



# UPSTATE ATHLETICS BRAND STANDARD GUIDE



# HOW TO USE THIS GUIDE

*“You do not build a brand by selling something. You build a brand by being something, and letting that culture shape the way you behave and communicate.”*

*Inside Higher Ed*

What is the USC Upstate brand identity?

Since the University's founding in 1967 USC Spartanburg has become USC Upstate, Fighting Bantams became Rifles, then Spartans, and the colors have morphed from garnet and black to purple and white to green and black. The amount of change in identity in such a relatively short period of time doesn't lend itself to creating synergy or unity behind one voice.

The story of USC Upstate moving forward must pay homage to our roots, but we must have a clearly defined visual identity. This basis for our visual Identity includes consistency in utilizing our primary and secondary marks, typography, and color usage.

This document provides guidance on how to effectively depict our brand across various touch points.



## THE BRAND

The USC Upstate brand is more than a logo or a tagline. It is a promise. Our brand is a reflection of everything we do and say, in person, online, in print and in broadcast. The brand functions as a lens through which every marketing message, community activity and personal interaction is filtered. The brand embodies USC Upstate's mission, energy, character and values.

In today's competitive world of higher education, strength of perception has become as critical to success as quality faculty and broad course offerings. More than ever, the first factor in attracting potential students and donors is what they think about our institution — what they clearly see and hear from us that communicates our difference. In essence, it is what they believe our brand stands for, and our ability to deliver on that promise.

## WHY CONSISTENT BRANDING MATTERS

Effective branding raises awareness and leaves a lasting impression. The brand platform establishes a foundation for the institution's identity, messaging and visual presentation and serves as a framework for all internal and external communications.

- Builds its reputation, both in South Carolina and beyond
- Leverage the University's history with its bright future
- Establish a brand that is transformational for both USC Upstate and the region

Each member of the USC Upstate community is responsible for creating the brand. Every time we contact potential donors, interact with prospective students and their parents, speak with alumni, communicate with the media, develop new collateral materials, approach community partners, or talk about USC Upstate, we influence the perception of the institution and our community.



# COLOR

Consistent color use is one of the key components of a solid brand. The USC Upstate color palette has a primary and secondary color palette. When working with our institutional colors, always use the color values as follows to ensure uniformity and consistency.

When creating your marketing materials, it is preferred that you begin with white, adding additional primary and secondary colors thoughtfully.



PRIMARY COLORS

Upstate Green

PMS 348

C 97 M 73 Y 52 K 56

R 0 G 131 B 62

Hex: 00833e

Black

C 0 M 0 Y 0 K 0

R 0 G 0 B 0

Hex: 000000

SECONDARY COLORS

Colors can’t be changed in the logos, but these additional colors are for social media campaigns, ad campaigns, digital signage, outdoor, website, etc.

Slate Gray

PMS 447

C 69 M 60 Y 64 K 54

R 55 G 58 B 54

Hex: 373a36

Gray

PMS Cool Gray 8

C 49 M 40 Y 38 K 4

R 137 G 138 B 141

Hex: 898a8d

Cool Gray

PMS Cool Gray 2

C 18 M 14 Y 15 K 0

R 208 G 208 B 206

Hex: d0d0ce

COMMONLY MISUSED COLORS

Michigan State Green

PMS 7732

C 86 M 40 Y 74 K 32

R 25 G 93 B 73

Hex: 195d49

Forest Green

PMS 357

C 100 M 40 Y 100 K 46

R 0 G 73 B 0

Hex: 004900



# LOGOS

The official Athletics logos are the primary identifiers for the University of South Carolina Upstate. They serve as the most immediate and recognizable way for University audiences to know they are interacting with USC Upstate and assist with unifying our brand across the institution.

The visual identity of USC Upstate helps to create and sustain a strong image and reputation for the University. Using the correct version of these logos and institutional identifiers is imperative in maintaining brand integrity. The standards for each version ensure that the logos and identifiers are clearly visible and integrate with the design in which they are presented.



PRIMARY LOGO

U-Upstate

The “U-Upstate” mark serves as the primary brand mark of the athletic department and should be the first mark of choice for all programs.



**Correct Uses:**  
Black, White & Green  
Backgrounds



**Correct Uses:**  
Black, White & Green  
Backgrounds



**Correct Uses:**  
White Backgrounds  
**Incorrect Uses:**  
Any Non-White Backgrounds



**Correct Uses:**  
Black, Green or Dark-Shaded  
Backgrounds  
**Incorrect Uses:**  
White Or Very Light Backgrounds

WORDMARK

The “Upstate” and “Spartans” interlocking wordmarks are also highly visible extensions of the department brand. Their longevity in use by the department give these marks high brand value. The “Upstate” should be given priority, but both can be used as stand-alone images for apparel, uniforms and printed materials where the primary mark is also depicted.



