

USC Viterbi
School of Engineering

Visual tools for creating and reinforcing the USC Viterbi Brand.

A large, stylized orange letter 'V' is centered on the page. The 'V' is composed of two thick, slanted bars that meet at a sharp point at the bottom. The background behind the 'V' is a solid orange color, while the rest of the page is white.

VISUAL IDENTITY SYSTEM

The Importance of the Brand.

Why Is the Identity System Important?

A strong, coherent visual identity is a critical component in establishing the USC Andrew and Erna Viterbi School of Engineering as one of the nation's pre-eminent engineering schools. The system has been specifically designed with a great deal of flexibility to address the varied needs and complexities of the School while providing a high degree of consistency. When used properly, the new identity system helps communicate important core attributes of the USC Viterbi School to all of our audiences. Attributes such as innovative, entrepreneurial, pioneering, global, nimble and dynamic all define the many facets of our School's namesake, as well as the School itself.

By thoughtfully applying these guidelines on communications that represent our School, both electronic and print, you become integral in helping to reinforce the School's awareness, visibility and stature both inside and outside the educational community.

Continuing Momentum Through Visual Communications.

December 2004

Dear Colleagues:

The USC Andrew and Erna Viterbi School of Engineering is a name that proudly projects the stature and achievement of one of the country's most honored engineering schools. Those of us who care about the USC Viterbi School share a commitment to maintain our forward momentum and further build our internationally recognized reputation.

By projecting a strong, vibrant and cohesive identity to all audiences, we help communicate our unique attributes to all those we come in contact with, both internally and externally.

The independent spirit and decentralized environment of our School provide both opportunities and challenges. These guidelines have been specifically designed to address the flexibility required by our many sub-divisions, while serving to create a consistent standard for the varied communications those diverse entities produce.

I ask for your cooperation and support in using the USC Viterbi Visual Identity System to continue building our public image, increase awareness of our many contributions and engender loyalty among our many constituencies.



C. L. Max Nikias
Dean, USC Viterbi School of Engineering

This manual provides the tools, resources, examples and recommendations to implement our new identity system. You'll find that these guidelines have been designed to offer the flexibility to accommodate a wide range of communication needs while maintaining a cohesive and impactful school identity. We greatly appreciate your help in further strengthening our identity and ensuring that communications for the USC Viterbi School of Engineering will be recognized and respected by our many audiences.

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Identity Components

The USC Viterbi brand consists of four basic components. The thoughtful, consistent use of these components provides the foundation upon which the USC Viterbi brand is based. NEVER RECREATE ANY OF THESE ELEMENTS YOURSELF, even if you believe you can reproduce them faithfully. All components shown below are available on the Visual Identity System CD and/or may be conveniently downloaded from <http://viterbi.usc.edu/identity>.

USC Viterbi
School of Engineering

1. The USC Viterbi Signature

The primary identifying component is the Signature. The Signature is specially created to make a bold and sophisticated impression upon the viewer. This Signature is used on all communications, often in conjunction with the Mark. See acceptable usage guidelines on page 4.



2. The USC Viterbi Mark

The secondary component is the Mark. The bold V letterform breaking out of the circular shape conveys the dynamic and boundless nature of the USC Viterbi School of Engineering's academic excellence and research capabilities. The Mark must never be used in place of the Signature but may be used alone in cases such as on an interior or secondary page. See acceptable usage guidelines on page 6.



3. The USC logo

Another essential component of the identity system is the USC logo. It is a mandatory element on all communications. All color variations of the USC logo should include one of the university's colors: USC Cardinal or USC Gold. See the USC Graphic Identity Program for further guidelines for proper and improper usage of this logo. The university logo and standards may be found at <http://www.usc.edu/identity/>.

Caslon 540 Roman/*Caslon 540 Italic*

Frutiger Light/*Frutiger Light Italic*

Frutiger Roman/*Frutiger Roman Italic*

Frutiger Bold/*Frutiger Bold Italic*

Frutiger Black/*Frutiger Black Italic*

Frutiger Ultra Black

4. Typography

USC identity standards limit fonts to two official typefaces: Caslon 540 and the Frutiger family. While both typefaces may be used, the Viterbi identity is primarily based upon the Frutiger family. The sans serif face offers the flexibility to work across many media. Caslon 540 can be used for body or secondary copy but should never be used for headlines, titles or other primary text. Caslon 540 and Frutiger for both Mac and PC are available for purchase at <http://store.adobe.com/type/>.

The USC Viterbi Signature

As the core element for the USC Viterbi School of Engineering's Visual Identity System, the Signature's relative size, positioning and color treatment are subject to specific guidelines to assure clarity and consistency across all forms of communication.

The text in the logotype has been kerned specifically for the USC Viterbi School of Engineering and may never be replaced with a font. The Signature must be reproduced only from electronic files which are available on the Visual Identity System CD and/or online at <http://viterbi.usc.edu/identity> and should never be recreated or redrawn.

