USC Viterbi
Graphic Identity Program
I am pleased to announce USC Viterbi School of Engineering’s official implementation of the new USC Graphic Identity Program. This rebranding provides consistency and unifies the School under one shared set of images and symbols.

The new look reflects the School’s ascending position among the world’s elite research institutions. We also still retain many familiar elements from the previous graphic identity, including the university shield, the historic seal and the traditional font.

Identity systems and visual branding elements must be consistent, accurate and up-to-date. For your convenience, this style guide includes the tools and rules of how to implement the new identity in a systematic manner. I encourage you to employ and integrate this new system into all USC Viterbi media and materials. Thank you in advance.

YANNIS C. YORTSOS
Dean
USC Viterbi School of Engineering
Introduction to the USC Graphic Identity Program

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

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

The key to this graphic identity program is the system of wordmark, monogram and contrasting color. In order to maintain consistency throughout the system, the new graphic identity program prohibits the use of any additional iconography, marks or artwork outside of the approved university seal, shield and Trojan head (the latter, used for spirit-related applications only).

To learn more, go to usc.edu/identity.
USC Graphic Identity Program
The USC Graphic Identity Program has been designed to convey the unique qualities of the University of Southern California and is composed of a system of coordinated graphic elements, including:

The Seal
The Shield
The Monogram
The Wordmark

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

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

When consistently applied with the university’s full name, the elements of the graphic identity work together to create a coherent USC image. Along with the use of official university colors and typefaces in all university print, digital and product applications, these graphic elements create awareness, recognition and loyalty in the USC brand.
The university seal is the imprimatur of the University of Southern California. It should be used in the most formal applications and expressions of the identity, as a stand-alone graphic element or in conjunction with the primary word-mark 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.
The university shield is the primary identifier of the University of Southern California. It should be used in most applications and expressions of the identity, as a stand-alone graphic element or in conjunction with the primary wordmark and/or monogram. The university shield exists as the center of the official university seal and has been updated to meet today’s standards for print and digital applications. In limited applications in which the shield is used as a stand-alone graphic element, it may be cropped. **Do not alter or attempt to recreate these elements in any way. Always use approved artwork.**

**Regular-use Shield**

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

**Small-use Shield**

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

**Regular-use Shield**

No maximum usage restriction. Minimum usage is 1 inch wide.

**Small-use Shield**

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

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

University of Southern California

Two-line flush-left wordmark configuration

University of Southern California

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

No maximum usage restriction.
Minimum usage is 0.5 inches wide.
The primary USC logotype consists of the university shield, monogram and primary wordmark in a flush-left configuration. Combined in this specific manner, these elements create a distinct logotype for USC. The primary USC logotype should be used more frequently than the formal and informal logotypes (see pages 8 and 10). For optimal reproduction, two versions of this combination have been created for regular- and small-use applications. **Do not alter or attempt to recreate these elements in any way. Always use approved artwork.**

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

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

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

The small-use version contains the small-use shield. Maximum usage is 4 inches wide. Minimum usage is 1 inch wide.
The formal USC logotype consists of the university seal, monogram and primary wordmark in a flush-left configuration. Combined in this specific manner, these elements create a distinct logotype that is the most formal expression of the USC identity. Documents, publications and merchandise items displaying the university seal imply official sanction by the university. For optimal reproduction, two versions of this combination have been created, for regular- and small-use applications. **Do not alter or attempt to recreate these elements in any way. Always use approved artwork.**

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

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

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

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

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

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

**USC + Viterbi + School of Engineering =**

**USC Viterbi**  
School of Engineering

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.

**USC Viterbi**

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

Don’t reproduce the monogram using outlined letterforms.

Don’t center the seal under the wordmark.

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

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

Don’t center the seal over the monogram.

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

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 shield with any formal academic unit logotype.

