










PRIMARY MARKS			
 1 For white or light backgrounds.	 2 For garnet/black/dark backgrounds.	 3 For black and white use.	 4 For black and white use.
GAMECOCK MARKS		HELMET MARK	
 5 For white or light backgrounds.	 6 For garnet/black/dark backgrounds.	 7	
PRIMARY ATHLETIC SPIRIT MARKS			
Spirit marks 8-14 are available with the Block C, with the Gamecock, and as type only on white, black, and garnet backgrounds.			
 8		 9	
 10		 11	

COLOR INFORMATION		
You must use the approved university colors or the *PANTONE® colors listed on this page. The colors on this page are not intended to match the PANTONE color standards. For the PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.		
SCHOOL COLORS	PANTONE COLORS	THREAD COLORS
GARNET	PANTONE 202	MADEIRA RAYON 1182 MADEIRA POLYNEON 1981
BLACK	PANTONE PROCESS BLACK	BLACK
YELLOW (MASCOT MARK ONLY)	PANTONE 116	Licenseses using other threads must ensure a match to the Madeira thread colors
WHITE	WHITE	WHITE
GARNET	BLACK	YELLOW

VERBIAGE	GENERAL INFORMATION
University of South Carolina ® Gamecocks ® Gamecock ® South Carolina Gamecocks™ Carolina™ Carolina Gamecocks™ Fighting Gamecocks™ Cocks ® (see below for guidelines on use)	LOCATION: COLUMBIA, SC MASCOT: GAMECOCKS MASCOT NICKNAME: COCKY
Cocky™ Cock n Fire™ It's The Garnet Way™ The Garnet Army™ Williams-Brice Stadium™ USC™ (see below for guidelines on use) University of South Carolina - School of Medicine™	ESTABLISHED DATE: 1801 CONFERENCE: SOUTHEASTERN CONFERENCE (SEC)

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

SECONDARY ATHLETIC SPIRIT MARKS		SPORT SPECIFIC MARKS		
 12	 13	 14 Available for all sports and "Gamecock Athletics" on white, black, & garnet backgrounds (with Block C logo and as type only). Baseball mark also available with the "SC" logo (17 & 18).		
USC	COCKY	BASEBALL/SOFTBALL	EMBLEM	
 15 See below	 16	 17 For white or light backgrounds. See Below	 18 For white or light backgrounds. See Below	 19
UNIVERSITY ACADEMIC MARKS				
 20	 21	 22	 23	

ADDITIONAL PERTINENT INFORMATION			
	Yes	No	Restrictions
• University emblem permitted on products for resale:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• Alterations to emblem permitted:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____
• Overlaying / intersecting graphics permitted with emblem:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____
• University licenses consumables:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• University licenses health & beauty products:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• University permits numbers on products for resale:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• Mascot caricatures permitted:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• Cross licensing with other marks permitted:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• NO USE of current player's 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" still requires the use of another University of South Carolina logo or word mark on the design.			_____
• The use of "Cocks" by itself is strictly prohibited.			_____
• "USC," if used, must be accompanied by the full verbiage "University of South Carolina" where possible.			_____
• "SC", if used, must be used in conjunction with another University mark.			_____