USC Rossier Graphic Identity Program: Elements Overview

The foundation of the USC Rossier Graphic Identity Program lies in the consistent use of graphic elements, including the university monogram and the Rossier wordmark as well as official typefaces and colors. By preserving a professional and recognizable look for USC Rossier, we are protecting the USC Rossier name and reinforcing the quality of USC as an institution to all audiences. The existence of these guidelines does not mean that materials must look exactly alike. However, the standards call for materials to demonstrate a family resemblance both to USC Rossier and the university.

The guidelines that follow apply to logotypes, typefaces and colors associated with the USC Rossier graphic identity. They represent a cohesive standards system that unifies the USC Rossier identity and links it to the university’s identity while still allowing for graphic distinction among USC Rossier’s numerous departments, programs, institutes, centers and offices.

The multiple elements that make up the USC Rossier Graphic Identity Program are:

Formal Logotype
Large Informal Logotype
Small Informal Logotype
Informal Logotype without Academic Unit Descriptor
This logotype combines the university monogram, the Rossier wordmark and the academic unit descriptor. The USC Graphic Identity Program consists of logotypes that have been created for each of the academic units, including USC Rossier. The monogram functions as the primary means to connect USC Rossier to the larger university identity. Its presence in cardinal or other approved colors conveys the university identity wherever it appears. When combined with the USC monogram, the Rossier wordmark and academic unit descriptor form a unique typographic signature that displays the name of our academic unit. The academic unit descriptor, “School of Education,” is always present in the formal logotype. Do not alter or attempt to create these elements in any way. Always use approved artwork. *Adobe Caslon Pro Bold* is not an approved face for any logotype.

**Horizontal Formal Logotype**

*Applications:* The horizontal formal logotype should be used in the most formal expressions of the USC Rossier identity. The spacing between the university monogram, the Rossier wordmark and academic unit descriptor have been carefully considered for the best balance and readability.

*Minimum size:* 1.2 inches wide. This is the limit of legibility for the academic unit descriptor.

*Maximum size:* None

**Vertical Formal Logotype**

*Applications:* The vertical formal logotype should be used in applications where other horizontal configurations are not appropriate. Uses may include social media logo fields, posters, etc.

*Minimum size:* 0.625 inches wide. This is the limit of legibility for the academic unit descriptor.

*Maximum size:* None
This logotype does not carry the academic unit descriptor. It should ONLY be used on applications targeted to internal audiences. Do not alter or attempt to create these elements in any way. Always use approved artwork. Adobe Caslon Pro Bold is not an approved face for any logotype.
The legibility and distinction of the USC Rossier logotype is very important. To ensure the logotype is highly visible, always separate it from its surroundings. *Minimum required clear space surrounding the logotype should be half the logotype’s height on all sides as shown here.* Do not allow any other graphic elements to penetrate this area of isolation. In addition, the USC Rossier logotype should not be placed over a photograph or patterned background.

**Horizontal logotype**

**Minimum Clear Space:** The minimum required space around the logotype should be half the logotype’s height on all sides, as shown above.

**Vertical logotype**

**Minimum Clear Space:** The minimum required space around especially tall vertical logotypes should be one quarter of the logotype’s height on all sides as shown above.
The examples shown are the approved color combinations for USC Rossier logotypes. As a standard, two colors — Pantone 201C, Pantone 123C and black (including their CMYK and RGB equivalents) — should be used. The university monogram is the central connection through the entire program and should always appear in the brighter or more dominant of the two colors.

**White background**
When the logotype appears on a white background, the primary configuration is cardinal monogram with black shield and black wordmark.

**Cardinal background**
When the logotype appears on a cardinal background, it reverses to white and the monogram runs gold.

**Gold background**
When the logotype appears on a gold background, it can either reverse to white or run black. The monogram should always run cardinal on a gold background.

**Black background**
When the logotype appears on a black background, it reverses to white and the monogram runs either cardinal or gold.
In limited applications in which printing restrictions do not permit two-color usage, the grayscale or one-color cardinal combination can be used. One-color combinations should never be used on the Web.

**Grayscale**
USC monogram reproduces at 50% black.

**One-color**
Exceptions to the one-color rule occur when the only available color is PMS 201C.

**Special Cases**
In applications such as metal lapel pins, signage, etc., in which only one color or material is available, the logo may appear in the material color.

**Unapproved Color Combinations**
The USC Rossier logotypes 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.

- Don’t stack “Rossier” above monogram.
- Don’t alter proportion of monogram to the rest of the logotype.
- Don’t align flush right.
- Don’t use nondominant color for USC monogram.
- Don’t pair the logotype with the USC University seal. The seal is ONLY used in the most formal applications of the University identity, and should never be paired with an individual school.
- Don’t pair the logotype with the USC University shield. The shield is ONLY used in the most formal applications of the University identity, and should never be paired with an individual school.
- Don’t use Adobe Caslon Pro Bold or Bold Italic for any portion of USC wordmarks.

