

# FOREVER

*Campaign for  
The University of  
South Carolina*

# *to Be*



## *In your campaign guide*

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PART ONE

# CAMPAIGN MESSAGING

*This is the verbal and strategic foundation  
of our campaign communications.*

## *What is our campaign name?*

**FOREVER** *to Be* COURAGEOUS  
EMPOWERED  
CONFIDENT  
INSPIRED  
COMPASSIONATE  
CURIOUS

*Forever to Be* is a declaration of enduring transformation. It speaks to the lifelong journey of becoming—of students, communities, and the university itself. It’s aspirational and inclusive, capturing the spirit of USC as a place where potential is not just realized but continually evolving. It is the intersection where rich tradition empowers possibility. It is USC as the university for South Carolina, shaping the future of the state and beyond.

### **CAMPAIGN PROMISE & POSITIONING**

We believe in the power of becoming. At USC, students don’t just learn—they transform. Communities don’t just grow—they thrive. “*Forever to Be*” is our promise to hold open the doors of opportunity, to invest in the people and programs that make discovery possible, and to ensure that every step forward is a step toward a better tomorrow. This campaign is about fueling a movement. It invites donors, alumni, and partners to be part of something lasting: a university where becoming has no limit, and a state’s leadership has no end.

**NOTE:** When referencing the campaign by name in running text, set *Forever to Be* in italics, with “*Forever*” and “*Be*” capitalized.

*What is this campaign's story?*

**FOREVER TO EMPOWER.**

**FOREVER TO LEAD.**

**FOREVER TO BE.**

Forever.

Forever is powerful. It grounds purpose in longevity and inspires possibility. At the University of South Carolina, it's a rich tradition and a living promise. It's a standing invitation to show up as your true self, explore, and become who you're meant to be.

Forever is a catalyst for transformation—a landscape for pioneers of possibilities. It's economic empowerment, advanced medical research, and the intentional focus on producing stronger communities.

Forever is the hope of what can be. It's turning corridors into pathways forward. It's holding the door open to greater opportunity—first-generation students becoming the next generation to steward what's possible in-state and beyond.

Forever is the enduring charter between a state and its flagship university. An unwavering commitment to academic excellence, paired with real-world readiness that thrusts South Carolina towards greatness.

Forever to empower. Forever to lead. Forever to be.

*The University of South Carolina*

*Forever to Be.*

*What do we hope our campaign will achieve?*

**WE ARE CATALYZING A MOVEMENT—  
ONE THAT EMPOWERS INDIVIDUALS  
AND COMMUNITIES TO BECOME  
MORE, TO REACH FURTHER, AND TO  
SHAPE THEIR OWN FUTURES.**

Rooted in South Carolina, we spark the journey of becoming. We amplify potential, surface possibility, and inspire bold re-imaginings of what higher education can do—and what a state can become.

We are not the destination, but the launchpad. Through education, research, and service, we accelerate progress in health, innovation, opportunity, and equity—across cities and rural communities alike.

We are the enduring catalyst for transformation—ensuring the promise of “Forever to thee” is not just remembered but realized by those who rise to meet it.

*What makes our campaign exceptional?*

**WE ARE SECURING THE FLAGSHIP  
IN NAME AND OUTCOMES—  
PROPELLING STUDENTS AND  
THE STATE INTO A NEW ERA OF  
TRANSFORMATION.**

We are not just the flagship in name—we are the spark that ignites progress across South Carolina. This campaign empowers students, faculty, alumni, and communities to lead their own transformation and shape a future that reflects their highest aspirations.

We are not simply for South Carolina—we are of South Carolina. Our identity is inseparable from the people and places we serve. This campaign amplifies what makes us distinct: a deep sense of belonging, a culture of care, and a shared belief in what's possible.

We don't produce leaders—we create the conditions where leadership can emerge, thrive, and multiply. We don't drive the state forward alone—we equip others to do so with us, through knowledge, connection, and opportunity.

This is how we unlock greatness—not by delivering it, but by cultivating it. Together, we are building a future where “Forever to thee” becomes a lived experience of purpose, potential, and progress.

*Why support our campaign?*

**WE'RE EMPOWERING DISCOVERY  
AND ENHANCING LIVES ACROSS  
SOUTH CAROLINA AND BEYOND.**

At USC, greatness isn't handed down—it's uncovered, nurtured, and pursued. We create the conditions where individuals can access their potential and chart their own path forward. This is where curiosity is encouraged, ambition is supported, and transformation is self-driven.

We don't build leaders—we help individuals recognize their own power to lead. From the first steps on campus to the bold leaps into the world, USC is where people claim their agency and shape their future. USC's potential is undeniable.

*What is the campaign?*

**THIS IS POTENTIAL REALIZED—  
THE JOURNEY OF BECOMING AT USC  
AMPLIFYING WHAT'S POSSIBLE FOR  
SOUTH CAROLINA TOMORROW.**

USC is taking a bold step into the future—where every student's journey, every research breakthrough, and every community partnership contributes to a South Carolinian legacy of impact. We are audaciously ambitious in our pursuit. In the journey of becoming, we are securing the bridge from exploration to actualization. Imagine a South Carolina with access to greater resources. Communities will thrive, transformed by students who return to grow and be change agents. Corporate sectors will innovate through continued partnerships, making our state a go-to for future-proof opportunities. Through this campaign, every Gamecock and South Carolinian helps to champion a more prosperous state to be a leader forever.

## *What are the campaign themes?*

# **WE'RE INVESTING IN PEOPLE, POSSIBILITIES, AND PROGRESS.**

This campaign advances the bold vision outlined in the University of South Carolina's strategic priorities. Our aim is to fuel the university's momentum by investing in what matters most—student success, discovery and innovation, community impact, and the spaces and resources that make all of this possible. These priorities reflect our shared responsibility to serve the people of South Carolina while shaping a future that benefits the world.

### **EMPOWER EVERY STUDENT**

From scholarships and emergency aid to mental health services and experiential learning, this campaign priority ensures that all students—regardless of background—have the support they need to succeed. By investing in student success, we are investing in equity, belonging, and the transformative power of education to change lives and communities.

### **FUEL DISCOVERY AND INNOVATION**

From AI and emerging technologies to entrepreneurship, global learning, and groundbreaking scholarship, this prioritizes support for the people and programs that push boundaries, shape tomorrow, and future-proof the flagship institution as an innovative leader.

### **IMPACT SOUTH CAROLINA AND BEYOND**

Our impact reaches every corner of the state—and far beyond. Whether we're strengthening coastal resilience, advancing civil discourse, or expanding access to the arts, USC is a force for good in the lives of individuals and communities across the state. This priority builds on active partnerships to expand outreach programs in health, education, and economic development.

### **TRANSFORM OUR CAMPUS**

This priority is a bold commitment to transform USC's campus to create a modern, inclusive, and inspiring environment that reflects the excellence of our people and programs. Through strategic investments in new and renewed facilities, we will build the infrastructure that fuels discovery, supports student success, and welcomes the community into the heart of our mission.

### **DRIVE ATHLETICS EXCELLENCE**

At USC, success is not a game. We empower student-athletes in both academic achievement and athletic triumph, as evidenced by having one of the highest graduation rates in the SEC. We're building one of the most respected and holistic programs in existence, supported by coaches, mentors, and educators who cultivate a culture where excellence is the standard. Through our programs, student-athletes become the game changers they were meant to be in the moment and for tomorrow. We are investing in people, programs, and facilities, recording our wins in the form of more banners raised and more lives elevated across campuses, South Carolina, and beyond.

## *Campaign Big Ideas*

### “BIG IDEAS” AT USC

At the University of South Carolina, our **campaign themes** reflect the enduring pillars of a flagship university—**faculty excellence, student success, discovery and innovation, athletics, and the physical campus**. These themes are designed for broad participation across colleges and units and align with traditional philanthropic pathways (scholarships, endowed chairs, programs, facilities, etc.).

Alongside these themes, USC is elevating a complementary concept: the **Big Idea**. A Big Idea is a **pan-university initiative** that transcends any single unit or traditional category. It is a **brand-defining ambition**—time-relevant, interdisciplinary, and intended to serve South Carolina and beyond in a particularly **meaningful, visible, and distinctive** way.

## *Our First Big Idea*

The **USC Brain Promise** is our inaugural Big Idea. It unites work across disciplines—neuroscience, cognitive and behavioral science, engineering, medicine, AI, ethics, and the arts—under a shared commitment to deepen society’s understanding of the brain and to improve quality of life. While anchored by the new **Brain Health Center** in Columbia, the Brain Promise **extends well beyond clinical care**, encompassing research, education, community engagement, and innovation.

#### **USC BRAIN PROMISE**

The brain is humanity’s most profound frontier. The USC Brain Promise unites experts across disciplines to unlock its mysteries and improve lives—from cognition and behavior to neurodiversity and AI. Anchored by the new Brain Health Center, this initiative positions USC as a national leader in brain-focused research, education, and innovation.

*What is the timeframe for the campaign?*

**THIS IS A BOLD, MULTI-YEAR  
INVESTMENT IN THE UNIVERSITY  
FOR SOUTH CAROLINA.**

This campaign is a multi-year effort to fuel lasting transformation at the University of South Carolina. It will provide focused investment to expand access, drive discovery, strengthen community impact, and build the spaces and resources needed to secure USC's future. This concentrated commitment reflects both the urgency of our mission and the boldness of our vision for South Carolina and beyond.

## *Who are our campaign donors?*

### **MAJOR DONORS AND PRIVATE PHILANTHROPISTS**

Individuals, families, and foundations with the capacity to make leadership or transformational gifts. These partners can help drive scholarships, endowed faculty positions, research initiatives, and capital projects that will shape USC's impact on South Carolina and the world. Their investments can create lasting change in areas such as health, education, innovation, and social mobility.

*See specific tone and methods on page 12.*

### **CORPORATE, CIVIC, AND GOVERNMENT PARTNERS**

Regional, national, and global businesses, along with civic leaders, government agencies, and policymakers who are committed to advancing economic growth, workforce development, and community well-being. Their support may focus on public-private research partnerships, innovation hubs, talent pipelines, healthcare and education initiatives, and infrastructure that benefits both USC and the broader South Carolina economy. These partners also influence policies and resources that enable USC's long-term success and competitiveness.