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

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

PANTONE® is a registered trademark of Pantone, Inc. PANTONE is Pantone, Inc.’s check-standard for color reproduction.
Secondary Web Colors

- **Light Gray**
  - 30% Black
  - Hex: #CCCCCC

- **Dark Gray**
  - 70% Black
  - Hex: #777777

- **Black**
  - 100% Black
  - Hex: #000000

- **White**
  - Hex: #FFFFFF
The examples below illustrate the approved color combinations for USC logotypes. As a standard, two of the three colors—Pantone 201C, Pantone 123C or black (including their CMYK and RGB equivalents)—should be used. The USC monogram should always appear in the brighter or more dominant of the two colors.

**Cardinal background**

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

**White background**

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

**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 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](http://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*
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 associated with the USC Graphic Identity Program, including those for all academic units.

![USC University of Southern California Letterhead](image)

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 inches 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 inches.

Gold foil university business card shown at actual size (3.5 x 2 inches). Rag right type alignment.
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. 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. For complete guidelines and examples of recommended Web, mobile and social media applications, visit usc.edu/identity.
Closeup of the primary logotype, which should be placed in the top right corner of every USC webpage.

The formal USC Viterbi logotype is used on the USC Viterbi home page. The primary university logotype is used in the university branding bar.
USC Spirit Marks **USC Athletic and Spirit Marks**

Below are examples of the approved USC spirit marks. To request the use of these marks, or for questions pertaining to the Trojan Head, other spirit marks, athletic marks, and merchandise or promotional items, e-mail Trademarks and Licensing Services at trdmarks@usc.edu, or visit usc.edu/trademarks for more information.

**Athletic Marks**

Football Helmet Trojan Head

Trojans SC Interlock
Spirit Marks

Trojan Head (positive)

Trojan Head (reverse)

Traveler

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

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

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

- Formal Logotype
- Large Informal Logotype
- Small Informal Logotype
- Informal Logotype without Academic Unit Descriptor
This logotype combines the university monogram, the Viterbi 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 Viterbi. The monogram functions as the primary means to connect USC Viterbi to the larger university identity. Its presence in cardinal or other approved colors conveys the university identity wherever it appears. When combined with the USC monogram, the Viterbi wordmark and academic unit descriptor form a unique typographic signature that displays the name of our academic unit. The academic unit descriptor, “School of Engineering,” is always present in the formal logotype. Do not alter or attempt to create these elements in any way. Always use approved artwork.

**Horizontal Formal Logotype**

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

**Minimum size:** 1.3 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:** 0.68 inches wide. This is the limit of legibility for the academic unit descriptor.

**Maximum size:** None
For internal audiences only. This logotype does not carry the academic unit descriptor. Do not alter or attempt to create these elements in any way. Always use approved artwork.

**Horizontal Informal Logotype Without Descriptor**

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

**Minimum size:** .64 inches wide. This is the limit of legibility for the academic unit descriptor.

**Maximum size:** None

**Vertical Informal Logotype Without Descriptor**

**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:** 0.37 inches wide. This is the limit of legibility for the academic unit descriptor.

**Maximum size:** None
The legibility and distinction of the USC Viterbi logotype is very important. To ensure the logotype is highly visible, always separate it from its surroundings. **Minimum required clear space surrounding the logotype should be half the logotype’s height on all sides as shown here.** Do not allow any other graphic elements to penetrate this area of isolation. In addition, the USC Viterbi logotype should not be placed over a photograph or patterned background.

**Horizontal Logotype**

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

**Vertical Logotype**

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

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

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

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

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

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

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

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

**Unapproved Color Combinations**
Please discontinue use of previously established secondary color palettes, and use USC’s official colors, Pantone 201C and Pantone 123C as much as possible, plus black and various grays for most applications to help reinforce the university’s identity. Use of secondary colors is restricted to minimal, image-driven applications, and must be approved by a brand ambassador. Please direct inquiries to vcomms@usc.edu.

