



LAMAR UNIVERSITY

MEMBER THE TEXAS STATE UNIVERSITY SYSTEM™

VISUAL STANDARDS MANUAL

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WHY IS A CONSISTENT LU VISUAL IDENTITY IMPORTANT?

The Lamar University Visual Standards Manual is a resource for all members of the Lamar University community and the vendors who work with the university. It is designed to ensure consistent and appropriate use of Lamar University's logo and associated marks.

Consistency is the number one factor for developing a successful brand identity. Lamar University's logo and wordmarks are part of the Lamar University brand. For that graphic identity to retain its meaning and recognizability, the guidelines in this visual standards manual must be adhered to completely and apply to both printed and electronic forms of the Lamar University visual identity.

The Lamar University academic and administrative programs may be co-branded with Lamar University Athletics marks. University policy dictates that all printed and electronic material intended for external audiences must be developed and produced under the guidance of Lamar University Office of Marketing Communications. For additional information or further clarification of the university's visual standards, please contact the Office of Marketing Communications at (409) 880-7395.

The guidelines included in this manual represent official University policy related to any and all graphic representation of Lamar University and its programs.



Use of the logo must not deviate from the guidelines in this manual. Any visual effects applied to the logo in print, video or web mediums must be submitted to the Office of Marketing Communications, (409) 880-7395, for approval.

EQUAL OPPORTUNITY STATEMENT AND AFFILIATION REQUIREMENTS

EQUAL OPPORTUNITY STATEMENT

One of these forms must appear on all printed and advertising materials.

► **COMPLETE STATEMENT**

Lamar University is an equal opportunity/affirmative action institution and employer. Students, faculty and staff members are selected without regard to their race, color, creed, sex or national origin, consistent with the Assurance of Compliance with Title VI of the Civil Rights Act of 1964; Executive Order 11246 as issued and amended; Title IX of the Education Amendments of 1972, as amended; Section 504 of the Rehabilitation Act of 1973. Inquiries concerning application of these regulations may be referred to the Office of the President.

► **SHORT FORM FOR USE WHEN SPACE IS LIMITED**

Lamar University is an equal opportunity/affirmative action educational institution.

ACCREDITATION STATEMENT

The following accreditation statement must appear on the Lamar University website:

Lamar University is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award degrees at the associate, baccalaureate, master's and doctoral levels. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia, 30033-4097, or call (404) 679-4500 for questions about the accreditation of Lamar University. In addition, Lamar University is approved by the Texas Education Agency.

REGENTS LIST REQUIREMENT

Magazines, books, newsletters, annuals and similar publications must include the names and home cities of current regents and the chancellor.

THE LAMAR UNIVERSITY STAR LOGO

THE LAMAR UNIVERSITY STAR LOGO

- Any use of the logo alone without the accompanying wordmark or signature requires approval by the Office of Marketing Communications, (409) 880-7395. The logo may be used as a graphic element alone only when the logo signature with the Lamar University wordmark also appears on print or digital materials.
- The logo repeats the LU monogram to shape a star, representative of the phrase, “...you’ll always be our guiding star...” from the Alma Mater. The lone star also supports the university’s status as a member of The Texas State University System.

IDEAL FOR

- Almost all applications
- All print applications
- Engraving or embossing
- Embroidery

NOT RECOMMENDED FOR

- Where name recognition is desired

- The logo should not be reproduced less than 1/2 inch in size at its greatest width. The logo may be blind embossed or printed in Lamar Red, Black or White on backgrounds that are darker than the equivalent of 50% black.
- If material is printed in black and one additional color—other than red—then the logo and signature should be printed in black or reversed.
- All merchandise that includes the Lamar University name or logos must be approved through the LU Licensing and Trademark Office, in the Office of Marketing Communications, prior to submitting artwork or design to vendors for production. All Lamar University branded merchandise must be produced by an officially licensed vendor. The list of officially licensed vendors is available at lamar.edu/licensing/vendors.



THE SYSTEM SIGNATURE

THE TEXAS STATE UNIVERSITY SYSTEM SIGNATURE

- The complete signature of the university reflects LU's membership in The Texas State University System and must appear on off-campus signage, in advertisements and be the first identifier of Lamar University in all printed documents.

