



UNIVERSITY VISUAL STANDARDS MANUAL



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THE IMPORTANCE OF A CONSISTENT VISUAL IDENTITY

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

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. Please give your close attention to the mandatory usage guidelines presented in this manual. The guidelines apply to both printed and electronic forms of the Lamar University visual identity. For that graphic identity to retain its power and meaning, the guidelines in this visual standards manual must be adhered to faithfully.

The Lamar University academic or administrative programs may be co-branded with the restricted Lamar University Athletics marks only with written permission from the Director of Intercollegiate Athletics or his or her designate. Contact the Intercollegiate Office of Development and Marketing for more information.

University policy dictates that all printed and electronic material intended for external audiences must be developed and produced under the guidance of Lamar University Public Relations. For additional information or further clarification of the University's visual standards, please contact Public Relations at (409) 880-8396.

EQUAL OPPORTUNITY STATEMENT

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

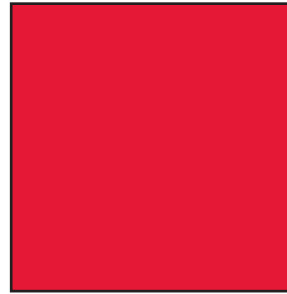
Lamar University is an equal opportunity/affirmative action educational institution.



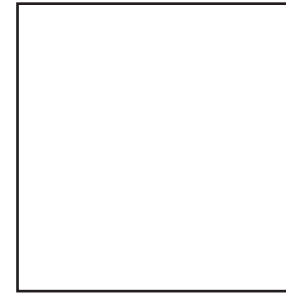
OFFICIAL LAMAR UNIVERSITY COLORS

PRIMARY IDENTITY COLORS

- Color is one of the most important elements of the Lamar University identity standards.
- The colors on the right are the official colors for Lamar University Athletics.
- 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.



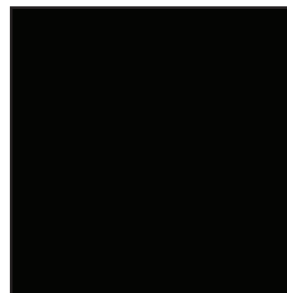
LAMAR RED
 USE *PANTONE® 186
 (CMYK: 0C - 100M - 81Y - 4K)
 (RGB: 227R - 25G - 55B)
 (MADEIRA© RAYON: 1147)
 (MADEIRA© POLYNEON: 1747)



WHITE

SECONDARY IDENTITY COLORS

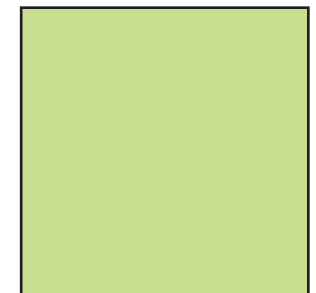
- In addition to the primary colors of Lamar Red and White, there are three secondary identity colors.
- Black and Lamar Gold may only be used as accents with Lamar Red and White. Their use should always be minimal.
- The use of Lamar Green is only permissible when utilizing the full-color versions of Athletic Logos and may only be used as the eye coloring for the Cardinal Head.



BLACK



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



LAMAR GREEN
 USE *PANTONE® 374
 (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 Lamar Red, White and Black.
- Lamar Gold and Lamar Green are used with the athletics mascot graphics.
- The Lamar University logo is printed in Lamar Red and Black. Lamar 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.



LAMAR UNIVERSITY

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 Lamar Red, Black, or White (reverse) on backgrounds that are darker than the equivalent of 50% black.



LAMAR UNIVERSITY



LAMAR UNIVERSITY

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.



LAMAR UNIVERSITY



THE LAMAR UNIVERSITY STAR LOGO

THE LAMAR UNIVERSITY STAR LOGO

- 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 appear in all university publications and printed materials. It 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 logo and signature should be printed in black or reversed.





THE SYSTEM SIGNATURE

THE TEXAS STATE UNIVERSITY SYSTEM SIGNATURE

- The complete signature of the university reflects Lamar'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 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 logo and signature should be printed in black or reversed.



LAMAR UNIVERSITY

A Member of The Texas State University System



LAMAR UNIVERSITY

A Member of The Texas State University System



USING THE LAMAR UNIVERSITY SIGNATURE

THE LAMAR SIGNATURE

THREE APPROVED ARRANGEMENTS

- This formal rendition of the university's full name reflects the strength and symmetry of the star logo to make a bold, immediately recognizable signature. It is available in three configurations for design flexibility.

IDEAL FOR

- Where name recognition is desired
- Merchandising
- Banners or flyers

NOT RECOMMENDED FOR

- Small online usage
- When system recognition is necessary

- The logo should appear in all university publications and printed materials. It 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 logo and signature should be printed in black.
- **There should never be a deviation from the proportions and layouts shown here.** Please address questions to the Office of Public Relations, (409) 880-8421.



