



***USC UPSTATE ATHLETICS***

# **SPIRIT MARK STYLE GUIDE**

**VERSION 1.3 | PREPARED AUGUST 2025**

# PURPOSE

**This style guide exists to demonstrate how the USC Upstate Spirit Mark and the logo suite around it must be used to maintain brand integrity.**

The new spartan Spirit Mark is used in conjunction with all of the current marks within the athletics brand ecosystem with the exception of the previous spartan Spirit Mark that it is replacing.



# PRIMARY LOGO

The “U-Upstate” mark is the primary identifier for the USC Upstate athletic department.

The “U-Upstate” mark should be the first mark of choice for all programs.

Additionally, 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.

The graphics on the right dictate how and when these marks should be used from one-color treatments to light and dark backgrounds.



# LOGO SUITE

A family of logos is built around the Spirit Mark to maintain consistent positioning and overall context.

This logo suite is broken up in to 5 different marks:

- 1. Spirit Mark:** Depicted of a spartan helmet with many South Carolina elements, the Spirit Mark serves as the secondary mark for the athletic department. It supports the main Upstate “U” primary logo.
- 2. Spartans Wordmark Lockup:** This is the main athletic mark. It displays both the team name and the University name and should be used in the context of sport.
- 3. Upstate Wordmark Lockup:** Similar to the above, but this mark can be used in a more general sense. It does not display the team name.
- 4. Spartans Wordmark:** Can be used where the instance of the Spirit Mark is not necessary.
- 5. Upstate Wordmark:** Can be used where the instance of the Spirit Mark is not necessary

The Spirit Mark logo family works in tandem with the U-Upstate mark, which remains the primary.



U-UPSTATE MARK



SPIRIT MARK



SPARTANS WORDMARK LOCKUP



UPSTATE WORDMARK LOCKUP



SPARTANS WORDMARK



UPSTATE WORDMARK

# ***SPIRIT MARK***

**In addition to the “U-Upstate” mark, the spartan Spirit Mark is used to represent the athletics program and student body.**

The fighting spirit of the Upstate student body and surrounding community of Spartanburg, SC is second-to-none. The spartan Spirit Mark is constructed to tell these stories and demonstrate a feeling of community.

Here are some of the visual cues that this mark incorporates:

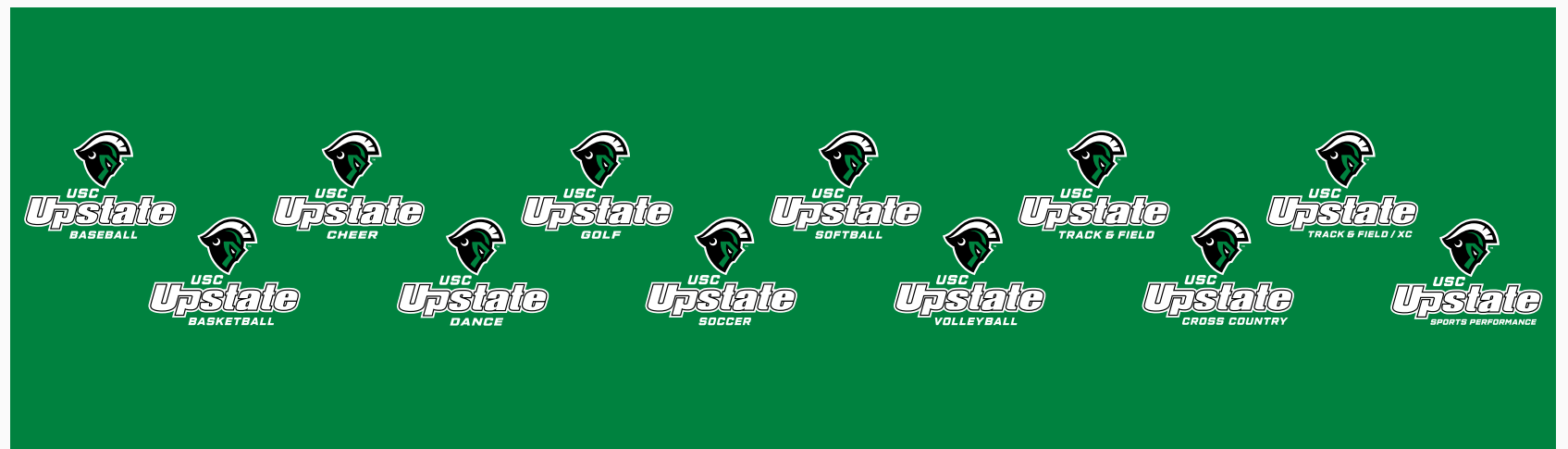
- The silhouette of the spartan helmet is an abstract illustration of the state outline of South Carolina.
- The fastener of the faceplate doubles as the moon from the state flag.
- Within the state outline, the position of the fastener is approximate to the geographic location of the University.



