USU Logo and Seal
Uses and Restrictions

Logo   **Seal**

The USU logo and seal are unique identifiers of the University and, as such, have unique uses and restrictions. Consideration was given regarding the use of the seal and the logo. Due to the USU seal's intricate design (typical of most seals), it should be used only in an official capacity at the University. The logo will be used in all other cases. The following defines the uses and restrictions of the logo and seal:

1. The USU logo will be used on all University staff and faculty business cards. Instructions and specifications for ordering business cards can be found at the following link. Ordering business cards
2. The USU logo will be used on all presentations, slides, posters, banners, and other signage except when used in official ceremonies (i.e. commencement, awards, etc.) or when other official seals such as DoD or service seals are used. In such instances, the USU seal will be used. Presentation and poster templates, logos, and seals are available for download at the following link. Templates and downloads
3. The USU logo is to be used on marketing material, i.e. t-shirts, coffee mugs, or other marketing items usually sold in the USU Book Store. This does not preclude the book store from using the USU seal for marketing items. However, the logo should now be emphasized as the intended brand for the University.
4. The USU logo will be used in University publications, i.e. brochures, tri-folds, reports, stationery, web pages, etc.
5. The USU seal will not be used in conjunction with departmental sub-brands or logos.
6. The logo will not be used on official University letterhead.
7. The USU seal will continue be used on all official University flags. This does not include banners used to announce events.
8. The USU seal will continue to be used for all official certificates, medals, and awards.

Guidance for Duplication of the USU Seal and Logo

USU Seal

The USU seal is registered with the Institute of Heraldry and should not be modified. It is designed in the shape of a circle. Care should be given when copying the seal so as to ensure that it is not distorted into an oval. Uses of the seal can be found at the following link: Uses of the Seal. The colors for the seal are from the Pantone Matching System (PMS) and are listed below. Comparable CMYK and RGB colors are additionally provided. The USU seal can be used with or without the motto "Learning to Care for Those in Harm's Way." When the motto is used the following colors should be used for the text: PMS=2623; R=97, G=16, B=106; C=59, M=100, Y=0, K=32. For light backgrounds the text should be a deep blue: PMS=2695; C=91, M=100, Y=0, K=49, or R=57, G=34, B=97. For Dark Backgrounds the text should be yellow: PMS=122; C=2, M=16, Y=82, K=0, or R=255, G=212, B=47.

Seal Colors

Maroon		PMS= 222U; C=38, M=96, Y=42, K=38 ; R=99, G=0, B=47
Light Blue		PMS= 291U; C=33, M=4, Y=4, K=0; R=171, G=217, B=233
Red		PMS= Warm Red; C=2, M=75, Y=89, K=0; R=254, G=65, B=16
Yellow		PMS= 122U; C=2, M=16, Y=82, K=0; R=255, G=212, B=47
Green		PMS= 349U; C=93, M=32, Y=90, K=20; R=0, G=80, B=39
Gold		PMS= 457U; C=23, M=27, Y=95, K=6; R=184, G=16, B=0
Dark Blue		PMS= 282U; C=95, M=79, Y=35, K=29; R=5, G=24, B=68

USU Logo

       The USU logo is designed to be more flexible than the seal, and is designed to bring a more contemporary and more easily identified look to the University. The logo is designed as a four-quadrant shield. The four quadrants replace the four stars of the seal, representing the Army, Air Force, Navy and Public Health Service. The shield is a "branding shape" that is common to both the academic and military. The acronym for the University has been incorporated into the shield, and the fourth quadrant includes the combined caduceus/staff. The primary colors are medium blue, light blue, and maroon (see specifications for colors). Although these colors are representational and should be used as the primary palette, the shield can stand alone and is recognizable with different color palettes and effects. Users of the logo should limit the colors to the primary palette, but if a change in palette is needed the following colors should be used.

