

OUR VISUAL IDENTITY



OVERVIEW

The University of South Carolina Beaufort's logo represents the institution at the most basic visual level. It's a signature, a stamp of quality, and a symbol of pride for all of us to rally behind. As the foundation of our visual identity system, it's also been carefully crafted to communicate who we are at USCB, effectively and consistently. By following a few simple guidelines, we can ensure that our identity remains unmistakably ours.

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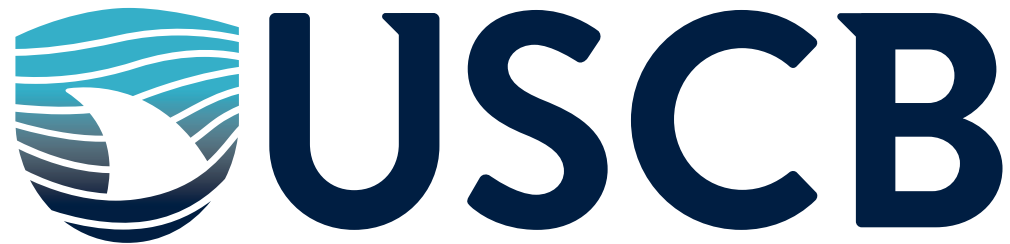
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LOGO SYSTEM

Our logos use a clean and approachable geometric sans-serif typeface, one that feels functional and warm.



Primary Logo



Stacked Acronym



Stacked Logo



Shield



Shorthand Acronym



Single-Line Logo



Initial

PRIMARY VERSION

The primary logo features the USCB acronym, relying on the “USC” name to connect to the university.

USED FOR:

- All business, marketing and promotional communications
- The most formal of university communications
- Digital and printed materials

NOT USED FOR:

- Informal communications



CLEAR SPACE



The minimum clear space is the measured height of the shark fin on all four sides of the logo.

MINIMUM SIZE



Minimum width is 1 inch.

STACKED ACRONYM VERSION

The stacked logo uses the university's full name as the identifier.

USED FOR:

- Marketing and promotional applications
- Digital and printed materials

NOT USED FOR:

- Communications where the primary mark can't be used



CLEAR SPACE



The minimum clear space is the measured height of the shark fin on all four sides of the logo.

MINIMUM SIZE



Minimum width is 1.25 inches.

STACKED VERSION

The stacked logo uses the university's full name as the identifier.

USED FOR:

- Marketing and promotional applications
- Digital and printed materials
- Any communications where vertical space is limited

NOT USED FOR:

- Communications where the primary mark can't be used



CLEAR SPACE



The minimum clear space is the measured height of the shark fin on all four sides of the logo.

MINIMUM SIZE



Minimum width is 1.25 inches.

SINGLE-LINE VERSION

The single-line logo uses the “USC” name to connect to the university along with our full name in small caps. Like the stacked logo, it can be used in informal communications and applications where space is limited.

USED FOR:

- Marketing and promotional applications
- Digital and printed materials
- Any communications where vertical space is limited

NOT USED FOR:

- Communications where the primary mark can't be used



CLEAR SPACE



The minimum clear space is the measured height of the shark fin on all four sides of the logo.

MINIMUM SIZE



Minimum width is 2 inches.

SHORTHAND VERSION

The shorthand version combines the university "USC" name with the "B" Initial. This logo is used sparingly and only when the audience is very familiar with the university.

USED FOR:

- Communications with internal audiences
- Merchandise and swag
- Informal communications

NOT USED FOR:

- Formal communications



CLEAR SPACE



The minimum clear space is the measured height of the shark fin on all four sides of the logo.

MINIMUM SIZE



Minimum width is 0.75 inch.

SHIELDS

For social media and other digital applications, the Shield may be used as our social media icon. It should be used only in communications where space is extremely limited.

While the social mark is of great value in limited spaces, it should always be prominently placed and have plenty of clear space, with minimum sizes used only as a last resort.

USED FOR:

- Digital and social communications where space is very limited
- Extremely tight spaces

NOT USED FOR:

- Formal university communications
- Communications where the audience is not familiar with USCB

SHIELD



"B" INITIAL



CLEAR SPACE



The minimum clear space is the measured height of the shark fin on all four sides of the logo.



MINIMUM SIZE



Minimum width is 0.25 inch.

0.25"



Minimum width is 0.175 inch.

0.175"

SMALL-SCALE VERSIONS

We've created variations of select logos specifically for use at small scale. When you must use a logo that's smaller than the minimum sizes specified, use these small-scale versions, which feature a simplified Shield.

Please note: These small-scale logos have been altered so that they are legible at tiny sizes. The small-scale versions should not be enlarged beyond the parameters given at right.

Small-scale logos are appropriate for certain digital applications, and for smaller merchandise such as pens, pencils and pins. For embroidered reproductions, please contact the Office of Communications for further direction.

MINIMUM SIZE (REGULAR VERSIONS)



SMALL-SCALE VERSIONS



Minimum width is 0.5 inch.



Minimum width is 0.75 inch.



Minimum width is 1.75 inches.

TWO-COLOR VERSIONS

As shown below, the two-color versions of our logos feature a two color blue gradation through the waves. A two-color logo is available for each version ; these can be used in replacement for the four-color versions when printing allows.



