LAMAR UNIVERSITY®

ATHLETICS BRAND IDENTITY GUIDELINES

CONTACT INFORMATION

The Lamar University® Athletics Brand Identity Manual serves as a guide for Lamar University's® primary and secondary marks. Artwork portrayed in this document is the property of Lamar University® and may not be utilized in any way, without written permission from the University. For questions regarding brand identity and the use of Lamar University® logos, please contact the LU Athletics Department offices at (409) 880-2249.

LU Athletics
Montagne Center
4400 S. Martin Luther King, Jr. Pkwy
P.O. Box 10066
Beaumont, TX 77710

COLORING

Coloring is a vital component in brand identity. The official colors of Lamar University® are Lamar Red and White. In addition to the primary colors, secondary colors of black, gold, and green may be used in supporting the full color logo.

Color		Pantone®	C	M	Y	K	R	G	B
	Lamar Red (Primary) Madeira Rayon: 1147 Madeira Polyneon: 1747	Pantone® 199	0	100	72	0	220	0	50
	White (Primary)	Pantone® White	0	0	0	0	255	255	255
	Black (Secondary)	Pantone® Black	0	0	0	100	0	0	0
	Lamar Gold (Secondary) Madeira Rayon: 1137 Madeira Polyneon: 1763	Pantone® 137	0	35	90	0	252	176	52
	Lamar Green (Secondary) Madeira Rayon: 1248 Madeira Polyneon: 1748	Pantone® 374	24	0	57	0	200	223	142

Pantone® is a registered trademark of Pantone, Inc. The colors shown on this page and throughout this manual are not intended to match the Pantone Color Standards. For the Pantone Color Standards, refer to the current edition of the Pantone Color Formula Guide.

TYPOGRAPHY

The official typeface for Lamar University® Athletics is Lamar Bold. Every effort should be made to utilize Lamar Bold whenever possible. In addition to Lamar Bold, Apex Mk3, Big Noodle Titling, and Bank Gothic may be used for callouts and captions.

PRIMARY FONT

LAMAR BOLD

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

SECONDARY

APEX MK3

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

BANK GOTHIC

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

BIG NOODLE TITLING

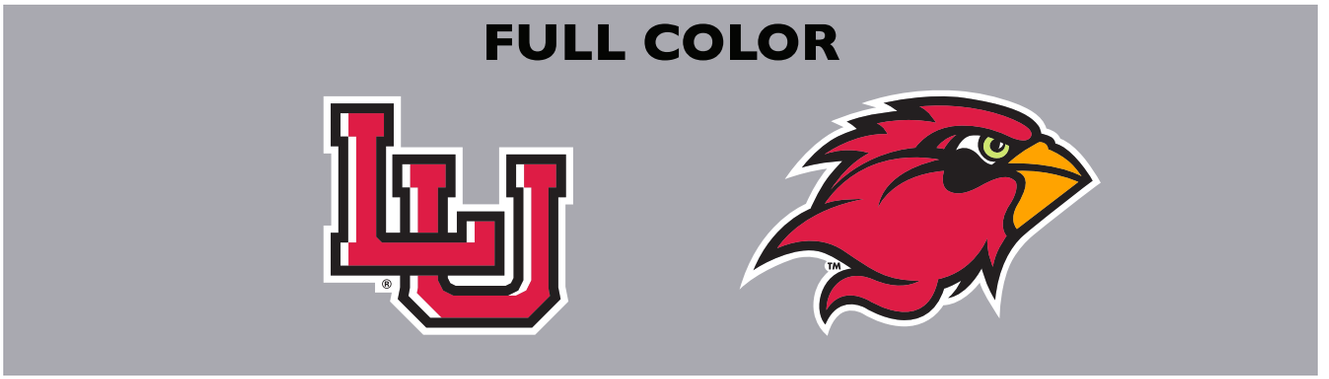
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

