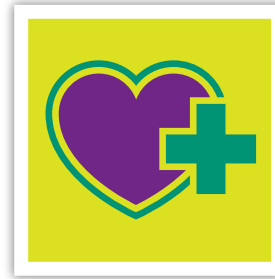# Graphic Standards

Provided by Student Affairs
Communications & Marketing (SACM)

USF | STUDENT AFFAIRS
UNIVERSITY OF SOUTH FLORIDA

Summer 2012

FORMAT

The horizontal version with and without the tagline shown below are standard use versions of the Student Affairs (USFSA) logo. The logo should not be altered or redrawn in any way.

USF STUDENT AFFAIRS
UNIVERSITY OF SOUTH FLORIDA

Inspiring learning, changing lives, one student at a time.

USF STUDENT AFFAIRS
UNIVERSITY OF SOUTH FLORIDA

SIZE

In order to ensure legibility of type in the USFSA logo, the width should never be less than 2 inches in print or 144 pixels digitally.

USF STUDENT AFFAIRS
UNIVERSITY OF SOUTH FLORIDA

2 inches / 144 pixels

AREA OF ISOLATION

Any other information that accompanies the USFSA logo such as type, photos and any other graphics must be kept out of the area of isolation at a minimum distance identified by following the area of isolation diagrams to the right.

USF STUDENT AFFAIRS
UNIVERSITY OF SOUTH FLORIDA

DEPARTMENTAL LOGOS

Each Student Affairs department has an offical logo (example shown to the right). Departments may use this logo or the Student Affairs logo without the department name. No other logos will be used for department materials.

USF STUDENT AFFAIRS
UNIVERSITY OF SOUTH FLORIDA

CENTER FOR LEADERSHIP
& CIVIC ENGAGEMENT

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USING COLOR VERSIONS

When the full-color version of the USFSA logo (Exhibit 5) cannot be used due to color restrictions, use of the black-only or one-color (Exhibit 6) versions of the USFSA logo is permitted. If the logo must be reversed or used in gold-only, it should always appear on USF green or solid black (Exhibit 7).

Exhibit 5

Exhibit 6

Exhibit 7

SPECIAL USE

Special care should be used when applying the USFSA logo to promotional items or textiles that involve embroidery or screen printing. The logo colors should be matched to one of the alternatives presented in the section titled "Using Color Versions" in this guide. Always ensure that legibility of the lettering will hold up at the proposed reproduction size. If the size does not allow the USFSA logo to be reproduced clearly, the main USF logo may be used in its stead or the logo content can be presented as text (Exhibit 8). Do not modify the logo in any way. For embroidery purposes, SACM has an alternative treatment (Exhibit 9). Please contact SACM to request this artwork.

Exhibit 8

Exhibit 9

FINDING ARTWORK

Logos and threads images can be found on the SACM SharePoint site at https://eusf.admin.usf.edu/sites/SACM/default.aspx

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LOGO DO'S AND DON'TS

- Never stretch, squeeze, skew or rotate the USFSA logo.
- Do not use graphic alterations, such as drop shadows, gradients, or bevels.
- Do not use low resolution images of the USFSA logo.
- Do not screen, use unapproved colors, or alter the typeface.

Do not use USFSA full color logo against any encumbered or non-contrasting background. The logo should be printed on a white or solid muted color background. If the logo must be placed over an image, it should be placed in an unencumbered area of the image so legibility is maximized. If the logo must be placed over a dark color, then the white or the gold version should be used.

NO

YES

NO

YES

NO

YES

YES

YES

YES

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TYPE

Typography is an important element of the USF brand. Fonts convey personality to communications.

For print, USF uses Univers for headlines and Garamond for body copy. For electronic media, Garamond is used for headlines and Arial for body copy.

You can use other fonts in your print materials, however, be sure to select fonts that are easy-to-read and appropriate for your communications.

Official Fonts:

Garamond Pro
Garamond Pro Italic
Garamond Pro Roman Bold
Garamond Pro Roman Bold Italic

Univers Roman
Univers Oblique
Univers Bold
Univers Bold Oblique

## Substitute Font for Univers:

Arial
Arial Italic
Arial Bold
Arial Bold Italic

Font Tips:

- Do not put two spaces after a period or colon.

- Do not use more than two fonts in your design project.

- Use decorative fonts sparingly.

- Never use all caps with script fonts.

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PRIMARY COLOR PALETTE

To accurately reproduce the USFSA logo, the primary colors presented here should always be used. PMS color or CMYK process builds should always be used for print, while the RGB color formula should always be used online or in video.