*See specific tone and methods on page 13.*

### **ALUMNI, PARENTS, AND FRIENDS**

Graduates, former students, and lifelong supporters who are passionate about giving back to the university that shaped their lives. This group may contribute to student scholarships, athletics, school- or college-specific funds, and programs that enrich the student experience and prepare future leaders. Their gifts and involvement help USC improve lives across South Carolina and expand its reputation worldwide.

*See specific tone and methods on page 14.*

### **UNIVERSITY COMMUNITY AND GENERAL PUBLIC**

Faculty, staff, students, parents, and citizens of South Carolina who are essential to USC's daily mission and long-term relevance. Their giving and advocacy may support campus improvements, diversity and inclusion initiatives, sustainability projects, health and wellness programs, and other efforts that enhance quality of life on campus and beyond. This broad community helps USC remain deeply connected to the people and progress of South Carolina while contributing to global discovery and leadership.

*See specific tone and methods on page 15.*

## *What is our campaign's personality?*

### **HONESTLY OPTIMISTIC**

We are preparing the way for vision and simultaneously articulating it. We speak with an optimism that is faith-building and trust-building. What is a large ask will be seen as less daunting. Here is where we tap into the spirit of “Spurs Up” and prime our USC audience to tap into their DNA to meet challenges head-on and solve them together.

*Additional relevant descriptors: Uplifting, Encouraging, Inspiring*

### **AUTHENTICALLY VIBRANT**

As the horseshoe has changed over the years, so has USC. Not all donors and alumni know the USC of today. We must paint a picture of the evolution of the mission and this reshaping of the ideal college experience. It's not a throwback, it's a leap forward built on rich tradition. This is where we tap into Cocky pride and connect nostalgia with tomorrow's flagship impact.

*Additional relevant descriptors: Colorful, Bold, Dynamic*

### **PASSIONATELY RELATABLE**

Being the flagship comes with inherited bragging rights and subtle challenges. The connection to the state and state success has to remain unbreakable, even if viewpoints and agendas are not always aligned. We have to speak in a way that positions every USC opportunity and win as one for all constituents, so our reach is not boxed in. USC is how South Carolina leads from the front and not the middle.

*Additional relevant descriptors: Inclusive, Candid, Authentic*

### **CULTURALLY WELCOMING**

We will build from the undeniable truth that something indescribable is in the fabric of the USC experience. We will tap into the sense of southern allure—the warmth, hospitality, and charm. We must consider that when we speak about USC, we are speaking to those who see the university as family, and that affinity has to be handled with intentional care.

*Additional relevant descriptors: Warm, Approachable, Hospitable*

## *Tonal Amplification*

### **VOICE AND TONE ARE HOW OUR CONTENT AND COPY COME ACROSS.**

Voice expresses our distinctive point of view. It connects us to audiences and lets them know what to expect from our organization. Our voice should be consistent across platforms – whether social media, video, or print.

#### ***Our voice is galvanizing.***

It speaks to passions and pride. It is inclusive with an every-human approach. It's the motivational speech, the scene-shifting monologue that is a call-to-action, a call to championing ideals. Optimistic, yet grounded in reality, not fantastical. What we are making possible is real-world impact, and inviting others to be a part of the work of USC, not just the campaign for USC.

Our voice doesn't change. But the tone we use can vary.

#### ***Tone reflects our personality traits.***

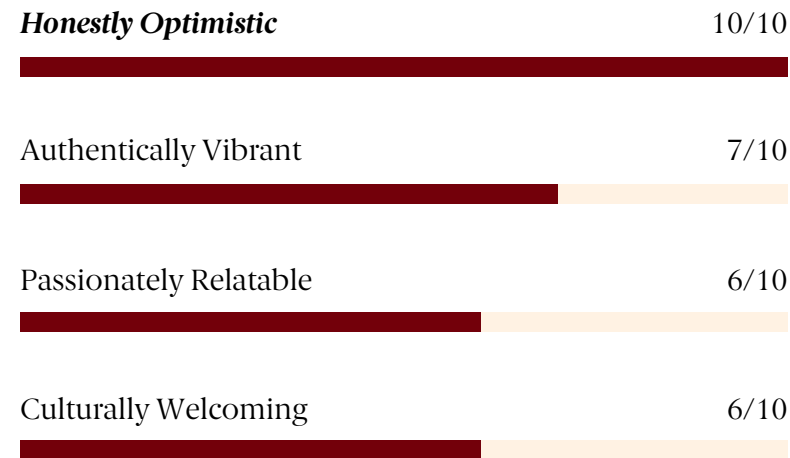
Our communications may be aspirational for one audience and matter-of-fact for another. We should adapt our writing tone to the situation, just like we do in face-to-face communications.

## *How will we reach donors?*

### **THROUGH ENGAGING STORYTELLING THAT REFLECTS THE PERSONAL AND COLLECTIVE JOURNEY OF BECOMING.**

This approach ensures that while the campaign carries one clear, overarching message, it resonates differently with each key audience. We adapt a single unifying campaign theme into tailored messages that speak directly to each audience's role, so everyone sees themselves in the impact. Together, these tailored tones unify diverse audiences under a single campaign story while honoring their unique roles in advancing USC to be the engine that drives transformational impact.

# MAJOR DONORS AND PRIVATE PHILANTHROPISTS



Major donors are driven by vision, values, and legacy. They want to know their investment will create long-term impact and elevate USC’s role as a force for good. Messaging should be aspirational, strategic, and grounded in meaningful results. Emphasize how their leadership will shape the future of South Carolina and influence the world beyond. Use a tone that inspires trust, conveys ambition, and reflects the university’s momentum with clarity and conviction.

## MESSAGING CONCEPT

Your gift ensures that every student has the opportunity to be—to become, to lead, to transform.

## POSITIONING

Donors can further a legacy of transformation by holding open the doors to becoming.

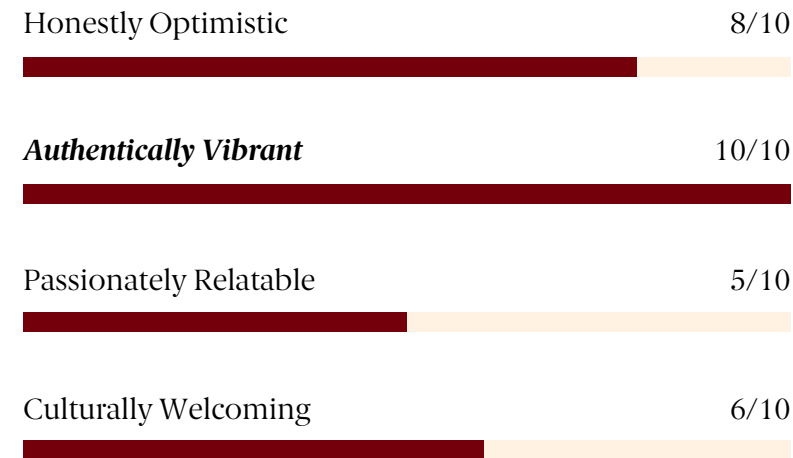
## TO NE

*Honestly Optimistic*: Rational (50%) vs Emotion (50%)

## HEADLINE EXAMPLES

- Forever is transformation, the heartbeat of South Carolina.
- Forever is pilgrims of learning, pioneering tomorrow’s triumphs.
- Forever is the legacy of who we are and the promise of who we’ll be.

# CORPORATE, CIVIC, AND GOVERNMENT PARTNERS



These partners are focused on impact, outcomes, and collective progress. They want to see how USC contributes to workforce development, economic vitality, public service, and policy alignment. Messaging should be energetic, confident, and centered around real-world relevance. Highlight public-private partnerships, return on investment, and shared growth across South Carolina. This audience responds to messaging that is bold, visionary, and reflective of USC as a statewide and global innovation leader.

## MESSAGING CONCEPT

Partnership secures the University of South Carolina as the University for South Carolina.

## POSITIONING

Corporate, civic, and government partners reinforce USC's flagship position as the forward-guiding institution that drives the state towards greater horizons.

## STONE

*Authentically Vibrant*: Rational (70%) vs Emotion (30%)

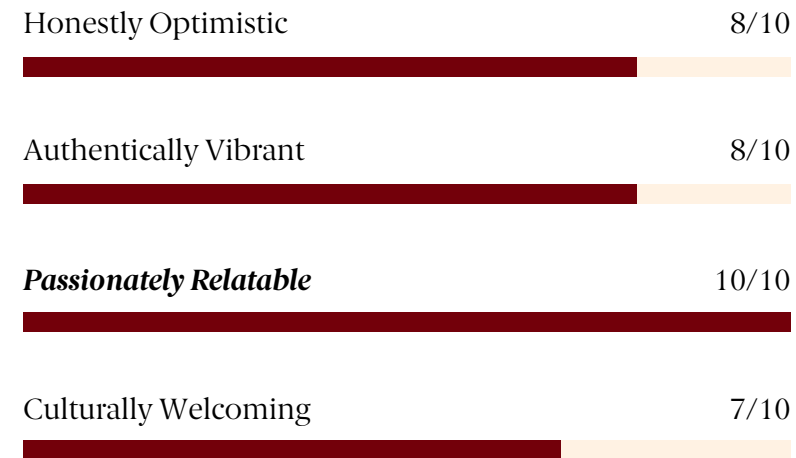
## HEADLINE EXAMPLES

Forever is the University of South Carolina, for South Carolina.

Forever is innovations in medical research that advance state health.

Forever is rural county reach and Capitol floor proximity.

# ALUMNI, PARENTS, AND FRIENDS



Alumni are motivated by pride, nostalgia, and the desire to give back. They want to feel a continued sense of belonging and know their contributions make a difference for future Gamecocks. Messaging should be warm, energetic, and deeply human. Focus on stories, shared traditions, and personal connection to USC's values and vision. Remind them they're part of something growing, inspiring, and distinctly theirs.

## MESSAGING CONCEPT

We are not one among many but a community of awakened potential.

## POSITIONING

The impact of discovery at USC is shared, reciprocal, and therefore never-ending.

