

REFERENCE GUIDE FOR THE

# 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](https://usc.edu/identity)



Primary Logotype Combination



Primary Monogram Combination

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



Formal Monogram Combination

**Formal logotypes** are to be used in the most formal academic applications such as certificates, legally sanctioned documents and formal invitations.



Informal Logotype (Vertical)

**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).



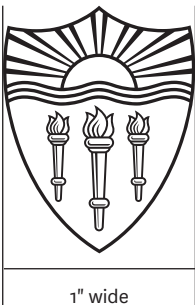
Informal Logotype (Horizontal)



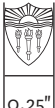
**Regular-use Seal:** should be used for any application wider than 1.25 inches. For applications smaller than 1.25 inches wide, use the small-use version.



**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 is 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.

### 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** place the shield to the right of the monogram.



**Do not** reconfigure the elements of the logo.



**Do not** string wordmark in one line when combining with monogram.



**Unapproved color combination.** Do not stray from the approved color combinations and alignments are prohibited

### 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

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.

USCAnnenberg  
School for Communication  
and Journalism

USCMarshall  
School of Business

USCSchool  
of Architecture

Herman Ostrow School  
of Dentistry of USC

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

USCPrice  
Sol Price School of Public Policy

USCSchool  
of Cinematic Arts

Keck School  
of Medicine  
of USC

USCKaufman  
School of Dance

USCRoski  
School of Art and Design

USCSchool  
of Dramatic Arts

USC Mrs. T.H. Chan  
Division of Occupational Science  
and Occupational Therapy

USCGould  
School of Law

USCRossier  
School of Education

USCSchool  
of Pharmacy

USC Division of Biokinesiology  
and Physical Therapy

USCLeonard Davis  
School of Gerontology

USCSuzanne Dworak-Peck  
School of Social Work

USCLeventhal  
School of Accounting

USCThornton  
School of Music

USCLibraries

USCViterbi  
School of Engineering

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](http://usc.edu/identity) for information on purchasing 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  
National    National    National  
National    National    National  
National    National    National  
National    National    National

Stationery Templates

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, Caslon 540 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](http://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 carchic iendia volori audant labo. Nem et esciisim et adi dolor sequam rest, sum ut mil ea quistrum- qui doloreh endandunt qui dolorem porpost, quastrun porpost, quastruntia into idernatem. Bus est utaeste mporum velectae est utaeste mporum velectae illaborro qua od esequi cus et lit quatur am fuga. Dolori nus dundanit ut et qui cullupt porpost, quastruntia into idernatem.


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Agnist, aut offic tem endersp isitiuntorum eatet quo ventiane rectium ullantio dolupta dolupti que nonseque vel molorio nonsed mini int, expero ex carchic iendia volori audant labo. Nem et esciisim et adi dolor sequam nonsed mini int, expero ex carchic iendia volori audant labo. Nem et esciisim et adi dolor sequam rest, sum ut mil ea quistrumqui doloreh endandunt qui dolorem porpost, quastrun porpost, quastruntia 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  
Executive Director of Operations  
Department of Operations

University of Southern California  
3550 Trousdale Parkway, Suite 123  
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  
Executive Director of Operations  
President's Chair in Language Arts  
and Environmental Studies

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](http://usc.edu/identity)