Introduction to the USC Graphic Identity Program

A memorable and effective identity takes years to build, yet, it can quickly erode through a failure to protect and accurately implement the elements that define it.

This document will provide you with the basic guidelines for the University of Southern California’s Graphic Identity Program, including how to use the new primary logotype (shown below). The elements outlined in this guide highlight the key graphic tools available to represent and express USC’s unified image to the world. Used with care and imagination, these new tools will ensure that the university’s image will retain its impact and consistency for years to come.

The key to this graphic identity program is the system of wordmark, monogram and contrasting color. In order 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, used for spirit-related applications only).

To learn more, go to usc.edu/identity.
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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.
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.

**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.

**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.

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

**Unapproved Color Combinations**
Don't center.

Don't alter proportion of monogram to the rest of the logotype.

Don't stack “Rossier” above monogram.

Don't place academic unit descriptor above USC Rossier. Don't place monogram to right of “Rossier”.

Don't align flush right.

Don't use nondominant color for USC monogram.

Don't place logotype on top of photograph.

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.

Incorrect Usage

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.
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.
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.

USC Rossier Sub-units Approved Color Combinations
USC Rossier Sub-units **Center Application Examples**

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.

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**Suggested sub-unit event poster in which the institute name is used independently from the USC Dornsife logotype.**
USC Rossier Applications
**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. Questions regarding electronic letterhead should be directed to the USC Rossier Office of Communication at vcomms@usc.edu.


Closing,

Signatory Name
Title
Department

University of Southern California
Address Line, Los Angeles, California 12345-6789 • 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.

USC Rossier
School of Education

DEPARTMENT
University of Southern California
Street Address
Los Angeles, California 12345-6789

USC Rossier #10 envelope design
Formal logotype and return address aligned on front in upper left corner; shield centered on back flap and positioned 0.25 inches above bottom of square flap. Shown at actual size.
Suggested designs for USC Rossier mailing label and personalized notepad.

USC Rossier mailing label
Shown at actual size.

USC Rossier notepad
Shown at actual size (4 x 6 inches).
Suggested designs for A2 envelope and social notecard. The shield is used as a subtle accent on the back of both.
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/
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.

INNOVATE | EDUCATE | TRANSFORM

Tag line with vertical lines.

INNOVATE | EDUCATE | TRANSFORM

Do not set the tag line smaller than 6 pt. type. This is the minimum type size required for legibility.

INNOVATE.
EDUCATE.
TRANSFORM.

Tag line with periods.
The Pullias Center: Changing Society for the Better

The Pullias Center, previously known as the Center for Higher Education Policy Analysis, is a research and policy center at the University of Southern California (USC) that focuses on education governance, policy, and practice. It is dedicated to improving higher education by conducting interdisciplinary research and collaborating with other institutions.

The Pullias Center is led by a steering committee of experts who provide strategic guidance and oversight. The center has a strong focus on equity and diversity, and it works closely with the USC Rossier School of Education to promote innovative approaches to higher education policy and practice.

Recent Research Highlights

1. A new study on the impact of online learning during the pandemic, highlighting the challenges and opportunities for higher education.
3. A series of workshops and seminars on diversity, equity, and inclusion in higher education, aimed at fostering a inclusive and respectful campus culture.

Upcoming Events

- The Pullias Center will host a series of webinars on emerging trends in higher education, starting in May.
- A conference on the role of higher education in addressing social inequalities, scheduled for September.

Contact Information

For more information about the Pullias Center or to get involved, please visit their website or contact their office directly.

The Pullias Center continues to be a vital resource for those interested in improving higher education outcomes and ensuring that all students have access to quality educational opportunities.
USC Rossier Applications **T-shirt and Totebag**

Informal logotype without descriptor on front, formal logotype on sleeve.
USC Rossier Applications Promotional Items
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 or visit 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 or visit 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.
USC Graphic Identity Program
The USC Graphic Identity Program has been designed to convey the unique qualities of the University of Southern California and is composed of a system of coordinated graphic elements, including:

The Seal
The Shield
The Monogram
The Wordmark

When configured in various ways, these elements form the following approved combinations:

Primary Logotype
Primary Monogram
Formal Logotype
Formal Monogram
Informal Logotype
Academic Unit Logotypes

When consistently applied with the university’s full name, the elements of the graphic identity work together to create a coherent USC image. Along with the use of official university colors and typefaces in all university print, digital and product applications, these graphic elements create awareness, recognition and loyalty in the USC brand.
The university seal is the imprimatur of the University of Southern California. It should be used in the most formal applications and expressions of the identity, as a stand-alone graphic element or in conjunction with the primary wordmark and/or monogram. The university seal has been updated to meet today’s standards for print applications. Because the university seal does not reproduce well on-screen, it should not be used on the Web. The seal should never be cropped in any applications. *Do not alter or attempt to recreate these elements in any way. Always use approved artwork.*

**Regular-use Seal**

This version of the seal has been drawn to include more detail and should be used in applications in which this detail can be best represented.