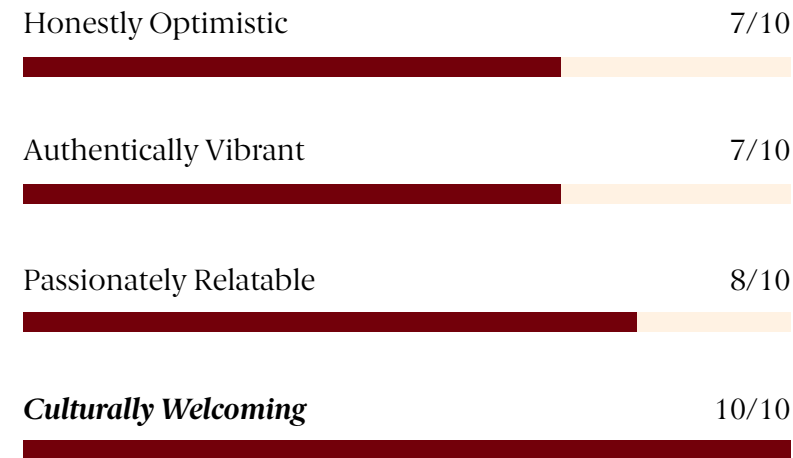
## STONE

*Passionately Relatable*: Rational (40%) vs Emotion (60%)

## HEADLINE EXAMPLES

- Forever is first-generation students stewarding next-generation transformation.
- Forever is a horseshoe the shape for expanding tomorrow's horizons.
- Forever is a game-changing institution, always cocky, never conceited.

# UNIVERSITY COMMUNITY AND GENERAL PUBLIC



This group includes faculty, staff, students, families, and the broader public—people who want to feel included and represented. They are rooted in the daily experience of USC and its role in serving the public good. Messaging should be inclusive, heartfelt, and grounded in shared purpose. Celebrate USC’s commitment to access, equity, and community engagement. The tone should be sincere, human-centered, and inviting.

## MESSAGING CONCEPT

Every gift drives what’s possible for USC and South Carolina

## POSITIONING

The community is invited to participate in something lasting, helping ensure that accessibility is never a barrier to possibility.

## tone

*Culturally Welcoming*: Rational (40%) vs Emotion (60%)

## headline examples

- Forever is becoming one with a community of many shaping tomorrow.
- Forever is holding open doors that open minds to possibility.
- Forever is the freedom to become who you’re meant to be.

# IN THE SIMPLEST FORM, THESE ARE THE ANSWERS TO OUR 10 ESSENTIAL CAMPAIGN QUESTIONS:

**STORY:** *What is this campaign's story?*

Forever to empower. Forever to lead. Forever to be.

**IMPACT:** *What do we hope our campaign will achieve?*

We are catalyzing a movement—one that empowers individuals and communities to become more, to reach further, and to shape their own futures.

**PROPOSITION:** *What makes our campaign exceptional?*

We are securing the flagship in name and outcomes—propelling students and the state into a new era of transformation.

**PURPOSE:** *Why support our campaign?*

We're empowering discovery and enhancing lives across South Carolina and beyond.

**PROFILE:** *What is the campaign?*

This is potential realized—the journey of becoming at USC amplifying what's possible for South Carolina tomorrow.

**GOALS:** *What are the campaign priorities?*

We're investing in people, possibilities, and progress.

**DURATION:** *What is the timeframe for the campaign?*

This is a bold, multi-year investment in the university for South Carolina.

**AUDIENCE:** *Who are our campaign donors?*

Major Donors and Private Philanthropists, Corporate, Civic, and Government Partners, Alumni, Parents, and Friends, and University Community and General Public

**ATTRIBUTES:** *What is our campaign's personality?*

Our campaign is Honestly Optimistic, Authentically Vibrant, Passionately Relatable, and Culturally Welcoming.

**METHODS:** *How will we reach donors?*

Through engaging storytelling that reflects the personal and collective journey of becoming.

PART TWO

# CAMPAIGN IDENTITY

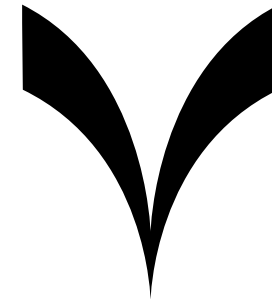
*The visual language of our campaign flows  
from the established verbal language.*

# Campaign Concept

The University of South Carolina is the University *for* South Carolina. Our state tree, the Palmetto, sits at the heart of both the University's logo and the South Carolina flag. For decades, it has served as a symbol of strength and shared identity for USC and the state.

Our campaign builds on this legacy. Embracing the crown of the Palmetto in the University's mark, we draw from a familiar symbol to imply upward motion and forward momentum. This shape becomes a visual tool to help tell stories of what happens when USC connects with ambition.

The *Forever to Be* campaign identity amplifies elements already present within the USC brand, creating a unified system to ensure cohesion, clarity, and trust throughout the campaign's lifespan.



# Campaign Marks

The *Forever to Be* campaign marks are designed as a flexible system rather than a single, fixed mark. This allows campaign communications to adapt across audiences and formats while remaining recognizably USC.

Built using University established typefaces, 'Forever' is set in bold, condensed, uppercase sans serif to show strength and confidence, while 'to Be' is set in bold, italic serif, inviting warmth with a sense of motion.

## PRIMARY CAMPAIGN MARK

**FOREVER**  
*to Be*

## ALTERNATIVE FLEXIBLE CAMPAIGN MARKS

*Horizontal*

**FOREVER** *to Be*

*Stacked Right*

**FOREVER**  
*to Be*

*Stacked Left*

**FOREVER**  
*to Be*

## CAMPAIGN MARK, WITH STRAPLINE

**FOREVER**  
*Campaign for  
The University of  
South Carolina* *to Be*

## CAMPAIGN LOGO LOCKUP

**FOREVER** *to Be*



# Campaign Marks

## Primary Campaign Mark

The primary mark serves as the most expressive representation of our campaign and should be used when space and context allow.

## Alternative Flexible Marks

Horizontal and stacked variations are provided for flexibility. Use these versions as needed to support consistency and legibility.

**Note:** Campaign marks should be accompanied by a University of South Carolina logo to ensure brand recognition.

**✗ Do not use more than one campaign mark in a single layout.**



## PRIMARY CAMPAIGN MARK

**FOREVER**  
*to Be*

## ALTERNATIVE FLEXIBLE CAMPAIGN MARKS

Horizontal **FOREVER** *to Be*

Stacked Right **FOREVER**  
*to Be*

Stacked Left **FOREVER**  
*to Be*

## MINIMUM CLEAR SPACE



Minimum clear space is one width of the 'F' in 'Forever'

## MINIMUM SIZE

**FOREVER**  
*to Be*

← →  
Minimum size is 1 inch wide in print or 175 pixels for digital usage

## Campaign Mark with Strapline

The campaign mark with the strapline 'Campaign for the University of South Carolina' is appropriate for formal communications, donor-facing materials, and instances where broader institutional context is helpful.

**Note:** The campaign mark with strapline should be accompanied by a University of South Carolina logo to ensure brand recognition.

**✗ Do not use more than one campaign mark in a single layout.**



Campaign mark, with strapline



Campaign strapline

### MINIMUM CLEAR SPACE



Minimum clear space is one width of the 'F' in 'Forever'

### MINIMUM SIZE



Minimum size is 1.25 inches wide in print or 210 pixels for digital usage

# Campaign Logo Lockup

When appropriate, the campaign mark may be locked up with the University of South Carolina logo. This configuration is intentional, following University brand guides for required spacing.

**✗ Do not use alternative campaign marks for the campaign logo lockup.**



**✗ Do not use more than one campaign mark or University logo in a single layout.**



Campaign logo lockup

**FOREVER to Be**



UNIVERSITY OF  
**South Carolina**

Campaign mark, horizontal

Divider

University logo, horizontal

## MINIMUM CLEAR SPACE



Minimum clear space is one length of the tree and gates container box

## MINIMUM SIZE

**FOREVER to Be** | UNIVERSITY OF  
**South Carolina**



Minimum size is 2.5 inches wide in print or 430 pixels for digital usage

## Campaign System Logo Lockups

In select situations, the *Forever to Be* campaign mark may be paired with logos from University of South Carolina system schools.

The *Forever to Be* mark should appear only in **garnet or black**. While individual system schools may have distinct color palettes, those colors should not be applied to the campaign mark. When a system school does not use garnet as a primary color, black should be used.

System school logos should appear in their official, approved formats and must not be altered to match the campaign palette. The campaign mark and the University logo each retain their integrity, working together through proximity rather than visual blending.

This approach ensures the campaign remains recognizably USC while allowing system schools to be represented clearly and respectfully within a cohesive system-wide effort.

**FOREVER** *to Be*



**FOREVER** *to Be*



**FOREVER** *to Be*



**FOREVER** *to Be*



**FOREVER** *to Be*



**FOREVER** *to Be*



**FOREVER** *to Be*



## Campaign Mark Color Usage

Use a garnet campaign mark on a white or sandstorm color background, or a white campaign mark on a garnet background whenever possible.

Reserve black mark versions for situations where color is not suitable. Photography backgrounds are also acceptable as long as all marks and logos are legible.

See full color spec details on page 27.

### PRIMARY GARNET MARKS

**FOREVER**  
*to Be*

**FOREVER**  
*to Be*

### ALTERNATIVE BLACK AND WHITE MARKS

**FOREVER**  
*to Be*

**FOREVER**  
*to Be*

# Campaign Mark Misuse

The campaign mark should be consistent and easy to read. Do not diminish the value or integrity of the campaign mark by making alterations. Specific forbidden alterations are noted here.

<p><i>Only use one campaign mark in a single layout</i></p>	<p><i>Do not type out the campaign mark</i></p>	<p><i>Do not modify</i></p>
<p><del><b>FOREVER</b> <i>to Be</i></del></p> <p><b>FOREVER to Be</b>   </p>	<p><del><b>FOREVER</b> <i>to Be</i></del></p>	<p><del><b>FOREVER</b> <i>to Be</i></del></p>
<p><i>Do not apply shadows or effects</i></p>	<p><i>Do not stretch or distort</i></p>	<p><i>Do not place over busy backgrounds</i></p>
<p><del><b>FOREVER</b> <i>to Be</i></del></p>	<p><del><b>FOREVER</b> <i>to Be</i></del></p>	<p><del><b>FOREVER</b> <i>to Be</i></del></p> 
<p><i>Do not outline</i></p>	<p><i>Do not use in non-campaign colors</i></p>	<p><i>Do not place imagery or patterns inside</i></p>
<p><del>FOREVER <i>to Be</i></del></p>	<p><del><b>FOREVER</b> <i>to Be</i></del></p>	<p><del><b>FOREVER</b> <i>to Be</i></del></p>

# Campaign Colors

Our campaign color palette embraces the University of South Carolina's primary colors, centering garnet and white, with black used to convey authentic boldness.

