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In the next five years, USF’s goal is very simple, but also very ambitious. We plan to meet the criteria for membership in the Association of American Universities. AAU is an association of 62 leading research institutions in the U.S. and Canada, and I believe that USF is in the best position to become the second Florida institution invited to join the AAU.

The University’s visual identity is crucial as we strive to meet our goals and extend the name USF nationally. In 2003, a sophisticated new logo – a new face for our University – was introduced. We also added a fresh new look for USF athletics that has energized the campus and our community.

The University Communications & Marketing team and other communications professionals from around the campuses helped to shape and refine a visual identity and graphic standards program. Subsequently, a visual standards guide was released setting forth the standards that represent the university.

Still, today, individuals continue to use a variety of outdated and/or unauthorized logos, graphic signatures and other “marks” that do not accurately reflect USF’s image and identity.

I want to thank those who have embraced and adhered to the standards established back in 2003. And, I want to emphasize the importance of doing so to those who have not. The purpose of these standards is to help us achieve a consistent image and create a strong brand identity.

We are pleased to provide you with USF’s Visual Identity & Graphic Standards 2008. By following these visual identity and graphic standards, you will help USF speak with a clear and consistent voice, help your office or department identify itself with the university, and help our varied and diverse constituencies recognize that USF is more than the sum of its many parts.

The success of this identity standards program depends upon the contributions and cooperation of the entire university community. Working together we will achieve our goal—national prominence and membership in the prestigious AAU.

Judy Genshaft, Ph.D.
President
Importance of the USF Brand

A visual identity is the cornerstone of all communication efforts and represents the image and aspirations of an institution. The focus of a visual identity is usually a symbol or logo. However, an identity system is much more than the utilization of a symbol or logo. A comprehensive visual identity system is the framework for communicating and presenting information logically, clearly and with distinction. It must be applied consistently to convey a single, clear message.

A visual identity, consistently applied, serves as an external visual representation of an organization. It gives the public an indication of the organization’s standards of quality and also provides an internal source of pride and morale. It is important that a consistency of presentation be maintained and that standards be set to ensure the highest quality possible.

Visual identity is the sum of all the visual impressions associated with USF’s name. It is important that all parts of the university project one clear image through a coordinated identification program. A clear message and visual image highlight the fact that the University of South Florida is a complex, but unified organization. The university signature (USF monogram and wordmark) is the one unifying visual image for all the campuses, colleges, divisions, centers, institutes and other university organizations.

The standards and guidelines presented in this manual have firm institutional support. Embracing and following these standards and guidelines is advantageous to the entire USF community. Adherence to the visual identity standards will support USF’s vision and mission, and strengthen its institutional image and marketing strategy for communicating with its many constituencies.

Individuals and groups responsible for overseeing execution of publications and other visual representations of the University of South Florida will want to be familiar with this Visual Identity and Graphics Standards Manual and make it available to their staff members.

Master Brand: Monogram plus University Signature

The USF logo is a carefully designed combination of a monogram and the University of South Florida name — the university’s “signature.” This is the university’s master brand. The colors and proportions of the logos must not be altered. Consistent use of the USF logo builds recognition over time. These pages show approved colors and orientation of the master USF logo.

The logo may be printed in solid metallic gold; blind embossed; embossed with metallic foil; or debossed into wood, metal or glass. Metallic gold or gold foil may be substituted for PMS 4515 or its CMYK equivalent in the two-color mark.

University Monogram

The USF monogram (shown at left) is the cornerstone of the visual identity system. On occasion, it may be used alone. For all communications that reach an external audience, the complete university mark, including the university’s official signature, must be used. The university signature, “University of South Florida” as displayed above, may not be used apart from the USF monogram. The USF monogram should never be combined with other graphics or titles, apart from those shown in this book. Any exceptions must be approved by University Communications & Marketing.
Master Brand: Approved single-color designs

Logo in solid **black**. To be used only on a white or pale background.