**Small-use Seal**

This version of the seal has been drawn to include less detail so that it reproduces well at small sizes.

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**Regular-use Seal**

No maximum usage restriction. Minimum usage is 1.25 inches wide.

**Small-use Seal**

Maximum usage is less than 1.25 inches wide. Minimum usage is 0.75 inch wide.
The university shield is the primary identifier of the University of Southern California. It should be used in most applications and expressions of the identity, as a stand-alone graphic element or in conjunction with the primary wordmark and/or monogram. The university shield exists as the center of the official university seal and has been updated to meet today’s standards for print and digital applications. In limited applications in which the shield is used as a stand-alone graphic element, it may be cropped. Do not alter or attempt to recreate these elements in any way. Always use approved artwork.

**Regular-use Shield**

This version of the shield has been drawn to include more detail and should be used in applications in which this detail can be best represented.

**Small-use Shield**

This version of the shield has been drawn to include less detail so that it reproduces well at small sizes and in digital media.

**Small-use Shield**

Maximum usage is less than 1 inch wide. Minimum usage is 0.25 inch wide.
The university monogram is the “shorthand” identifier for USC. As an acronym, it is used to identify the University of Southern California in a wide variety of applications, including printed materials, signage and merchandise. The monogram can be used as a stand-alone graphic element or in conjunction with the primary and academic unit wordmarks (see pages 11-13 for more information on academic unit logotypes). The monogram has been typeset from a modified version of the official university typeface Adobe Caslon Pro. Do not alter or attempt to recreate these elements in any way. Always use approved artwork.

No maximum usage restriction.
Minimum usage is 0.25 inches wide.
The primary wordmark is a unique typographic signature that displays the USC name in a flush-left configuration. It was developed from a modified version of the official university typeface Adobe Caslon Pro. Its flush-left alignment allows for easy pairing with the university seal, shield and monogram. For optimal reproduction, two versions of this combination have been created in one- and two-line configurations. Do not alter or attempt to recreate these elements in any way. Always use approved artwork.

University of Southern California

Two-line flush-left wordmark configuration

University of Southern California

One-line wordmark configuration
(Whenever possible, align to left or right rather than centering.)

No maximum usage restriction. Minimum usage is 0.8 inches wide.
The primary USC logotype consists of the university shield, monogram and primary wordmark in a flush-left configuration. Combined in this specific manner, these elements create a distinct logotype for USC. The primary USC logotype should be used more frequently than the formal and informal logotypes (see pages 8 and 10). For optimal reproduction, two versions of this combination have been created for regular- and small-use applications. Do not alter or attempt to recreate these elements in any way. Always use approved artwork.

The **regular-use** version contains the regular-use shield. No maximum usage restriction. Minimum usage is 6 inches wide (shown above).

The **small-use** version contains the small-use shield. Maximum usage is 6 inches wide. Minimum usage is 1.5 inches wide.
The primary monogram combination consists of the university shield and the monogram. It is one of the primary expressions of the identity and can be used in applications in which space is limited or an abbreviated expression of the identity is appropriate. For optimal reproduction, two versions of this combination have been created, for regular- and small-use applications. Do not alter or attempt to recreate these elements in any way. Always use approved artwork.

The **regular-use** version contains the regular-use shield. No maximum usage restriction. Minimum usage is 4 inches wide.

The **small-use** version contains the small-use shield. Maximum usage is 4 inches wide. Minimum usage is 1 inch wide.
USC Graphic Identity Program **Formal Logotype**

The formal USC logotype consists of the university seal, monogram and primary wordmark in a flush-left configuration. Combined in this specific manner, these elements create a distinct logotype that is the most formal expression of the USC identity. Documents, publications and merchandise items displaying the university seal imply official sanction by the university. For optimal reproduction, two versions of this combination have been created, for regular- and small-use applications. *Do not alter or attempt to recreate these elements in any way. Always use approved artwork.*

![Regular-use version](image)

The **regular-use** version contains the regular-use seal. No maximum usage restriction. Minimum usage is 6 inches wide (shown above).