Previously Approved Secondary Color Palette
DO NOT USE

Image-driven Secondary Color Example
In this example, blue tones are picked up from the imagery, and are minimally applied.
The USC Viterbi 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 "Viterbi" 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 Viterbi. Don't place monogram to right of "Viterbi".

Don't align flush right.

Don't use nondominant color for USC monogram.

Don't place logotype on top of photograph.
Don’t pair the logotype with the USC University seal. The seal is ONLY used in the most formal applications of the University identity, and should never be paired with an individual school.

Don’t pair the logotype with the USC University shield. The shield is ONLY used in the most formal applications of the University identity, and should never be paired with an individual school.

Don’t use any previous Viterbi identity elements, including typefaces, the “V” monogram, rules or color palettes.
The United Serif and United Italic type families have been approved for use in USC Viterbi materials. They appear in the USC Viterbi magazine and may be used on other print materials in combination with the official USC typefaces: Adobe Caslon Pro and National (see p. 22–23). These fonts offer a wide range of weights, allowing for small and digital use without degradation and they convey a more technical, cutting-edge personality. United should not be used to typeset any proper names such as USC, USC Viterbi, or any of its departments, institutes, centers, etc. Correct and consistent use of these official typefaces helps reinforce the university’s identity. Visit viterbi.usc.edu/identity for information on purchasing United Serif and United Italic.
USC Viterbi Sub-units
The USC Graphic Identity Program has been designed specifically to allow complex entities such as USC Viterbi, with all its various departments, programs, institutes, centers and offices, enough flexibility to represent themselves in unique and compelling ways. In this program the university identity is represented by the USC monogram. The academic unit is represented prominently by Viterbi’s name next to the USC monogram. Specific departments, programs, institutes, centers and offices are represented by a descriptor line paired with the academic unit descriptor and the university monogram.

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

Questions About Sub-Units
Viterbi sub-unit logotypes are available for download through viterbi.usc.edu/identity. Questions regarding sub-units and their logotypes should be directed to the USC Viterbi Office of Communication at vcomms@usc.edu.
Examples of formal and informal department/program logotypes. Do not alter or attempt to create the logotype in any way. Always use approved artwork.
Examples of formal and informal logotypes for groups within a sub-unit. Do not alter or attempt to create the logotype in any way. Always use approved artwork.

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

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

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

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

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

Special Cases
In applications such as metal lapel pins, signage, etc., in which only one color or material is available, the logo may appear in the material color.
Horizontal Formal/Department/Program/Group Logotype

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

Vertical Formal/Department/Program/Group Logotype

Applications: For applications where horizontal space is limited.
Minimum size: 0.08 inches wide
Maximum size: None
Proportion: Horizontal lines of type should not be allowed to run long, and should be broken to keep the logotype visually proportionate.

Horizontal Informal/Department/Program/Group Logotype

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

Vertical Informal/Department/Program/Group Logotype

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

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

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

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

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

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

Unapproved Color Combinations
When it is necessary to feature the department/program more prominently, that descriptor (set in Adobe Caslon Pro Italic) may be separated from the formal and informal USC Viterbi logotypes. Possible applications for which a separation is appropriate include but are not limited to departmental Web sites and event posters.
Pie ‘n Burger Day

Pie of burger? That’s odd.  
Pie ‘n burger? That’s tasty!

Officium es maximus maximinum nobis iusm a parupti od experecus ea nonse 
nobis eost faccabo reptati conseque dantit anquae cate es atatempore et et 
placerum que eos as sit et ut qui adi volupta sperrores deribust offi tem int 
quates eossum sam, adit quodia veroreium etus.

Sed maginate volorum remporibus es earum laut et mosapellet, quae volupta 
cullaborist lab ipsaeiriat.

Idel is quis sam, quiatus alit eations edigend ellaborentis alicue volest aute con-
sequi consequat sit optas ellitium et asiae nam durriion seceaquatia con eaur.