![USF Logo in Solid Black](image1)

Logo in solid **USF green**. White, USF gold, or a tint screen of gold is the preferred background.

![USF Logo in Solid USF Green](image2)

Logo in reverse. Solid USF green or black is the preferred color background.

![USF Logo in Reverse](image3)

Logo in solid **USF gold**. Solid USF green or black is the preferred color background.

![USF Logo in Solid USF Gold](image4)

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Official USF colors for print:

**Pantone Matching System**
- PMS 343 green
- PMS 4515 gold

**CMYK process builds**
- Green: 100C 0M 69Y 60K
- Gold: 0C 8M 47Y 23K

**Metallic gold**
- PMS 872

Official USF colors for the Web:
- Green: #00573C
- Gold: #DFD0A5

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University of South Florida Visual Identity & Graphic Standards  July 2008
The Polytechnic, Sarasota-Manatee and St. Petersburg campuses of the University of South Florida each have a unique campus-level logo, designed by the Office of University Communications & Marketing. The Tampa campus will always use the master brand.

The master brand, or the appropriate campus-level brand, must be displayed prominently on all university communications, including print and electronic media.

Color specifications for campus-level logos are identical to those for the master brand.

Campus-level logos are available online for download. Go to [www.usf.edu](http://www.usf.edu), click on the USF logo in the upper-left-hand corner, and follow the steps.

Non-university third parties, or organizations must request permission to use the USF logos by contacting University Communications & Marketing at (813) 974-4014.

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### Campus Level Endorsed Brand, Vertical

- [USF](#) UNIVERSITY OF SOUTH FLORIDA POLYTECHNIC
- [USF](#) UNIVERSITY OF SOUTH FLORIDA SARASOTA-MANATEE
- [USF](#) UNIVERSITY OF SOUTH FLORIDA ST.PETERSBURG

### Campus Level Endorsed Brand, Horizontal

- [USF](#) UNIVERSITY OF SOUTH FLORIDA POLYTECHNIC
- [USF](#) UNIVERSITY OF SOUTH FLORIDA SARASOTA-MANATEE
- [USF](#) UNIVERSITY OF SOUTH FLORIDA ST.PETERSBURG

### Campus Level Co-brand

The co-brand format should only be used where the audience is fully familiar with the University of South Florida.
The master brand is the preferred and recommended choice for all university communications. It is at all times to be used for national publications or on marketing materials distributed outside the state of Florida. However, there may be instances where colleges need to identify themselves, by name, as part of the university. In these situations, degree-granting USF colleges may attach their names to the university master brand. This option is available for use where it will most effectively communicate to the intended audience.

College-level logos are available for the following:
- **St. Petersburg campus** — Arts & Sciences, Business, and Education.

**USF Health** — Medicine, Nursing and Public Health. (For more information about USF Health logos, please see pages 8-9).

The master brand or an approved campus or college level brand must be displayed prominently on all university communications, including print and electronic media.

Colleges or departments may not attach the University of South Florida name to alternate graphic symbols. Campus units may use individual unit artwork — such as historic seals — as illustration, but individual unit art is never used in place of the official USF logo. In addition, campus units — including centers and institutes — are encouraged to develop a graphic look for their marketing materials.

*Secondary logos are not permitted.*

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**USF St. Petersburg Colleges of Arts & Sciences, Business, and Education logos**

All use of the USF St. Petersburg logos needs prior approval by the USF St. Petersburg Office of University Relations at (727) 873-4256.
USF Health Logo

The USF Health logo is to be used as illustrated in Exhibit 1.1. The logo mark and type should not be altered or redrawn in any way. Alteration of the USF Health letterforms or spacing between letterforms is unacceptable. Size proportions of the logo must not change. Alteration such as orientation, skew or change in the horizontal or vertical proportions, is not acceptable.

Whenever the USF Health logo is used, the full name of the University of South Florida must be spelled out somewhere within the piece that the logo is applied to. See Exhibit 1.2.

