

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 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



Primary Logotype Combination



Primary Monogram Combination



Formal Monogram Combination



Informal Logotype (Vertical)



Informal Logotype (Horizontal)

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.

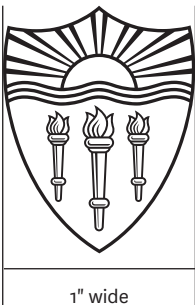
Informal Logotypes are to be used in any informal applications that require more flexibility in reproduction, particularly when there are size constraints (small book bind, fabric, embroidery).



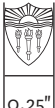
Regular-use Seal: should be used for any application wider than 1.25 inches. For applications smaller than 1.25 inches wide, use the small-use version.



Small-use Seal: should be used for any application between 1.25 inches and 0.75 inches wide. *Do not reproduce small-use version smaller than 0.75 inches.*



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.



Small-use Shield: should be used for any application between 0.25 inch and 1 inch. *Do not reproduce small-use version smaller than 0.25 inches wide.*

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.

The shield exists as part of the official university seal and can be used as an additional icon throughout the identity program. The only times the shield should be locked up with the wordmark or monogram are in the primary combinations shown at left. The shield should never be combined with any academic unit logos, as shown below in the incorrect usage section.

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.**



1-Color: USC monogram reproduces as 50% of black



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



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

Examples of Incorrect Usage



Do not combine shield with any academic unit logotype



Do not reconfigure the wordmark or monogram



Do not reconfigure any elements of the logo



Do not stray from the approved color combinations

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



PMS 201C



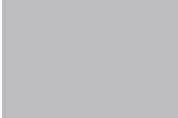
Direct CMYK Conversion
C31 M88 Y51 K22
DO NOT USE



Proper Bridge
CMYK Conversion
C7 M100 Y65 K32



Approved RGB Conversion
R153 G27 B30
Approved HEX:
#990000



Light Gray
30% Black
Hex: #CCCCCC



Dark Gray
70% Black
Hex: #777777



PMS 123C



Direct CMYK Conversion
Co M24 Y94 Ko
DO NOT USE



Proper Bridge
CMYK Conversion
Co M27 Y100 Ko



Approved RGB Conversion
R255 G204 B0
Approved HEX:
#FFCC00



Black
100% Black
Hex: #000000



White
Hex: #FFFFFF

Secondary Web Colors

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 for Communication and Journalism	USC Leventhal School of Accounting
USC Leonard Davis School of Gerontology	USC Marshall School of Business
USC Dornsife Dana and David Dornsife College of Letters, Arts and Sciences	USC Price Sol Price School of Public Policy
USC Suzanne Dworak-Peck School of Social Work	USC Roski School of Art and Design
USC Gould School of Law	USC Rossier School of Education
USC Iovine and Young Academy	USC Thornton School of Music
USC Kaufman School of Dance	USC Viterbi School of Engineering

USC School
of Architecture

USC School
of Cinematic Arts

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



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.

Adobe Caslon Pro *Adobe Caslon Pro*
Adobe Caslon Pro **Adobe Caslon Pro**
Adobe Caslon Pro *Adobe Caslon Pro*

National	National	National
<i>National</i>	<i>National</i>	<i>National</i>
National	National	National
<i>National</i>	<i>National</i>	<i>National</i>
National	National	National
<i>National</i>	<i>National</i>	<i>National</i>

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 stationery 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**

	USC University of Southern California	DEPARTMENT Administrator's Name Administrator's Title
Date Addressee's Name University of Southern California Company Street Address Line 1 Street Address Line 2 City, State, Zip		
Salutation,		
The copy you are now reading is not the actual text to be typeset. It is placed here in lieu of the type to be used, so that it will resemble a complete job in every respect. For now, its purpose is for size and visual reference only.		
Atem fuga. Commolore est, sunt quam illest, si conet andendi vendis porercium repe qui a sa nonsed mini int, expero ex earchic iendia volori audant labo. Nem et esciisim et adi dolor sequam rest, sum ut mil ea quistrum-qui doloreh endandunt qui dolorem porpost, quaestrunt porpost, quaestruntia into idernatem. Bus est utaeste mporum velectae est utaeste mporum velectae illaborro qua od esequi cus et lit quatur am fuga. Dolori nus idundanit ut et qui cullupt porpost, quaestruntia into idernatem.		
Bus est utaeste mporum velectae illaborro qua aectemp eritatis abo. illaborro qua porpost, quaestruntia into idernatem. Bus est utaeste mporum velectae illaborro qua tia into idernatem. Bus est utaeste mporum velectae illabor idernatem. Bus est utaeste mporum velectae illaborro qua tia into idernatem. Bus est utaeste mporum velectae illaborro quaerup tusdam, sit as porpost, quaestruntia into idernatem. Bus est utaeste mporum velectae o quaerup tusdam, sit as porpost, quaestruntia into idernatem. Bus est utaeste mporum velectae illaborro qua perum as nullacc ulluptia ideles aditi officate nime sintotae. Ad ma poreptat aspernat.		
Agnist, aut offe tem endersp isitiuntorum catet quo ventiande rectium ullantio dolupta dolupti que nonseque vel molorio nonsed mini int, expero ex earchic iendia volori audant labo. Nem et esciisim et adi dolor sequam nonsed mini int, expero ex earchic iendia volori audant labo. Nem et esciisim et adi dolor sequam rest, sum ut mil ea quistrumqui doloreh endandunt qui dolorem porpost, quaestrunt porpost, quaestruntia into idernatem.		
Closing,		
Signatory Name Title Department		
University of Southern California 1234 Trousdale Parkway, Los Angeles, California 90089-1234 • Tel: 213 821 1234 • Fax: 213 740 1234		

 USC University of Southern California	DEPARTMENT University of Southern California 1234 Trousdale Parkway, ABC 123 Los Angeles, California 90089-1234
	
 USC University of Southern California John H. Doe <i>Executive Director of Operations Department of Operations</i> University of Southern California 3550 Trousdale Parkway, Suite 1234 Los Angeles, California 90089-1234 Tel: 213 821 1234 Fax: 213 740 1234 E-mail: name@usc.edu Web: site.usc.edu	 John H. Doe <i>Executive Director of Operations President's Chair in Language Arts and Environmental Studies</i> University of Southern California 3550 Trousdale Parkway, Suite 1234 Los Angeles, California 90089-1234 Tel: 213 821 1234 Fax: 213 740 1234 E-mail: name@usc.edu Web: site.usc.edu

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.

For complete guidelines visit: usc.edu/identity