Welcome to a new era—a time to re-energize our university. This is a preview of our rebrand and many other exciting things to come. However, there’s still work to be done. While we continue finalizing the details, please refrain from using any new content, logos, type, colors, etc. until full guidelines are provided.

03 / TIMELINE
04 / BRAND ARCHITECTURE
07 / TONE OF VOICE
09 / TAGLINE
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Our Timeline

September

President’s Announcement
A preview of the new identity

October

Homecoming
Limited use by select internal committees on all campuses

January

Spring Semester
Full use by all departments on all campuses
OUR STORY

Written in our bold tone of voice, this story tells people what USF stands for.

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 position articulates how we stand out from other universities. It’s an internal line and should NOT be used as a tagline.

United, we Shape the Future

Our students, faculty, campuses, alumni, educators, etc.

We impact international, national, and local communities—our way.

We will never slow down.
Ambition Over Tradition
WE EXPERIMENT WAYS TO REACH HIGHER AND ACHIEVE MORE.

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.
OUR PERSONALITY

If USF were a person, this is how it would act, talk, and look.

WE ARE BULLISH
to be confident or optimistic about something.

WE ARE BOLD.
We take on the world’s most challenging problems and look for innovative solutions.

WE ARE IMPACTFUL.
We make positive change in our global communities and catalyze regional economic development.

WE ARE UNITED.
We seek new ways to combine diverse backgrounds and skill sets to maximize efficiencies.

WE ARE STUDENT-CENTRIC.
We commit to everyone’s success, whatever success means to them.

WE ARE LEADERS.
We lead higher education and beyond by nurturing talent and valuing every opportunity to grow.

WE ARE HERALDED.
We are recognized for the world-class experiences and opportunities provided to all members of our USF community.

WE ARE LOYAL.
We treat each other with respect and integrity. We only do what is best for the entire university.
If USF were a person, this is how it would act, talk, and look.

**OUR PERSONALITY**

- **X** WE’RE HERE TO CHANGE THE LIVES OF STUDENTS. USF: UNITED WE SHAPE THE FUTURE.
  - Too cliche; United, we Shape the Future isn’t a tagline.

- **✓** THIS IS WHY WE’RE HERE: TO MAKE AN IMPACT ON OUR WORLD. TO SHAPE THE FUTURE.

- **X** WE MAY BE YOUNG, BUT WE’RE MAKING A GLOBAL IMPACT.
  - Not bold enough.

- **✓** WE DEFINE USF NOT BY A NAME, DATE, OR CITY, BUT BY THE IMPACT WE HAVE ON THE WORLD.

- **X** USF DOES THINGS DIFFERENTLY. WE ARE BULLISH.
  - It’s bold, but too cold.

- **✓** WE ARE BULLISH ENOUGH TO DO THINGS OUR WAY.

- **X** USF IS #1 IN STUDENT SUCCESS BECAUSE WE’RE A PASSIONATE, FORWARD-THINKING UNIVERSITY.
  - Impact should come before facts.

- **✓** USF TURNS GRADUATION CHECKLISTS INTO A PERSONAL PATHWAY. THAT’S WHY WE WERE RANKED #1 IN STUDENT SUCCESS.
OUR TAGLINE

Coming Soon.
Our new bull symbolizes our collective power and drive to shape the future.

**THE BULL U**

**OPTIMISTIC, UPWARD-ANGLED HEAD**
USF ST. PETERSBURG

**REGAL STANCE**
USF TAMPA

**STRONG BODY AND CURVED TAIL**
USF SARASOTA-MANATEE

**INSPIRATION FOR THE BULL**
Our horizontal mark is our primary logo and should be used on most all brand materials. To remain consistent, it is important to only use the colors shown on this and the next page.

**HORIZONTAL**

Be sure that there is enough clear space around the mark by using the distance between the bull's tail and horns as a measuring tool, defined here as "X."

**MINIMUM HEIGHT**
- 60px (web)
- 0.25in (print)

**MINIMUM WIDTH**
- 60px (web)
- 0.25in (print)

**CLEAR SPACE**

To keep our identity consistent, it is recommended to use the horizontal logo whenever possible. The vertical logo should only be used in special cases, for example, if a layout doesn't allow enough room for the horizontal mark to live at a readable size.
**UNIVERSITY LOGOS**

**HORIZONTAL**

Our horizontal mark is our primary logo and should be used on most all brand materials. To remain consistent, it is important to only use the colors shown on this and the previous page.

The light background version should be used very sparingly, only in cases where a green background isn’t feasible.

**VERTICAL**

To keep our identity consistent, it is recommended to use the horizontal logo whenever possible. The vertical logo should only be used in special cases, for example, if a layout doesn’t allow enough room for the horizontal mark to live at a readable size.

**CLEAR SPACE**

Be sure that there is enough clear space around the mark by using the distance between the bull’s tail and horns as a measuring tool, defined here as “X.”

**THE BULL USF**

The new university logo will only replace our academic logo. The Bull USF and Bull U will still be used by, and only by Athletics. It should NOT be used for any academic purposes.
The same clear space, color, and sizing rules apply to our institutional logos.
These are examples of how to pair a lockup with our university logo.
The Chap typeface reimagines the traditional serif and shares characteristics with the pointed horns and angular edges of our new bull.

The modern Trade Gothic typeface reflects the University of South Florida’s boldness and strength.
This isn’t just any school, 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 or need something approved in the interim, visit: usf.edu/brand.