IDEAL FOR

- The cover of all publications
- Formal print applications
- Where system recognition is required

NOT RECOMMENDED FOR

- Small online usage
- Merchandising
- Other small applications

- The system signature must appear as the first identifier of Lamar University in all official printed documents (including but not limited to letterhead, e-mail letterhead, electronic/Internet web sites, publications and reports, catalogs, handbooks and master plans) and on off-campus signage and advertisements. Magazines, books, newsletters, annuals and similar publications must include the names and home cities of current regents and the chancellor.
- The star logo should not be reproduced less than 1/2 inch in size at its greatest width. The logo may be blind embossed or printed in LU Red (see page 9), Black or White on backgrounds that are darker than the equivalent of 50% black.
- If material is printed in black and one additional color—other than red—then the logo and signature should be printed in black or reversed.
- **There should never be a deviation from the proportions and layouts shown here.** Please address questions to the Office Of Marketing Communications, (409) 880-7395.



STATEMENT AND TSUS AFFILIATION REQUIREMENTS

TSUS AFFILIATION STATEMENT

All official printed documents (including, by way of example only, letterhead, email letterhead, websites, publications and reports, catalogs, handbooks and campus master plans) created, maintained or circulated by Lamar University, shall prominently state that the component is a member of The Texas State University System.

The primary configuration must appear on the front or cover of all published documents produced by Lamar University. Exception: When using an artist's work on the cover, the primary configuration may be included on the back of announcements and promotions, postcards, greeting cards, internal note cards, invitations and calendars. Additionally, the primary configuration must appear on the first page (in addition to the front or cover) of all component institution documents and publications that contain more than six pages.

IDENTIFICATION OF REGENTS AND CHANCELLOR

Magazines, books, newsletters, annuals and similar publications shall include the names and home cities of current regents and of the chancellor.

FORMAT

Placement of system affiliation shall appear prominently on a single line on the cover and the first page of all such documents and publications.

OFF-CAMPUS SIGNAGE AND ADVERTISEMENTS

All types of external advertisements and signage in which Lamar University's name appears shall clearly display the primary configuration. If needed to accommodate publication design, the secondary configuration may be used as an alternative to the primary configuration.

PRIMARY TSUS MEMBER INSTITUTION LOGOMARK—PRIMARY CONFIGURATION

MEMBER THE TEXAS STATE UNIVERSITY SYSTEM™

MEMBER
THE TEXAS
STATE UNIVERSITY
SYSTEM™

PRIMARY TSUS MEMBER INSTITUTION LOGOMARK—SECONDARY CONFIGURATION

MEMBER THE TEXAS  STATE UNIVERSITY SYSTEM™

 MEMBER
THE TEXAS
STATE UNIVERSITY
SYSTEM™

USING THE LAMAR UNIVERSITY TAGLINE

TAGLINE

• The tagline is a secondary graphic element used to communicate Lamar University's marketing message in conjunction with our identity. The tagline should be included in all print publications and in web and broadcast imagery, but it is not to be used as a logo. Approved arrangements are shown here and are available from the Office of Marketing Communications, (409) 880-7395.

- Must be secondary (less prominent) to the LU logo
- May be used only in the presence of the LU logo
- Cannot be treated as a logo by appending with text
- Cannot be used on letterhead or other stationery in any form
- Must adhere to guidelines set forth in the University Visual Standards Manual

YOUR
Moment
IS HERE



USING THE LAMAR UNIVERSITY SEAL

THE LAMAR UNIVERSITY SEAL

- The design of the formal, traditional seal emphasizes Lamar University's relationship with the State of Texas. The torch of learning represents the quest for truth and knowledge. The shield symbolizes the defense of truth and the right of all to seek the truth, thereby gaining the victor's laurel leaves. The concentric circles signify the continuing and unbroken mission of the university and the constant renewal of the educational process.
- The Lamar University seal is to be used only for official business of the university. It is designed to function as a stamp of validation and not as a logo.