# TERTIARY MARKS

These sport-specific marks pair Spartans and Upstate wordmark lockups with the individual sport or department within USC Upstate Athletics.

The graphics on the right depict the Upstate Wordmark Lockup paired with the sport name underneath.



## TERTIARY MARKS CONT.

These sport-specific marks pair Spartans and Upstate wordmark lockups with the individual sport or department within USC Upstate Athletics.

The graphics on the right depict the Upstate Wordmark with the Spirit Mark flanked to the left, paired with the sport name underneath.



## TERTIARY MARKS CONT.

These sport-specific marks pair Spartans and Upstate wordmark lockups with the individual sport or department within USC Upstate Athletics.

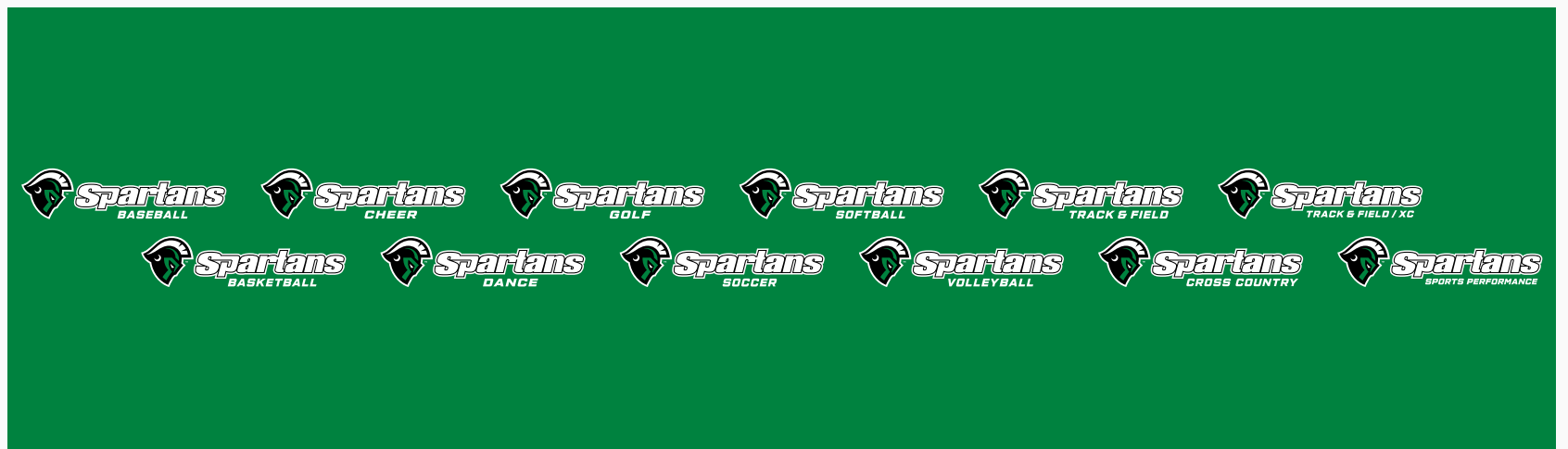
The graphics on the right depict the Spartans Wordmark Lockup paired with the sport name underneath.



