USC Gould School of Law
Graphic Identity Program

USCGould

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 brand guidelines for the University of Southern California's Graphic Identity Program, these brand guidelines are designed to help you use the power of the USC brand most effectively. 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**.

I am pleased to introduce USC's Graphic Identity Program, a system that provides a strong, consistent look for the university across a range of media and materials.

This program includes a redesigned USC logo and monogram as well as updated typefaces, and comes with the enthusiastic approval of the university's Board of Trustees. Our new look reflects many elements of our previous graphic identity, including the use of the university shield, taken directly from our historic seal. As a community, we endeavor to integrate this new system into all USC materials.

This change signals USC's continued evolution and academic ascent. As USC assumes its place among the world's leading research universities, we must strengthen and align our graphic identity to reflect the exceptional caliber of our students, faculty, academic units and programs. In a very literal sense, we will tell our university's story with new tools, ones that reflect our community's collective ambition, optimism and creativity.

We look forward to writing that story together, as a strongly unified community.

C. L. Max Nikias
President
University of Southern California

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.

You can download the approved USC Graphic Identity Elements and assets by visiting: **identity.usc.edu/print/elements**

The university monogram is the "shorthand" identifier for USC.

When to use

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. 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.*

USC

USC
0.25"

small-use version
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.

When to use

The best use for the wordmark is in instances where the use of the full logo (logotype combines with shield or seal) is not appropriate or possible. *Do not alter or attempt to recreate these elements in any way. Always use approved artwork.*

University of Southern California
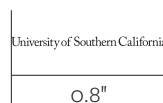
Two-line flush-left wordmark configuration

University of
Southern California

0.5"

small-use version
No maximum usage restriction.
Minimum usage is 0.5 inches wide.

University of Southern California

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

University of Southern California

0.8"

small-use version
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 (p.6) and informal (p.8) logotypes. 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).
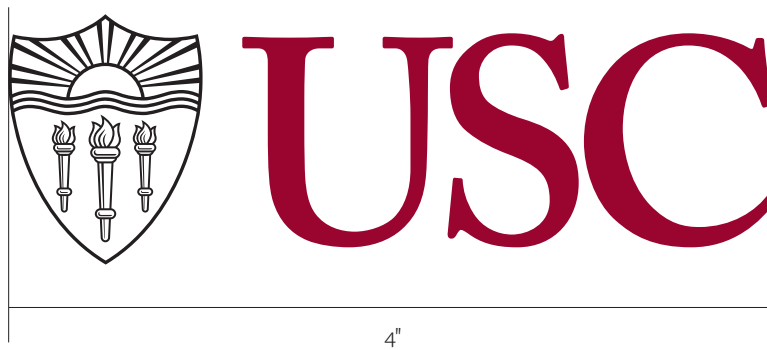
The **small-use** version contains the small-use shield.
Maximum usage is 6 inches wide. Minimum usage is 1.5 inches wide.

The primary monogram combination consists of the university shield and the monogram.

When to use

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.*

4″

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

1″

The **small-use** version contains the small-use shield.
Maximum usage is 4 inches wide.
Minimum usage is 1 inch wide.

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.

When to use

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 6 inches wide (shown above).

3.4"

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.

When to use

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.*

4"

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

2.4"

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.

When to use

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.*

USC **+** University of Southern California **=**

USC University of Southern California

0.75"

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

USC University of Southern California

0.5"

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.

When to use

Combined in a precise manner, these elements create distinct logotypes for USC's academic units. *Do not alter or attempt to recreate these elements in any way. Always use approved artwork.*

USC + **Gould** + School of Law **=**

university monogram — academic unit wordmark — academic unit descriptor

USCGould

School of Law

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.

USCGould

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.

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.

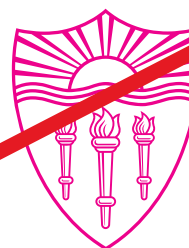**Don't** reproduce the seal in an unapproved color.

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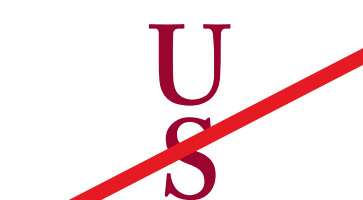
Don't add any outlines, strokes or dropshadows to the monogram.

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.

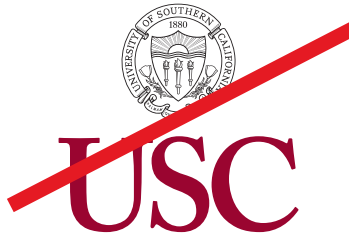**Don't** center the shield over the wordmark. **Don't** stack the wordmark.
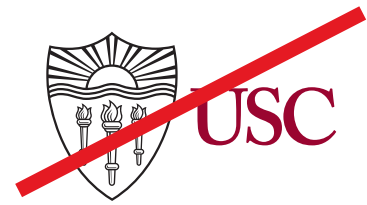
Don't center the seal under the wordmark.

Don't place the shield to the right of the wordmark.

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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 place the seal to the
right of the monogram.

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

Don't place the monogram
beneath the wordmark.

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 infor-
mal academic unit logotype.

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

How to use

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.

The elements of the USC Graphic Identity Program should never be placed over a busy photograph or patterned background (see p.16 for approved color combinations).

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

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.

