

Guidelines

for using SC State logos and letterhead

Logo Usage Guidelines

South Carolina State University (SC State) employs one or more of the following board approved logos in all materials: the circular name brand logo, the official seal, the strutting bulldog and the block letter S . As each of these logos are official trademarks of SC State, clear and consistent usage is essential to maintaining our brand integrity.



The information presented here will be updated frequently. Check the SC State Office of University Relations page on the SC State website to review the updates.

The Circular Name Brand Logo

The official colors for SC State's circular name brand logo are PMS 202 (deep red) and PMS 2747 (blue) or in black and white. The following are appropriate places to use the circular name brand logo:

- printed publications and materials for audiences external to the university
- video communications for audiences external to the university
- electronic presentations or e-message blasts for audiences external to the university
- the university web site
- signage (including billboards) and displays for audiences external to the university
- university merchandise and specialty items

All applications of this logo must be reviewed through the Office of University Relations and Marketing prior to production to ensure consistency in use to maintain the integrity of the university's visual identity.

Correct usage of the circular name brand logo is shown in color and black and white:



The Circular Name Brand Logo
2 color: PMS 202 (red) and PMS
2747 (blue)



The Circular Name Brand Logo
black and white

The SC State Official Seal

SC State's official seal may only be used on official university diplomas, certificates and documents of a legal nature. The seal appears as a watermark in formal SC State letterhead. All other uses of the official university seal are forbidden without the express written permission of the SC State Office of Marketing and University Relations.

When written permission to use the seal is granted by the SC State Office of Marketing and University Relations, the seal should be reproduced to a size that the text "SCIENTIA OFFICUM HONOS" is clearly legible. At its discretion, the Office of University Relations and Marketing may review the use of the seal after permission has been extended to determine whether or not it is being used correctly. If usage is deemed incorrect or not to acceptable standard, the SC State Office of University Relations and Marketing may revoke permission to use the seal.



The SC State Official Seal

The SC State Bulldog

SC State's strutting bulldog logo should be used in informal communications/publications/materials and communications/ publications/materials produced by Athletics, Student Affairs and the University Bookstore. One other version of the bulldog logo can be used — with the SC State block letter "S". The official colors for the bulldog logo (separate and in conjunction with the "S") are PMS 202 (deep red) and PMS 2747 (blue) or in black and white.



The SC State strutting
Bulldog logo
3 color: PMS 202 (red),
PMS 2747 (blue) and black



The SC State Bulldog
block "S" logo
3 color: PMS 202 (red),
PMS 2747 (blue) and black

Examples of Incorrect Usage

Please note that the seal and logos cannot be altered or modified in any way. They may be reduced and enlarged but only in a proportionate manner.



incorrect



correct



incorrect



correct



incorrect



correct



incorrect



correct

Special Notes

Colors appear on your computer monitor differently than in print. For an exact color match, please contact University Relations and Marketing at (803) 536-7061.

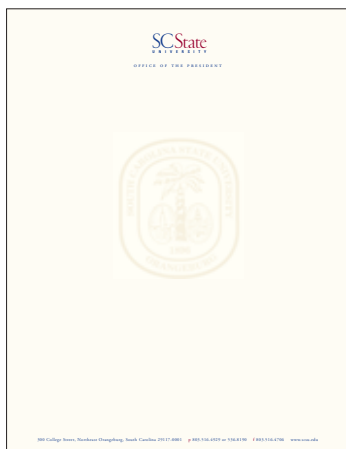
The seal and all logos are available in a wide variety of file options including, .tif, .eps (both Mac and PC formats).bmp, .jpg and .gif (for Web only).

To copy any image for use online, right click and choose "Save Picture As..." and save it to your computer. Please do not link to these images directly. Logos may be resized but not altered in any way.

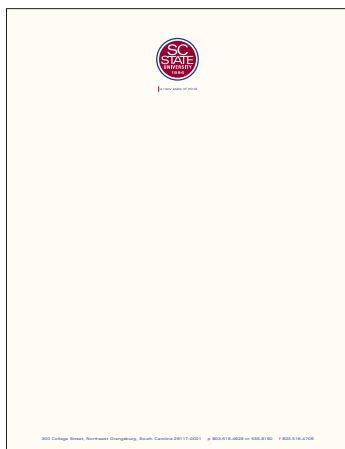
If you need a logo to fit in a specified space (or pixel count) please contact University Relations and Marketing at (803) 536-7061.

SC State Letterhead Usage Guidelines

SC State has two official letterheads: a formal version containing the stylized SC State at the top and a watermark of the university seal in the background, and an informal version containing the SC State circular name brand logo at the top.



**SC State letterhead
formal version**



**SC State letterhead
informal version**

With the exception of athletic mail correspondence featuring our athletic logos, all other university mail correspondence should be printed on either the formal or informal version of university letterhead.

USING FORMAL SC STATE LETTERHEAD: Mail correspondence that is formal in nature should be printed on formal SC State letterhead. Formal mail correspondence is any mail correspondence related to official university business. Formal SC State letterhead may NEVER be used for mail correspondence that is personal in nature. Formal SC State letterhead with the name and contact information of a university office can be ordered from the SC State Office of University Relations and Marketing at (803) 536-7061.

SC State Letterhead Usage Guidelines —continued

USING INFORMAL LETTERHEAD: Mail correspondence that is informal in nature should be printed on informal SC State letterhead. Informal mail correspondence is mail correspondence such as thank you letters and internal campus mailings/communications that are not human resources related in nature. Informal SC State letterhead may NEVER be used for mail correspondence that is personal in nature. Informal letterhead with the name and contact information of a university office can be ordered from the SC State Office of University Relations and Marketing at (803) 536-7061.

No university logo may be used on either formal or informal SC State letterhead without authorization from the SC State Office of University Relations and Marketing. For logo permission or any questions about using formal and informal SC State letterhead, please contact the office of University Relations and Marketing at (803) 536-7061.

Remember

All materials (publications, media and other collateral materials) must be approved by the office of University Relations and Marketing BEFORE they are produced. Please forward or email all publications for approval.

If a SC State logo or seal is used in a publication not produced by the Office of University Relations and Marketing, it must still be approved by the Director of University Relations and Marketing prior to usage.

All logos and letterheads discussed herein are the sole property and for the exclusive use of SC State University. The use of any without written permission from a SC State Official with the authority to grant same, must be acquired before use and approved in writing, on a case by case basis, by the Office of University Relations & Marketing prior to printing, fabrication or dissemination.

Guidelines for using SC State logos and letterheads are certain to be modified. Visit the SC State Office of University Relations and Marketing page on the SC State website frequently to check for updated information on proper usage of SC State logos and letterhead.

For any questions concerning the SC State seal, logos, or letterhead, please contact the SC State Office of University Relations and Marketing at (803) 536-7061.