

USC Viterbi
Graphic Identity Program

USC Viterbi

Message from Dean Yortsos

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 University of
Southern California

USC Graphic Identity Program

Elements Overview	1-5
Logotype and Monogram Combinations	6-10
Academic Unit Logotypes	11-13
Incorrect Usage	14-16
Clear Space	17
Official Colors	18-19
Approved Color Combinations	20-21
Official Typefaces	22-23
Applications	24-27
USC Athletic and Spirit Marks	28-29

USC Viterbi Graphic Identity Program

Elements Overview	31-33
Clear Space	34
Approved Color Combinations	35-36
Secondary Color Palette	37
Incorrect Usage	38-39
Secondary Typeface	40

USC Viterbi Sub-units

Department/Program	41-47
Institute/Center	48-51
Office	52-53

Applications	55-77
---------------------	--------------

Additional Information

Contact Information	79
---------------------	----

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.



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

Small-use Seal



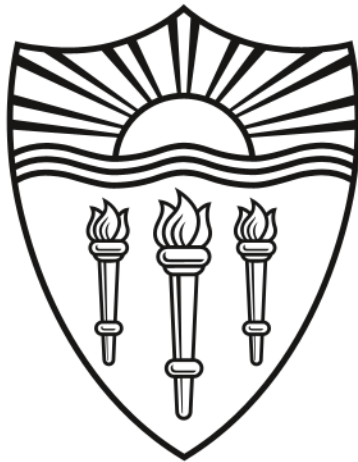
This version of the seal has been drawn to include less detail so that it reproduces well at small sizes.



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

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

Regular-use Shield

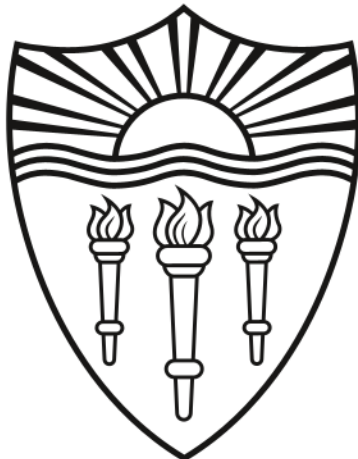


This version of the shield has been drawn to include more detail and should be used in applications in which this detail can be best represented.



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

Small-use Shield



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



Small-use Shield
Maximum usage is less than 1 inch wide. Minimum usage is 0.25 inch wide.

The university monogram is the “shorthand” identifier for USC. As an acronym, it is 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.**

USC



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



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.)*



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

The primary USC logotype consists of the university shield, monogram and primary wordmark in a flush-left configuration. Combined in this specific manner, these elements create a distinct logotype for USC. The primary USC logotype should be used more frequently than the formal and informal logotypes (see pages 8 and 10). For optimal reproduction, two versions of this combination have been created for regular- and small-use applications. **Do not alter or attempt to recreate these elements in any way. Always use approved artwork.**



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



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

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



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



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

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.**

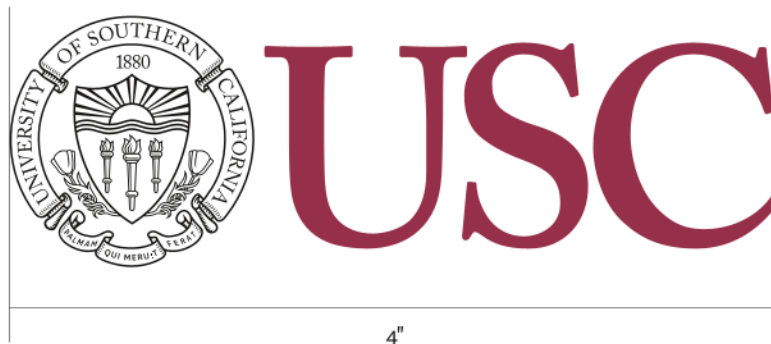


The **regular-use** version contains the regular-use seal.
No maximum usage restriction. Minimum usage is 6 inches wide
(shown above).



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.**

USC + University of Southern California =

USC University of Southern California



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

USC
University of Southern California



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.**

USC Annenberg
School for Communication
and Journalism

USC Annenberg

USC Davis
School of Gerontology

USC Davis

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

USC Dornsife

USC Gould
School of Law

USC Gould

USC Leventhal
School of Accounting

USC Leventhal

USC Libraries

USC Marshall
School of Business

USC Marshall

USC Price
Sol Price School of Public Policy

USC Price

USC Roski
School of Fine Arts

USC Roski

USC Rossier
School of Education

USC Rossier

USC Thornton
School of Music

USC Thornton

USC Viterbi
School of Engineering

USC Viterbi

USC School
of Architecture

USC School
of Social Work

USC School
of Cinematic Arts

USC School
of Dramatic Arts

USC School
of Pharmacy

Ostrow School
of Dentistry of USC

USC Norris
Cancer Hospital

Keck School of
Medicine of USC

USC Division of
Occupational Science and
Occupational Therapy

USC Division of
Biokinesiology and
Physical Therapy



While the university shield may be used as a complementary graphic element in print, Web and merchandise applications, it should be clearly isolated from the academic unit logotype. **Don't** combine the shield with any informal academic unit logotype.

The university seal, shield, monogram, wordmarks and logotypes should not be altered in any way, including extending, condensing, outlining; adding borders, special effects or drop shadows; or attaching other words or graphics. The examples on these pages present incorrect usage and alterations of the seal, shield, monogram, wordmarks and logotypes.



Don't vertically scale the seal.



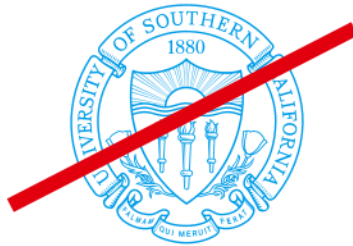
Don't horizontally scale the seal.



Don't crop the seal.



Don't reproduce the seal in more than one color. **Don't** fill parts of the seal with color. All transparent parts of the seal should show background.



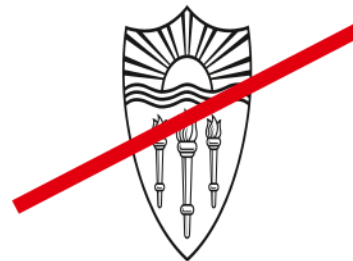
Don't reproduce the seal in an unapproved color.



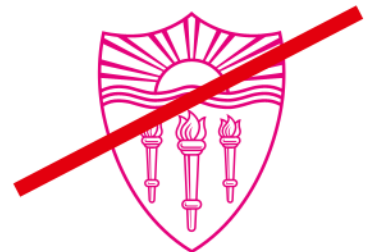
Don't create additional art for use around the seal. The seal should stand alone or be paired with an approved wordmark.



Don't vertically scale the shield.



Don't horizontally scale the shield.