The secondary palette has been intentionally reduced for consistency and visual impact across campaign touchpoints. Sandstorm serves as an accent reserved for moments that call for a calmer, sophisticated tone.

## GARNET

PMS: 202  
CMYK: 9, 100, 64, 48  
HEX: #73000A  
RGB: 115, 0, 10

## WHITE

CMYK: 0, 0, 0, 0  
HEX: #FFFFFF  
RGB: 255, 255, 255

## BLACK

PMS: Black  
CMYK: 0, 0, 0, 100  
HEX: #000000  
RGB: 0, 0, 0

## SANDSTORM

CMYK: 0, 7, 15, 0  
HEX: #FFF2E3  
RGB: 255, 242, 227

# Color Contrast

## Accessible

These recommended campaign color pairings have been WCAG tested and confirmed for meeting AA+ contrast standards for small (4.5 below 18pt) text.

## Not accessible

Do not use these color pairings because they fail accessibility standards.

See full color spec details on page 27.

### ACCESSIBLE



#FFFFFF on #73000A



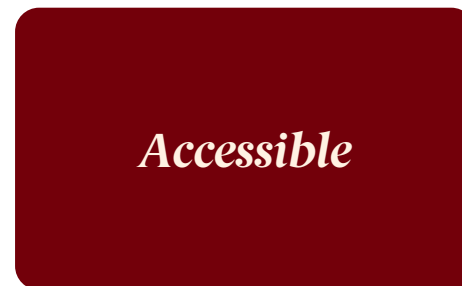
#FFFFFF on #000000



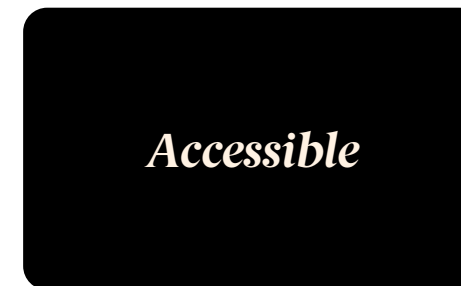
#73000A on #FFFFFF



#73000A on #FFF2E3



#FFF2E3 on #73000A



#FFF2E3 on #000000



#000000 on #FFFFFF



#000000 on #FFF2E3

### ✗ NOT ACCESSIBLE



#000000 on #73000A



#73000A on #000000



#FFF2E3 on #FFFFFF



#FFFFFF on #FFF2E3

# Campaign Typography

## Display

Use display fonts when creating large text such as headings and statistics, anywhere the type needs to capture attention.

## Body

Use body fonts for paragraphs and long-form detail, anywhere focused reading is intended.

## Substitutions

Use substitution fonts when campaign fonts are unavailable for use. Substitution fonts are available to all Mac and Microsoft PC users.

## Licensing info

For access to Berlingske typeface licenses, you'll need approval from your University of South Carolina campus communicator.

DISPLAY

**BERLINGSKE SANS**  
**EXTRA-CONDENSED, EXTRA-BOLD**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789&**

Substitutions typeface: **IMPACT**

*Note: All caps, always. When working with Berlingske Sans Extra-Condensed Extra-Bold always remember to set your type in all caps. This typeface is never used for body copy or text.*

***Berlingske Serif***  
***Bold Italic***

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz0123456789&**

Substitutions typeface: **Georgia, Bold Italic**

BODY

Berlingske Serif

Regular, *Italic*, **Bold**, ***Bold Italic***

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789&

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789&*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789&**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***0123456789&***

SUBSTITUTION TYPEFACE

Georgia, Regular, *Italic*, **Bold**, ***Bold Italic***

## Graphic Element: FLEXIBLE CAMPAIGN MARK

The *Forever to Be* campaign mark is a flexible typographic system designed to adapt across audiences and situations. The mark can expand to include a short word or phrase to match specific contexts.

When extending language from a campaign mark, text should be set in Berlingske Sans, Extra-Condensed, Extra-Bold, sized to match the cap height of the campaign mark.

For headlines that begin with *'Forever'*, use Berlingske Sans, Extra-Condensed, Extra-Bold for the majority of text. Use Berlingske Serif Bold Italic in lowercase to draw calm emphasis to a key word or phrase.

*Text in Berlingske Sans, Extra-Condensed, Extra-Bold*



### *Stacked example*

**FOREVER  
*to Be*  
PART OF  
SOMETHING  
BIGGER**

### *'Forever' headline example*

**FOREVER SHAPING  
*shared* PATHS**

# Graphic Elements:

## PALMETTO CROWN

The Palmetto crown is pulled directly from the top-most piece of the University of South Carolina logo. Use consistently at large and small scale to express growth and forward motion.

*Only use the top-most piece of the Palmetto crown.*



*Only use the Palmetto crown in two directions.*

- ✓ Point down: Echo USC's logo
- Point right: Reinforce forward motion

### Large-Scale

Use half the crown form, intentionally cropped to extend beyond the frame.

### Small-Scale

Use the full crown form evenly spaced in groupings of two. Use sparingly and intentionally.

➤ [Click here for pre-built Palmetto crown files.](#)

POINT DOWN: LARGE SCALE



POINT RIGHT: LARGE SCALE



POINT DOWN: SMALL SCALE



POINT RIGHT: SMALL SCALE



# Graphic Elements: PALMETTO CROWN

## Large-Scale

Use half of the Palmetto crown form, always cropped to extend beyond the frame.

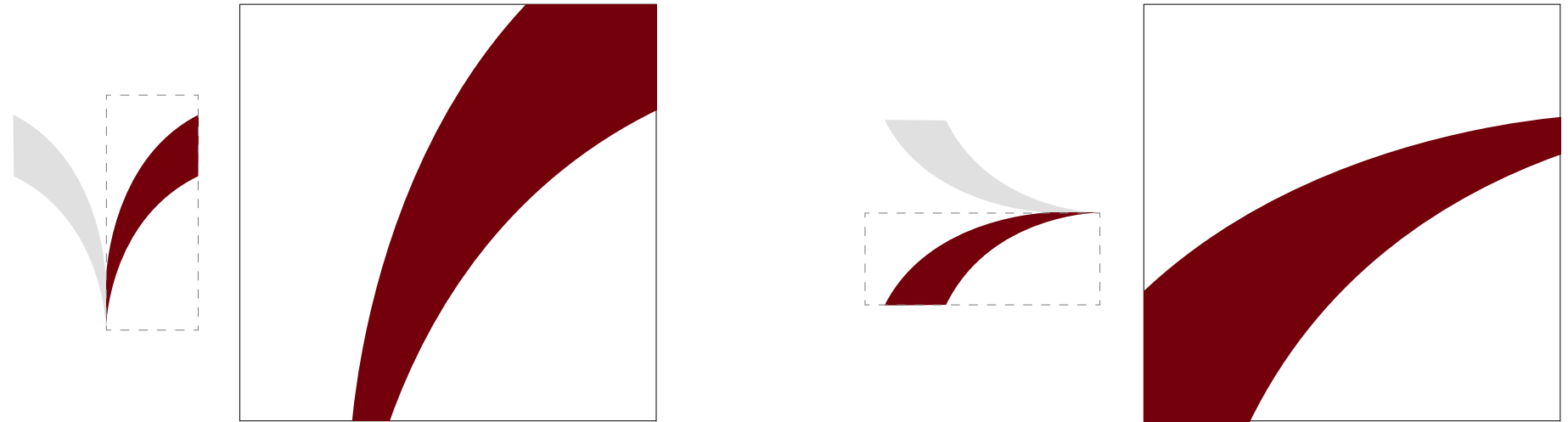
When layering multiple crowns, maintain generous spacing so elements feel open and balanced. Crowns should breathe, not collide.

## Layering order should follow the direction of movement:

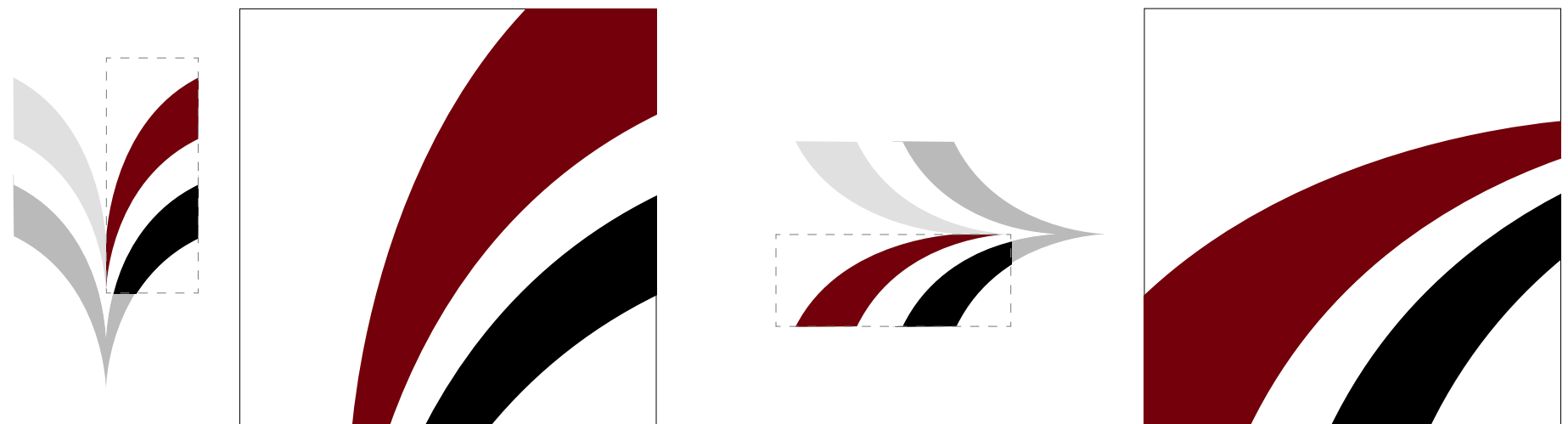
- When oriented vertically (pointing down) the top-most crown layer sits above the layers beneath it.
- When oriented horizontally (pointing right) the left-most crown layer sits above the layers that follow.