**Correct Uses:**  
White & Green Backgrounds  
**Incorrect Uses:**  
Black Or Very Dark Backgrounds



**Correct Uses:**  
White & Green Backgrounds  
**Incorrect Uses:**  
Black Or Very Dark Backgrounds



**Correct Uses:**  
Black & Green Backgrounds  
**Incorrect Uses:**  
White Or Very Light Backgrounds



**Correct Uses:**  
Black & Green Backgrounds  
**Incorrect Uses:**  
White Or Very Light Backgrounds



**Correct Uses:**  
Black, Green or Dark-Shaded Backgrounds  
**Incorrect Uses:**  
White Or Very Light Backgrounds



**Correct Uses:**  
Black, Green or Dark-Shaded Backgrounds  
**Incorrect Uses:**  
White Or Very Light Backgrounds



**Correct Uses:**  
White Backgrounds  
**Incorrect Uses:**  
Any Non-White Backgrounds



**Correct Uses:**  
White Backgrounds  
**Incorrect Uses:**  
Any Non-White Backgrounds



## SPIRIT MARK

### *Spartan Head*

The Spartan head logo serves as the “spirit” or secondary mark for the athletic department. The Upstate wordmark must be shown with the logo with the Upstate Wordmarks as listed below.



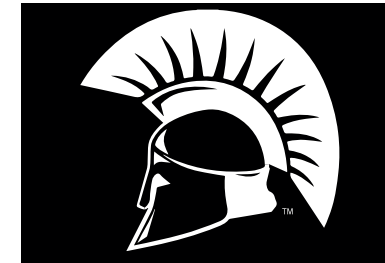
**Correct Uses:**  
White or Very Light Backgrounds

**Incorrect Uses:**  
Green, Black or Dark Backgrounds



**Correct Uses:**  
Green, Black, Dark-Shaded Backgrounds

**Incorrect Uses:**  
White Or Very Light Backgrounds



**Correct Uses:**  
Black, Green or Dark-Shaded Backgrounds

**Incorrect Uses:**  
White Or Very Light Backgrounds

*Must Be Used In Combination With These Logos, As Shown In The Tertiary Marks Section:*



## SPECIAL EVENT MARKS



OVARIAN CANCER/  
CHILDHOOD CANCER AWARENESS



RED, WHITE, & BLUE



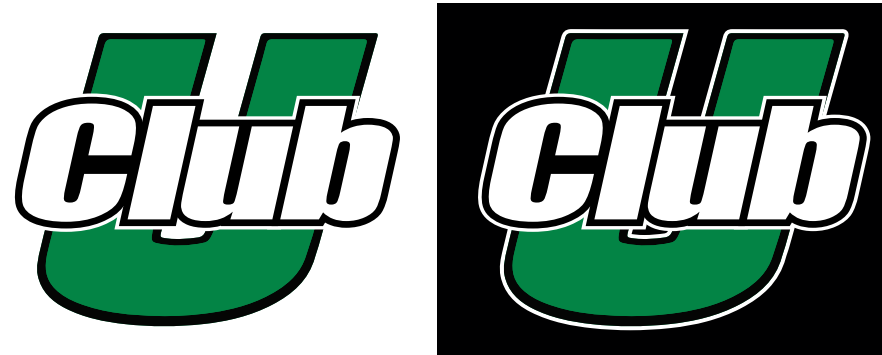
BREAST CANCER AWARENESS/  
FIGHT LIKE A SPARTAN



## OTHER

### *U-Club*

The U-Club Serves as the athletic alumni relations and fundraising department. This logo is used for events sponsored by or involving the U-Club.



## PRIMARY UPSTATE THEMED BIG SOUTH LOGOS



## SECONDARY UPSTATE THEMED BIG SOUTH LOGOS





## CLEARSPACE

All Athletic logos and official identifiers are to be surrounded by a clear area. This is the protected area around the logos. No other graphics or words are to overprint, touch or appear in this clear area. To ensure that clear space is maintained around the logo for legibility, text and graphics must follow the standard illustrated here. This should be thought of as the minimum clear space, and when possible, should be increased to give more prominence to the brand.



## MINIMUM SIZE

The minimum size for all square logos is 1 inch wide, and all rectangular logos have a minimum size of 1.5 inches wide.





TERTIARY MARKS

These marks provide certain stylistic choices or are uniquely worded, and catered toward a certain sport or department within USC Upstate Athletics.



