Welcome to a new era—a time to re-energize our university. While we will continue to roll out updates, this guide tells you everything you need to know to create pieces that are bold, engaging, and inspirational—just like USF.

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ASTOUNDING PROGRESS

Founded in 1956, USF is a relatively young university. This hasn’t held us back from anything.

Phi Beta Kappa
National Honor Society Chapter

Preeminent State Research University

Highest MCAT Scores
By First-Year Medical Students In Florida

#1 IN GENERATING NEW PATENTS IN FLORIDA

#5 IN GENERATING NEW PATENTS IN THE U.S.

#1 LATINO SUCCESS IN THE NATION

#11 IN GENERATING NEW PATENTS WORLDWIDE

180 MAJORS OFFERED

$568 MILLION IN RESEARCH EXPENDITURES

Preeminent State Research University

Highest MCAT Scores
By First-Year Medical Students In Florida

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#11 IN GENERATING NEW PATENTS WORLDWIDE

180 MAJORS OFFERED

$568 MILLION IN RESEARCH EXPENDITURES
Year after year, the University of South Florida defies what a modern university “should” be able to accomplish. With incredible velocity, we advance communities and pioneer new higher education standards. We embrace the unknown, conquer it, and then do it again. We define ourselves not by a name, date, or city, but by the impact we have on the world. We share one goal. We transform lives.
Our Beliefs

Our Beliefs are what represent how we live the brand every day. They serve as touchpoints for our university values, and define how we approach shaping the future.

HOW YOU CAN USE THEM: These should serve as the foundations of how we feel, think, and act—and the primary inspiration for any communications.

Collective Power

WHEN WE WORK TOGETHER, THE HERD ONLY BECOMES STRONGER.

Boundless Community

WE USE OUR PLATFORM TO CREATE A GLOBAL EXCHANGE OF IDEAS.

Uncharted Terrain

TO EMBRACE THE FUTURE, WE MUST EMBRACE THE UNKNOWN.

Unlimited Potential

OUR FRESHNESS AND VIGOR INVITES CREATIVITY AND WONDER.
OUR POSITION

Our position articulates how we stand out from other universities and represents the foundation for everything we do. It is the synthesis of our Brand Story and all our Beliefs.

HOW YOU CAN USE IT: As you craft communications, use this as primary inspiration to make decisions (ex: Will the totality of this piece represent A Future Without Limits?). While this sentiment can be used in body copy describing USF and any of its entities/initiatives, in most instances it should not be used as a tagline. Instead, use a call-to-action to drive a response specific to your audience.

A Future Without Limits
Our story is one worth telling. In this section, we discuss recognizing the important differences in our audiences and messaging each distinctly.
OUR AUDIENCES

USF represents different ideas and experiences to several different audiences. By tailoring the core USF brand standards to each audience’s characteristics, we can communicate more effectively and authentically.

Potential students/parents
With the majority aged 15-25, this audience should experience the full-throated USF brand: confident, bold, future-looking. They consume media primarily in digital form, so be brief and meaningful. Prioritize impact over fact. Reward their time and attention with engaging language and a strong impression. Give them a reason to remember USF.

Current students/faculty
This group has already committed to USF, so don’t let them down. Continue fulfilling the promise made when they decided to align their futures with USF. They now expect to experience all the brand has to offer, so give them credit for already being part of the herd and enhance their affinity in new and surprising ways.

Potential faculty
Highly accomplished in academia, give this group its props and be purposeful when selecting content, language and visuals. They will appreciate more statistical detail and quantitative evidence, especially from non-USF sources, but as always, stress the impact USF has made on lives over pure data.

Alumni
Alumni covet their relationship with USF. Don’t take it for granted. They’ve been there and done that. Being treated as insiders is what they’ve earned, so strengthen that loyal bond with a subtle adaptation exclusive to alums.

Health (clinical care)
Communications on behalf of health care services requires a unique translation of the USF brand. Being bold and fearless gives way to credentialed experience and calm compassion. Both language and visual elements may take on a more clinical, conservative tone.

Athletics
The most dynamic and impassioned form of the USF brand. Challenge this audience to build emotion, promote their pride, and give the competition what for with big, bold language and visual treatments.

