USC Graphic Identity Program

The University Identity

This document provides the basic guidelines for the University of Southern California's graphic identity program. The key to the program is the typographic system of wordmark, monogram and contrasting color. To maintain consistency throughout the system, the new graphic identity program prohibits the use of any additional iconography, marks or artwork outside of the approved University seal, shield and Trojan head (the latter to be used for spirit-related applications only).

To obtain a full version of the new style guide, contact USC Purchasing or go online to: **usc.edu/identity**

Primary Logotype Combination

Primary Monogram Combination

Primary logotypes are to be used most often throughout USC publications and collateral.

Informal Logotype (Vertical)

Informal logotypes are to be used in any informal applications that require more flexibility in reproduction, particularly when there are size constraints (small book bind, fabric, embroidery).

Informal Logotype (Horizontal)

Formal Logotype Combination

Formal Monogram Combination

Formal logotypes are to be used in the most formal academic applications such as certificates, legally sanctioned documents and formal invitations.

The minumum required space around all logotypes is half the logotype's height on all sides as shown above.
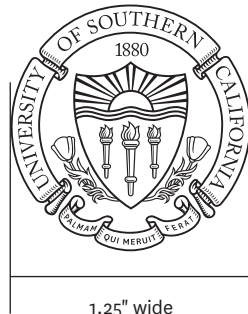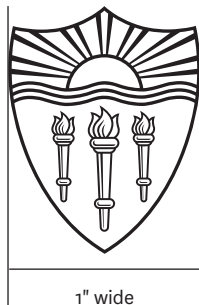

1.25" wide

The **Regular-use Seal** should be used for any application wider than 1.25 inches. For applications smaller than 1.25 inches wide, use the small-use version.
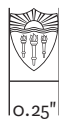

0.75"

The **Small-use Seal** should be used for any application between 1.25 inches and 0.75 inches wide. *Do not reproduce small-use version smaller than 0.75 inches.*

1" wide

The **Regular-use Shield** should be used for any application wider than 1 inch. For applications smaller than 1 inch wide, use the small-use version.

0.25"

The **Small-use Shield** should be used for any application between 1 inch and 0.25 inch. *Do not reproduce small-use version smaller than 0.25 inches wide.*

The Seal and Shield

The primary logotype for the overarching University identity has been redesigned to combine the new USC monogram with the Adobe Caslon Pro wordmark and the shield.

Regular- and small-use versions of both the seal and shield have been redrawn to ensure the best quality reproduction. Size restrictions for each are detailed above.

The shield exists as part of the official University seal and will be used as an additional brand icon throughout the new identity program. The only times the shield should be locked up with the wordmark or monogram are in the primary combinations shown at left.

For additional questions about which logotype to use, email: **identity@usc.edu**

Do not change the proportion of the monogram to the seal.

Do not place monogram beneath wordmark.

Do not center the shield over the wordmark.

Do not place the shield to the right of the monogram.

Approved Color Combinations

Below are the approved color combinations for all USC logotypes. The logotypes shown here have been specifically created for use across all media. Always use approved artwork. **Do not attempt to typeset or create any logos on your own.**

1-color USC monogram reproduces as 50% of the color being used.

Cardinal Background When the lockup appears on a cardinal background it reverses to white and the monogram runs gold.

Gold Background When the lockup appears on a gold background it can either reverse to white or run black while the monogram runs cardinal.

Black Backgrounds When the lockup appears on a black background it reverses to white and the monogram runs either cardinal, gold or 50% black.

Unapproved color combination.

Unapproved colors and alignment.

Do not string wordmark in one line when combining with monogram.

Color

The official colors of the University of Southern California, USC Cardinal and USC Gold, are equal in importance in identifying the university. Precise matching of all USC colors is essential in all color applications. Do not use maroon and yellow, or red and ochre as a substitute for the USC colors. Correct and consistent use of USC's official colors helps reinforce the university's identity.

