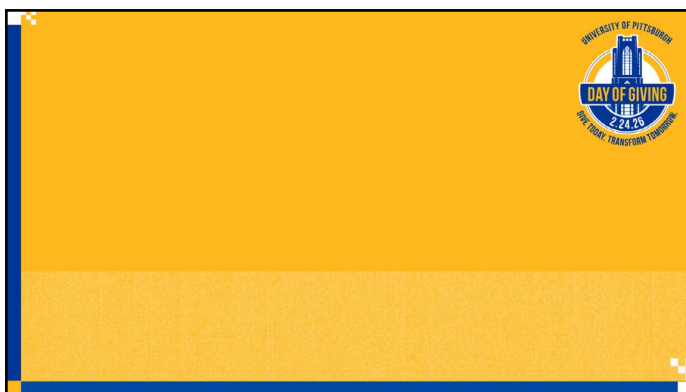
# Digital Screen Graphics

Upload to digital displays to promote PDoG. Available in two sizes: 1920x1080 and 1360x768.



# PowerPoint Template

Use in your next meeting to create awareness for PDoG26.





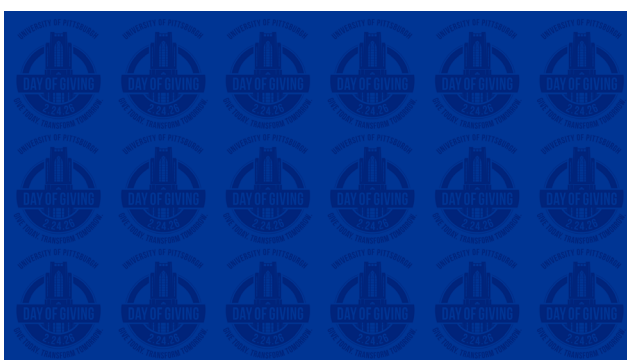
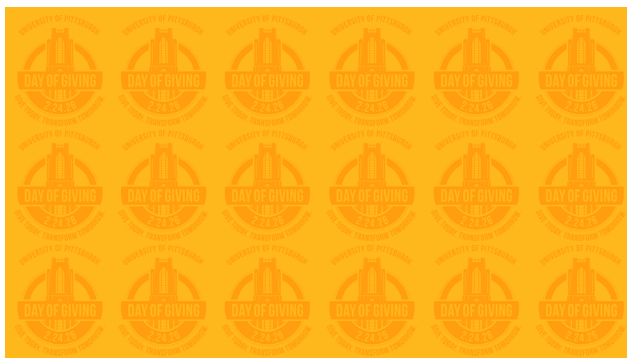
## Email Signatures

Add to your email signature during January and February to create awareness for PDoG26!



## Zoom Backgrounds

Use as your meeting background leading up to Pitt Day of Giving to help spread awareness. Available in three colors.



## Resharing PDoG Content

Reshare PDoG content from PAA channels on Facebook, Instagram, LinkedIn and X to expand reach and signal relevance to platform algorithms. Consider adding a short message about your school/unit.



# Sample Posts

## Countdown

### January 24

Imagery: 1 Month Countdown imagery or general PDoG imagery

- We're one month away! #PittDayofGiving is coming on February 24! Learn more at [pittdayofgiving.com](http://pittdayofgiving.com) #PDoG26

### February 10

Imagery: two weeks countdown imagery or general PDoG imagery

- The 10th annual #PittDayofGiving is just two weeks away! Mark your calendar for Tuesday, February 24, and get ready for a day of challenges, fun and generosity: [pittdayofgiving.com](http://pittdayofgiving.com) #PDoG26

### February 14

Imagery: 10 days countdown imagery or general PDoG imagery

- There are just 10 days until the 10th annual #PittDayofGiving on February 24! Give Today. Transform Tomorrow: [pittdayofgiving.com](http://pittdayofgiving.com) #PDoG26

### February 19

Imagery: 5 days countdown imagery or general PDoG imagery

- Only five days until #PittDayofGiving returns on February 24. Save the date and get ready to support what you love most at Pitt. [Pittdayofgiving.com](http://Pittdayofgiving.com)

## General PDoG

Imagery: General PDoG photo frames or branded carousel

- #PittDayofGiving is almost here. On February 24, the Pitt community comes together to create opportunities for students. Learn more at [pittdayofgiving.com](http://pittdayofgiving.com)
- What will you support on February 24 for #PittDayofGiving? Explore your favorite areas at [pittdayofgiving.com](http://pittdayofgiving.com)



- On February 24, the Pitt community comes together for the 10th annual #PittDayofGiving. Learn more at [pittdayofgiving.com](http://pittdayofgiving.com)

## **Mascot Reel**

- Pause to find your mascot and get ready for #PittDayofGiving on February 24.
- Who did you pause on? Drop it in the comments and mark your calendar for #PDoG26 on February 24.

## **Hangman Swipe Through**

- We're all in for #PDoG26 on February 24. Are you?
- 15 letters, 4 words, 10 years. Join the #PDoG26 dream team on February 24.

## **I Gave**

Imagery: I gave photo frames

- I gave back to Pitt for #PittDayofGiving... Did you? You can make a difference, too: [pittdayofgiving.com](http://pittdayofgiving.com) #PDoG26

## **Day of - February 24**

### **Morning:**

- #PittDayofGiving is here! Help [Unit] raise the most money in 24 hours. Participate and follow our progress here: [link] #PDoG26

### **Afternoon:**

- It's been a great #PittDayofGiving so far, have you checked out how your favorite area is doing: [link] #PDoG26

### **Evening:**

- #PittDayofGiving ends at 11:59 p.m., so don't put it off another minute! Make your gift now: [Link] #PDoG26

***Follow along on the PAA channels on [Facebook](#), [Instagram](#), [LinkedIn](#), [X](#) and reshare specific challenges, updates and more on 2.24.26.***