

University of Southern California



The University of Southern California is one of the nation's leading universities. Greg Thomas Associates (GTA) was engaged to review almost every aspect of the campus brand identity system. He also addressed the brand architecture to align USC's top schools (Marshall, Annenberg) with the overarching University brand identity.

Greg Thomas personally conducted the analysis, brand planning and designs which resulted in new logotype, design system and directed the implementation of the brand across the USC's Transportation, Hospitality (food services), Housing, Bookstore and Trademarks and Licensing. Designs had to embrace the organization's vehicles, marketing communications, corporate applications, and the physical restaurant spaces and venues, uniforms, website, wayfinding and more.

