

Sub-Unit Do's and Don'ts

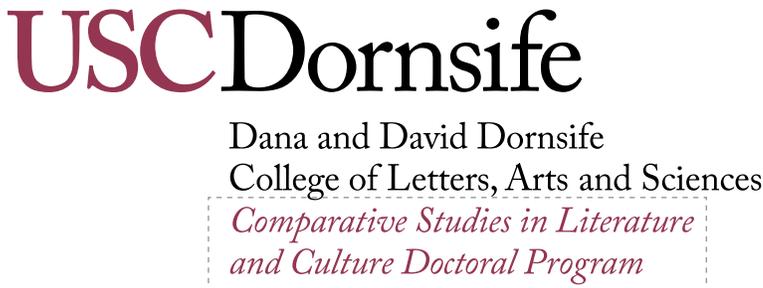
Academic Unit Logotypes with Sub-unit

The USC 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.

Using USC Dornsife as an example, this page provides guidelines for how academic unit logotypes and sub-unit designators pair together.

Horizontal Formal Configuration

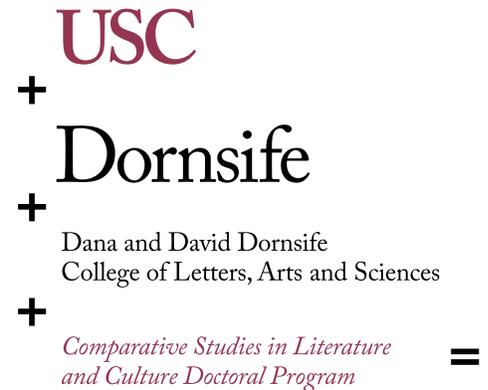


The **sub-unit designator** is set in Adobe Caslon Pro italic to match the rest of the logotype but stand apart. Its color should always match that of the USC monogram in the logotype to further reinforce the connection of the sub-unit to the university as a whole.

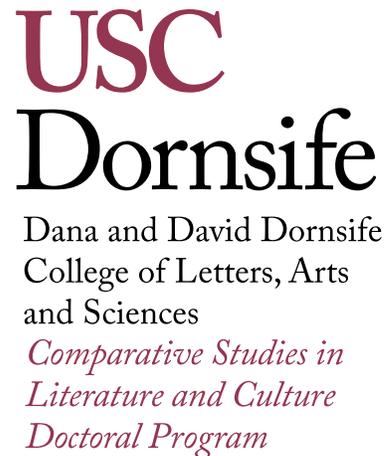
Horizontal Informal Configuration



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 its 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.



Vertical Formal Configuration



The **formal configurations** (horizontal and vertical) contain the University's monogram, school name, the full academic unit name and the sub-unit descriptor.

Vertical Informal Configuration

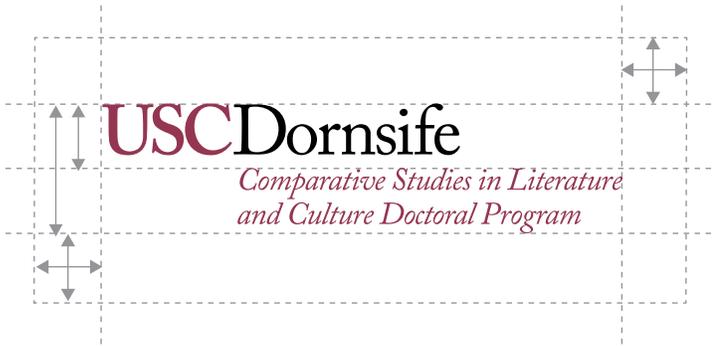


The **vertical informal sub-unit logotype** should be used on select applications such as social media logo fields and posters where space is limited and a vertical configuration is optimal to ensure readability.