C=13, M=1, Y=0, K=0	40%	
C=20, M=2, Y=0, K=0	60%	PMS 291U
C=26, M=2, Y=0, K=0	80%	
C=33, M=3, Y=0, K=0	100%	
C=0, M=30, Y=36, K=0	40%	
C=0, M=45, Y=54, K=0	60%	PMS Warm Red
C=0, M=60, Y=72, K=0	80%	
C=0, M=75, Y=90, K=0	100%	
C=0, M=7, Y=32, K=0	40%	
C=0, M=10, Y=48, K=0	60%	PMS 122U
C=0, M=14, Y=64, K=0	80%	
C=0, M=17, Y=80, K=0	100%	

C=0, M=41, Y=4, K=24	40%	
C=0, M=60, Y=6, K=35	60%	PMS 222U
C=0, M=80, Y=8, K=47	80%	
C=0, M=100, Y=10, K=59	100%	
C=40, M=27, Y=0, K=22	40%	
C=60, M=41, Y=0, K=32	60%	PMS 282U
C=80, M=54, Y=0, K=43	80%	
C=100, M=68, Y=0, K=54	100%	

C=40, M=0, Y=36, K=17	40%	
C=60, M=0, Y=55, K=25	60%	PMS 349U
C=80, M=0, Y=73, K=34	80%	
C=100, M=0, Y=91, K=42	100%	
C=0, M=6, Y=40 K=11	40%	
C=0, M=9, Y=60 K=17	60%	PMS 457U
C=0, M=12 Y=80, K=22	80%	
C=0, M=15, Y=100, K=28	100%	

UNIFORMED SERVICES UNIVERSITY
of the Health Sciences

The USU logo can stand alone or as a banner with text as shown above. When using this text, the font should be Abode Caslon Pro bold, all upper case, for the top line. The color will be black or white depending on the background color used. The first letter of each word should be 2 points larger than the remaining letters. The top of the larger letters should line up with the top of the shield. The second line should be Adobe Caslon Pro semi bold italic, in upper and lower case, and will be the same size as the smaller text in the University name. When the text is used separate from the shield, the same font and sizing apply. Banners are available for download at: [Templates and Download](#)

