

# USC Arcadia Hospital

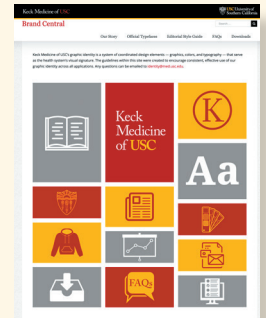
Keck Medicine of USC

## Graphic Identity Guide

A comprehensive guide to our graphic identity can be found online at

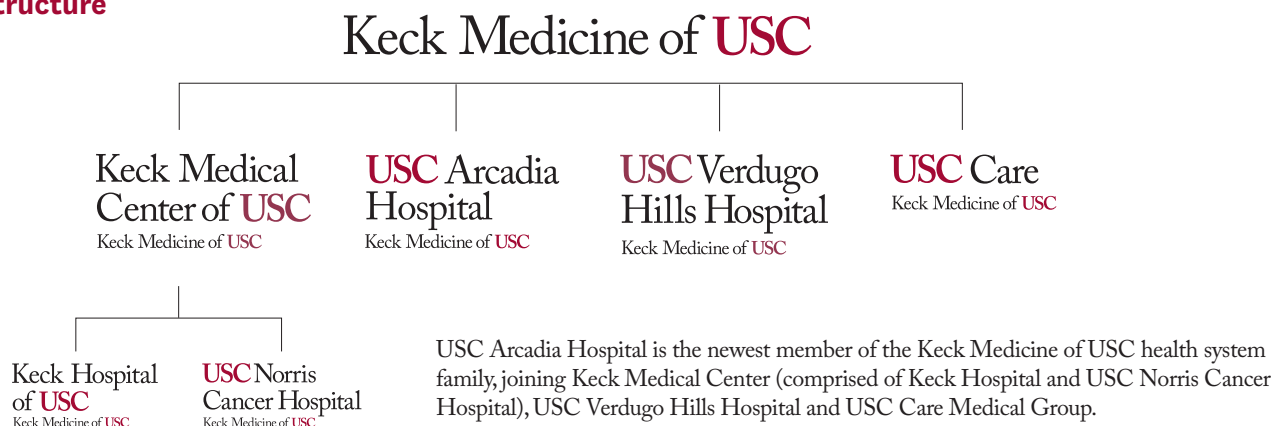
[brand.keckmedicine.org](https://brand.keckmedicine.org)

Welcome to the USC Arcadia Hospital graphic identity quick guide. This was developed to encourage consistent, effective use of the overarching Keck Medicine of USC graphic identity program. This quick guide provides basic guidance, however, a more detailed version can be found online, along with pre-branded assets for easy download and use. This robust branding site is called Brand Central, and can be viewed at [brand.keckmedicine.org](https://brand.keckmedicine.org).



Any branding questions can be directed to [identity@med.usc.edu](mailto:identity@med.usc.edu).

### Brand Structure



The name of the health system is Keck Medicine of USC, not USC Health. The term “USC Health” relates only to our governing board structure, and is not interchangeable with Keck Medicine of USC.

### Logos

**Official USC Arcadia Hospital logotype:** This official logotype was created specifically for USC Arcadia Hospital and should be used in place of all previous branding. It consists of the Hospital name, USC Arcadia Hospital, and below what we call the “Keck identifier” line, which reinforces its place in the Keck Medicine of USC health system. *The Keck identifier must always appear below USC-AH and must not be removed.*

1-line cardinal and black

**USC Arcadia Hospital**  
Keck Medicine of USC

Do not attempt to recreate these logos on your own. Always use approved artwork. Email [identity@med.usc.edu](mailto:identity@med.usc.edu) to request credentials for downloading official logos.

2-line cardinal and black

**USC Arcadia  
Hospital**  
Keck Medicine of USC

## Official Colors

USC's official colors are PMS 201C (USC Cardinal) and PMS 123C (USC Gold). When used in combination, these colors are one of our brand's most prominent assets. To maintain brand equity and prevent misuse, **USC Cardinal must always be used at 100 percent — it must never be screened.** In limited situations, when USC Gold is used as a background color, the color may be screened, but no less than 20 percent. Please note that all type must appear in either 100 percent USC Cardinal, 100 percent USC Gold over USC Cardinal, white over a background that provides suitable contrast, black or screens of black no lighter than 60 percent. All printed materials, whether on coated or uncoated stock, should match color to the coated PMS chips.



PMS 201C



PMS 123C



Proper CMYK  
conversion:  
C7 M100 Y65 K32






Proper CMYK  
conversion:  
Co M27 Y100 K0

For more information about  
official USC color options,  
please visit Brand Central at  
<https://brand.keckmedicine.org/>

## Color Conversion Chart

The chart below offers numerical formulas for matching official colors for both print and web applications

	PANTONE	C	M	Y	K	R	G	B	HEX
	PMS 201	7	100	65	32	153	27	30	990000
	PMS 123	0	27	100	0	255	204	0	ffcc00
	BLACK	0	0	0	100	35	31	32	231f20

## Typefaces

The primary serif typeface is **Adobe Caslon Pro**.

The primary sans serif typeface is **National**.

Each of these fonts offers a wide range of weights, allowing for small and digital use without degradation, and expresses the classic academic and collegiate qualities of the USC brand.