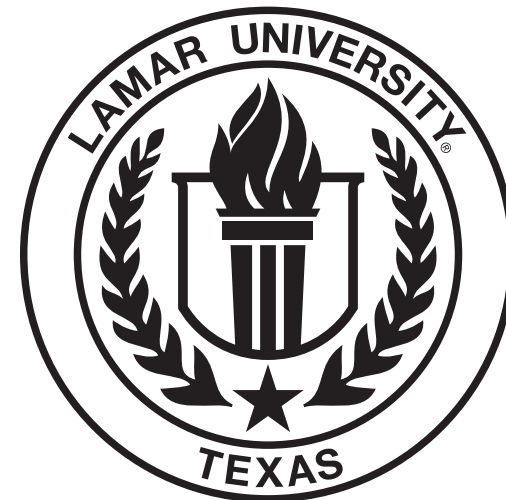
APPROVED USAGE

- Special resolutions
- Diplomas
- Commencement-related items
- Official publications
 - Letters of certification
 - Transcripts
 - Grant applications
 - Course catalogs
- Academic certificates
- Legal documents
- Pre-approved gifts (*not for resale*)

NON-APPROVED USAGE

- Stationery or forms
- Business cards
- Random program publications
- Ads (print, web, television)
- Signage
- Materials that publicize a facility, event or service
- PowerPoint presentations
- Merchandise available for sale
- Web sites
- Videos
- Printed material: brochures, magazines or newsletters, etc.

- The seal should never be reproduced less than 1/2 inch in diameter. The logo may be blind embossed or printed in LU Red, Black or White on backgrounds that are darker than the equivalent of 50% black.



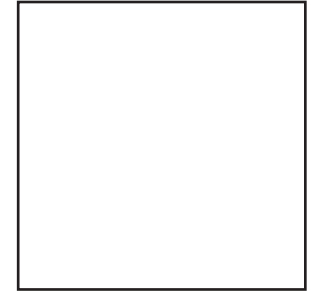
OFFICIAL LAMAR UNIVERSITY COLORS

PRIMARY IDENTITY COLORS

- The colors on the right are the official colors for Lamar University: LU Red and White.
- For print applications, specify a Pantone® color or process equivalent.
- For computer-related use, refer to the RGB equivalent.
- For embroidery applications, specify a Madeira© Rayon or Polyneon color.



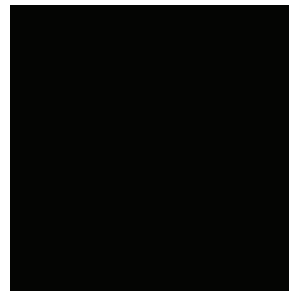
LU RED
USE *PANTONE® 199
HEX DC0031
(CMYK: 7C - 100M - 85Y - 1K)
(RGB: 220R - 0G - 49B)
(MADEIRA® RAYON: 1147)
(MADEIRA® POLYNEON: 1747)



WHITE

SECONDARY IDENTITY COLORS

- LU Gold may only be used as an accent with LU Red and White. Its use should always be minimal.
- The use of LU Green is only permissible when utilizing the full-color versions of Athletic Logos.



BLACK



LU GOLD
USE *PANTONE® 137
HEX FFA300
(CMYK: 0C - 35M - 90Y - 0K)
(RGB: 252R - 176G - 52B)
(MADEIRA® RAYON: 1137)
(MADEIRA® POLYNEON: 1763)



LU GREEN
USE *PANTONE® 374
HEX C5E86C
(CMYK: 24C - 0M - 57Y - 0K)
(RGB: 200R - 223G - 142B)
(MADEIRA® RAYON: 1248)
(MADEIRA® POLYNEON: 1748)

*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.

MADEIRA© is a registered trademark of Madeira USA, Ltd.

USING OFFICIAL UNIVERSITY COLORS

COLOR VARIATIONS

- Make sure you only use the official school colors. The institutional set of logos should only be represented in LU Red, White and Black.
- LU Gold and LU Green are used with the athletics mascot graphics.
- The Lamar University logo is printed in LU Red and Black. LU Red may be reproduced in one ink color—called spot color—or by using four-color process printing, which uses a mixture of cyan, magenta, yellow and black.



ONE-COLOR AND REVERSE VARIATIONS

- It is greatly preferred that the two-color logo be used whenever possible. If two colors are not available in the production process, the Lamar University logo should only be reproduced using LU Red, Black or White (reverse) on backgrounds that are darker than the equivalent of 50% black.



