

USC Dornsife Graphic Identity
Program Guidelines

This is USC Dornsife



Message from Dean Howard Gillman

In March 2011, we embraced an inspirational new name: the USC Dana and David Dornsife College of Letters, Arts and Sciences or “USC Dornsife” for short. We are still the university’s oldest, largest and most diverse academic unit, but now the heart of USC has a new (proper) name. And a new look.

With USC Dornsife’s naming, we have entered an exciting chapter in our history and it is more important than ever to present a clear, unified identity to the world. To support that goal, we are introducing a new comprehensive graphic identity program and set of guidelines for use by the USC Dornsife community.

As one of the first academic units to begin implementing the new USC Graphic Identity Program, it is imperative that we strive to adhere to the standards set forth in this guide so that we may represent USC Dornsife in a bold, clear and consistent manner that reinforces our vital position at the core of a leading research university.

My hope is that you will embrace USC Dornsife’s Graphic Identity Program as a continued celebration of our inspiring new name. I strongly encourage you to adopt our new graphic identity with pride and enthusiasm as a vital step toward creating increased recognition for USC Dornsife. Success will require cooperation from us all and I thank you in advance for yours.

HOWARD GILLMAN

*Dean, USC Dana and David Dornsife College of Letters, Arts and Sciences
Anna H. Bing Dean’s Chair*

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. The elements outlined here 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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The USC Graphic Identity Program has been specifically 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 graphic identity elements 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

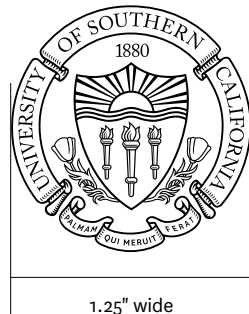


This version of the seal has been drawn to include more detail and should be used in applications in which this detail can be best represented.

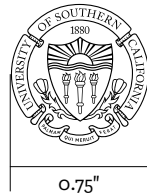
Small-use Seal



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



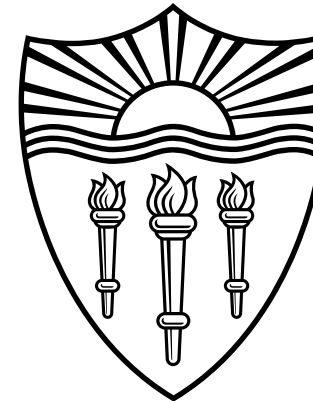
Regular-use Seal
No maximum usage restriction. Minimum usage is 1.25 inches wide.



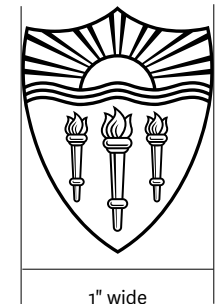
Small-use Seal
Maximum usage is less than 1.25 inches wide. Minimum usage is 0.75 inch wide.

The university shield is the primary identifier of the University of Southern California. It should be used in the most primary 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 USC 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

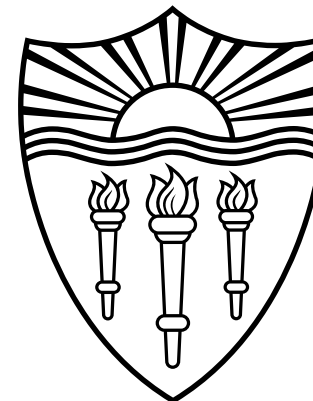


This version of the shield has been drawn to include more detail and should be used in applications in which this detail can be best represented.

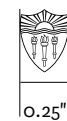


Regular-use Shield
No maximum usage restriction. Minimum usage is 1 inch wide.

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 often used to identify the University of Southern California in a variety of applications, such as 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 inch 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.*



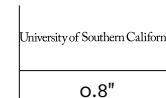
Two-line flush-left wordmark configuration



No maximum usage restriction.
Minimum usage is 0.5 inch wide.



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



No maximum usage restriction.
Minimum usage is 0.8 inch wide.

USC Graphic Identity Program **Primary Logotype**

The primary USC logotype consists of the university shield, monogram and primary wordmark in a flush-left configuration. Combined in a precise 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 8-10). 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 **primary** logotype consists of the university shield, monogram and primary wordmark. Combined in a precise manner, these three elements create a distinct logotype for USC. The primary USC logotype should be used more frequently than the formal and informal logotypes.



The **small-use** version contains the small-use shield. Maximum usage is less than 6 inches wide. Minimum usage is 1.5 inches wide.

The **regular-use** version (not shown) contains the regular-use shield. No maximum usage restriction. Minimum usage is 6 inches wide.

USC Graphic Identity Program **Primary Monogram Combination**

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.*



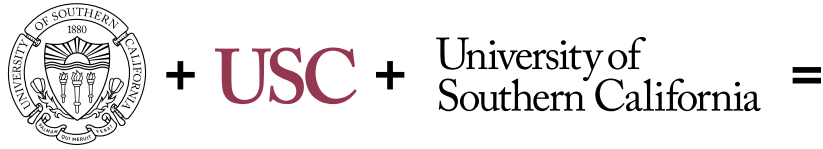
The **regular-use** version contains the regular-use shield. No maximum usage restriction. Minimum usage is 4 inches wide.



The **small-use** version contains the small-use shield. Maximum usage is less than 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 a precise manner, these elements create a distinct logotype that is the most formal expression of the USC identity. Documents, publications or 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 **formal** logotype consists of the university seal, monogram and primary wordmark. Combined in a precise manner, these three elements create a distinct logotype for USC. Documents, publications or merchandise items displaying the university seal imply official sanction by the university.

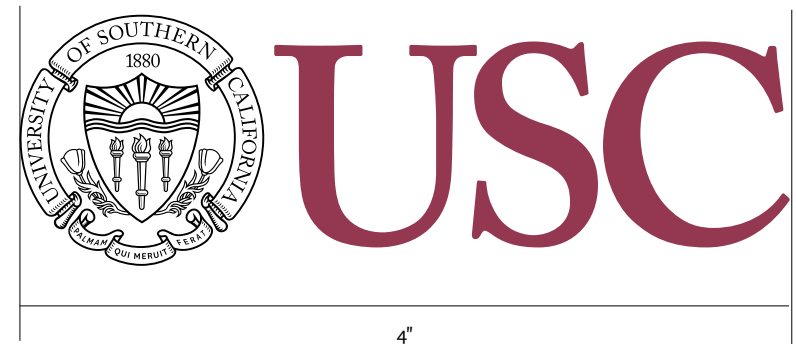


The **small-use** version contains the small-use seal. Maximum usage is less than 6 inches wide. Minimum usage is 3.4 inches wide.

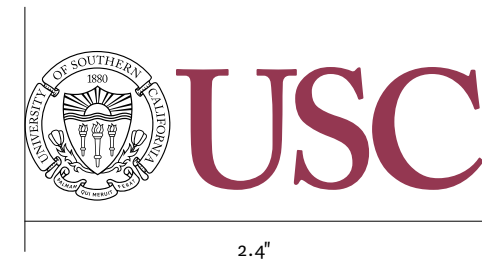
The **regular-use** version (not shown) contains the regular-use seal. No maximum usage restriction. Minimum usage is 6 inches wide.

USC Graphic Identity Program **Formal Monogram Combination**

The formal monogram combination consists of the university seal and the monogram. It is the most formal expression of the identity and can be used in applications in which space is limited or an abbreviated formal expression of the identity is appropriate. Documents, publications or 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.

USC Graphic Identity Program **Informal Logotype**

These logotypes combine the monogram and wordmark in a flush-left configuration. These combinations are the most informal expressions of the 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.*

USC + University of Southern California =

USC University of Southern California



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

USC
University of
Southern California



The **vertical informal** logotype should not be sized smaller than 0.5 inch wide. No maximum usage restriction.

USC Graphic Identity Program **Academic Unit Logotype**

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 complimentary graphic element on print, Web and merchandise applications, it should be clearly isolated from academic unit logotypes. *Do not alter or attempt to recreate these elements in any way. Always use approved artwork.*

USC + Dornsife + Dana and David Dornsife College of Letters, Arts and Sciences =

USCDornsife

Dana and David Dornsife
College of Letters, Arts and Sciences

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

USCDornsife

The **informal academic unit** logotype consists of the university monogram and the academic unit wordmark. This logotype should not be used smaller than 0.75 inch wide. No maximum usage restriction.

USC Graphic Identity Program **Academic Unit Logotypes**

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 complimentary graphic element on print, Web and merchandise applications, it should be clearly isolated from academic unit logotypes. *Do not alter or attempt to recreate these elements in any way. Always use approved artwork.*

USC Annenberg
School for Communication
and Journalism

USC Annenberg

USC Davis
School of Gerontology

USC Davis

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

USC Dornsife

USC Gould
School of Law

USC Gould

USC Leventhal
School of Accounting

USC Leventhal

USC Marshall
School of Business

USC Marshall

USC Price
Sol Price School of Public Policy

USC Price

USC Roski
School of Fine Arts

USC Roski

USC Rossier
School of Education

USC Rossier

USC Thornton
School of Music

USC Thornton

USC Viterbi
School of Engineering

USC Viterbi

USC School
of Architecture

USC School
of Social Work

USC School
of Cinematic Arts

USC School
of Theatre

USC School
of Pharmacy

Ostrow School
of Dentistry of **USC**

USC Norris
Cancer Hospital

Keck School of
Medicine of **USC**

USC Division of
Occupational Science and
Occupational Therapy

USC Division of
Biokinesiology and
Physical Therapy

While the university shield may be used as a complimentary graphic element on print, Web and merchandise applications, it should be clearly isolated from academic unit logotypes.

USC Graphic Identity Program **Incorrect Usage**

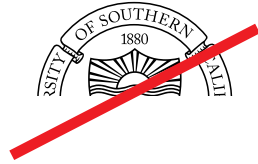
The seal, shield, monogram, wordmarks and logotypes should not be altered in any way, such as extending, condensing, outlining, adding borders, special effects or drop shadows, or attaching other words or graphics. The graphics on these pages are a few examples of incorrect usage and alterations of the USC 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.



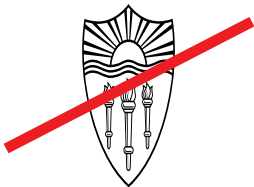
Don't reproduce seal in unapproved color.



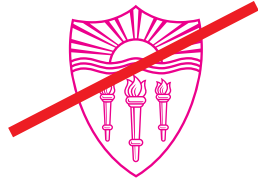
Don't create additional art for use around seal. Seal should stand alone or be paired with approved wordmark.



Don't vertically scale the shield.



Don't horizontally scale the shield.



Don't reproduce shield in 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 drop shadows 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 on three lines.



Don't center the seal under the wordmark.



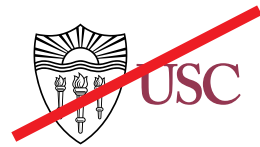
Don't place the shield to the right of the wordmark. **Don't** align wordmark in a flush-right configuration.



