Academic Unit Logotypes with Sub-unit

The USC Marshall Graphic Identity Program has been designed to allow each academic unit—with all of its various departments, programs, institutes and centers—to have the flexibility to represent themselves in unique and compelling ways. In this identity system, the university is always represented with the USC monogram. The academic unit is represented prominently with either the donor’s name (or the discipline name for non-named units). The specific departments, programs, institutes, centers and offices are to be represented by a descriptor line, set just below the university monogram and academic unit descriptor.

The department, program, institute, center or office name can also be used independently from the logotype in large and small formats. However, to maintain consistency, the identity system prohibits the use of any additional iconography, marks or artwork in conjunction with any academic or sub-unit logotype. Approved identity elements, such as the university shield or seal can be used as supporting art, but should always be clearly isolated from the academic or sub-unit logotype.

Approved Color Combinations

The legibility and distinction of all USC academic unit logotypes is very important. To ensure visibility, always separate academic unit logotypes from surrounding elements and never place them over an image or patterned background.

Using USC Marshall Executive MBA Program as an example, this page provides guidelines for approved color combinations.

Horizontal Formal Configuration

USC Marshall

School of Business

Executive MBA Programs

The sub-unit designator is set in Adobe Caslon Pro italic to match the rest of the logotype but stand apart. Its color should always match that of the USC monogram in the logotype to further reinforce the connection of the sub-unit to the university as a whole.

Horizontal Informal Configuration

USC Marshall

Executive MBA Programs

The informal sub-unit logotypes (both horizontal and vertical) contain the University's monogram, the school name and a larger sub-unit descriptor. These logotypes should be used on applications where it is appropriate for the sub-unit to be the focus on merchandise items, for which space is limited and print media such as campus event posters and publications that are geared toward an internal audience.

Approved Color Combinations

Cardinal Background

Gold Background

Black Background

Black Background, Grayscale
Clear Space and Minimum Sizing
The legibility and distinction of all USC academic unit logotypes is very important. To ensure visibility, always separate academic unit logotypes from surrounding elements and never place them over an image or patterned background. The area of isolation, or minimum required clear space, surrounding the logotype should be either half or a quarter of the logotype’s height on all sides as shown below. Do not allow any other graphic elements to penetrate this area of isolation.

Alternate Logo Configurations
A vertically stacked versions of the USC Marshall and Sub-unit Identity are acceptable for use in specific situations. These configurations are to be used only when the standard horizontal versions are not practical. Examples are shown below.

Stacked Configurations

The minumum required space around horizontal logotypes should be half the logotype's height on all sides as shown above.

Proper clear space for use on all sides is shown above.

Minimum Spacing Examples

This formal and informal logotype with sub-unit should not be sized smaller than 1.75 inches in width. This is the limit of legibility for the sub lines. No maximum use restriction.
Incorrect Uses

The academic unit logotypes, as shown here using USC Marshall Executive MBA Program, should not be altered in any way, such as extending, condensing, outlining, adding borders, special effects or drop shadows, or attaching other icons. These are a few examples of incorrect usage.
**Typefaces**

Consistent use of a specifically selected family of typefaces will result in a visual style that is more recognizable to our external audiences. We strongly recommend these typefaces for use in print and collateral material.

**Sans serif typeface**

National Light 1234567890

National Light Italic 1234567890

National Regular 1234567890

National Regular Italic 1234567890

National Bold 1234567890

National Bold Italic 1234567890

National Extrabold 1234567890

**Serif typefaces**

Adobe Caslon Pro Regular 1234567890

Adobe Caslon Pro Italic 1234567890

Adobe Caslon Pro Bold 1234567890

Adobe Caslon Pro Bold Italic 1234567890
**Application Examples**

When it is necessary to feature the sub-unit descriptor more prominently, that descriptor (set in Adobe Caslon Pro Italic or National) may be separated from the formal and informal academic unit logotypes. However, the formal or informal academic unit logotype must always appear clearly in the design. Possible applications for which a separation is appropriate include but are not limited to departmental print and collateral materials, Web sites and event posters.
Application Examples

Additional examples of print and digital materials are shown here for visual reference.