How to use

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.
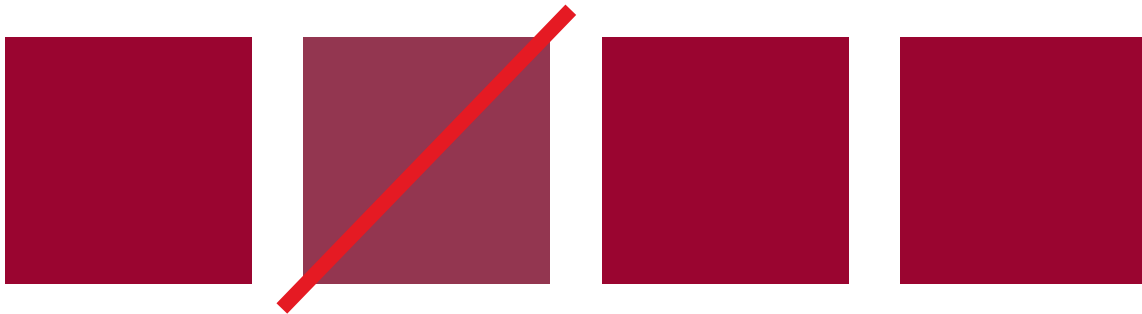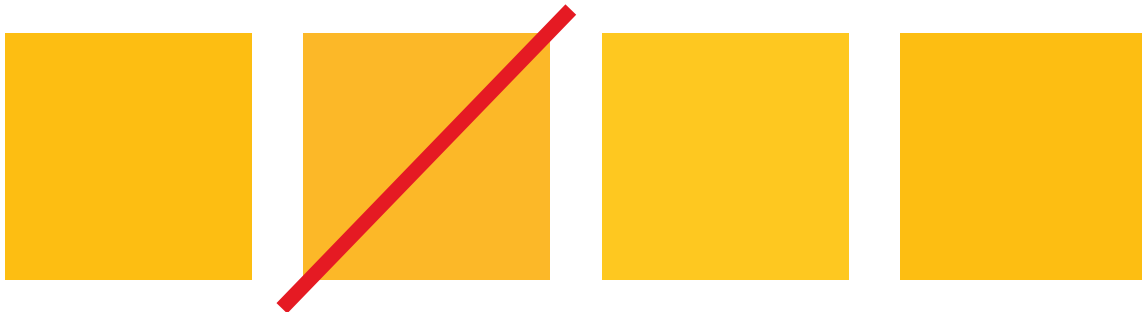
Official Colors

PMS 201C

PMS 123C

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.

How to use

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.

How to use

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

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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/print/typefaces** 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
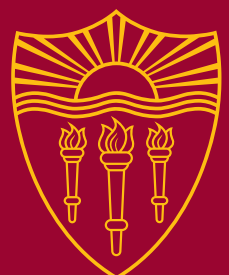***National Bold Italic***
National Extrabold
National Extrabold Italic
National Black
National Black Italic

USC Gould School of Law
Graphic Identity Program

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

This guide provides clear guidelines on use of logotypes, typefaces and colors associated with the USC Gould graphic identity. They represent a cohesive standards system that unifies the USC Gould identity and links it to the university's identity while still allowing for graphic distinction among USC Gould's numerous departments, programs, institutes, centers and offices.

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

Formal Logotype
Informal Logotype

Additionally, examples and templates are provided to assist you with easy application and use of USC Gould's graphic identity. If you have any questions about the USC Gould Graphic Identity Program, please contact:

Sandy Shin
Assistant Dean, Marketing and Communications
USC Gould School of Law
Los Angeles, CA 90089-0071

213-821-5697
sshin@law.usc.edu

You may visit **law.usc.edu/go/identity** for more information and a link to download logos and templates. You may also contact the Marketing and Communications office to obtain logos and templates at **marketing@law.usc.edu**.

This logotype combines the university monogram, the Gould 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 Gould. The monogram functions as the primary means to connect USC Gould to the larger university identity. This is the most formal expression of the USC Gould Identity.

When to use

Its presence in cardinal or other approved colors conveys the university identity wherever it appears. When combined with the USC monogram, the Gould wordmark and academic unit descriptor form a unique typographic signature that displays the name of our academic unit. The academic unit descriptor, "School of Law," is always present in the formal logotype. *Do not alter or attempt to create these elements in any way. Always use approved artwork.*

USC + **Gould** + School of Law =

university monogram   academic unit wordmark   academic unit descriptor

USC Gould
School of Law

USC Gould
School of Law

Horizontal Formal Logotype

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

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

Maximum size: None

Vertical Formal Logotype

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

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

Maximum size: None

USC Gould
School of Law

1.2"

small-use version

USC Gould
School of Law

0.625"

small-use version

This logotype does not carry the academic unit descriptor.

When to use

It should be used in the most informal expressions of the USC Gould 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 create these elements in any way. Always use approved artwork.*

USC Gould

Horizontal Informal Logotype Without Descriptor

Applications: The informal logotype should be used in the most informal expressions of the USC Gould identity and in applications in which space is limited. The informal logotype is most often used on applications targeted toward internal audiences.

Minimum size: .75 inches wide.

Maximum size: None

USC Gould

Vertical Informal Logotype Without Descriptor

Applications: The vertical informal logotype should be used in the most informal expressions of the USC Gould identity and in applications in which space is limited. The informal logotype is most often used on applications targeted toward internal audiences. The vertical informal logotype should be used in applications where other horizontal configurations are not appropriate.

Minimum size: 0.475 inches wide.

Maximum size: None

USC Gould

.75"

small-use version

USC Gould

0.475"

small-use version

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The legibility and distinction of the USC Gould logotype is very important.

How to use

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.

Horizontal logotype

Minimum Clear Space: The minimum required space around the logotype should be half the logo- type'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 Gould logotypes.

How to use

As a standard, two colors—Pantone 201C, Pantone 123C and black (including their CMYK and RGB equivalents)—should be used. The university monogram is the central connection through the entire program and should always appear in the brighter or more dominant of the two colors.

White background
When the logotype appears on a white background, it should run black and the monogram runs cardinal

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.

USC Gould
School of Law

Grayscale
USC monogram reproduces at 50% black.

USC Gould
School of Law

USC Gould
School of Law

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 Gould
School of Law

USC Gould
School of Law

Unapproved Color Combinations

USC Gould
School of Law

USC Gould
School of Law

The official name of the school is the USC Gould School of Law. The approved identity to apply to the school is the formal (or informal) USC Gould logotype. Materials using prior USC Law logos should be replaced. Materials using the prior USC logo should be replaced as well.

The school should not be branded "USC Law" or "The USC Law School"

If you wish to refer to the school as "The Law School" or "USC Law" in editorial content, you must refer to the school as the "USC Gould School of Law" in the first instance. Following that in the proceeding content it can be referred to as "The Law School" or "USC Law."