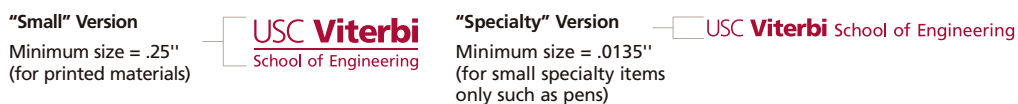


Sizing

A minimum size guideline has been established to protect the Signature's detail and legibility.

For print, never reduce the Signature smaller than .25" as shown below. When using the Signature smaller than .375", the "small" version of the Signature should be used. The "small" version differs from the standard version in that the rule is thicker to insure proper reproduction. Whenever possible, the Signature should be used larger than .375" (and the "standard" version should be used).

For on-screen usage, such as websites and PowerPoint, care must be taken to ensure that the Signature does not become bitmapped and/or blurry. Always use the Signatures that are labeled for on-screen use available on the Visual Identity System CD and/or online at <http://viterbi.usc.edu/identity>, and never reduce the Signature to less than .5" (36 px) high.



Clear Space

Clear space is the area surrounding the Signature that must be free of any graphic elements or text (the Mark is the one exception). Minimum clear space equals X, where "X" is defined by the height of the letter "i" in "Viterbi." Clear space surrounding the logotype should be at least equal to the minimum allowance; however, additional space is optimal.



Signature and Mark Together

The "Mark" is the ONLY exception to the clear space rule involving graphic elements. The Signature may overlap the Mark, providing there is enough contrast to allow for readability of both elements. See acceptable usages on page 4 for contrast recommendations.

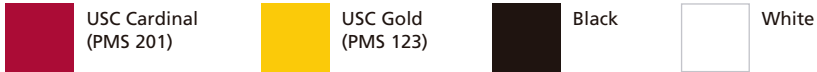


The USC Viterbi Signature

Legibility must be maintained for the USC Viterbi Signature in all of its appropriate usage. The Signature may appear on a variety of color backgrounds, providing there is an adequate level of contrast. The Signature must not be reproduced over patterned or photographic backgrounds.

Color Usage

The Signature may be reproduced in any of the four colors, provided you adhere to contrast recommendations.



Acceptable Usages

The Cardinal Signature may be used on a white or light solid colored background that is lighter than a 30% value of black.

The White Signature may be used on a black or dark solid colored background that is darker than a 60% value of black.

The Black Signature may be used on a white or light solid colored background that is lighter than a 30% value of black.

The Gold Signature may be used on a black or dark solid colored background that is darker than a 60% value of black, or against pure white.



Unacceptable Usages



Never use Signature over a photographic background.

Never use the cardinal Signature on a background darker than 30% black.

Never use incorrect colors.

Never screen cardinal.



Never use Signature over a patterned background.

Never slant, stretch, compress or otherwise distort the Signature.

Never use the white Signature on a background lighter than 60% black.

Never break up Signature components, change size relationships or remove rule.

Typographic Standards

Below are the official typographic configurations for the USC Viterbi Signature when used with a division, subdivision or other associated body. There are different rules depending on the application and type of communication. **Please note:** Individual schools or departments may not create their own stationery or business cards apart from the university system. Stationery including letterhead, envelopes, mailing labels, business cards and memo pads must be ordered from USC’s Purchasing Services Printing Team at <http://www.usc.edu/identity/stationery/>.

For Signage or Other Usages where the Signature, department and identifier are the only elements to appear, you may utilize either of these configurations. For consistency at any size, the spacing between the Signature and the department/identifier should be equal to “X” where “X” is the height of the letter “i” in “Viterbi.” The department should be set in Frutiger Bold caps, point size equal to “Y” where “Y” is the height of the base of the letter “i” in “Engineering.” The identifier should be set in Frutiger Roman caps and lower case and at least 1 pt. smaller than the department.

This area is used to denote an institute name, research department or other identifier.

For Brochures and Other Printed Pieces, the layout must follow the grid outlined on page 10 and in the application examples that follow. The rules for font usage are general and may vary according to design, but a good starting point would be to set all headlines or titles in Frutiger Bold caps and descriptor copy in Frutiger Roman caps and lower case at least 1 pt. smaller than the headline.

Headlines or Titles—Frutiger Bold caps. Sample at left is 15 pt. Tracking = 5.

Descriptor Copy—Frutiger Roman caps & lower case. Sample at left is 1 pt. smaller than the headline (14 pt.) Tracking = 0.

Additional Descriptor Copy—Caslon 540 Italic caps & lower case. Sample at left is 2 pts. smaller than the Descriptor Copy (12 pt.) Tracking = 0.

For Websites, layout in relation to the Signature must follow the outlined structure below. As with other types of communications, use of correct font sizing and spacing is important for a consistent USC Viterbi School of Engineering brand. Web templates are available for convenient download at <http://viterbi.usc.edu/identity>.

Department Name—Frutiger Bold 22 pt. cardinal centered vertically within gold band.

In the case of a sub-unit of a department, a named department (see figure 8c) or other entity that requires two lines, a white rule is included between the lines.