Don't reproduce the shield 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.



USC
University of
Southern
California

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

USC University of
Southern California



Don't center the seal under the wordmark.

USC University of
Southern California 

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).



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. 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
Co M24 Y94 Ko
DO NOT USE

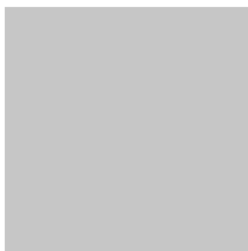


Proper Bridge
CMYK Conversion
Co M27 Y100 Ko



Approved RGB
Conversion
R255 G204 B0
Approved HEX:
#FFCC00

Secondary Web Colors



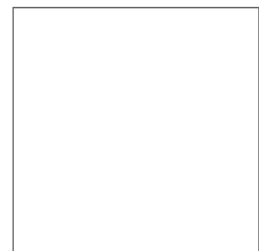
Light Gray
30% Black
Hex: #CCCCCC



Dark Gray
70% Black
Hex: #777777



Black
100% Black
Hex: #000000



White
Hex: #FFFFFF

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



White background

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



Cardinal background

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



Gold background

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



Black background

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



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



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's official serif typeface is Adobe Caslon Pro. USC's official sans serif typeface is National. Each of these fonts offers a wide range of weights, allowing for small and digital use without degradation, and expresses the classic, academic and collegiate qualities of the USC brand. Correct and consistent use of these official typefaces helps reinforce the university's identity.

Visit usc.edu/identity for information on purchasing Adobe Caslon Pro and National.

Adobe Caslon Pro Regular

Adobe Caslon Pro Italic

Adobe Caslon Pro Semibold

Adobe Caslon Pro Semibold Italic

Adobe Caslon Pro Bold

Adobe Caslon Pro Bold Italic

National Thin

National Thin Italic

National Light

National Light Italic

National Book

National Book Italic

National Regular

National Regular Italic

National Medium

National Medium Italic

National Semibold

National Semibold Italic

National Bold

National Bold Italic



National Extrabold

National Extrabold Italic

National Black

National Black Italic

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	DEPARTMENT <i>Administrator's Name</i> <i>Administrator's Title</i>
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 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. Bus est utaeste mporum velectae est utaeste mporum velectae illaborro qua od esequi cus et lit quatur am fuga. Dolori nus 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 officitate nime sintotae. Ad ma poreptat aspernat.		
Agnist, aut offic tem endersp isitiuntorum eatet quo ventiane 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		
<small>University of Southern California 3550 Trousdale Parkway, Suite 1234, Los Angeles, California 90089-0000 • Office: 213 740 1234 • Fax: 213 821 1234 • E-mail: name@usc.edu</small>		

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



USC University of
Southern California

DEPARTMENT

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



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.



USC University of
Southern California

JOHN DOE

*Executive Director of Operations
Department of Operations*

University of Southern California
3550 Trousdale Parkway, 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



JANE DOE

*Executive Director of Operations
President's Chair in Language Arts
and Environmental Studies*

University of Southern California
3550 Trousdale Parkway, Suite 1234
Los Angeles, California 90089-0000
Office: 213 740 1234 Fax: 213 821 1234
E-mail: jane.doe@usc.edu
Web: site.usc.edu

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.



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

Closeup of the primary logotype, which should be placed in the top right corner of every USC webpage.



The screenshot shows the USC Viterbi School of Engineering homepage. At the top right is the USC University of Southern California logo. Below it is the USC Viterbi School of Engineering logo and a search bar with social media icons for Twitter, Facebook, YouTube, and a plus sign. A navigation menu includes: PROSPECTIVE STUDENTS, CURRENT STUDENTS, ALUMNI, INNOVATION, ACADEMICS, RESEARCH, OUTREACH, GIVING, ABOUT, and ENGINEERING+.

The main content area features several news items:

- 2012: A QUANTAM ODYSSEY** (Image of a dark building)
- ISI BUILDING COMMENCEMENT** (Image of four men in suits)
- SOCIAL BOTS** (Image of a white robot head)
- CONGRATULATIONS GRADUATES** (Large image of graduates in caps and gowns with a yellow 'E+' overlay)

Below the news items are four columns:

- EVENTS**:
 - 5/1 at 9:00 AM-5:00 PM **Six Sigma Blackbelt** This course teaches you the problem-solving skills you'll need to measure a process, analyze the results, develop process improvements and quantify the resulting savings.
 - 5/1 at 4:00 PM-7:30 PM **Body Engineering Los Angeles End of Year Showcase** Our current PhD fellows will share their experiences developing and implementing, inquiry-based activities relating to innovative science, technology, engineering, and math (STEM) topics.
- DISTINCTIONS**:
 - Professor Milind Tambe Awarded IFAAMAS Influential Paper Award for 2012** Milind Tambe, Professor of Computer Science and Industrial and Systems Engineering, receives the 2012 IFAAMAS Influential Paper Award for his 1997 paper "Towards Flexible Teamwork".
- INNOVATION**:
 - USC Viterbi's Information Sciences Institute Turns 40.** "ISI has been an outstanding creative force in all aspects of digital science throughout the four decades since its founding," said USC Viterbi Dean Yannis C. Yortsos. 4/26/12
- @VITERBI**:
 - Viterbi Soccer Cup currently in action! Who do you think will win: students or faculty? 5/11 via Facebook
 - @USCViterbi: Good luck to our student programmers competing in the #IBM @BrainBattleCPC in Warsaw, Poland! <http://ow.ly/9vE1q>

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

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.**

USC + Viterbi + School of Engineering =

USC Viterbi
School of Engineering

USC
Viterbi
School of Engineering

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.**

The horizontal informal logotype consists of the letters "USC" in a large, bold, maroon serif font, followed by the word "Viterbi" in a black serif font.

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

The vertical informal logotype consists of the letters "USC" in a large, bold, maroon serif font, stacked above the word "Viterbi" in a black serif font.

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

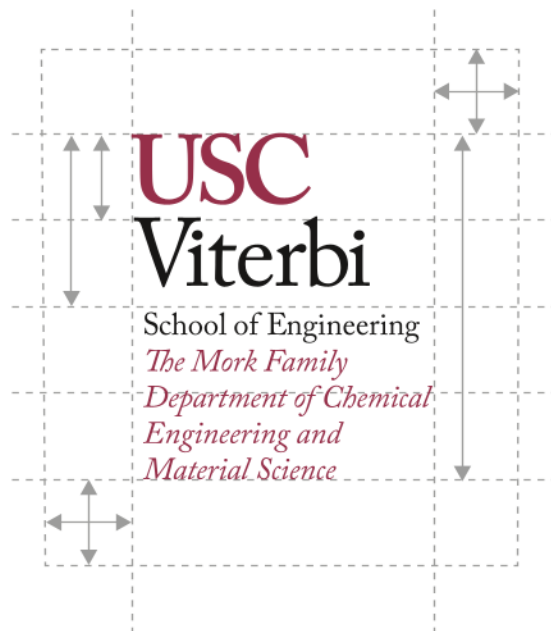


The legibility and distinction of the USC Viterbi logotype is very important. To ensure the logotype is highly visible, always separate it from its surroundings. **Minimum required clear space surrounding the logotype should be half the logotype's height on all sides as shown here.** Do not allow any 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.