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 or shield.



Don't place the seal or shield to the right of the monogram.



Don't stack wordmark in three lines beneath monogram.



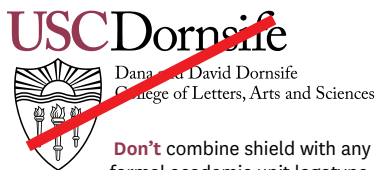
Don't place monogram beneath wordmark.



Don't string wordmark in one line when combining with monogram.



Don't use unapproved typeface for wordmark.
Don't place monogram to right of wordmark.

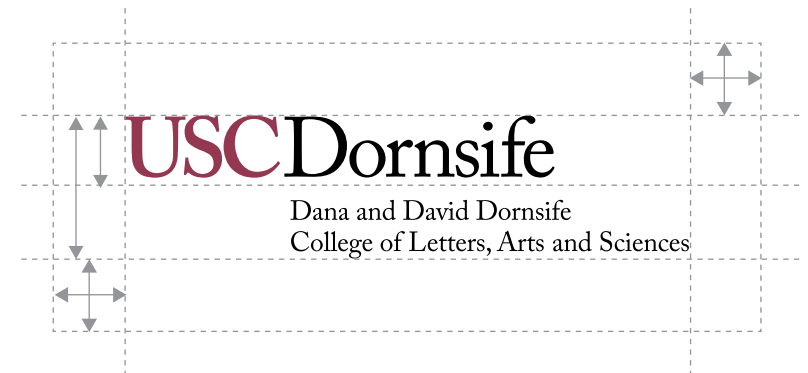


Don't combine shield with any formal academic unit logotype.



Don't combine shield with any informal academic unit logotype.

The legibility and distinction of the university logotypes is very important. To ensure 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).



The minimum required clear space around all logotypes should be half the logotype's height on all sides.

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 printed 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.

Official Colors




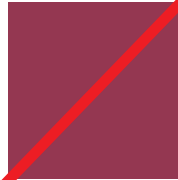


PMS 201C







PMS 123C


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 Co M24 Y94 Ko DO NOT USE	Proper Bridge CMYK Conversion Co M27 Y100 Ko	Approved RGB Conversion R255 G204 B0 Approved HEX: #FFC000

Secondary Web Colors

			
Light Gray 30% Black Hex: #CCCCCC	Dark Gray 70% Black Hex: #777777	Black 100% Black Hex: #000000	White Hex: #FFFFFF

USC Graphic Identity Program **Approved Color Combinations**

The examples shown are 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.



Grayscale

USC monogram reproduces at 50% black.



One-color

Exceptions to the one-color rule occur when the only available color is PMS 201C. This exception is permissible in applications such as metal lapel pins, signage, etc., in which only one color or material is available.



Unapproved two-color combination

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 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.

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

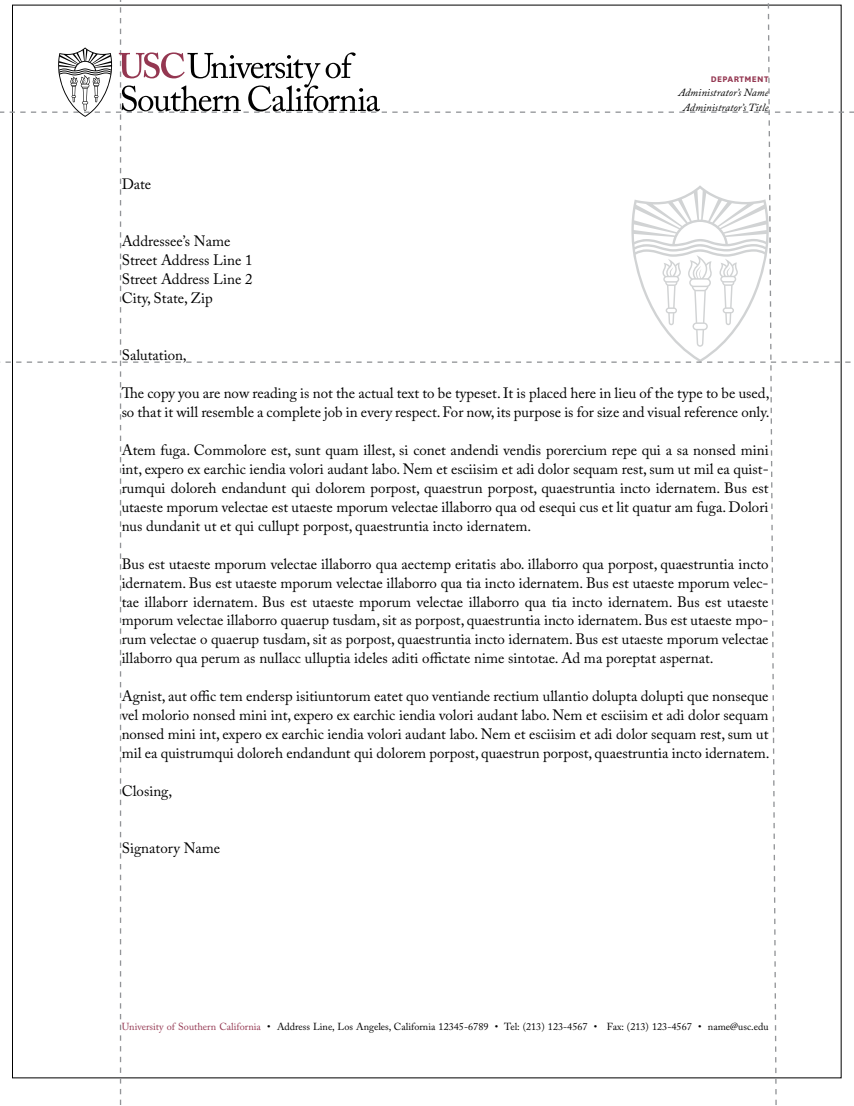
National Extrabold Italic

National Black

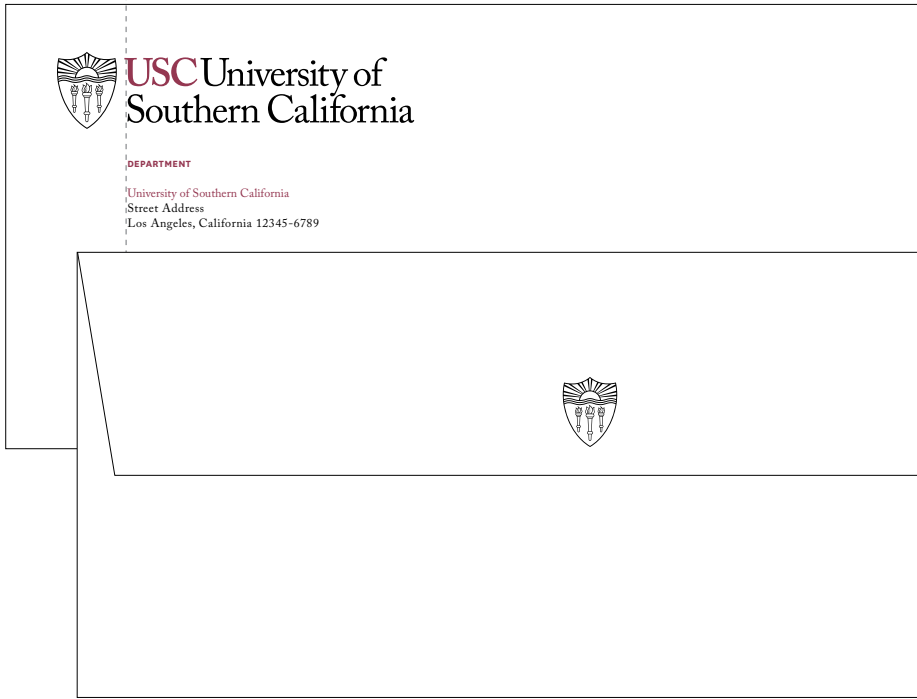
National Black Italic

USC Graphic Identity Program **Applications (University Stationery)**

The university letterhead, which contains the primary logotype, is used for central administrative units. The left and right margins have been established as a university-wide standard at 1.125 inches and 0.75 inch respectively. The university's approved stationery vendors have all the graphic assets for the USC Graphic Identity Program, including those for all academic units.



Two-color university letterhead shown at 50% actual size.
Actual size of letterhead is 8.5 x 11 inches.



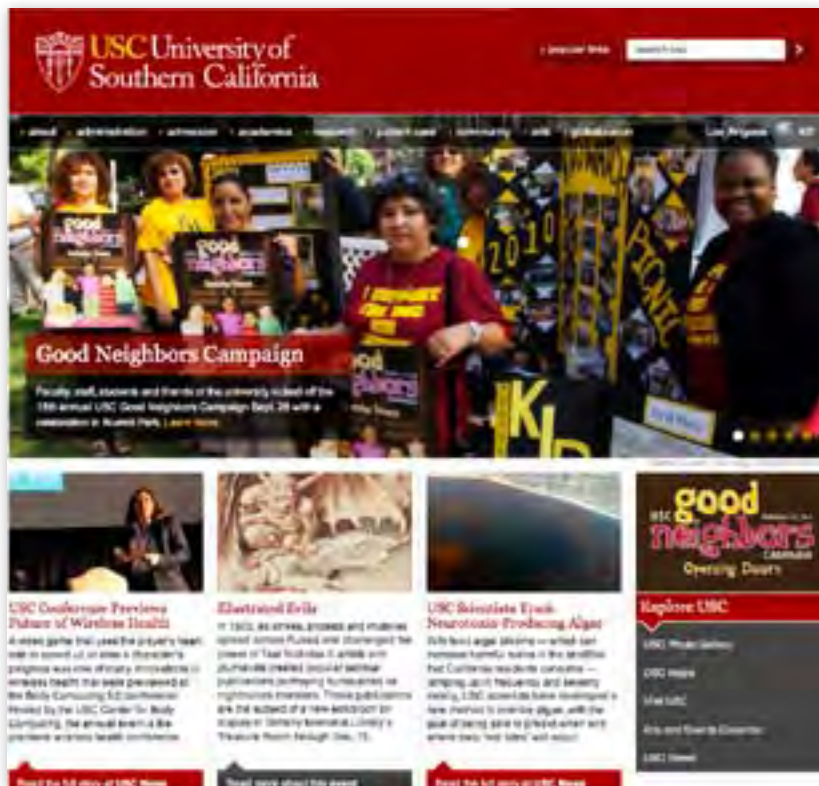
Two-color university #10 envelope shown at 50% actual size. Actual size of #10 envelope is 9.5 x 4.125 inches. Primary logotype and return address aligned on front in upper left corner. Shield centered on back flap and positioned 0.25 inch above bottom of square flap.



Two-color university business card shown at actual size (3.5 x 2 inches). Left margin aligns with USC in logotype. Top and bottom margins are 0.2 inch.

