

2019 USF FAQ (as of 5/20/19)

How will we receive the logo for our college/department?

UCM will send out communications on logo updates regularly. We will still use the Brand Asset Management (BAM) system to store all brand assets. Please visit usf.edu/brand-assets for more information, and contact Thom Vanderklipp (tvanderklipp@usf.edu) for access.

Does this new logo apply to the other system locations?

Yes, USF St. Petersburg and Sarasota-Manatee will adopt the Iconic Bull U as well. Moving forward we are all one USF.

How do I stay informed about the process?

UCM will keep open communications about pacing and updates on the logo/brand. If you have specific questions, please contact Thom Vanderklipp (tvanderklipp@usf.edu).

Who do I reach out to directly for help?

Thom Vanderklipp; tvanderklipp@usf.edu

When do we need to start using the Iconic Bull U logo in all materials? What if I have an existing order out, or one that needs to be ordered immediately?

You can start to use the "Iconic Bull U" immediately. If you have an existing order out please contact Thom Vanderklipp (tvanderklipp@usf.edu) directly for support on how to move forward.

Is there an official cut-off date for when the bull should be removed from materials, physical space, external communications, etc.?

We are asking all partners internally and externally to please move forward immediately with changing out logos in print, web, social and all new marketing material. We understand that every specific college/department does not have a lockup that represents their unit directly, but we do ask everyone to move forward with the main "Iconic Bull U" logo for the time being. We do ask you all please do NOT create your own logo.

What if my unit doesn't have budget to update materials such as signage, banners, table cloths, brochures, etc.?

Please take an inventory of materials that need to be replaced and contact Thom Vanderklipp (tvanderklipp@usf.edu) directly for support on how to move forward.

Is it acceptable to go back to using the block logo in the meantime?

There are two specific instances where you may use the block logo for the time being: 1) Business Card designs that are available through Allegra, and 2) Nametags that are available with Mark Master via their website. UCM will communicate when updated designs for business cards and nametags are available to order.

Do we still need to use the “A Preeminent Research University” with the logo? How will that be used with the Iconic Bull U logo?

A version of the Iconic Bull U logo with “A Preeminent Research University” will be available in the Brand Asset Management (BAM) system at usf.edu/brand-assets. Please use this logo for high visibility external communications. Please use your best judgement and consider if it will be relevant to your audience. This logo is NOT necessary on internal communications.

What are the usage guidelines for the “Iconic Bull U” (colors, etc.)?

Please see the Quick Reference Guide in the Brand Asset Management (BAM) system at usf.edu/brand-assets. This will provide details for usage.

Can we use just the Iconic Bull U icon by itself?

There will be specific situations where using the Iconic Bull U icon will be necessary (e.g. print items for internal use only, social icons, spirit items (such as t-shirts, etc.) However, in the majority of cases, and unless otherwise unfeasible, the words “University of South Florida” should accompany the Iconic Bull U.

Are we able to use the Horizon Bull logo as a graphic element on its own?

We are moving forward with the Iconic Bull U as a family. Please do not use the Horizon Bull in any situations moving forward.

Does Horizon remain one of our primary colors? If not, what are our primary colors?

The color palette is available in the Quick Reference Guide available on the Brand Asset Management (BAM) system at usf.edu/brand-assets. Please contact Thom Vanderklipp (tvanderklipp@usf.edu) for access if you do not have it.

Do the secondary colors (Sand, Seafoam, Apple, Ballast) still apply? If not, what replaces them?

No. The color palette is available in the Quick Reference Guide available on the Brand Asset Management (BAM) system at usf.edu/brand-assets. Please contact Thom Vanderklipp (tvanderklipp@usf.edu) for access if you do not have it.

Do we continue to use the new fonts (Chap and Trade Gothic)? If not, what replaces them?

Trade Gothic will be the official font that is used for the foreseeable future. Chap will not be used moving forward.

Do the graphic elements (forward slashes and glow) still apply?

Not at this time.

How does this affect the brand story, mantra, beliefs, messaging, audiences, etc. as described in the brand guideline document? Does all of that still apply?

At this time, the only changes are to the visual identity of the brand. This is in reference to logo design, colors, and fonts.

Is the University’s “A Future Without Limits” marketing campaign changing?

The “A Future Without Limits” campaign will not change. The campaign is separate from the logo and we are confident that the campaign, which was put in place to enhance our brand reputation on a national and global level, will serve its purpose.

What if I have a paid campaign that is running?

Please contact Thom Vanderklipp (tvanderklipp@usf.edu) for additional information on how we can support you.

When will we be receiving a new brand guideline document?

Logos, stationary, and a quick reference guide will be available in the Brand Asset Management (BAM) website on 5/21/19. Please refer to the BAM for relevant branding information

When will the brand assets be updated (templates, letterhead, stationery)? Is the Brand Asset Management (BAM) system still the source for this?

We will communicate to all partners on campus and in the community about the timeline for when we will have updated guidelines available. We will still use the Brand Asset Management (BAM) system as a repository for source materials.

What should we use in our email signatures?

The Horizon Bull is discontinued at this time. Please remove the Horizon Bull logo from current email signatures. Options for using either the Iconic Bull U logo or text only are available in the Brand Asset Management (BAM) system with instructions for new email signatures. Visit usf.edu/brand-assets for more information.

Is there a one-sheeter I can share with my college/department?

There is a Quick Reference Guide Available in the Brand Asset Management (BAM) system at usf.edu/brand-assets. Please contact Thom Vanderklipp (tvanderklipp@usf.edu) for access.

Do I need to send any communication out regarding the logo change?

UCM has sent out communications about the change via email and social. We will continue to send out communications frequently as things progress. Please contact Thom Vanderklipp (tvanderklipp@usf.edu) if you need additional information that will help support you in communicating this change to your employees and/or partners.