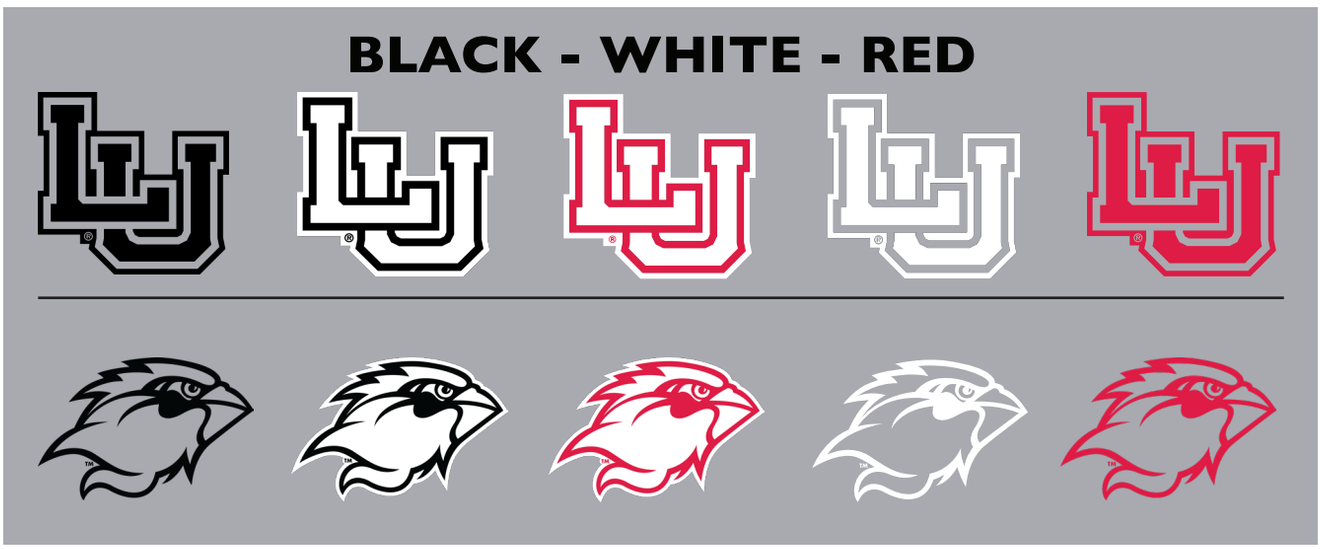
BIG NOODLE TITLING OBLIQUE

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

LOGOS

The Lamar University® Athletics LU logo is the primary representation of the brand and is used as the main identifying mark for LU Athletics. In addition to the primary LU logo, the Cardinal Head logo may also be used, when appropriate. Full color logos should be used whenever possible. However, single and two-color options are also available for both the primary and secondary mark. The logo can only appear as specified in these guidelines. Proper usage is imperative in safeguarding the Lamar University® Athletics brand, creating consistency, and promoting effective recognition. Only the color variations shown in this document may be used. Additionally, the LU and Cardinal Head logos must always be completely visible.

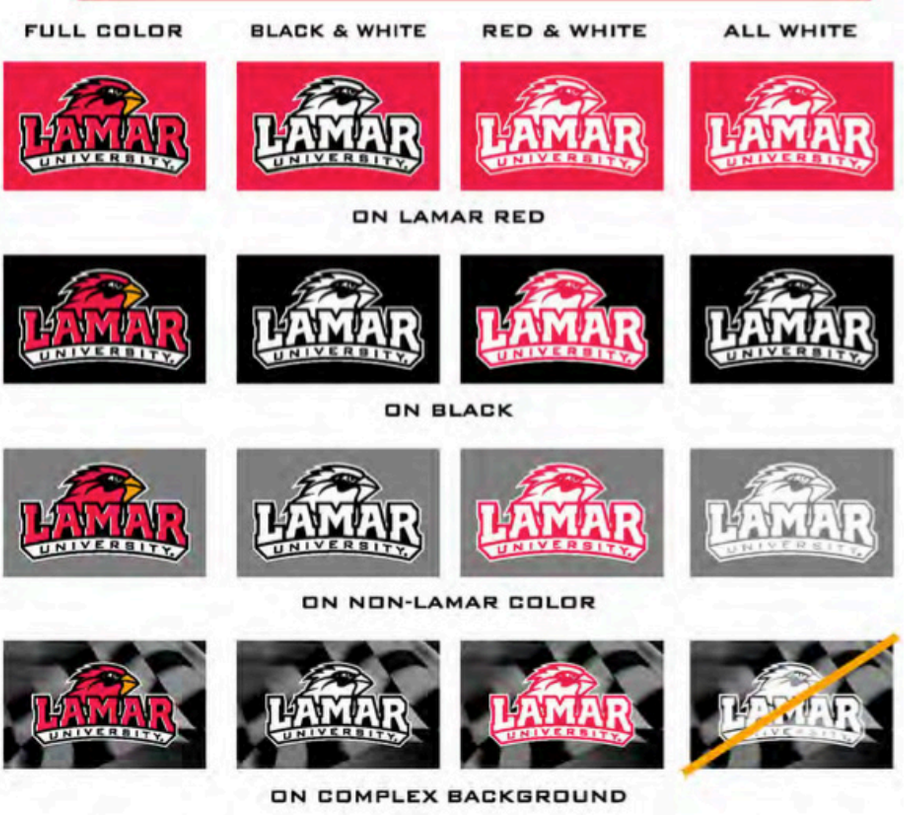




Exceptions

All white logo variations may not be used on all white, light, or complex backgrounds as none of these backgrounds will offer enough contrast for proper recognition. Two-color designs, such as Black & White and Red & White, may not be printed on an all-white background. Single color marks must never be placed on a background of the same color, such as an all red logo on a red color field. The Cardinal Head logo must always face the right.