In terms of brand identity, it is imperative that the USC Gould logotype is used as the primary brand indicator on any digital, print or merchandise items. This mandate is required to create a consistent look for the school across a range of media and materials. The USC Gould School of Law is always working to strengthen and align our graphic identity to reflect the exceptional caliber of our students, faculty, academic and programs.
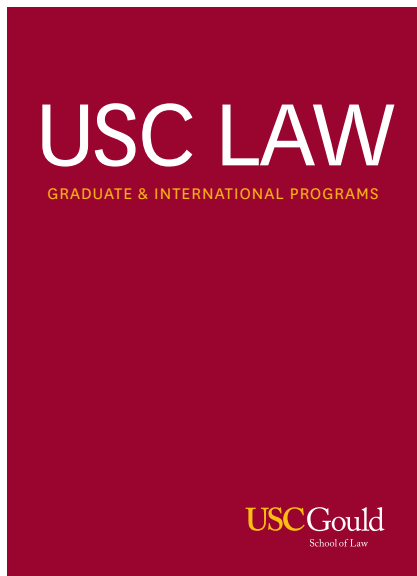
USC Law as a descriptor

When presenting the USC Gould School of Law to an audience that may be unfamiliar with the USC Gould brand identity it may be appropriate to utilize "USC LAW" as a descriptor.

Graphic representation

When combining the words "USC LAW" and the USC Gould logotype always set the "USC LAW" in the approved National typeface. Also, set the "USC LAW" in all uppercase. This will clearly set "USC LAW" as a title/descriptor apart from the USC Gould brand.
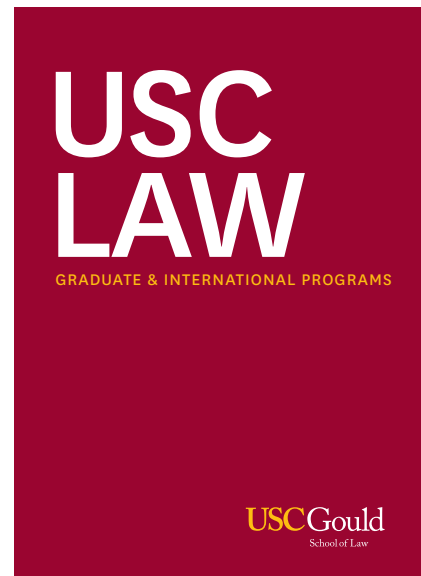
The USC Gould logotypes should not be altered in any way, such as extending, condensing, outlining, adding borders, special effects or drop shadows, or attaching other icons. These are a few examples of incorrect usage.

Don't stack "Gould" above monogram.

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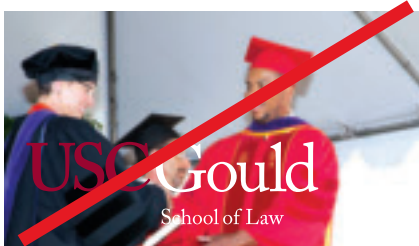
Don't center

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

Don't align flush right.

Don't use non-dominant color for USC monogram.

Don't place logotype on top of a busy photograph or patterned background

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 attempt to recreate any USC logotype. Always use approved artwork.

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The USC Graphic Identity Program has been designed specifically to allow complex entities such as USC Gould, 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 Gould wordmark next to the university monogram.

How to use

Specific departments, programs, institutes, centers and offices are represented by a descriptor line paired with the university monogram, Gould wordmark and academic unit descriptor.

To maintain consistency throughout the university system, the USC Gould program prohibits the use of any additional iconography, marks or artwork in conjunction with department, program, institute, center or office logotypes.

Questions regarding sub-unit descriptor or if a new sub-unit logotype is needed, please contact the USC Gould Marketing and Communications office at **marketing@law.usc.edu**. *Do not alter, create or recreate the logotype or sub-unit descriptor in any way. Always use approved artwork.*

USC + **Gould** + School of Law + *Saks Institute for Mental Health Law, Policy, and Ethics* =

university monogram   academic unit wordmark   academic unit descriptor   sub-unit descriptor

USCGould
School of Law
Saks Institute for Mental Health Law, Policy, and Ethics

USCGould

School of Law
Saks Institute for Mental Health Law, Policy, and Ethics

Horizontal Formal Department/Center/Institute

Applications: Stationery and publications geared toward an external audience.

Minimum size: 1.5 inches wide

Maximum size: None

Proportion: Horizontal lines of type should not be allowed to run long, and should be broken to keep the logotype visually proportionate.
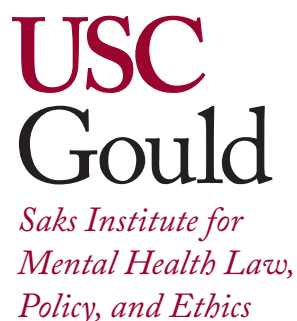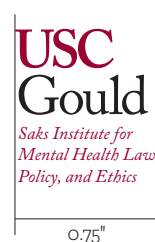
USC Gould

School of Law
Saks Institute for Mental Health Law, Policy, and Ethics

Vertical Formal Department/Center/Institute

Applications: Stationery and publications geared toward an external audience where horizontal space is limited.

Minimum size: 0.75 inches wide

Maximum size: None

Proportion: Horizontal lines of type should not be allowed to run long, and should be broken to keep the logotype visually proportionate.

USCGould

Saks Institute for Mental Health Law, Policy, and Ethics

Horizontal Informal Department/Center/Institute

Applications: Ancillary Items (pens, t-shirts, tote bags, etc.) for which space is limited; also for print media such as campus event posters and publications that are geared toward an internal audience. 1.4 inches wide

Minimum size: 1.4 inches wide

Maximum size: None

Proportion: Horizontal lines of type should not be allowed to run long, and should be broken to keep the logotype visually proportionate.

USC Gould

Saks Institute for Mental Health Law, Policy, and Ethics

Vertical Informal Department/Center/Institute

Applications: Select applications such as social media logo fields and posters for which horizontal space is limited and a vertical configuration is optimal to ensure readability.

Minimum size: 0.75 inches wide

Maximum size: None

Proportion: Horizontal lines of type should not be allowed to run long, and should be broken to keep the logotype visually proportionate.