LAMAR UNIVERSITY



LAMAR
UNIVERSITY



LAMAR UNIVERSITY



USING THE LAMAR UNIVERSITY SEAL

THE LAMAR UNIVERSITY SEAL

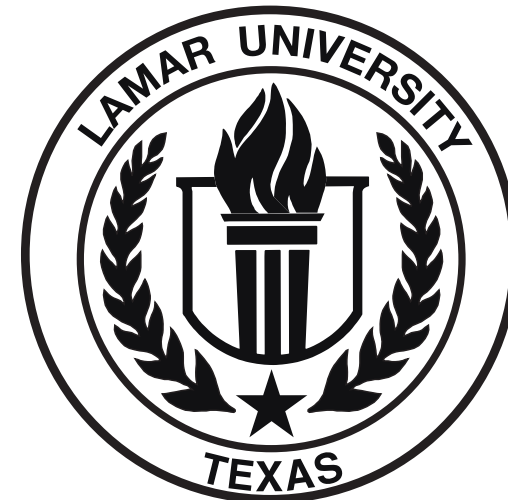
- The design of the formal, traditional seal emphasizes Lamar University's relationship with the State of Texas. The torch of learning represents the quest for truth and knowledge. The shield symbolizes the defense of truth and the right of all to seek the truth, thereby gaining the victor's laurel leaves. 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, business cards 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.





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 star logo, measured from outer left point to outer right point.

1/2 the width of Lamar 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.



LOGO
 Minimum size: 1/2" horizontally at its greatest width
 Minimum size if reversed: 5/8" horizontally



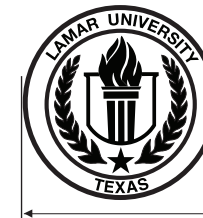
LAMAR UNIVERSITY
LOGO SIGNATURE
 Minimum size: 1 1/2" horizontally



LAMAR UNIVERSITY
 A Member of The Texas State University System
LOGO SIGNATURE
 Minimum size: 2" horizontally
 Minimum size if reversed: 2 1/4" horizontally

LAMAR UNIVERSITY
HORIZONTAL LOGO SIGNATURE
 Minimum size: 1 1/2" horizontally

LAMAR UNIVERSITY
 A Member of The Texas State University System
HORIZONTAL SYSTEM SIGNATURE
 Minimum size: 2" horizontally
 Minimum size if reversed: 2 1/4" horizontally



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



IDENTITY TYPEFACES

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**, 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. Please address questions about appropriate typefaces to the Office of Public Relations, (409) 880-8421.

HELVETICA

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

GARAMOND

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



LOGO PLACEMENT

PLACEMENT

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

ONLINE

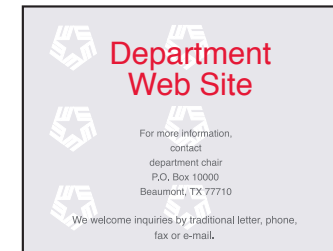
- Avoid using the logo online unless they are large enough to be legible as in the header or footer. Avoid using the logos as “wallpaper.”



Example of good placement on brochure cover



Example of poor placement on brochure cover



This use of the logo creates visual clutter.

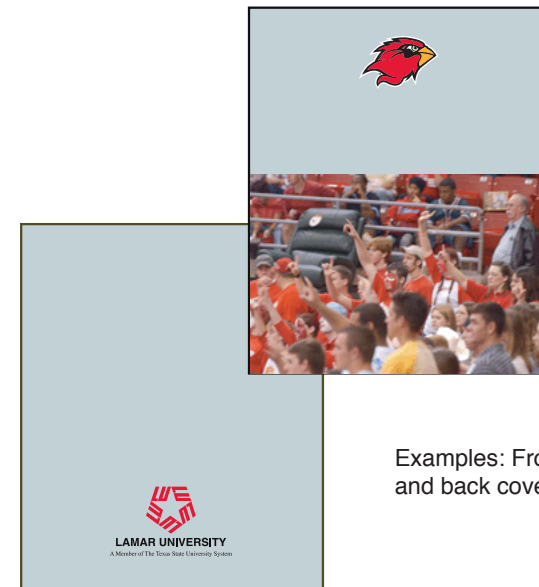


USING THE LAMAR UNIVERSITY LOGO—APPLICATIONS

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, e-mail 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.



Examples: Front cover cardinal and back cover system signature

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 1 of this manual.)

ONLINE USAGE

- Example of the logo on a department web page.



Example of the logo on a department web page.



USING THE LAMAR UNIVERSITY LOGO—APPLICATIONS

APPLICATIONS

OFFICE FORMS

- Stationery, memo forms, fax cover sheets, message pads, etc., are available from the University Print Shop, (409) 880-8875.



LOGO CUSTOMIZED

- The layout options for the University wordmarks with type are shown here. Additional type is always set in Garamond.
- You may have your department or college name coupled with one of the LU logos by the Publications Office, (409) 880-8421.



LAMAR UNIVERSITY
College of Arts and Sciences



LAMAR UNIVERSITY
Department of Biology



LAMAR UNIVERSITY
Department of Earth and Space Sciences



USING THE LAMAR UNIVERSITY LOGO—APPLICATIONS

APPLICATIONS

MERCHANDISE LICENSING

- For any merchandise licensing questions, contact the Licensing and Trademark Office at (409) 880-7886 or lulicensing@lamar.edu.