In all cases, layers should stack sequentially, reinforcing a clear sense of progression and forward motion.

### SINGLE CROWN

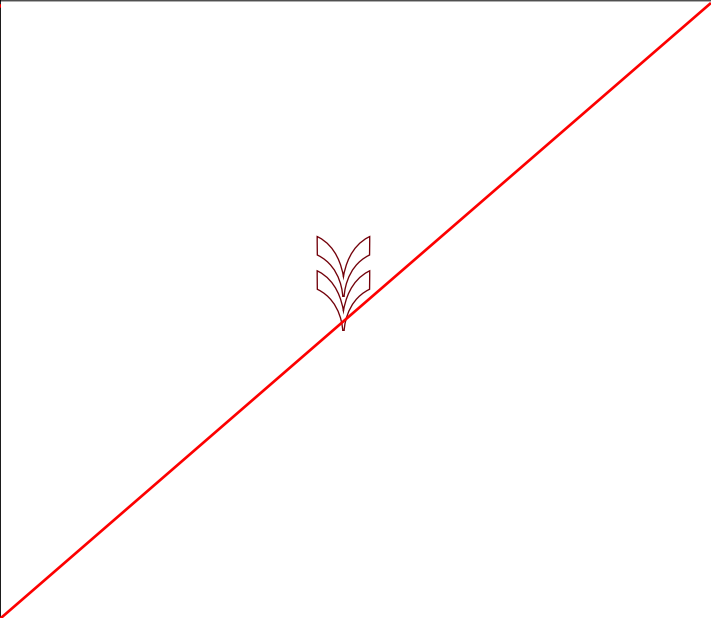
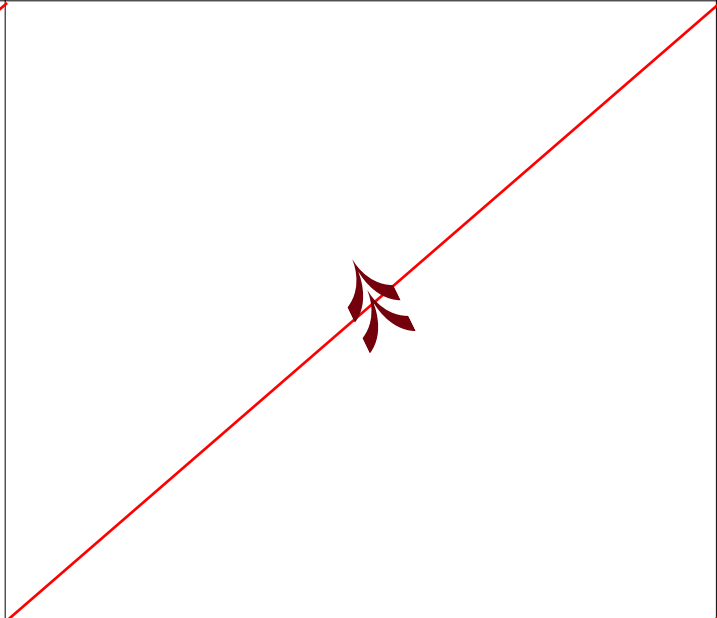
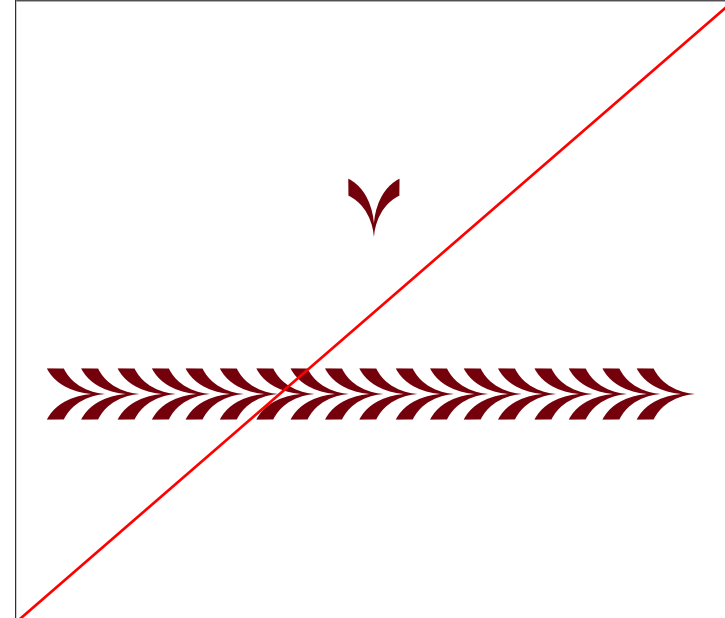
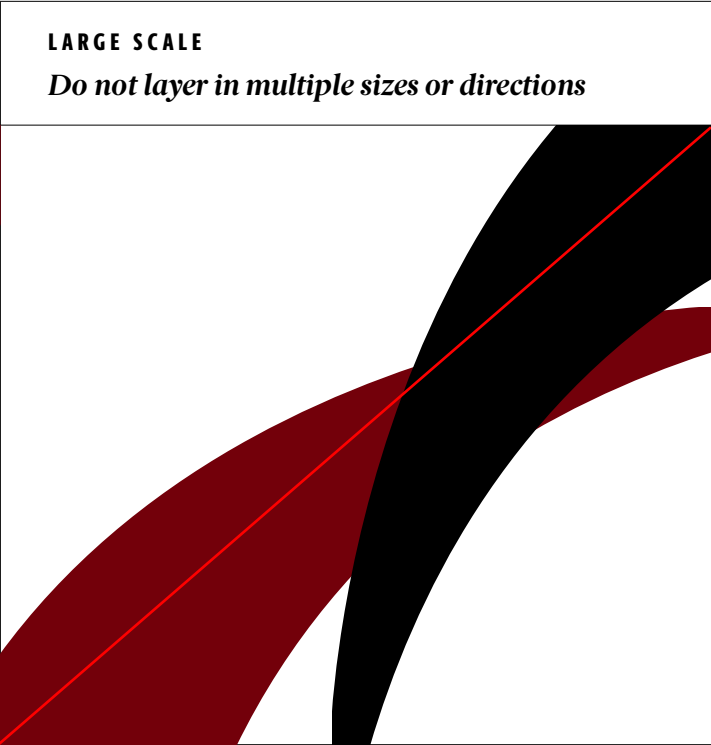
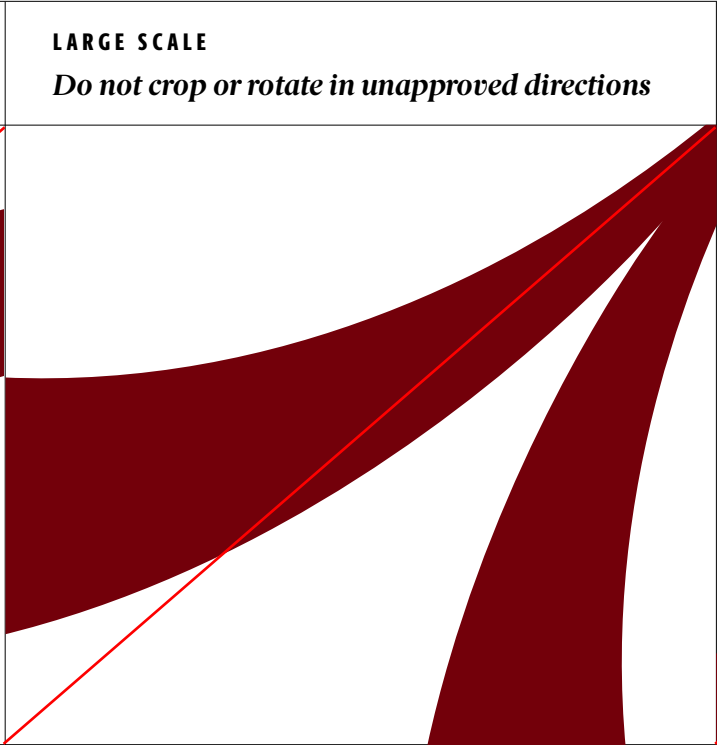
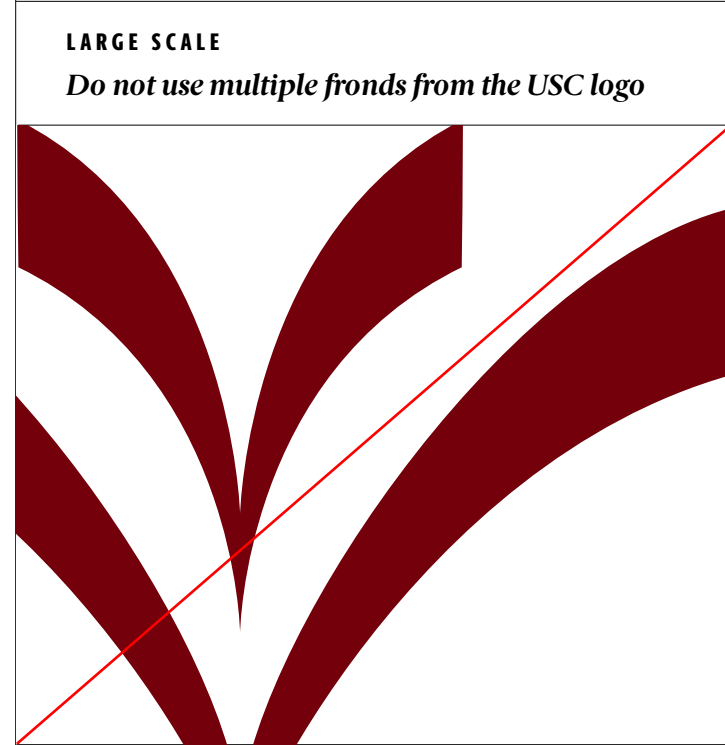


### LAYERED CROWN



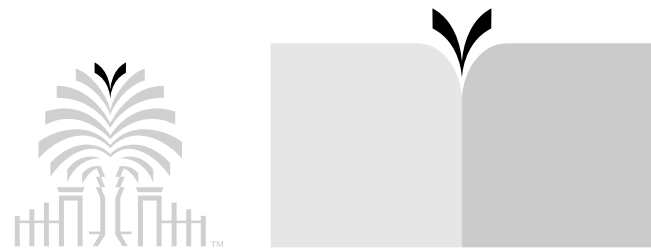
# Graphic Elements: PALMETTO CROWN

Use the campaign's Palmetto crown forms consistently to maintain brand integrity. Avoid alterations that weaken the design or compromise its impact. Examples of improper use are shown here.