USCGould

School of Law
Saks Institute for Mental Health Law, Policy, and Ethics

1.5"

small-use version

USC Gould

Saks Institute for Mental Health Law, Policy, and Ethics

0.75"

small-use version

Using USC Gould Saks Institute for Mental Health Law, Policy, and Ethics as an example, this page provides guidelines for approved color combinations for academic unit logotypes and sub-unit designators.

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

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.

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

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.

Unapproved Color Combinations

The academic unit logotypes, exemplified here by USC Gould, should not be altered in any way, including extending, condensing, outlining; adding borders, special effects or drop shadows; or attaching other icons. The graphics on this page illustrate a few examples of incorrect usage.

Saks Institute for Mental Health Law, Policy, and Ethics

USCGould

School of Law

Don't place the sub-unit descriptor above the monogram and school name. **Don't** align the academic unit descriptor and sub-unit descriptor with the monogram.

USCGould

School of Law

Saks Institute for Mental Health Law, Policy, and Ethics

Don't combine shield with any version of the academic unit logotype.

USCGould

Saks Institute for Mental Health Law, Policy, and Ethics

Don't place the academic unit name to the left of the monogram. **Don't** center the contents of the logotype.

USC

Saks Institute for Mental Health Law, Policy, and Ethics

Gould

School of Law

Don't rearrange components within logotype.

USC
Gould

Saks Institute for Mental Health Law, Policy, and Ethics

Don't use a non-dominant color for the USC monogram. **Don't** center the contents of the logotype.

USCGould

School of Law

Saks Institute for Mental Health Law, Policy, and Ethics

Don't place the logotype on top of a busy pattern or complex photograph.

USCGould

Saks Institute for Mental Health Law, Policy, and Ethics

Don't string the sub-unit descriptor in one long line. Break it so that the longest line is just slightly longer than the academic unit name.

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The applications shown in this section include approved designs for USC stationery as well as inspirational examples of how to use the various elements of the graphic identity system on print and web platforms.

All USC 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 information about approved vendors and ordering printed stationery. The approved vendors have all graphic elements and assets associated with the USC Graphic Identity Program, including those for all USC academic units.

For questions about USC Gould stationery orders, please contact Lisa Escobar, Director of Administrative Services at lescobar@law.usc.edu or 213-740-2608.

Each academic unit has letterhead with their formal logotype in the top left. The left and right margins of the letterhead have been established as a university-wide standard at 1.25 inches and 0.75 inches respectively. The university's stationery vendor has all approved artwork and assets needed to accurately produce stationery items within USC's approved system guidelines, as shown.

USCGould
School of Law

DEP
Administra
Administr

Date

Addressee's Name
University of Southern California
Company
Street Address Line 1
Street Address Line 2
City, State, Zip

Salutation,

The copy you are now reading is not the actual text to be typeset. It is placed here in lieu of the type to be used, so that it will resemble a complete job in every respect. For now, its purpose is for size and visual reference only. Atem fuga. Commolore est, sunt quam illest, si conet andendi vendis porercium repe qui a sa nonsed mini int, expero ex earchic iendia volori audant labo. Nem et esciisim et adi dolor sequam rest, sum ut mil ea quistnus dundanit ut et qui cullupt porpost, quaestruntia incto idernatem.

Bus est utaeste mporum velectae illaborro qua aectemp eritatis abo. illaborro qua porpost, quaestruntia incto idernatem. Bus est utaeste mporum velectae illaborro qua tia incto idernatem. Bus est utaeste mporum velectae illaborr idernatem. Bus est utaeste mporum velectae illaborro qua tia incto idernatem. Bus est utaeste mporum velectae illaborro quaerup tusdam, sit as porpost, quaestruntia incto idernatem. Bus est utaeste mporum velectae o quaerup tusdam, sit as porpost, quaestruntia incto idernatem. Bus est utaeste mporum velectae illaborro qua perum as nullacc ulluptia ideles aditi offictate nime sintotae. Ad ma poreptat aspernat.

Agnist, aut offic tem endersp isitiuntorum eatet quo ventiande rectium ullantio dolupta dolupti que nonseque vel molorio nonsed mini int, expero ex earchic iendia volori audant labo. Nem et esciisim et adi dolor sequam nonsed mini int, expero ex earchic iendia volori audant labo. Nem et esciisim et adi dolor sequam rest, sum ut mil ea quistrumqui doloreh endandunt qui dolorem porpost, quaestrun porpost, quaestruntia incto idernatem.

Closing,

Signatory Name
Title
USC Communications

University of Southern California
699 Exposition Blvd., Los Angeles, California 90089-1234 • Tel: 213 821 1234 • Fax: 213 740 1234

Two-color academic unit letterhead shown at 50% actual size.
Actual size of letterhead is 8.5 x 11".

USCGould
School of Law

DEPARTMENT

University of Southern California
699 Exposition Blvd., ABC 123
Los Angeles, California 90089-1234

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

USCGould
School of Law

JOHN DOE
Executive Director of Operations
Department of Operations

University of Southern California
699 Exposition Blvd., Suite 1234
Los Angeles, California 90089-0000
Office: 213 740 1234 Fax: 213 821 1234
E-mail: john.doe@usc.edu Web: site.usc.edu

Two-color academic unit business card shown at actual
size (3.5 x 2"). Left margin aligns with USC in
logotype; top and bottom margins are 0.2 inches.

To communicate the message that each academic unit is part of the larger USC brand, all websites and electronic communications must carry an expression of the USC identity in addition to the academic unit identity.

How to use

The standard placement of the primary logotype on webpages is in the upper right-hand corner. The only exception is the main USC homepage, where it appears in the upper left-hand corner in a larger configuration. The USC Gould formal logotype should always appear in the left hand portion of the masthead. The logo should always appear at least 200 pixels wide.

You may visit **law.usc.edu/go/identity** for examples of recommended web applications, as well as a link to download logos.

Approved design for lower third identifiers and the USC Gould video slate.

Name Here
Sub Title Here

USC Gould

The lower third design incorporates the informal USC
Gould logotype and the horizontal cardinal rule.