USC Graphic Identity Program **Applications (Web)**

In order to communicate that each academic unit 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 academic unit identity. Digital applications incorporate this requirement in a branding bar at the top of each Web page or e-mail template. For more information and guidelines on applying the USC graphic identity on the Web, visit usc.edu/identity.



The primary logotype is used prominently on the university home page.



Close-up of university branding bar that should be used in conjunction with all academic unit Web sites.



The formal USC Dornsife logotype is used on the USC Dornsife home page. The primary university logotype is used in the university branding bar.

The Trojan Head, also fondly referred to as “Tommy Trojan,” is one of the foremost “Spirit Marks” that communicate USC school spirit. Used on a wide range of informal print, product and Web applications, the Trojan Head is not appropriate for use on academic materials. The Trojan Head should be used when a bolder, more informal look is desired, particularly by student groups and alumni organizations. The Trojan Head may be used alone or in combination with the USC Arch Block Letters.

There are two versions of the Trojan Head, positive (for lighter backgrounds) and reverse (for darker backgrounds). Do not reverse the positive version. It produces an undesirable effect known as “X-ray Tommy.” The Trojan Head must be surrounded on all sides with a clear space that is one-third the width of the mark itself. This clear separation from all other graphic elements provides graphic impact and preserves equity in the mark. The Trojan Head and its combinations must be reproduced from official artwork.

For questions pertaining to the Trojan Head, other spirit marks, athletic marks and merchandise, e-mail Trademarks and Licensing Services at trdmrks@usc.edu or visit usc.edu/trademarks for more information.



Trojan Head (positive)



Trojan Head (reverse)

The foundation of the USC Dornsife Graphic Identity Program lies in the consistent use of graphic elements, including the university monogram, the Dornsife wordmark and the academic unit descriptor as well as official typefaces and colors. By preserving a professional and recognizable look for USC Dornsife, we are protecting the USC Dornsife 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 Dornsife and the university.

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

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

- Formal Logotype
- Large Informal Logotype
- Small Informal Logotype
- Informal Logotype without Academic Unit Descriptor
- Sub-unit Logotypes
- The Torch

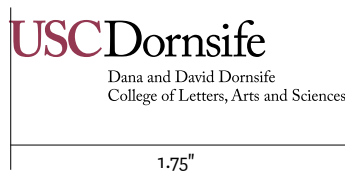
USC Dornsife Graphic Identity Program **Formal Logotype**

This logotype combines the university monogram, the Dornsife 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 Dornsife. The monogram functions as the primary means to connect USC Dornsife to the larger university identity. Its presence in cardinal or other approved colors conveys the university identity wherever it appears. Combined in a precise manner, the university monogram, the Dornsife wordmark and the academic unit descriptor form a distinct logotype that displays the name of our academic unit. The academic unit descriptor, "Dana and David Dornsife College of Letters, Arts and Sciences," is always present in the formal logotype. *Do not alter or attempt to recreate these elements in any way. Always use approved artwork.*

USC + Dornsife + Dana and David Dornsife College of Letters, Arts and Sciences =

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

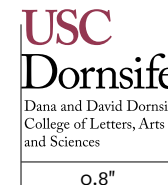
The **horizontal formal** logotype should be used in the most formal expressions of the USC Dornsife identity. The spacing between the university monogram, the Dornsife wordmark and academic unit descriptor have been carefully considered for the best balance and readability.



The **horizontal formal** logotype should not be sized smaller than 1.75 inches wide. This is the limit of legibility for the academic unit descriptor. No maximum usage restriction.

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

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

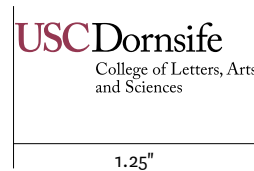


The **vertical formal** logotype should not be sized smaller than 0.8 inch wide. This is the limit of legibility for the academic unit descriptor. No maximum usage restriction.

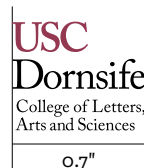
This logotype combines the abbreviated academic unit descriptor, “College of Letters, Arts and Sciences,” in a larger point size than the formal and small informal logotypes. It should be used on applications in which it is important to include the academic unit descriptor and the logotype must be used in a smaller size. *Do not alter or attempt to recreate these elements in any way. Always use approved artwork.*

USC Dornsife
College of Letters, Arts
and Sciences

The **horizontal large informal** logotype should not be sized smaller than 1.25 inches wide. No maximum usage restriction.



USC
Dornsife
College of Letters,
Arts and Sciences

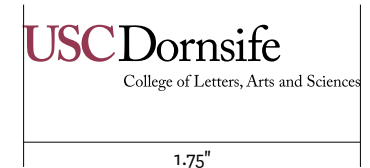


The **vertical large informal** logotype should be used in applications in which other horizontal configurations are not appropriate. Uses may include social media logo fields, posters, etc. This version should not be sized smaller than 0.7 inch wide. No maximum usage restriction.

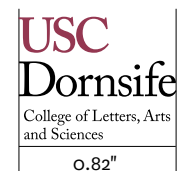
This logotype combines the abbreviated academic unit descriptor, “College of Letters, Arts and Sciences,” in the same point size as the formal logotype. It should be used on applications in which it is important to include the academic unit descriptor and the logotype can be used larger to improve readability of the smaller text. *Do not alter or attempt to recreate these elements in any way. Always use approved artwork.*

USC Dornsife
College of Letters, Arts and Sciences

The **horizontal small informal** logotype should not be sized smaller than 1.75 inches wide. No maximum usage restriction.



USC
Dornsife
College of Letters, Arts
and Sciences



The **vertical small informal** logotype should be used in applications in which other horizontal configurations are not appropriate. Uses may include social media logo fields, posters, etc. This version should not be sized smaller than 0.82 inch wide. No maximum usage restriction.

This logotype does not carry the academic unit descriptor. It should be used in the most informal expressions of the USC Dornsife identity and in applications in which space is limited. The informal logotype is most often used on applications targeted toward internal audiences. *Do not alter or attempt to recreate these elements in any way. Always use approved artwork.*

USC Dornsife

The **horizontal informal** logotype **without descriptor** should not be sized smaller than 0.75 inch wide. No maximum usage restriction.



USC Dornsife

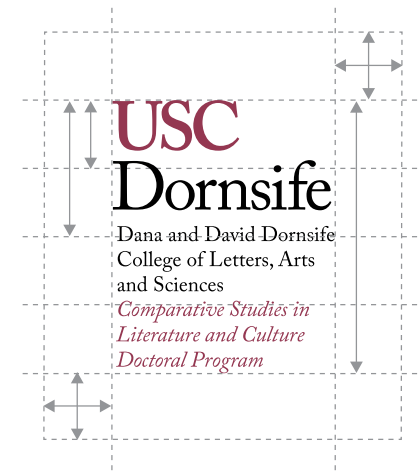
The **vertical informal** logotype **without descriptor** should not be sized smaller than 0.475 inch wide. No maximum usage restriction.



The legibility and distinction of the USC Dornsife logotype is very important. To ensure the logotype is highly visible, always separate it from its surroundings. The area of isolation, or 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 Dornsife logotype should not be placed over a photograph or patterned background.



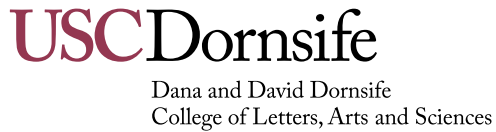
The minimum required clear space around the logotype should be half the logotype's height on all sides, as shown above.



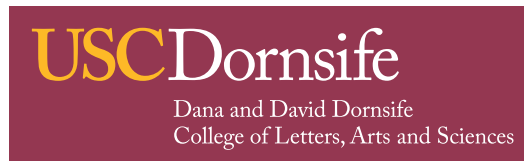
The minimum required clear space around especially tall vertical logotypes should be one quarter of the logotype's height on all sides as shown above.

USC Dornsife Graphic Identity Program **Approved Two-color Combinations**

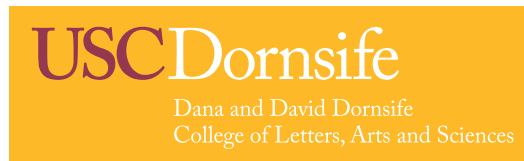
The examples shown are the approved color combinations for USC Dornsife logotypes. As a standard, two of the three colors — Pantone 201C, Pantone 123C or black (including their CMYK and RGB equivalents) — should be used. The university monogram is the central connection through the entire program and should always appear in the brighter or more dominant of the two colors.



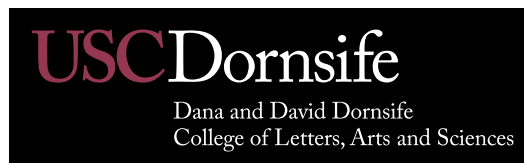
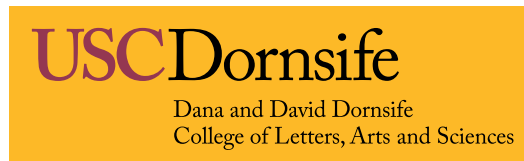
White Background
When the logotype appears on a white background, the primary configuration is cardinal monogram with black wordmark and academic unit descriptor.



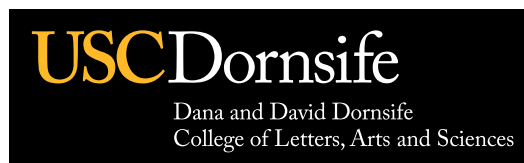
Cardinal Background
When the logotype appears on a cardinal background, it reverses to white and the monogram runs gold.



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.

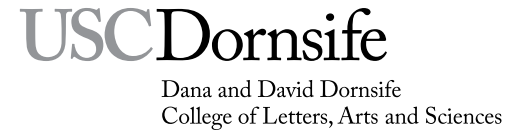


Black Background
When the logotype appears on a black background, it reverses to white and the monogram runs either cardinal or gold.

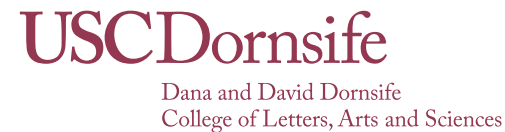
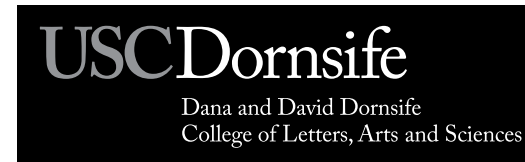


USC Dornsife Graphic Identity Program **Approved One-color Combinations**

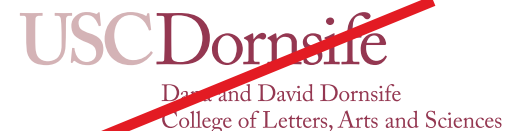
In limited applications in which printing restrictions do not permit two-color usage, the grayscale or one-color cardinal combination can be used. One-color combinations should never be used on the Web.



Grayscale
USC monogram reproduces at 50% black.