Pie ‘n Burger Day

Catering provided by

Ming Hsieh Department of Electrical Engineering

EE/CENG STUDENTS MARCH 29, 2012

Pie of Burger? That’s odd.
Pie ‘n burger? That’s tasty!

Officium es maximus maximinum nobis iusm a parupti od experecus ea nonse 
nobis eost faccabo reptati conseque dantit anquae cate es atatempore et et 
placerum que eos as sit et ut qui adi volupta sperrores deribust offi tem int 
quates eossum sam, adit quodia veroreium etus.

Sed maginate volorum remporibus es earum laut et mosapellet, quae volupta 
cullaborist lab ipsaeiriat.

Idel is quis sam, quiatus alit eations edigend ellaborentis alicue volest aute con-
sequi consequat sit optas ellitium et asiae nam durriion seceaquatia con eaur.

USC Viterbi School of Engineering

Stay up to date on the latest USC Viterbi happenings at Viterbi.usc.edu/events/

Suggested sub-unit event poster in which the department name 
is used independently from the formal USC Viterbi logotype.
Examples of formal and informal institute/center logotypes. Do not alter or attempt to create the logotype in any way. Always use approved artwork.

**Horizontal Formal Institute/Center Logotype**

**Applications:** Stationery and publications geared toward an external audience.

**Minimum size:** 1.5 inches wide

**Maximum size:** None

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

**Vertical Formal Institute/Center Logotype**

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

**Minimum size:** 0.08 inches wide

**Maximum size:** None

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

**Horizontal Informal Institute/Center Logotype**

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

**Minimum size:** 1.4 inches wide

**Maximum size:** None

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

**Vertical Informal Institute/Center Logotype**

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

**Minimum size:** 0.8 inches wide

**Maximum size:** None

**Proportion:** Horizontal lines of type should not be allowed to run long, and should be broken to keep the logotype visually proportionate.
USC Viterbi Sub-units

Approved Color Combinations

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 reverses to white and the monogram runs cardinal.

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

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

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

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

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

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**Integrated Media Systems Center**

**IMSC RETREAT 2012**

03·08·12

8:30-3:00 PM

DAVIDSON CONFERENCE CENTER

FOR MORE INFORMATION, VISIT: HTTP://IMSC.USC.EDU/RETREAT2012.PHP

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Officium es maximus maximinum nobis ium a parupti od experecus ea nonse nobis eost faccabo reptati consequae duntiat emquaecate es atiatempore et et placerum que eos as sit et ut qui adi volupta spernd ellaborentis aliqua volest aute sit optas ellitium et audae nam dunti on seceaquatia con eatur.

Closing,

Name
Title
Department

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Suggested sub-unit specific event e-mail design in which the institute name is used independently from the formal USC Viterbi logotype.
Integrated Media Systems Center

IMSC RETREAT 2012
03·08·12
8:30-3:00 PM
DAVIDSON CONFERENCE CENTER
FOR MORE INFORMATION, VISIT:
HTTP://IMSC.USC.EDU/RETREAT2012.PHP

Suggested sub-unit event poster in which the institute name is used independently from the informal USC Viterbi logotype.
Examples of formal and informal office logotypes. **Do not alter or attempt to create the logotype in any way. Always use approved artwork.**

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

**Vertical Office Logotype**
- **Applications:** Select applications such as social media logo fields and posters for which horizontal space is limited and a vertical configuration is optimal to ensure readability.
- **Minimum size:** 0.8 inches wide
- **Maximum size:** None
- **Proportion:** Horizontal lines of type should not be allowed to run long, and should be broken to keep the logotype visually proportionate.
USC Viterbi Sub-units

Approved Color Combinations

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 reverses to white and the monogram runs cardinal.

