When a custom logo is necessary for marketing purposes—by, for example, institutes, centers, or labs—a custom mark may be used. Consult with UChicago Creative for approval to use this logo format.

**Custom Mark Logo Format**
The size and shape of the mark should generally fit within the indicated area.

**CUSTOM MARK EXAMPLES**
The custom mark sits to the left of the type, and the rule must be justified to the longest line of copy.

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**THE UNIVERSITY OF CHICAGO**

**ENTITY NAME**
SECOND LINE

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**BACKGROUND INFORMATION**
- Does your unit have an existing custom logo? If so, how long has it been in use?
- If you have an existing custom logo, are you looking to keep your existing mark or create a new mark?
- Is your unit identified by an acronym?
- Do you have an existing color palette?

**PROCESS INFORMATION**
- What key stakeholders need to be part of the logo input, review, and approval process?
- Have you conducted an audit of all places where your logo appears and would need to be replaced? If so, have you prioritized which replacements need to be completed first?
- Will your new logo be announced in conjunction with an event, through branding-specific communications, or without any special announcements?

**CREATIVE DEVELOPMENT INFORMATION**
- Who is your unit’s primary audience?
- Does your unit provide a service to the University of Chicago community?
- Does your unit market to one or more off-campus audiences?
- Are there sources of inspiration that you would like us to consider?
- What adjectives would you use to describe your unit?

Note: This information—along with your portal request—will help facilitate development and approval of your logo more quickly.

To request a new logo, go to creativeportal.uchicago.edu.

The University of Chicago Custom Mark Logo Considerations

8.2021