Donors
On the other end of the spectrum from potential students, these individuals and their families may have been very successful over their lives. They might not have attended USF but may seek to give back for a variety of reasons: they appreciate and want to help cultivate the Tampa area, education, medicine, athletics, or the arts. Shift the brand tone from challenging convention to one of appreciation for their life experiences.
Our story is one worth telling. In this section, we outline different tools to help you tell it the right way.
As a university, we believe in touting impacts over facts—telling people why this data is important to them, connecting them to USF and sharing a bit of Bull pride in everything we say. Our goal with any communication is to show people that we are a powerhouse of impact and embolden people with our freshness and progressive higher education viewpoints.

To do this, we invoke the spirit of our Beliefs, build every piece of communication upon our Messaging Pillars, and choose deliberate and thoughtful language that reflects our Personality through our Tone of Voice.
THE VALUE OF STORYTELLING

HOW STORYTELLING AFFECTS THE BRAIN

A story activates parts of the brain that allow a reader/listener to turn it into their own ideas thanks to a process called neural coupling. They will experience similar brain activity to the author/speaker. The brain releases dopamine when it has an emotionally meaningful experience, making it easier to remember, and with greater accuracy.

When processing facts, just two areas of the brain are activated (Broca’s and Wernicke’s areas). A well-told story can engage many additional areas including the motor cortex, sensory cortex, and frontal cortex.

WHAT DO YOU LOVE IN A STORY?

For most people, the stories we remember are the ones that have an emotional impact on us. When the subject resonates, neural coupling enables us to connect and personalize it. We connect to the storyteller via mirror neurons, and can be so deeply engaged that we feel/hear/see and even smell/taste what’s happening in the story. Dopamine, a feel good neurotransmitter, also gets released when a story is emotionally engaging.

For us, including elements of emotion is how we emphasize impact over fact. It not only makes them more powerful—it’s good business.

KEYS TO CONNECTING WITH EMOTION

Keep It Real
Fabrications don’t usually have the same emotional impact as the real thing, so communicate in a way that helps the audience see themselves. Include specific details that can generate a picture in the mind’s eye. The more genuine, relevant, and impactful—the better.

Use Drama
The more challenge in the story, the more interesting it is. Add details of positive outcomes that are meaningful or even dramatic.

Share Unity
Include details of shared beliefs and values. Craft content that articulates how “we will” resolve a challenge together.

Finally, Check the CURVE
Not every story will meet all of this criteria, but check as many as you can to ensure an emotional experience.

C is for Curiosity, does it spark a need to know more?
U is for Urgency, does it generate a desire to respond with action?
R is for Relevance, is it relevant and valuable to a reader’s wants and needs?
V is for Value, does it describe shared values or beliefs?
E is for Emotion, does it include emotional inspiration from our Beliefs, Position, or Personality? Read on…

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MESSAGING PILLARS

Messaging Pillars ensure big news, accomplishments, and need-to-know information don’t get lost in the shuffle. They form our communication hierarchy.

HOW YOU USE THEM: Use these to choose and edit information and provide your audience only with what’s essential to make a profound impression.

Tell Me What
The main point should be immediately evident. Create a single point of focus and use other content as support.

Tell Me Why
Offer context as to why the main focus is meaningful. Make it succinct, but provide relevant details.

Tell Me More
Give extra evidence as necessary to support the Tell Me What and Tell Me Why.

Tell Me Everything
Provide an easy means for the audience to respond.
OUR PERSONALITY

If our brand were a person, how would you describe it? You might say we’re bold and innovative—but what does that really mean? What does that sound like? On this page, we explore all of the facets of living like a true Bull with our personality.

HOW TO USE IT: Keep these traits top of mind when creating communications. Use them as a guide to ensure a reader’s time and attention is rewarded with a memorable experience.

We go boldly
We take on the world’s most challenging problems and look for innovative solutions. We are unapologetic and while we are also constantly improving, we are past justifying why we are a powerhouse of a university.

We move rapidly
Thanks to our belief in focusing on what “could be” instead of what “should be,” we’ve accomplished in 60 years what takes some 100. Our communications reflect this balance of youth and experience, so we aren’t afraid to explore and experiment with word choice.

We create intrigue
We are recognized for the world-class experiences and opportunities provided to all members of our USF community. We speak clearly, always provide context, and write in a way that’s meaningful to our audiences.

We offer evidence
USF is a leader in more than just education. Whenever possible, we put our communication in the context of our impact on the world, industries, and community—not just compared to other universities or institutions.