NOTE:

- Four-Color Process Printing should not be confused with “four-color printing,” which can consist of any four solid colors. “Process” printing uses a mixture of only cyan, magenta, yellow and black.



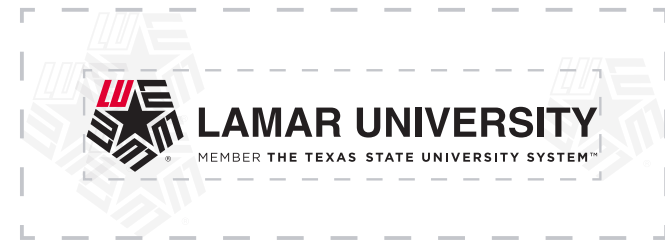
LOGO ARTWORK SAFE ZONES

LOGO ARTWORK SAFE ZONES

All Lamar University logos have an established safe zone.

- The safe zone is intended to maintain the logo's integrity and avoid visual confusion. No other type of graphic element (including folds, trims or edges) should fall within the minimum clear zones shown.
- The safe zone for Lamar University logos is equal to one-half of the width of the Lamar University star logo, measured from outer left point to outer right point.

1/2 the width of LU star



MINIMUM SIZES

LOGO ARTWORK MINIMUM SIZES

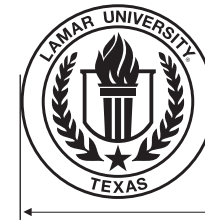
- Each of the Lamar University logos has a minimum allowable size. In order to ensure clear reproduction and legibility, the marks may not be used any smaller than the sizes shown on this page. The art should be used at these minimum sizes only when necessary. It is preferred that they be used larger than shown on this page.
- Vector files, or files with an .EPS extension, are to be used if the logo is needed for large-scale production.



HORIZONTAL LOGO SIGNATURE
 Minimum size: 2" horizontally
 Minimum size if reversed: 2 3/4" horizontally



HORIZONTAL SYSTEM SIGNATURE
 Minimum size: 2 1/2" horizontally
 Minimum size if reversed: 2 3/4" horizontally

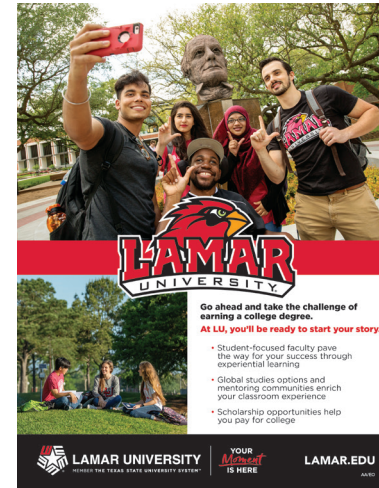


SEAL
 Minimum size: 1" diameter
 Minimum size if reversed: 1 1/4" diameter

LOGO PLACEMENT

PLACEMENT

- Place the logo in a “quiet” location. It’s usually best to keep the logo at a more reserved size.



Example of good placement on printed piece



Example of poor placement on printed piece

IDENTITY TYPEFACE

LAMAR UNIVERSITY TYPEFACES

- Lamar University’s visual identity includes two typefaces that complement the logos.
- The first is **Helvetica**, which is used in bold for the university’s name in the seal and the logo. It is to be used for display applications and primary identification, such as directional signs.
- The second typeface is **Garamond Premier Pro**, which is the face used with the logo signature with type variations.
- These typefaces must be used in order to create a consistent image for our university. Copy for stationery, diplomas, catalogs, decals, programs, etc., should be printed in Helvetica and Garamond, available from online sources.

