

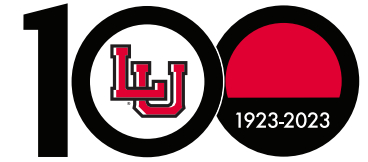
LAMAR UNIVERSITY®
A CENTURY OF LEADERS

VISUAL STANDARDS MANUAL



TABLE OF CONTENTS

About the Centennial Logo.....	3
Centennial Logo Guidelines.....	4-7
Usage Timeframe.....	8
Colors.....	9
Usage on Apparel and Giveaways.....	10
Vintage Marks.....	11



ABOUT THE CENTENNIAL LOGO

For 100 years, Lamar University has provided students with the critical skills needed to be career ready in this rapidly evolving economy, producing a century of leaders for Southeast Texas.

In recognition of our rich history, a special centennial logo has been created to help celebrate the university's 100th anniversary.

FOUNDATION

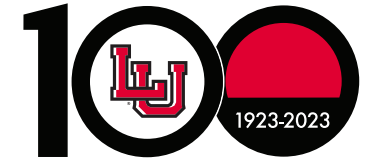
The number 1—Stands tall much like our success as a university, signifying our great accomplishments over the years.

EXCELLENCE

LU Monogram—As Lamar University strives to demonstrate academic excellence, the LU monogram signifies our visual identity, allowing audiences to resonate with both the past and future accomplishments of Lamar University faculty, staff, students and alumni.

FUTURE

Horizon line—Looks forward while the date signifies our years of rich history.



CENTENNIAL LOGO GUIDELINES

PRIMARY CENTENNIAL LOGO

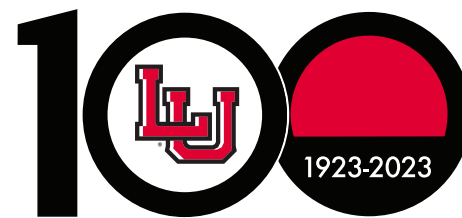
The primary centennial logo reflects the 100 mark as well as the full Lamar University name and the centennial slogan.

IDEAL FOR:

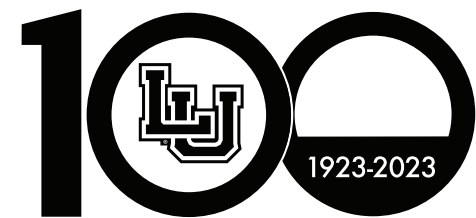
- Merchandising such as apparel and giveaway items that have a print area that is square
- The cover of publications
- Where university name recognition is required

The logo should not be reproduced at less than 1/2 an inch at its greatest width. The logo may be printed on LU red, black or white.

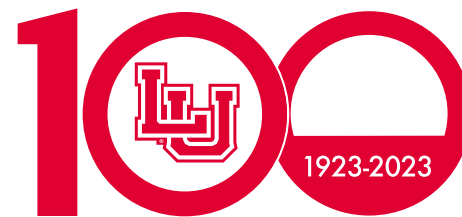
The logo should never deviate from the proportions shown here.



LAMAR UNIVERSITY.
A CENTURY OF LEADERS



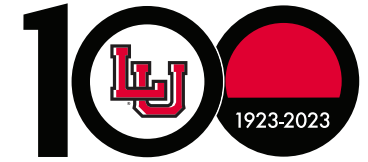
LAMAR UNIVERSITY.
A CENTURY OF LEADERS



LAMAR UNIVERSITY.
A CENTURY OF LEADERS



LAMAR UNIVERSITY.
A CENTURY OF LEADERS



CENTENNIAL LOGO GUIDELINES

HORIZONTAL CENTENNIAL LOGO

The horizontal centennial logo reflects the 100 mark as well as the full Lamar University name and the centennial slogan.

IDEAL FOR:

- Merchandising such as giveaway items where a horizontal print area is required, like pens and pencils or t-shirts where the full graphic can be centered on the front
- Letterhead and other formal print applications
- Where university name recognition is required

The logo should not be reproduced at less than 1/2 an inch at its greatest width. The logo may be printed on LU red, black or white.

The logo should never deviate from the proportions shown here.



