Official USC Upstate Colors
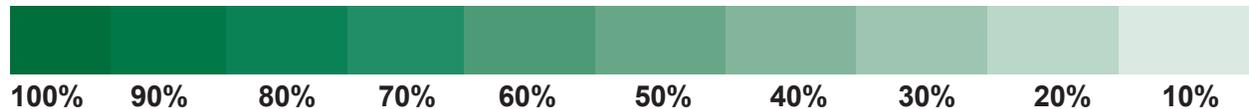
Green: PMS 349
  • **CMYK breakdown: C: 10**0 **M:** 0 **Y:** 91 **K:** 42
Black: 100% black
  • **CMYK breakdown: C:** 0 **M:** 0 **Y:** 0 **K:** 100

The following chart represents PMS 349 screen percentages:

100%	90%	80%	70%	60%	50%	40%	30%	20%	10%

Samples of Approved Logos - USC Upstate logo

UPST⬥TE
University of South Carolina Upstate
UPSTATE FORMAL - CMYK

UPST⬥TE
USC UPSTATE
UPSTATE INFORMAL HORZ 2 - BLK

UPSTATE
USC
UPSTATE INFORMAL
VERT 1 - CMYK

UPSTATE
UPSTATE INFORMAL
VERT 2 - BLK*

UPST⬥TE
UPSTATE INFORMAL HORZ 3 - CMYK*

Upstate Informal Horz 3 and Upstate Informal Vert 2 can only be used for **internal audiences.*

Incorrect Logo Usage

The following guidelines indicate examples of incorrect uses of the logo and or logotype. Although numerous incorrect variations are possible, it is our intent to depict the general forms of improper use as examples for guidance. For clarification of use and applications, contact the Office of University Communications.

1. **DO NOT** distort, change proportions or redraw the design elements. Also, do not reprint the logo or logotype from poor artwork or previously-printed materials.

2. **DO NOT** print the image within restrictive borders, fields or backgrounds.

3. **DO NOT** surprint the logo or logotype over heavily textured graphic backgrounds, reverse out of "busy" photographs or superimpose over areas of text.

4. **DO NOT** include the logotype within a sentence, tag line or slogan.

5. **DO NOT** place the logo to the right or below the logotype or in any way alter the configuration of the design elements.

6. **DO NOT** alter the logo, its borders or background.

7. **DO NOT** rearrange the colors, color break, or add color fills for special uses.

8. **DO NOT** combine the logotype with the University seal.

9. **DO NOT** reproduce the logo and logotype in a low contrast screen or in a manner in which they cannot be easily read.

10. **DO NOT** enlarge the logo or logotype from artwork which is smaller than the intended use. Always provide artwork which is larger than the final size or from quality electronic files available from the Office of University Communications.

Samples of Incorrect Use of Logos

Logo can not be stretched.

Logo can not have outline around it.

The palm cannot be green.

The palm cannot be moved to any other area.

Do not interchange colors between logos.

Minumum size no smaller than ½"

Maintain a clean border, on all sides with at least ½".

Official University Typeface, Fonts

For consistency, a typeface series has been selected to work effectively with the logo. Because of the various needs, there is one selection that can be used for headlines and displays. The other compliments the logotype when a body of text is needed. The text typeface is recommended, but is not intended to be the sole typestyle used for all University text needs.

Secondary Style
Didot Roman

Text Typestyle
Bodoni BT-Book

College, School and Department Identification

The comprehensive program represents a consistent and cohesive visual identity for all Colleges and Schools on campus. Colleges and Schools are identified in a secondary typeface below the logotype. The exception to this rule is for named colleges and schools, for which special logos may be created. The placement and size of letterforms should not be altered from the approved artwork or electronic files.

Colleges

Named

Unnamed

Departments

Programs/Offices