

Brand Guidelines

Communications & Marketing



Overview

Logos and fonts may be downloaded from the [Team Resources](#) page. For additional information, please view the UCM Brand Guidance PDF on the [USF Brand Asset Management](#) page.

Logos

These horizontal and vertical logos may be used in our communications. Multiple color options are available on the Team Resources page.

Long Version: This is the preferred logo option, as it includes “University of South Florida” in the design. The vertical version (bottom) should be used sparingly.



Short Version: This logo option may be used in some cases when the audience is internal, alumni or otherwise aware the “U” symbol represents the University of South Florida. The vertical version (bottom) should be used sparingly.



Typography

The primary font is **Trade Gothic**. The font family may be downloaded from the Team Resources page.

Core Colors

USF GREEN

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

WHITE

CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX #FFFFFF
PMS N/A

USF GOLD

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

Secondary Colors

SAND

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

EVERGREEN

CMYK 96, 15, 84, 56
RGB 0, 84, 50
HEX #005432
PMS 3435

Accent Colors

LEMON GRASS

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

APPLE

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

TEAL

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

SEA GLASS

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

STORM

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

SILVER

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

GRAY

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

SLATE

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

Email Signature

The following format is used for all individual @usf.edu email accounts. To update your email signature, please follow these steps:

1. Visit the **Team Resources** page.
2. Go to the *Communications* section.
3. Select *Email Signature Template* to download the word file.
4. Make edits as needed in Microsoft Word.
 - Remember to right-click the “email@usf.edu” text to update both the text to display and the email address itself. Failure to change both may result in emails being directed to “email@usf.edu” instead of your email account.
5. When you have finished updating the text, highlight everything in the document, copy, navigate to Outlook then paste the content in the signature editor. Do not alter colors, sizing or spacing.
 - If you require assistance, please email foundationcomm@usf.edu.

Email Signature Example

First Last 'Year

Title

University of South Florida Foundation

4202 E. Fowler Ave, ALC100 • Tampa, FL • 33620

Office 000-000-0000 • Mobile 000-000-0000 • email@usf.edu

giving.usf.edu • [Facebook](#) • [Instagram](#) • [Twitter](#) • [YouTube](#)

USF is a Preeminent Research University



Records of the University of South Florida are subject to disclosure under the Florida Public Records law unless exempt by law. Documents made or received by a USF Foundation agent in connection with the transaction of business by the USF Foundation are confidential and exempt from F.S. 119 pursuant to F.S. 1004.28(5) and in accordance with the USF Foundation Policy on Confidentiality of USF Foundation Documents.

Name Badges

We procure name badges from MarkMaster.

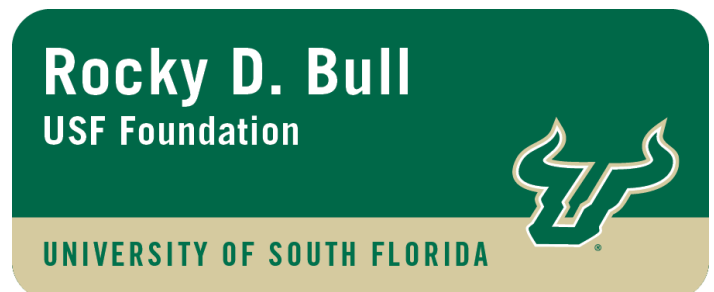
Item#: USF125NBMGG

Dimensions: 3" x 1.25"

First Line: “Name” or for alumni “Name 'YY”

Second Line: USF Foundation

We do not list office, department or title.



Business Cards

1/23/20 Update: If business cards are needed, please order them from the [Allegra Portal](#). (You will receive an email when the USF Foundation business card option is available. This is expected no sooner than 6 months from today.)

Selecting the Correct Business Card

1. Login and select “USF Business Card - NEW 2020.”
2. Choose “USF Lockup BC - 2C” (example below) from the *Select Logo* menu.
3. Input the Quantity, shipping and card information as needed on this page before ordering.



First Name, Last Name, Degrees

Title 1

Title 2

Department or unit

Other information

University of South Florida

Campus

O: 555-555-5555

Address Line 1

C: 555-555-5555

Address Line 2

email

website