



# UNIVERSITY OF SOUTH FLORIDA VISUAL BRAND

*QUICK START II*

# IDENTITY MARKS

## Primary logo

The **primary university logo** – composed of the iconic Bull U and the university wordmark – represents the core academic, research and service mission of the university. All units that serve or support the university’s core mission, including colleges, programs, offices and divisions, should display the university’s primary visual identity mark.

Horizontal, vertical and stacked layouts and color options that may be clearly read on a variety of backgrounds are available.

All versions of the logo are designed to match the primary logo, which is typeset in Trade Gothic fonts and in USF colors, as shown on these pages.



UNIVERSITY of  
**SOUTH FLORIDA**



UNIVERSITY of  
**SOUTH FLORIDA**



UNIVERSITY of  
**SOUTH  
FLORIDA**



For downloads of logos and graphics, including custom unit identity logos, visit USF’s official brand site at [brand.usf.edu](http://brand.usf.edu). Email [usfbrand@usf.edu](mailto:usfbrand@usf.edu) to request access.

All graphics noted in this publication and more are available for download in **.eps** format for print and **.png** format for web and digital use. Some files are also available in **.jpg** and **.tif** formats.

# IDENTITY MARKS

## Primary logo / color variations



# IDENTITY MARKS

## Campus location lockups



**Campus location lockups** combine the primary logo with a campus identifier.

Campus location lockups may be used where the campus name is recognized and expected by the intended audience, such as marketing material and giveaway items that reference a specific campus and event signage for activities that will be held at a specific campus location.

Communications that are targeting national audiences or Tampa Bay region-wide audiences should use the primary logo, and reference a specific campus where needed for clarity.

The use of the word “campus” is now optional when referring to one of the three campuses. Logo lockups available online include files with and without “campus” text.

A full set of lockups is available for the Tampa, St. Petersburg and Sarasota-Manatee campuses. Each set includes horizontal, vertical and stacked versions.

## Unit identity lockups



Colleges, schools and administrative units may use **unit identity lockups** where the unit name is recognized and expected by the desired audience. Units that fall within a college or division may use the primary USF logo, or the unit lockup that best represents their division.

To ensure consistency for all logo lockups, the University Marketing office will create the master files for all units. Please do NOT create logo lockups.

For downloads of current unit and departmental logos, visit the [logos and lockups page](#). To obtain access, or to create a lockup, email [usfbrand@usf.edu](mailto:usfbrand@usf.edu) to make a request, with the subject line “Logo Inquiry.”

# IDENTITY MARKS

## Other USF-wide identity marks



### The university seal

The official **University of South Florida seal**, created in 1959, symbolizes the vested authority of the university. Each element of the USF seal has special meaning. The sun represents life to all living things. The lamp symbolizes learning. The globe signifies the universal expansiveness of educational opportunity and challenge.

The use of this mark will be at the discretion of the Office of the President. It is reserved for ceremonial uses that include presidential communications; commencement material; official documents, certificates and awards; and monumental signage.



### The iconic Bull U

The **iconic Bull U** is a popular spirit mark that represents the university community. It is paired with the university name as part of the primary mark, and represents the Bull spirit of the institution, from academics to intercollegiate athletics.

For *internal audiences*, the icon may be used alongside unit text. For *external audiences*, the icon may be used in the design, but the USF primary mark, USF campus or college name must also be displayed clearly. The mark may be used as a watermark, but the proportions, colors and overall design of the mark may not be altered or have other art elements attached to it. It may not be used as a bullet point or to replace a letter within a name.



The university's identity marks shown here have specific, limited usage. They are not available for download on USF's brand website.



USF Health and USF Athletics have specific branding styles and requirements. [Contact USF Health](#) and [USF Athletics](#) for logo approval and information.

Identity guides for [USF Health](#) and [USF Athletics](#) are posted online.