One-color
Exceptions to the one-color rule occur when the only available color is PMS 201C. This exception is permissible in applications such as metal lapel pins, signage, etc. in which only one color or material is available.



Unapproved Two-color Combination

USC Dornsife Graphic Identity Program **Incorrect Usage**

The USC Dornsife 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.

~~Dornsife
USC~~

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

Don't stack "Dornsife" above monogram.

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

~~DornsifeUSC~~

Don't place academic unit descriptor above USC Dornsife. **Don't** place monogram to right of "Dornsife."

~~USCDornsife~~

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

Don't use nondominant color for USC monogram.

~~USC
Dornsife
Dana and David Dornsife
College of Letters, Arts and Sciences~~

Don't center.

~~USC
Dornsife
Dana and David Dornsife
College of Letters, Arts and Sciences~~

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

~~USCDornsife~~

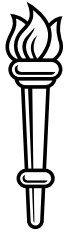
~~Dana and David Dornsife
College of Letters, Arts and Sciences~~

Don't align flush right.



Don't place logotype on top of a photograph.

The torch of knowledge from the university shield can be used to represent USC Dornsife in such applications as the annual Torchbearers luncheon. This provides a strong tie to the university identity while expressing the USC Dornsife graphic identity in a unique way. A lapel pin and repeating pattern have been created for use as additional tools for this program. No other iconography can or should be used within the USC Dornsife system.

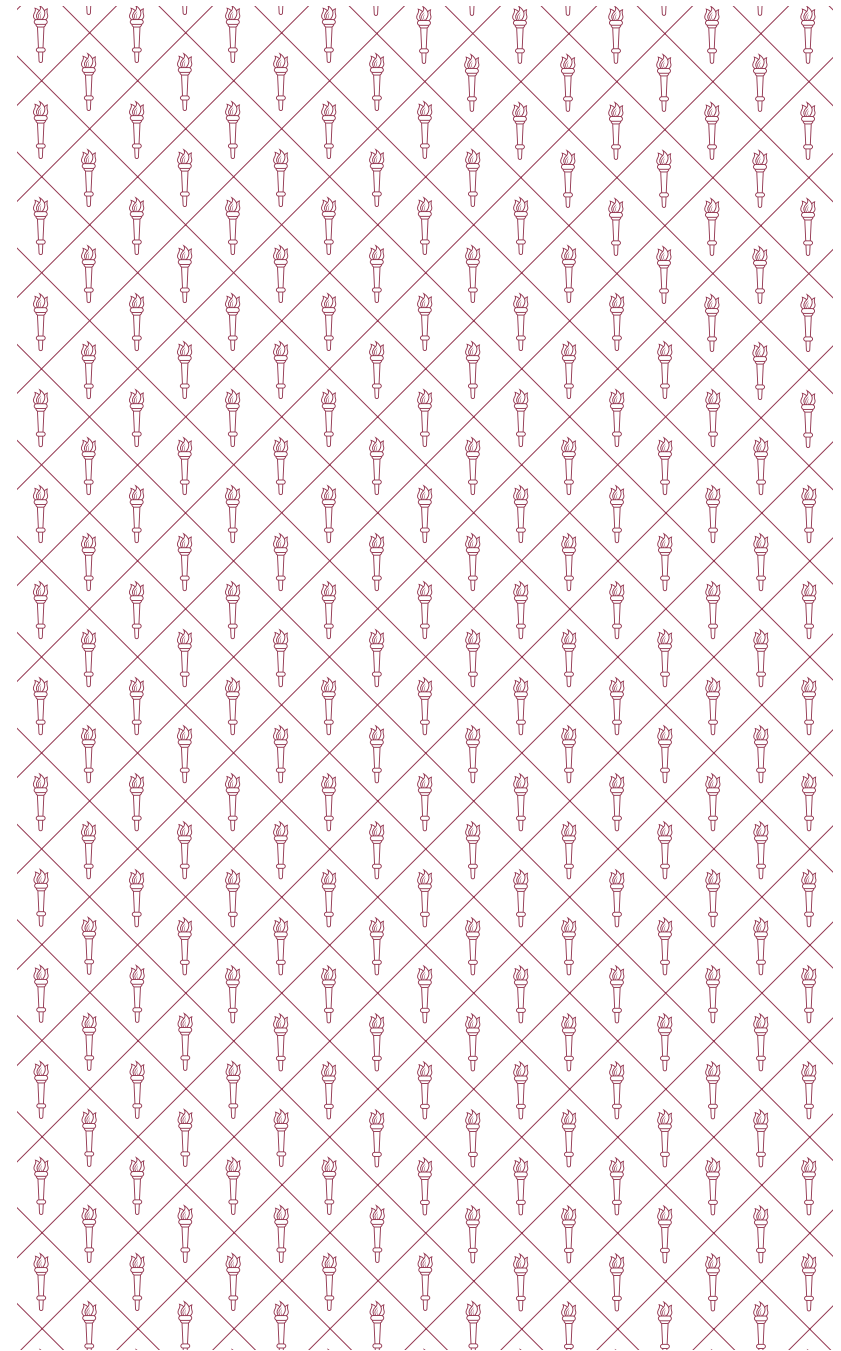


USC Dornsife
TORCHBEARER
LUNCHEON

Suggested logotype for Torchbearer program.



Suggested design for commemorative
Torchbearer pin with year.



One-color repeating torch pattern.

The USC Graphic Identity Program has been designed specifically to allow complex entities such as USC Dornsife, 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 university monogram. The academic unit is represented prominently by the Dornsife wordmark next to the university monogram. Specific departments, programs, institutes, centers and offices are represented by a descriptor line paired with the university monogram, Dornsife wordmark and academic unit descriptor.

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 Dornsife program prohibits the use of any additional iconography, marks or artwork in conjunction with department, program, institute, center or office logotypes. Existing iconography can be used as illustrative elements.

For more information on obtaining USC Dornsife sub-unit logotypes, visit **dornsife.usc.edu/identity**. Questions regarding sub-unit logotypes should be directed to the USC Dornsife Office of Communication at **communication@dornsife.usc.edu**.

USC Dornsife Sub-units **Department/Program Logotype**

Examples of formal and informal department/program logotypes. The minimum required clear space surrounding the logotype should be half the logotype's height on all sides (see page 37). *Do not alter or attempt to recreate the logotype in any way. Always use approved artwork.*

USC Dornsife

Dana and David Dornsife
College of Letters, Arts and Sciences
Department of History

The **formal department/program** logotype should be used on applications such as publications and/or collateral geared toward an external audience. This logotype should not be sized smaller than 1.75 inches wide. No maximum usage restriction.

USC Dornsife

Department of History

The **horizontal informal department/program** logotype should be used on applications such as ancillary items (pens, T-shirts, tote bags, etc.) for which space is limited and print media such as campus event posters and publications that are geared toward an internal audience. This logotype should not be sized smaller than 1.75 inches wide. No maximum usage restriction.

USC Dornsife

*Department
of History*

The **vertical informal department/program** logotype should be used on select applications such as social media logo fields and posters for which space is limited and a vertical configuration is optimal to ensure readability. This logotype should not be sized smaller than 0.75 inch wide. No maximum usage restriction.

USC Dornsife Sub-units **Approved Color Combinations**



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

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 can either reverse to white or run black. The monogram and sub-unit descriptor should always run cardinal on a gold background.

USC Dornsife
Department of History



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

USC Dornsife
Department of History



One-color
Exceptions to the one-color rule occur when the only available color is PMS 201C. This exception is permissible in applications such as metal lapel pins, signage, etc. in which only one color or material is available.

USC Dornsife
Department of History



USC Dornsife
Department of History

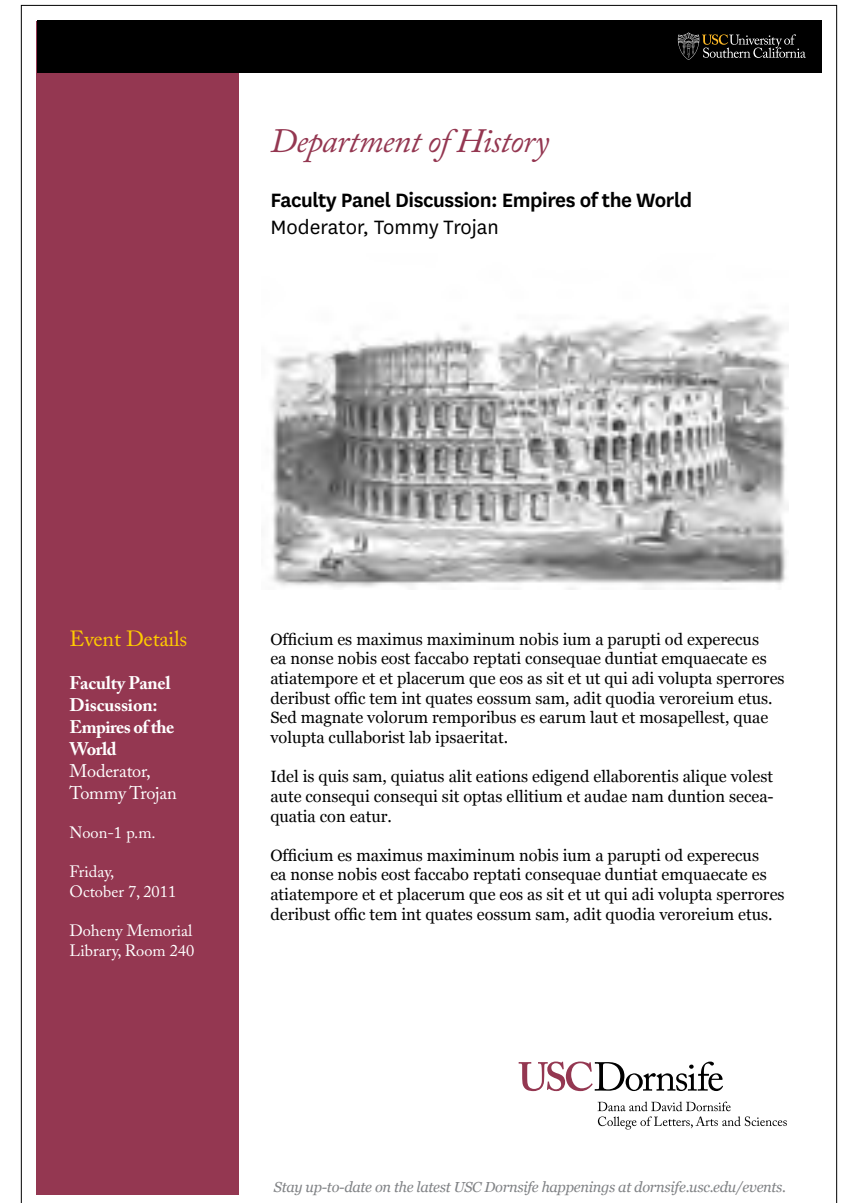


Unapproved Two-color Combination

When it is necessary to feature the department/program more prominently, that descriptor (set in Adobe Caslon Pro Italic) may be separated from the formal and informal USC Dornsife logotypes. However, the formal or informal USC Dornsife logotype must always appear clearly in the design. Possible applications for which a separation is appropriate include but are not limited to departmental Web sites (see page 71) as well as event posters and e-mails.



