Introducing the New 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 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.

The Seal and Shield

The primary logotype for the overarching University identity has been redesigned to combine the new USC monogram with the Adobe Caslon Pro wordmark and the shield. Regular- and small-use versions of both the seal and shield have been redrawn to ensure the best quality reproduction. Size restrictions for each are detailed above. The shield exists as part of the official University seal and will be used as an additional brand icon throughout the new identity program. The only times the shield should be used is when there are size constraints (small book binding, fabric, embroidery).

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

The regular-use Seal should be used for any application wider than 1.25 inches. For applications smaller than 1.25 inches wide, use the small-use version.

The regular-use Shield should be used for any application wider than 1 inch. For applications smaller than 1 inch wide, use the small-use version.

Cardinal Background

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

Gold Backgrounds

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

Black Backgrounds

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

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.

Approved hex and RGB colors are listed below:

- Cardinal: #990000
- Gold: #FFCC00
- Light Gray: #777777
- Dark Gray: #666666
- Black: #000000
- White: #FFFFFF

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.
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.

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.

Stationery Templates

The stationery templates shown here have been approved and should not be altered in any way. Body copy can be set at 11 point Adobe Caslon Pro, Caslon 540 or Times New Roman – regular weights.

Examples of approved USC stationery. Two-color Primary Logotype used on formatted letterhead, #10 envelope and business card. Left margin of information on all aligns with "USC" in logotype.

For complete guidelines visit: usc.edu/identity