To communicate the message that each academic unit is part of the larger USC brand, all e-newsletters and electronic communications must carry an the USC identity in addition to the USC Gould identity.

You may visit **law.usc.edu/go/identity** for a link to download logos and e-newsletter headers.

USCGould
School of Law
Alumni Association

USC University of Southern California

Alumni Newletter   November 2014

In this Issue

USC Gould Alumni Association Annual Tailgate Photos - University Park Campus

USC vs. Cal Game Viewing Party at Levi's Stadium - Thursday, November 13, 2014 - Santa Clara, California

USC Gould & Marshall Alumni Mixer - Wednesday, November 19, 2014 - Newport Beach, California

USC Gould Alumni Association San Diego Alumni Mixer - Tuesday, December 2, 2014 - Del Mar, California

USC Gould Santa Barbara Alumni Reception - Tuesday, December 9, 2014 - Santa Barbara, California

USC Gould Alumni Association Holiday Party & Toy Drive - Saturday, December 13, 2014 - Los Angeles, California

USC Gould School of Law Bar Admission Ceremony- University Park Campus

Executive Board Members
Nina B. Ries '01
  President
Jon R. Robertson '87
  President Elect
Daniel B. Guggenheim '04
  Chair of Regional Programs
Erin K. McCann '09
  Chair of Programs
Todd R. Moore '97
  Chair of Communications
Teri L. Paul '85
  Chair of USC Gould &
  USC Relations
Board Members
Evan L. Abrams '08
David M. Ajalat '12

USC Gould Alumni Association Annual Alumni Tailgate
USC Gould School of Law University Park Campus

Dean Robert K. Rasmussen and Professor Rebecca Brown

We are happy to report that over 525 members of the law school community attended our annual USC Gould Alumni Association Tailgate on October 18, 2014. Alumni, students, faculty, staff and friends came together on the steps of the law school and enjoyed a day of camaraderie in celebration of

Example of an E-newsletter

Below are approved PowerPoint templates, as shown by a content (data) slide and an opening (holding) slide.

You may visit **law.usc.edu/go/identity** for a link to download logos and PowerPoint templates.

The USC Law Magazine uses Adobe Caslon Pro and National typefaces throughout. Covers always include a reference to "USC Gould School of Law" in the secondary masthead line. The Horizontal Informal Logotype Without Descriptor (p.24) should be placed in the bottom right of the cover. The table of contents will always include the USC Formal Logotype.

USC L
MAGAZINE
aw

FOR FRIENDS AND ALUMNI OF THE **USC GOULD SCHOOL OF LAW** | ISSUE 05 | SPRING/SUMMER 2014
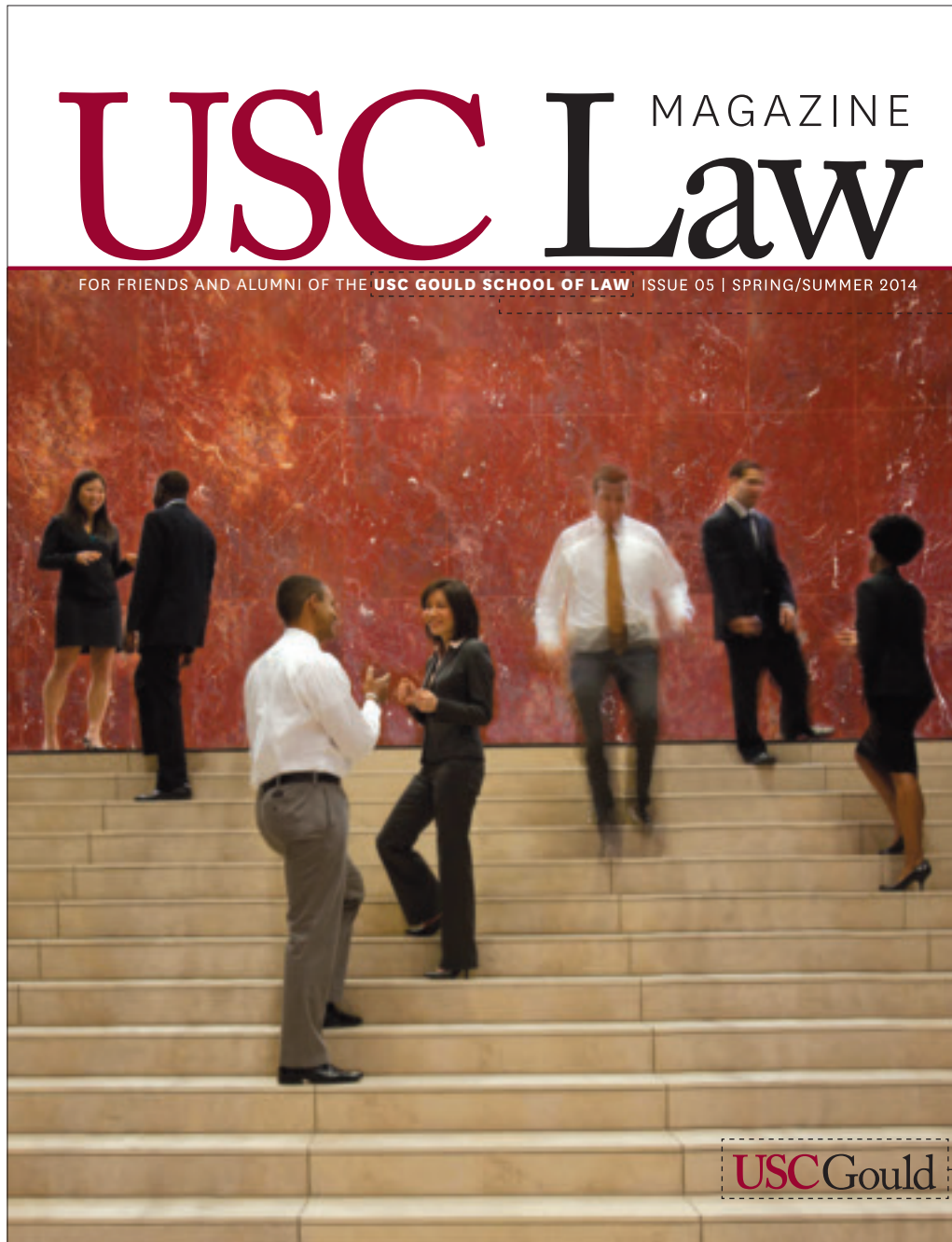
Must include a reference to
USC Gould School of Law
if the logo is not directly
incorporated