# COLORS

## Primary colors



### USF GREEN

HEX #006747  
RGB 0, 103, 71  
CMYK 93, 10, 75, 43  
PMS 342



### USF GOLD

HEX #CFC493  
RGB 207, 196, 147  
CMYK 6, 8, 35, 12  
PMS 4535

## Accent colors



### APPLE

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



### TEAL

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



### LEMONGRASS

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



### SEAGLASS

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



### STORM

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



### SKY

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

## Neutrals



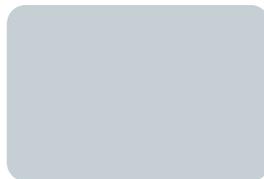
### SLATE

HEX #466069  
RGB 70, 96, 105  
CMYK 75, 52, 47, 22  
PMS 7545



### GRAY

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



### SILVER

HEX #CAD2D8  
RGB 202, 210, 216  
CMYK 22, 12, 12, 0  
PMS 427

## Alternates



### EVERGREEN

HEX #005432  
RGB 0, 84, 50  
CMYK 96, 15, 84, 56  
PMS 3453



### SAND

HEX #EDEBD1  
RGB 237, 235, 209  
CMYK 7, 4, 19, 0  
PMS 614

Sand and Evergreen may serve as alternates for USF Green and USF Gold when needed for optimal contrast in digital communications. They may also be used as accents.

# GRAPHIC ELEMENTS

## Backgrounds: Gradients

Six gradient blends in USF brand colors are available to use as backgrounds or as a photo overlay.



APPLE-USF GREEN



APPLE-TEAL-USF GREEN



TEAL-EVERGREEN



LEMONGRASS-APPLE-TEAL



SAND-USF GOLD



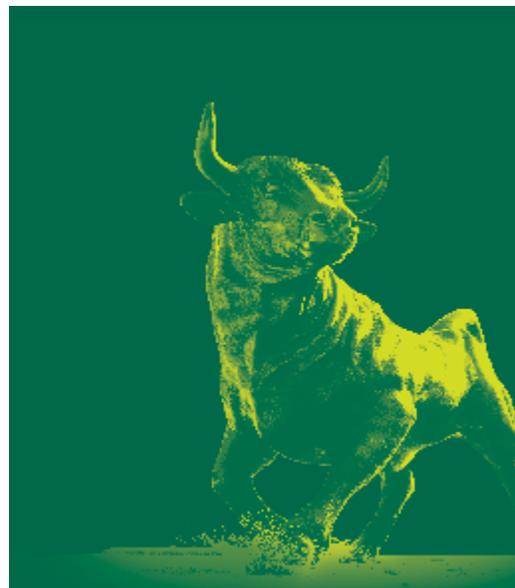
SEAGLASS-USF GREEN



Additional USF-branded graphic elements may be downloaded from the USF brand site.

## Backgrounds: Bull statue

The Bull Statue background is available in six color combinations that can be used dramatically or softly. The files come 11"W x 11"H with full bleeds and crop marks, so they may be used in portrait or landscape mode.



# GRAPHIC ELEMENTS

## Backgrounds: Patterns

Ten background patterns are available on the USF brand website. Each pattern is available in green or gold, as shown in the sample set at right.



WAVY LINES-USF GREEN



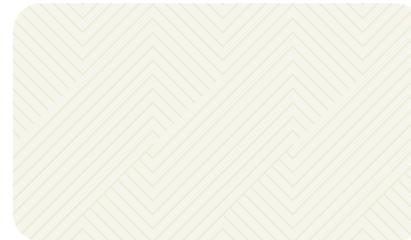
CONNECTED LINES-USF GREEN



BRUSHSTROKE SWIRLS-USF GREEN



WAVY LINES-SAND



CONNECTED LINES-SAND



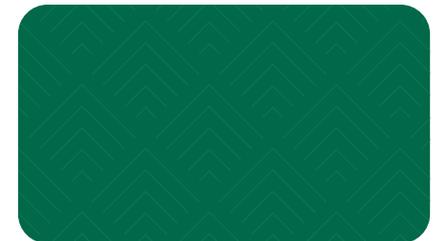
BRUSHSTROKE SWIRLS-USF GOLD



BRUSHSTROKE LINES-USF GREEN



HALFTONE STRIPES-USF GREEN



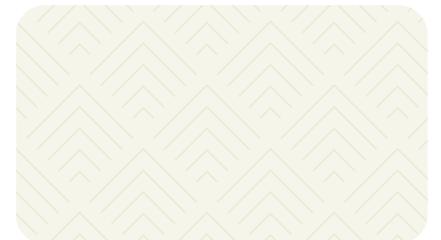
LINEAR ARROWS-USF GREEN



BRUSHSTROKE LINES-SAND



HALFTONE STRIPES-SAND



LINEAR ARROWS-USF GOLD

# GRAPHIC ELEMENTS

## Icons

Use this set of 100+ icons to help break up copy, simplify concepts or add a visual element to your work.