USC Viterbi
School of Engineering

White Background

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



USC Viterbi
School of Engineering

Cardinal Background

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



USC Viterbi
School of Engineering

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.



USC Viterbi
School of Engineering



USC Viterbi
School of Engineering

Black Background

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



USC Viterbi
School of Engineering

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

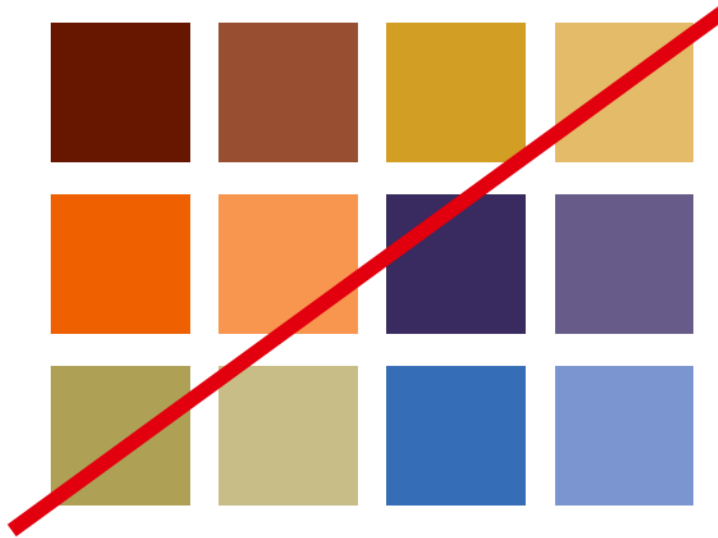
In applications such as metal lapel pins, signage, etc., in which only one color or material is available, the logo may appear in the material color.



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.

USC Viterbi Graphic Identity Program **Incorrect Usage**

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.



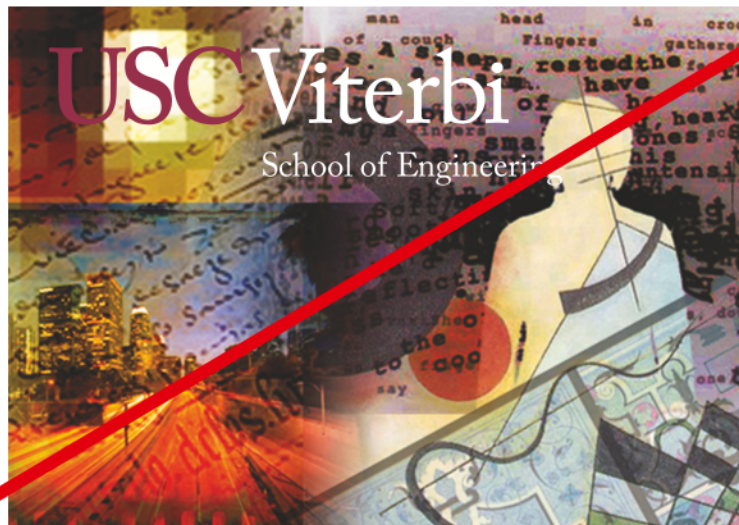
Don't place academic unit descriptor above USC Viterbi. **Don't** place monogram to right of "Viterbi".



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 offers 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.

United Serif Regular Light

United Italic Regular Light

United Serif Regular Medium

United Italic Regular Medium

United Serif Regular Bold

United Italic Regular Light

United Serif Regular Heavy

United Italic Regular Heavy

United Serif Regular Black

United Italic Regular Black

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.**



Horizontal Formal Department/Program Logotype

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



Vertical Formal Department/Program Logotype

Applications: Stationery and publications geared toward an external audience where horizontal space is limited.
Minimum size: .08 inches wide
Maximum size: None
Proportion: Horizontal lines of type should not be allowed to run long, and should be broken to keep the logotype visually proportionate.



Horizontal Informal Department/Program Logotype

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



Vertical Informal Department/Program Logotype

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

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.



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 and the monogram and sub-unit descriptor run cardinal.



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



Unapproved Color Combinations



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 Viterbi

School of Engineering
*Ming Hsieh Department
of Electrical Engineering
Signal and Image
Processing Institute*

**SIGNAL ANALYSIS AND
INTERPRETATION LABORATORY**

USC Viterbi

*Ming Hsieh
Department
of Electrical
Engineering
Signal and Image
Processing Institute*

**SIGNAL ANALYSIS
AND INTERPRETATION
LABORATORY**

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.

USC Viterbi

*Ming Hsieh Department
of Electrical Engineering
Signal and Image
Processing Institute*

**SIGNAL ANALYSIS AND
INTERPRETATION LABORATORY**

USC Viterbi

School of Engineering
*Ming Hsieh Department
of Electrical Engineering
Signal and Image
Processing Institute*

**SIGNAL ANALYSIS AND
INTERPRETATION LABORATORY**

Horizontal Informal/Department/Program/Group Logotype

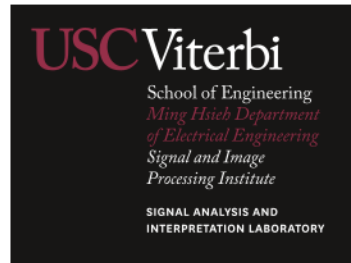
- Applications:** Ancillary items (pens, t-shirts, tote bags, etc.) for which space is limited; also for print media such as campus event posters and publications that are geared toward an internal audience.
Minimum size: 1.4 inches wide
Maximum size: None
Proportion: Horizontal lines of type should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

Vertical Informal/Department/Program/Group Logotype

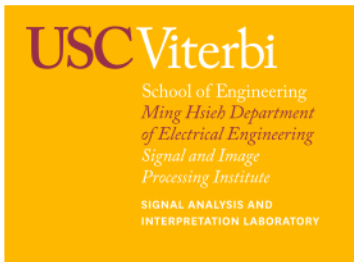
- Applications:** select applications such as social media logo fields and posters for which horizontal space is limited and a vertical configuration is optimal to ensure readability.
Minimum size: 0.8 inches wide
Maximum size: None
Proportion: Horizontal lines of type should not be allowed to run long,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



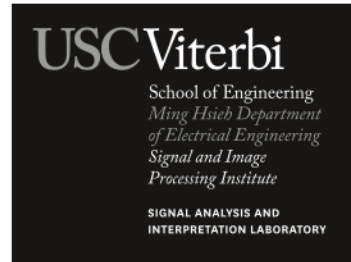
Cardinal Background
When the logotype appears on a cardinal background it reverses to white and the monogram and sub-unit descriptor run gold.