Don’t place logotype on top of photograph.

USC Rossier Graphic Identity Program Incorrect Usage
USC Rossier Sub-units
**USC Rossier Sub-units**

The USC Graphic Identity Program has been designed specifically to allow complex entities such as USC Rossier, with all its various departments, programs, institutes, centers and offices, enough flexibility to represent themselves in unique and compelling ways. In this program the university identity is represented by the USC monogram. The academic unit is represented prominently by Rossier’s name next to the USC monogram. Specific departments, programs, institutes, centers and offices are represented by a descriptor line paired with the academic unit descriptor and the university monogram.

The department, program, institute, center or office name can be used independently from the logotype in large and small formats. However, to maintain consistency throughout the university system, the USC program prohibits the use of any additional iconography, marks or artwork in conjunction with department, program, institute, center or office logotypes. Do not use any unauthorized icons, logotypes or other identity graphics.

Questions regarding sub-unit logotypes should be directed to tharding@usc.edu.
Examples of formal and informal institute/center logotypes. Do not alter or attempt to create these elements in any way. Always use approved artwork. Adobe Caslon Pro Bold is not an approved face for any logotype.

**Horizontal Formal Department/Program Logotype**

- **Applications:** Stationery and publications geared toward an external audience.
- **Minimum size:** 1.5 inches wide
- **Maximum size:** None
- **Proportion:** Horizontal lines of type should not be allowed to run long, and should be broken to keep the logotype visually proportionate.

**Vertical Formal Department/Program Logotype**

- **Applications:** Stationery and publications geared toward an external audience where horizontal space is limited.
- **Minimum size:** 0.08 inches wide
- **Maximum size:** None
- **Proportion:** Horizontal lines of type should not be allowed to run long, and should be broken to keep the logotype visually proportionate.

**Horizontal Informal Department/Program Logotype**

- **Applications:** Ancillary Items (pens, t-shirts, tote bags, etc.) for which space is limited; also for print media such as campus event posters and publications that are geared toward an internal audience.
- **Minimum size:** 1.4 inches wide
- **Maximum size:** None
- **Proportion:** Horizontal lines of type should not be allowed to run long, and should be broken to keep the logotype visually proportionate.

**Vertical Informal Department/Program Logotype**

- **Applications:** Select applications such as social media logo fields and posters for which horizontal space is limited and a vertical configuration is optimal to ensure readability.
- **Minimum size:** 0.8 inches wide
- **Maximum size:** None
- **Proportion:** Horizontal lines of type should not be allowed to run long, and should be broken to keep the logotype visually proportionate.
Cardinal Background
When the logotype appears on a cardinal background it reverses to white and the monogram and sub-unit descriptor run gold.

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

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

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

One-color
Exceptions to the one-color rule occur when the only available color is PMS 201C.

Special Cases
In applications such as metal lapel pins, signage, etc., in which only one color or material is available, the logo may appear in the material color.

Unapproved Color Combinations
When it is necessary to feature the institute/center more prominently, that descriptor (set in Adobe Caslon Pro Italic or Adobe Caslon Pro as shown here) may be separated from the formal and informal USC Rossier logotypes. However, the formal or informal USC Rossier logotype must always appear clearly in the design. Possible applications for which a separation is appropriate include but are not limited to institute/center Web sites and brochures and event posters.
USC Rossier Applications

The applications shown in this section include approved designs for USC Rossier stationery as well as inspirational examples of how to use the various elements of the graphic identity system, both separately and together.

All USC Rossier departments, programs, institutes, centers and offices should use letterhead, envelopes, business cards and other related materials in the style shown on the following pages. Please visit usc.edu/identity for the approved vendor contact/ordering information for printing stationery. The approved vendor has all graphic elements for the USC Graphic Identity Program, including those USC Rossier and all USC academic units.
The approved USC Rossier letterhead design mirrors the university’s design with the inclusion of the shield, but carries its own logotype. The left and right margins have been established as a university-wide standard at 1.125 inches and 0.75 inches respectively. The recommended standard for formatted letters is force justified but rag right is also acceptable.
USC Rossier Applications **Formatted Letterhead**

In addition to printed letterhead, which can be ordered, preformatted electronic letterhead is available for download through [Rossier.usc.edu/identity](http://Rossier.usc.edu/identity). Questions regarding electronic letterhead should be directed to the USC Rossier Office of Communication at [vcomms@usc.edu](mailto:vcomms@usc.edu).

