

Introducing the New

# 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](http://usc.edu/identity)



Primary Logotype Combination



Primary Monogram Combination



Informal Logotype (Vertical)



Informal Logotype (Horizontal)



Formal Logotype Combination



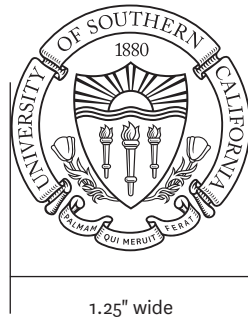
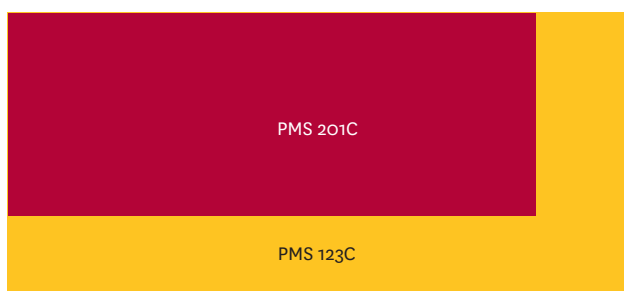
Formal Monogram Combination



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

## Color

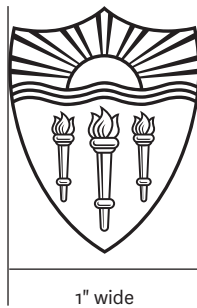
The official colors of the University of Southern California, USC Cardinal and USC Gold, are equal in importance in identifying the university. Precise matching of all USC colors is essential in all color applications. Do not use maroon and yellow, or red and ochre as a substitute for the USC colors.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



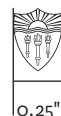
The **Regular-use Seal** should be used for any application wider than 1.25 inches. For applications smaller than 1.25 inches wide, use the small-use version.



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](mailto:identity@usc.edu)



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



**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 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.

## Secondary Web Colors



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



**Light Gray**  
30% Black  
Hex: #CCCCCC



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



PMS 123C



**Direct CMYK Conversion**  
Co M24 Y94 Ko  
**DO NOT USE**



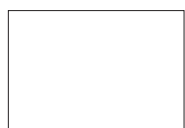
**Proper Bridge CMYK Conversion**  
Co M27 Y100 Ko



**Approved RGB Conversion**  
R255 G204 B0  
Approved HEX: #FFCC00



**Black**  
100% Black  
Hex: #000000



**White**  
Hex: #FFFFFF

