



The University of South Carolina

Current Revision Date: 01/17/24

Established: 1801

Location: Columbia, SC

Mascot: Gamecocks

Mascot Name: Cockey

Conference: SEC (Southeastern Conference)

Verbiage

University of South Carolina®
Gamecocks®
Gamecock®
South Carolina Gamecocks™
Fighting Gamecocks™
*Cocks®
Cockey™

Williams-Brice Stadium™
*USC™
University of South Carolina - School of Medicine™
Forever to Thee™
Spurs Up®
Carolina™

*See Additional Pertinent Information for guidelines on use

NOTE: When setting type, ITC Machine is preferred font. Set horizontal scale to 125% and letter space to compliment spirit marks

Garnet

PANTONE 202 C

MADEIRA Rayon: 1182
MADEIRA Polyneon: 1981

Black

PANTONE Process Black C

MADEIRA Rayon: 1000 | Polyneon: 1800

White

White

MADEIRA Rayon: 1001 | Polyneon: 1801

Yellow (mascot only)

PANTONE 116 C

MADEIRA Rayon: 1172
MADEIRA Polyneon: ####

Approved University colors or the *PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.

Athletic Marks

Primary Marks



For use on white backgrounds only



For use on backgrounds other than white



Secondary Marks



Baseball Marks



Helmet Mark



Helmet Stripes





Institutional Marks

Primary Marks



Secondary Marks



Spirit Marks



Emblem



ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale (reviewed on a case-by-case basis)
- No alterations or overlaying graphics to seal permitted
- University licenses consumables (must have expiration date on packaging)
- University licenses health and beauty products
- University permits numbers on products for resale
- Cross licensing with other marks may be permitted with an additional agreement

- No use of current players' name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks
- The use of the term "Cocks" on University of South Carolina product designs requires a special license type
- The use of the term "Cocks" requires the use of another University of South Carolina logo or word mark on the design
- The use of the term "Cocks" by itself is strictly prohibited
- "USC" must be accompanied by the full verbiage "University of South Carolina" where possible
- "SC" must be used in conjunction with another University mark.