We are inclusive
With three campuses and over 50,000 students from all walks of life, our communication must be inclusive of all. In every piece we create, we ask ourselves, “Can our community see themselves in this? Would they feel empowered?”

We are relatable
There’s never a dull moment when you’re a Bull. Our communication reflects this by balancing professionalism with conversational, appealing language.
TONE AND PERSPECTIVE:
OFF CAMPUS

Tone of voice is how we combine and express our Beliefs, our Personality, and our Pillars. The perspective we communicate from and the attitude we employ is what will make our communications resonate with an audience new to USF.

HOW YOU USE IT: Use these to choose words and shape language. Communicate distinctly and with evocative phrases. Challenge your audience to pay attention.

External-facing communication is as much of a representative of our university as our presence at an academic conference or the score at the end of a football game. From social posts to billboards, off-campus messaging is a chance to show people who we are and demonstrate our positive influence on the world around us.

Be authentic
Write as if speaking, with ease and transparency. Choose simplicity over verbose language. Don’t use generic “marketing-speak.”

Make it personal
Communicate as if person to person, even when the audience is being addressed through mass media. Speak to inspire an individual, not a group.

Exude confidence
Communicate with a natural, confident tone that is representative of all USF has achieved. As a preeminent research university, we act like we belong on the national stage because we do.
With a home-court advantage, on campus communication is our chance to get the most creative. People already know who we are so we can focus more on the why behind our messaging. We can explore even more conversational language and put an emphasis on our collective pride.

**Communicate Bull to Bull**

Bring the spirit. Remind them why they chose USF. Renew that pride with an insider’s perspective.

**Inspire participation**

Offer an opportunity for expression. Create a tighter bond. Use active verb tenses with welcoming warmth.

**Bring the swagger**

We’re not shy about our love of USF, but we also don’t take ourselves too seriously. We use language that isn’t cookie-cutter and reflects our unapologetic pride and affection.
All of these examples relay the same information. Applying our Tone of Voice and a Perspective that embodies our Brand Story, Beliefs, Position, and Personality will deliver a feeling—in addition to the basic facts.

NO TONE OF VOICE

USF Becomes Florida’s Third Preeminent University
Six years ago, the Florida State Legislature and Gov. Rick Scott under SB 1076 designated preeminent status to select Florida universities. Preeminence is the highest designation that a research university can earn from the State of Florida. Since the program became Florida Law in 2013, USF has long worked diligently to achieve Preeminence status.

OFF CAMPUS TONE

A New Era Begins as USF Achieves Preeminence
It’s a new era at USF. The Florida Board of Governors officially designated USF as “Preeminent,” the latest bullish achievement borne from a bold vision. USF has had its sights set firmly on this newest challenge since 2013, yet the journey to reach national excellence had always been in view. We reach higher, set new standards, and stay hungry for more. This is only the beginning.

ON CAMPUS TONE

Preeminence is the Latest Bullish Achievement
Bulls know, and now the Florida Board of Governors agrees. USF has been designated “Preeminent,” officially joining much older institutions. It’s the highest designation that a research university can earn from the State of Florida, but we know it’s just another beginning.
Core Elements
A successful brand thoughtfully combines verbal and visual communication. Just as we redefined our voice, we created a fresh, focused identity that includes a new logo, typography, photography, and complete visual style.
OUR LOGO SYSTEM

Each of our logos plays an important role in telling the full USF story, highlighting different facets of what makes a Bull, a Bull: prestige, focus on the future, and pride.

UNIVERSITY LOGO

Our iconic Bull-U is a symbol for all our ideas and ideals. It’s the foundation for all communications including advertising, web and social media, marketing collateral, campus signage and merchandise.

UNIVERSITY SEAL

Our official seal is for monumental signage and commencement collateral. It remains a symbol of our tradition and institutional prestige.
THE OFFICIAL LOGO LOCKUP

The official University of South Florida logo lockup is the preferred logo for all academic units and should be used for the majority of university communications. There are several variations to meet different needs, and together they comprise the university’s logo system.

THE UNIVERSITY LOCKUP: The University of South Florida official logo lockup combines the Bull-U icon with the university wordmark as a single unit. The official logo lockup should be used on behalf of all colleges.

THE BULL-U ICON: The University of South Florida iconic Bull-U is a strong and identifiable mark that uniquely represents the University of South Florida. This mark is allowed for use on apparel, promotional items, and uses related to university pride and spirit upon request and approval only. Academics units should not use the Bull-U in isolation as an identifier to represent their college, department, or unit. Instead, the official academic or administrative logo lockup should be used.