PMS 201C

Direct CMYK Conversion
C31 M88 Y51 K22
DO NOT USE

Proper Bridge CMYK Conversion
C7 M100 Y65 K32

Approved RGB Conversion
R153 G27 B30
Approved HEX: #990000

PMS 123C

Direct CMYK Conversion
C0 M24 Y94 K0
DO NOT USE

Proper Bridge CMYK Conversion
C0 M27 Y100 K0

Approved RGB Conversion
R255 G204 B0
Approved HEX: #FFCC00

Secondary Web Colors

Light Gray
30% Black
Hex: #CCCCCC

Dark Gray
70% Black
Hex: #777777

Black
100% Black
Hex: #000000

White
Hex: #FFFFFF

PMS 201C

PMS 123C

Stationery Templates

The stationery templates shown here have been approved and should not be altered in any way. Body copy can be set at 11 point Adobe Caslon Pro, Caslon 540 or Times New Roman—regular weights.

USC University of Southern California

DEPARTMENT
Administrator's Name
Administrator's Title

Date

Addressee's Name
University of Southern California
Company
Street Address Line 1
Street Address Line 2
City, State, Zip

Salutation,

The copy you are now reading is not the actual text to be typeset. It is placed here in lieu of the type to be used, so that it will resemble a complete job in every respect. For now, its purpose is for size and visual reference only.

Atem fuga. Commolore est, sunt quam illest, si conet andendi vendis porercium repe qui a sa nonsed mini int, expero ex earchic iendia volori audant labo. Nem et esciisim et adi dolor sequam rest, sum ut mil ea quist-rumqui doloreh endandunt qui dolorem porpost, quaestrun porpost, quaestruntia incto idernatem. Bus est utaeste mporum velectae est utaeste mporum velectae illaborro qua od esequi cus et lit quatur am fuga. Dolori nus dundanit ut et qui cullupt porpost, quaestruntia incto idernatem.

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Agnist, aut offic tem endersp isitiuntorum eatet quo ventiande rectium ullantio dolupta dolupti que nonseque vel molorio nonsed mini int, expero ex earchic iendia volori audant labo. Nem et esciisim et adi dolor sequam nonsed mini int, expero ex earchic iendia volori audant labo. Nem et esciisim et adi dolor sequam rest, sum ut mil ea quistrumqui doloreh endandunt qui dolorem porpost, quaestrun porpost, quaestruntia incto idernatem.

Closing,

Signatory Name
Title
Department

University of Southern California
1234 Trousdale Parkway, Los Angeles, California 90089-1234 • Tel: 213 821 1234 • Fax: 213 740 1234

Examples of approved USC stationery. Two-color Primary Logotype used on formatted letterhead, #10 envelope and business card. Left margin of information on all aligns with "USC" in logotype.

Academic Unit Logotypes

Logotypes have been created for each of USC's academic units as part of the University identity system. Always use approved artwork. **Do not attempt to typeset or create any logos on your own.**

USC Annenberg
School for Communication and Journalism

USC Thornton
School of Music

USC Viterbi
School of Engineering

USC Gould
School of Law

USC Leventhal
School of Accounting

USC Davis
School of Gerontology

USC Roski
School of Fine Arts

USC Dornsife
Dana and David Dornsife College of Letters, Arts and Sciences

USC Rossier
School of Education

USC Marshall
School of Business

USC Price
Sol Price School of Public Policy

USC School of Architecture

USC School of Theatre

USC School of Cinematic Arts

USC School of Social Work

USC School of Pharmacy

Ostrow School of Dentistry of **USC**

Keck School of Medicine of **USC**

USC Division of Occupational Science and Occupational Therapy

USC Division of Biokinesiology and Physical Therapy

Typefaces

USC's official serif typeface is **Adobe Caslon Pro**. USC's official sans serif typeface is **National**. Each of these fonts offers a wide range of weights, allowing for small and digital use without degradation and express the classic, academic and collegiate qualities of the USC brand. Correct and consistent use of these official typefaces helps reinforce the university's identity.

Visit usc.edu/identity for information on purchasing Adobe Caslon Pro and National.

Adobe Caslon Pro
Adobe Caslon Pro
Adobe Caslon Pro
Adobe Caslon Pro
Adobe Caslon Pro
Adobe Caslon Pro

National / *National*
National / **National**
National / *National*
National / **National**
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National / ***National***