The USC Viterbi Mark

The USC Viterbi Mark is an important thematic element that works to create a unique and memorable identity. It is the most flexible of all the identity components. Though simple looking, it must never be modified, redrawn or scanned. The Mark must be reproduced only from electronic files that are available on the Visual Identity System CD and/or online at <http://viterbi.usc.edu/identity>. Here are some guidelines for usage:

Cropping

The Mark **MUST** be cropped on a *minimum* of one side but not *more than* three sides of the area in which it is contained (see examples below). Never place or crop the Mark in such a way that the "V" letterform is unrecognizable. To use the Mark in a non-bleed application, see figures 15a, 15d, 15e & 15f.

With the Signature

The Mark must never be used in lieu of the Signature; however, the Mark may be used alone after the Signature has appeared prominently. (i.e., on an interior page of a brochure or non-title slide of a PowerPoint presentation when the Signature has appeared on the brochure cover or title slide.) See figures 9c, 11a & 12a for examples.

Color Usage

The Mark may appear in any approved primary or secondary color on the facing page, providing there is an adequate level of contrast between the Mark and the background. The Mark may be used either solid or screened with the exception of USC Cardinal; it may never appear screened in cardinal.

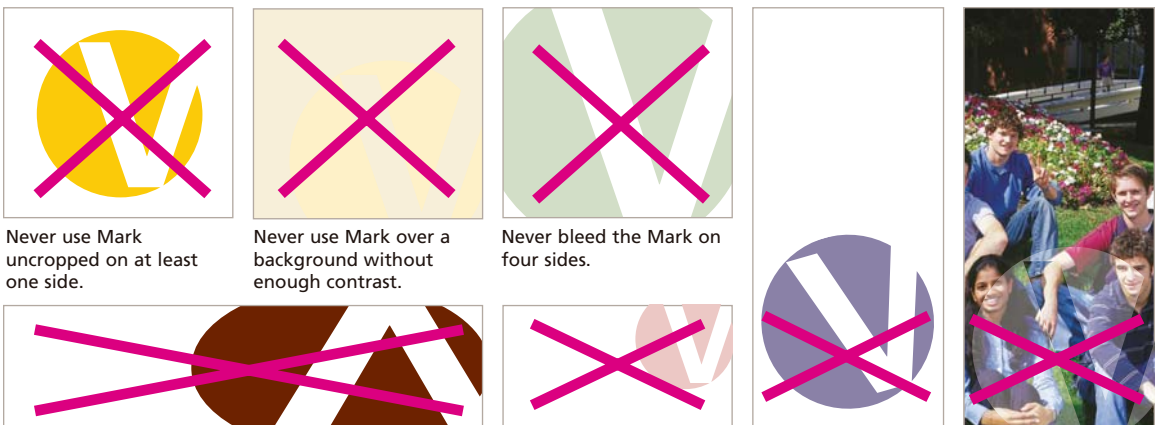
Backgrounds (for the technically advanced designer)

Unlike the Signature, the Mark may be reproduced over photographic or patterned backgrounds, providing the level of contrast is sufficient so as not to obscure the mark. See below and figure 13b for an example.

Acceptable Usages



Unacceptable Usages



Never use Mark uncropped on at least one side.

Never use Mark over a background without enough contrast.

Never bleed the Mark on four sides.

Never flip, rotate or otherwise distort the Mark.

Never use a screened cardinal Mark.

Never rotate the Mark or crop on less than one side.

Never screen the Mark over a photograph that is too busy, obscuring faces or the Mark itself.

Color

In addition to the primary USC palette of Cardinal—Pantone®(PMS) 201C and Gold—Pantone®(PMS) 123C, a balanced and dynamic color palette has been selected for use on all internal and external applications. These secondary colors complement the primary USC colors while helping to visually link all USC Viterbi communications. Together with components from the Visual Identity System, the secondary color palette will extend and reinforce the USC Viterbi brand. The secondary palette, used singly or in combination, can be applied to elements on brochure covers, divider pages and folders. For electronic media, the secondary palette can be used on diagrams, charts and graphs. A neutral palette is included to provide contrast and a more subdued palette when desirable.

Primary Color Palette

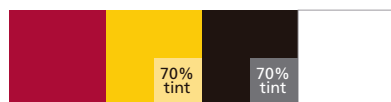
Note: Cardinal should never be screened for either print or web use. For uncoated, spot-color applications, a special mix should be used as no Pantone®(PMS) uncoated accurately reproduces USC Cardinal or Gold.