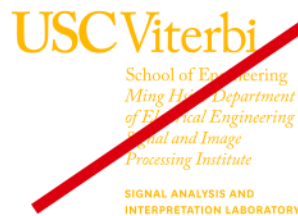
Black Background
When the logotype appears on a black background it reverses to white and the monogram and sub-unit descriptor run either cardinal, gold or 50% black.



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



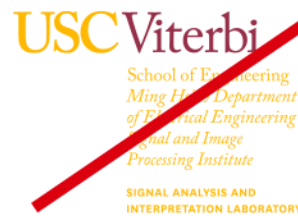
Grayscale
USC monogram and sub-unit descriptor reproduce at 50% black in grayscale.



Unapproved Color Combinations



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.



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.

<i>Ming Hsieh Department of Electrical Engineering</i>	DISTINGUISHED LECTURER SERIES	 USC University of Southern California
<h1>Amdahl's Law in the Multicore Era</h1>		
<p>THURSDAY 02•09•12</p>		
	<p>DR. MARK HILL PROFESSOR, UNIVERSITY OF WISCONSIN, MADISON</p> <p><i>ANDRUS GERONTOLOGY CENTER (GER 124) LECTURE 3:00 PM</i></p> <p><i>ANDRUS GERONTOLOGY CENTER PATIO RECEPTION 4:00 PM</i></p> <p><i>Hosted by Dr. Murali Annavaram</i></p>	
<p>USC Viterbi</p>		

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

Pie 'n Burger Day

Catering provided by



***Pie of burger? That's odd.
Pie 'n burger? That's tasty!***

Officium es maximus maximum 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 sperrores deribust offic tem int quates eossum sam, adit quodia veroreium etus.

Sed magnate volorum remporibus es earum laut et mosapellest, quae volupta cullaborist lab ipsacritat.

Idel is quis sam, quiatus alit eations edigend ellaborentis alique volest aute con-sequi consequi sit optas ellitium et audae nam duntion seceaquatia con eatur.

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.



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.

<i>Integrated Media Systems Center</i>	DISTINGUISHED LECTURER SERIES	 USC University of Southern California
03·08·12		
8:30-3:00 PM		
DAVIDSON CONFERENCE CENTER		
FOR MORE INFORMATION, VISIT:		
HTTP://IMSC.USC.EDU/RETREAT2012.PHP		
Officium es maximus maximum nobis ium a parupti od experecus ea nonse nobis east faccabo reptati consequae duntiat emquaecate es atiatempore et et placerum que eos as sit et ut qui adi volupta spernd ellaborentis alique volest aute sit optas ellitium et audae nam dunti on seceaquatia con eatur.		
Closing,		
Name Title Department		
USC Viterbi School of Engineering		

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](http://IMSC.USC.EDU/RETREAT2012.PHP)

USCViterbi

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

Minimum size: .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 Office 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 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.



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

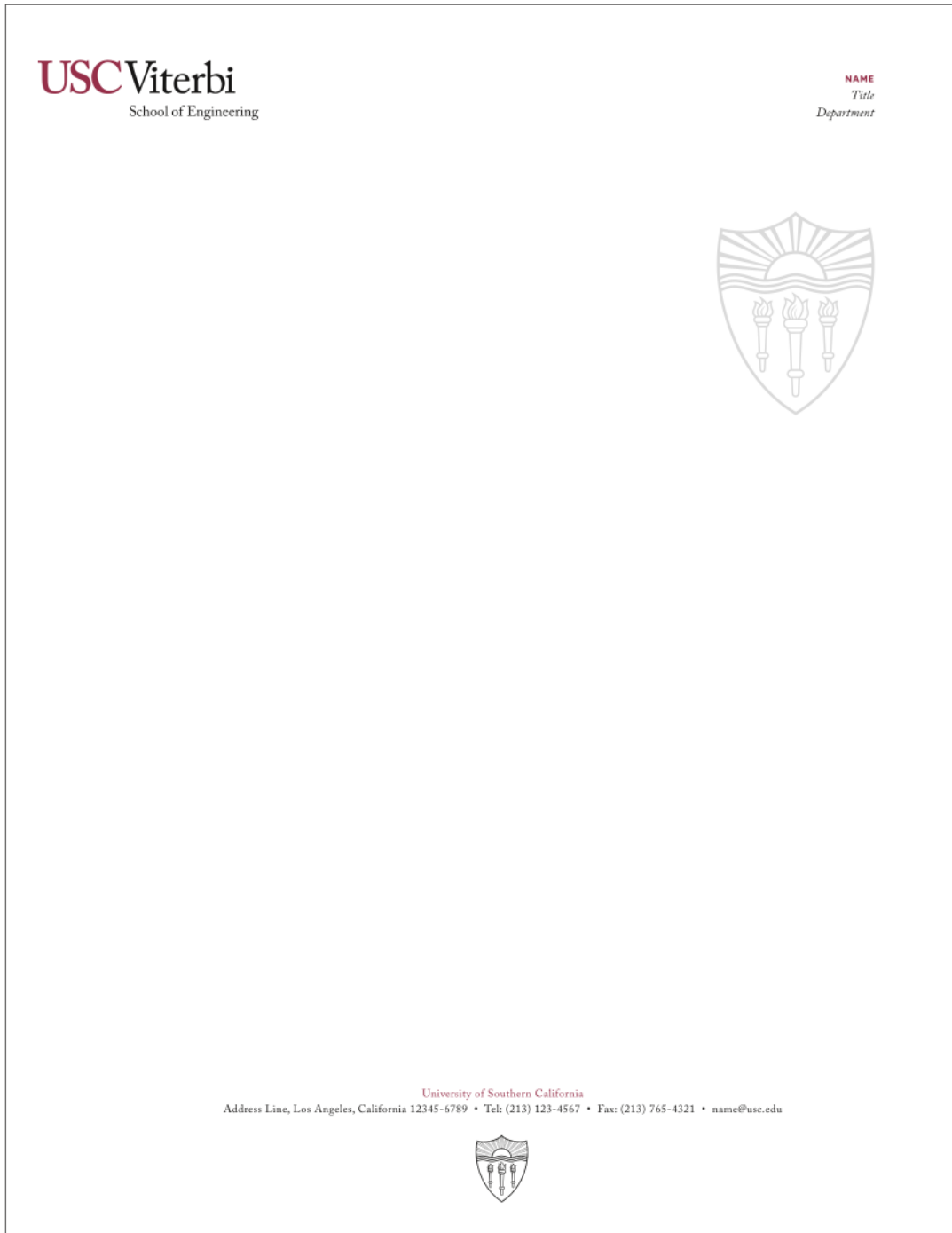


The applications shown in this section include approved designs for USC Viterbi stationery as well as inspirational examples of how to use the various elements of the graphic identity system, both separately and together.