BASEBALL



BASKETBALL



CHEER



CROSS COUNTRY



GOLF



SOCCER



SOFTBALL



TRACK & FIELD



VOLLEYBALL



BASEBALL



BASKETBALL



CHEER



CROSS COUNTRY



GOLF



SOCCER



SOFTBALL



TRACK & FIELD



VOLLEYBALL











BASEBALL



BASKETBALL



CHEER



CROSS COUNTRY



GOLF



SOCCER



SOFTBALL



TRACK & FIELD



VOLLEYBALL



BASEBALL



BASKETBALL



CHEER



CROSS COUNTRY



GOLF



SOCCER



SOFTBALL



TRACK & FIELD



VOLLEYBALL



DISCONTINUED MARKS

U SPARTANS

Effective April 2021, this logo will no longer be approved for use. However, the logo can stay on already printed items.



**Correct Uses:**  
Black, White & Green  
Backgrounds



**Correct Uses:**  
Black, White & Green  
Backgrounds



**Correct Uses:**  
White Backgrounds  
**Incorrect Uses:**  
Any Non-White Backgrounds



**Correct Uses:**  
Black, Green or Dark-Shaded Backgrounds  
**Incorrect Uses:**  
White Or Very Light Backgrounds

Since the University’s name change in 2004 to USC Upstate, the athletic department has used variations of the same logo style. The “Upstate” and “Spartans” wordmarks are unchanged during this time. These multiple variations have been discontinued, but hold a great part of our athletics’ history.

UNIVERSITY OF SOUTH CAROLINA UPSTATE									
Trademark Usage Guide									
UNIVERSITY OF SOUTH CAROLINA UPSTATE is the owner of all rights, title, and interest in and to the following Indicia, which indicates trademarks, service marks, trade names, designs, logos, seals and symbols.									
COLOR	PRIMARY MARK		SECONDARY WORD MARKS WITH MASCOT				MASCOT WORD MARKS		
	WITH HIGHLIGHT	WITHOUT HIGHLIGHT							
			WITHOUT MASCOT						
	PRIMARY MARKS WITH MASCOT						COLOR		
GENERAL INFORMATION					TRADEMARK DESIGNED BY				
LOCATION: Spartanburg, South Carolina MASCOT: Spartans CONFERENCE: Peach Belt					Official CD's with digitally formatted university trademarks are available through Line Design Graphics 336-379-9040. Located in Greensboro, NC.				





# TYPOGRAPHY

Consistent use of typography is a simple way to unify the institution's visual identity. USC Upstate's primary typefaces were chosen for clarity and flexibility in a wide range of situations.



## HEADERS, SUBHEADS, & BODY COPY — HELVETICA NEUE

Helvetica Neue is USC Upstate’s primary headline and body copy typeface and should be used for large display text, theme and narrative copy. A timeless sans-serif typeface, its clean, modern lines and elegant curves look best at larger sizes in our identity system.

Helvetica Neue Ultralight

*Helvetica Neue Ultralight Italic*

Helvetica Neue Thin

*Helvetica Neue Thin Italic*

Helvetica Neue Light

*Helvetica Neue Light Italic*

Helvetica Neue Regular

*Helvetica Neue Italic*

Helvetica Neue Medium

**Helvetica Neue Medium Italic**

**Helvetica Neue Bold**

***Helvetica Neue Bold Italic***

**Helvetica Neue Heavy**

***Helvetica Neue Heavy Italic***

**Helvetica Neue Black**

***Helvetica Neue Black Italic***

Helvetica Neue Condensed Ultralight

*Helvetica Neue Condensed Ultralight Italic*

Helvetica Neue Condensed Thin

*Helvetica Neue Condensed Thin Italic*

Helvetica Neue Condensed Light

*Helvetica Neue Condensed Light Italic*

Helvetica Neue Condensed Regular

*Helvetica Neue Condensed Italic*

Helvetica Neue Condensed Medium

***Helvetica Neue Condensed Medium Italic***

**Helvetica Neue Condensed Bold**

***Helvetica Neue Condensed Bold Italic***

**Helvetica Neue Condensed Heavy**

***Helvetica Neue Condensed Heavy Italic***

**Helvetica Neue Condensed Black**

***Helvetica Neue Condensed Black Italic***

## INFORMAL HEADERS AND SUBHEADS — FUTURA PT

Futura PT is a strong, modern, and simple sans-serif typeface with a variety of weights and widths. The typeface is professional yet informal and approachable. Futura PT is best suited for informal communication such as student recruitment, campus events, and other more casual marketing efforts.