USC Gould

Cover must include
the Horizontal Informal
Logotype (if placed over an
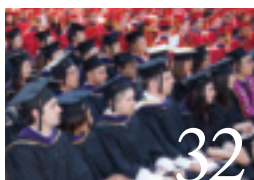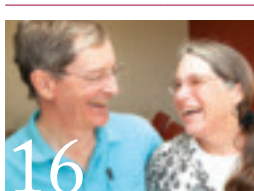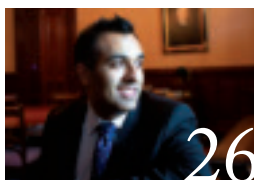image, the image can not be
busy or heavily patterned)

dean's message

As cheers for the Class of 2014 give way to the preparations for the coming academic year, there is much for our community to celebrate and much for us to accomplish together. Our school over the decades has thrived on change. We always look for new and innovative ways to train the legal professionals who are essential to our society.

This past spring, USC Gould launched our $150 million capital campaign. At this time of unprecedented change in the legal profession, we must reinvest in our core strengths: a talented student body passionately committed to learning and inclusion; a faculty that provides a rigorous education and produces scholarship that helps us better understand our legal system; and an environment that fosters collegiality and respect. At the same time, we need to continue with initiatives that build ties across USC, Los Angeles and indeed the world.

This fall we will launch our online LL.M. program for international lawyers. Law has become a global practice, and as the growth of our residential LL.M. program illustrates, there is a world-wide demand for a USC Gould legal education. Our first foray into online education is designed to deliver the same high-quality instruction to those who cannot restructure their professional and personal

"At this time of unprecedented change in the legal profession, we must … continue with initiatives that build ties across USC, Los Angeles, and indeed the world."

lives to come to campus for a full year. Those of you who have not had the opportunity to visit USC Gould recently would be amazed at the international reach of our school.

We see great demand for our J.D. program as well, with applications increasing by five percent during an admissions cycle that saw applicants nationwide decline by roughly 10 percent. While we are still putting the finishing touches on the Class of 2017, I am confident that those who join us this

As many of you have heard, the coming year will culminate my tenure as dean of our great school. There will be time to recount all that we have accomplished over these past seven years, but now is the time to keep moving forward. Our school has changed the lives of many over the decades. Generations of students have learned to "think like a lawyer" in our classrooms. As alumni, you translate this education into making our society a more just society. With this legacy in mind, I am confident that I can count on each of you to continue to work together towards ensuring that the best days for our school lie ahead.

Best,

Robert K. Rasmussen
Dean and Carl Mason Franklin Chair in Law, and Professor of Law and Political Science

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FEATURE STORY

USC Law
MAGAZINE

SPRING | SUMMER 2014

USC University of
Southern California

Table of Contents must include the USC formal logotype

Applications **Event Flyer** (headshot image example)

Suggested design options for general or departmental event flyers.

You may visit **law.usc.edu/go/identity** for a link to download logos and Microsoft Word templates.

The 2005 Roth Lecture featuring

SENATOR EVAN BAYH OF INDIANA

Prominent leader of the democratic party will discuss national security, job growth and other key legislative priorities.

Tuesday, March 22 at 4:00 pm

USC Gould School of Law

Room 7

RSVP at http://weblaw.usc.edu/rothlecture

Reception immediately following

Questions, please contact the USC Gould Events Office at (213) 740-3841

USCGould
School of Law

Priority 1: Event name
Note: if it's a long event name try to break it up so the main point can be made large and stand out

Priority 2: Event headline
Note: this line should be short and to the point. A good general guideline is about 10-15 words. The goal is to be able to get the read within a few seconds.

Priority 3: Time and place
Note: make sure to include the day the event falls on as well as the date.

Priority 4: RSVP & contact
Note: try to use easy to remember URLs.

Gould formal logotype MUST be on all flyers coming from the school.

This flyer was designed specifically with a .35" borders so that nothing cuts off when printed out of a printer.

The 2005 Roth Lecture featuring

SENATOR EVAN BAYH OF INDIANA

Prominent leader of the democratic party will discuss national security, job growth and other key legislative priorities.

Tuesday, March 22 at 4:00 pm

USC Gould School of Law in Room 7

RSVP at http://weblaw.usc.edu/rothlecture

Reception immediately following

Questions, please contact the USC Gould Events Office at (213) 740-3841

USCGould
School of Law

This flyer was designed specifically with a .35" borders so that nothing cuts off when printed out of a printer.

Applications **Event Flyer** (horizontal image example)

Suggested design options for general or departmental event flyers.

This flyer was designed specifically with a .35" borders so that nothing cuts off when printed out of a printer.

THE 2005 ROTH LECTURE FEATURING

Senator Evan Bayh of Indiana

**PROMINENT LEADER OF THE DEMOCRATIC PARTY
WILL DISCUSS NATIONAL SECURITY, JOB GROWTH
AND OTHER KEY LEGISLATIVE PRIORITIES.**

Tuesday, March 22 at 4:00 pm
USC Gould School of Law in Room 7

RSVP at http://weblaw.usc.edu/rothlecture
*Reception immediately following*
Questions, please contact the USC Gould Events Office at (213) 740–3841

USCGould
School of Law

This flyer was designed specifically with a .35" borders so that nothing cuts off when printed out of a printer.

Don't place text over an image (with or without a screen).

Don't make all headline text bold and the same size. Make sure to adhere to the hierarchy guidelines on previous pages.

Don't use more than 10-15 words for the content.

