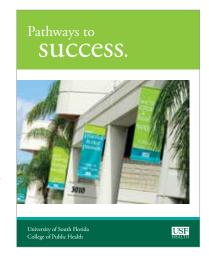# graphic standards

November 2012

USF HEALTH

FORMAT:

The College of Public Health is a proud member of USF Health and uses the USF Health logo mark in its communication materials. When it is necessary to verbally identify the college, department, center or unit, it must never be next to, or in close proximity to, the USF Health logo mark (exhibit 1.1). The college name should be set in the approved brand typefaces (see exhibit 1.9). The full name of the college should not be included within a lock-up of the USF Health logo mark.

The USF Health logo mark and type should not be altered or redrawn in any way. Alteration of the USF Health letterforms or white space 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 (see exhibit 1.3). Whenever the USF Health logo mark is used, the full name of the University of South Florida must be spelled out somewhere within the piece to which the logo mark is applied.

Pathways to success.

University of South Florida
College of Public Health

(exhibit 1.1)

SIZE:

In order to ensure legibility of the USF Health logo mark, the height of the horizontal version should never be less than .5" in print or 50 pixels for digital (exhibit 1.2).

(exhibit 1.2)

CLEAR ZONE:

Any other information that accompanies the USF Health logo mark, such as type, photos and any other graphics must be kept out of the clear zone at a minimum distance identified by diagram below (exhibit 1.4). The clear zone (x) represents the distance from the X-height of USF letterforms to the bottom of the middle arm serif of F letterform in USF.

DISTORTION:

Never stretch, squeeze, skew or rotate the USF Health logo mark (exhibit 1.3).

(exhibit 1.3)

(exhibit 1.4)

PLACEMENT:

Use of the USF Health logo mark against any encumbered background (such as a dark pattern or a complex photograph) is not in keeping with the approved graphic standards (exhibits 1.5 and 1.6). Preferably, the logo mark should always be printed on a white background. (exhibit 1.7).

Or, if the logo mark must be placed over an image, it should be placed in an unencumbered area of the image so legibility is maximized (exhibit 1.8). All printing should be done on a white or off-white paper stock. Printing on colored stock is not acceptable.

(exhibit 1.5)

(exhibit 1.6)

(exhibit 1.7)

(exhibit 1.8)

TYPE:

The typeface used to represent the College of Public Health is Garamond. It is also the preferred typeface for headlines, call-outs and captions.

The Univers family of typefaces may be used for body copy.

When Garamond and Univers are unavailable due to software or online limitations, Garamond may be substituted with Times New Roman and Univers may be substituted with Arial.

Garamond Regular
Garamond Italic
Garamond Bold
Garamond Bold Italic

Times New Roman
Times New Roman Italic
Times New Roman Bold
Times New Roman Bold Italic

Univers Roman
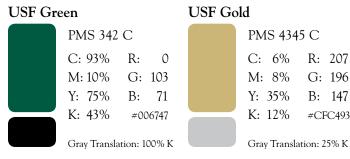*Univers Oblique*
Univers Bold
Univers Bold Oblique

Arial
Arial Italic
Arial Bold
Arial Bold Italic

(exhibit 1.9)

COLOR PALETTE

In order to ensure the most accurate color reproduction of the USF Health logo mark, the colors shown on the right (exhibit 1.10) should always be used. When the full-color version of the USF Health logo mark (exhibit 1.11) cannot be used due to color restrictions, use of the black-only (exhibit 1.12) or one-color (exhibit 1.13) versions is permitted. If the logo must be reversed, it should always appear on USF green (exhibit 1.14) or solid black. Reversing the logo mark out of a gold background is not acceptable (exhibit 1.15).

USF Green

PMS 342 C

C: 93%	R: 0
M: 10%	G: 103
Y: 75%	B: 71
K: 43%	#006747

Gray Translation: 100% K

USF Gold

PMS 4345 C

C: 6%	R: 207
M: 8%	G: 196
Y: 35%	B: 147
K: 12%	#CFC493

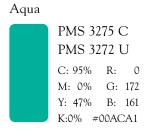Gray Translation: 25% K

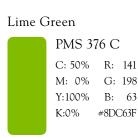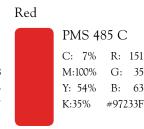(exhibit 1.10)

(exhibit 1.11)

(exhibit 1.12)

(exhibit 1.13)

(exhibit 1.14)

(exhibit 1.15)

In addition to the primary colors that compose the USF Health color palette, the following brand colors (exhibit 1.16) should be used in all COPH communications. The PMS colors or CMYK process builds should always be used for print, while the RGB color formula should always be used online or in video.

Aqua

PMS 3275 C
PMS 3272 U

C: 95%	R: 0
M: 0%	G: 172
Y: 47%	B: 161
K: 0%	#00ACA1

Lime Green

PMS 376 C

C: 50%	R: 141
M: 0%	G: 198
Y: 100%	B: 63
K: 0%	#8DC63F

Red

PMS 485 C

C: 7%	R: 151
M: 100%	G: 35
Y: 54%	B: 63
K: 35%	#97233F

(exhibit 1.16)

COLLEGE OF PUBLIC HEALTH
BRAND GRAPHIC ELEMENTS:

When creating layouts for COPH, the color box graphic element (exhibits 1.17) should be incorporated whenever possible. Executed in the COPH palette (exhibit 1.16), the color boxes serve as a visually consistent graphic element across all COPH printed and digital materials.

(exhibit 1.17)

POSITIONING LINE:

The positioning line (exhibits 1.18 and 1.19) should only appear in palette colors, with the exception of gold. "My practice is *my* passion" should only be used when featuring one individual (exhibits 1.18 and 1.21). "*Our* practice is *our* passion" is used when featuring multiple individuals (exhibit 1.19). The typography may appear in two different ways: either as a graphic element as shown (exhibits 1.18 and 1.19) or typeset in Garamond Regular on one line in either USF green or black (exhibit 1.20).

my
practice
is my **passion.**

(exhibit 1.18)

our
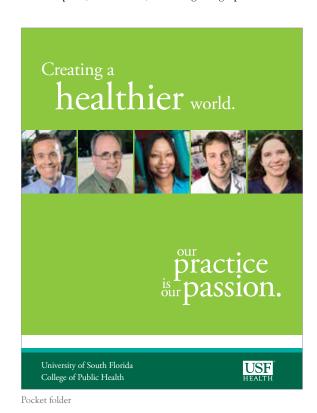**practice**
is our **passion.**

(exhibit 1.19)

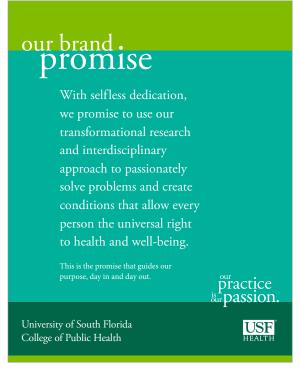Our practice is our passion. (exhibit 1.20)

(exhibit 1.21)

SAMPLE LAYOUTS:

Below are some examples (exhibit 1.22) featuring the graphic elements in exhibits 1.17–1.20.

Pocket folder

Brand promise poster

(exhibit 1.22)

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