THE UNIVERSITY WORDMARK: The University of South Florida Wordmark is the graphic representation of the University name. It may be used by itself in academic settings such as conferences, research presentations, research or educational symposiums, etc. Use the Wordmark alone at your discretion.
UNIVERSITY LOGOS: USAGE

CLEAR SPACE
Give our logo the reverence it deserves by keeping it clear of other elements. Apply clear space around the entire logo assembly by using the height of the SOUTH FLORIDA letters as a measuring tool, defined in the example as “X.”

MINIMUM SIZE
To ensure the typography stays legible, the minimum size should always be determined by the height of the primary logo wordmark. Please reference the measurements in the examples.

THANK YOU!
To help build a stronger, consistent brand, always use the logos as they are provided. Do not edit the files in any way.

Minimum Height Usage
.375 in for traditional media
36 pixels for digital media
UNIVERSITY CAMPUS LOGOS: USAGE

CLEAR SPACE
Give our logo the reverence it deserves by keeping it clear of other elements. Apply clear space around the entire logo assembly by using the height of the SOUTH FLORIDA letters as a measuring tool, defined in the example as “X.”

MINIMUM SIZE
To ensure the typography stays legible, the minimum size should always be determined by the height of the primary logo wordmark. Please reference the measurements in the examples.

THANK YOU!
To help build a stronger, consistent brand, always use the logos as they are provided. Do not edit the files in any way.

Minimum Height Usage
.375 in for traditional media
36 pixels for digital media
**UNIVERSITY LOGOS: UNIT LOCKUPS**

The same clear space guidelines apply to our academic and administrative unit logo lockups.

To ensure the typography stays at a legible size, the minimum size should always be determined by the height of the entire University of South Florida wordmark. Minimum height requirements are shown in the examples.

- **Minimum Height Usage**
  - .375 in for traditional media
  - 36 pixels for digital media
UNIVERSITY LOGOS: LOCKUP EXAMPLES

In an effort to preserve our unified identity, please do not create your own lockups.

For your college or department’s official lockup, contact the Office of University Communications and Marketing.

UNIVERSITY OF SOUTH FLORIDA
College of Arts & Sciences

UNIVERSITY OF SOUTH FLORIDA
College of Behavioral & Community Sciences
Department of Criminology

UNIVERSITY OF SOUTH FLORIDA
College of Engineering
Department of Mechanical Engineering

UNIVERSITY OF SOUTH FLORIDA
Academic Affairs
Strategic and Budget Planning

UNIVERSITY OF SOUTH FLORIDA
Parking & Transportation Services

UNIVERSITY OF SOUTH FLORIDA
Patel College of Global Sustainability

UNIVERSITY OF SOUTH FLORIDA
College of The Arts
Institute for Research in Art Contemporary Art Museum

UNIVERSITY OF SOUTH FLORIDA
Muma College of Business
Vinik Sport & Entertainment Management Program
The USF Health acronym logo lockup is represented by the Bull-U icon and USF Health wordmark presented together as a unit. It may be used without the Bull-U at your discretion in academic settings such as conferences, research presentations, and research or educational symposiums, as well as in clinical applications such as patient care materials, building names, signage, etc.

The USF Health acronym logo lockup may be used in conjunction with the four USF Health colleges and related schools and programs. In addition, the USF Health acronym logo should be used exclusively with:

- USF Health institutes and centers (i.e. USF Health Heart Institute, USF Health Congenital Infection Center, etc.)
- USF Health administrative units
- The USF Health “Physicians Group” and materials that promote the USF Health clinical practice
- Educational materials that promote clinical or patient care
- Community health outreach initiatives such as mobile clinics, screenings, and health fairs
- USF Health research presentations (i.e. PPTs, posters, etc.), but also include the University of South Florida name

The official University of South Florida logo lockup is also used on behalf of the four USF Health colleges and related schools and programs. These academic units follow the universal University of South Florida academic identity structure.
Similar clear space guidelines apply to our USF Health logo lockups.

To ensure the typography stays at a legible size, the minimum size should always be determined by the height of the entire USF Health wordmark. Minimum height requirements are shown in the examples.