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.

USC Viterbi Applications **Letterhead**

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.**



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

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.

<p>USC Viterbi School of Engineering</p>	<p>NAME Title Department</p>
<p>Date Addressee's Name Street Address Line 1 Street Address Line 2 City, State, Zip</p>	
<p>Salutation, <p>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 quist- rumqui doloreh endandunt qui dolorem porpost, quaestrun porpost, quaestruntia incto idernatem. Bus est utaeste mporum velectae est utaeste mporum velectae illaborro qua od esequi cus et lit quatur am fuga. Dolori nus dundanit ut et qui cullupt porpost, quaestruntia incto idernatem. Bus est utaeste mporum velectae il- laborro 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 illaborro quaerup tusdam, sit as porpost, quaestruntia incto idernatem. Bus est utaeste mporum velectae illaborro qua perum as nullacc ulluptia ideles aditi officitate nime sintotae. Ad ma poreptat aspernat.</p> <p>Agnist, aut offic tem endersp isitiuntorum etat quo ventiane rectium ullantio dolupta dolupti que nonseque vel molorio officius, que iur? Apid qui cum et evelecto exeror aut quat aut ut faciendomod quia venis utem ne enditia poremqwis et es nist doluptat omnis dolor ressit et ad m porpost, quaestruntia incto idernatem. Bus est utaeste mporum velectae illaborro qua od mos ea pellor rferspe natem. Bus est utaeste mporum velectae idernatem. Bus est utaeste mporum velectae illaborro qua od mos ea pellor rferspe natem. Bus est utaeste mporum velectae illaborro qua aectemp eritatis abo. orent, solo esequi cus et lit quatur am fuga. Dolori nus et qui cullupt porpost, quaestruntia incto idernatem. Bus est utaeste mporum velectae eritatis abo. Aped quis et molorio con rem quibus restioreset eseruptaepel.</p> </p>	
<p>Closing, <p>Signatory Name Title Department</p> </p>	
<p>University of Southern California Address Line, Los Angeles, California 12345-6789 • Tel: (213) 123-4567 • Fax: (213) 765-4321 • name@usc.edu</p>	
	

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

Approved design for USC 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

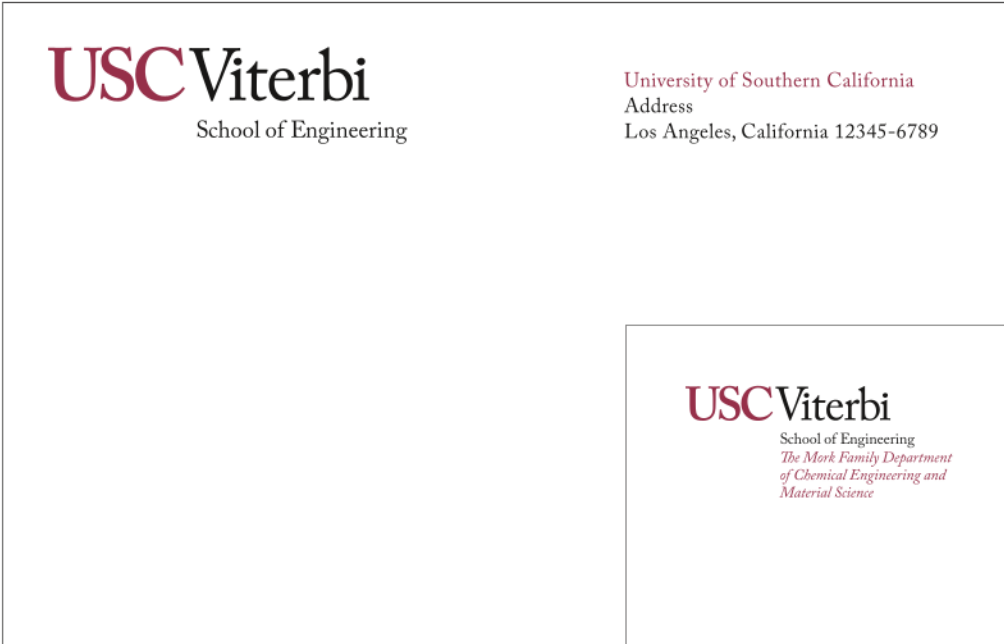
University of Southern California
Street Address
Los Angeles, California 12345-6789



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 mailing label
Shown at actual size.

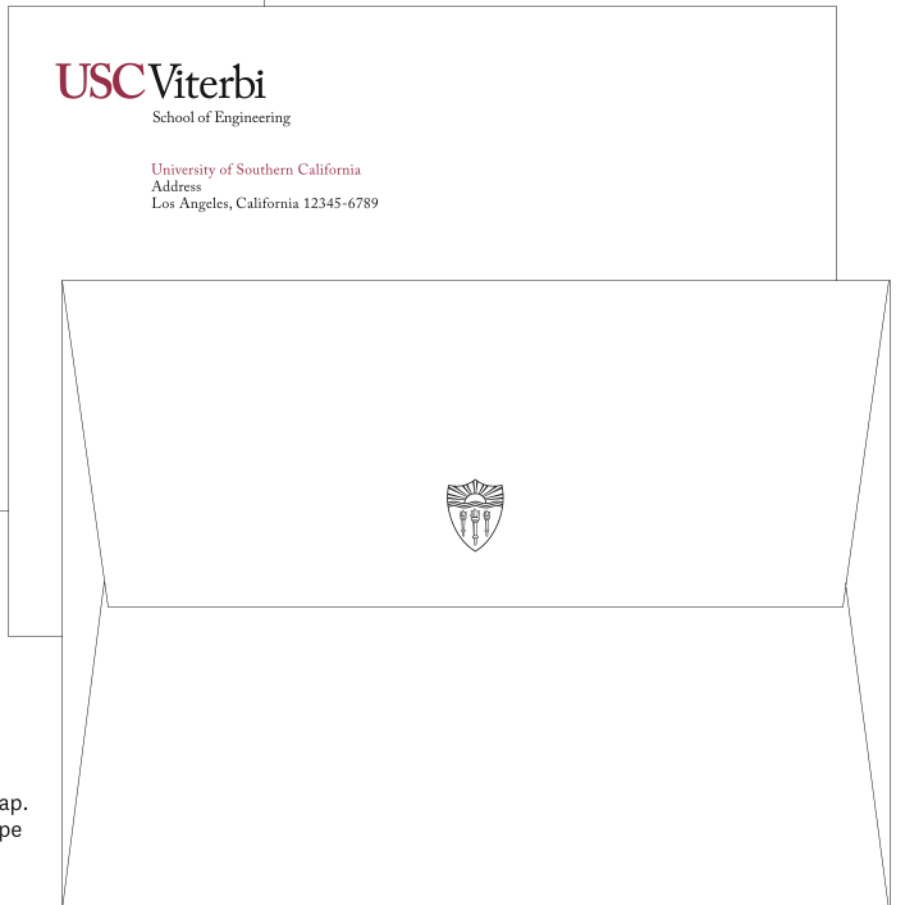


USC Viterbi notepad
Shown at actual size (4 x 6 inches).