## TERTIARY MARKS CONT.

These sport-specific marks pair Spartans and Upstate wordmark lockups with the individual sport or department within USC Upstate Athletics.

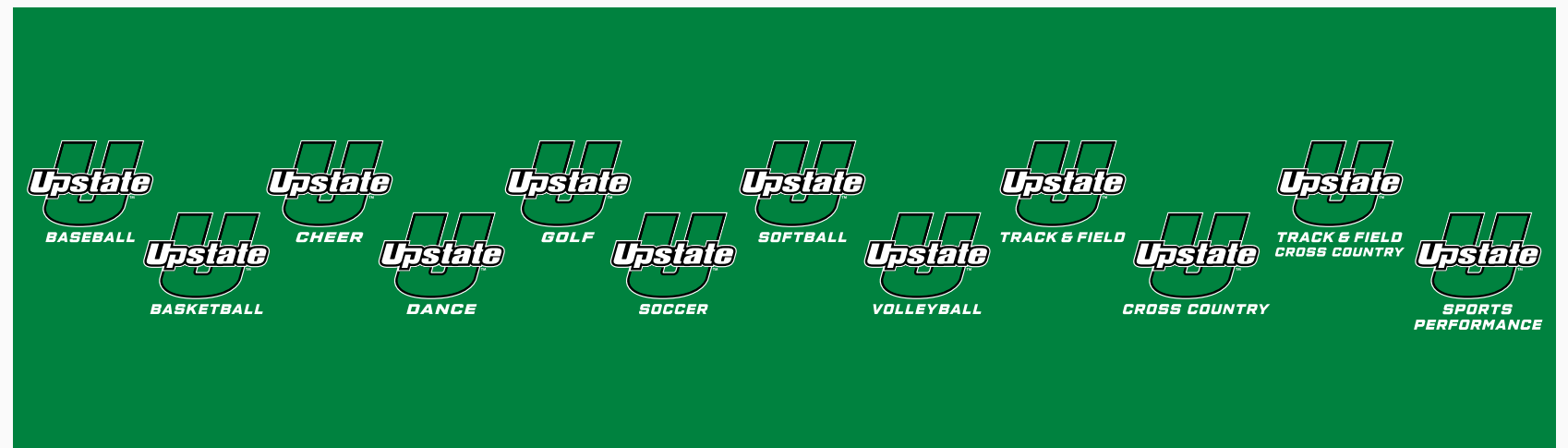
The graphics on the right depict the Spartans Wordmark with the Spirit Mark flanked to the left, paired with the sport name underneath.



## TERTIARY MARKS CONT.

These sport-specific marks pair Spartans and Upstate wordmark lockups with the individual sport or department within USC Upstate Athletics.

The graphics on the right depict the U Upstate logo paired with the sport name underneath.



# WORDMARKS

In addition to the tertiary marks, both Upstate and Spartans Wordmarks can be used with the individual sport name on their own.