Futura PT Light

*Futura PT Light Oblique*

Futura PT Book

*Futura PT Book Oblique*

Futura PT Medium

*Futura PT Medium Oblique*

Futura PT Demi

*Futura PT Demi Oblique*

Futura PT Heavy

***Futura PT Heavy Oblique***

**Futura PT Bold**

***Futura PT Bold Oblique***

**Futura PT Extra Bold**

***Futura PT Extra Bold Oblique***

Futura PT Condensed Book

*Futura PT Condensed Book Oblique*

Futura PT Condensed Medium

*Futura PT Condensed Medium Oblique*

**Futura PT Condensed Bold**

***Futura PT Condensed Bold Oblique***

**Futura PT Condensed Extra Bold**

***Futura PT Condensed Extra Bold Oblique***



# EMAIL SIGNATURE

It is important that all communications from the University are consistent with USC Upstate brand. To further strengthen our brand, University Marketing and Communications has created standardized email signatures for use by all USC Upstate faculty and staff.

Remember to include your full name, title, department name, email address and office phone number in your signature; recipients may also expect to see your department web address and links to departmental social media accounts. You may also want to include a disclaimer or confidentiality statement at the bottom of your signature if it is appropriate for the type of work you do.



SIGNATURE TEMPLATE

Do not include philosophical statements or inspirational quotes; this is to avoid the potential confusion that such statements represent the university’s slogan, ideology or brand promise. Do not embed additional images into your signature that are not part of the automatically-generated signatures.



**Sparty Spartan**

Title/Position

Unit Or Department

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800 University Way | Spartanburg, SC 29303  
Office: 864.506.XXXX | c.XXX\_XXX\_XXXX (*optional*)  
upstatespartans.com

**#SpartanArmy -> #JoinUp**



# LICENSING

The University of South Carolina Upstate works in partnership with Affinity Licensing to protect all logos and word marks while strengthening the University's brand identity. Affinity provides licensing representation for USC Upstate in an effort to regulate University and athletic logos. Any manufacturer of products bearing any USC Upstate mark, including items not for resale, must be properly licensed before offering such goods for sale. To learn more about the authorized use of USC Upstate logos, visit [www.affinitylicensing.com](http://www.affinitylicensing.com).



## **WHAT THIS MEANS FOR THE CAMPUS COMMUNITY**

University departments and groups may order merchandise and apparel from companies that are licensed vendors only. Should you order merchandise bearing University logos using an unlicensed vendor, your merchandise could be confiscated and destroyed.

If the company that you wish to do business with is not a licensed vendor, they may apply for a license at Affinity Licensing.

## **WHAT THIS MEANS FOR VENDORS**

In order to produce merchandise and apparel bearing the USC Upstate logos, you must be a licensed vendor with Affinity. To apply for a license, visit [www.affinitylicensing.com/licensing](http://www.affinitylicensing.com/licensing). Vendors will have access to the USC Upstate licensed marks after they have completed the licensing registration process.

Internal Usage Licenses are for companies that desire to only produce licensed products for internal use at the selected institution. No products produced under this license agreement may be sold to the general public. Most departments on campus will work with this type of vendor to order T-shirts, tote bags, etc. that will be given away to students and not re-sold to the general public. The cost for this license is \$100.

Standard Licenses are for companies that desire to produce licensed products for resale to the general public. Companies that produce items to be sold in the Bookstore or for Athletics to sell on their website must register as Standard Vendors because we are re-selling that merchandise. The cost for this license is \$100.



# BUSINESS SYSTEM

As USC Upstate athletics solidifies its branding behind an updated system of marks, the suite of printed items that encompasses the department's business system also receives a fresh, clean, look. The business system includes business cards, letterhead, notecards and the associated envelopes. Many of these elements will be entered into circulation as the stock of previously printed business system designs from prior years are exhausted.



LETTERHEAD & BUSINESS CARDS

# USC UPSTATE ATHLETICS

800 University Way  
Spartanburg, SC 29303



Letter To:  
USC Upstate  
800 University Way  
Spartanburg, SC 29303

November 11, 2020

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce tellus magna, fermentum et dapibus non, lacinia eu mi. Fusce aliquet urna vel ullamcorper aliquam. Duis at magna sed justo consectetur tempor at vitae sem. Suspendisse molestie cursus nisl. Aenean eget rutrum purus. Ut augue eros, semper non massa vel, pretium maximus orci. Nunc ullamcorper faucibus turpis, id pharetra lectus pellentesque sit amet molestie nisor vel massa. Vivamus feugiat tristique est, vel facilisis ex iaculis ac.

Vivamus ut fermentum est, vel scelerisque nisi. Maecenas elementum nibh quis justo cursus rhoncus. Nam blandit massa tempor erat laoreet, ut sagittis massa sagittis. Cras euismod lacus vehicula orci scelerisque, a viverra lectus egestas. Vivamus feugiat tristique est, vel facilisis ex iaculis ac. Praesent molestie metus ullamcorper fermentum viverra. Duis ut tortor eros. Mauris pretium libero ac est volutpat. Suspendisse ultrices porttitor est nec dictum.