All use of the USF Health name and logo needs approval by the office of USF Health Public Affairs. For questions not covered in this guide, please contact USF Health Public Affairs at (813) 974-3300.

USF Health Colors

The USF Health logo must always be reproduced in the colors defined on pages 4-5 of this manual.

Minimum Size: .75 Inches wide

The Clear Zone

All other items that are used near the USF Health logo must be outside the clear zone, as illustrated in Exhibit 1.3.

Positioning Line

The positioning line must be in black and set in Goudy in a size that is proportionate to the example, shown in magenta, in Exhibit 1.4. The placement should be centered and the distance from the logo must be according to the equation in Exhibit 1.4, shown in cyan.

Although the USF Health logo and positioning line are considered a unified message, there are circumstances when the logo may appear without the tagline — typically where the message area is too tightly constricted. Please consult USF Health Public Affairs for approval.
Other Typography
Any typography used with the logo must observe the clear zone. The type may be placed in any position on the materials. Type must be in PMS 343 Green or the process build, set in Goudy, all caps and type size should follow proportions illustrated in Exhibit 1.5, shown in magenta.

College, Department and Center Names
In the instance that the colleges of Medicine, Nursing, Public Health, the USF Physicians Group, and schools of basic biomedical sciences and physical therapy and rehabilitation sciences need to be identified by name, the name should not accompany the USF Health logo. See the example in Exhibit 1.6 and Exhibit 1.7 and follow specifications illustrated.

Clinical & Research Integrated Strategic Programs
When appropriate, these programs may be used. See the example in Exhibit 1.7 and follow specifications illustrated in Exhibit 1.5.

Logo in Reverse
The logo may be reversed out of solid black or solid PMS 343 Green or the process build. Exhibit 1.8. The logo may also be reversed in solid PMS 4515 Gold or the process build, out of solid PMS 343 Green or the process build. Exhibit 1.9. The logo may also be reversed in solid PMS 343 Green or the process build, out of solid PMS 4515 Gold or the process build. Exhibit 1.10.

Logo Usage With Affiliates
Affiliate programs are key to our continued growth to demonstrate how we are aligned with our partners. USF Health should be perceived as working in tandem with our partners’ brands. Graphically, the two logos are shown side by side, as if locked arm in arm. The thin vertical line suggests that the two brands are connected. It is critical that equal respect be given to comparative sizing. When using an affiliate logo, neither logo should include the positioning line or any other information. Any graphic application depicting an affiliation with another brand must be approved by USF Health Public Affairs.

Contacts and Approvals
USF Health Public Affairs
University of South Florida
12901 Bruce B. Downs Blvd., MDC47, Tampa, FL 33612-4799
(813) 974-3300 • www.health.usf.edu

Logo files and PowerPoint templates are available at:
http://www.health.usf.edu/publicaffairs/logos_templates.html
Athletics Symbols

"Rocky" the Bull is the university’s official athletic mascot. The USF athletic logo, trademark, "Rocky" the Bull mascot, and name are reserved for use by USF’s Athletic Department and its entities. The set of athletic symbols shown below was developed in 2003 and **is used to identify USF athletic programs and merchandise.** The athletic logos are registered trademarks and may not be altered.

USF Athletics symbols must not be used instead of the USF institutional symbol or combined with other USF logos or graphics.

The athletics logo is never used in conjunction with academic departments or programs.

For more information regarding athletics logos, contact USF Athletics at (813) 974-2125 or Collegiate Licensing Company at www.clc.com or (770) 956-0520.

Bulls Country

Permission for use of the Bulls Country name and logo must be obtained by contacting University Communications & Marketing at (813) 974-4014.

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**USF Athletics colors for print:**

- **Pantone Matching System**
  - PMS 343 green
  - PMS 4515 gold

- **CMYK process builds**
  - Green: 100C, 0M, 69Y, 60K
  - Gold: 0C, 8M, 47Y, 23K

- Solid Black
- Solid White
The University Seal

The university seal is the official, legal seal of the University of South Florida. It appears on diplomas, academic certificates and other legal documents or products where authenticating signatures and authorizations are required. It may be used at formal academic events, and on regalia.

