# 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 visit: usc.edu/identity



Primary Logotype Combination



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

Primary Monogram Combination



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.



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.



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.



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 complete guidelines visit: identity@usc.edu



Do not combine shield with any informal academic unit logotype wordmark.



Do not center the shield over the wordmark.



Do not place monogram beneath



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 Backgrounds 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.



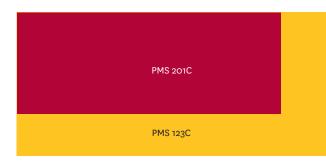
Unapproved colors and alignment.



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



30% Black



**Secondary Web Colors** 

Hex: #CCCCCC

**Dark Gray** 70% Black Hex: #777777



Black 100% Black Hex: #000000



White Hex: #FFFFFF

PMS 123C



**DO NOT USE** 

**CMYK Conversion** Co M27 Y100 Ko

Approved RGB Conversion R255 G204 B0 Approved HEX: #FFCC00

#### **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**Davis School of Gerontology

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

**USC**Gould

**USC**Leventhal

**USC** Libraries

**USC**Marshall

**USC**Price

**USC**Roski

**USC** Rossier

**USC**Thornton

**USC** Viterbi

**USC**School of Architecture

**USC**School of Cinematic Arts

**USC**School of Dramatic Arts

**USC**School of Social Work

**USC**School of Pharmacy

Keck School of Medicine of USC

Ostrow School of Dentistry of USC

**USC** Division of Occupational Science and Occupational Therapy

**USC** Division of Biokinesiology and Physical Therapy

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

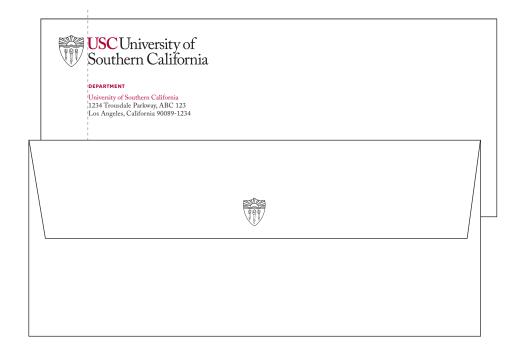
Adobe Caslon Pro Adobe Caslon Pro Adobe Caslon Pro

National **National** National National National National **National** National **National** National National National **National National National** National National National

# **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.









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.