

USC Identity Materials

Policy Memo for USC School of Pharmacy Faculty, Staff and Student Organizations

Final Version 09/12/16 MK_SHP

Purpose:

To guide USC School of Pharmacy students, staff and faculty on the formal policies and procedures for creating, ordering and producing any materials featuring the USC and USC School of Pharmacy name and logo.

Need:

The foundation of the USC School of Pharmacy Graphic Identity Program lies in the consistent use of graphic elements, including the university monogram and the USC School of Pharmacy wordmark as well as official typefaces and colors.

The approved USC and USC School of Pharmacy monogram and wordmarks have been carefully and uniquely designed by identity specialists and thus must be accessed exclusively by downloading the graphics files. It is not permissible to create new custom icons, wordmarks or logotypes to represent USC or the USC School of Pharmacy.

By preserving a professional and recognizable look for the USC School of Pharmacy, we are protecting the USC School of Pharmacy name and reinforcing the quality of USC as an institution to all audiences.

Procedure by the Associated Students of the School of Pharmacy (ASSP) for Merchandise Orders:

Only recognized student organizations are permitted to use the USC and the USC School of Pharmacy name, logo and other trademarks. Any products featuring the USC or USC School of Pharmacy name or emblem must be manufactured under the license by the University, by vendors that have been approved by the University. A list of currently licensed product manufacturers may be obtained from USC Business Services.

Resources:

Here are resources that can guide you:

- USC Identity Guidelines: <http://identity.usc.edu/>
- Resources on mypharmacyschool.usc.edu
 - Links to list of suppliers and vendors by category, including merchandise and catering orders
- USC Business Services: <https://businessservices.usc.edu/purchases/>
- USC Trademarks and Licensing: <https://trademarks.usc.edu/>
- ASSP officers (Nikki Mai and Connie Yeh assppublicrelations@gmail.com for the 2016-17 year) will serve as student brand ambassadors for the USC School of Pharmacy
- USC School of Pharmacy Director of Communications and Marketing (Michele Keller) and Associate Director of Events (Cheryl Stanovich)

The Policy in Brief:

- 1.) In order to print or produce any materials featuring the USC name or wordmark, you must:
 - a. Be part of an officially recognized student organization
 - b. Use a vendor that is officially licensed to replicate University trademarks
 - c. Follow all USC identity guidelines <https://identity.usc.edu/>
- 2.) For more information, contact ASSP PR reps at [<assppublicrelations@gmail.com>](mailto:assppublicrelations@gmail.com)

Selected USC Suppliers and Vendors

Important: Make sure to confirm USC vendor status when placing an order.
(Last updated 9/8/16)

Catering

For a complete list of vendors, see attached document or visit this site: <https://procurement.usc.edu/purchases/usc-emarket-basics/buying-services/caterers/>

Apparel (T-Shirts, etc.)

Best Promotions Items Unlimited

Contact: Jenna Peak

Email: jenna@bestpromotionsinc.com

Website: <http://www.bestpromotionsinc.com>

Ultimate Shirt Co.

Contact: Thomas Fulton

Email: thomas@ultimateshirtcompany.com

Website: <http://www.ultimateshirtcompany.com>

Promotional Items

Lasting Impression Promotional Products

Contact: Nancy Pomerantz (818-990-5503)

Email: nancy@promoparadise.com

Website: www.promoparadise.com

AB Unlimited Worldwide

Contact: Amy Williams (310-424-5310)

Email: amy@ab-unlimited.com

Website: www.ab-unlimited.com

**Preferred agreements with discounted pricing*

For a complete list, visit this site: <https://procurement.usc.edu/purchases/strategic-sourcing-2/preferred-suppliers/promo-items/>

Campus Venues

For a complete list, visit this site: <http://trojanevents.usc.edu/>

Procedure by the Individual Student [*Student initials will be required for each line item*]

Please read each of the line items below. You must agree to each of the terms.

_____ I have read the USC Identity Guidelines <http://identity.usc.edu/> in their entirety.

_____ I understand that any products produced featuring the USC or USC School of Pharmacy name or emblem must be manufactured by a vendor that has been licensed by the University.

_____ I understand it is not permissible to create new or custom icons, wordmarks or logotypes to represent USC or the USC School of Pharmacy. Only the official logotypes must be used, as graphics files, in any merchandise or print materials.

_____ I am aware of the resources available to student organizations in producing merchandise, ordering catering services, and other items.

_____ I will submit this Policy Memo, with appropriate a signature and initials on each line item, scan, and provide the completed copy to Dr. Susie Park at susiepar@usc.edu.

Print Student Name

Student Signature

Date

Name of Student Body Elected Position or Title