Minimum Height Usage
- .25 in for traditional media
- 30 pixels for digital media
USF HEALTH: LOCKUP EXAMPLES

In an effort to preserve our unified identity, please do not create your own lockups.

For your college or department’s official lockup, contact the Office of University Communications and Marketing.
UNIVERSITY LOGOS:
DO NOTS

USF logos – all institutional, campus, health, and lockups – must be used as they are provided and NEVER edited, recreated, or used in part.

The examples shown are just some that are unacceptable, as they damage the reputation and brand equity of USF.

- **DO NOT** alter any of the preset colors.
- **DO NOT** alter proportions of the logo or its parts.
- **DO NOT** recreate the logo, or use alternate typography.
- **DO NOT** add any treatments or effects.
- **DO NOT** reconfigure elements of the logo assembly.
- **DO NOT** create or use any unapproved lockups.
- **DO NOT** add illustrative elements.
- **DO NOT** utilize elements which, in effect, create new logos.
- **DO NOT** use other official marks with the wordmark.
LOGO USAGE: DARK BACKGROUND

Dark background versions (specified in file names as “darkbg”) should be used on USF Green, dark backgrounds, or medium backgrounds that provide enough contrast. Avoid using these logos on any background – solid color, photographic, or textured – that may affect clear legibility of all type.

- ✔️ UNIVERSITY of SOUTH FLORIDA
- ✔️ UNIVERSITY of SOUTH FLORIDA
- ❌ UNIVERSITY of
  SOUTH FLORIDA
- ✔️ UNIVERSITY of
  SOUTH FLORIDA
  College of Arts & Sciences
- ✔️ UNIVERSITY of
  SOUTH FLORIDA
  College of Arts & Sciences
- ❌ UNIVERSITY of
  SOUTH FLORIDA
  College of Arts & Sciences

Not enough contrast. Use dark background version instead.
LOGO USAGE: LIGHT BACKGROUND

Light background versions (specified in file names as “lightbg”) should be used on white, light, or USF Gold backgrounds. Avoid using these logos on any background – solid color, photographic, or textured – that may affect clear legibility of all type.

[Images of logos in different backgrounds]

Not enough contrast. Use light background version instead.
Color
**COLOR PROFILES**

Our color palette is directly inspired by our brand architecture and campuses.

<table>
<thead>
<tr>
<th>CMYK</th>
<th>RGB &amp; Hex</th>
<th>PMS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PRINTED MATERIALS</strong></td>
<td><strong>DIGITAL MATERIALS</strong></td>
<td><strong>MERCHANDISE &amp; PRINT</strong></td>
</tr>
<tr>
<td>CMYK refers to cyan, magenta, yellow, and black inks. This four-color process is the standard for printing and uses dots and different percentages of each ink to optically create colors.</td>
<td>RGB uses combinations of red, green, and blue light to create colors. This is the standard for digital screen and devices.</td>
<td>PMS stands for Pantone Matching System. This patented system was developed for universal color consistency, meaning you could go to any vendor and ensure the same colors throughout any application or material. Unlike CMYK, which optically mixes after printing, Pantones are a single color, premixed before printing or applied as part of fabrication.</td>
</tr>
<tr>
<td>CMYK has a slightly more limited spectrum than RGB, therefore colors may not appear as bright. Color consistency is also more difficult to control from printer to printer due to varied calibration and inks.</td>
<td>RGB offers the widest spectrum of colors, allowing for brighter, vibrant options.</td>
<td></td>
</tr>
</tbody>
</table>

**USED FOR**

<table>
<thead>
<tr>
<th>PRINTED MATERIALS</th>
<th>DIGITAL MATERIALS</th>
<th>MERCHANDISE &amp; PRINT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional media and printed materials like posters and brochures.</td>
<td>Digital materials like websites, apps, videos, and social media.</td>
<td>Color-consistency through across all applications including merchandise, apparel, plastics, and 1-2 color print jobs like stationery.</td>
</tr>
</tbody>
</table>
COLOR PALETTE

Our color palette is inspired by our brand architecture and serves to support our core colors: USF Green, White, and USF Gold.

Our core colors, together with Sand and Evergreen, should be used in overwhelming majority. Employ the accent colors selectively and purposefully. Do not allow them to dominate.
COLOR: PROPORTIONAL APPLICATIONS

These abstract examples represent proportional applications of our core, secondary, and accent colors. The core and secondary colors should be utilized most often and for the great majority of communications. Use the accent colors sparingly and judiciously.
COLOR: **LEGIBILITY & PRIMARY USAGE**

**LEGIBILITY**
Our color palette is built to reflect our brand personality as well as provide a great number of combinations for flexibility and legibility. While some measures of legibility are dependant upon context, the combinations here are reliable ways to ensure consistent branding, clear legibility, and, in the digital realm, ADA compliance.