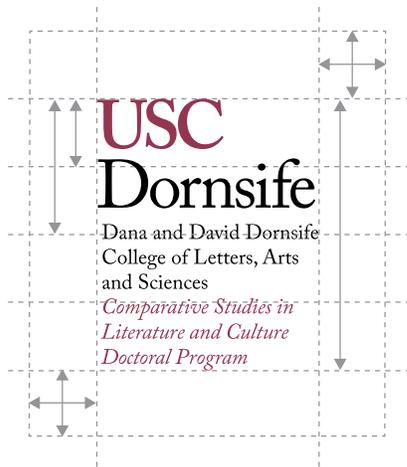
Clear Space, Sizing and Approved Color Combinations

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. 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.

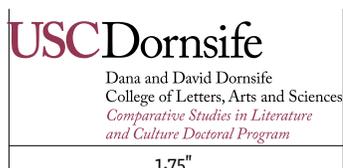
Using USC Dornsife as an example, this page provides guidelines for approved color combinations and for how academic unit logotypes and sub-unit designators should be sized.



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



The minimum required space around especially tall vertical logotypes should be one quarter of the logotype's height on all sides as shown above.



This formal 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.

Approved Color Combinations



Cardinal Background
When the logotype appears on a cardinal background it reverses to white while the monogram and sub-unit descriptor run in gold.



Gold Background
When the logotype appears on a gold background it can either reverse to white or stay black while the monogram and sub-unit descriptor run in cardinal.



Black Background
When the logotype appears on a black background it can either reverse to white while the monogram and sub-unit descriptor run in either cardinal, gold or 50% black.



Grayscale
USC monogram and sub-unit descriptor reproduce at 50% black.



One-color
Exceptions to the one-color rule occur when the only available color is PMS 201C. This exception is permissible in applications such as metal lapel pins, signage, etc. in which only one color or material is available and must be approved by USC Communications before production.

Unapproved Two-color Combination

Incorrect Uses

The academic unit logotypes, as shown here by USC Dornsife, 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.

*Comparative Studies in Literature
and Culture Doctoral Program*

USC Dornsife

Dana and David Dornsife
College of Letters, Arts and Sciences

Don't place sub-unit descriptor above monogram and school name. **Don't** align all academic unit descriptor and sub-unit descriptor with monogram.

Dornsife USC
*Comparative Studies in Literature
and Culture Doctoral Program*

Don't place academic unit name to left of monogram. **Don't** align flush right.

USC
Dornsife
*Comparative Studies in
Literature and Culture
Doctoral Program*

Don't use nondominant color for USC monogram. **Don't** center contents of logotype.

USC Dornsife
Comparative Studies in Literature and Culture Doctoral Program

Don't string sub-unit descriptor in one long line. Break so that longest line is just slightly longer than academic unit name.

USC Dornsife



Dana and David Dornsife
College of Letters, Arts and Sciences
*Comparative Studies in Literature
and Culture Doctoral Program*

Don't combine shield with any version of the academic unit logotype.

USC

*Comparative Studies in
Literature and Culture
Doctoral Program*

Dornsife

Dana and David Dornsife
College of Letters, Arts
and Sciences

Don't rearrange components within logotype.

USC Dornsife

*Comparative Studies in Literature
and Culture Doctoral Program*

Don't align sub-unit descriptor with monogram.



Don't place logotype on top of photograph.

Application Examples

When it is necessary to feature the sub-unit descriptor more prominently, that descriptor (set in Adobe Caslon Pro Italic) 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 Web sites and event posters as shown in the next two pages, using USC Dornsife as a model.



*Department of
Biological Sciences*
Molecular Biology Seminar

10·07·11

**INTRACELLULAR
ANTIVIRAL INNATE
IMMUNITY THAT
REGULATE HEPATITIS C
VIRUS INFECTION**
*TAKESHI SAITO FROM USC KECK
HOST: MYRON GOODMAN*

12 - 1 PM

SCHOOL OF MEDICINE
RRI 101

USCDornsife
Dana and David Dornsife
College of Letters, Arts and Sciences

Vertical poster design

Brain and Creativity Institute



04·03·11 **MIRROR NEURONS**

 **GIACOMO RIZZOLATTI OF THE UNIVERSITY OF PARMA**

12 PM
HEDCO AUDITORIUM

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USCDornsife

Vertical poster design