Suggested sub-unit event poster in which the department name is used independently from the USC Dornsife logotype.



Suggested sub-unit event e-mail design in which the department name is used independently from the USC Dornsife logotype.

Examples of formal and informal institute/center logotypes. The minimum required clear space surrounding the logotype should be half the logotype's height on all sides (see page 37). *Do not alter or attempt to recreate the logotype in any way. Always use approved artwork.*

USC Dornsife

Dana and David Dornsife
College of Letters, Arts and Sciences
Brain and Creativity Institute

The **formal institute/center** logotype should be used on applications such as publications and/or collateral geared toward an external audience. This logotype should not be sized smaller than 1.75 inches wide. No maximum usage restriction.

USC Dornsife

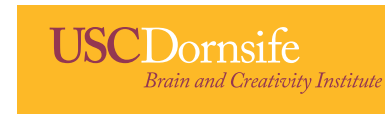
Brain and Creativity Institute

The **horizontal informal institute/center** logotype should be used on applications such as ancillary items (pens, T-shirts, tote bags, etc.) for which space is limited and print media such as campus event posters and publications that are geared toward an internal audience. This logotype should not be sized smaller than 1.75 inches wide. No maximum usage restriction.

USC Dornsife

*Brain and
Creativity Institute*

The **vertical informal institute/center** logotype should be used on select applications such as social media logo fields and posters for which space is limited and a vertical configuration is optimal to ensure readability. This logotype should not be sized smaller than 0.75 inch wide. No maximum usage restriction.



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 can either reverse to white or run black. The monogram and sub-unit descriptor 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 and sub-unit descriptor run either cardinal or gold.



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




One-color
Exceptions to the one-color rule occur when the only available color is PMS 201C. This exception is permissible in applications such as metal lapel pins, signage, etc. in which only one color or material is available.


Unapproved Two-color Combination

When it is necessary to feature the institute/center more prominently, that descriptor (set in Adobe Caslon Pro Italic) may be separated from the formal and informal USC Dornsife logotypes. However, the formal or informal USC Dornsife 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 (see page 71) as well as event posters and e-mails.

Brain and Creativity Institute



04·03·11 THE MIND'S TOUCH



JOHN SMITH, PROFESSOR OF NEUROSCIENCE


NOON

**HEDCO AUDITORIUM,
HEDCO NEUROSCIENCES BUILDING (HNB)**

For more information, please contact
Brain and Creativity Institute · 213 740 3462 · bci@dornsife.usc.edu


USCDornsife

Suggested sub-unit event poster in which the institute name is used independently from the USC Dornsife logotype.




Brain and Creativity Institute

Lecture: The Mind's Touch
John Smith, Professor of Neuroscience



Event Details



**Lecture:
The Mind's Touch**

Friday,
April 3, 2011

Noon

Hedco Auditorium,
Hedco Neurosciences
Building (HNB)

For more information,
please contact the Brain
and Creativity Institute
at 213 780 3462
bci@dornsife.usc.edu

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

Stay up-to-date on the latest USC Dornsife happenings at dornsife.usc.edu/events.

Suggested sub-unit event e-mail design in which the institute name is used independently from the USC Dornsife logotype.

Examples of formal and informal office logotypes. The minimum required clear space surrounding the logotype should be half the logotype's height on all sides (see page 37). *Do not alter or attempt to recreate the logotype in any way. Always use approved artwork.*

USC Dornsife

Dana and David Dornsife
College of Letters, Arts and Sciences
Office of Communication

The **formal office** logotype should be used on applications such as publications and/or collateral geared toward an external audience. This logotype should not be sized smaller than 1.75 inches wide. No maximum usage restriction.

USC Dornsife

Office of Communication

The **horizontal informal office** logotype should be used on applications including ancillary items (pens, T-shirts, tote bags, etc.) for which space is limited and print media such as campus event posters and publications that are geared toward an internal audience. This logotype should not be sized smaller than 1.75 inches wide. No maximum usage restriction.

USC Dornsife

*Office of
Communication*

The **vertical informal office** logotype should be used on select applications such as social media logo fields and posters for which space is limited and a vertical configuration is optimal to ensure readability. This logotype should not be sized smaller than 0.75 inch wide. No maximum usage restriction.



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 can either reverse to white or run black. The monogram and sub-unit descriptor 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 and sub-unit descriptor run either cardinal or gold.



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



One-color
Exceptions to the one-color rule occur when the only available color is PMS 201C. This exception is permissible in applications such as metal lapel pins, signage, etc. in which only one color or material is available.

Unapproved Two-color Combination

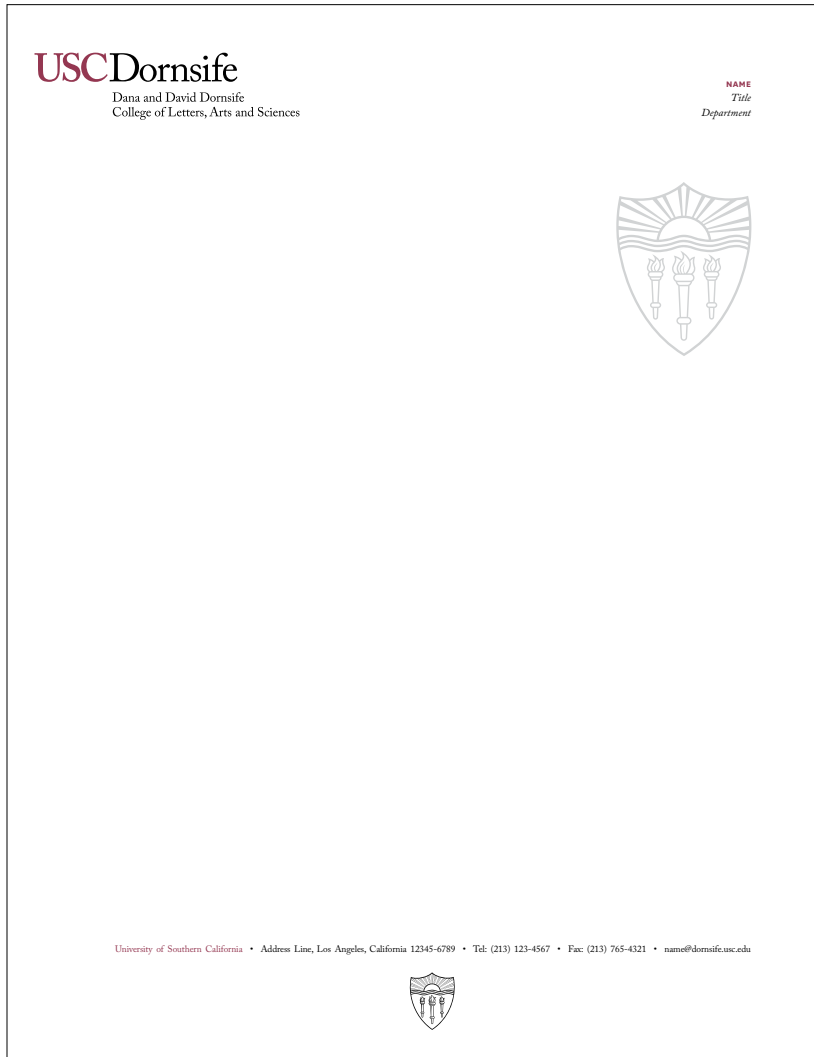
The applications shown in this section include approved designs for USC Dornsife stationery as well as inspirational examples of how to use the various elements of the graphic identity system, both separately and together.

All USC Dornsife 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 vendors have all graphic elements and assets for the USC Graphic Identity Program, including those for USC Dornsife and all other USC academic units.

Questions regarding applications of the USC Dornsife graphic identity should be directed to the USC Dornsife Office of Communication at **communication@dornsife.usc.edu**.

USC Dornsife Applications **Letterhead**

The approved USC Dornsife 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 inch respectively. The recommended standard for formatted letters is force justified but rag right is also acceptable.



Formal letterhead shown at 45% actual size.
Actual letterhead size is 8.5 x 11 inches.

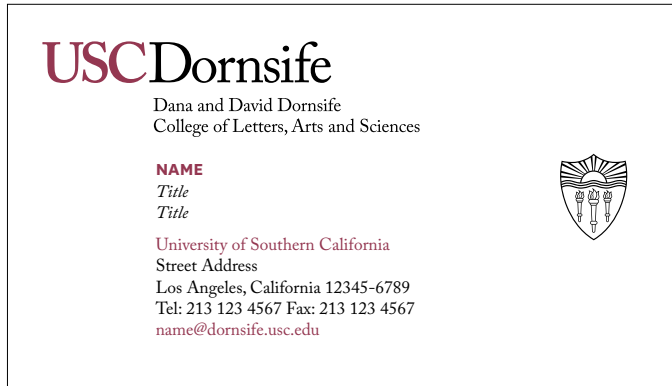
In addition to printed USC Dornsife letterhead, which can be ordered, visit dornsife.usc.edu/identity for more information on obtaining preformatted electronic letterhead. Questions regarding electronic letterhead should be directed to the USC Dornsife Office of Communication at communication@dornsife.usc.edu.



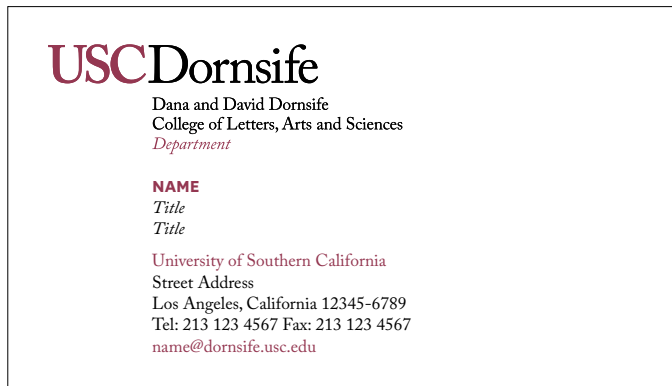
Formal letterhead with formatted letter to show proper alignment. Shown at 45% actual size.
Actual letterhead size is 8.5 x 11 inches.