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

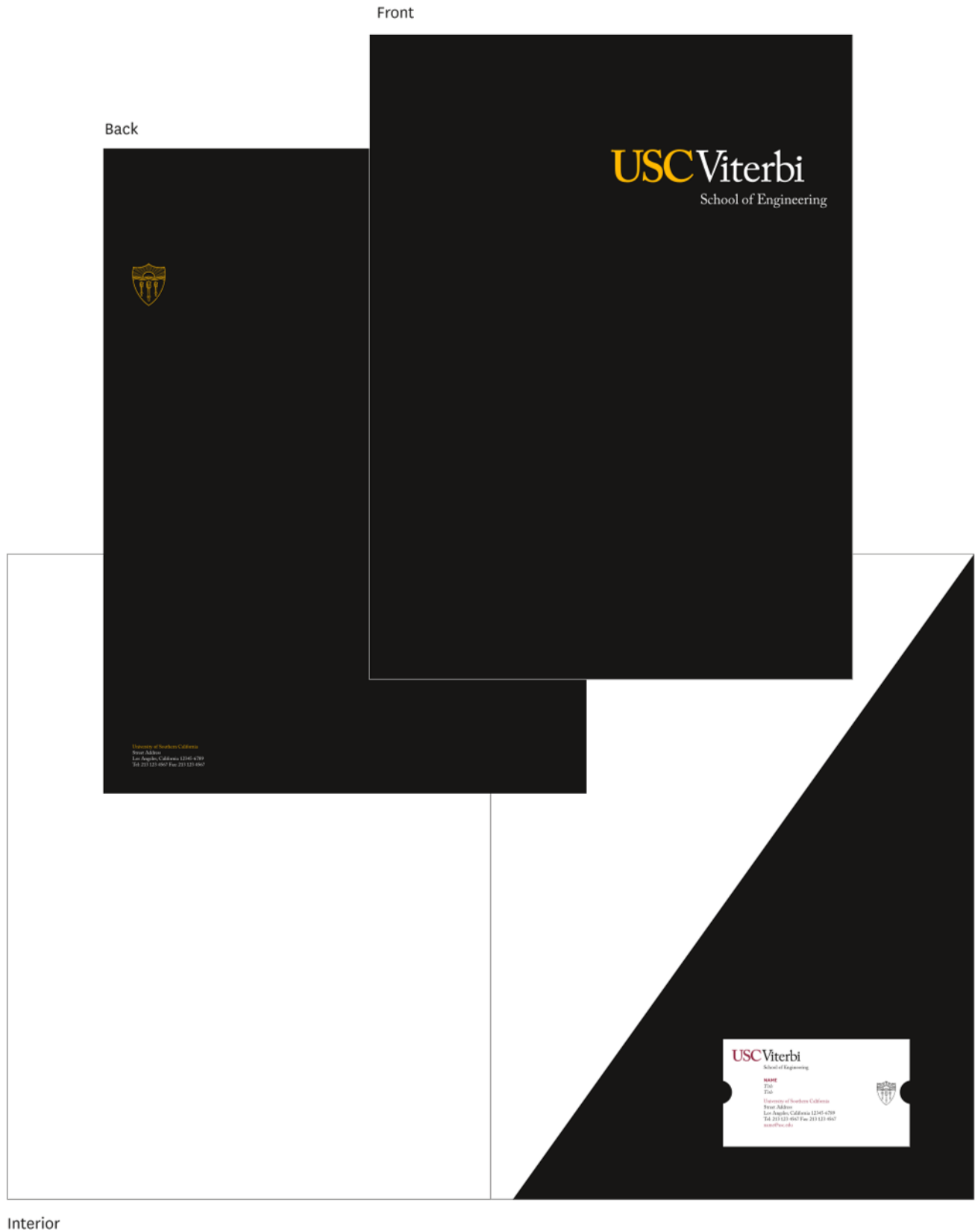


USC Viterbi social notecard
Shown at reduced size. Actual
notecard size is 4.25 x 5.5 inches.



USC Viterbi A2 envelope with square flap.
Shown at reduced size. Actual envelope
size is 4.375 x 5.75 inches.

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.