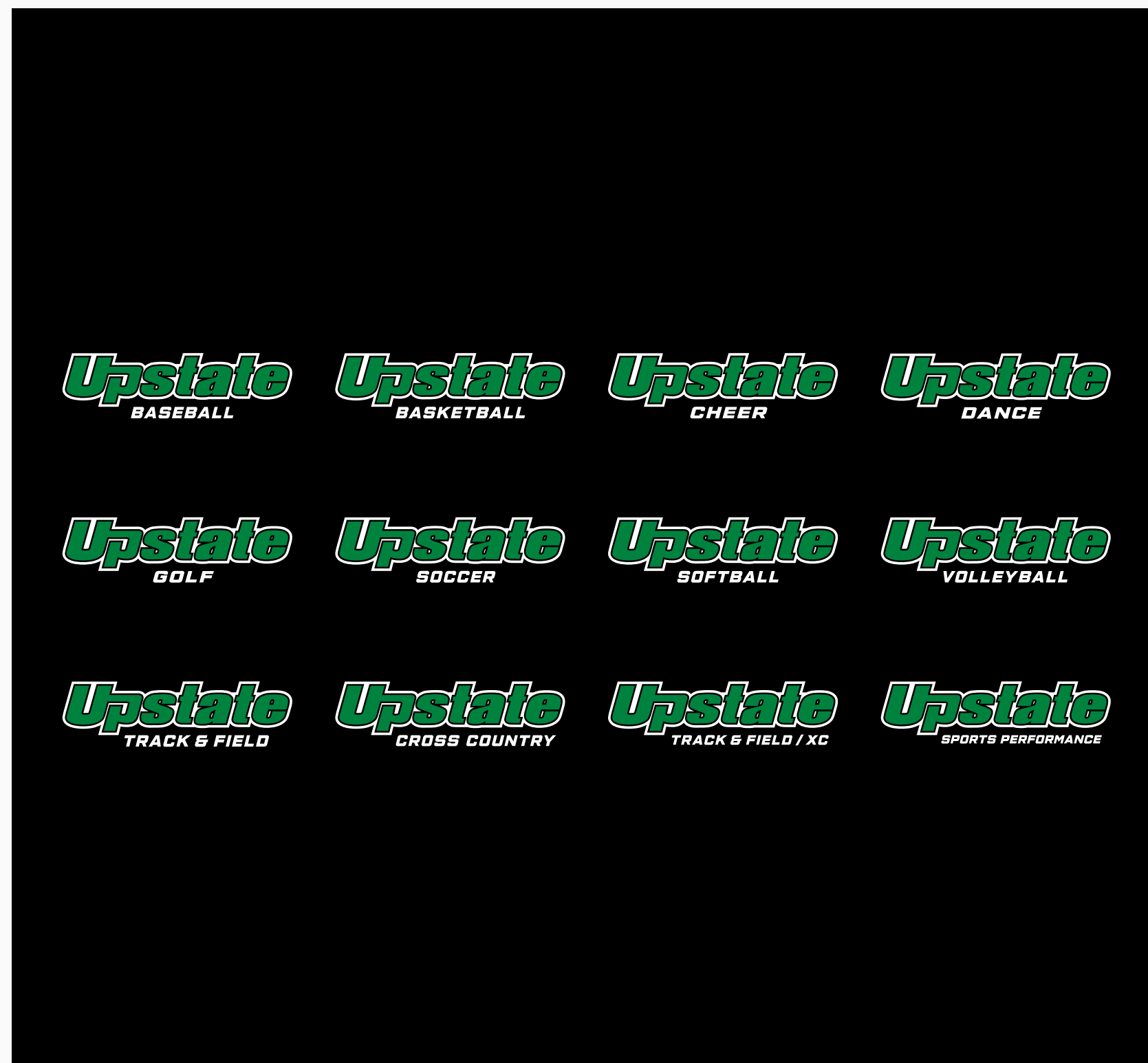
The graphics on the right depict the Upstate Wordmark paired with the sport name underneath.



## WORDMARKS *CONT.*

In addition to the tertiary marks, both Upstate and Spartans Wordmarks can be used with the individual sport name on their own.