USC Dornsife Applications **Business Card and #10 Envelope**

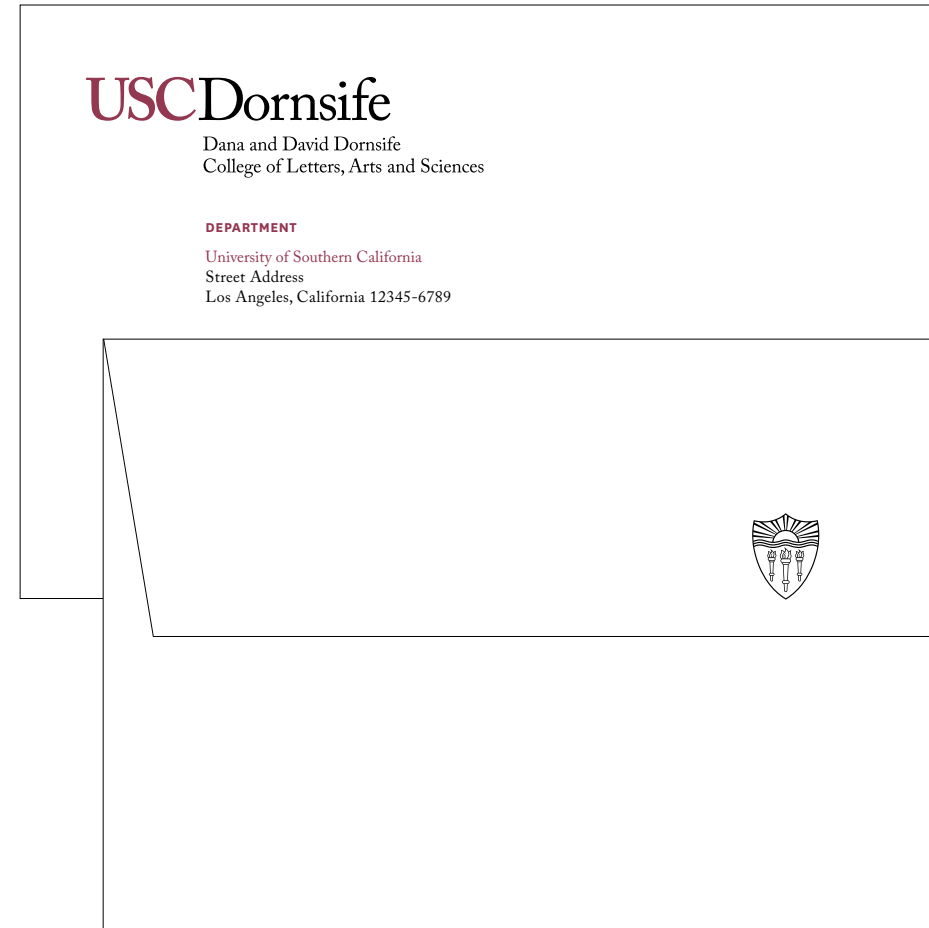
Approved designs for USC Dornsife business card and #10 envelope.



Business card shown at actual size (3.5 x 2 inches).
Nine-line maximum imprint capacity.



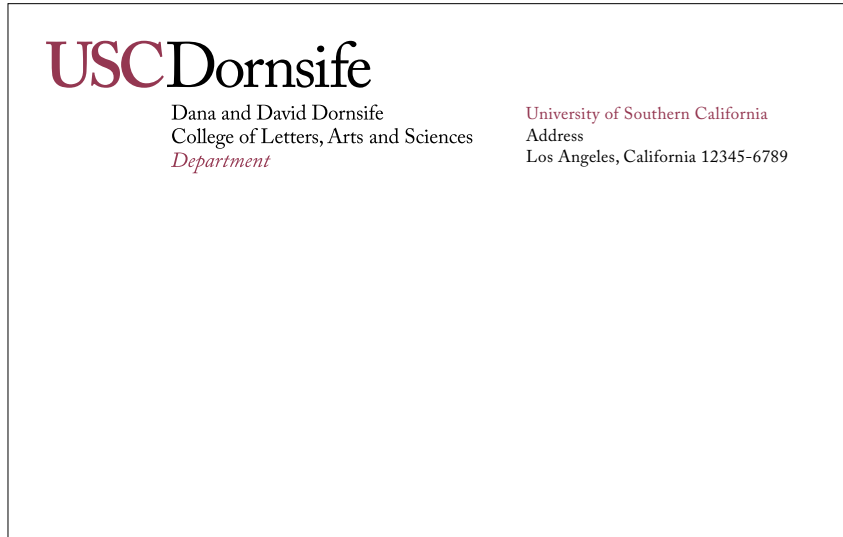
Business card with sub-unit shown at actual size (3.5 x 2 inches).
Eight-line maximum imprint capacity.



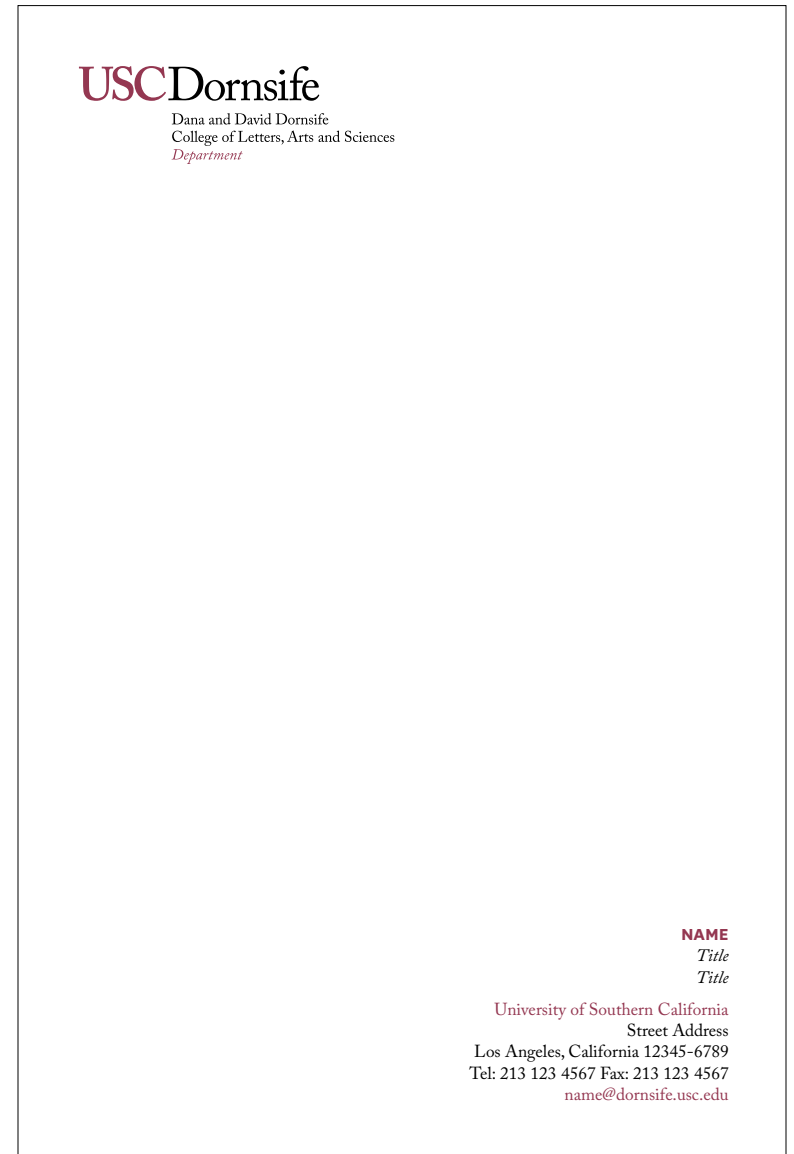
#10 envelope with formal logotype and return address aligned on front in upper left corner. Shield centered on back flap and positioned 0.25 inch above bottom of square flap. Shown at 75% actual size.

USC Dornsife Applications **Mailing Label and Notepad**

Suggested designs for USC Dornsife mailing label and personalized notepad.



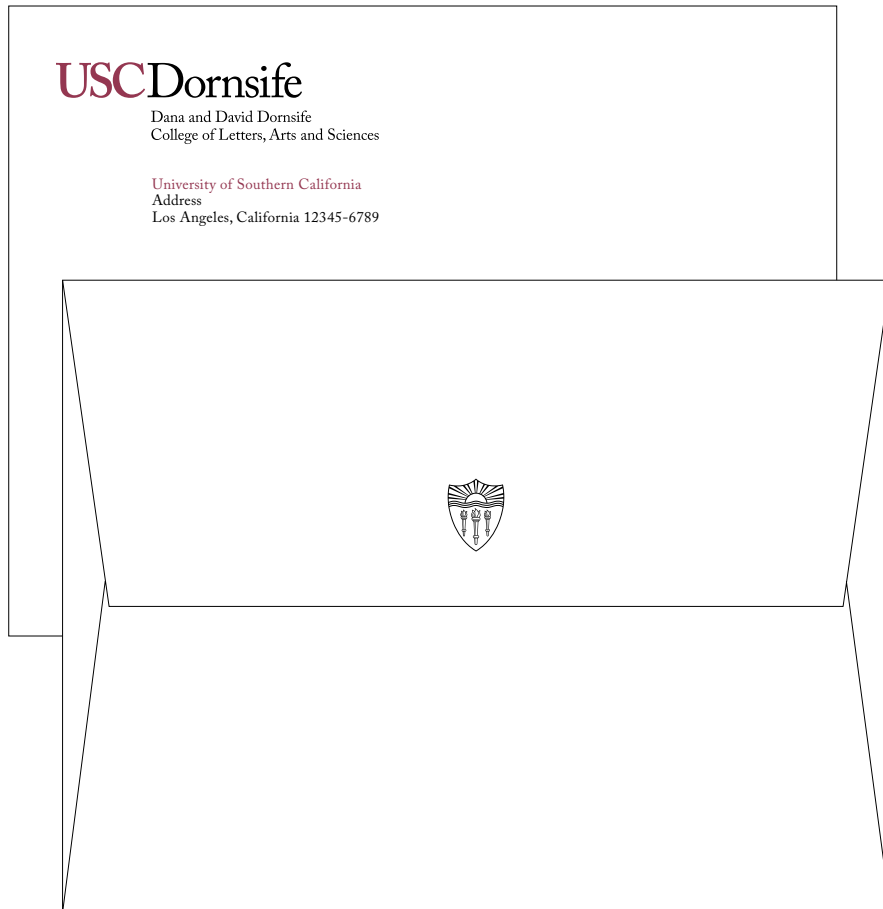
Mailing label shown at 80% actual size.