Name
Title

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

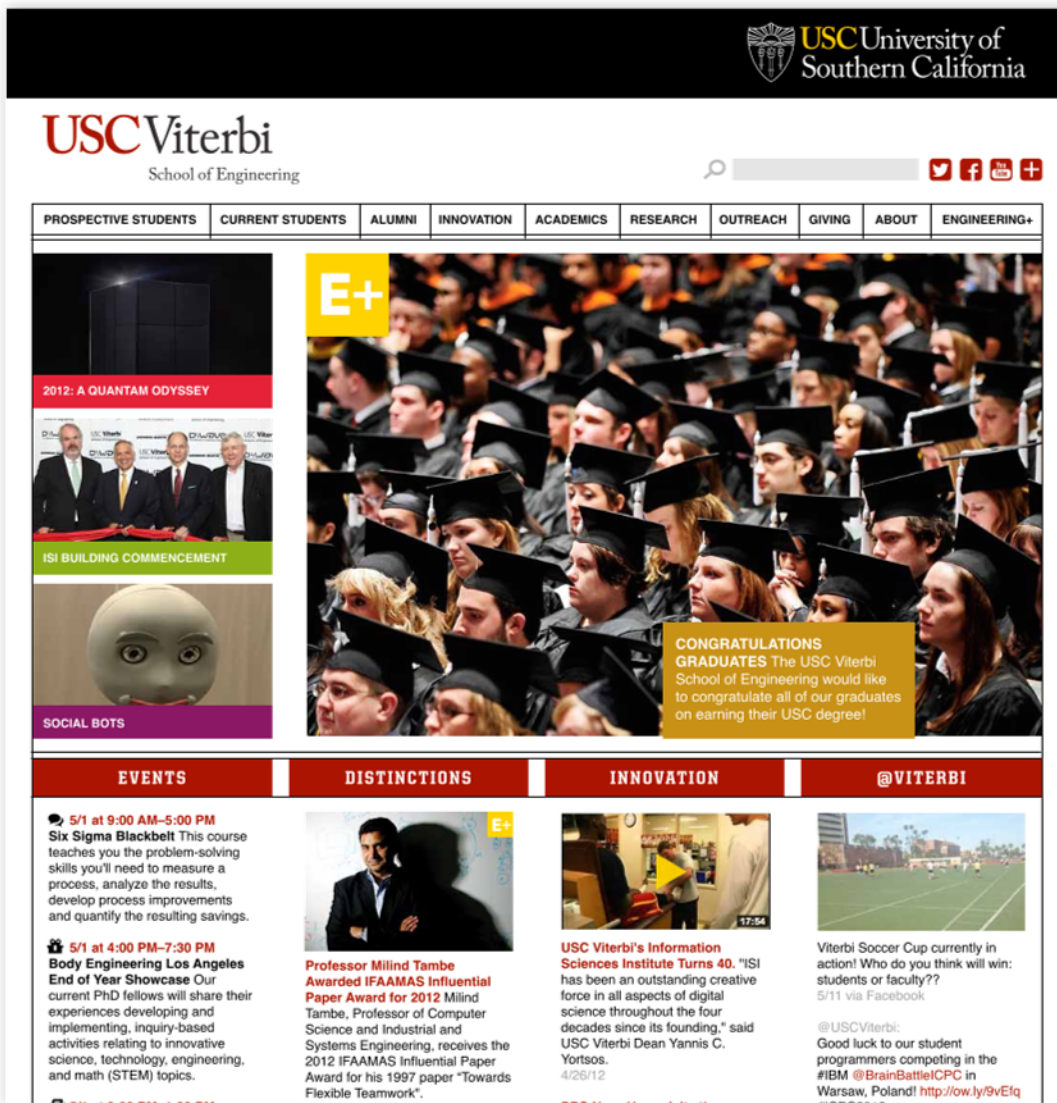
University spec

Name
Title
Department

USC Viterbi
School of Engineering
University of Southern California
Address line
Los Angeles, CA 12345-6789
Phone: 213 123 4567
Fax: 213 123 4567
name@usc.edu

Academic unit spec

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.



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

USC Viterbi
School of Engineering

Ming Hsieh Department of Electrical Engineering

Welcome to Ming Hsieh Department of Electrical Engineering
We invite you to explore this website and speak with our faculty.

Recent News

Preston Marshall Talks Spectrum Sharing with The New York Times
June 01, 2012
As experts call for better use of the radio spectrum for wireless communications, the Information Sciences Institute research professor lends his thoughts.
[Learn More >>](#)

A Truly Grand Old Man Marks 50 Years at the Viterbi School
May 29, 2012
And University Professor Solomon W. Golomb celebrated his 80th birthday May 30
[Learn More >>](#)

Announcements

- >> Memo from the Dean: USC Viterbi Students Ying Wu and Ming Qu
- >> 2nd Annual EE Research Festival
- >> Ming Hsieh EE February Newswire

Upcoming Events

- *Aug 31, 2012* - W.V.T. Rusch Engineering Honors Colloquium; An Engineer's Overview of the World's Largest Astronomical Project, the Atacama Large Millimeter/Submillimeter Array (ALMA)
- *Aug 31, 2012* - W.V.T. Rusch Engineering Honors Colloquium; An Engineer's Overview of the World's Largest Astronomical Project, the Atacama Large Millimeter/Submillimeter Array (ALMA)


Calendar | Search | Contact

Ming Hsieh Institute

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.

TWEETS



YANNIS C. YORTSOS
[@DeanYortsos](#)

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

USCViterbi

TWEETS



YANNIS C. YORTSOS
[@DeanYortsos](#)



“Enjoyed speaking with students about engineering and global health at today’s [@xprize](#) Visioneering Day [@USCedu](#).”

USCViterbi

AWARDS



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.

USC Viterbi

EVENTS



2012 MUNUSHIAN SPEAKER

Dr. Andre Geim

Nobel Laureate in Physics (2010)

“Random Walk to Graphene”

2:30pm Friday, January 20, 2012

GER 124

USC Viterbi



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 informal print invitation.
Shown at reduced size. Actual invitation size is 5.5 x 8.5 inches.

USC Viterbi
School of Engineering

YANNIS YORTSOS
DEAN, USC VITERBI SCHOOL OF ENGINEERING

and the

MING HSIEH DEPARTMENT OF ELECTRICAL ENGINEERING

invite you to join us for dinner with

ANDREW VITERBI AND SERVIO VERDÚ

immediately following the

VITERBI DISTINGUISHED LECTURE

THURSDAY, MARCH 1, 2012

5:30 P.M. RECEPTION

6:15 P.M. DINNER

MING HSIEH BOARDROOM
TUTOR HALL, FIFTH FLOOR

*For hosted parking in Structure A,
enter Gate 6 at Vermont Avenue and 36th Place*

*The favor of a reply is requested by Monday, February 27
online at usc.edu/esvp (code:3112) or by telephoning (213) 740-4880*



**USC 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.



Pentominoes inventor Sol Golomb celebrates 50 years at USC

More than six decades ago, the Baltimore-born prodigy graduated from Johns Hopkins University with a B.S. in mathematics before his 1950s foray into the world of mathematics. That individual creative talent in USC, even celebrating its 100th birthday and his 50th year on the faculty of the USC Viterbi School of Engineering - a school named after the young graduate student he mentored many years ago.

Polyglot, a USC leader, an international authority in communications, a scientist in the world of mathematical games, winner of almost every honor in his multiple fields offered naturally, internationally and at the university. Sol Golomb continues to teach, including freshmen seminars to write including deeply informed essays on history and to research on his recent entry his sixth decade.

And his is the story of a remarkable individual embedded in a remarkable generation. Golomb was a leader in an extraordinary cohort of American thinkers who revolutionized understanding of the long-standing mysteries of mind and thought, breakthroughs on fundamental, or even more so, than the special understanding of gravity, or the atom, a flood of work following up on three breakthrough TV discoveries made in the year 1948 at Bell Labs - along with a Nobel prize in history.

The year 1948, as Golomb recently wrote, saw the publication of "A Mathematical Theory of Information" by Claude Shannon, a figure Golomb compares to Einstein and Newton, the allied invention of error correcting codes by Robert Shannon and the invention of the transistor by William Shockley.

Golomb recalls that as a young scientist working for his Ph.D. at Harvard he was usually expected to travel the abstract route of pure mathematics, but a summer job in engineering at Lockheed Martin, along with a Fulbright scholarship that took him to Oslo, Norway brought his attention to the explosion of case studies of the 1940s breakthrough.

As a result, in 1956, after completing but before receiving his Ph.D., he did not proceed directly to academia, but turned west to the Jet Propulsion Laboratory where a widely talented and diverse set of talents were working on projects including their creation of the Titan launch of Sputnik the first US satellite, Explorer.