UNIFORMED SERVICES UNIVERSITY
of the Health Sciences

Graduate School of Nursing

UNIFORMED SERVICES UNIVERSITY
of the Health Sciences

Armed Forces Radiobiology Research Institute

UNIFORMED SERVICES UNIVERSITY
of the Health Sciences

F. Edward Hébert School of Medicine

UNIFORMED SERVICES UNIVERSITY
## *of the Health Sciences*

U.S. Military Cancer Institute

UNIFORMED SERVICES UNIVERSITY
of the Health Sciences

Brigade

When the USU banner is used with the name of a University school, the school will be aligned with the bottom of the logo. The font will be Adobe Caslon Bold and be the same size or smaller than the smaller letters of the University name. The color will be as follows: C=67, M=41, Y=0, K=0; R=88, G=113, B=179, PMS 2718 100%. Banners are available for download at: Templates and Downloads
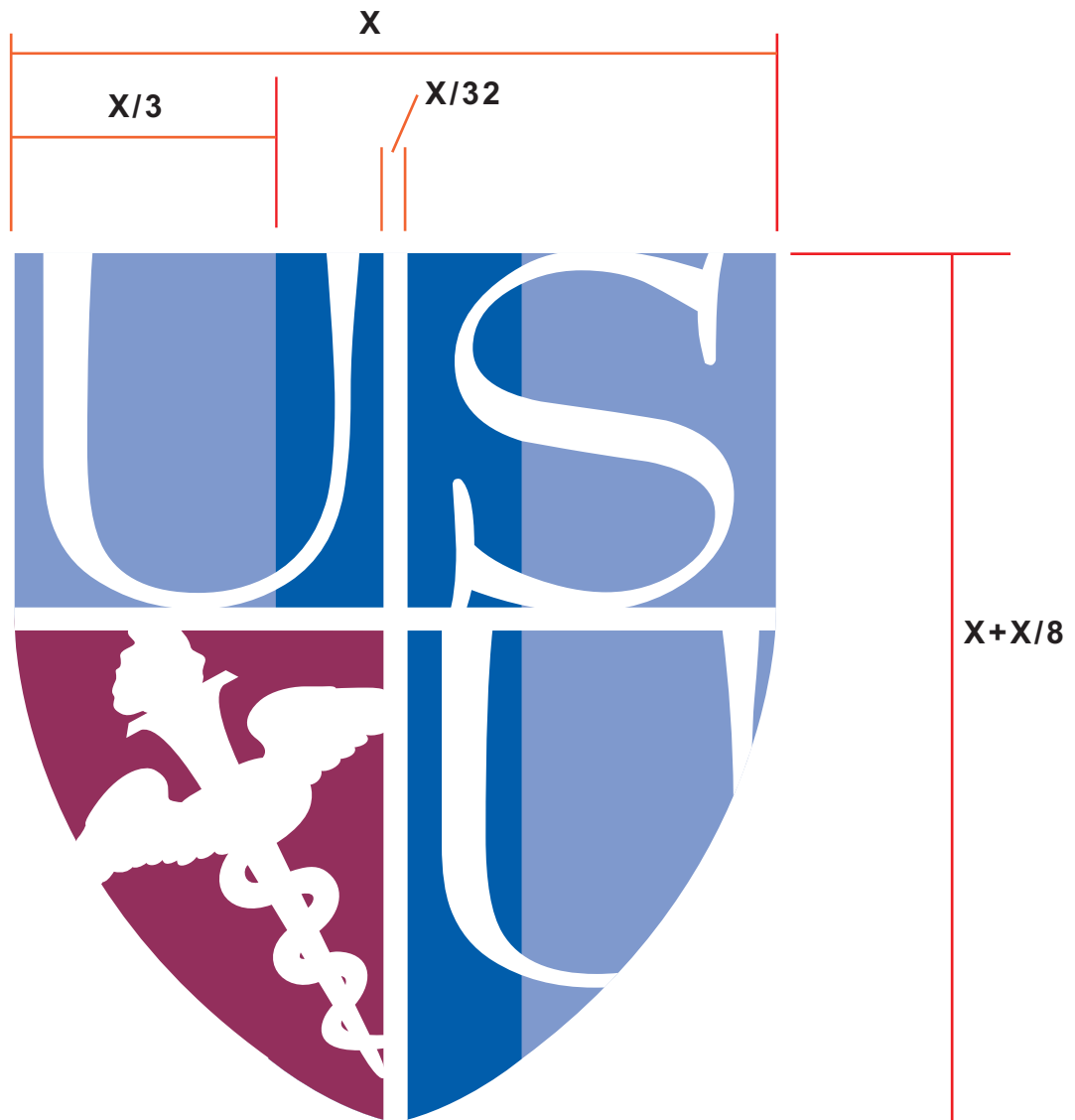
Specifications

The brand is in the shape of a shield, representing the military and education, with the caduceus representing the medical field. The shield is divided into four sections, each representing the four uniformed services that attend USU. The colors represent the colors of the medical corps of the three military services. The shield, caduceus, and colors are complementary with the USU seal, resulting in a combined use of both symbols that is aesthetically pleasing.

Although these colors are representational, and should be used as the primary palette, the shield can stand alone and is recognizable with different color palettes and effects.