PMS 342
C93 / M10 / Y75 / K43
R0 / G103 / B71

PMS 4535
C6 / M8 / Y35 / K12
R207 / G196 / B147
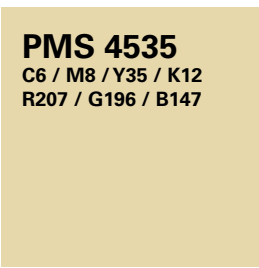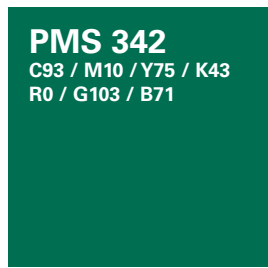
SECONDARY COLOR PALETTE

In addition to the primary colors that compose the USFSA logo, the following colors are offered be used as secondary, complementary accent colors. The PMS colors or CMYK process builds should always be used for print, while the RGB color formula should always be used online or in video.

PMS 380
Lemon Grass
C18 / M0 / Y100 / K0
R218 / G210 / B36

PMS 376
Apple
C44 / M0 / Y100 / K0
R156 / G203 / B59

PMS 341
Teal Green
C80 / M7 / Y62 / K16
R0 / G147 / B116

PMS 7702
Sky
C71 / M10 / Y14 / K0
R41 / G175 / B206

PMS 5503
Sea Glass
C38 / M0 / Y25 / K22
R128 / G176 / B166

PMS 430
Silver Gray
C55 / M34 / Y32 / K0
R126 / G150 / B160

PMS 7700
Storm
C97 / M53 / Y33 / K10
R0 / G100 / B32

PMS 7545
Slate
C75 / M52 / Y47 / K22
R70 / G96 / B105

PMS 2612
Grape
C66 / M100 / Y0 / K7
R111 / G38 / B135

PMS 226
Pitaya
C0 / M100 / Y0 / K10
R213 / G18 / B127

PMS 1945
Rhubarb
C9 / M99 / Y58 / K17
R187 / G24 / B71

PMS 4705
Espresso
C35 / M76 / Y100 / K40
R116 / G59 / B25

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BRAND GRAPHIC ELEMENTS

When creating layouts for USFSA or any of its departments, the "threads" graphic element (and its approved versions) should be incorporated whenever possible. Composed of the colors in USFSA's primary color palette, the threads serve as a visually consistent graphic element across USFSA printed and digital materials. When full color use is restricted, grayscale or solid color green or gold threads may be used.

The threads can stand alone as a graphic element, as seen on the cover of this Graphic Standards Manual, or they can also be worked into photographs or illustrations (below). They may **NOT** be stretched, squeezed, or skewed, but **CAN** be rotated, reversed, resized, or screened.

A set of "thin" versions of the threads has also been developed. These versions may work better on larger pieces as the image size is increased and/or when the thick threads will not work.
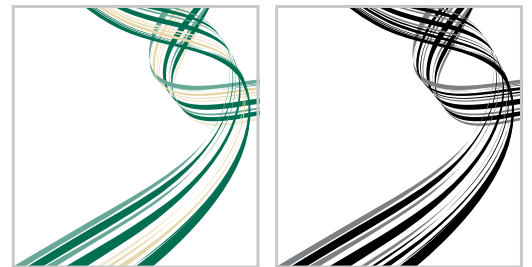
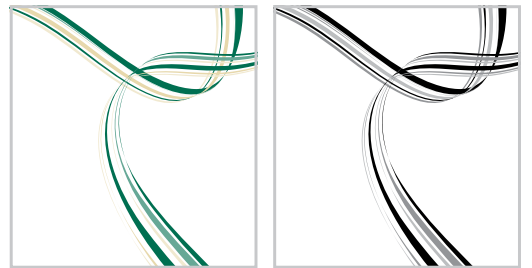**THICK VERSIONS**

Threads #1   *Color & Grayscale*

Threads #2   *Color & Grayscale*

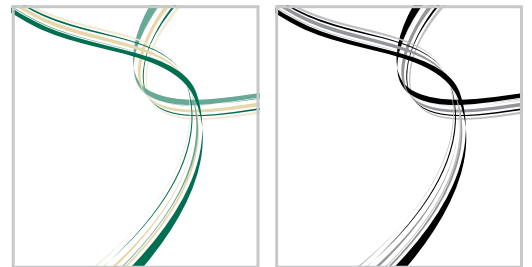**THIN VERSIONS**

Threads #1   *Color & Grayscale*

Threads #2   *Color & Grayscale*

Threads over photograph

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We promise to provide a learning environment beyond the classroom that empowers students to grow holistically, explore their passions, and enhance their part of the world. We help create a diverse community of responsibility and accountability where students develop sincere relationships, learn new skills and values, and develop a true sense of self. Seeing the potential in every student, our united departments are catalysts--sparking profound moments that ultimately define personal success for students during their college careers and for the rest of their lives.