Don't reverse the primary logotype over the a busy image.
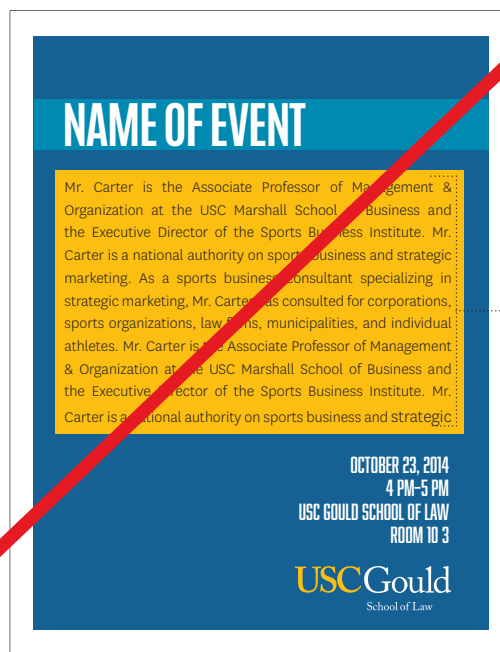
Don't use any other colors besides the approved cardinal and gold, especially blue.

Don't justify the text.

Don't use any fonts besides National and Adobe Caslon

Don't place text over an image (with or without a screen).

Don't make the body content bold or all caps. Always run in Adobe Regular or National Book or Regular.

Don't bring the image all the way to the edges of the paper. If it's printing our of your office printer, make sure there is at least a .35" margin all the way around.
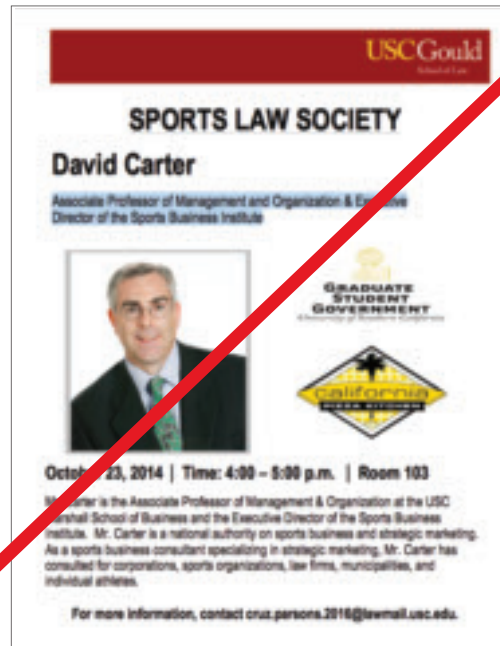
"Sports Law Society" should not be the lead information. This should be treated as a second or third read.

If you have to include other logos, make them smaller that the main USC Gould primary logotype.

Suggested design options for general or departmental brochures.

You may visit **law.usc.edu/go/identity** for a link to download logos.

Title *of*
Brochure

Ox nore dem. Il te cre orena re nis publiu culviri mi nequam nentis nos consinatia int. Facchuid nonfest

USCGould
School of Law

Sports Law Society

TITLE OF
BROCHURE

Ox nore dem. Il te cre orena re nis publiu culviri mi nequam nentis nos consinatia int. Facchuid nonfest

USCGould
School of Law

These examples were designed to fit into a #10 envelope

Title of the Brochure
Ox nore dem. Il te cre orena re nis publiu culviri mi nequam

USCGould
School of Law

This example is designed to fit a standard letter sheet, folded in half (5.5"w x 8.5"h)

Suggested design options for USC Gould street pole banners, stand-up banners and interior signage.