Print:

Name	Cardinal	Gold	Black	White
PMS	PMS 201C	PMS 123C	—	—
CMYK	C 0 M 100 Y 63 K 29	C 0 M 24 Y 94 K 0	C 0 M 0 Y 0 K 100	C 0 M 0 Y 0 K 0

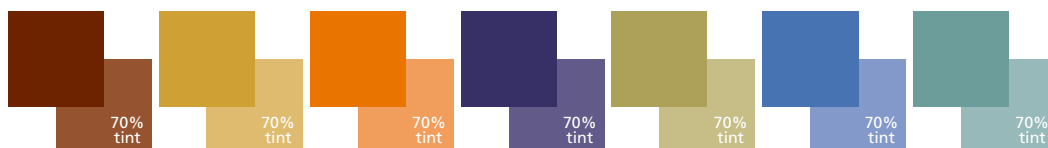
Onscreen:

Name	Cardinal	Gold	Black	Dark Gray	Light Gray	White
HEX for html	#990000	#FFCC00	#000000	#777777	#CCCCCC	#FFFFFF
RGB	R 153 G 0 B 0	R 255 G 204 B 0	R 0 G 0 B 0	R 119 G 119 B 119	R 204 G 204 B 204	R 255 G 255 B 255



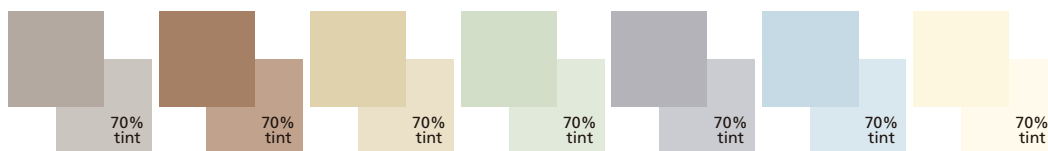
Secondary Color Palette

PMS Coated	PMS 1817C	PMS 125C	PMS 1595C	PMS 669C	PMS 5835C	PMS 7456C	PMS 7475C
PMS Uncoated	PMS 1817U	PMS 117U	PMS 166U	PMS 275U	PMS 3985U	PMS 7455U	PMS 7475U
CMYK	C 0 M 90 Y 100 K 66	C 0 M 29.8 Y 85 K 22.1	C 0 M 70 Y 100 K 0	C 76 M 78 Y 0 K 47	C 9 M 9 Y 63 K 36	C 80 M 53 Y 0 K 0	C 50 M 0 Y 25 K 30
HEX for html	#4B1B1E	#AB7700	#CE4509	#331E4C	#8B8642	#5962A8	#417475
RGB	R 75 G 27 B 30	R 171 G 119 B 0	R 206 G 69 B 9	R 51 G 30 B 76	R 139 G 134 B 66	R 89 G 98 B 168	R 65 G 116 B 117



Neutrals

PMS Coated	PMS Warm Gray 7C	PMS 7504C	PMS 7502C	PMS 5793C	PMS Cool Gray 7C	PMS 7542C	PMS 9160C
PMS Uncoated	PMS 7530U	PMS 464U	PMS 7501U	PMS 5793U	PMS Cool Gray 6U	PMS 7542U	PMS 9160U
CMYK	C 0 M 8 Y 14 K 38	C 9 M 36 Y 45 K 36	C 14.4 M 18 Y 36 K 0	C 22.5 M 7.2 Y 27 K 0	C 0 M 0 Y 0 K 38.3	C 27 M 9 Y 9 K 0	C 0 M 4.2 Y 17 K 0
HEX for html	#8B817A	#7B5E44	#C7B083	#AFB598	#8D8E92	#99B0BA	#F1E4C4
RGB	R 139 G 129 B 122	R 123 G 94 B 68	R 199 G 176 B 131	R 175 G 181 B 152	R 141 G 142 B 146	R 153 G 176 B 186	R 241 G 228 B 196



Application Examples—Internet

Website Graphics

Below are examples of the USC Viterbi website. The left example shows the home page; the page to the right shows a secondary page. We depict these examples of the current look so that departments may create their own web pages while maintaining a cohesive look with the rest of the school.

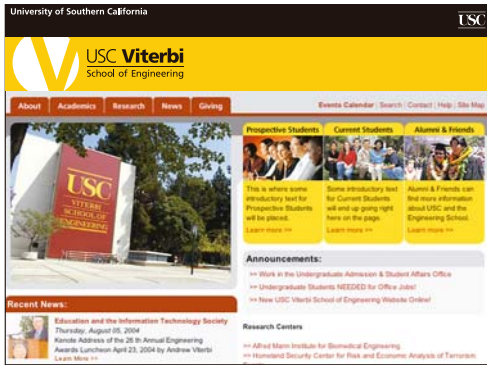
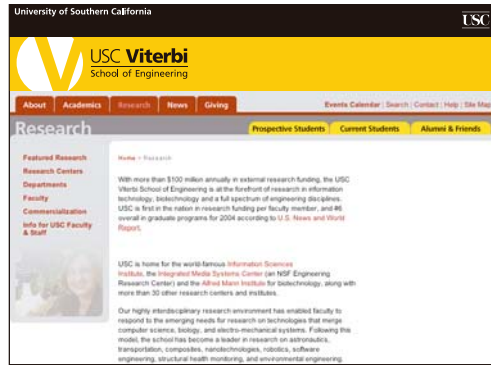


Fig. 8a



Departments, Institutes and Programs

Below are several examples of appropriate header graphics for use on individual department web pages. The USC identifier band at the top may appear only in the size depicted here. Department, Institute or Program identifiers may be added as necessary. In special circumstances, the USC Viterbi Signature and Mark may be moved to a place of lesser prominence, such as the side bar, but it MUST appear on all USC Viterbi affiliated web pages. See figure 8b.

