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 typeset or create any logos on your own.

Do not reconfigure any elements of the logo

Examples of Incorrect Usage
Do not combine shield with any academic unit logotype

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 within the USC identity guidelines binder or a Pantone swatchbook for color accuracy.

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

Gold Background: USC monogram runs cardinal and the wordmark can either reverse to white or run black

Black Background: USC monogram can either run in gold or 50% black and the wordmark reverses to white

Light Gray
Direct CMYK Conversion C45 M0 Y0 K22
Approved RGB Conversion R153 G27 B30
Approved Hex: #990000

Dark Gray
Direct CMYK Conversion C0 M24 Y94 K0
Approved RGB Conversion R255 G204 B0
Approved Hex: #FFCC00

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

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

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).

The Seal and Shield
The primary logotype for the overarching university identity combines the USC monogram with the Adobe Caslon Pro wordmark and the shield.

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

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

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

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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 of Communication and Journalism
USC Leonard Davis School of Gerontology
USC Dornsife College of Letters, Arts and Sciences
USC Suzanne Dvorak-Peck School of Social Work
USC Gould School of Law
USC Ivan Del Young Academy
USC Kaufman School of Dance
USC Leventhal School of Accounting
USC Price School of Public Policy
USC Price School of Public Policy
USC Roski School of Art and Design
USC Rossier School of Education
USC Thornton School of Music
USC Viterbi School of Engineering
USC School of Architecture
USC School of Dramatic Arts
USC Libraries
USC School of Pharmacy
USC Chan Division of Occupational Science and Occupational Therapy
Keck School of Medicine of USC
Herman Ostrow School of Dentistry of USC
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. These fonts offer a wide range of weights, allowing for small and digital use without degradation and express the classic, academic and collegiate qualities of USC. Correct and consistent use of these official typefaces helps to reinforce the university’s brand identity. Visit usc.edu/identity for more information on purchasing licenses to Adobe Caslon Pro and National.

Examples of approved USC stationery. 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.

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 or Times New Roman – regular weights. The approved stationary templates shown below may not be altered in any way. The university’s approved stationery 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

For complete guidelines visit: usc.edu/identity