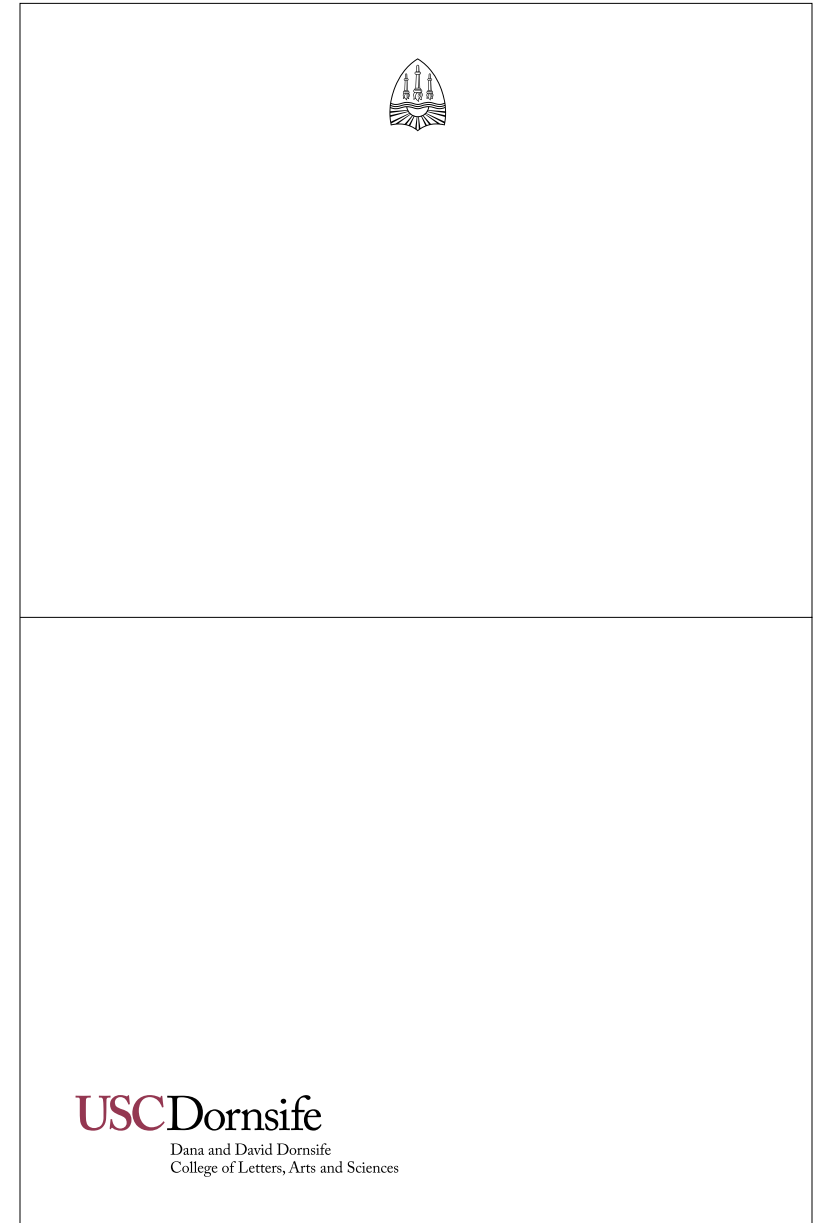
Notepad shown at actual size (4 x 6 inches).

USC Dornsife Applications **A2 Envelope and Social Notecard**

Suggested designs for A2 envelope and social notecard. The shield is used as a subtle accent on the back of both.



A2 envelope with square flap shown at 75% actual size.



Social notecard shown at 75% actual size.

The redesigned *USC Dornsife Life* magazine uses Adobe Caslon Pro and National typefaces throughout. Covers always include some aspect of the university brand, such as the USC monogram.



Interior page example from *USC Dornsife Life* magazine.



Interior spread examples from *USC Dornsife Life* magazine.

Faculty and staff as well as students each receive a unique targeted version of the *Dornsife Connect* e-newsletter and all USC Dornsife constituents receive *Dornsife Events*.



Dornsife Events e-newsletter design.



Dornsife Connect e-newsletter designs for both students and faculty and staff.

USC Dornsife Applications **Web Site**

In order to communicate that USC Dornsife 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 Dornsife identity. Digital applications incorporate this requirement in a university branding bar at the top of each Web page or e-mail template and inclusion of a USC Dornsife branding bar or logotype. For more information and guidelines on applying the USC Dornsife graphic identity on the Web, visit dornsife.usc.edu/identity.



The formal USC Dornsife logotype on the USC Dornsife home page. The primary university logotype is used in the university branding bar.



Close-up of university branding bar used in conjunction with the USC Dornsife Web site



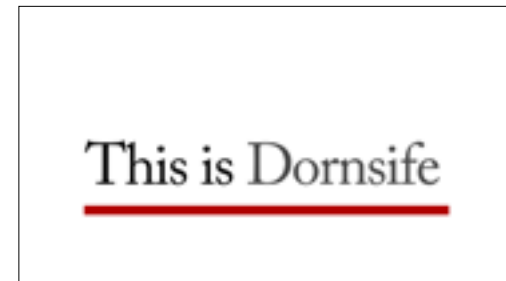
This suggested sub-unit homepage design includes the formal USC Dornsife logotype and the sub-unit name prominently displayed in Adobe Caslon Pro Italic. The primary university logotype is used in the university branding bar.

USC Dornsife Applications **Lower Third and Video Slate**

Approved designs for lower third identifiers and the USC Dornsife video slate. Both of these items have been designed specifically to complement one another because they appear together often. For more information on using the USC Dornsife lower third and video slate, contact the USC Dornsife Office of Communication at communication@dornsife.usc.edu.



The lower third design incorporates the informal USC Dornsife logotype and the horizontal cardinal rule found in the video slate.



The USC Dornsife video slate incorporates Adobe Caslon Pro and the formal USC Dornsife logotype and a horizontal cardinal rule.

Suggested design options for general print and electronic invitation templates.

The image shows a suggested design for a general electronic invitation template. It features a dark maroon header with the USC University of Southern California logo. The main content area is white with a large, colorful graphic of a crowd of people in black and red. The text is centered and includes the title "You Are USC Dornsife!" followed by two paragraphs of Latin text. On the left side, there is a vertical maroon bar containing event details in yellow and white text. At the bottom, the USC Dornsife logo and name are displayed, along with a URL for more events.

USC University of Southern California

You Are USC Dornsife!

Event Details
Homecoming
2011 Photo Booth
8:30 a.m.
Saturday,
November 12
USC Dornsife Tent
at Bovard
*Please send your RSVP
to email@dornsife.usc.edu*

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volorep uditis eat.

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


Stay up-to-date on the latest USC Dornsife happenings at dornsife.usc.edu/events.

Suggested design for general electronic invitation.

The image shows a suggested design for a general print invitation template. It features a white background with a dark maroon border. The text is centered and includes the USC Dornsife logo and name, followed by the title "THE EPSILON CHAPTER OF PHI BETA KAPPA" and "THE USC DANA AND DAVID DORNISIFE COLLEGE OF LETTERS, ARTS AND SCIENCES". The event is titled "INITIATION CEREMONY" and "PHI BETA KAPPA". The date is "Friday, April 8, 2011" and the time is "3 P.M. PROGRAM". The location is "UNIVERSITY PARK CAMPUS". There is also information about parking and a request for a reply.

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

THE EPSILON CHAPTER OF PHI BETA KAPPA
and
THE USC DANA AND DAVID DORNISIFE
COLLEGE OF LETTERS, ARTS AND SCIENCES
invite you to share in the
INITIATION CEREMONY
of the newest members of
PHI BETA KAPPA
Friday, April 8, 2011
3 P.M. PROGRAM
RECEPTION TO FOLLOW
TOWN AND GOWN
UNIVERSITY PARK CAMPUS
*Parking provided in Parking Structure 2
(Entrance at Flower Street)*
*The favor of a reply is requested by April 1
to events@dornsife.usc.edu or (213) 123-4567*

 **USC University of
Southern California**

Suggested design for general print invitation. Shown at 75% actual size.

Suggested design options for general or departmental event posters.



*Department of
Philosophy*

09·06·11

**LOGIC AND PARADOXES:
TRUTH, ANALYTIC
PHILOSOPHY AND FUN**
*TOMMY TROJAN, PROFESSOR
OF PHILOSOPHY*

5 – 6 P.M.

**DOHENY MEMORIAL LIBRARY,
INTELLECTUAL COMMONS**

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**TO SECURE YOUR
SPOT, RSVP TO
RSVP@DORNSIFE.USC.EDU**

WALK-INS WELCOME

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



Department of Philosophy

09·06·11

**LOGIC AND PARADOXES:
TRUTH, ANALYTIC
PHILOSOPHY AND FUN**
*TOMMY TROJAN, PROFESSOR
OF PHILOSOPHY*

5 – 6 P.M.

**DOHENY MEMORIAL LIBRARY,
INTELLECTUAL COMMONS**

Officium es maximus maximum nobis ium a parupti od experecus ea nonse nobis eost fac- cabo reptati consequae duntiat emquaeate es atiatempore et et placerum que eos as sit et ut qui adi volupta sperores deribust offic tem int quates eossum sam, adit quodia veroreium etus. Sed magnate volorum remporibus es earum laut et mosapellest, quae volupta cullaborist lab ipsaeritat. Idel is quis sam, quiatus alit eations edigend ellaborentis alique volest aute consequi sequi sit optas ellitium et audae nam dun- tion seceaquatia con eatur.

TO SECURE YOUR SPOT, RSVP TO RSVP@DORNSIFE.USC.EDU - WALK-INS WELCOME

USCDornsife

USC Dornsife Applications **E-mail Signature and Powerpoint Templates**

The type spec for the approved e-mail signature is Times New Roman, Regular, 11 point. Everything should be set in black except the “USC” in academic unit names and “University of Southern California,” which should be set in cardinal or red.

Name
Title

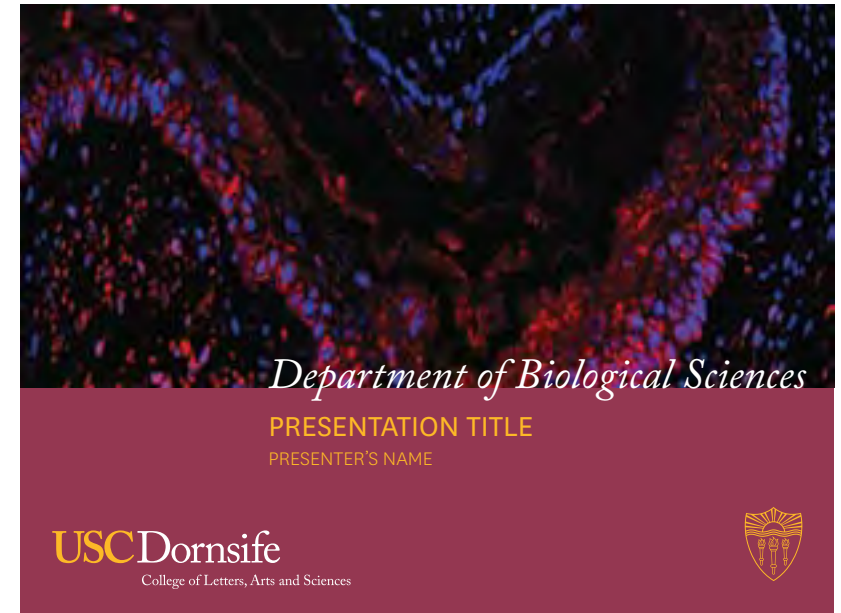
University of Southern California
Address line 1
Address line 2
Los Angeles, CA 12345-6789
Phone: (213) 123-4567
name@dornsife.usc.edu

University spec

Name
Title
Department

USC Dana and David Dornsife
College of Letters, Arts and Sciences
University of Southern California
Address line
Los Angeles, CA 12345-6789
Phone: (213) 123-4567
Fax: (213) 123-4567
name@dornsife.usc.edu

Academic unit spec



Opening Powerpoint slide with department (top),
interior section Powerpoint slide (bottom).