The seal is rarely used on marketing materials—the USF logo is preferred. To use the official university seal, you must obtain written permission from the Office of the President or that office’s designated representatives in the Office of University Communications & Marketing.

![USF Seal](image)

The USF Seal in PMS 343 and PMS 4515. Metallic gold may be used.

The USF Seal may be presented in solid black, solid green or solid gold. It is never presented in reverse (solid white).

Centers and Institutes

Faculty-sponsored institutes and centers should use the official university logo or college logo. Individual units may use photography and illustration to convey a unique identity within the overall university identity system. University Communications & Marketing is happy to advise you about appropriate use of the university symbols.

Affiliate Usage

The logos are registered federal trademarks owned exclusively by the University of South Florida, and as such, they represent the authority and backing of the university.

Any non-university third parties, entities or organizations that would like to use the USF logos or demonstrate an affiliation or partnership with USF must request permission to use the logos by contacting University Communications & Marketing at (813) 974-4014.

Pre-Existing Marks

Please note that all pre-existing marks and colors may not be used on any print or electronic communications. If you have printed materials that include previous USF marks (including the old logo, the palm tree graphic, etc.) please recycle them immediately and replace them with new materials that feature the current approved logos, fonts, and colors.

Existing Marks

The only appropriate logo for colleges, departments and administrative offices of the university is the official university logo.

Over the years, various groups associated with campus—from colleges, to centers and institutes, to student groups—have created artwork which has occasionally been used in place of the official university logo. This artwork can create confusion in the marketplace, impeding the communications efforts of the university and the originating departments.

Existing seals with historical significance may be used during ceremonial academic events and as artistic supports within publications, as illustration. These marks must never be used in place of the official university logo.

These marks may not be combined with or connected to the official university logo in any way.

The official university logo must be prominently displayed on the cover and back cover of each communication piece.
Scale must not be altered.

Typeface must not be altered.

USF Athletics logos, or other artwork, must not be combined with the USF logo.

Don’t place the USF logo over a visually cluttered photographic background. The logo must be displayed clearly. Don’t put a white box around the USF logo. Change the design, or the photo, to ensure readability of the USF logo.

USF Athletics logos must not be used instead of or in combination with university logos. The athletics logo is never used in conjunction with academic departments or programs.

Color must not be changed.

USF Athletics logos must not be used instead of or in combination with university logos. The athletics logo is never used in conjunction with academic departments or programs.

Color must not be screened.

Mark must not be tilted.

The logo is not to be dropped into text as part of running copy.

Correct: The University of South Florida is a metropolitan-based research university.

Incorrect: USF is a metropolitan-based research university.

Don’t copy and paste low resolution logos from websites.

Pre-existing logos or palm tree art may not be used.

USF Athletics logos must not be used instead of or in combination with university logos. The athletics logo is never used in conjunction with academic departments or programs.

Yes

No

No
The university logo must always be displayed consistently, with no other marks attached to it or crowding it. A method for providing a clear zone around the symbol is detailed below. A clear zone of space, equivalent to a square of the width of the capital F in the USF monogram, must always be present around the master logo or the approved campus or college logo.

University logos must not be reproduced smaller than the size minimums listed below. The limitations of various media should be considered when placing the logo—newsprint, for example, will not hold tiny marks cleanly. The university logo must always appear crisp and clear.

If you have a question regarding the clear zone or spacing, contact University Communications & Marketing at (813) 974-4014.

