



A signature is any combination of a brandmark and typography that serves as an official identity. The signature must be used in a consistent manner by all departments, offices and divisions across the college.

Whenever a signature is used, the following rules apply:

- The USF Health brandmark and wordmark type should not be altered or redrawn in any way.
- USF Health letter forms or white space between letter forms must not be altered.
- Size and proportions of the logo must not change.
- A complete signature must be used.
- Cannot be combined with another emblem or symbol.
- Clear zone must be placed so that no other text or visual element is in close proximity.