USC University of Southern California

C. L. Max Nikias
President

Robert C. Packard President's Chair
Malcolm R. Currie Chair in Technology
and the Humanities

MEMORANDUM

To: Academic Deans, Faculty, and Staff

From: C. L. Max Nikias

Date: November 1, 2011

Subject: Launch of New Graphic Identity for USC

I am pleased to announce the official launch of USC's new graphic identity, a system that provides a strong, consistent look for the university across a range of media and materials. This program includes a redesigned USC logo and monogram, as well as updated typefaces, and comes with the enthusiastic approval of the university's Board of Trustees.

Our new look and design reflect many elements of our previous graphic identity, including the use of the university shield, taken directly from our historic seal. As a community, we endeavor to integrate this new system into all USC materials within one year.

This change signals USC's continued evolution and ascent. As USC assumes its place among the world's leading research universities, and as we launch our historic fundraising campaign and a new strategic vision for the university, we must strengthen and align our graphic identity to reflect the exceptional caliber of our students, faculty, academic units, and programs. It is vital that all schools and units fully embrace this change; as a community, we must present ourselves in a bold, clear, and consistent manner.

USC's previous graphic identity—produced by Saul Bass of Bass Yager Associates in 1994—was extremely successful, having significantly increased awareness and recognition of USC throughout the world. However, given the dramatic proliferation of digital media with various internet, mobile, and electronic platforms, as well as the tremendous growth of named entities within the university, the time had come for us to reimagine our graphic identity system. To this end, USC partnered with the venerable design firm Pentagram, which has a solid track record with our peer institutions and a range of corporations, to produce a graphic identity system that works across a range of media, while ensuring that USC regains a cohesive look.

Throughout this process, University Communications consulted with groups across our campuses, including several schools and academic departments; Admissions and Planning; University Advancement; USC Purchasing; and USC Trademarks and Licensing. Additional information regarding the new graphic identity system, including a style guide and a list of contacts, is available at: http://identity.usc.edu/.

Today we turn a page in USC's long and storied narrative, and begin a fresh chapter in our university's celebrated history. In a very literal sense, we will write our story with new tools, ones that reflect our community's collective ambition, optimism, and creativity. We all look forward to writing that story together, and to producing our shared story as a strongly unified community.

cc: USC Board of Trustees
       Elizabeth Garrett
       Al Checcio
       Robert Abeles
       Todd Dickey
       Tom Sayles
       Pat Haden
       Lisa Mazzocco