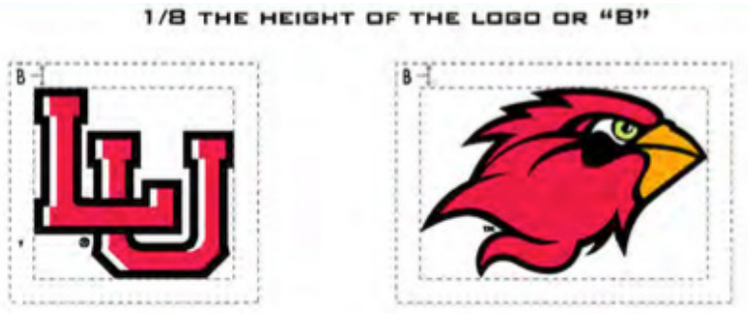
ADDITIONALLY ACCEPTED LOGOS



LOGOS: SAFE ZONES & SUB-TEXT

SAFE ZONES

Safe zones of one fourth of the overall height of the mark have been established and must be honored. This ensures that no other graphical elements interfere with the clarity and integrity of the Lamar University® logos.

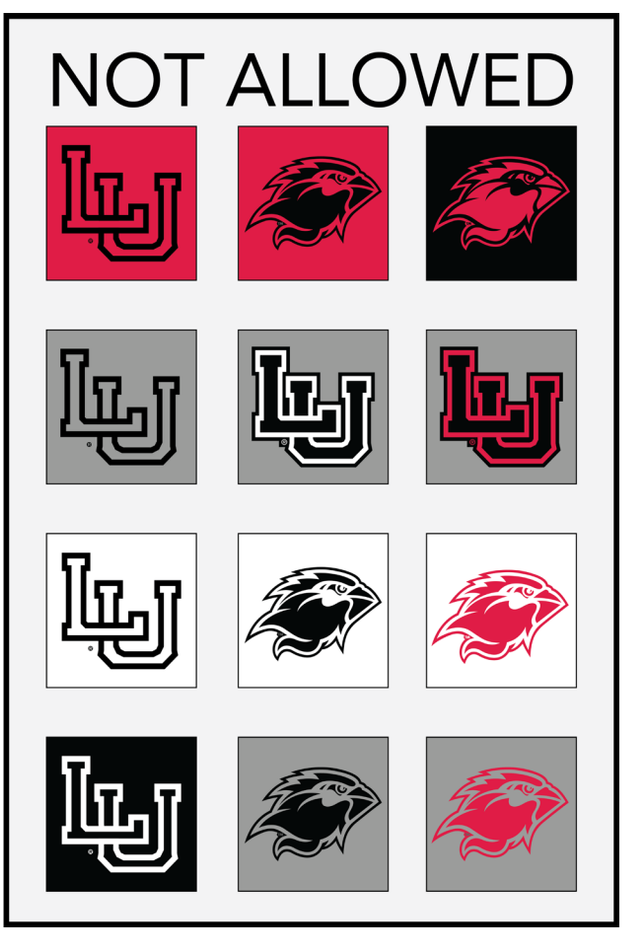


SUB-TEXT

No sub-text is the preferred representation of the LU mark for Lamar University® Athletics. However, if distinction for the sport or department must be made, the LU monogram may be used with the specific sport or department beneath the LU logo. This usage applies to LU Athletics only.

LOGOS: CORRECT & INCORRECT

Correct and incorrect usage examples of the official LU Athletics marks are shown below.



RETAIL APPLICATIONS

Full Color Applications

In a retail design, if the fabric color matches one of the LU Athletics official colors exactly (Lamar Red, Lamar Gold, Lamar Green, White or Black) the fabric can show through in place of printing that color. If the fabric color does not match any official color, then all four official colors must be used to print the mark.

One Color Applications

When using one color marks on apparel, the art may print in all Lamar Red, Lamar Gold, Lamar Green, White or Black as long as there is sufficient contrast with the fabric color. IF the fabric color does not match one of the official colors then the art should be used in all white on a DARK background or in all black on a LIGHT background, unless prior permission is obtained.

Retail Items

- Items produced for resale (e.g. intended to be sold to the public) which bear any Lamar University® Athletics trademark, must be produced by an approved vendor holding a standard license.

- All items produced for retail must strictly adhere to the identity guidelines set forth in this standards manual, including restrictions on allowable color combinations.

- Lamar University® Athletics' trademarks include, "The Cardinal Head", "Lamar University Athletics", "Lamar University Cardinals", "LU", and "LU Cardinals." A ® should appear next to "University" when it is spelled out and part of a design.

- Lamar University® Athletics shall have the right to disallow the production of any promotional item deemed inappropriate.