Minimum Size, Vertical Logo: .75 Inches

Minimum Size, Horizontal Logo: 1.5 Inches

A clear zone of white space must surround the USF logo

Correct application of clear zone
Specifications:
Letterhead
- USF Vertical Logo, 1.2" wide
- Top of logo to top of paper: .5"
- Font: Goudy
- Primary location, large and small caps., 13/14 pt.
- Address: upper and lowercase, 9/11 pt.
- Bottom of address is .5" from bottom of paper

Envelope
- USF Vertical logo, 1.1" wide
- Logo is 3/8" from top and left side of envelope
- Primary location, large and small caps, 10 pt.
- Address: 8 pt.
- Address is centered top to bottom of USF logo

Notepads
- The letterhead design can be used for notepads

Standard USF Stationery System

All members of the university community will use the stationery design at left. The standard design is printed in USF green and gold on a specific USF paper stock.

USF stationery is printed by the designated campus print vendor who has templates designed for USF. Official USF stationery for all USF campuses may be ordered online by visiting the USF Office of University Communications & Marketing Identity Standards & Design Consultation Web page at http://usfweb2.usf.edu/University-Communications-and-Marketing/marketing/identity-standards.asp and clicking the "Puchase stationary online" link.

Correct Addressing

Postal regulations require Tampa campus mail to follow this format:

University Communications & Marketing
University of South Florida
4202 East Fowler Ave., ADM271
Tampa, FL 33620-6300

The street address must directly follow the University of South Florida line. Additional designations must appear above the university line.

Zip plus-four is required. The correct plus-four designation for your area is available through the campus post office.

Choice of Colors

Three color combinations are available for USF stationery.
- Two-color standard: PMS 343 green and PMS 4515 gold
- One-color: PMS 343 green
- Two-color with metallic gold: PMS 343 green and PMS 872 metallic gold
Typography is an important element of the brand identity system. Use of consistent typefaces across communications adds another element that defines the USF look. The USF logos are set in Goudy, an elegant, classic typeface that was used in the original university seal. All typography that is used on USF and USF Health materials must be from the approved font families.

The ITC Garamond and Univers families provide a wide range of typefaces that offer enough variety for multiple type needs, from ultra bold headlines to easy-to-read body text. All three font families are available for purchase online at www.adobe.com/type and other online type vendors.

The university logo must always be reproduced in the colors defined on pages 4-5 of this manual.

USF Green and Gold

PMS 343
C100
M0
Y69
K60

PMS 4515
C0
M8
Y47
K23

PMS 4515
20% tint

Official USF green and gold offer the best background for solid-color USF logos in gold or white, as shown on page 5.

A 20% screen tint of the gold makes an excellent background for the full-color master logo shown on page 4.

Goudy Family
The classic font used in the original seal of the university. Use in headlines and drop caps for character.

Goudy
Goudy Italic
Goudy Bold
Goudy Bold Italic

Garamond Family
An all-purpose classic font that is easy to read in body text.

Garamond Light
Garamond Light Italic
Garamond Book
Garamond Book Italic
Garamond Bold
Garamond Bold Italic
Garamond Ultra
Garamond Ultra Italic

Univers Family
A classic modern font that works well for headlines and as an alternate body text.

Univers 45 Light
Univers 45 Light Oblique
Univers 55
Univers 55 Oblique
Univers 65 Bold
Univers 65 Bold Oblique
Univers 75 Black
Univers 75 Black Oblique
Univers Extra Black
Univers Extra Black Oblique
Individual Unit Identity is achieved through use of the brand combined with distinctive illustration or photography that reflects specific attributes of each university sphere. Appropriate imagery is invaluable when used to appeal to the target audience for each individual area’s communications.

The examples on pages 16-18 illustrate how different sectors of the university may express distinct identities while meeting the criteria of the visual identity system.

The identity system, used consistently, will build brand awareness for the institution while creating individual unit identity through style, illustration, color, photography and type design.

University Communications & Marketing is happy to advise you with methods that create a distinctive look for your area that meets USF visual standards. Please call us at (813) 974-4014.

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Example 1

Event calendars and invitation for the College of Visual & Performing Arts.

Design Highlights:
- Use of a unique graphic look. In this case, color bars representing each unit within the college help to unify the materials.
- Proper use of the college-level endorsed brand logo.
- The use of the Goudy font works visually with the logo. USF typefaces are shown on page 15.
Example 2
College of Arts & Sciences collateral materials.

