The University of South Carolina

Current Revision Date: 01/17/24

Established: 1801 **Location:** Columbia, SC **Mascot:** Gamecocks

Mascot Name: Cocky **Conference:** SEC (Southeastern Conference)

Verbiage

University of South Carolina®
Gamecocks®
Gamecock®
South Carolina Gamecocks™
Fighting Gamecocks™
*Cocks®
Cocky™
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	Black	White	Yellow (mascot only)
PANTONE 202 C MADEIRA Rayon: 1182 MADEIRA Polyneon: 1981	**PANTONE Process Black C** MADEIRA Rayon: 1000 | Polyneon: 1800	**White** MADEIRA Rayon: 1001 | Polyneon: 1801	**PANTONE 116 C** MADEIRA Rayon: 1172 MADEIRA Polyneon: ####

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Athletic Marks

Primary Marks

1



For use on white backgrounds only

2



For use on backgrounds other than white

3



4



5



6



7



Secondary Marks

8



9



Baseball Marks

10



11



12



13



Helmet Mark

14



Helmet Stripes

15



16



17



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Insitutional Marks

Primary Marks

18



19



20



21



Secondary Marks

22



23



24



25



Spirit Marks

26



27



28



Emblem

29



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 stictly 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.

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