

BRANDING GUIDE

FOR LOGO FILE USAGE

USC UNION BANTAMS

MASCOT



VERTICAL LOGO



ALT LOGO



COLOR PALETTE

- CMYK:** Color format used for printed materials.
- RGB:** Color format used for on-screen and web design applications.
- HEX:** Color code used for on-screen and web design applications.
- PANTONE:** Standardized color matching system used in printing.

CMYK: C:9 M:100 Y:64 K:48

RGB: R:115 G:0 B:10

HEX: 73000a

PAN: 202

CMYK: C:0 M:0 Y:0 K:100

RGB: R:0 G:0 B:0

HEX: 000000

PAN: BLACK

CMYK: C:27 M:21 Y:20 K:0

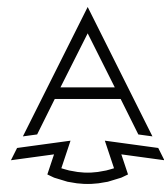
RGB: R:187 G:188 B:190

HEX: BABCB E

PAN: 421 C

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Questions: Arrowhead Design Group | info@arrowheaddesigngroup.com | 1855 E Main St. Suite 14-154 Spartanburg, SC 29307



BRANDING GUIDE

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USC UNION BANTAMS

BADGE



LOGO TYPE



HORIZONTAL LOGO



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SOCIAL MEDIA ICONS



PRIMARY FONT

Video Cond
Bold

USAGE

The primary font is your default typeface & should be used within headers & titles.

SECONDARY FONT

Video
SemiBold

USAGE

The secondary font compliments your primary font. This font is typically used on subheadings.



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