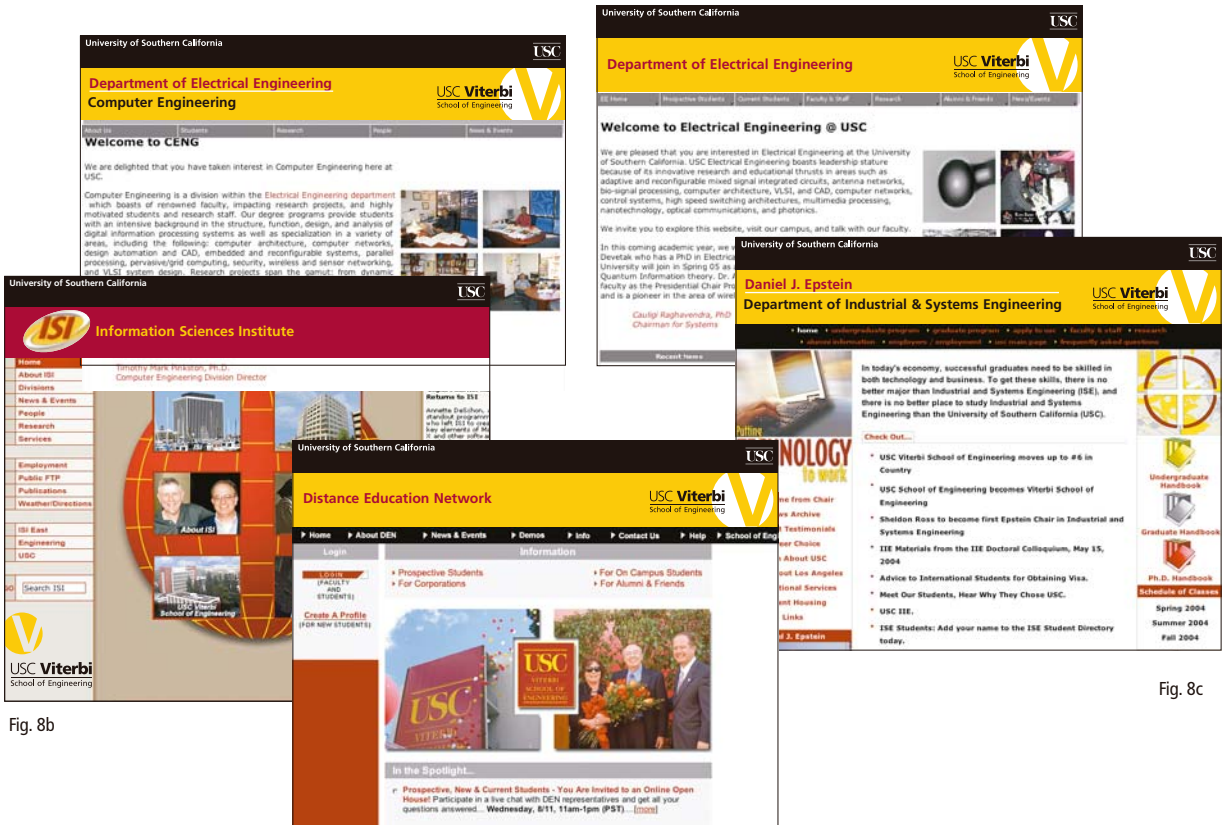


Fig. 8b

Fig. 8c

Application Examples—PowerPoint

PowerPoint Presentations

Shown below are three options for PowerPoint presentations each including title, section divider and typical content slides. The slides may be purely graphic, or may incorporate photography. All versions have been provided as templates on the Visual Identity System CD and/or online at <http://viterbi.usc.edu/identity>. Our branding system allows for innumerable variations, but it is preferable to use USC Gold predominantly to maintain our standards. On typical slides, text and other information, such as charts and graphs, can be adapted to support the brand.

Option A

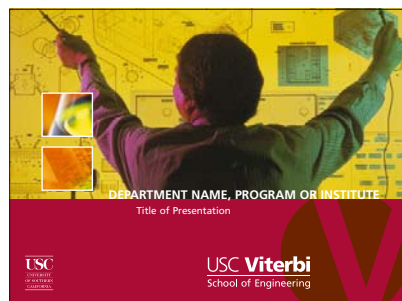
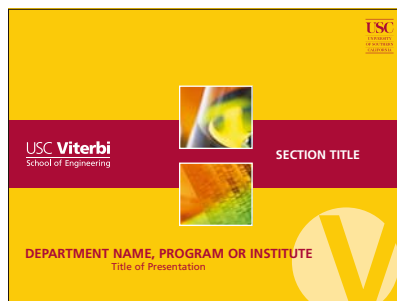
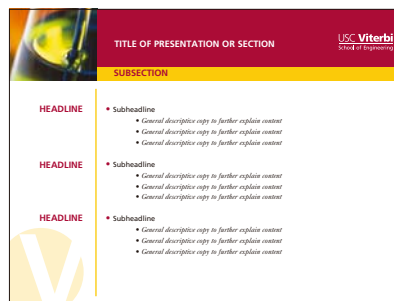