If in need of an icon not found in the set, design or source a stock icon that matches the look and feel: simple illustrations in an outlined style.

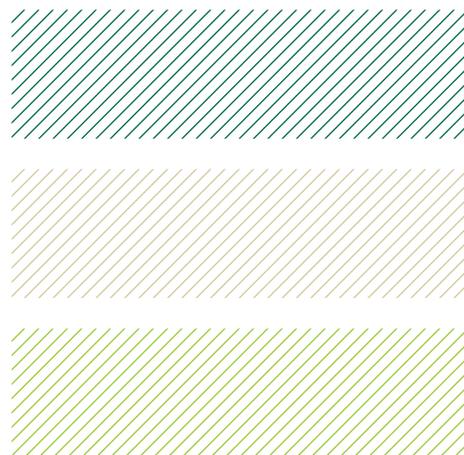
The icon set is available in USF green, apple, white or black.



## Diagonals / Arrows / Bars

Combine these graphic assets with photography and typography to add depth and visual interest to design layouts and create brand continuity throughout your materials.

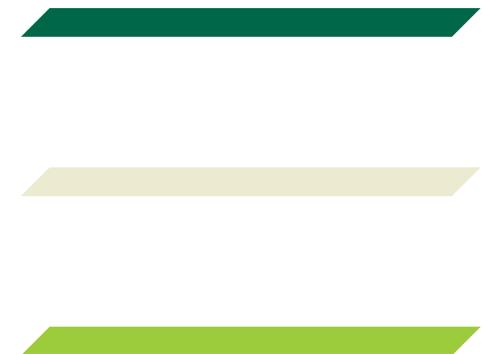
DIAGONALS



ARROWS



BARS



## Primary font

Trade Gothic Next LT Pro is the University of South Florida's primary typeface. It is a sans-serif font, chosen to represent boldness and strength.

It is an easily sourced current font that visually aligns with Trade Gothic, the typeface of the USF logo.

If you are an Adobe Creative Cloud subscriber, you may activate the font set(s) from [Adobe Fonts: Trade Gothic Next LT Pro](#)



### Alternate Typefaces:

Franklin Gothic Book and Arial can be used for individuals who don't have access to Trade Gothic Next. These are widely available system fonts. Use Arial for Microsoft Word and Powerpoint.

*Limited Use Script:* Edwardian Script may be used for the most formal certificates and documents as needed.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 10

Trade Gothic Next LT Pro Regular. Example above shown at 28 points.

Regular  
*Italic*

Light  
*Light Italic*

**Bold**  
***Bold Italic***

Compressed  
**Bold Compressed**  
**Heavy Compressed**

Condensed  
*Condensed Italic*

**Heavy**  
***Heavy Italic***

**Bold Condensed**  
***Bold Condensed Italic***

**Heavy Condensed**  
***Heavy Condensed Italic***

Trade Gothic Next LT Pro comes in 17 weights. Examples above are shown at 14 / 18 points.

# TYPOGRAPHY

## Secondary fonts

Miller Banner is a serif typeface, best suited for formal and traditional applications.

On Adobe Creative Cloud, activate the fonts at [Adobe Fonts: Miller Banner](#)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 10

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Miller Banner Roman. Example above is shown at 28 points.

Roman  
*Italic*

Light  
*Light Italic*

**Bold**  
***Bold Italic***

**Black**  
***Black Italic***

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Miller Banner comes in eight weights. Examples above are shown at 14 / 18 points.

Turbinado Pro is a spirited typeface. Use it as an accent to highlight key words in your typographic design.

On Adobe Creative Cloud, activate the fonts at [Adobe Fonts: Turbinado](#)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 10

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Turbinado Pro Regular. Example above are shown at 28 points.

*Turbinado Pro Regular*

*Turbinado Light Pro*

*Turbinado Bold Pro*

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Turbinado Pro comes in three weights. Examples above shown at 18 points.



## MORE INFORMATION

### Contact

Email [usfbrand@usf.edu](mailto:usfbrand@usf.edu) with questions and to secure access to USF's official brand website and other useful USF web pages.

- Visit [brand.usf.edu](http://brand.usf.edu) to download items shown in this document and more, including a photo gallery, templates, and USF's editorial guide for writers.
- Additional USF materials may be downloaded from the University Communications and Marketing site: <https://www.usf.edu/ucm/marketing>