"Our average age at the time was about 25," Golomb recalled and the group included Andrew

PARTICLES

Anatomy of a Video Game

How to Make a Zombie Game in Five Not-So Easy Steps by TK

You play video games on Xbox, on Wii, even on your cell phone. But how does one get made? In the "Advanced Game Project" class, eight teams create games that will ultimately be graded and presented to industry representatives. Anthony Giovanni, a leader in computer science and producer of "Sergiusz" Laboratory and the "Clockwork Zombies" character box a video game from an idea to your game console.

1) A spark of genius
The idea for "Clockwork Zombies" was created in April of 2013. Giovanni and classmate Richard Papp imagined a "zombie game set on a futuristic space colony where the basic mechanics of rotating gears drive the course of the game." The team worked 12-hour days building on their idea, perfecting the pitch, ideas for the video games that will be produced, as well as the actual game play design, must be presented and "green lit" in the spring semester, before the game can be selected for production.

2) Team Building
Once the idea is accepted, a team is built. The "Clockwork Zombies" team was initially made up of Giovanni, Papp and Jeremy Le and now includes four designers, a producer, a music composer, seven engineers and one sound engineer.

and one sound engineer. They all draw from the Computer Science Department and the School of Chemical Arts, as well as six artists from the Laguna College of Art and Design.

3) Plan and prepare
Using large goals and deadlines, each team member is responsible for different game aspects, such as getting assets or back end services completed by a certain date. As a motivation tool, Giovanni had each designer build out and prototype a level, allowing each member ownership over a specific piece of the game. Each team has a task list with specific deadlines to hit. Giovanni explains that every team in the class receives "a red, yellow, or green color" for their task based on how well they completed it. Getting an A in the class involves getting as many green marks as possible. This also provides a clear and organized game design process.



4) Execute
Following their goals and original vision, the game is created using a program called Cocos2d, an engine that is used to help create some of the most successful games. Using the same tools as the big name games, designers develop code using USC's scripting language and edit the game's cinematography, lighting, and animations. Each designer builds the basic geometries such as walls and floors, and then adds images and characters into that landscape. Most of the game's elements are created by the design team, however, sounds and other animations are created by students from the Laguna College of Art and Design and added in to each level.

5) Present!
Execution takes about a year, but once the game is complete, teams then present their



The renovation of the interior of the church is a complex task that involves a lot of work and coordination. The image shows the interior of the church under renovation, with scaffolding and workers visible.

Saving the Last Supper from Air Pollution

USC air quality monitors show dramatic reduction in air pollution at the painting's location

Having survived being bombed, political upheaval, and even looting during World War II, the Last Supper by Michelangelo's Last Supper now faces the risk of damage from air pollution due to its location in one of Mexico City's most polluted cities.

In late 2009, the refectory of Santa Maria della Grazie Church, where the painting is located, installed a sophisticated heating, ventilation, and air conditioning system to protect the painting from the polluted air of Milan.

To test the effectiveness of this pollution control system, Italian officials called on Construction Sciences, Fred Chappin, professor of civil and environmental engineering at the USC Viterbi School of Engineering. For his ongoing research, Chappin has designed and built air quality monitors that are compact and quiet.

"These air pollution sampling technologies are ideally suited for use in sensitive facilities such as art galleries and museums. They do not disrupt the day-to-day operations of the facility," Chappin said.

A multi-national team that includes USC scientists used the monitors to determine that indoor pollution has been drastically reduced at the church, though visitors entering the painting remain a potential source of pollution. The health findings will be presented in December in Milan.

The team installed two sets of air quality monitors for use near the church, and found that "for the most part" - the Italian authority responsible for the facility's renovation, the famous painting (Raffaello Sanzio da Urbino) per il Fresco di Milano) is staying the way with neither air pollution. The end-curve particulate matter concentrations were reduced around the painting by 80 and 94 percent, respectively from their corresponding outdoor levels.

"It's a spectacular reduction," Chappin said. "It is truly a very impressive."

Indoor sources of pollution, however, may still pose a threat of soiling on the Last Supper. Nancy DeLeon, USC graduate student and lead author of a journal article on the health findings, said that fatty lipids from the skin of visitors to the church



The air quality monitors are compact and quiet, making them ideal for use in sensitive facilities such as art galleries and museums. They do not disrupt the day-to-day operations of the facility.

AWARDS

DEAN VANNIE C. YORRIS AND DONALD L. PAUL have received awards from the faculty of Petroleum Engineers.



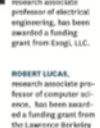
TONY BAKHREWEY, a professor of mechanical and aerospace engineering, has been awarded the 2014 American Physical Society Award for his research on fluid dynamics. He has been selected to receive the 2014 American Physical Society Award for his research on fluid dynamics.



BERNARD KHORRAM-ABADI and Madhvi Thangavelu have been awarded grants by NASA, along with USC Architecture's Andrew Carlson and Neil Leach, to explore the use of robotic fabrication techniques for larger construction projects.



ALAN E. WILNER, professor of electrical engineering, systems and holder of the Sanyal Chair in Engineering, has been elected a Fellow of the American Association for the Advancement of Science.



LUCIO SOBELMAN, professor of civil and environmental engineering, has been appointed Chair of the Sonny Astani Department of Civil and Environmental Engineering. Sobelman's research focuses on developing techniques for sustainable design.



AZAD HADIMI, professor and director of Systems Architecture, has been named a Fellow of the American Institute of Aeronautics and Astronautics.



FRED AMINZADEH, research professor, has been awarded a grant from the United States Agency of International Development.



Interior spread examples from USC Viterbi magazine.

Below are sample design options for USC Viterbi postcards and press release.



Vertical photo



Horizontal 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.

FIND USC EXPERTS
CONTACT USC MEDIA REPS
JOURNALIST RESOURCES
LATEST USC NEWS
RECENT COVERAGE OF USC
TWITTER AT USC
USC ON FACEBOOK

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

Suggested design options for mugs and totebags.



Mug



Tote

Suggested design options for t-shirts and mousepad.



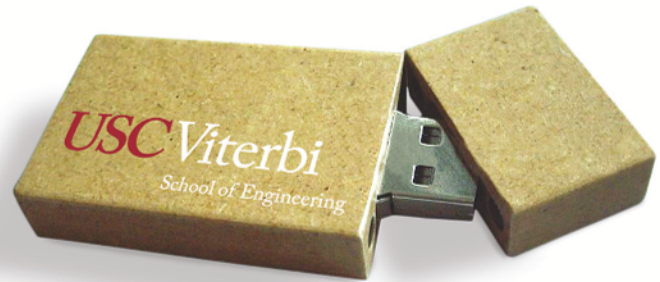
Informal logotype without descriptor on front, formal logotype on sleeve



Mouse pad

USC Viterbi Applications **Ancillary Items**

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 or visit usc.edu/identity for more information and to download university logotypes.

USC Viterbi

Visit 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 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.

Spirit and Athletic Marks

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