HELVETICA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!\$&()%?-.:;,

GARAMOND PREMIER PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!\$&()0%?-.:;,

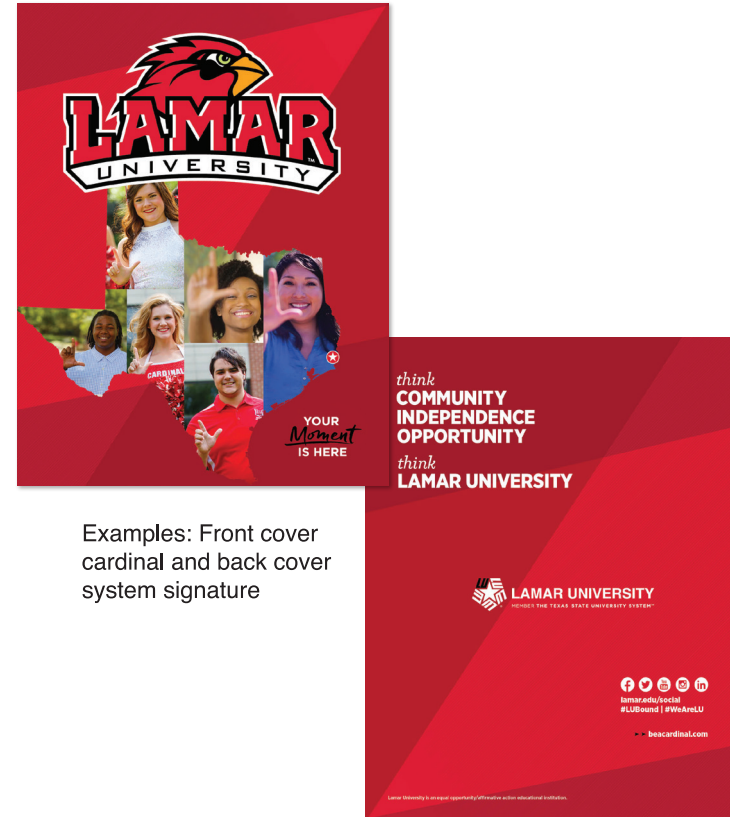
USING THE LAMAR UNIVERSITY LOGO – APPLICATIONS

BROCHURES

- The logo was designed with various usages in mind. The logo should appear in all university publications, whether print or electronic. It may also be used as identification on promotional items. Here are a few examples of how you might apply the logo.
- The system signature must appear on all official printed documents (including but not limited to letterhead, email letterhead, electronic/Internet websites, publications and reports, catalogs, handbooks and master plans) and on off-campus signage and advertisements. Magazines, books, newsletters, annuals and similar publications must include the names and home cities of current regents and the chancellor.

EQUAL OPPORTUNITY STATEMENT

- The complete text of the system's official policy on equal opportunity at the university should be included in all academic bulletins as well as publications that describe or explain in detail university policies, academic programs, activities or facilities or deal with the recruitment of students or employees. (See page 2 of this manual.)



