

# USF St. Petersburg Logo Usage Guidelines

The USF St. Petersburg mark is the official logo of the university. It conveys to an external audience the authenticity and credibility of programs, offices, colleges and all areas that comprise the university, including those funded or sponsored by the university. It is the preferred identification mark and must be present on all communications that offer information about USF St. Petersburg.

The USFSP mark conveys to external audiences that they have reached the correct location and authority.

All stationery must have the USF St. Petersburg logo. [Stationary can be ordered online.](#)

*Note: These guidelines apply to university units. These do not apply to student-run clubs and organizations.*

## Do I need permission to use the USFSP logo on printed materials?

Yes. You must obtain prior written permission before you use the USFSP logo in print, including newsletters, annual reports, brochures, posters, etc. Please note: You must use a high-resolution, print-ready version of the logo on all printed materials. [USFSP logos are available online for download.](#)

## Do I need permission to use the logo in an electronic format?

Yes. You must obtain approval from External Affairs before you use a USFSP logo in an electronic format, including on a Web site, in a mobile app, on a social media site, etc. Please contact Michel Fougères ([mfougeres@usfsp.edu](mailto:mfougeres@usfsp.edu) or 873-4040) or the Communications Director (TBA) for approval.

## When should I use the USFSP logo?

You should use the official USFSP logo on print and electronic communications designed for external audiences, such as Web sites, mobile applications, ads, video clips, brochures, etc.

## Related guidelines for electronic usage

- For Web sites, you must use a clean, Web-ready version of the logo. Please contact Tom Scherberger ([tscherberger@usfsp.edu](mailto:tscherberger@usfsp.edu) or 727 873-4456) or Michel Fougères ([mfougeres@usfsp.edu](mailto:mfougeres@usfsp.edu) or 727 873-4040) for assistance.
- For social media, you may use an art element for your “profile” icon. However, you must also describe your relationship to USFSP in your publicly-visible description with the name “USF St. Petersburg” spelled out. See the USF St. Petersburg [Social Media Guidelines](#) for details.

## Can I alter the USFSP logo?

No. You cannot alter the USFSP logo in any way. In addition, you cannot: tilt the logo; screen the logo; stretch the logo; place the logo on a busy background; or place the logo too close to other elements.

A clear zone of "white space" equal to the width of the letter F must surround the USFSP logo to ensure that it is clearly displayed and easy to read.

### **Can I create a logo for my department / office?**

No. All departments/offices within the university must use either the USFSP logo or their official USFSP college logo. The college-level logo can be used if the publication is for an audience very familiar with the university.

### **Can I create a logo for my center / institute?**

Academic programs, centers and institutes may develop graphic illustrations to be used as art elements for their materials, as long as such materials also include, in clearly visible and predominant format, the official USFSP logo to ensure that external audiences understand that such programs are offered by USFSP, and not another entity.

Additional information on art elements:

- Art elements must be reviewed by the Division of External Affairs. Please contact Tom Scherberger ([tscherberger@usfsp.edu](mailto:tscherberger@usfsp.edu) or 727 873-4456) or Michel Fougères ([mfougeres@usfsp.edu](mailto:mfougeres@usfsp.edu) or 727 873-4040) for review of your art element.
- Art elements cannot appear on letterhead stationery or business cards; see [USF Graphic Design & Printing Services](#) for more information on how to order these items.
- An art element must appear secondary to the university logo in order to clearly communicate to external audiences that the program, center or institute is offered by USF St. Petersburg.
- For video, an art element cannot be displayed for a longer amount of time than the university logo. For example, if the USFSP logo is displayed for five seconds, the additional art element cannot be displayed for more than five seconds.