SIGNAGE

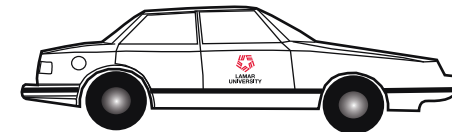
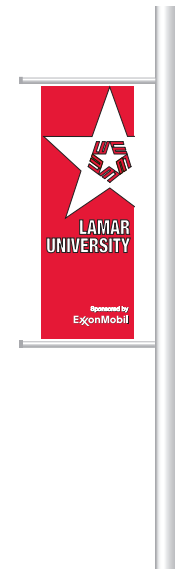
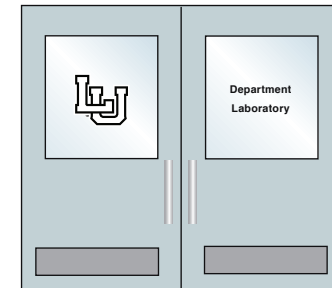
- You may get your department or college name coupled with one of the Lamar logos from the Publications Office, (409) 880-8421.

BANNER USAGE

- Example of banner usage.

VEHICLES

- For assistance with logo placement on vehicles, call Facilities Management at (409) 880-8470.

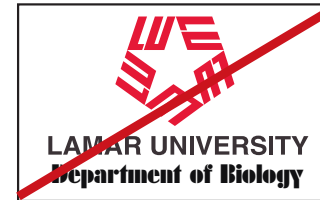




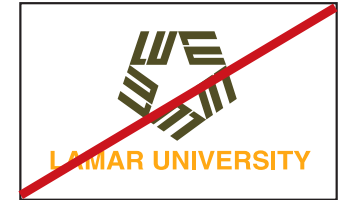
USING THE LOGO—IDENTITY VIOLATIONS

EXAMPLES OF UNACCEPTABLE USES ARE SHOWN HERE

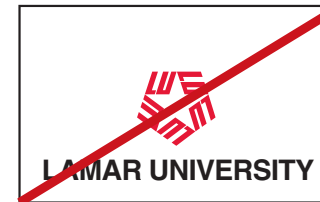
- For LU to maintain the design integrity of its identity marks and maximize each mark’s effectiveness as an identifier, it is mandatory that all marks be applied as indicated in this manual without modification.
- Think of the logos as clear identifiers, not artwork to be manipulated or displayed in 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.



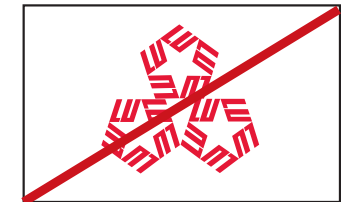
Never use different typefaces or italic in tagline



Never use unapproved color combinations



Never resize elements in LU marks



Never add to LU marks



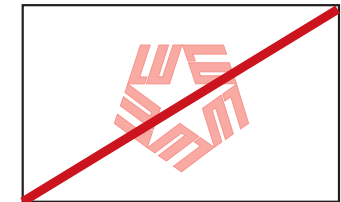
Never rearrange parts of LU marks



Never change typefaces in LU marks



Never combine LU marks



Never screen LU marks



Never realign parts of LU marks



Never switch colors of LU marks



Never make LU marks difficult to see



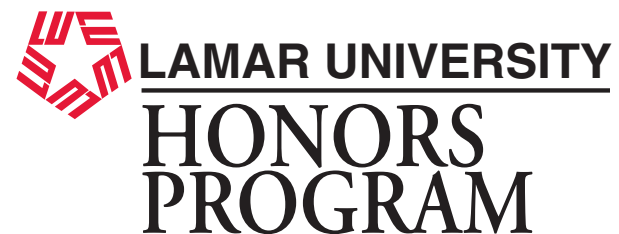
Never reverse LU marks out of a light background



USING THE 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 Visual Standards Manual. Logos for all new and existing University-based centers and programs must be created by the Office of Public Relations prior to use. University-based centers and programs should contact Public Relations for assistance in creating a compliant mark, which will be based on the University's graphic identity.





L I C E N S I N G

PROMOTIONAL ITEMS

- Items intended for promotional purposes (e.g. to be given away), which bear any Lamar University mark, must be produced by an approved vendor holding a standard or restricted license (see lamarcardinals.com/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., intended 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 lamarcardinals.com/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.



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 Public Relations, (409) 880-7886.
- 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

STACKED VERSION

Texas Roots.
InfinitePossibilities.

Texas Roots.
InfinitePossibilities.

INDENTED VERSION

Texas Roots.
InfinitePossibilities.

Texas Roots.
InfinitePossibilities.

Texas Roots.
InfinitePossibilities.

**LAMAR UNIVERSITY NON-ATHLETIC LOGOS
NON-COMMERCIAL PURPOSES**

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

Larry Acker
Public Relations
University Advancement
(409) 880-7886

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

**LAMAR UNIVERSITY TRADEMARKS
COMMERCIAL PURPOSES**

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

Holly White
University Services
Strategic Marketing Affiliates
(317) 829-5733
hwhite@smaworks.com



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