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 USC 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). For complete guidelines or to obtain a full version of the style guide binder, visit: usc.edu/identity

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 typecast or create any logos on your own.

Cardinal Background: the USC monogram runs in gold and the wordmark reveres to white

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

Examples of Incorrect Usage

Do not combine shield with any academic unit logotype.
Do not place the shield to the right of the monogram.
Do not reconfigure the elements of the logos.
Do not string wordmark in one line when combining with monogram.

Unapproved color combination. Do not stray from the approved color combinations and alignments are prohibited.

Color

The official colors of the University of Southern California, USC Cardinal (PMS 201C) and USC Gold (PMS 123C), are equal in importance in identifying the university. Precise matching and consistent use of the USC color palette is essential in reinforcing the university's identity. Always reference the swatches in the USC identity guidelines binder or a Pantone swatchbook for color accuracy.

Approved RGB Conversion

Black
100% Black
Hex: #000000

White
100% White
Hex: #FFFFFF

Light Gray
70% Black
Hex: #DDDDDD

Dark Gray
70% Black
Hex: #333333

Secondary Web Colors

C7 M100 Y65 K32
Direct CMYK
Conversion
C0 M27 Y100 K0
Approved CMYK Conversion
R37 G19 B8
Approved HEX
#CC0000

C0 M24 Y94 K0
Approved CMYK Conversion
R153 G27 B30
Approved HEX
#31A0E1

DO NOT USE

Approved RGB Conversion

PMS 201C
Direct CMYK Conversion
C7 M100 Y65 K32
DO NOT USE

PMS 123C
Direct CMYK Conversion
C0 M24 Y94 K0
DO NOT USE

PMS 201C
Approved CMYK Conversion
C0 M27 Y100 K0
Approved HEX
#CC0000

PMS 123C
Approved CMYK Conversion
C0 M24 Y94 K0
Approved HEX
#31A0E1

DO NOT USE

Approved RGB Conversion
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.

Typesfaces

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

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National

Stationary Templates

The university letterhead, which contains the primary logotype, is used by all central administrative units. Body copy can be set at 11 point Adobe Caslon Pro, Caslon 540 or Times New Roman – regular weights. The approved stationary templates shown below may not be altered in any way. The university’s approved stationary vendor – Corporate Graphics – has all of the approved assets for the USC Graphic Identity Program, including those for all academic units. For more information, visit: identity.usc.edu/stationery

Examples of approved USC stationary. Two-color Primary Logotype used on formatted letterhead, No. 10 envelope and business card. Left margin of information on all aligns with “USC” in logotype.

For complete guidelines visit: usc.edu/identity