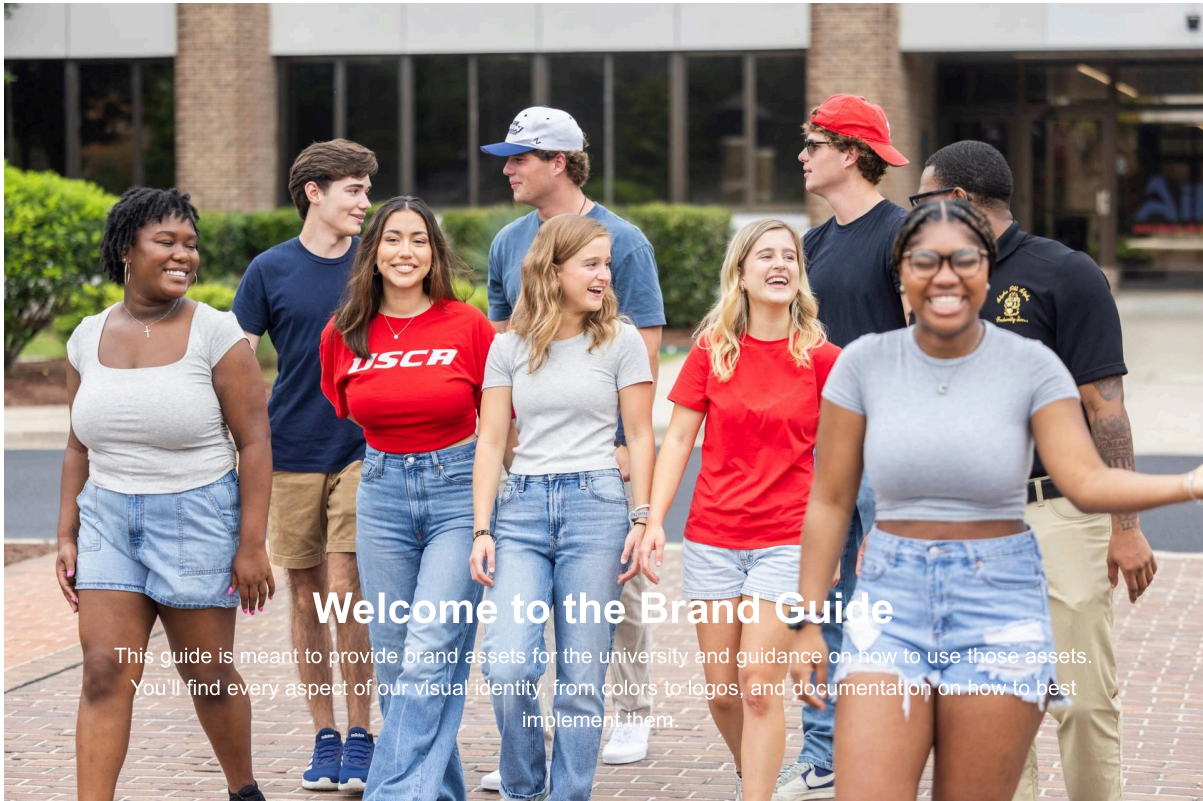


[Colors](#)[USCA Primary Logo](#)[USCA Horizontal Logo](#)[Academic Centers & Programs Logos](#)[Schools and Colleges](#)[Departments](#)

Why a brand guide?

A great brand is the sum of many parts. Much of a brand's strength is derived from those who iterate it, and consistency in execution is critical to reinforcing our identity.

This site was developed to give you a toolkit to speak to our many audiences, from alumni and staff, to prospective and current students, to our Aiken community, to regional and nationwide stakeholders. It's an opportunity to perpetuate USCA's story.

This guide ensures that anyone communicating on behalf of USCA creates consistent, memorable work that accurately portrays the essence of our identity. It shouldn't be viewed as a set of limitations; rather as an inspirational starting point to expressing our story.

Policy requires that anyone creating communications for the university follows these guidelines.

Who is USCA?

USCA provides exemplary undergraduate and graduate programs of study to students seeking a well-balanced, high value university experience. Our intimate campus, engaged faculty and staff, spirited athletics and active student life organizations create the ideal environment for fostering academic success and personal growth. Located within the charming city of Aiken, S.C., it's easy to see why USCA ranks as a top public institution in the region.

Our Name

In order to help our audiences understand that we are not a branch campus or feeder school, moving forward, we'll refer to ourselves primarily as "USCA" rather than "The University of South Carolina Aiken." This nuance of language helps us feel like an official, autonomous entity (which we are) and create a distinct nomenclature from The University of South Carolina Columbia. Of course, our full logo will include the entirety of our name, for official purposes. But conversationally, we want to train our audiences on referring to us as simply USCA.