# Graphic Elements: SIDE-BY-SIDE PHOTO FRAME

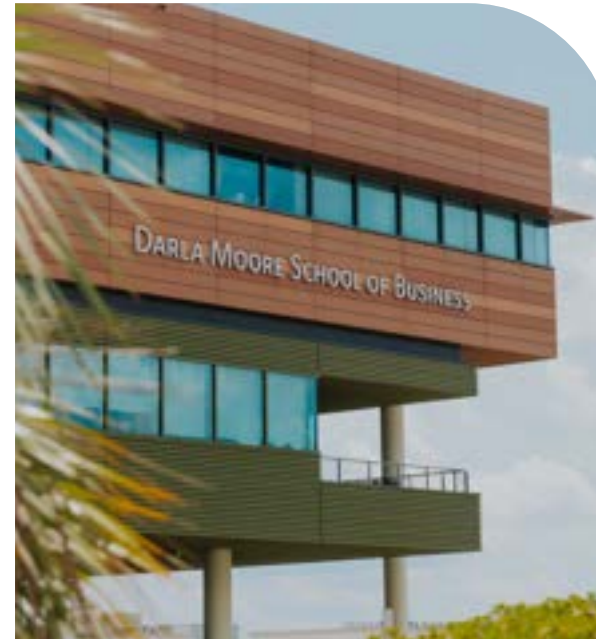
The side-by-side photo frame connects two images by a shared, curved top-interior edge. This curved shape is intentional, mimicking the Palmetto crown.



Pair an image of context (place, environment, opportunity) on the left, with an image of human experience or impact on the right. Subjects on the right should break through the frame to imply growth beyond USC.

➤ [Click here for Creative Cloud templates to help create your own side-by-side photo frame.](#)

Use the left frame to show place, environment, or investment.

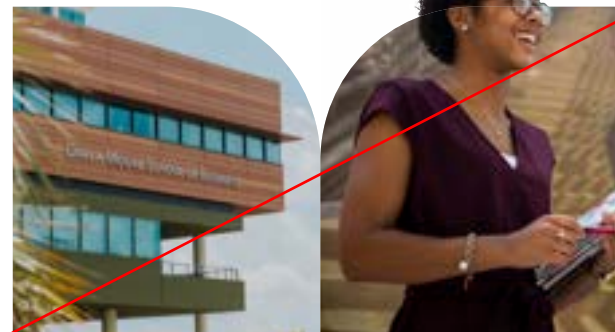


Subjects in the right should break through to imply growth beyond USC.



Use the right frame to show human experience or impact.

**Do not alter the curve shape or exaggerate its radius**



**Do not mix unrelated imagery that weakens the narrative connection**

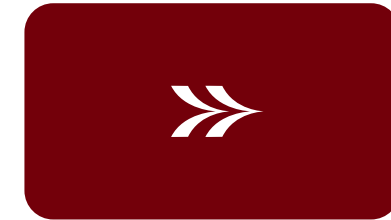


## Graphic Elements: ROUNDED CORNERS

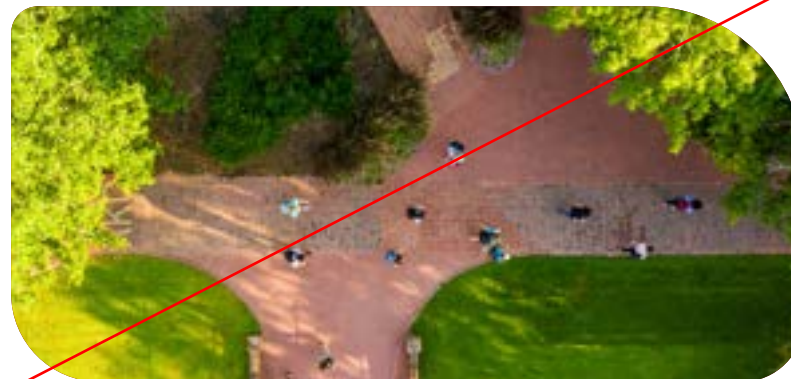
Rounded corners are a supporting design element that signal warmth and approachability. They quietly help unify our campaign identity across formats.

Apply rounded corners with restraint. Use a consistent radius across all four corners within a single asset.

Rounded corners should harmonize with primary shapes and feel like part of the same visual language as side-by-side photo frames.



*Do not use different radii within a single asset*



*Avoid rounded corners that feel overly soft or pill-shaped.*

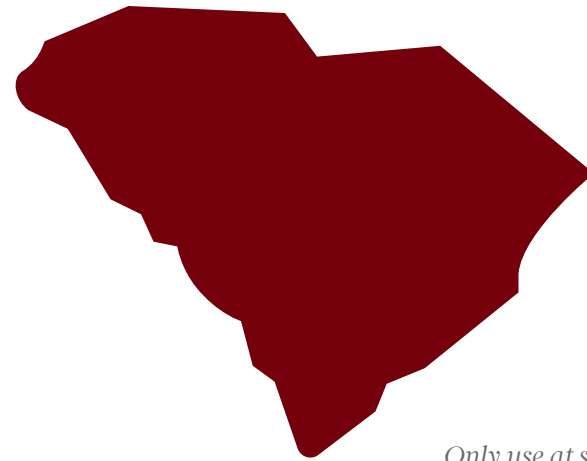


# Graphic Elements: SOUTH CAROLINA

The shape of South Carolina is a secondary or supporting element of our campaign identity. It can function as a visual asterisk, calmly calling attention to real stories, outcomes, or impact happening in connection to the University.

*Do not use as a primary graphic.*

➤ *Click here to access South Carolina shape files.*



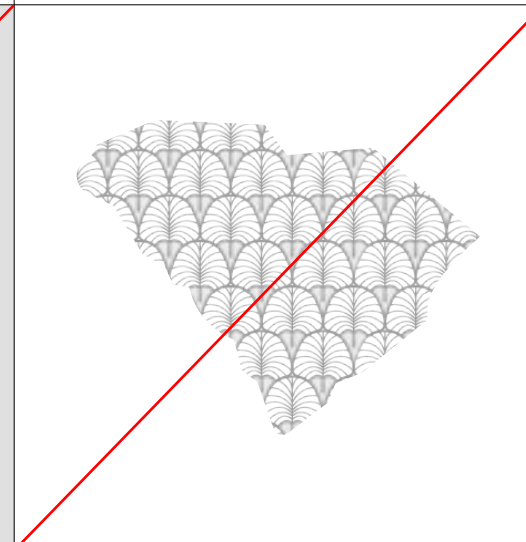
*Only use at small-to-medium scale as a visual anchor or callout.*



*Do not use as a primary graphic*



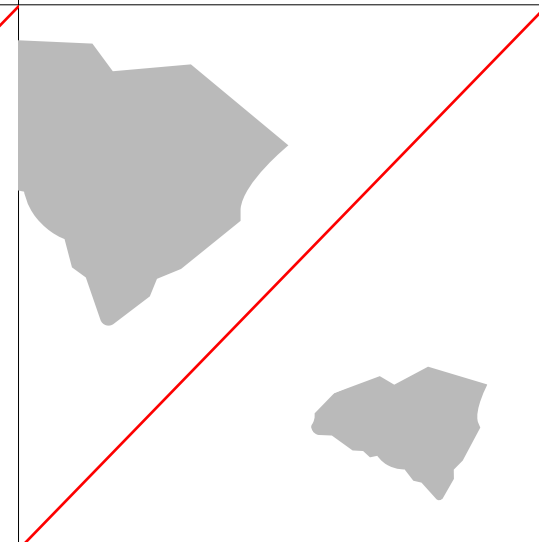
*Do not fill with textures or patterns*



*Do not fill with text*



*Do not crop or rotate*



# Campaign Avatar, App, and Favicon

Recommended treatment and sizing for avatars, app icons, and browser favicons.

**SQUARE:**

256px



96px



64px



48px



24px

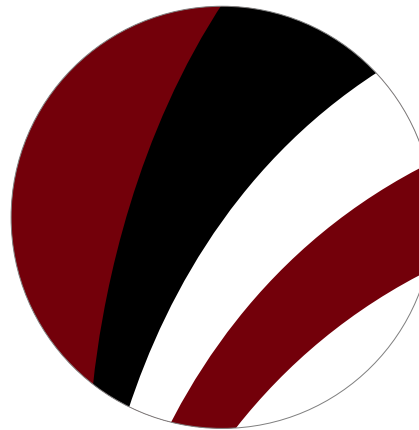


16px



**ROUND:**

256px



96px



64px



48px



24px



16px



# Campaign Photography

Following the University of South Carolina's Brand Platform, campaign photography should be reflective of the USC experience and promise, and capture the tone and personality of our brand.