Design Highlights:
• Consistent Goudy font style treatment.
• Subtle use of color graphic elements help to identify two of the four cognate areas of the college.
Example 3
Annual report for the Louis de la Parte FMHI.

Design Highlights:
• Powerful photography is invaluable to draw in the reader. It is worth paying for.
• Age and gender, as well as race and ethnicity, were considered in the design of this publication. Be aware of diversity when selecting photos of people.
• Unit names may be highlighted in a bar, as shown on this publication.
Print Advertising

USF advertisements, whether display or classified, follow the same visual standards as other publications. The visual standards are also applied to electronic media and internet sites.

Display ads are to be reviewed before they publish. Contact University Communications & Marketing at (813) 974-4014 to review your ad.

Classified advertising is handled through Human Resources. Contact Human Resources at (813) 974-2970 for more information.
Example 5
USF4You ad campaign

Key concepts:
• Correct use of Master USF logo.
• Correct use of color. When paying for color, as shown in these ads, use the full-color version of the USF logo.
• Consistent style and use of photography coordinate the look of the campaign materials.
• Diverse selection of photos.

Poster

It’s time to continue your education

Whether you want to earn your graduate degree, get a promotion or keep your skills on the cutting edge, the University of South Florida offers you multiple opportunities to meet your educational needs. To make it easy for you, we have established USF4YOU. With one call, you can talk to a consultant and be guided in the right direction. USF offers:
• Grad App (your first step to a graduate degree)
• Advising and career counseling
• World class faculty
• Affordable tuition
• Flexible classes (on-campus, off-campus and online)

Yes, you have Questions... We have Answers
USF4YOU
(1-888-873-4968)

USF is an AA/EEO Institution
For more information about USF4YOU, visit www.usf4you.org

Call 1-888-USF4YOU to speak to a consultant today.

Full page ad in the Maddux Report

Impact your bottom line
by keeping your associates ahead of the competition

For University of South Florida offers multiple opportunities to keep your staff a step ahead of your competition. And make today your opportunity. With one call, a USF4YOU consultant will answer your questions and direct you to the right solution. In addition to a wide array of master’s degrees, USF offers includes:
• Professional Master’s Degree Programs: Available in more than 85 disciplines.
• Graduate Certificates: Help develop knowledge and skills in a professional field.
• Professional and Workplace Development: Expand your associates via new, updated or complementary knowledge and skills for advancement.
• Noncredit Certificate Programs: Focus on skills and knowledge applicable to a specific content area.

Flexible, affordable classes can be arranged on-campus, off-campus, online and on weekends.

For more information about USF4YOU, visit www.usf4you.org

Call 1-888-USF4YOU to speak to a consultant today.

USF is an AA/EEO institution
EEO and Diversity Policy

Diversity in Imagery and Text
The University of South Florida is committed to the principles of diversity, inclusiveness and equal opportunity for all members of the university community. Communicators will use the following “best practices” in visuals and text, within print and electronic media:

- include individuals from different racial and ethnic groups, and show the broadest possible diversity, including but not limited to gender, age and ability.
- refrain from stereotypical depictions of individuals.
- use gender neutral language.

Equal Opportunity Message

1) General Statement
For use in most general publications, such as brochures, events programs, conference invitations, etc.

Events, activities, programs and facilities of the University of South Florida are available to all without regard to race, color, marital status, gender, sexual orientation, religion, national origin, disability, age, Vietnam or disabled veteran status as provided by law and in accordance with the university’s respect for personal dignity.

2) Abbreviated Statement
For use on forms, recruitment and employment advertisements and posters.

USF is an EO/EA institution

3) Formal Statement
For use in official documents (specifically the Catalog), and as may be directed by the Diversity and Equal Opportunity Office.

The University of South Florida is committed to the principles of equal education and employment opportunities without regard to race, color, marital status, gender, sexual orientation, religion, national origin, disability, age, Vietnam or disabled veteran status as provided by law and in accordance with the University’s respect for personal dignity. These principles are applied in the conduct of university programs and activities and the provision of facilities and services.