ONE-COLOR COMBINATIONS

Our single-color logos may appear in three colors: black, white and USCB Aviation Blue (PMS 282), as shown below.

The one-color black version is reserved only for applications when color is not an option, such as in certain newspapers.

Black on White



White on Black



Blue on White



White on Blue



PROHIBITED COLOR COMBINATIONS

Our logos should never appear in these combinations of our brand colors. For reasons of contrast and consistency, these combinations are not approved by University Communications.

Gray on White



Gray on Black



Blue on Gray



Gray on Blue



USING OUR LOGOS

Our logos should not be changed in any way. To maintain consistency, the following standards for using USCB's official logos must be observed:

- USCB's logos should never be recreated or altered. This includes the text within the logo and the proportions of all elements. Elements from the logo should not be added to other graphics or illustrations.
- USCB's logos may not be used as a background for text or graphics and must be surrounded by the official clear space, as noted
- USCB's logos may appear in four-color, two-color, and one-color versions: black, white and Beaufort Aviation Blue.
- USCB's logos are scalable. They should never be reproduced at sizes smaller than what's specified in this document. The orientation, either horizontal or vertical, should be selected based on the space allotted for the logo.
- All logos are to be surrounded by a clear space, or a protected area around the logos. No other graphics or words may overprint, touch or appear in this area. To ensure that clear space is maintained around the logo for legibility, all text and graphics must follow the standards listed and illustrated in these guidelines.

DEVELOPMENT OF LOGOS

While our brand is not limited to our logo, it's important for all communications to reflect a consistent look and feel. Visual consistency limits confusion and helps us engage with our audiences — current and prospective students, parents, alumni, donors, and community members, among others.

To maintain consistency, the creation of different logos and marks that represent the university is not permitted. (When individual marks are developed, the overall brand is diluted as the symbols compete with one another.) Limited exceptions —made on a case-by-case basis in specific, unique circumstances — must be approved by University Marketing and Communications.

PRACTICES TO AVOID

It's important that we be consistent in how we present our identity. Shown here are some common ways to misuse our logos. To avoid these, always use the provided artwork without modification. The principles demonstrated by these examples apply to all the brand marks.

⊗ Never alter any of the text within the logo.



⊗ Never use the logo as a background for text or graphics.



⊗ Do not place text over the logo.



⊗ Never add effects such as drop shadows or bevels.



⊗ Never stretch, skew or rotate the mark.



⊗ Never create new color combinations, even with the primary brand colors.



⊗ Never use a secondary color or non-designated color for the logo.



⊗ Never change the proportion or arrangement of the logo's elements.



⊗ Never add additional elements or create your own versions.



⊗ Never change the fonts used in the logo.



⊗ Never use a background for the logo that provides inadequate contrast.



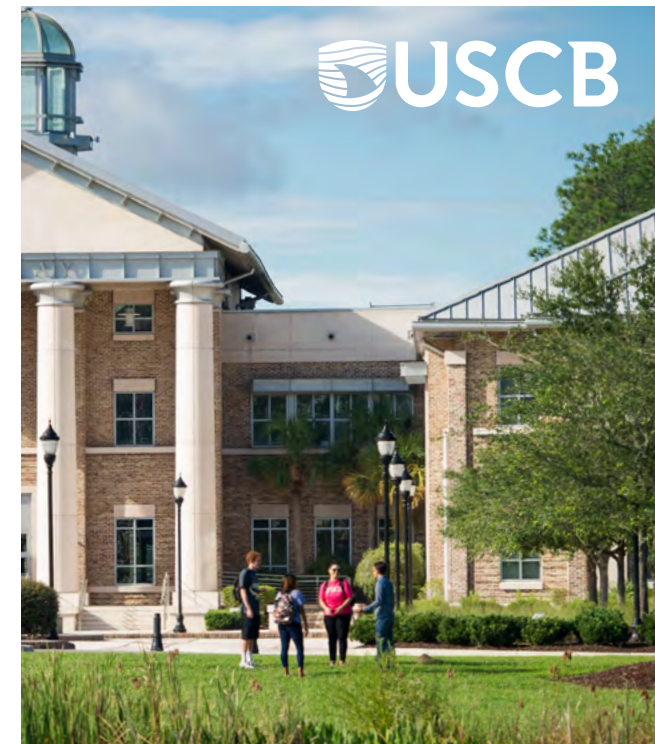
LOGOS AND PHOTOGRAPHY

Our logos and marks should not be placed directly over busy or distracting images. If you need to use a photographic background, find a calm or neutral area to place the element.

The white logos often produce the best results, as the USCB Aviation Blue and black versions tend to create insufficient contrast with many photos.

If it's hard to find a neutral area, create an area of clear space or color where the lockup can sit.

Note that the examples here are not shown to actual scale and only illustrate relative size and position.



UNIT LOCKUPS

Academic units and their sub-units have customized lockups with the Primary logo.

Only use official files. Do not attempt to typeset your own lockup. Request one from Office of Communications if needed.

Do not alter the colors, arrangement or scale of any of the lockup's elements.

DEPARTMENT LOGO LOCKUPS



SUB-UNIT LOGO LOCKUPS



