

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 go online to: [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.

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

**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).

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



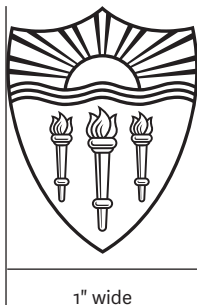
1.25" wide

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](mailto: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.



				<b>Secondary Web Colors</b>	
PMS 201C	Direct CMYK Conversion C31 M88 Y51 K22 <b>DO NOT USE</b>	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 <b>DO NOT USE</b>	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

## 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

Addresssee'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 into idernatem. Bus est utaste mporum velectae est utaste mporum velectae illaborro qua od esequi cus et lit quatur am fuga. Dolori nus dundantit ut et qui cullupt porpost, quaestruntia into idernatem.


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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

 **USC** University of Southern California


DEPARTMENT  
University of Southern California  
1234 Trousdale Parkway, ABC 123  
Los Angeles, California 90089-1234



 **USC** University of Southern California

John H. Doe  
Executive Director of Operations  
Department of Operations

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Executive Director of Operations  
President's Chair in Language Arts  
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Los Angeles, California 90089-1234  
Tel: 213 821 1234 Fax: 213 740 1234  
E-mail: name@usc.edu  
Web: site.usc.edu

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](http://usc.edu/identity) for information on purchasing Adobe Caslon Pro and National.

Adobe Caslon Pro  
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## LEARN MORE

For questions pertaining to the USC academic graphic identity marks, email USC Communications at [identity@usc.edu](mailto:identity@usc.edu) or visit [usc.edu/identity](http://usc.edu/identity) for more information and to download logos.

For questions pertaining to spirit marks, athletic marks, and merchandise, email Trademarks and Licensing Services at [trdmarks@usc.edu](mailto:trdmarks@usc.edu) or visit [usc.edu/trademarks](http://usc.edu/trademarks) for more information.

For questions pertaining to Keck Medicine of USC and its entities (Keck School of Medicine of USC, USC Norris Comprehensive Cancer Center, Keck Medical Center of USC, Keck Hospital of USC or USC Norris Cancer Hospital), visit [keckmedicineofusc.org/brand](http://keckmedicineofusc.org/brand)

To order stationery or letterhead, contact Suellen Martensson at USC Purchasing Services at (213) 740-9786 or email [smartens@usc.edu](mailto:smartens@usc.edu)