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

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

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

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

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

All USC Viterbi departments, programs, institutes, centers and offices should use letterhead, envelopes, business cards and other related materials in the style shown on the following pages. Please visit usc.edu/identity for the approved vendor contact/ordering information for printing stationery. The approved vendor has all graphic elements for the USC Graphic Identity Program, including those USC Viterbi and all USC academic units.
The approved USC Viterbi letterhead design mirrors the university’s design with the inclusion of the shield, but carries its own logotype. The left and right margins have been established as a university-wide standard at 1.125 inches and 0.75 inches respectively. The recommended standard for formatted letters is force justified but rag right is also acceptable.
In addition to printed letterhead, which can be ordered, preformatted electronic letterhead is available for download through viterbi.usc.edu/identity. Questions regarding electronic letterhead should be directed to the USC Viterbi Office of Communication at vcomms@usc.edu.
Approved design for USC Viterbi business cards.

USC Viterbi business card design
Shown at actual size (3.5 x 2 inches)
Nine-line maximum imprint capacity.

USC Viterbi business card design with sub-unit
Shown at actual size (3.5 x 2 inches)
Eight-line maximum imprint capacity.
Approved design for USC Viterbi #10 envelope.

USC Viterbi
School of Engineering

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

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

USC Viterbi Applications Mailing Label and Notepad

USC Viterbi mailing label
Shown at actual size.

USC Viterbi notepad
Shown at actual size (4 x 6 inches).
Suggested designs for A2 envelope and social notecard. The shield is used as a subtle accent on the back of both.
Suggested design for USC Viterbi pocket folders.
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.
In order to communicate that USC Viterbi 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 Viterbi 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 Viterbi branding bar or logotype. For more information and guidelines on applying the USC Viterbi graphic identity on the Web, visit viterbi.usc.edu/identity.

The formal USC Viterbi logotype on the USC Viterbi home page
The primary USC logotype is used in the university branding bar.
This suggested department homepage design includes the formal USC Viterbi logotype and the department name prominently displayed in Adobe Caslon Pro Italic. The primary logotype is used in the university branding bar.
Below are sample design options for USC Viterbi digital signage.

“Of the 26 Young Investigator Awards announced by @USNavyResearch, 3 are from @USCViterbi. More than any other school!”

“Enjoyed speaking with students about engineering and global health at today’s @xprize Visioneering Day @USCedu.”
VIKTOR PRASANNA
Professor of Electrical Engineering and Computer Science

HAS BEEN AWARDED a funding grant from Infosys Technologies Limited to establish the Center for Advanced Software Technologies, Phase II.

2012 MUNUSHIAN SPEAKER
Dr. Andre Geim
Nobel Laureate in Physics (2010)
“Random Walk to Graphene”
2:30pm Friday, January 20, 2012
GER 124
Dean Yannis C. Yortsos invites you to the Maseeh Entrepreneurship Prize Competition Finals

JOIN US as the finalists present their final business plans and compete for the $50k Grand Prize

Friday, March 30, 2012

Tutor Campus Center – “The Forum” Room 450

2:30 pm – 4:30 pm (Competition)
4:30 pm – 5:30 pm (Award Ceremony/Reception)

Space is limited so please respond by March 26th.

Please respond online at usc.edu/esvp (CODE: MEPC) or by calling at (213) 740-4880.

University of Southern California
Suggested design for formal print invitation.
Shown at reduced size. Actual invitation size is 5.5 x 8.5 inches.
The redesigned *USC Viterbi* magazine uses Adobe Caslon Pro and National typefaces throughout.

Cover for redesigned *USC Viterbi* magazine.
Below are sample design options for USC Viterbi postcards and press release.

Horizontal photo

Vertical photo

Common back. Shown at reduced size. Actual postcard size is 4 x 6 inches.
One year after the Japan tsunami, USC engineers help California’s ports prepare.

New research to look at a tsunami’s “phantom currents” that arrive late and can cause considerable damage.

ON THE ONE-YEAR anniversary of the devastating Japanese tsunami, engineers from the USC Viterbi School of Engineering Tsunami Research Center are working with the State of California to better understand the damaging currents caused by tsunamis.