You may visit **law.usc.edu/go/identity** for a link to download logos and contact the Marketing and Communications office to obtain banner designs.
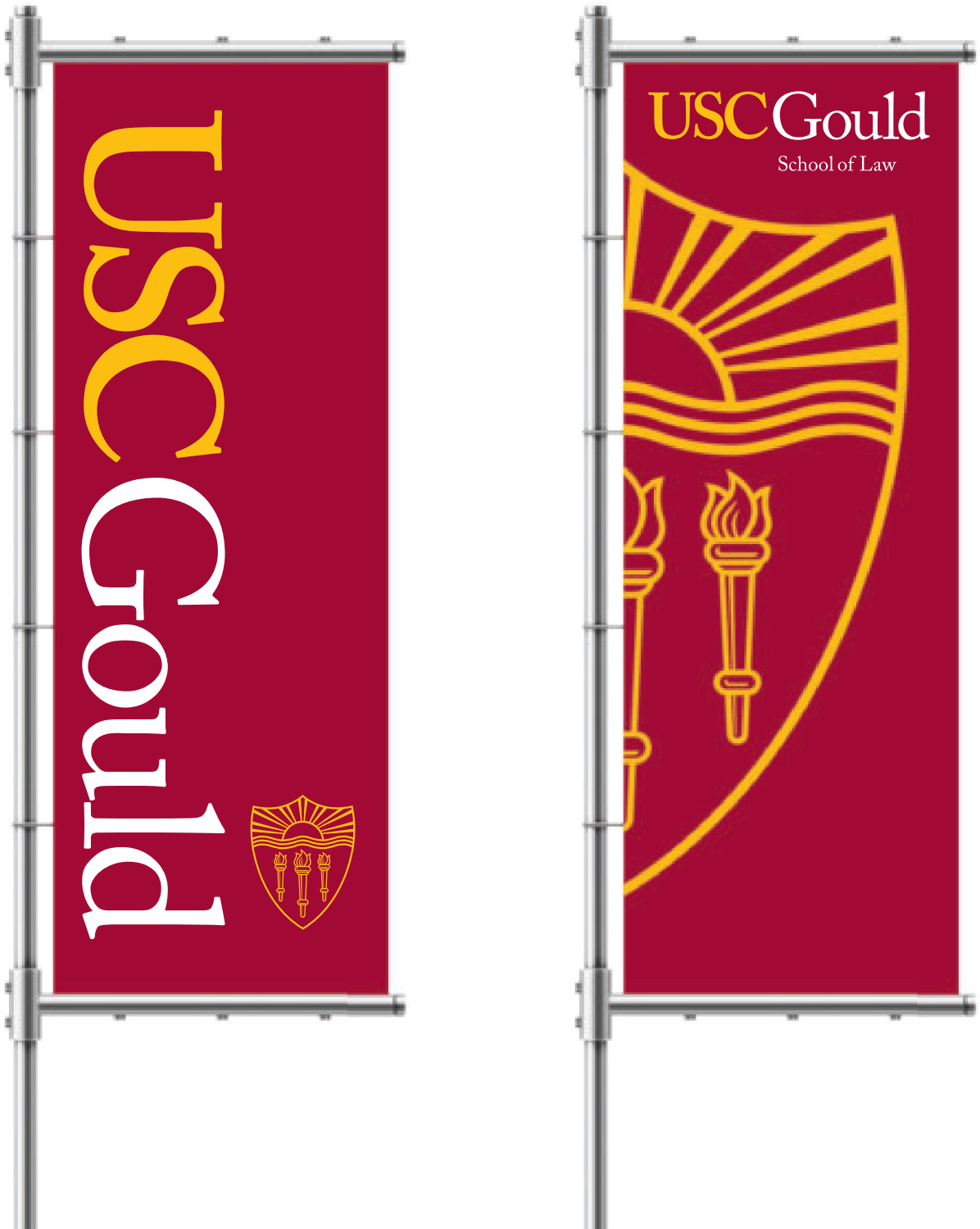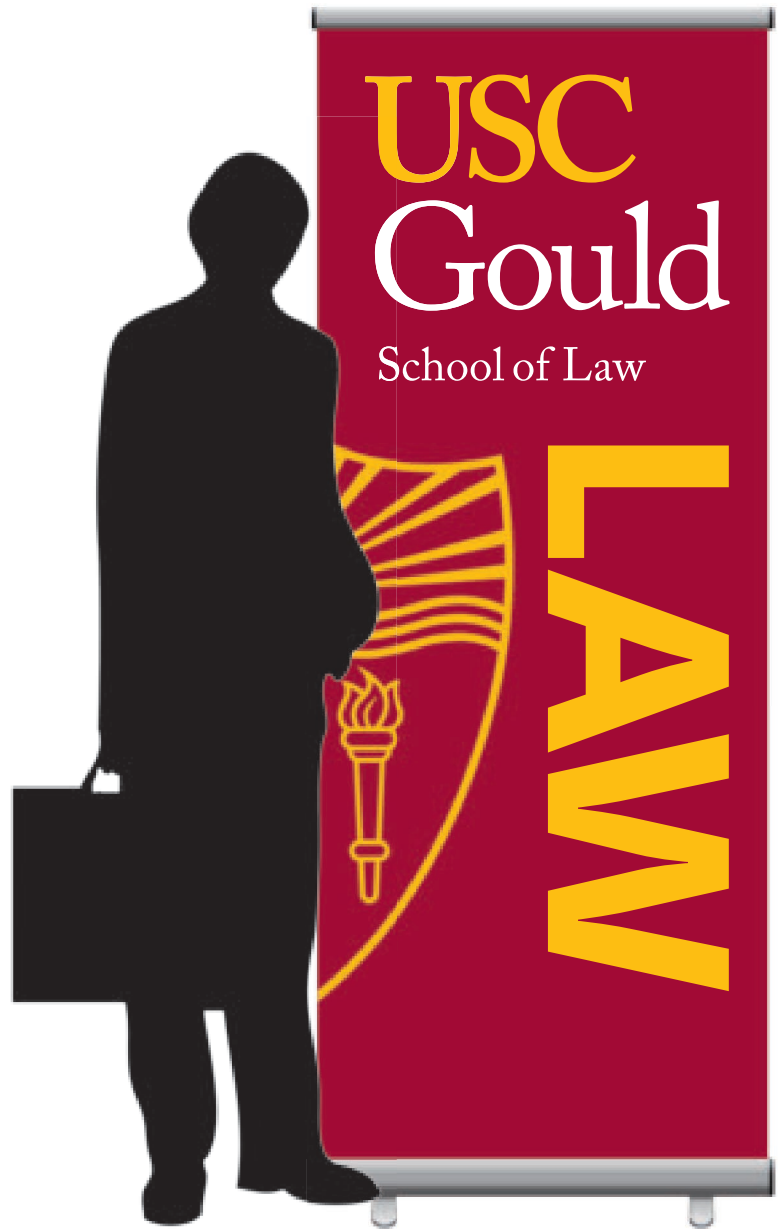
Suggested design options for USC Gould t-shirts and jackets.

Suggested design options for USC Gould zip drives, pens and hat. *The informal USC Gould logotype is used in these examples due to space limitations, small imprint areas and limitations when embroidering small type on fabric.*

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.

Ordering Stationery

For questions about USC Gould stationery, or to order stationery, please contact Lisa Escobar, Director of Administrative Services at lescobar@law.usc.edu or 213-740-2608.

USC Gould School of Law

For questions about the USC Gould Graphic Identity Program, contact the USC Gould Office of Marketing and Communications at marketing@law.usc.edu. The office can assist with obtaining USC Gould logotypes as well as electronic letterhead, templates for the flyers, brochures, banners, etc. The office will also review or assist with the development of any new department, program, institute and organizational logotypes to ensure proper compliance within the graphic identity guidelines.

You may visit **law.usc.edu/go/identity** for a link to download logos and templates. You may also contact the Marketing and Communications office to obtain logos and templates at **marketing@law.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 exceptional quality in higher education, research, healthcare, 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, the graphics files are available for downloading. You may seek the advice and assistance of a graphic designer to use these files properly.

Q May 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.

Q May I use the shield 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 Gould School of Law Graphic Identity Program?
A You may visit **law.usc.edu/go/identity** for more information and a link to download logos and templates.

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 at **trdmarks@usc.edu** 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 the graphic elements and assets for the USC Graphic Identity Program, including those for USC Gould and all USC academic units. Please contact Lisa Escobar at lescobar@law.usc.edu or 213-740-2608 to place stationery orders for USC Gould.

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.

Configuration

Configuration is 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, or with the university seal, shield or university name.

Small-use Version (of the logotype)

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

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, either 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 may be used 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.

Wordmark

The wordmark is a unique typographic signature that displays the USC name and the academic unit names.