Americans with Disabilities Act Message
The required equal opportunity statement for advertisements should reflect the following:

USF is an Equal Opportunity/Equal Access Institution. For disability accommodations contact ____________ at (phone number/TDD number), a minimum of five (5) working days in advance.

The preferred statement for events, announcements and calendars should read:

Please notify the Diversity and Equal Opportunity Office at (813) 974-4373, ADM172, within five working days of an event if a reasonable accommodation for a disability is needed.

Required Accreditation Statement

SACS Accreditation Statement
The Commission on Colleges of the Southern Association of Colleges and Schools (SACS) is the recognized regional accrediting body in Florida.

In compliance with the SACS Representation of Status, Criteria 1.7, USF must be accurate in reporting to the public its status and relationship with the Commission. In catalogs, brochures and advertisements, when referring to our status with the Southern Association of Colleges and Schools, which has been achieved through the Commission on Colleges, we must describe our relationship with the commission with the following statement:

The University of South Florida is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award degrees at the baccalaureate, master's, specialist, and doctoral levels, including the Doctor of Medicine.

Institutional Statement
A standard statement about the University of South Florida is located on University Communications & Marketing’s Online Marketing Resource Kit. The statement will change from time to time to reflect current, relevant information. Individuals should check the statement prior to each use to insure the one they are using is accurate. The Resource Kit can be found at:
http://usfweb3.usf.edu/absoluteig/gallery.asp
Defining an official USF Web page

An official USF Web page or Web site constitutes any page or site hosted by USF that includes usf.edu in its URL (example: www.coedu.usf.edu) and is available to the public. Pages directed at internal audiences (for example, the myUSF intranet, class portals, and Web applications such as GEMS) are not subject to this set of guidelines.

All content on USF public Web pages represents the image and the identity of the university and should adequately reinforce its vision, values and fundamental mission. Every Web page has an impact on the university’s ability to promote a positive image to other universities, accrediting agencies, funding agencies, the media, donors, prospective students, their families, and the public. To that end, USF’s official Web pages must present an attractive, coherent, and consistent view of the university and its identity to anyone who visits any portion of the Web site.

To ensure that your official USF Web pages / sites represent the university in a positive manner, all departments are required to abide by the current official USF Web Guidelines, which can be found by visiting http://usfweb2.usf.edu/University-Communications-and-Marketing/marketing/web-services/web-guidelines.asp

Logos and the Web

The USF logos are registered Federal Trademarks and are the exclusive property of the University of South Florida, and as such, they represent the authority and backing of the university.

Members of the university community can download black-and-white, one-color, and full-color print- and Web-ready versions of the official USF logos by visiting the USF home page at www.usf.edu and clicking on the USF logo in the upper left corner of the header. These logos can be used in the design of printed pieces and Web pages.

No one should ever cut and paste a Web-ready logo off any USF Web page for use in printed materials. Instead, download a print-ready logo from the USF Web site, as directed above.

Please note: Personal Web pages created by students, faculty, or staff, as permitted by the university or individual departments, are also subject to these guidelines.
USF Merchandise

The University of South Florida logo is a registered Federal trademark and is owned exclusively by the university.

The university has established a licensing program for all university merchandise. All uses and representations of the university’s logos are licensed. Licensed use of the university logo protects the university’s good name by ensuring that products bearing the university’s name are well-made and in good taste.

All licensed goods for resale must be approved by the Assistant Vice President of Administrative Affairs at (813) 974-9690 or jmack@admin.usf.edu and may only be produced by approved, licensed vendors.

University offices may use USF logos for materials used for office functions such as student recruitment. They do not need to pay a license fee if the products are not for sale. Artwork must be approved by University Relations at (813) 974-4014.

The university logo must be depicted according to the standards set in this book.