Examples: Front cover
cardinal and back cover
system signature

USING THE LAMAR UNIVERSITY LOGO – APPLICATIONS

MERCHANDISE LICENSING

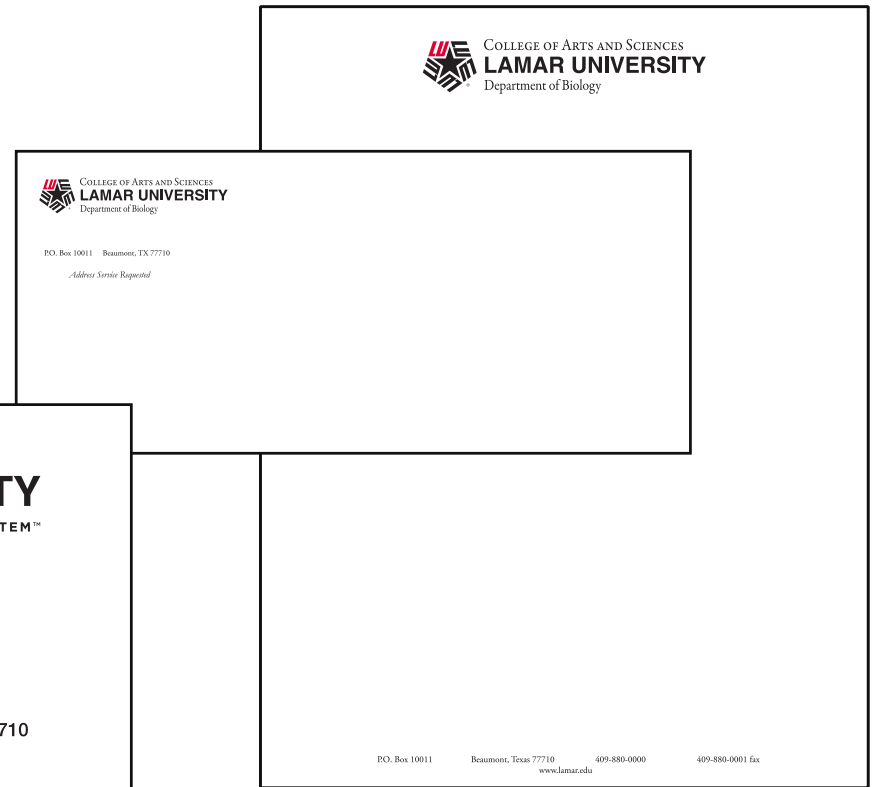
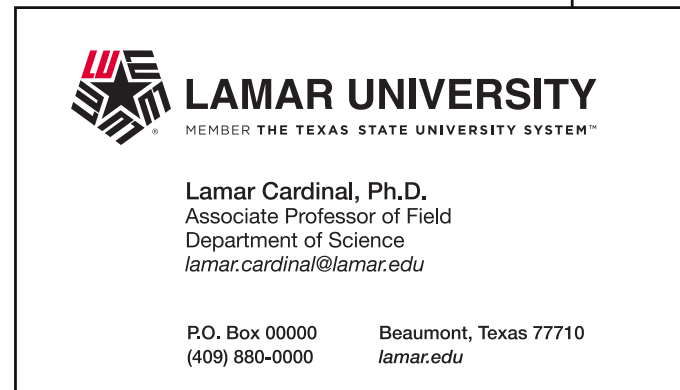
- All merchandise that includes the Lamar University name or logos must be approved through the Licensing and Trademark Office, in the Lamar University Office of Marketing Communications, prior to submitting artwork or design to vendors for production. All Lamar University branded merchandise must be produced by an officially licensed vendor. The list of officially licensed vendors is available at lamar.edu/licensing/vendors.
- All merchandise or large print that includes the Lamar University name or LU must also have the registration mark.
- For any merchandise licensing questions, contact the Licensing and Trademark Office at (409) 880-7395 or visit lamar.edu/licensing.



USING THE LAMAR UNIVERSITY LOGO – APPLICATIONS

OFFICE FORMS

- Lamar University stationery must follow the standard, approved format as pictured. Vendors may not deviate for this standard format. Questions may be directed to the Office of Marketing Communications, (409) 880-7395.
- Stationery, business cards, memo forms, fax cover sheets, message pads, etc., are available from Kirksey's Sprint Printing, (409) 899-1771.



LOGO CUSTOMIZED

- The layout options for the university wordmarks with type are shown here. Additional type is always set in Garamond Premier Pro.
- Call the Office of Marketing Communications, (409) 880-7395, to have a logo tailored with your department or college name.



USING THE LAMAR UNIVERSITY LOGO – CENTERS AND PROGRAMS

CENTERS AND PROGRAMS

- The graphic identity of each university-based center and program shall adhere to the guidelines set forth in the LU Visual Standards Manual. Logos for all new and existing university-based centers and programs must be created by the Office of Marketing Communications prior to use. University-based centers and programs should contact the Office of Marketing Communications, (409) 880-7395, for assistance in creating a compliant mark, which will be based on the university's graphic identity.