![Small-use version](image)

The **small-use** version contains the small-use seal. Maximum usage is less than 6 inches wide. Minimum usage is 3.4 inches wide.
The formal monogram combination consists of the university seal and the monogram. It is a formal expression of the USC identity and can be used in applications in which space is limited or an abbreviated formal expression of the identity is appropriate. Documents, publications and merchandise items displaying the university seal imply official sanction by the university. For optimal reproduction, two versions of this combination have been created for regular- and small-use applications. Do not alter or attempt to recreate these elements in any way. Always use approved artwork.

The **regular-use** version contains the regular-use seal. No maximum usage restriction. Minimum usage is 4 inches wide.

The **small-use** version contains the small-use seal. Maximum usage is less than 4 inches wide. Minimum usage is 2.4 inches wide.
The informal logotype combines the monogram and wordmark in a flush-left configuration. This combination is the most informal expression of the USC brand and should be used in applications that don’t require the shield or formal seal, such as social media logo fields. Horizontal and vertical versions have been provided for more flexibility in use. *Do not alter or attempt to recreate these elements in any way. Always use approved artwork.*

The **horizontal informal** logotype should not be sized smaller than 0.75 inches wide. No maximum usage restriction.

The **vertical informal** logotype should not be sized smaller than 0.5 inches wide. No maximum usage restriction.
The academic unit logotype consists of the university monogram, the academic unit wordmark and the academic unit descriptor. Combined in a precise manner, these elements create distinct logotypes for USC’s academic units. While the university shield may be used as a complementary graphic element in print, Web and merchandise applications, it should be clearly isolated from the academic unit logotypes. *Do not alter or attempt to recreate these elements in any way. Always use approved artwork.*

The **formal** academic unit logotype consists of the university monogram, the academic unit’s wordmark and the formal academic unit descriptor. This logotype should not be used smaller than 1.75 inches wide. No maximum usage restriction.

The **informal** academic unit logotype consists of the university monogram and the academic unit’s wordmark. This logotype should not be used smaller than 0.75 inches wide. No maximum usage restriction.
Formal and informal logotypes have been created for each academic unit within USC. The formal academic unit logotypes contain the university monogram, the academic unit wordmark and the academic unit descriptor. Informal academic unit logotypes consist of the university monogram and the academic unit wordmark. While the university shield may be used as a complementary graphic element in print, Web and merchandise applications, it should be clearly isolated from the academic unit logotype. Do not alter or attempt to recreate these elements in any way. Always use approved artwork.
While the university shield may be used as a complementary graphic element in print, Web and merchandise applications, it should be clearly isolated from the academic unit logotype. Don’t combine the shield with any informal academic unit logotype.
The university seal, shield, monogram, wordmarks and logotypes should not be altered in any way, including extending, condensing, outlining; adding borders, special effects or drop shadows; or attaching other words or graphics. The examples on these pages present incorrect usage and alterations of the seal, shield, monogram, wordmarks and logotypes.

Don’t vertically scale the seal.
Don’t horizontally scale the seal.
Don’t crop the seal.

Don’t reproduce the seal in more than one color. Don’t fill parts of the seal with color. All transparent parts of the seal should show background.
Don’t reproduce the seal in an unapproved color.
Don’t create additional art for use around the seal. The seal should stand alone or be paired with an approved wordmark.

Don’t vertically scale the shield.
Don’t horizontally scale the shield.
Don’t reproduce the seal in an unapproved color.

Don’t align the wordmark in a centered configuration.
Don’t align the wordmark in a flush-right configuration.
Don’t stack the wordmark on three lines.
Don’t vertically scale the monogram.

Don’t horizontally scale the monogram.

Don’t add any outlines, strokes or dropshadows to the monogram.

Don’t track the letterforms out within the monogram.

Don’t alter the typeface within the monogram.

Don’t stack the letterforms vertically.

Don’t arch or otherwise distort the monogram.

Don’t alter the size of any of the letterforms within the monogram.

Don’t reproduce the monogram using outlined letterforms.

Don’t center the shield over the wordmark. Don’t stack the wordmark.

Don’t place the shield to the right of the wordmark.
Don’t center the seal under the monogram.

Don’t center the seal over the monogram.

Don’t change the proportion of the monogram to the seal.

Don’t stack the wordmark in three lines beneath monogram.

Don’t place the monogram beneath the wordmark.

Don’t place the monogram to the right of the monogram.

Don’t string the wordmark in one line when combining it with the monogram.

Don’t use an unapproved typeface for the wordmark.
Don’t place the monogram to right of the wordmark.

Don’t combine the seal with any formal academic unit logotype.