Suggested design options for social media sites.



Vertical informal USC Dornsife logotype (above)

Vertical informal USC Dornsife department logotype (right)

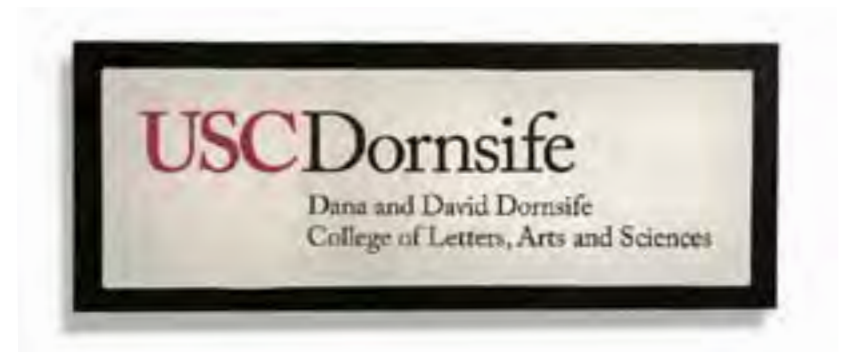
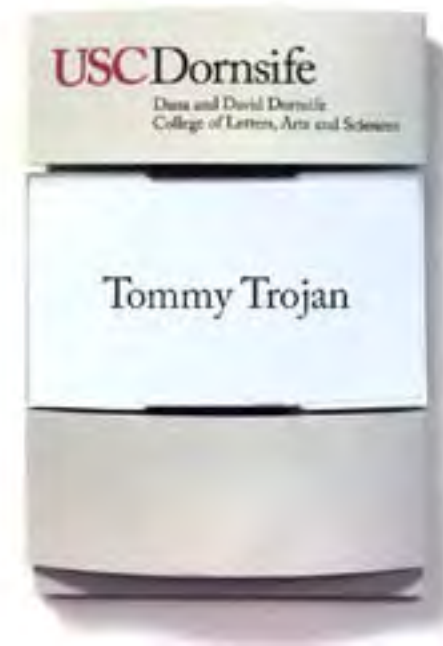


Vertical formal USC Dornsife logotype (above)

Vertical informal USC Dornsife office logotype (right)

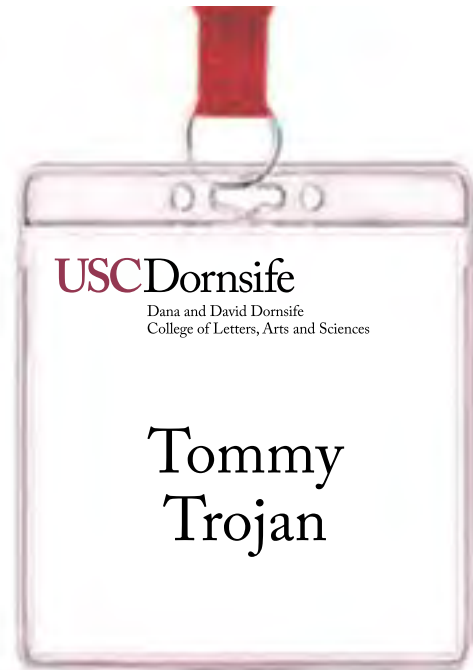
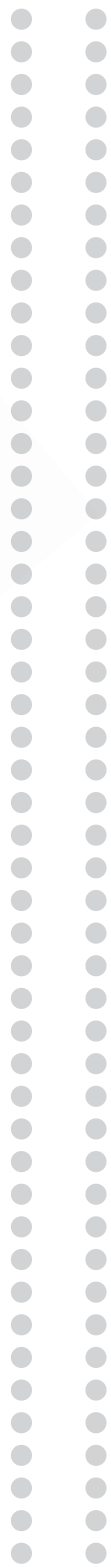
Vertical informal USC Dornsife department logotype (right)

Suggested design options for USC Dornsife banners and interior signage.



USC Dornsife Applications **Ancillary Items**

Suggested design options for USC Dornsife pen, flash drive, lapel pins and nametag.



Suggested design options for USC Dornisife T-shirts and jacket.



Informal logotype without descriptor on front, formal logotype on sleeve



Informal institute logotype on front; formal logotype on sleeve



Slogan on front; formal logotype on sleeve



Informal logotype without descriptor on front

USC Dornsife Applications **Ancillary Items**

Suggested design options for USC Dornsife mug, hat, water bottle, license plate frame, mouse pad, and tote bag.



Mug



Informal logotype (no descriptor) on front; regular-use shield on back



Water bottle



License plate frame



Mouse pad
(Cropping of shield is approved)



Tote bag

Whether you're producing a brochure, a Web site, a grant proposal or a banner, incorporating USC Dornsife's new graphic identity will result in a strong visual identity for the university as a whole. Should you have questions as you proceed, there are many groups that can help you.

For questions pertaining to the USC Dornsife Graphic Identity Program, contact the USC Dornsife Office of Communication at **communication@dornsife.usc.edu**. Visit **dornsife.usc.edu/identity** for more information on obtaining USC Dornsife logotypes, including those for departments, programs, institutes, centers and offices, as well as electronic letterhead.

For questions pertaining to 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.

For questions pertaining to spirit marks, athletic marks and merchandise, contact Trademarks and Licensing Services at **trdmarks@usc.edu** or visit **usc.edu/trademarks** for more information.

For questions pertaining to stationery, contact USC Purchasing Services at **213 740 9786** or e-mail **smartens@usc.edu**.

Q Why do I need to follow brand guidelines?

A The University of Southern California is a single institution, a trademark that stands for quality in higher education, research, health care, and a variety of other programs and activities. Given this diversity, it is necessary to establish a set of guidelines that position the university's identity under one unified set of standards.

Q May I create an official USC monogram or an official wordmark by typing University of Southern California or a USC academic unit's name in Adobe Caslon Pro?

A No. The approved USC monogram and wordmark as well as USC academic unit wordmarks have been carefully and uniquely designed by identity specialists and thus must be accessed by downloading the graphics files. You may seek the advice and assistance of a graphic designer to use these files properly.

Q Can I create my own custom icon, wordmark or logotype for an academic unit, department, program, institute, center or office?

A No. To maintain consistency throughout the system, the program prohibits the use of any additional iconography, marks, artwork, wordmarks or logotypes outside of the approved logotypes, wordmarks, university seal, shield, and Trojan Head (the latter may only be used for spirit-related applications). Existing iconography can be used as illustrative elements.

Q Can I use the seal instead of the shield?

A The seal and the shield are not interchangeable. The shield is the primary academic mark; the seal is to be applied to formal applications such as gala invitations and legally sanctioned or official documents such as diplomas and certificates of merit.

Q Can I use the shield element by itself without the wordmark or monogram?

A Yes, in limited applications, the shield may be used as a graphic element. However, it should never be used as the only representation of the university. The shield should always be isolated from academic unit logotypes.

Q When using an academic unit logotype, do I also have to use one of the university logotypes?

A Whenever possible, it is recommended that the primary university logotype be used in conjunction with the academic unit logotype, as on the Web. In applications in which space is limited, it is recommended that the primary university monogram or the words "University of Southern California" be used to help reinforce the connection between the academic unit and the overall university identity.

Q Are the approved typefaces (Adobe Caslon Pro and National) available for free?

A Licensing restrictions prevent us from distributing the typefaces for free. Visit usc.edu/identity for information on purchasing Adobe Caslon Pro and National.

Q Where can I get approved artwork to be in compliance with the USC Graphic Identity Program?

A You can download the approved artwork and assets by visiting usc.edu/identity.

Q Where can I get approved artwork to be in compliance with the USC Dornsife Graphic Identity Program?

A Visit dornsife.usc.edu/identity for more information on obtaining USC Dornsife logotypes, including those for departments, programs, institutes, centers and offices, as well as electronic letterhead.

Q Who owns the copyright to USC artwork?

A The University of Southern California is the copyright owner by origination or assignment of any representation of a USC mark. Please contact USC Trademarks and Licensing if you have further questions about ownership of copyrights.

Q How do I order letterhead, envelopes and business cards?

A The university's approved stationery vendors have all of graphic elements and assets for the USC Graphic Identity Program, including those for USC Dornsife and all USC academic units.

TO ORDER STATIONERY

- Go to usc.edu/purchasing
- Click on Trojan e-Market and Log-in
- Click on Search for Contract Supplier
- For Business Cards enter: Corporate Graphics
- For Letterhead enter: Letterhead Factory

You will be prompted with instructions for personalizing your stationery items and asked to fill out your contact information in the appropriate fields. If you have any questions, contact USC Purchasing Services at **213 740 9786** or e-mail smartens@usc.edu.

Academic Marks

Academic marks are the official symbols of the university's academic and administrative departments. These marks include the following elements: the monogram, the university seal, the university shield and the wordmark.

Athletic Marks

Athletic marks are the official symbols of the USC Athletic Department for its intercollegiate sports teams. These marks include: The SC Interlock, Baseball Interlock and Trojan Football Helmet Heat.

Configuration

The prescribed relationship among the sizes and positions of two or more graphic elements within a wordmark.

Logotype

The logotype is a combination of the approved graphic identity elements. The primary USC logotype consists of the university shield, monogram and primary wordmark. Combined in a precise manner, these elements create a distinct logotype for USC. The formal logotypes for academic units consist of the university monogram, academic unit wordmark and academic unit descriptor. Combined in a precise manner, these elements create a distinct, yet unified, logotype for each academic unit.

Monogram

The monogram is the shorthand identifier for the University of Southern California. It can be used in various combinations: alone, with the university seal, shield or the university name.

Small-use Version (of the logotype)

The version to be used whenever the final size of the reproduced artwork is to be less than the cut-off size specified for that logotype.

Spirit Marks

Spirit marks are expressions of school spirit and are used primarily on products for university students and alumni. These marks include: The USC Block Letters, Trojan Head and Trojan Block Letters.

University Seal

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.

University Shield

The university shield is the primary identifier of the University of Southern California. It should be used in the most primary applications and expressions of the identity, as a stand-alone graphic element or in conjunction with the primary wordmark. The university shield exists as the center of the official USC seal and has been updated to meet today's standards for print and digital applications.

Wordmark

The wordmark is a unique typographic signature that displays the USC name and the academic unit names. It was developed from a modified version of the approved university typeface Adobe Caslon Pro. Do not alter or attempt to create the wordmark in any way.

USC Dornsife Office of Communication
communication@dornsife.usc.edu
dornsife.usc.edu/identity

USCDornsife

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College of Letters, Arts and Sciences