Fig. 9a

Title



Section Divider



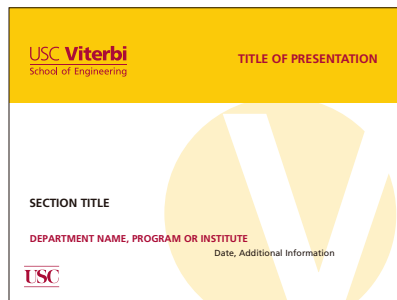
Typical Text

Option B

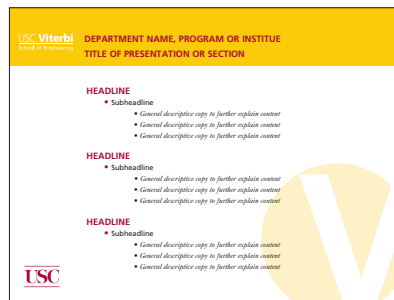


Fig. 9b

Title



Section Divider



Typical Text

Option C

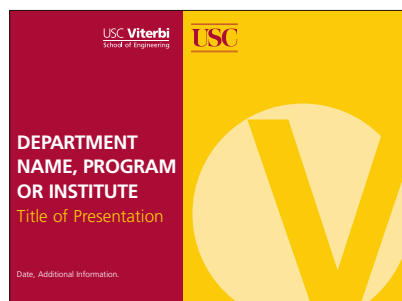
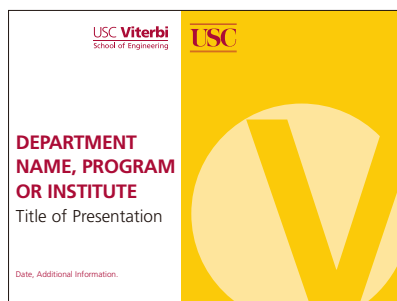
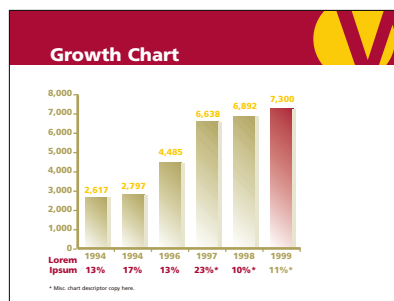


Fig. 9c

Title



Section Divider



Typical Text

Layout

The Grid

The grid provides a simple yet flexible underlying foundation for the layout of all printed materials. It is based on a 1/4" x 1/4" proportion and is provided with the Quark templates on the "A" Master Page. The size of the grid remains the same for materials of all sizes. The application examples on the following pages demonstrate how this grid can be used for various sizes, maintaining brand consistency while allowing for design flexibility.

The grid has been made visible in the sample layout pictured to the right to provide an example of how the grid is used as a basis for the layout of a brochure cover.



Grid example shown at 1/2 scale.

The Color Band

Each layout should feature a color band, which may vary in depth or width, be placed vertically or horizontally. It may be positioned top or bottom, left or right, bleeding off three sides (see sample). It may even bisect the design in the center. It may appear in any solid or screened color in the approved primary or secondary color palette, with the exception of cardinal which may not be screened.

Photography

When possible, photography should reflect the dynamic nature of the School by utilizing bold, colorful photography that adds to viewer interest and extends the brand. Complex, busy or lower-quality photos should be minimized by either cropping into an interesting portion of a complex or busy photo, or in the case of lower-quality photos using them smaller or in black and white. A single interesting stock photograph can often add visual interest and focus when used along with lower-quality or less interesting existing photography.

Radius-cornered Picture Boxes

Placement of photographs within radius-cornered picture boxes maintains the integrity of the branding. Corner radius measurements will vary according to size of layout and are discretionary. If an image bleeds off at least two sides, it is not always necessary to use round corners. See figures 11a, 11b, 12b & 13a for examples. Images may also be layered. For example, a radius-cornered picture can layer on top of a photo that bleeds off the page, provided the images are placed within the layout grid. See figure 13a for an example.

Text Placement and Font Designation

USC identity standards limit fonts to two official typefaces: Caslon 540 and the Frutiger family. While both typefaces may be used, the Viterbi identity is primarily based upon the Frutiger family. It is recommended that Frutiger Bold be used for all headlines and titles, Frutiger Roman be used for subheads and descriptive copy, and Frutiger Light be used for all body copy. Caslon 540 may be used for body or secondary copy but should never be used for headlines, titles or other primary text. The body copy of publications (newsletters and brochures) may alternately be set in another serif typeface, such as Times Roman or Adobe Caslon. Text may overprint photos as well as the Mark; however, care should be taken to ensure readability.

Application Examples—Print

Tri-Fold Brochures

The tri-fold brochure offers compact, quick communication and economy of printing. Below are two examples of tri-fold brochure covers with corresponding interior spreads as well as various additional cover designs that adhere well to the standards.