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**USC Rossier**  
School of Education

Date

Addressee’s Name  
Street Address Line 1  
Street Address Line 2  
City, State, Zip

Salutation,


Closing,

Signatory Name  
Title  
Department

---

University of Southern California  
Address Line, Los Angeles, California 12340-6789  
Tel: (213) 123-4567  
Fax: (213) 765-4321  
name@Rossier.usc.edu

Formal letterhead with formatted letter to show proper alignment. Shown at 45% actual size. 
Actual letterhead size is 8.5 x 11 inches.
Approved design for USC Rossier business cards.

USC Rossier business card design with sub-unit
Shown at actual size (3.5 x 2 inches)
Eight-line maximum imprint capacity.
Approved design for USC Rossier #10 envelope.
Suggested designs for USC Rossier mailing label and personalized notepad.
Suggested designs for A2 envelope and social notecard. The shield is used as a subtle accent on the back of both.
USC Rossier Applications Web Sites

In order to communicate that USC Rossier is part of the larger USC brand, all Web sites and electronic communications must carry some expression of the USC identity in addition to the USC Rossier identity. School and department websites should include a USC logo in the top right corner of each page with a link back to the USC homepage. Department websites should include a USC Rossier logo in the top or bottom left corner of each page. For visitors, this logo serves as a consistent and reassuring landmark throughout the university’s web presence. For information on size, position, color, and spacing of the USC logo visit http://identity.usc.edu/digital/websites/

The formal USC Rossier logotype on the USC Rossier home page with the primary logotype is used in the university branding bar.
These department homepage designs include the formal USC Rossier logotype and the department name prominently displayed in Adobe Caslon Pro Italic. The primary USC logotype is used in the university branding bar.
The tag line “Innovate. Educate. Transform.” is an integral part of the Rossier identity, and should always appear in all caps in National Bold. The tag line may appear left or right justified, or centered, depending on where it appears. It should not be “lock-up” with any USC Rossier logotype on a consistent basis. Coloration should follow the general USC palette whenever possible, reversing to white when necessary for maximum legibility.
10 MAY 2012

129th Annual Doctoral Commencement Ceremony

INNOVATE | EDUCATE | TRANSFORM

USC Rossier
School of Education
The Pullias Center: Changing Society for the Better

The Pullias Center, located in the University of Southern California (USC) Rossier School of Education, is a hub for cutting-edge research on education policy, equity, and innovation. The center's mission is to improve higher education by fostering collaboration among scholars, practitioners, and policymakers. It aims to address pressing issues such as access, affordability, and student success.

The center's research is guided by the belief that education is a powerful tool for social change. By focusing on areas such as inequality, poverty, and access to quality education, the Pullias Center seeks to transform the landscape of higher education and create a more equitable society.

Expert Leadership Working to Create Lifelong Change

Two Nobles Higher Education Scholars Lead the Pullias Center in Pursuing Research and Practice

The Pullias Center is led by a team of distinguished scholars who bring expertise from diverse fields to the forefront of educational research and practice. The center's leadership includes experienced educators, researchers, and policymakers who are committed to advancing knowledge and improving educational outcomes.

Making College Access and Readiness the Mission

A New Suite of Games Called College Gnome: Games Teaches Students Strategies for Getting into College

College Gnome is a unique set of games designed to teach college-bound students strategies for navigating the college application process. The games are intended to help students make informed decisions and feel more confident about their future in higher education.

College Gnome includes a variety of games that cover topics such as preparing a resume, writing an essay, and understanding college financing. The games are engaging and interactive, making them an effective tool for students to learn and hone their skills.

Design for REACH Publication

This page from the USC Rossier Applications Publication features an article on the Pullias Center and its mission to change society for the better through education. The page includes a headline, a brief introduction, and a section on expert leadership. The page design includes a combination of text and images, with a focus on readability and visual appeal.
Informal logotype without descriptor on front, formal logotype on sleeve
Overview and Contact Information

Whether you’re producing a brochure, a website, a grant proposal or a banner, incorporating the new USC Graphic Identity Program will result in a strong visual identity for the university as a whole. If you have questions as you proceed, there are many groups that can help you.

**General**
For questions about the USC academic graphic identity marks, contact USC Communications at [identity@usc.edu](mailto:identity@usc.edu) or visit [usc.edu/identity](http://usc.edu/identity) for more information and to download university logotypes.

**Spirit and Athletic Marks**
For questions about spirit marks, athletic marks and merchandise, contact Trademarks and Licensing Services at [trdmarks@usc.edu](mailto:trdmarks@usc.edu) or visit [usc.edu/trademarks](http://usc.edu/trademarks) for more information.

**Ordering Stationery**
For questions about stationery, contact USC Purchasing Services at **213 740 9786** or e-mail [smartens@usc.edu](mailto:smartens@usc.edu).