Master Logo - Centered
Logo mark: Iconic Bull U
Font: Trade Gothic Bold Cond. No. 20
Colors: USF Green and USF Gold
Acceptable color usage:
- Green and Gold
- Reverse (white) okay on any background

Master Logo - Flush Left
Logo mark: Iconic Bull U
Font: Trade Gothic Bold Cond. No. 20
Colors: USF Green and USF Gold
Acceptable color usage:
- Green and Gold
- Reverse (white) okay on any background
UNIVERSITY OF SOUTH FLORIDA LOGO

Master Logo with Preeminent Statement - Centered
Logo mark: Iconic Bull U
Font: Trade Gothic Bold Cond. No. 20
Colors: USF Green and USF Gold
Acceptable color usage:
- Green and Gold
- Reverse (white) okay on any background

Master Logo with Preeminent Statement - Flush Left
Logo mark: Iconic Bull U
Font: Trade Gothic Bold Cond. No. 20
Colors: USF Green and USF Gold
Acceptable color usage:
- Green and Gold
- Reverse (white) okay on any background

A PREEMINENT RESEARCH UNIVERSITY
- The Preeminent statement may also be used separately and in proximity to the USF master logo.
USF ST. PETERSBURG LOGO

USF St. Petersburg - Centered
Logo mark: Iconic Bull U
Font: Trade Gothic Bold Cond. No. 20
Colors: USF Green and USF Gold
Acceptable color usage:
- Green and Gold
- Reverse (white) okay on any background

USF St. Petersburg - Flush Left
Logo mark: Iconic Bull U
Font: Trade Gothic Bold Cond. No. 20
Colors: USF Green and USF Gold
Acceptable color usage:
- Green and Gold
- Reverse (white) okay on any background

UNIVERSITY OF SOUTH FLORIDA
ST. PETERSBURG

UNIVERSITY OF SOUTH FLORIDA
ST. PETERSBURG
USF Sarasota-Manatee - Centered
Logo mark: Iconic Bull U
Font: Trade Gothic Bold Cond. No. 20
Colors: USF Green and USF Gold
Acceptable color usage:
- Green and Gold
- Reverse (white) okay on any background

USF Sarasota-Manatee - Flush Left
Logo mark: Iconic Bull U
Font: Trade Gothic Bold Cond. No. 20
Colors: USF Green and USF Gold
Acceptable color usage:
- Green and Gold
- Reverse (white) okay on any background
USF COLOR PALETTE

PRIMARY COLORS
Logos are only depicted in USF’s primary colors.

USF Green
PMS 342 C
CMYK: 93, 10, 75, 43
RGB: 0, 103, 71
HEX: #006747

USF Gold
PMS 4535C
CMYK: 6, 8, 35, 12
RGB: 207, 196, 147
HEX: #CFC493

SECONDARY COLORS

Lemon Grass
PMS 380
CMYK: 18, 0, 100, 0
RGB: 219, 228, 66
HEX: #DBE442

Apple
PMS 376
CMYK: 44, 0, 100, 0
RGB: 156, 203, 59
HEX: #9CCB3B

Teal Green
PMS 341
CMYK: 80, 7, 62, 16
RGB: 0, 147, 116
HEX: #009374

Sky
PMS 7702
CMYK: 71, 10, 14, 0
RGB: 41, 175, 206
HEX: #29AFCE

Sea Glass
PMS 5503
CMYK: 38, 0, 25, 22
RGB: 128, 176, 166
HEX: #80B0A6

Silver Gray
PMS 430
CMYK: 55, 34, 32, 0
RGB: 126, 150, 160
HEX: #7E96A0

Storm
PMS 7700
CMYK: 97, 53, 33, 10
RGB: 0, 100, 132
HEX: #006484

Slate
PMS 7545
CMYK: 75, 52, 47, 22
RGB: 70, 96, 105
HEX: #466069
We encourage all colleges and departments to use the master logo. Identify your unit by typesetting the unit name in Trade Gothic Bold Condensed No. 20 to visually match the master logo and use in proximity. This example demonstrates one way to do this. You may use any logo from this guide in this manner. Please do not create unique lockups.