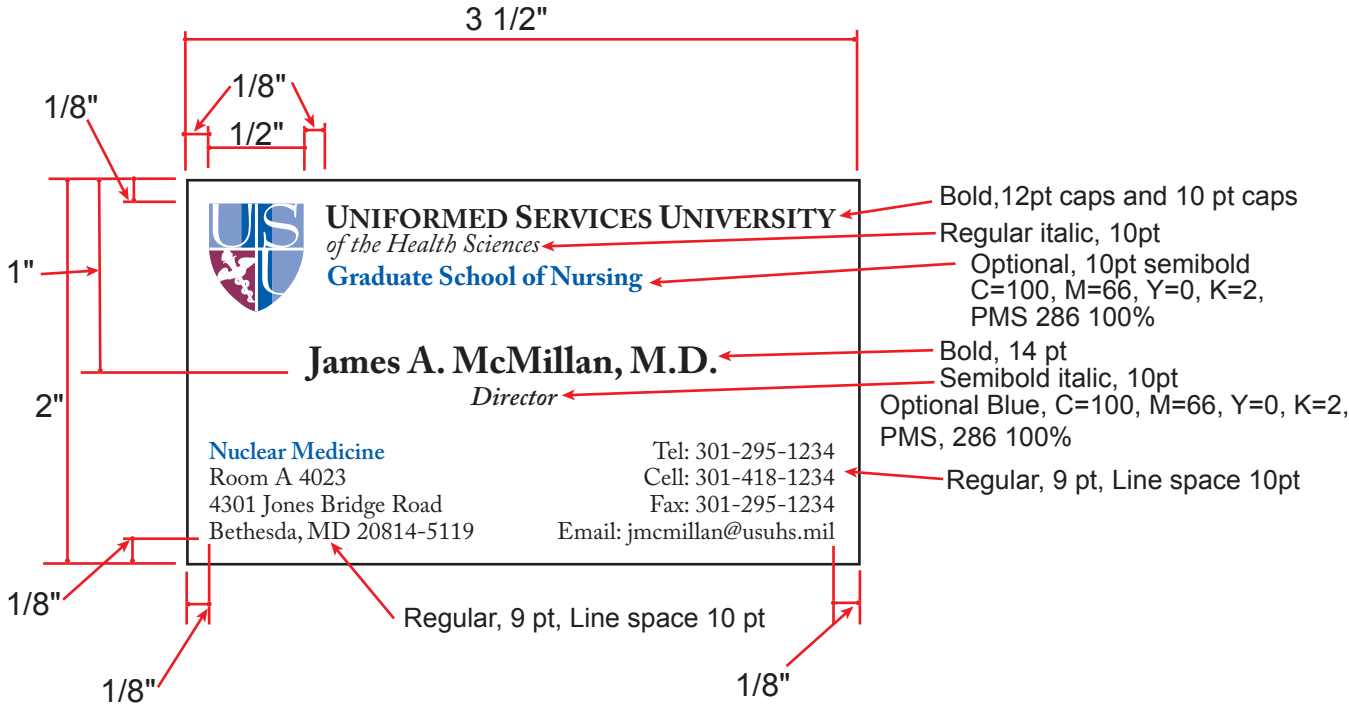The primary colors and type specifications are as follows:
Light Blue: C=50, M=33 Y=0, K=2; R=127, G=152, B=204, PMS 286 50% .
Medium Blue: C=100, M=66, Y=0, K=2; R=0, G=93, B=170, PMS 286.
Maroon: C=0, M=80, Y=8, K=47; R=129, G=19, B=174.
Font is: Bernard Modern

Business Card Specifications

3 1/2"

1/8"

1/2"

1/8"

1"

2"

1/8"

1/8"

1/8"

UNIFORMED SERVICES UNIVERSITY ← Bold,12pt caps and 10 pt caps
of the Health Sciences ← Regular italic, 10pt
Graduate School of Nursing ← Optional, 10pt semibold
C=100, M=66, Y=0, K=2,
PMS 286 100%

James A. McMillan, M.D. ← Bold, 14 pt
Director ← Semibold italic, 10pt
Optional Blue, C=100, M=66, Y=0, K=2,
PMS, 286 100%

Nuclear Medicine
Room A 4023
4301 Jones Bridge Road
Bethesda, MD 20814-5119

Tel: 301-295-1234
Cell: 301-418-1234 ← Regular, 9 pt, Line space 10pt
Fax: 301-295-1234
Email: jmcmillan@usuhs.mil

Regular, 9 pt, Line space 10 pt

Front

The font is Adobe Caslon Pro. Font sizes, style and line spacing are noted above. The shield shall be sized proportionately. The height shall be equal to the width + the width divided by 8, or in this case, .5625" or 9/16".