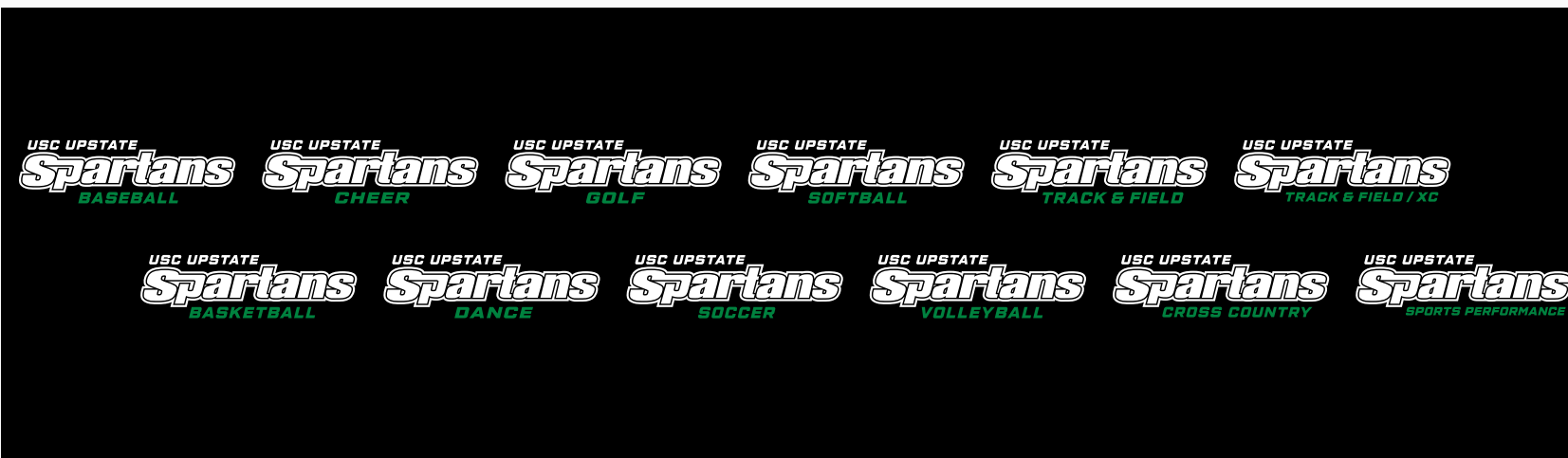
The graphics on the right depict the Upstate Wordmark without any descriptors in an alternate colorway paired with the sport name underneath.



## WORDMARKS CONT.

In addition to the tertiary marks, both Upstate and Spartans Wordmarks can be used with the individual sport name on their own.

The graphics on the right depict the Spartans Wordmark paired with the sport name underneath.



## WORDMARKS *CONT.*

In addition to the tertiary marks, both Upstate and Spartans Wordmarks can be used with the individual sport name on their own.

The graphics on the right depict the Spartans Wordmark without any descriptors in an alternate colorway paired with the sport name underneath.



# COLOR

The Spirit Mark logo suite must be displayed in USC Upstate brand colors only (listed below) and on their appropriate background colors.

**Black** PROCESS BLACK C  
C:0 M:0 Y:0 K:100  
R:0 G:0 B:0  
#000000

**Green** PMS 348 C  
C:97 M:22 Y:100 K:9  
R:0 G:131 B:62  
#00833E

**White** C:0 M:0 Y:0 K:0  
R:255 G:255 B:255  
#FFFFFF

SPIRIT MARK						
SPARTANS WORD-MARK LOCKUP						
UPSTATE WORD-MARK LOCKUP						
SPARTANS WORDMARK						
UPSTATE WORDMARK						

# CLEARSPACE

**Clearspace, or the invisible padding surrounding a logo, is vital for the legibility and breathability of the mark.**

Each logo in the Spirit Mark logo suite has a specific metric for defining clear space.

- In all logos incorporating the Spirit Mark, the height of the moon is the measurement.
- In the Spartans and Upstate wordmarks, the height of the “U” in “USC” is the measurement.