Mission Statement

USCA is a regional public comprehensive university that cultivates a diverse population of engaged citizens who provide lifelong contributions in their careers and communities. Our dedicated faculty, staff, and industry partners guide undergraduate and graduate students through a transformative educational journey that uses engaged, accessible teaching and learning practices to blend the liberal arts, sciences, and professional disciplines with research and experiential opportunities that are aligned with economic and societal needs. We are a center for innovation that serves the region through entrepreneurial partnerships, public service, community leadership, relevant research, educational outreach, the visual and performing arts, and intercollegiate athletics.

Vision Statement

To create a campus community that values each individual, acts as a vibrant hub of activity in our region, partners with government and industry to address societal and economic issues, and transforms undergraduate and graduate students into engaged global citizens.



University Colors

Our color palette is comprised of two primary colors: Midnight and Fire Red; and four secondary colors.

Most of the time, our two primary colors will be dominant in any given communication. But there are certain times when it's appropriate to dial up the 'fun' side of USCA's persona and create colorful pieces where every color works equally in tandem.

A Note on Color

While we always strive for color accuracy, many factors are at play when viewing color on screen or on physical objects, like paper, signage, and products. The "same" color will never look the same across different substrates, and even different monitors, screens, and paper textures reflect color slightly differently.

Therefore, please expect a certain amount of variation between print (chemicals on paper), web (light), and physical products (plastic/cloth/dyes, etc).

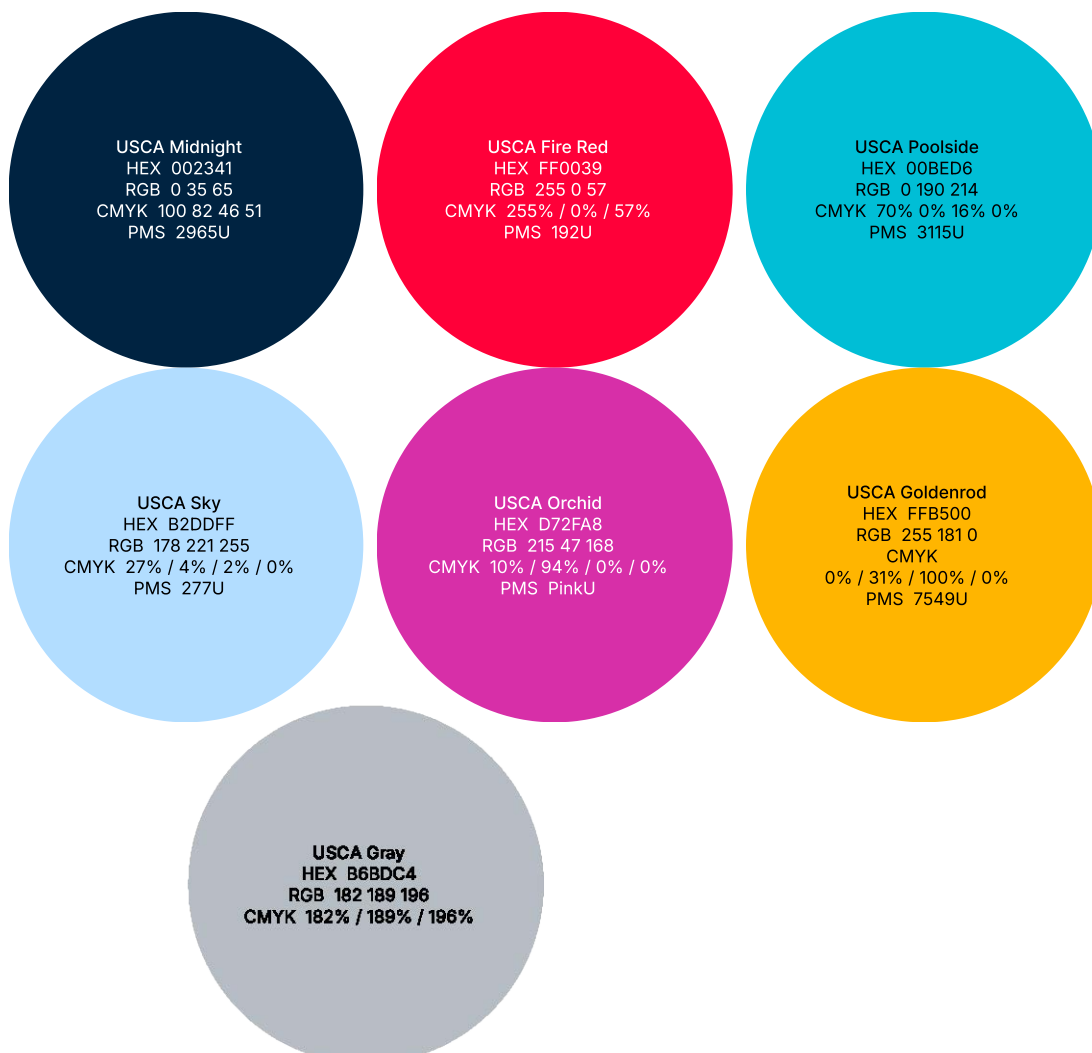
When color accuracy is paramount, we recommend printing using the Pantone Matching System (PMS). Before having anything printed, consult Marketing for assistance.