Funded by the California Geological Survey, the California Emergency Management Agency, and the Federal Emergency Management Agency, USC researchers will use hydrodynamic computer modelling and historical tsunami data to evaluate the currents generated by tsunamis and their effect within California ports and harbors.

Results from the study will be used to determine safe depths for evacuation, to map zones that might be prone to higher or lower currents under tsunami conditions (to inform how ships and boats are moved and evacuated), and to create hazard maps for ports, harbors and marinas. Work will begin in the next few weeks and last through the end of 2012.

Currents caused by the Japanese tsunami of March 2011 caused millions of dollars of damage at 27 harbors along the California coast, particularly in Santa Cruz and Crescent City. In Santa Barbara, swirling currents lasted for more than 24 hours, with the strongest surges taking place long after the original currents.

According to Associate Professor Patrick Lynett and Adjunct Research Professor Jose Borrero of the USC Sonny Astani Department of Civil and Environmental Engineering, who will conduct the study, these tsunami-induced “phantom currents” are not well understood. Even in moderate sized tsunamis, currents can rip large boats from their moorings.

During the Indian Ocean tsunami in 2004, at locations very far from the earthquake itself, large ships were ripped from their moorings and pushed around the harbor by surges occurring many hours after the tsunami first arrived.

A similar effect occurred in Crescent City in November 2006, when a magnitude 8.3 earthquake off of Russia’s Kuril Island caused a moderate tsunami. The currents caused by the waves were strongest some three hours after tsunami arrival and caused $20 million in damage to Crescent City harbor. Repairs from that event had not yet been completed when the Japan tsunami struck.

“Imagine an oil tanker or cargo ship torn loose and out of control in the Port of LA or San Francisco Bay,” warns Dr. Lynett, USC’s John and Dorothy Shea Early Career Chair in Civil Engineering. “The problem could escalate very quickly.”

“California is being proactive in its effort to re-evaluate certain elements of its tsunami preparedness based on lessons learned from the Japan event,” says Dr. Borrero. “During the Japan tsunami, even though we knew how big the waves were going to be, we severely underestimated the strength and duration of the currents.”

Fortunately, this is a hazard that can be dealt with,” says Rick Wilson of the California Geological Survey. His agency and the Federal and State emergency management agencies are funding Drs. Lynett and Borrero to look at this issue as part of USC’s ongoing initiative to provide tsunami expertise to the State.

Dr. Lynett and Borrero have been working together gathering data on this phenomenon and to applying advanced computer models to quantify the extent and duration of these late arriving and potentially damaging surges. Said Lynett, “We have the tools available to understand this problem and make the right call in the future.”

In an article published last week in the journal Earth and Planetary Science Letters, Lynett and Borrero describe observations of these currents at several locations both within California and internationally and describe their efforts to understand them. For more information about that paper, please visit: http://www.sciencedirect.com/science/article/pii/S0012821X12000696

For more information, please contact:
Katie Dunham at (213) 740-3992 or knd@usc.edu; or Robert Perkins at (213) 740-9226 or perkinsr@usc.edu

Contact USC Media Relations 24/7 at (213) 740-2215 or USCNews@usc.edu
Suggested design options for mugs and totebags.
Suggested design options for t-shirts and mousepad.
Suggested design options for post-it notes, pens, flash drives, water bottles and lanyards.
Overview and Contact Information
Whether you're producing a brochure, a website, a grant proposal or a banner, incorporating the new USC Graphic Identity Program will result in a strong visual identity for the university as a whole. If you have questions as you proceed, there are many groups that can help you.

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

**USC Viterbi**
Visit [viterbi.usc.edu/identity](http://viterbi.usc.edu/identity) for more information on obtaining USC Viterbi logotypes, including those for departments, programs, institutes, centers and offices, as well as electronic letterhead and presentation templates. Contact the USC Viterbi Office of Communication at [vcomms@usc.edu](mailto:vcomms@usc.edu) for questions about the USC Viterbi Graphic Identity Program.

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

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