Mauris a nulla lacus. Etiam porta erat vel metus auctor consequat. Curabitur ultricies convallis ante ac dapibus. Maecenas semper interdum diam, et mollis quam consequat et. Morbi sit amet quam nulla. Proin scelerisque id eros at euismod. Suspendisse ultrices porttitor est nec dictum. Donec eu dui in ipsum efficitur tristique a lobortis ipsum. Aenean eget ipsum non sapien aliquam dictum. Aliquam em blandit efficitur accumsan. Aliquam id facilisis nisi. Fusce efficitur dolor sapien, a lobortis mauris fauc sit amet. Aenean eget rutrum purus.

Quisque maximus arcu nulla, eget euismod ex euismod non. Ut vitae nisl eu nunc sollicitudin pulvinar. Mauris iaculis, neque sed maximus laoreet, nibh odio hendrerit augue, in dictum velit erat sed leo. Sed sagittis pharetra iaculis. Suspendisse potenti.

Best,

**SPARTY SPARTAN**  
*Title/Position*

**Email** | [spartyspartan@uscupstate.edu](mailto:spartyspartan@uscupstate.edu)  
**Cell Phone** | 123.456.7890  
**Office Phone** | 098.7654.321  
**Twitter** | @SpartySpartam

UpstateSpartans.com



UNIVERSITY OF SOUTH CAROLINA



#SpartanArmy #JoinUP

**LENNY MATHIS**  
Senior Associate Athletics Director for External Affairs

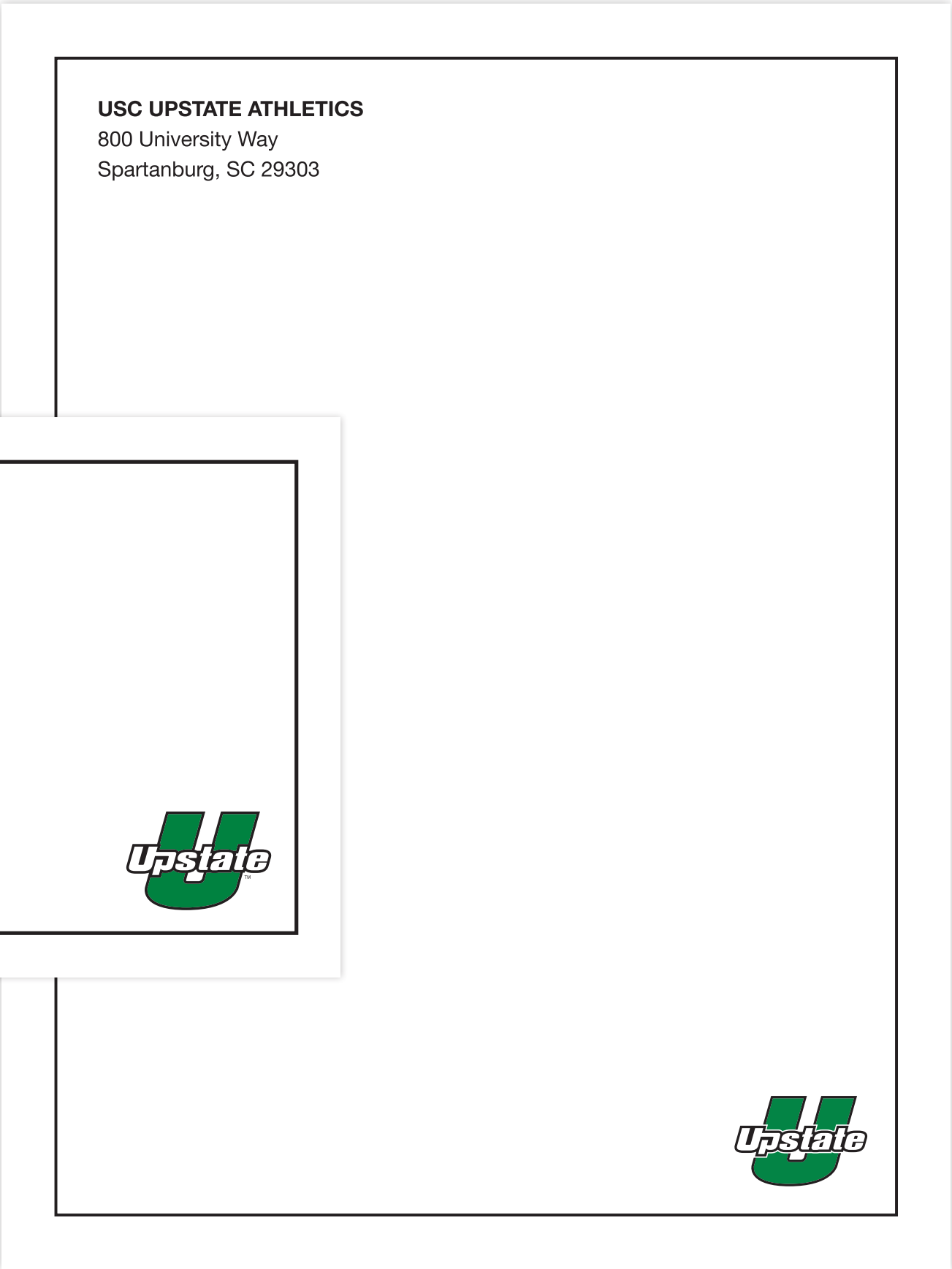
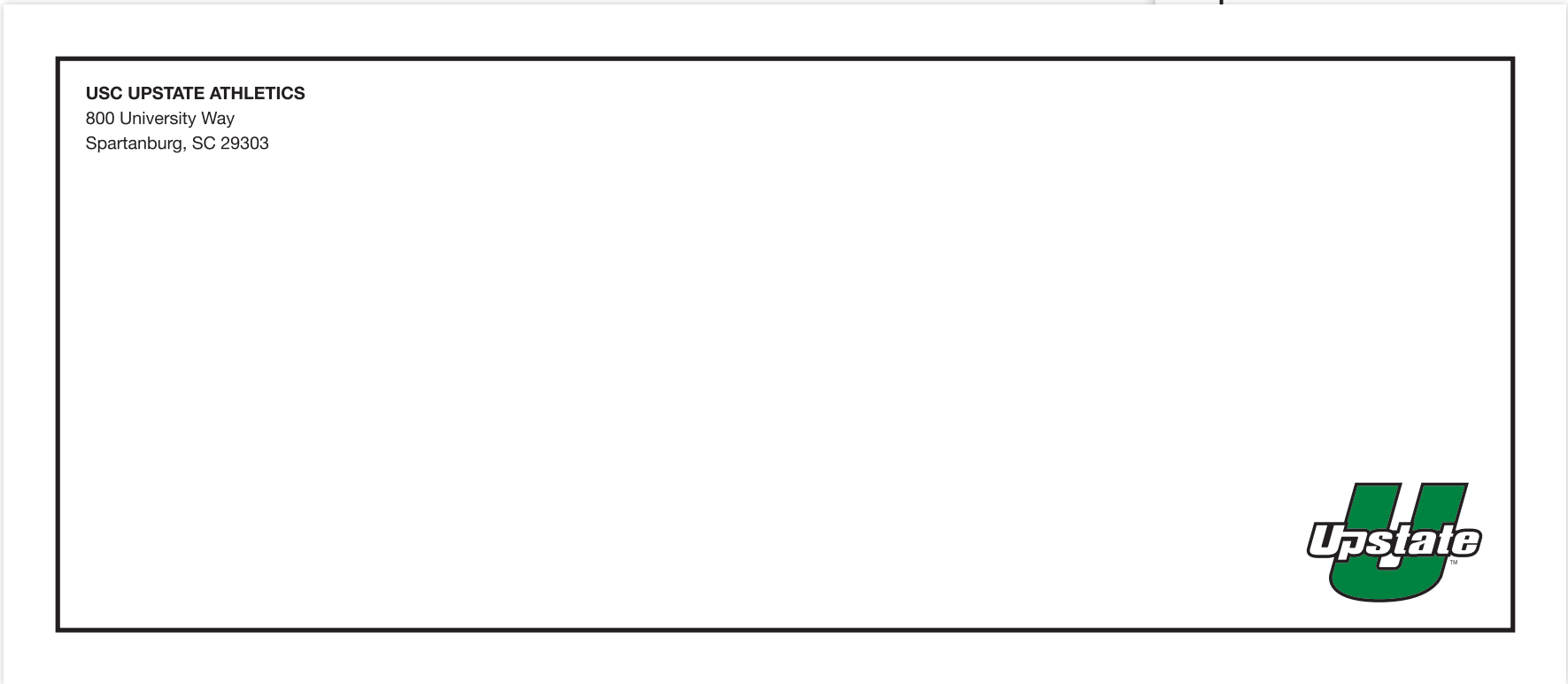
800 University Way  
Spartanburg, SC 29303