We highly recommend that your printer match colors to your satisfaction before proceeding with any print jobs.

Color Codes

Refer to the assigned color codes for your specific print or digital application.

Please use CMYK breakdowns when printing, or PMS designations when printing spot colors. RGB should be used for digital applications.





Typography

Our USCA brand font is the family 'Good' by FontFont. This font family has been selected for its legibility, its usefulness at both headline and body copy sizes, and its modern and friendly appeal that fits in well with USCA's overall brand.

With 100 variations from Compressed to Wide, Light to Ultra, italics and regular, this type family has enough distinct personalities within itself to cater to a wide variety of use cases.

Good Pro is designed as a body copy font for use at smaller sizes (think 36pt and smaller). Good Pro Headline is tailored for large sizes, anything above 36pt (but also depends on context).

Good Headline Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

!@#\$%^&*()

Good Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

!@#\$%^&*()

Good Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

!@#\$%^&*()

The university has an enterprise Adobe subscription. The font can be downloaded for free and installed throughout a user's computer applications.

Download on Adobe Fonts

[FF Good](#)

[FF Good Headline](#)

Purchase on MyFonts

[FF Good](#)

[FF Good Headline](#)

Type Hierarchy Guidelines

Because our audiences will be interacting frequently with typeset messages, a set of ground rules for things like campus flyers, social media, email blasts, and other communications will go a long way in helping unify departmental messaging.

Keeping it simple with a type hierarchy and 2-3 colors funnels the most important info to the forefront, and an obvious Call to Action helps increase engagement.

JOIN OUR COMMUNITY

**Your future starts here.
Explore degree paths today.**

Whatever you want to do, wherever you want to go,
we can help you develop the skills, knowledge, and
values you need to succeed.

Our goal is to help you succeed in your career, enjoy a full life, and contribute to building vibrant communities for decades to come. Start your journey with us here, no matter who you are or what you want to be. The university experience isn't just about the classes you take, it's also about the community that you build. Our campus is filled with opportunities to find the things that you love and feel right at home no matter where you're from.

Good Pro – Extended, Medium
21pt / Tracking: 200

Good Headline Pro – Condensed, Black
76pt / Tracking: 0

Good Pro – Medium
34pt / Tracking: 0

Good Pro – News
21pt / Tracking: 0

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Good Pro – Extended, Medium
21pt / Tracking: 200

Good Headline Pro – Condensed, Black
76pt / Tracking: 0

Good Pro – Medium
34pt / Tracking: 0

Good Pro – News
21pt / Tracking: 0



Primary Logo

The primary logo is comprised of the USCA icon and the wordmark. This mark should be used in most cases.

In the wordmark, keeping the name all the same weight and color helps de-emphasize the "Aiken" portion. This is intended to help correct the current perception that Aiken is merely a branch campus of USC.

Horizontal Logo

This alternate, extended logo can be used in contexts where a wider aspect ratio better fits the context, i.e., a website header or a horizontal banner.

Reversed Logo

This special reversed logo should only be used on our navy colored-backgrounds.

One-Color Logo

The one-color logos are appropriate for one-color or limited-color print jobs, such as screen printing and black-and-white copies.

Using the Logos

Visit the guide on using the logos (link below).

 [Using the Logos](#)

Primary Logo – RGB

These files are created in the Red, Green, Blue color format, which is how screens—computers, phones, TVs—display color. RGB files are usually smaller in size and optimized for viewing online rather than printing.

When to use: For anything you see on a screen—websites, social media, PowerPoint presentations, email, etc. If you send an RGB file to a printer, the colors may look different than expected.

File types you may see:

JPG (or JPEG) – A standard image format for the web and everyday use. Small in file size, easy to share, but not ideal for professional printing.

PNG – Similar to JPG but supports transparent backgrounds (so your logo can “float” over different colors). Great for web use, social media, and documents.



USCA-Logo-Primary-Black-rgb.png



USCA-Logo-Primary-Black-rgb.jpg



USCA-Logo-Primary-Full-Color-cmyk.eps



USCA-Logo-Primary-Full-Color-cmyk.tif



USCA-Logo-Primary-Black-cmyk.eps



USCA-Logo-Primary-Black-cmyk.tif



USCA-Logo-White-cmyk.eps



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Horizontal Logo – CMYK

These files are created using the four-color printing process: Cyan, Magenta, Yellow, and Black. This is the color system professional printers use to produce full-color images on paper.