Fig. 11a



Fig. 11b

Application Examples—Print *continued*

Brochures

Brochures may be produced at any size, but 8.5" x 11" is the standard size which is depicted below. Figure 12a shows how a limited color project with an emphasis on text content might be treated. Figures 12b, 13a and 13b show full-color layouts with emphasis on photography and color graphics. The branding guidelines are versatile, accommodating numerous combinations with regard to content, while also allowing for a wide range of design executions.

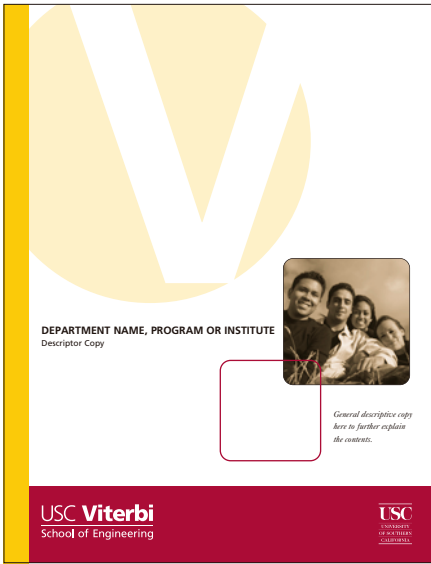


Fig. 12a

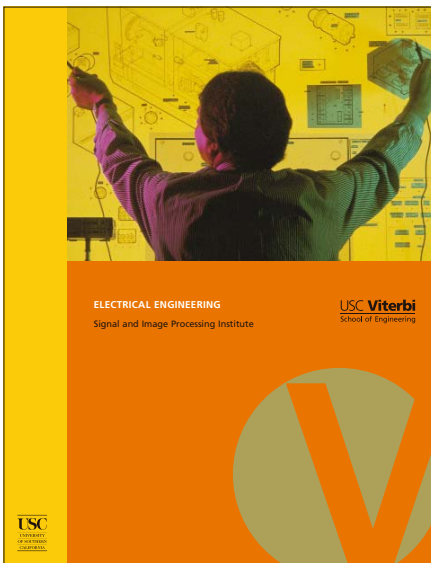


Fig. 12b



Application Examples—Print *continued*

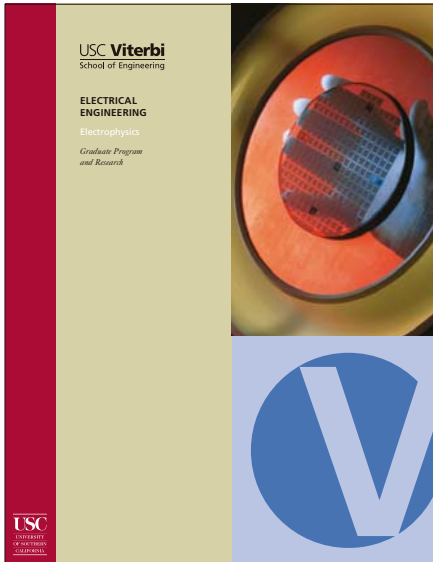


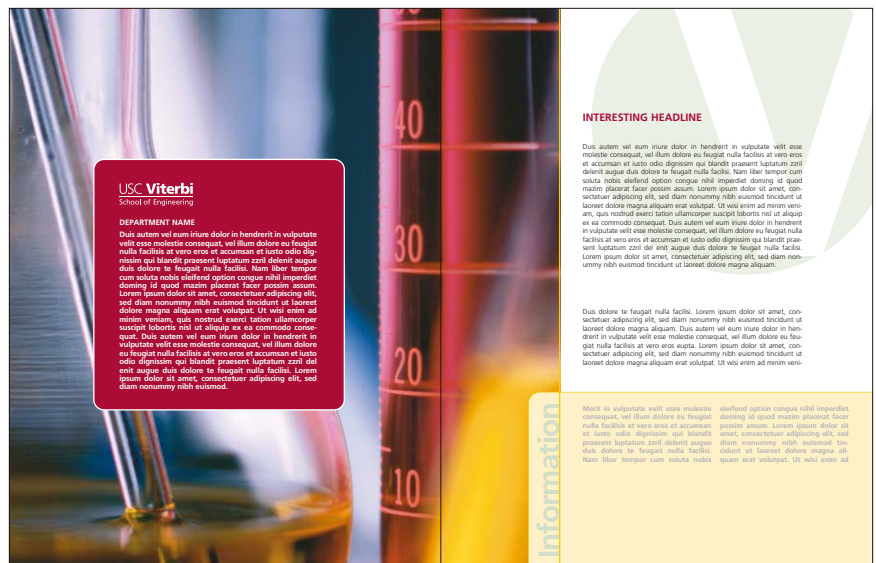
Fig. 13a



Fig. 13b



Fig. 13c



Application Examples—Print *continued*

Information Packets

Information packets often involve more than just simple type treatments. Whether you are producing a simple folder or a high-end, 4-color kit, the contents and visuals should always adhere to the branding standards.



Fig. 14a

Presentation/Report Covers

Using a blind emboss on the Mark adds subtle visual and tactile interest to a printed piece.



Fig. 14b

Application Examples—Print *continued*

Postcards

Shown here are three examples—a two-color non-bleed version, a two-color full-bleed version and a four-color process full-bleed version.