## **Empowering**

The constituent is the hero, the power within

## **Emotional**

Expressive and visceral, human, joyful

## **Candid**

Real, authentic, in the moment and in-situ

## **Engaged**

Hands-on, with the activities and one another

## **Uplifting**

Supportive, nurturing, empathetic

## **Inclusive**

Conveys a sense of unity and belonging

## **Vibrant**

Sunny, bright open space, warm, welcoming

## **Unexpected Possibilities**

Broadened experiences

## **Expansive**

Vast horizons, opportunities and possibilities



# Campaign Identity Cheat Sheet

## PRIMARY CAMPAIGN MARK

**FOREVER**  
*to Be*

## ALTERNATIVE FLEXIBLE CAMPAIGN MARKS

Horizontal

**FOREVER** *to Be*

Stacked Right

**FOREVER**  
*to Be*

Stacked Left

**FOREVER**  
*to Be*

## CAMPAIGN MARK, WITH STRAPLINE

**FOREVER**  
Campaign for  
The University of  
South Carolina *to Be*

## CAMPAIGN LOGO LOCKUP

**FOREVER** *to Be*



## COLOR PALETTE

### GARNET

CMYK: 9, 100, 64, 48  
HEX: #73000A  
RGB: 115, 0, 10

### WHITE

CMYK: 0, 0, 0, 0  
HEX: #FFFFFF  
RGB: 255, 255, 255

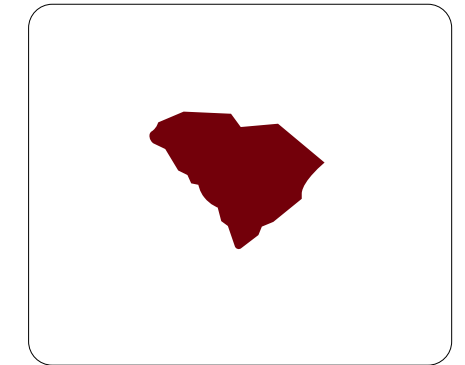
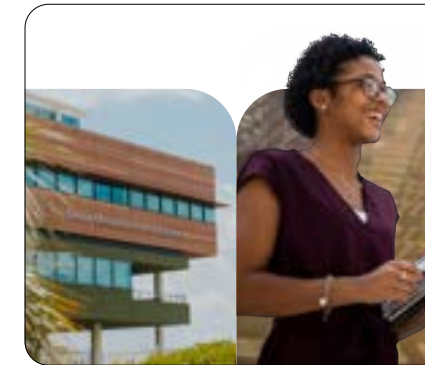
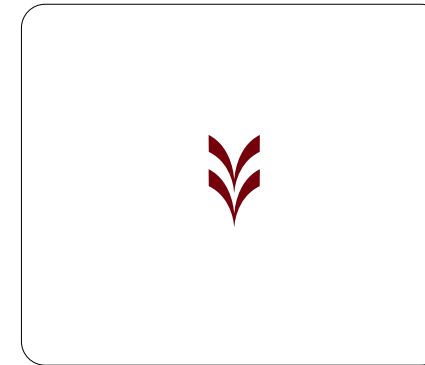
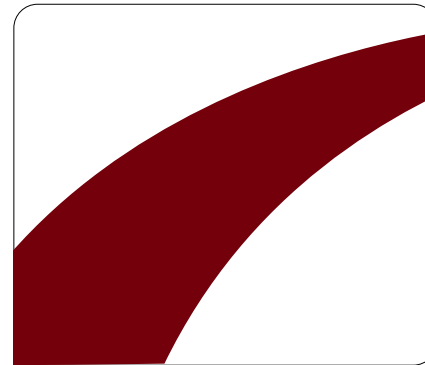
### BLACK

CMYK: 0, 0, 0, 100  
HEX: #000000  
RGB: 0, 0, 0

### SANDSTORM

CMYK: 0, 7, 15, 0 / HEX: #FFF2E3 / RGB: 255, 242, 227

## GRAPHIC ELEMENTS



## TYPOGRAPHY

### DISPLAY

**BERLINGSKE SANS, EXTRA-CONDENSED EXTRA-BOLD,**  
*Berlingske Serif, Bold Italic*

### BODY

Berlingske Serif  
Regular, *Italic*, **Bold**, ***Bold Italic***

PART THREE

# CAMPAIGN EXPRESSION

*These are examples of how our campaign  
can be applied to a variety of uses.*







# FOREVER *to Be* PART OF SOMETHING BIGGER



## AT THE UNIVERSITY OF SOUTH CAROLINA,

Forever is the enduring charter between a state and its flagship university. It's economic empowerment, advanced medical research, and intentional focus on producing stronger communities.

We are advancing a rich legacy for South Carolina, expanding our footprint to match our impact. What we amplify, unearth, and discover helps us redefine what higher education can be and reimagine what a state can do.

We're investing in  
**PEOPLE, POSSIBILITIES,  
and PROGRESS**



### INVEST IN STUDENT SUCCESS

Ensure every student has support, opportunity, and belonging to thrive and graduate.

### FUEL DISCOVERY AND INNOVATION

Advance groundbreaking research, entrepreneurship, and creative inquiry that shapes tomorrow.