**Office** | (864) 503-5000  
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**Twitter** | @lennymathis

UpstateSpartans.com

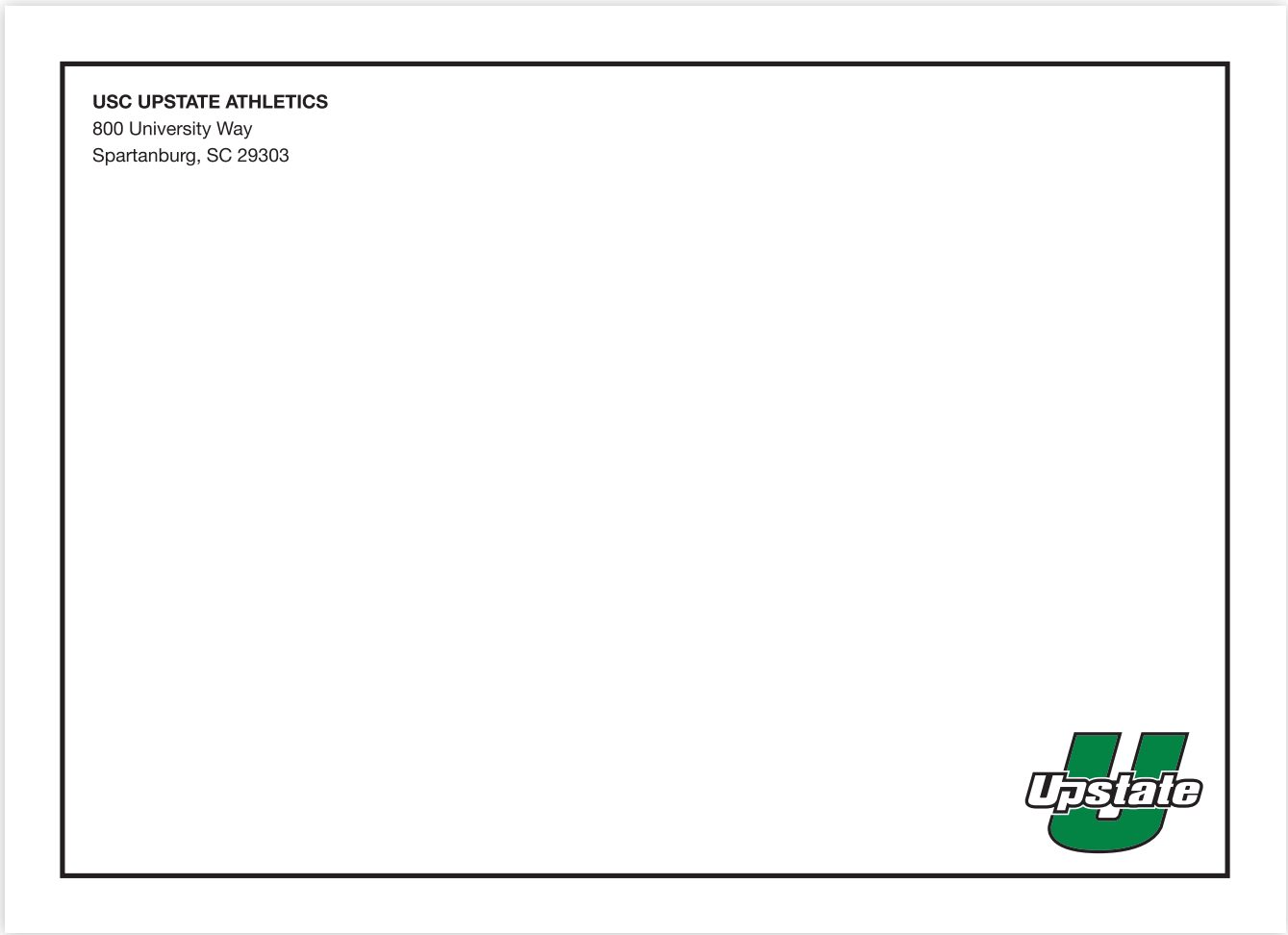
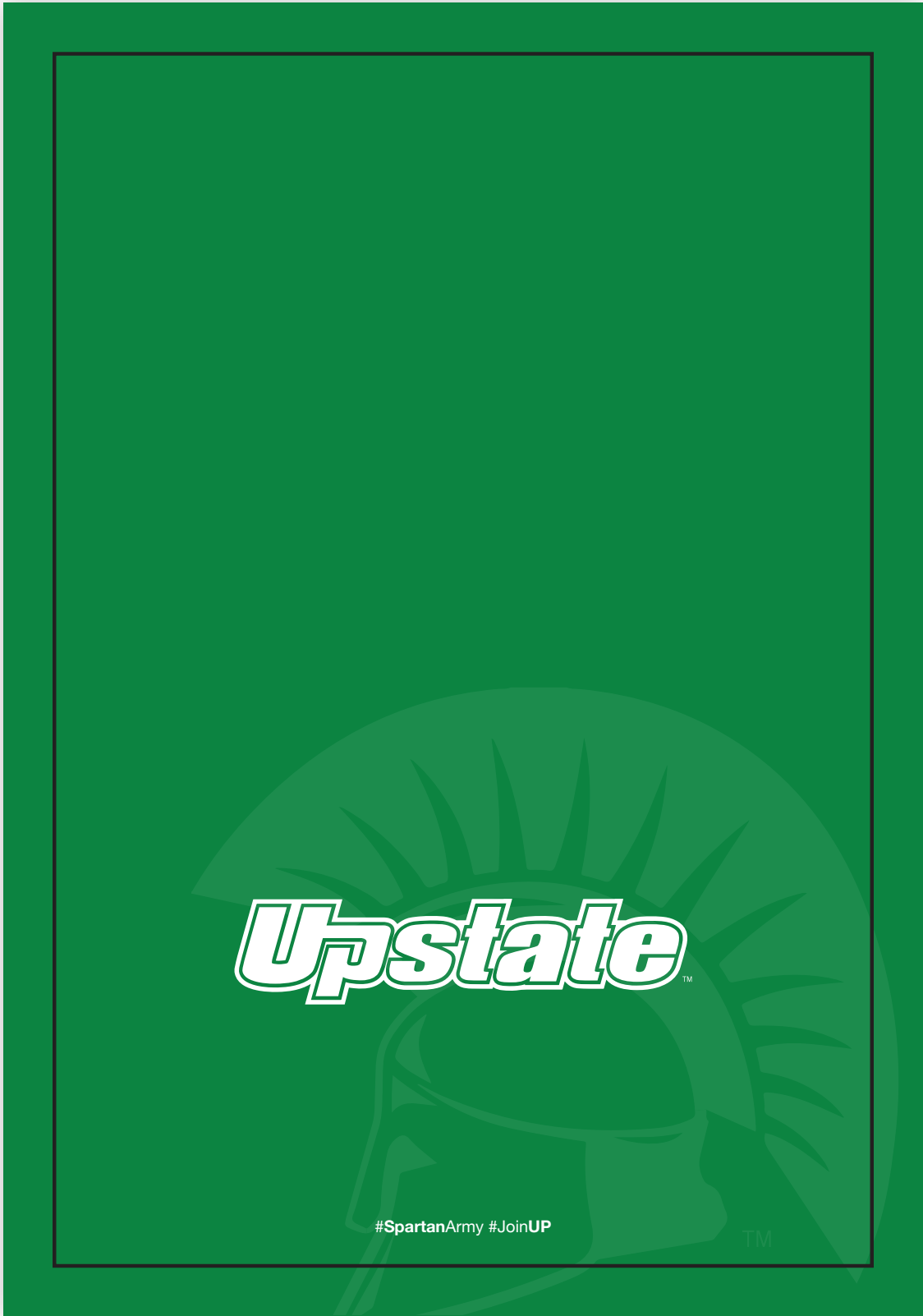