Fig. 15a



Fig. 15b



Fig. 15c

Announcements and Invitations

While these applications usually remain simple in execution, die-cutting and/or embossing are always an option that can add interest and elegance to your designs.

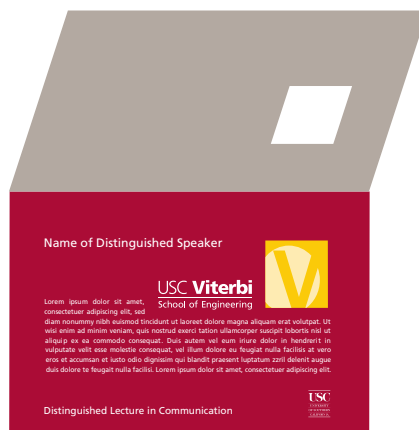
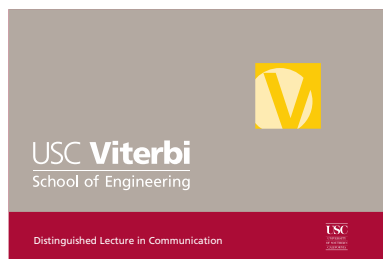


Fig. 15d

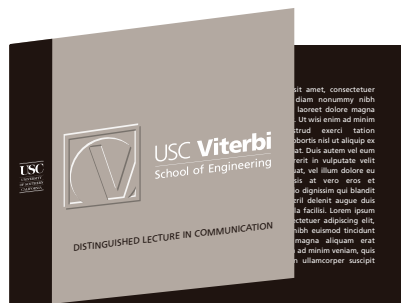


Fig. 15e

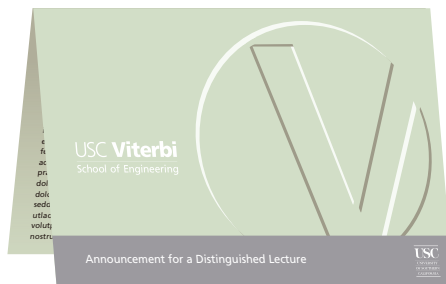


Fig. 15f

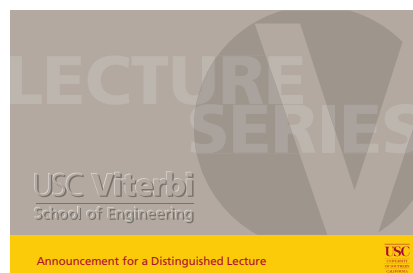
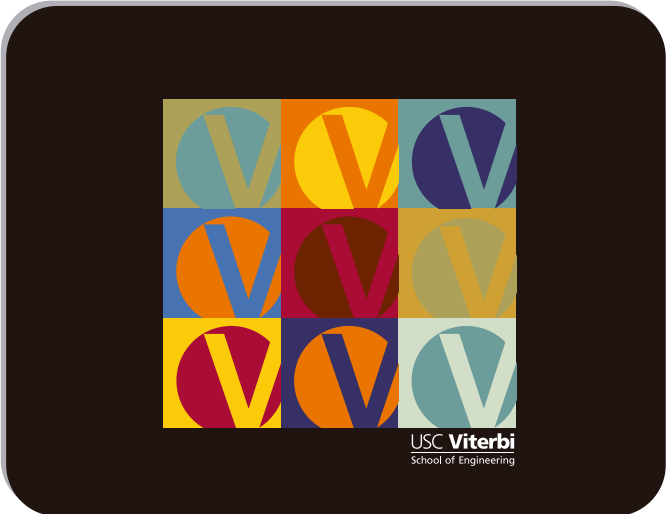
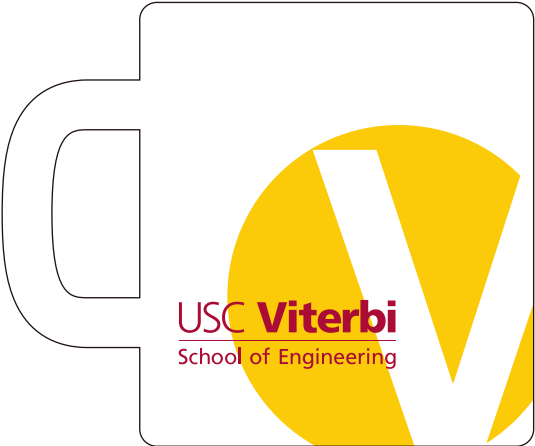


Fig. 15g

Application Examples—Specialty

Premium Items

These examples represent just a few of the various types of premium items that can be used to project the USC Viterbi brand. The guidelines provide the flexibility necessary to dynamically brand just about any type of item. Note the use of the “specialty” one-line signature on the pen. All premium items should be approved through the Office of Communications prior to printing.



USC **Viterbi**
School of Engineering



USC **Viterbi**

School of Engineering

For more information, please contact:

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Tel: 213.740.4750
Fax: 213.740.8493
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Downloadable materials available at:

<http://viterbi.usc.edu/identity>