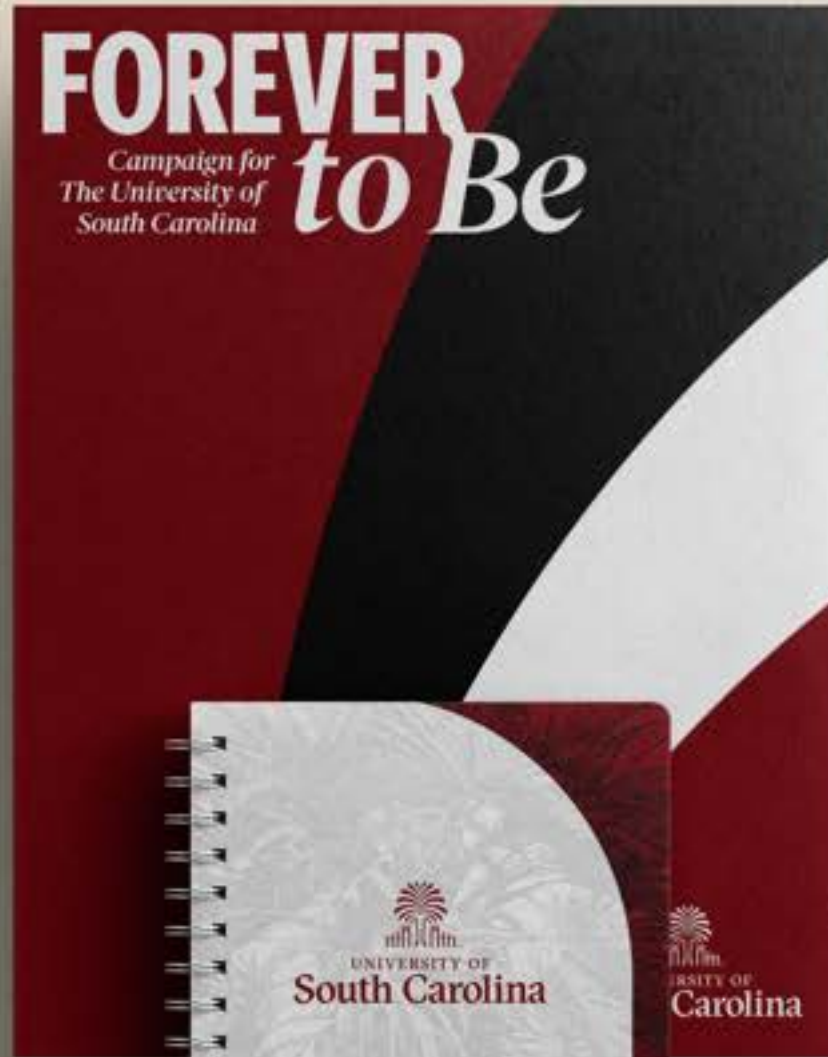
### BUILD AND RENEW CAMPUS SPACES

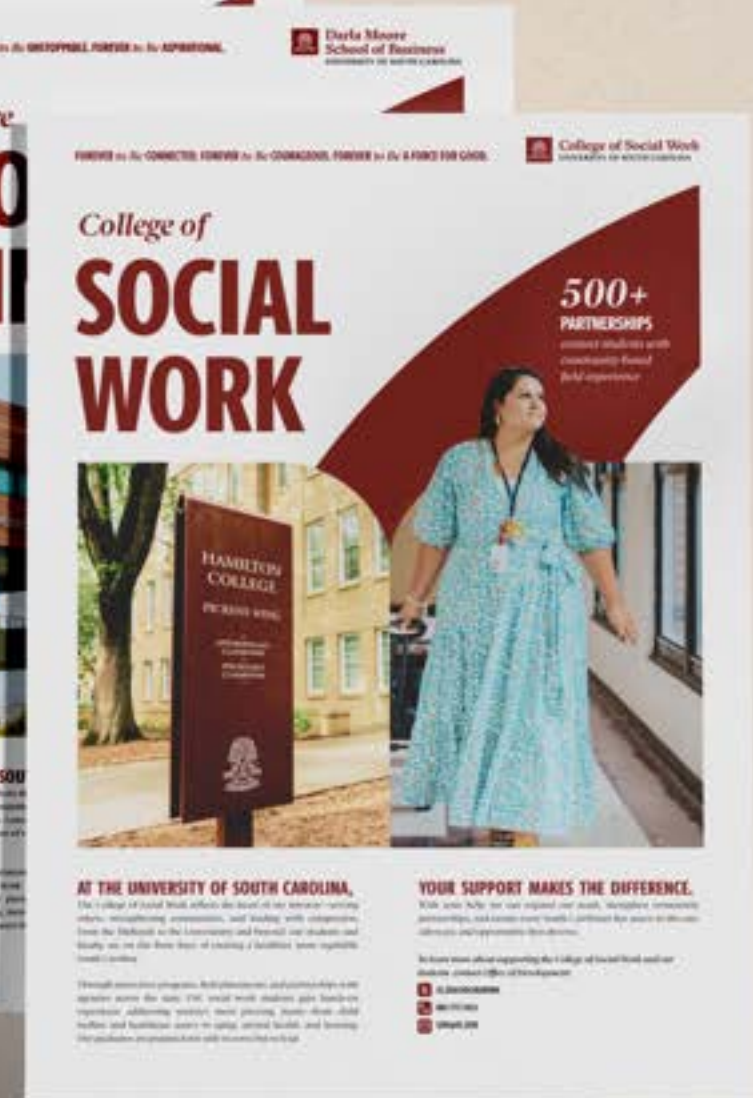
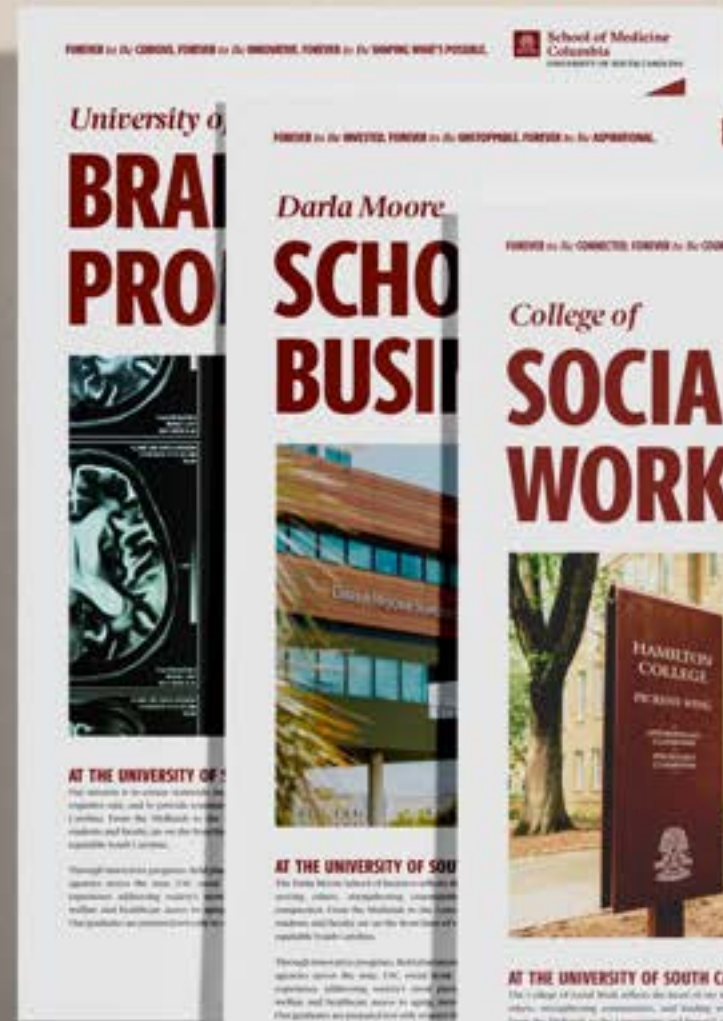
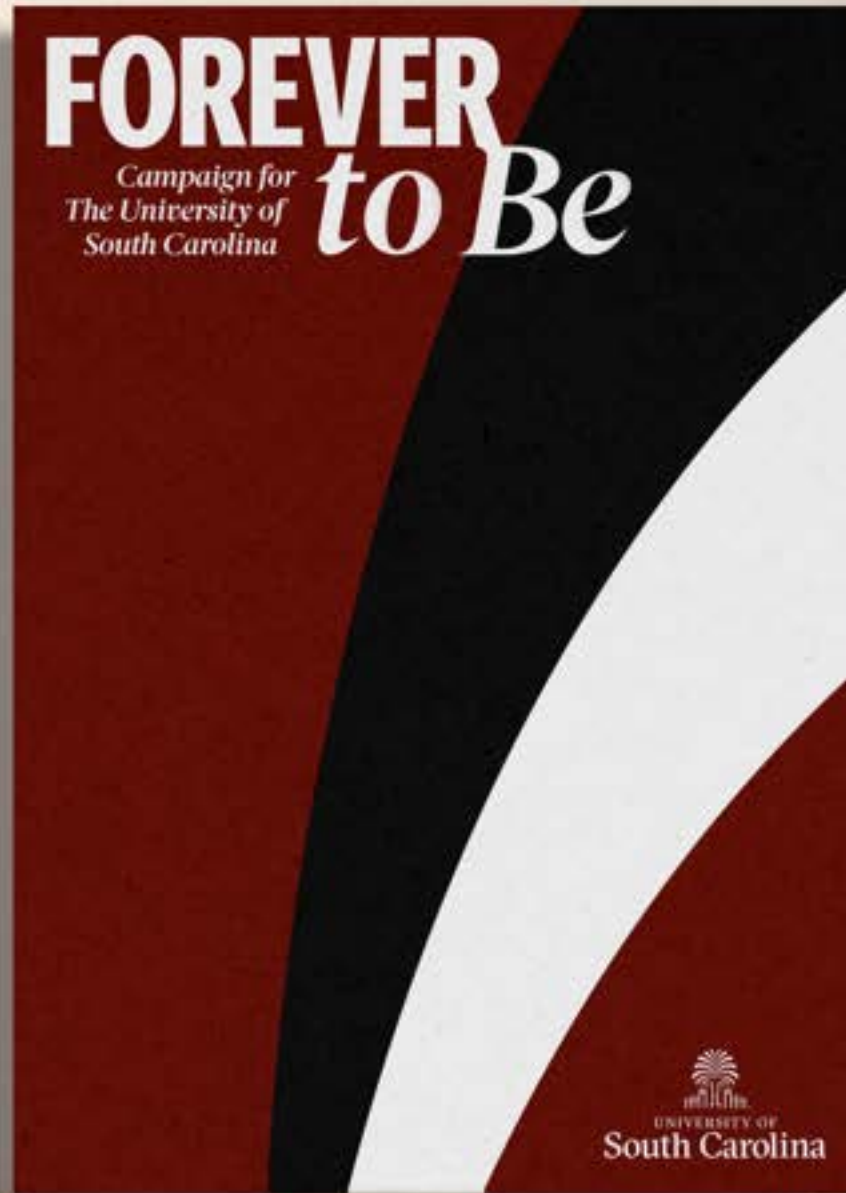
Create modern, inclusive environments that inspire learning, collaboration, and community connection.

# FOREVER *to Be*

Campaign for  
The University of  
South Carolina








FEBRUARY 4, 2026

# FOREVER

Campaign for  
The University of  
South Carolina

# to Be



UNIVERSITY OF  
South Carolina

PREPARED FOR CONVERSATIONS WITH USC SUPPORTERS



## WHY *this* CAMPAIGN MATTERS




**FOREVER IS *for* EVERYONE.**

USC plays a vital role across South Carolina — educating future leaders, improving health outcomes, strengthening communities, and fueling economic growth.

SCAN TO READ OUR STORIES OF IMPACT 

FEBRUARY 2026



## SHAPING SOUTH CAROLINA *and* BEYOND

**65%**  
of students are South Carolina residents

**\$20B**  
Annual statewide economic impact

**1 in 8**  
South Carolina teachers is a USC graduate

FEBRUARY 2026



## WHAT WE'LL TALK ABOUT



- You and USC*
- The Vision: Forever to Be*
- Key Areas of Impact*
- A Future We Can Build Together*
- Invitation to Get Involved*

FEBRUARY 2026



## YOUR ROLE IN WHAT'S *FOREVER to Be*

Your support shapes who we become — as a university and as a state. Join us in building a future defined by opportunity, purpose, and lasting impact.

LET'S TALK ABOUT THE IMPACT WE CAN MAKE TOGETHER.

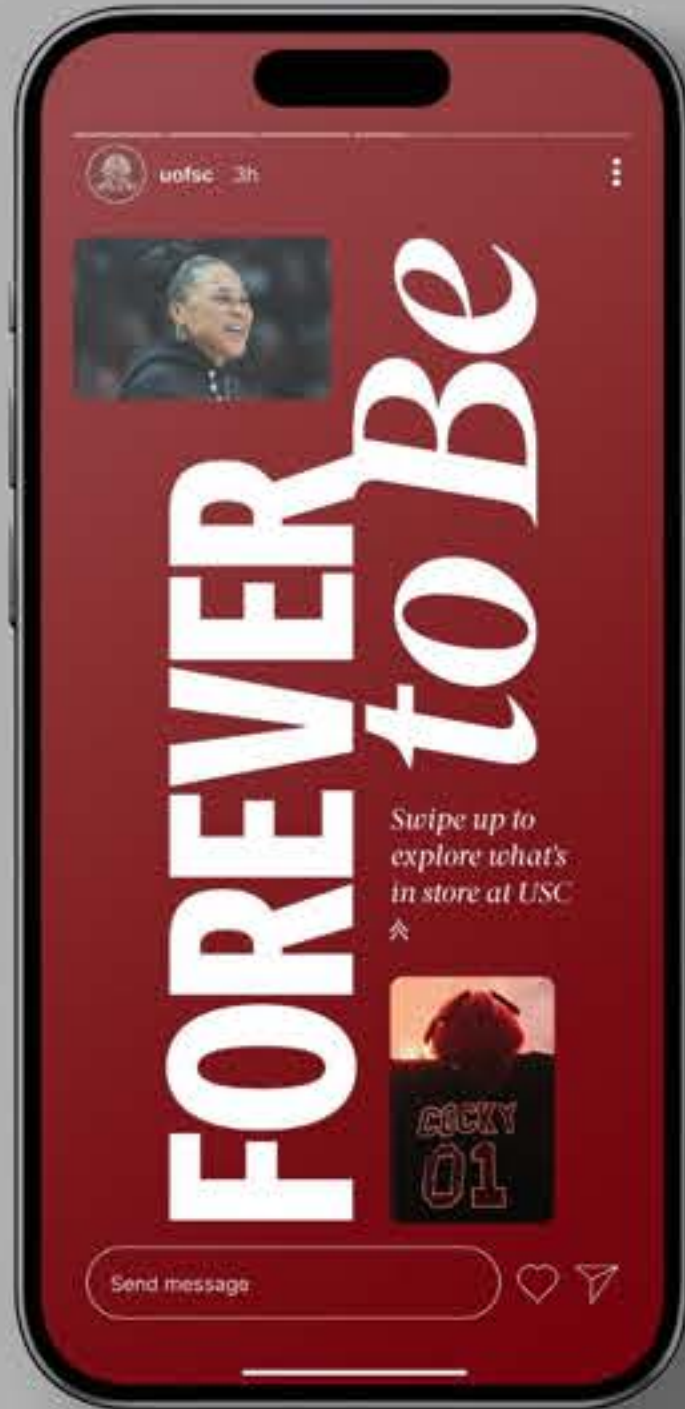


FEBRUARY 2026

# FOREVER *to* IMAGINE

FOREVER *to Be*





 Coach Dawn Staley embodies the spirit of leadership and excellence that defines USC.

**FOREVER**  
*to Be*  
**FEARLESS**



 Cocky fires up the crowd during USC's beloved Tiger Burn tradition.

**FOREVER**  
*to Be*  
**CONFIDENT**



 Alumna Linda Carter, former USC twirler, returns to the field where her journey began.

**FOREVER**  
*to Be*  
**PROUD**



# FOREVER, *for* EVERYONE



FOREVER *to Be*



**FOREVER  
SHAPING  
*shared*  
PATHS** →

**FOREVER to Be**

  
UNIVERSITY OF  
**South Carolina**







PROFESSIONAL SWAG





# FOREVER

*Campaign for  
The University of  
South Carolina*

# *to Be*

*For full University of South Carolina brand identity details, please  
reference the [USC Communications and Marketing Brand Toolbox](#).*



UNIVERSITY OF  
**South Carolina**