OUR LOGO SYSTEM

Each of our logos plays an important role in telling the full USF story, highlighting different facets of what makes a Bull, a Bull: prestige, focus on the future, and pride.

UNIVERSITY LOGO

Our iconic Bull-U is a symbol for all our ideas and ideals. It's the foundation for all communications including advertising, web and social media, marketing collateral, campus signage and merchandise.

UNIVERSITY SEAL

Our official seal is for monumental signage and commencement collateral. It remains a symbol of our tradition and institutional prestige.

THE OFFICIAL LOGO LOCKUP

The official University of South Florida logo lockup is the preferred logo for all academic units and should be used for the majority of university communications. There are several variations to meet different needs, and together they comprise the university's logo system.

THE UNIVERSITY LOCKUP: The University of South Florida official logo lockup combines the Bull-U icon with the university wordmark as a single unit. The official logo lockup should be used on behalf of all colleges.

THE BULL-U ICON: The University of South Florida iconic Bull-U is a strong and identifiable mark that uniquely represents the University of South Florida. This mark is allowed for use on apparel, promotional items, and uses related to university pride and spirit upon request and approval only. Academics units should not use the Bull-U in isolation as an identifier to represent their college, department, or unit. Instead, the official academic or administrative logo lockup should be used.

THE UNIVERSITY WORDMARK: The University of South Florida Wordmark is the graphic representation of the University name. It may be used by itself in academic settings such as conferences, research presentations, research or educational symposiums, etc. Use the Wordmark alone at your discretion.

UNIVERSITY LOGOS:
USAGE

CLEAR SPACE

Give our logo the reverence it deserves by keeping it clear of other elements. Apply clear space around the entire logo assembly by using the height of the SOUTH FLORIDA letters as a measuring tool, defined in the example as "X."

MINIMUM SIZE

To ensure the typography stays legible, the minimum size should always be determined by the height of the primary logo wordmark. Please reference the measurements in the examples.

THANK YOU!

To help build a stronger, consistent brand, always use the logos as they are provided. Do not edit the files in any way.

UNIVERSITY *of*
SOUTH FLORIDA

UNIVERSITY *of*
SOUTH FLORIDA

Minimum Height Usage

.375 in for traditional media
36 pixels for digital media

UNIVERSITY *of*
SOUTH FLORIDA

UNIVERSITY *of*
SOUTH FLORIDA

UNIVERSITY CAMPUS
LOGOS: **USAGE**

CLEAR SPACE

Give our logo the reverence it deserves by keeping it clear of other elements. Apply clear space around the entire logo assembly by using the height of the SOUTH FLORIDA letters as a measuring tool, defined in the example as "X."

MINIMUM SIZE

To ensure the typography stays legible, the minimum size should always be determined by the height of the primary logo wordmark. Please reference the measurements in the examples.
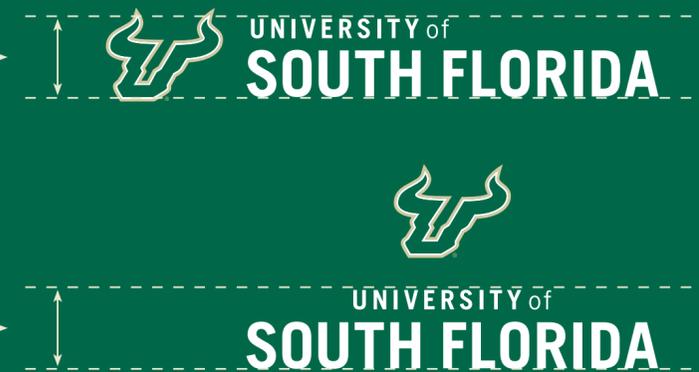
THANK YOU!

To help build a stronger, consistent brand, always use the logos as they are provided. Do not edit the files in any way.

UNIVERSITY of
SOUTH FLORIDA
SARASOTA-MANATEE

UNIVERSITY of
SOUTH FLORIDA
SARASOTA-MANATEE

Minimum Height Usage

.375 in for traditional media
36 pixels for digital media

UNIVERSITY of
SOUTH FLORIDA
SARASOTA-MANATEE

UNIVERSITY of
SOUTH FLORIDA
SARASOTA-MANATEE

UNIVERSITY LOGOS: UNIT LOCKUPS

The same clear space guidelines apply to our academic and administrative unit logo lockups.

To ensure the typography stays at a legible size, the minimum size should always be determined by the height of the entire University of South Florida wordmark. Minimum height requirements are shown in the examples.

UNIVERSITY of
SOUTH FLORIDA
College of Arts & Sciences

UNIVERSITY of
SOUTH FLORIDA
College of Arts & Sciences

Minimum Height Usage

.375 in for traditional media
36 pixels for digital media

UNIVERSITY of
SOUTH FLORIDA
College of Arts & Sciences

UNIVERSITY of
SOUTH FLORIDA
College of Arts & Sciences

UNIVERSITY LOGOS:
LOCKUP EXAMPLES

In an effort to preserve our unified identity, please do not create your own lockups.

For your college or department's official lockup, contact the Office of University Communications and Marketing.

UNIVERSITY of
SOUTH FLORIDA
College of Arts & Sciences

UNIVERSITY of
SOUTH FLORIDA
Parking & Transportation Services

UNIVERSITY of
SOUTH FLORIDA
College of Behavioral & Community Sciences
Department of Criminology

UNIVERSITY of
SOUTH FLORIDA
Patel College of Global Sustainability

UNIVERSITY of
SOUTH FLORIDA
College of Engineering
Department of Mechanical Engineering

UNIVERSITY of
SOUTH FLORIDA
College of The Arts
Institute for Research in Art
Contemporary Art Museum

UNIVERSITY of
SOUTH FLORIDA
Academic Affairs
Strategic and Budget Planning

UNIVERSITY of
SOUTH FLORIDA
Muma College of Business
Vinik Sport & Entertainment Management Program

UNIVERSITY LOGOS:
DO NOTS

USF logos — all institutional, campus, health, and lockups — must be used as they are provided and NEVER edited, recreated, or used in part.

The examples shown are just some that are unacceptable, as they damage the reputation and brand equity of USF.

DO NOT
alter any of the preset colors.

DO NOT
alter proportions of the logo or its parts.

DO NOT
recreate the logo, or use alternate typography.

DO NOT
add any treatments or effects.

DO NOT
reconfigure elements of the logo assembly.

DO NOT
create or use any unapproved lockups.

DO NOT
add illustrative elements.

DO NOT
utilize elements which, in effect, create new logos.

DO NOT
use other official marks with the wordmark.

LOGO USAGE:
DARK BACKGROUND

Dark background versions (specified in file names as "darkbg") should be used on USF Green, dark backgrounds, or medium backgrounds that provide enough contrast. Avoid using these logos on any background — solid color, photographic, or textured — that may affect clear legibility of all type.

Not enough contrast.
Use dark background version instead.

LOGO USAGE:
LIGHT BACKGROUND

Light background versions (specified in file names as "lightbg") should be used on white, light, or USF Gold backgrounds. Avoid using these logos on any background — solid color, photographic, or textured — that may affect clear legibility of all type.

Not enough contrast.
Use light background version instead.