These approved medical enterprise typefaces can be purchased online using the following links:

Adobe Caslon Pro: <http://www.adobe.com/products/type/fonts-by-adobe.html>

National: <http://vllg.com/klim/national>

Adobe Caslon Pro Regular

*Adobe Caslon Pro Italic*

Adobe Caslon Pro Semibold

*Adobe Caslon Pro Semibold Italic*

Adobe Caslon Pro Bold

*Adobe Caslon Pro Bold Italic*

National Thin

*National Thin Italic*

National Light

*National Light Italic*

National Book

*National Book Italic*

National Regular

*National Regular Italic*

National Medium

*National Medium Italic*

National Semibold

***National Semibold Italic***

**National Bold**

***National Bold Italic***

**National Extra Bold**

***National Extra Bold Italic***

**National Black**

***National Black Italic***

## Approved Color Combinations

Below are the approved color combinations for all USC and Keck entity logotypes. The logotypes shown here have been specifically created for use across all media. **Always use approved artwork. Do not attempt to typeset or create any logos on your own.**

USC Arcadia Hospital

Keck Medicine of USC

Two-color logotype (Black + PMS 201)

USC Arcadia Hospital

Keck Medicine of USC

Two-color logotype on cardinal background  
(Reverse + PMS 123)

USC Arcadia Hospital

Keck Medicine of USC

Two-color logotype on gold background  
(Reverse + PMS 201)

USC Arcadia Hospital

Keck Medicine of USC

Two-color logotype on gold background  
(Black + PMS 201)

USC Arcadia Hospital

Keck Medicine of USC

Two-color logotype on black background  
(Reverse + PMS 123)

USC Arcadia Hospital

Keck Medicine of USC

Two-color logotype on black background  
(Reverse + PMS 201)

## One color options

USC Arcadia Hospital

Keck Medicine of USC

One-color logotype on black background  
(Reverse + 50% Black)

USC Arcadia Hospital

Keck Medicine of USC

One-color Logotype (100% Black + 50% Black)

USC Arcadia Hospital

Keck Medicine of USC

One-color logotype on black background  
(Reverse)

USC Arcadia Hospital

Keck Medicine of USC

One-color logotype on black background  
(Reverse)

## Rule of Clear Space

To ensure that the USC Arcadia Hospital logotype is highly visible, legible and distinct, always separate it from its surroundings. This area of isolation or **minimum required clear space** should be half the logotype's height on all sides as shown below. Do not allow any other graphic elements to penetrate this area of isolation.



## Promotional Items/Merchandise Branding

In order to maintain the integrity of the Keck Medicine of USC brand, we have developed a set of guidelines and procedures. Please follow the link below for details about creating merchandise using the USC Arcadia Hospital or Keck Medicine of USC brand.

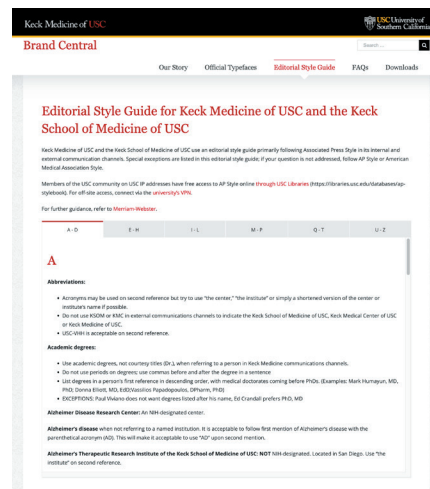
<https://brand.keckmedicine.org/merchandise-branding/>

## Editorial Guidelines

Keck Medicine of USC uses an editorial style guide primarily following Associated Press Style in its internal and external communication channels. Special exceptions are listed in this editorial style guide; if your question is not addressed, follow AP Style or American Medical Association Style.

Members of the USC community on USC IP addresses have free access to AP Style online through USC Libraries (<https://libraries.usc.edu/databases/ap-stylebook>). For off-site access, connect via the university's VPN. For further guidance, refer to Merriam-Webster.

<https://brand.keckmedicine.org/editorial-style-guide/>



## Co-Branding

The guidelines of the Keck Medicine of USC and University graphic identity system do now allow for co-branding of our logos with outside entity logos unless we are a significant sponsor of an event. When placing a USC logo on other organization's materials and/or websites, the rule of clear space must be observed. Before placing a USC logo on another organization's material (print or digital), please ensure that the request does not run afoul of USC's Implied Endorsement policy (see below).

## Implied Endorsement

Keck Medicine of USC policy prohibits faculty and staff from saying anything that might imply the system's endorsement of a product or service.

- You cannot endorse or imply your endorsement of a product or for-profit company.
- Avoid using product names. Reference generic names when possible.
- When discussing clinical trials, you can provide factual data, including promising or positive data.
- You can give your personal academic opinion about how a product may impact your field or patient care so long as you do not endorse the product.

**Questions about Implied Endorsement and how it may apply to your activities and relationships?**

**Contact the USC Office of Healthcare Compliance**

(323) 442-8588

[compliance@med.usc.edu](mailto:compliance@med.usc.edu)

[privacy@med.usc.edu](mailto:privacy@med.usc.edu)