

Colors:

Pantone

- ☒ PMS Black
- ☐ White
- ☒ PMS 349
- ☒ PMS 231 (Cancer Support)

Never use fluorescent lights when color matching.

When using CMYK builds match the PMS color not the CMYK.

Do not use a Pantone book older than 1 year to use for matching.

Verbiage:

University of South Carolina Upstate™
 USC Upstate™
 Upstate™
 South Carolina Upstate™
 USC Upstate Spartans™
 Spartans™

General Information:

Location: Spartanburg, SC
 Nickname: Spartans
 Established Date: 1967
 Conferences: Atlantic Sun Conference -
 NCAA Div.I

Additional Pertinent Information:

*University seal permitted on products for resale:

YES

Alterations to seal permitted:

NO

Overlaying/intersecting graphics permitted w/ seal:

NO

University licenses consumables:

YES

University licenses health and beauty products:

YES

University permits numbers on products for resale:

YES

**Mascot caricatures permitted:

YES

Cross licensing with other marks permitted:

YES

* For graduation products, high-end products, and products ordered by the Office of the President.

**With Athletic Department approval.

NO USE of current player's names, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.

NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.

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Primary Athletic Marks

USCU-00001A



Alternate Primary Athletic Marks

USCU-00007A



Secondary Athletic Marks

USCU-00013A



Spirit Marks

USCU-00019A



Word Marks

USCU-00025A



Word marks

USCU-00031A



USCU-00002A



USCU-00008A



USCU-00014A



USCU-00020A



USCU-00026A



USCU-00032A



USCU-00003A



USCU-00009A



USCU-00015A



USCU-00021A



USCU-00027A



USCU-00033A



USCU-00004A



USCU-00010A



USCU-00016A



USCU-00022A



USCU-00028A



USCU-00034A



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Sport Specific Marks

USCU-00037A



Sport Specific Marks

USCU-00043A



Sport Specific Marks

USCU-00049A



Sport Specific Marks

USCU-00055A



Sport Specific Marks

USCU-00061A



Sport Specific Marks

USCU-00067A



USCU-00038A



USCU-00044A



USCU-00050A



USCU-00056A



USCU-00062A



USCU-00068A



USCU-00039A



USCU-00045A



USCU-00051A



USCU-00057A



USCU-00063A



USCU-00069A



USCU-00040A



USCU-00046A



USCU-00052A



USCU-00058A



USCU-00064A



USCU-00070A



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Sport Specific Marks

USCU-00073A



Sport Specific Marks

USCU-00079A



Sport Specific Marks

USCU-00085A



Institutional Marks

USCU-00091A



Institutional Marks

USCU-00097A



Institutional Marks

USCU-00103A



USCU-00074A



USCU-00080A



USCU-00086A



USCU-00092A



USCU-00098A



USCU-00104A



USCU-00075A



USCU-00081A



USCU-00087A



USCU-00093A



USCU-00099A



USCU-00105A



USCU-00076A



USCU-00082A



USCU-00088A



USCU-00094A



USCU-00106A



USCU-00095A



USCU-00107A


























USCU-00096A



USCU-00108A



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	USCU-00109A		USCU-00115A		USCU-00121A		USCU-00127A		USCU-00133A		USCU-00139A			
														
<div>Verbiage:</div> <div>University of South Carolina Upstate™</div> <div>USC Upstate™</div> <div>Upstate™</div> <div>South Carolina Upstate™</div> <div>USC Upstate Spartans™</div> <div>Spartans™</div>	USCU-00110A		USCU-00116A		USCU-00122A		USCU-00128A		USCU-00134A		USCU-00140A			
														
	USCU-00111A		USCU-00117A		USCU-00123A		USCU-00129A		USCU-00135A		USCU-00141A			
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	USCU-00112A								USCU-00136A					
														
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	USCU-00114A										USCU-00138A			
														

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Institutional Marks	Cancer Support Primary Mark
<div>USCU-00145A</div>	<div>USCU-00151A</div>
<div>USCU-00146A</div>	<div>USCU-00152A</div>
<div>USCU-00147A</div>	

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