**PRIMARY USAGE**
For main color applications, avoid dominating with middle tones. Always ensure contrast with backgrounds and other important elements is strong and clear.

**USE THESE COMBINATIONS FOR STRONG BRANDING AND FAIL-SAFE LEGIBILITY**

White | Sand | Silver | Lemongrass

USF Green | Evergreen | Slate | Storm

**SOME EXAMPLES OF COMBINATIONS TO AVOID FOR PRIMARY USAGE AND SMALL TYPOGRAPHY**
Typography
The modern Obvia typeface reflects the University of South Florida’s boldness, strength, and future-forward nature.

Three typefaces with seven weights each offer a wealth of possibilities. The full complement of italics are also included.

If you are an Adobe Creative Cloud subscriber, simply activate the font set(s) from Adobe Fonts: https://fonts.adobe.com/fonts

**Obvia**

**Obvia Regular**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

**Obvia Bold Italic**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

<table>
<thead>
<tr>
<th>Obvia</th>
<th>Obvia Wide</th>
<th>Obvia Expanded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thin</td>
<td>Thin</td>
<td>Thin</td>
</tr>
<tr>
<td>Light</td>
<td>Light</td>
<td>Light</td>
</tr>
<tr>
<td>Book</td>
<td>Book</td>
<td>Book</td>
</tr>
<tr>
<td>Regular</td>
<td>Regular</td>
<td>Regular</td>
</tr>
<tr>
<td>Medium</td>
<td>Medium</td>
<td>Medium</td>
</tr>
<tr>
<td>Bold</td>
<td>Bold</td>
<td>Bold</td>
</tr>
<tr>
<td>Black</td>
<td>Black</td>
<td>Black</td>
</tr>
</tbody>
</table>
Obvia Bold
Size 68pt / Leading 60pt / Tracking -10

Obvia Medium
Size 18pt / Leading 20pt / Tracking 0

Obvia Book
Size 9.5pt / Leading 15pt / Tracking 10

Obvia Black Italic
Size 12pt / Leading 15pt / Tracking 100

TEXT SIZE FOR MAIN TITLES

Text size for subheads and longer descriptors

Ro to doluptatur si soluptae nobisi odi sit harciditis et aborum quam faceperferum ipsus plabo. Nam eossusam aborem facesci psapero blam, testis anducips cupitate prorrum ut et aut ut vendis de nos aceperibus aut doluptatiae esti quiarnatur, seque cus eos et qui autat explaut laborum es doluptati nessuntur, quia de nectota voles quo beatiis idel inum rem. Soluptaquici restotas laborepel ipicat.

CAPTION / CTA HERE
The Trade Gothic typeface reflects the University of South Florida’s boldness and strength.

**Typefaces:**

- **Primary**
  - Trade Gothic
  - Trade Gothic Condensed No. 18
    - `abcdefghijklmnopqrstuvwxyz`
    - `ABCDEFGHIJKLMNOPQRSTUVWXYZ`
  - Trade Gothic Bold Condensed No. 20
    - `abcdefghijklmnopqrstuvwxyz`
    - `ABCDEFGHIJKLMNOPQRSTUVWXYZ`
PRIMARY TYPEFACES:

USAGE

TEXT SIZE FOR MAIN TITLES

Trade Gothic No.20
Size 68pt / Leading 60pt / Tracking -10

Trade Gothic No.20
Size 24pt / Leading 24pt / Tracking 0

Trade Gothic No.18
Size 11pt / Leading 16pt / Tracking 0

Trade Gothic No.20
Size 12pt / Leading 15pt / Tracking 100

Text size for subheads and longer descriptors

Ro to doluptatur si soluptae nobisi odi sit harciditis et aborum quam faceperferum ipsus plabo. Nam eossusam aborem facesci psapero blam, testis anducipienis cuptate prorrum ut et aut ut vendis de nos aceperibus aut doluptatiae esti quiaernatur, seque cus estibusanto eos et qui autat explaut laborum es doluptati nessuntur, quia de nectota voles quo beatiiis idel inum rem. Solutqua restotas laborepel ipicat.