COLLEGE OF ARTS AND SCIENCES

LAMAR UNIVERSITY

Department of English & Modern Languages



COLLEGE OF BUSINESS

LAMAR UNIVERSITY

Small Business Development Center



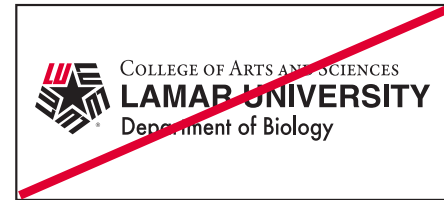
ONLINE PROGRAMS

LAMAR UNIVERSITY

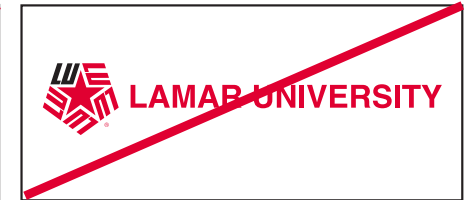
USING THE LAMAR UNIVERSITY LOGO – IDENTITY VIOLATIONS

EXAMPLES OF UNACCEPTABLE USES

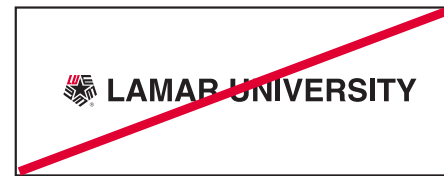
- For LU to maintain the design integrity of its identity marks and maximize each mark's effectiveness as an identifier, it is mandatory that all marks be applied as indicated in this manual without modification.
- Think of the logos as clear identifiers, not artwork to be manipulated or displayed in an unusual manner. Following these guides will ensure that the university's image will be consistent, cohesive and memorable.
- Use the logo artwork as is. Don't combine with other artwork (even the athletic logos). Do not change the typeface of the logo.



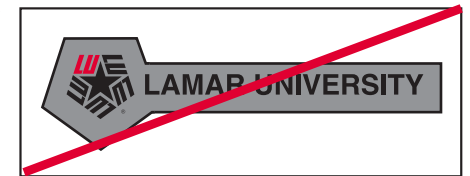
Never try to create a tailored logo using different typefaces



Never switch colors of LU marks



Never resize elements in LU marks



Never add to LU marks



Never rearrange parts of LU marks



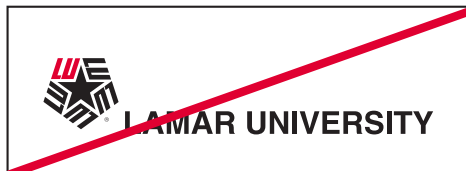
Never change typefaces in LU marks



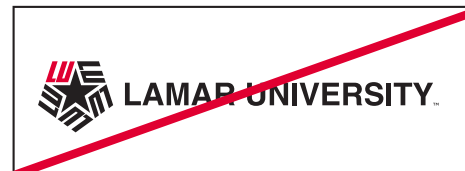
Never combine LU marks



Never stretch, squeeze or skew LU marks



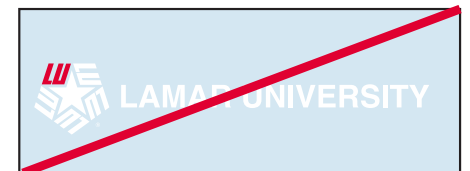
Never realign or reposition parts of LU marks



Never use a logo without the ® registered mark



Never make LU marks difficult to see



Never reverse LU marks out of a light background

LICENSING

PROMOTIONAL ITEMS

- Items intended for promotional purposes, which bear any Lamar University mark, must be produced by an approved vendor holding a standard or restricted license (see lamar.edu/licensing for licensee information). Examples include, but are not limited to, departmental shirts, coffee mugs, keychains, sport mini-balls, towels, etc.

RETAIL ITEMS

- Items produced for resale (e.g., to be sold to the public), which bear any Lamar University mark, must be produced by an approved vendor holding a standard or license (see lamar.edu/licensing for licensee information).
- These items must strictly adhere to the identity guidelines set forth in this standards manual.
- Lamar University shall have the right to disallow the production of any promotional item deemed inappropriate.

LAMAR UNIVERSITY LOGOS NON-COMMERCIAL PURPOSES

For additional information regarding the use of Lamar University non-athletics logos, and for advice on and approvals for their use in non-commercial purposes, please contact:

Office of Marketing Communications
(409) 880-7395

Contact us for:

- Questions about university visual identity standards
- Permission to use the university identity marks
- Production and/or approval of LU communications
- Digital logo files including departmental logos

For athletics logos, please refer to the Athletics Visual Standards Manual.

LAMAR UNIVERSITY TRADEMARKS COMMERCIAL PURPOSES

For obtaining a license for use of Lamar University trademarks by external organizations for commercial purposes, please contact:

Chelcie Abajian
Learfield Licensing
(317) 669-0806
cabajian@learfieldlicensing.com

