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

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 typenew or create any logos on your own.

Primary Logotype Combination

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

Informal Logotype (horizontal)

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).

Primary Monogram Combination

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

Secondary Web Colors

* Approved PMS color combinations.
* Do not attempt to typeset or create any logos on your own.
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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.

Cardinal Background

When the look up appears on a cardinal background it reverses to white and the monogram runs gold.

Gold Background

When the look up appears on a gold background it can either reverse to white or run black while the monogram runs cardinal.

Black Backgrounds

When the look up appears on a black background it reverses to white and the monogram runs either cardinal, gold or 50% black.

1-color USC monogram reproduces as 50% of the color being used.

Color

PMS 201C

DO NOT USE

Approved RGB

Conversion R51 G51 B30

Approved HEX #313131

Light Gray

70% Black

Hex: #cccccc

Secondary Web Colors

Black

100% Black

Hex: #000000

White

100% White

Hex: #ffffff

Cardinal Background

When the look up appears on a cardinal background it reverses to white and the monogram runs gold.

Gold Background

When the look up appears on a gold background it can either reverse to white or run black while the monogram runs cardinal.

Black Backgrounds

When the look up appears on a black background it reverses to white and the monogram runs either cardinal, gold or 50% black.

1-color USC monogram reproduces as 50% of the color being used.

Color

PMS 201C

DO NOT USE

Approved RGB

Conversion R51 G51 B30

Approved HEX #313131

Light Gray

70% Black

Hex: #cccccc

Secondary Web Colors

Black

100% Black

Hex: #000000

White

100% 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 13 point Adobe Caslon Pro, Cadon 540 or Times New Roman—regular weights.

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 Thornton**
School of Arts

**USC Viterbi**
School of Engineering

**USC Gould**
School of Law

**USC Leventhal**
School of Accounting

**USC Davis**
School of Geoscience

**USC Roski**
School of Fine Arts

**USC Dornsife**
Dornsife College of Letters, Arts and Sciences

**USC Rossier**
School of Education

**USC Marshall**
School of Business

**USC Price**
Huber School of Public Policy

**USC School of Architecture**

**USC School of Theatrical**

**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**

**Academic Unit Logotypes**

For questions pertaining to the USC academic graphic identity marks, email USC Communications at identity@usc.edu or visit 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 or visit usc.edu/trademarks for more information.

**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 for information on purchasing Adobe Caslon Pro and National.

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