CAPTION / CTA HERE
Miller serif typefaces provide a traditional serif option for some uses. Those include research and white papers, official university administrative business, and other academic requirements.

**Miller Display**

- Roman
- Semibold
- Italic

**Miller Display Roman**

- \textit{abcdefghijklmnopqrstuvwxyz}
- \textit{ABCDEFGHIJKLMNOPQRSTUVWXYZ}

**Miller Display Semibold Italic**

- \textit{abcdefghijklmnopqrstuvwxyz}
- \textit{ABCDEFGHIJKLMNOPQRSTUVWXYZ}

**Miller Text**

- Roman
- Bold
Alternate typefaces were selected for those who don't have access to Obvia or Trade Gothic. These are all system fonts and should be widely available to all.

**FRANKLIN GOTHIC BOOK**

ABCDEFGHJKLMN
OPQRSTUVWXYZ

abcdefghijklmno
pqrstuvwxyz

1234567890

**FRANKLIN GOTHIC MEDIUM**

ABCDEFGHJKLMN
OPQRSTUVWXYZ

abcdefghijklmno
pqrstuvwxyz

1234567890
ALTERNATE TYPEFACES: USAGE

TEXT SIZE FOR MAIN TITLES

Franklin Gothic Medium
Size 68pt / Leading 60pt / Tracking -10

Franklin Gothic Medium
Size 24pt / Leading 24pt / Tracking 0

Franklin Gothic Book
Size 10pt / Leading 16pt / Tracking 0

Franklin Gothic Medium
Size 12pt / Leading 15pt / Tracking 100

Text size for subheads and longer descriptors

Ro to doluptatur si soluptae nobisi odi sit harciditis et aborurn quam faceperferum ipsus plabo. Nam eossusam aborem facesci psaper o blam, testis anducipienis cuptate prorrut ut et aut ut vendis de nos aceperibus aut doluptatiae esti quiaernatur, seque cus estibusanto eos et qui autat explaut laborum es doluptati nessuntur, quia de nectota voles quo beatii ishel inum rem. Soluptaqui restotas laborepel ipicat.

CAPTION / CTA HERE
Photography
USF has three breathtaking campuses along Florida’s west coast, each with its distinct setting—there’s a lot to show off. And what’s more, we have a deeply diverse faculty, student body, and set of majors and activities. Our photography needs to showcase all that we have to offer and in a way that is natural. We use expansive aerial images and in-the-moment photos of student life to convey what it’s like to live and learn at the University of South Florida.
PHOTOGRAPHY: OFF BRAND & THINGS TO AVOID

Our brand hinges on all elements coming together to create an accurate and powerful message. Avoid the traps of convenience when choosing photography. A few extra minutes of thoughtful searching will yield results better aligned with our photography standards.

These images are a sample of things to avoid so that USF is consistently represented in a strong, differentiating way that articulates the brand without words.

- AVOID people dressed in cold-weather attire
- AVOID low resolution images or those lacking contrast
- AVOID trite or inauthentic representations
- AVOID images with a logo as the main subject
- AVOID posed images that do not feel natural or in-the-moment
- AVOID negative subjects or those in bad taste
- AVOID extreme or poor lighting
- AVOID low resolution images or those lacking contrast
PHOTO TREATMENTS: COLOR GRADE

Our photography celebrates the beauty of our region. We “color grade,” or improve the appearance of, our images to give them the warmth and brightness that is synonymous with beautiful Florida, our campuses, and our student body. We add saturation with restraint so that our images appear vibrant but natural. This way, greens and golds shine subtly but significantly within our photography.
In most situations, you will be able to use USF-owned images. However, should you need a type of photo you cannot find within our library, you may explore using stock photography. Today, we have access to great reasonably-priced, and sometimes free, stock photography. The key is to choose images that are general and do not refer to specific locations, brands, or people. These images are all royalty-free and meet our criteria. Below are a few websites with quality images available free and for purchase.

Unsplash.com
Large, royalty-free images with a slightly limited selection

Stocksy.com
Beautiful, affordable images available for purchase at incremental prices

Offset.com
Beautiful, less-affordable images available for purchase at incremental prices
Advanced Design Elements
DESIGN ELEMENTS: DIAGONALS

Our Diagonals add texture and dimension to flat color. They can be a bold statement on their own, or serve as helpers with which to highlight and differentiate messaging.