When to use: For anything being professionally printed—brochures, posters, banners, business cards, etc.—this is the best version to send to your printer.

File types you may see:

- EPS – A vector file, meaning it can be made as small as a postage stamp or as big as a billboard without losing quality. Think of it like a recipe—it can scale to make one cookie or a thousand, and they'll all turn out perfectly sharp.
- TIF (or TIFF) – A high-resolution image file. Great for printing, but unlike EPS, it's fixed in size—so enlarging it too much can make it look blurry.



USCA-Logo-Horz-White-cmyk.eps



USCA-Logo-Horz-Black-cmyk.eps



USCA-Logo-Horz-Full-Color-cmyk.tif



USCA-Logo-Horz-Full-Color-cmyk.eps



USCA-Logo-Horz-Black-cmyk.tif

Horizontal Logo – RGB

These files are created in the Red, Green, and Blue color format, which is how screens—computers, phones, TVs—display color. RGB files are usually smaller in size and optimized for viewing online rather than printing.

When to use: For anything you see on a screen—websites, social media, PowerPoint presentations, email, etc. If you send an RGB file to a printer, the colors may look different than expected.

File types you may see:

- JPG (or JPEG) – A standard image format for the web and everyday use. Small in file size, easy to share, but not ideal for professional printing.
- PNG – Similar to JPG but supports transparent backgrounds (so your logo can “float” over different colors). Great for web use, social media, and documents.



USCA-Logo-Horz-White-rgb.png



USCA-Logo-Horz-White-rgb.eps



USCA-Logo-Horz-Black-rgb.jpg



USCA-Logo-Horz-Black-rgb.png



EPS

USCA-Logo-Horz-Black-rgb.eps

EPS

USCA-Logo-Horz-Full-Color-rgb.eps



USCA-Logo-Horz-Full-Color-rgb.jpg

USCA-Logo-Horz-Full-Color-rgb.png



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 more effectively with our audiences.

To maintain consistency, the creation of logos and marks that represent the university, other than those present in this guide, is not permitted. When additional 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 Communication.

Clear Space

The icon, logo, seal, and spirit marks all require a fixed amount of clear space around them. Text, photos, and graphic elements should never encroach on this space. Using the height of the icon is a good benchmark.



Minimum Size

Please consider these size guidelines. If the logo is too small, it loses legibility. When too large, it overwhelms the design and loses graphic integrity.



Maximum Print Size **3"**

(excluding apparel, pageantry, signage, etc.)



Minimum Print Size **1"**

Logo Do's and Dont's

Don't resize individual elements:



Don't add shadows or effects:



Don't use an incomplete mark:

**University of
South Carolina
Aiken**

Don't stretch or distort:



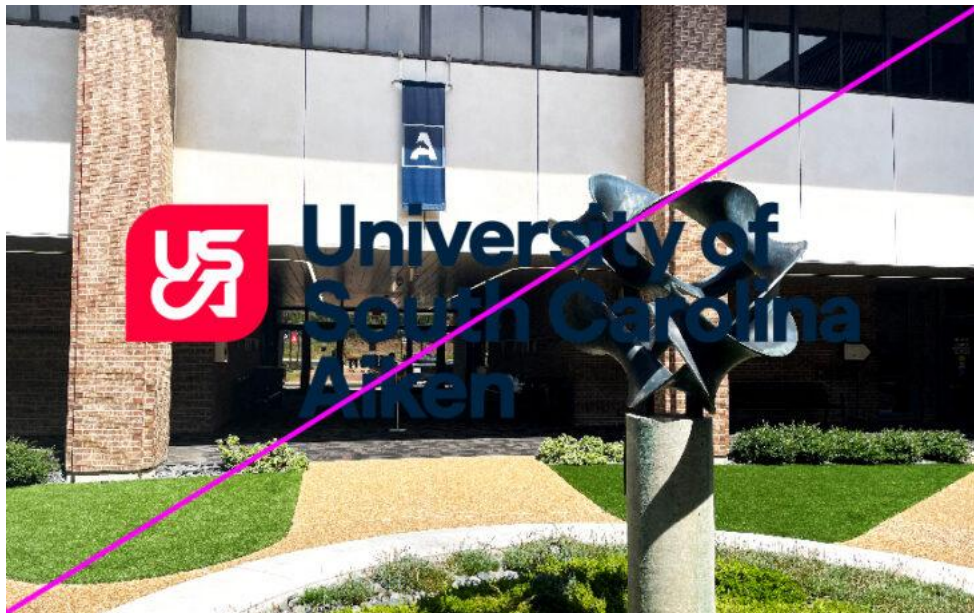
Don't use a low-res logo:



Don't use unapproved color combinations:



Don't use over imagery where logo is not legible



Don't add unit names outside of the brand architecture:



University of South Carolina Aiken

School of Nursing