LAMAR UNIVERSITY
A CENTURY OF LEADERS



LAMAR UNIVERSITY
A CENTURY OF LEADERS



LAMAR UNIVERSITY
A CENTURY OF LEADERS



CENTENNIAL LOGO GUIDELINES

STAND-ALONE CENTENNIAL LOGO

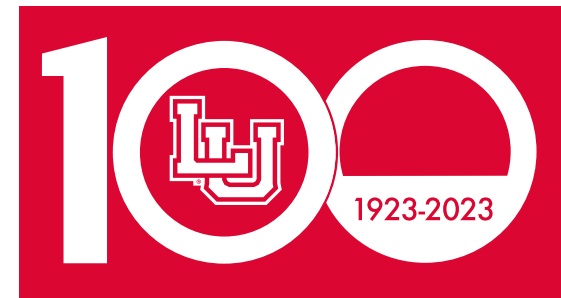
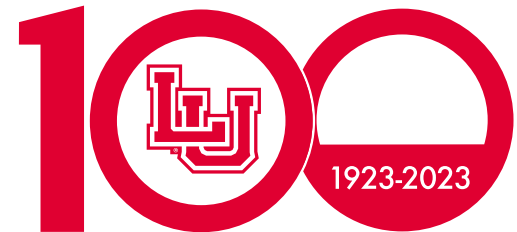
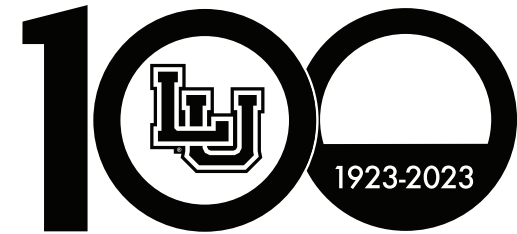
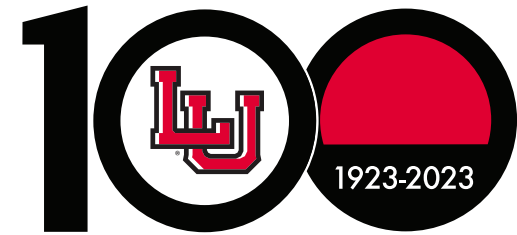
The stand-alone centennial logo reflects the 100 mark alone.

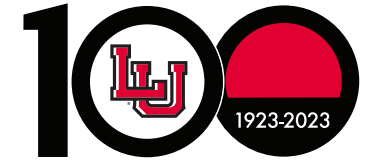
IDEAL FOR:

- Merchandising such as polos where the print area is limited or small giveaway items like flash drives or lapel pins
- Most all digital and print applications
- Where university name recognition is not required but visual identity is desired

The logo should not be reproduced at less than 1/2 an inch at its greatest width. The logo may be printed on LU red, black or white.

The logo should never deviate from the proportions shown here.





CENTENNIAL LOGO GUIDELINES

SIGNATURE CENTENNIAL LOGO

The signature centennial logo reflects the 100 mark as well as the full Lamar University star logo.

IDEAL FOR:

- Formal print applications
- Where university name and system recognition is required

The logo should not be reproduced at less than 1/2 an inch at its greatest width. The logo may be printed on LU red, black or white.

The logo should never deviate from the proportions shown here.





USAGE TIMEFRAME

The Lamar University centennial logo should only be used during the university’s centennial celebration—*August 2023 through June 2024*. The centennial logo should not be included on materials that will continue to be used after June 2024.

SUGGESTED USES

As Lamar University celebrates this momentous occasion, we encourage the use of the centennial logo on all Lamar University websites, event materials/invitations, newsletters, posters/flyers, brochures that have a one-year shelf life, apparel and giveaways.

Email signature and letterhead can be found at lamar.edu/centennial



COLORS

In recognition of LU's history, the centennial logo may be presented only in traditional red and black, red and white, all black, or all white. Refer to the *centennial logo color guide* for approved usage standards.



USAGE ON APPAREL AND GIVEAWAYS

Only authorized and licensed vendors may use the centennial 100 logo. For more information, please visit [affinitylicensing.com](https://www.affinitylicensing.com) or contact **Rene' Latiolais**, **Director of Marketing** at rene.latiolais@lamar.edu or **(409) 880-8490**.

VINTAGE MARKS

Vintage marks are being released *for apparel only*.

The logo should not be reproduced at less than 1/2 an inch at its greatest width. The logo may be printed on LU red, black or white.

The logo should never deviate from the proportions shown here.



Vintage Cardinal, 1960s

Vintage LU, 1970s