Color Choices:
- Gold or white logo on green background
- Green and gold logo on white, tinted gold, or cream background
- Green logo on gold background

Text:
- Department names print in upper and lowercase letters, in the Goudy typeface.
- Leave a clear zone — as shown on page 13 — around the USF logo.
- Pens and pencils print as shown, logo on one side, departmental name on the other, in upper and lowercase Goudy.

Logos:
- On occasion, the USF monogram may be used alone when space is at a premium, such as when printing on very small items, but approval must be obtained from University Relations before placing your order.

Awards and desktop items:
The logo may be printed in solid gold; metallic gold; blind embossed; embossed with metallic foil; or debossed into wood, metal or glass. Use the solid black logo for a template.
Color choices for shirts:
- Green logo on a white, light gold or cream shirt.
- Green and gold logo on a white, light gold or cream shirt.
- Gold or white logo on a green shirt.

Text:
- Set department names in upper and lowercase letters, in the Goudy or Univers typeface, above the USF logo.

Specialties and Merchandise

Standard name tag
- Contact University Communications & Marketing at (813) 974-4014 for vendor information

Standard Campus Level name tag
- Contact University Communications & Marketing at (813) 974-4014 for vendor information

Lapel Pins
- The design of college or department lapel pins is strongly discouraged. Instead, use name tags to identify your college or department affiliation.
Banners present a colorful opportunity to let visitors know that they are in the right place at a glance, while cementing the university brand identity in the minds of the public.

Banners placed at university events must clearly display the university logo. Individual event names, graphics and photographs are displayed separate from the university logo, as shown in the sample designs below. Clean, simple designs are easier to read at a distance. Placing too many messages—too many photos and too much text—on a banner may confuse the audience.

University Communications & Marketing is available at (813) 974-4014 to recommend options for your banner design.

Alternating designs for 2.5’ x 7.5’ USF campus and street banners hung on lightposts.

5’ x 9’ banner created for the USF Botanical Gardens.
- Correct use of USF Master Brand logo and USF colors.
- Graphic art element used to help personify the Gardens.

Signage installed at a Tampa mall adjacent to the university.
University Communications & Marketing

University Communications & Marketing is responsible for developing and providing leadership across the university system for the execution of marketing and communication strategies in support of the University’s Strategic Goals. The office seeks to enhance and build the brand image of the university, regionally, nationally, and globally. The office is responsible for developing and implementing strategic marketing plans for the university system and for the Tampa campus.

In addition, University Communications & Marketing manages all aspects of the university’s major publications, provides photographic resources to the university community, manages the university’s Web site, and provides information, resources and consultative services to all USF marketing professionals.

For more information, contact University Communications & Marketing (813) 974-4014.

USF Communicators’ Network

The purpose of the USF Communicators’ Network is to provide university marketing and communications professionals with the resources and information they need to do their jobs effectively. We use the network’s listserv and monthly meetings as a venue for communicating information and educating our members about key issues. The monthly meetings are scheduled for the first Thursday of every month from 1:30—2:30 p.m. For more information contact University Communications & Marketing at (813) 974-4014, or visit: http://usfweb2.usf.edu/University-Communications-and-Marketing/marketing/communicators-network.asp

Online Marketing Resource Kit

The Online Marketing Resource Kit serves as a clearinghouse for a vast collection of online resources that university marketing professionals can use to do their jobs more effectively. This comprehensive resource is continuously updated to include new materials, including print- and web-ready photographs, event resources, design portfolios, and much more. The Resource Kit can be viewed at: http://usfweb3.usf.edu/absoluteig/gallery.asp

The USF Print Approvals Process is designed to ensure that all university communication materials meet the standards set forth by the USF Visual Identity and Graphic Standards Manual. Individuals preparing advertisements and publications for print should email their files to the appropriate University Communications & Marketing contact person at least three days prior to their print deadline. For more information, or to identify your college / department’s print approvals contact person, visit the University Communications & Marketing Web site at: http://usfweb2.usf.edu/University-Communications-and-Marketing/marketing/identity-standards.asp