LARGE 9”X12” ENVELOPE & #10 ENVELOPE





5"X7" NOTECARD & NOTE CARD ENVELOPE





172 E Main St, Spartanburg, SC 29306  
 bkirkland@uscupstate.edu | www.studioupstate.com  
 864-503-5824

This Athletics Brand Standards Manual was designed by Jarred Bradley and Larissa Sands who are a part of the student-led graphic design firm at the University of South Carolina Upstate. Studio Upstate is directed by professors Matthew Donaldson and Bridget Kirkland. To use Studio Upstate for your design needs, please feel free to reach out via email to Bridget Kirkland at Bkirkland@uscupstate.edu

The graphic design program at USC Upstate operates Studio Upstate, an undergraduate-run, faculty-led design firm servicing the visual communication and branding needs of businesses and non-profit organizations in the surrounding community, as well as those of the University. What began as an ambitious concept has now grown to become the only income-generating, student-run organization at USC Upstate. Studio Upstate extends the student experience beyond the confines of the classroom and into the private and nonprofit sectors of the Upstate area. Studio Upstate provides valuable, relevant work experience to students and aligns well with USC Upstate's metropolitan mission of connecting with the local community.

### **QUESTIONS?**

For questions regarding the use of USC Upstate Athletics marks, please contact Lenny Mathis, senior associate athletic director for external operations at LDMATHIS@uscupstate.edu.

For questions regarding uniform compliance, please also contact Nathan Dixon, assistant athletic director for internal operations at DIXONDN@uscupstate.edu.