Don’t combine the seal with any informal academic unit logotype.
USC Graphic Identity Program **Clear Space**

The legibility and distinction of the university logotypes is very important. To ensure that the logotype is highly visible, always separate it from its surroundings. The area of isolation, or minimum required clear space, surrounding all logotypes should be half the logotype’s height on all sides as shown below. Do not allow any other graphic elements to penetrate this area of isolation. In addition, the elements of the USC Graphic Identity Program should not be placed over a photograph or patterned background (see pages 20-21 for approved color combinations).
USC Graphic Identity Program **Official Colors**

USC’s official colors are Pantone 201C and Pantone 123C. These colors, designated as USC Cardinal and USC Gold, are equal in importance in identifying the university. All printed materials, whether on coated or uncoated stock, should match color to the coated Pantone chips. The Pantone Matching System, or PMS, is the definitive international reference for selecting, specifying, matching and controlling ink colors. It is strongly recommended that drawdowns be requested with each print job to ensure that the PMS colors are accurate. The correct and consistent use of USC’s official colors helps reinforce the university’s identity.

PANTONE® is a registered trademark of Pantone, Inc. PANTONE is Pantone, Inc.’s check-standard for color reproduction.
USC Graphic Identity Program

Official Color Translations and Web Colors

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

PMS 123C
Direct CMYK Conversion
C0 M24 Y94 K0
DO NOT USE

Proper Bridge CMYK Conversion
C0 M27 Y100 K0

Approved RGB Conversion
R255 G204 B0
Approved HEX: #FFCC00

Secondary Web Colors

Light Gray
30% Black
Hex: #CCCCCC

Dark Gray
70% Black
Hex: #777777

Black
100% Black
Hex: #000000

White
Hex: #FFFFFF
The examples below illustrate the approved color combinations for USC logotypes. As a standard, two of the three colors—Pantone 201C, Pantone 123C or black (including their CMYK and RGB equivalents)—should be used. The USC monogram 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, a grayscale or one-color cardinal combination can be used. One-color combinations should never be used on the Web.
USC Graphic Identity Program Official 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 expresses 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.

Adobe Caslon Pro Regular
Adobe Caslon Pro Italic
Adobe Caslon Pro Semibold
Adobe Caslon Pro Semibold Italic
Adobe Caslon Pro Bold
Adobe Caslon Pro Bold Italic
National Thin

National Thin Italic

National Light

National Light Italic

National Book

National Book Italic

National Regular

National Regular Italic

National Medium

National Medium Italic

National Semibold

National Semibold Italic

National Bold

National Bold Italic

National Extrabold

National Extrabold Italic

National Black

National Black Italic
USC Spirit Marks
USC Spirit Marks Merchandise and Promotional Items

Use of USC trademarks must be consistent with the university’s graphic identity standards. Consistent use is important for the legal protection of the marks and to promote a consistent brand message.

Campus Community
The Office of Trademarks & Licensing Services (TLS) serves as the clearinghouse for use of USC marks in the creation of consumer products, including promotional items. TLS also serves as the contact point for department trademark registration requests and inquiries.

General Guidelines
Campus organizations and recognized student groups are required to use authorized licensed vendors when designing consumer products, including promotional items (giveaway items) that include USC trademarks or word marks. Please see the list of promotional product licensees at:
http://trademarks.usc.edu/promotional-licensees/index.html

Campus Departments
Please follow university graphic identity standards as it relates to your individual campus department, school or other organization. Campus departments are required to use the university’s academic marks.

Student Organizations & Club Sports
Student organizations formally recognized by the Office of Student Affairs can use select USC word marks and “spirit” marks in conjunction with the organization name and design of promotional products.

Club sports teams recognized by USC Rec Sports are authorized to use select USC word marks and “spirit” marks in conjunction with team names, uniform designs and the creation of promotional products.

Restrictions
• Athletic marks, including the SC interlock, are restricted for use by the Athletic Department only.
• Band marks, including the band Trojan head, are restricted for use by the Trojan Marching Band only.
• Requests to purchase licensed products for resale in conjunction with fundraising activities must be approved by TLS and sourced through authorized licensed vendors.
• Product restrictions: USC marks are prohibited for use on tobacco products, alcoholic beverages, sexually explicit graphics or descriptions, and, unless authorized by TLS, in conjunction with other third-party trademarks.
USC Spirit Marks **USC Athletic Marks**

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**Athletic Marks**

Football Helmet Trojan Head

Trojans SC Interlock
Spirit Marks

Trojan Head (positive)

Trojan Head (reverse)

Traveler

USC Block Letters

USC Spirit Marks