Our Diagonals are available in six colors:

- White
- Sand
- USF Gold
- Apple
- USF Green
- Evergreen
HOW TO USE OUR DIAGONALS

Use our Diagonals with varying opacity to subtly add separation from a background. Crop them as vertical banners, horizontal bars, or slim rules to provide anchors for text or other elements. Use them to highlight important details, and accentuate statistics and key information.

As always, ensure that legibility of other elements takes first priority.

Download the Diagonal files.

The University of South Florida is now ranked 24% higher
DESIGN ELEMENTS: BAR

Our Bars are ready-made helper elements that can be used in a wide variety of applications.

Our Bars are available in eight colors:
- USF Green
- White
- USF Gold
- Evergreen
- Sand
- Lemongrass
- Apple
- Silver
HOW TO USE OUR BAR

Our Bar can be used large or small, as a solo element or together with our Diagonals. Pair them for a little color pop, or crop them as flags.

Download the Bar files.
DESIGN ELEMENTS: ARROW

The Arrow is an element for special applications. Use it very selectively — once per panel — to stress one important detail such as a definitive takeaway or call to action.

The Arrow is available in versions for use on both dark and light backgrounds.

Download the Arrow files.
DESIGN ELEMENTS: BULL STATUE

Use this background as dramatically or softly as you wish. Carefully select when it makes sense to employ, as overuse quickly deteriorates its impact.
HOW TO USE OUR BULL STATUE

Background images come 11"W x 11"H with full bleeds and crop marks, so they may be used in portrait or landscape mode.

In addition, the master bitmap images for use on light and dark backgrounds are available for custom treatments.

Download the Bull Statue files.
DESIGN ELEMENTS: CAMPUS PALM

This background can be used dramatically or softly. Carefully select when it makes sense to employ, as overuse quickly deteriorates its impact.
HOW TO USE OUR CAMPUS PALM

The Campus Palm files come 11”W x 11”H with full bleeds and crop marks, so they may be used in portrait or landscape mode.

In addition, the master bitmap images for use on light and dark backgrounds are available for custom treatments.

Download the Campus Palm files.

The Campus Palm offers many possibilities. Rotate or flip as needed.
DESIGN ELEMENTS: PALM PATTERN

Our Palm Pattern is a signature element only USF can claim. As with the Campus Bull and Campus Palm, use it purposefully to avoid losing its distinctiveness.

Our Palm Pattern is available in four tones:
- Evergreen
- USF Green
- Sand
- White

Download the Palm Pattern files.
ICONS & ILLUSTRATIONS

A great resource to use for premade icons is Font Awesome. It has a massive searchable database and offers vector files at a small price or free (with artist attribution). The key to selecting icons is to find a monolinear (outlined) style. This style ties back to our light background bull, and ensures that our icons are consistent with each other (the icons to the right are all from their website).

FontAwesome.com

When designing new icons and illustrations, the same key consideration applies.
PUTTING IT ALL TOGETHER

A few thoughtful decisions and well-chosen elements can go a long way. Use space as a necessary element to create a strong, confident tone.

TOP 50 BREAKTHROUGH!

The University of South Florida is now a U.S. News & World Report Top 50 public university.

usf.edu/withoutlimits
LUWM892929.1

PUTTING IT ALL TOGETHER

A few thoughtful decisions and well-chosen elements can go a long way. Use space as a necessary element to create a calm, confident tone.

Investiture Ceremony

November 14, 2019  •  2 p.m.  •  Yungling Center

The formal Investiture Ceremony is scheduled for November 14, 2019 at 2:00 PM in the Yungling Center. The ceremony is a celebration of the University of South Florida's history and the many traditions associated with transitions in academic leadership. USF faculty and delegates from many other colleges and universities will process in academic regalia. If you are unable to attend the ceremony in person, livestreaming will be available via the USF homepage.

Students, staff and members of the USF community are invited to attend the ceremony.

More information, including an FAQ, for guests can be found here: https://www.usf.edu/system/president/inauguration/guests.aspx

Please RSVP to attend as a guest:
usf.edu/rsvpinvestiture

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Please RSVP to attend as a guest:
usf.edu/rsvpinvestiture
This isn’t just any university, so it’s not just any brand. Each of us plays a role in sharing it with the world consistently and confidently.

If you have any questions on what to do, visit: usf.edu/brand.