SPIRIT MARK



SPARTANS WORDMARK



UPSTATE WORDMARK



SPARTANS WORDMARK LOCKUP

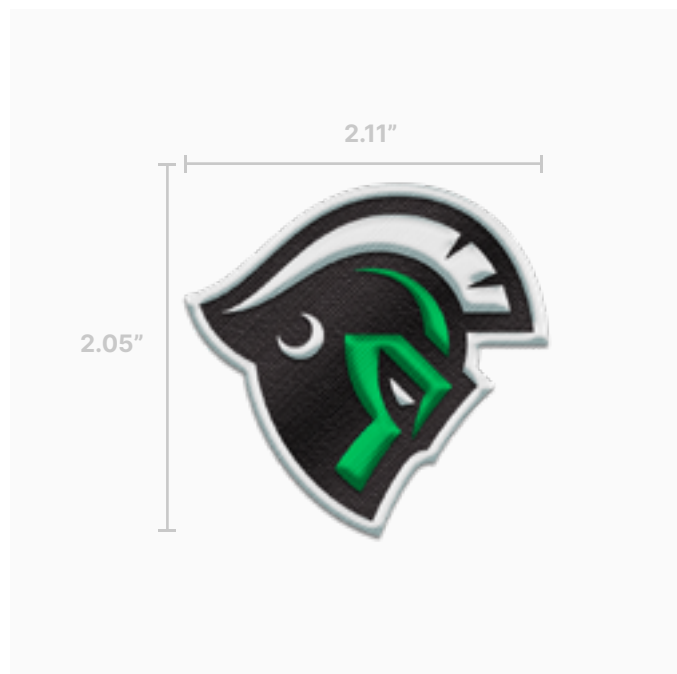


UPSTATE WORDMARK LOCKUP

# RESTRICTIONS

## MINIMUM SIZE

Any logo that incorporates the spartan Spirit Mark has a minimum embroidery size of approximately 2.05" high and 2.11" wide.



## REFLECTION

The spartan Spirit Mark must face east and never be reflected unless the reflected mark is paired with the mark of the correct orientation on the opposite side. (ex: two sides of a football helmet).



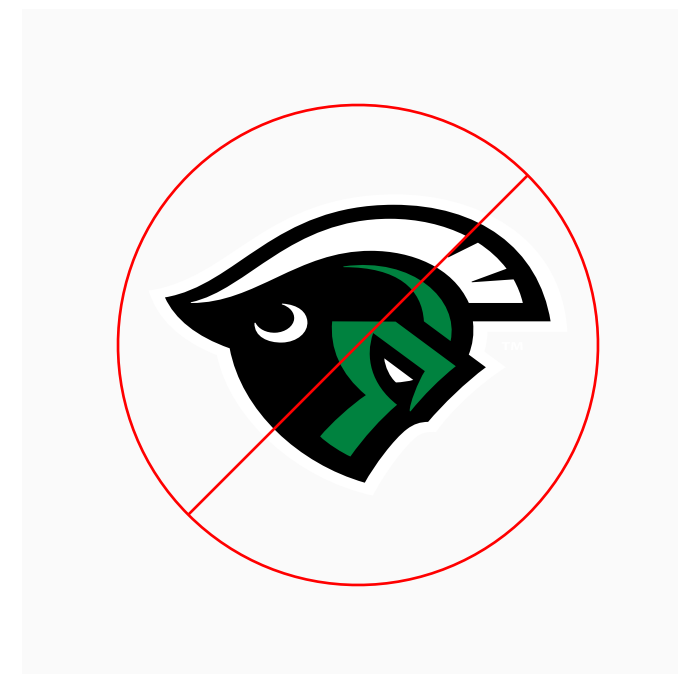
## BACKGROUND COLOR

All logo files are named with their designated background color. (ex: on Dark, on Light, on Green). Files intended for light backgrounds must never be used on a dark background, and vice versa.



## SCALE

All logos must be scaled proportionately. Failure to do so will compromise the integrity of the original design.



# TYPOGRAPHY

To compliment USC Upstate Athletics' existing body of typography, a supporting family is introduced to pair with Spartans and Upstate wordmarks.

“Sparty Display” is the flagship supporting typeface for the USC Upstate athletics brand. This clean square sans exists in a single Bold weight with a corresponding italic – sheared at the same 16° angle as the Upstate “U”. In the logo ecosystem, this all-caps family is used as a descriptor when paired with the Spartans or Upstate wordmarks.

If additional weights are desired, “Sporty Pro” may be used. This typeface includes a deep assortment of stylistic alternates that cater to a variety of different situations.

You can find “Sporty Pro” available for download with any Adobe Creative Cloud subscription.

<https://fonts.adobe.com/fonts/sporty-pro>

SPARTY DISPLAY BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 012345**

SPARTY DISPLAY BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ 012345***

SPORTY PRO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

SPORTY PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

SPORTY PRO BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789**

SPORTY PRO XBOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789**

SPORTY PRO BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789**



For questions regarding the use of USC Upstate Athletics marks or uniform compliance, please contact Lenny Mathis, senior associate athletic director for external operations at [ldmathis@uscupstate.edu](mailto:ldmathis@uscupstate.edu).