



ATHLETICS VISUAL STANDARDS MANUAL



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THE IMPORTANCE OF A CONSISTENT VISUAL IDENTITY

Lamar University Athletics' graphic standards manual is a resource for all members of Lamar University and the vendors who work with the University. It was designed to ensure consistent and appropriate use of Lamar University Athletics' logos. The guidelines included represent official University policy related to any and all graphic representation of Lamar University Athletics.

Lamar University's athletics marks 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 Lamar University Athletics' visual identity. Correct, consistent application of the new images is the most crucial step in the branding process. Please use this design manual to ensure proper use of Lamar University's athletic marks. For the graphic identities to retain their power and meaning, the guidelines in this visual standards manual must be adhered to faithfully.

Use of the Lamar University athletic identity is restricted. All Primary and Secondary marks, in any form, except the Lamar University Athletics Primary Logo, the Lamar University Athletics Logotype, the Interlocking LU Monogram and the Cardinal Head (see Addendum A - Athletic Spirit Marks), may not be used to represent any other academic or administrative program at Lamar University. The Athletics marks may be co-branded with other Lamar University academic or administrative programs only with written permission from the Director of Intercollegiate Athletics or his or her designate. Contact the Intercollegiate Athletics Office of Development and Marketing for more information.

All printed and electronic material utilizing any of the Athletics marks, including the Lamar University Primary Logo, the Lamar University Logotype, the Interlocking LU Monogram and the Cardinal Head, must be developed and produced under the guidance of the Intercollegiate Athletics Department Office of Development and Marketing. For additional information or further clarification of Lamar University Athletics' visual standards, please contact the Intercollegiate Athletics Department Office of Development and Marketing at (409) 880-2319.

Consistency is the Number One Factor for developing a successful brand identity. The reestablishment of the Football Program provided a unique opportunity to enhance the consistency Lamar University's athletic marks. Lamar University takes pride in its athletic teams and their traditions. Our marks reflect this pride with visual marks that portray strength and confidence.

The new design of the Primary marks, Secondary marks, Interlocking LU Monograms and Cardinal Head mark communicate a number of key attributes about Lamar University Athletics and our student athletes. Key descriptors include: bold, disciplined, respectful, proud, aggressive and confident. The clean lines of the logos make them easy to reproduce in print and on merchandise, and include a number of variations, making them easily adaptable to different applications.

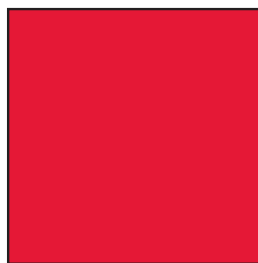
ATHLETICS VISUAL STANDARDS MANUAL



OFFICIAL LAMAR ATHLETICS COLORS

PRIMARY IDENTITY COLORS

- Color is one of the most important elements of the Lamar University Athletic 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.



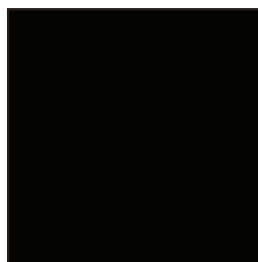
LAMAR RED
USE PANTONE® 186
(CMYK: 0C - 100M - 81Y - 4K)
(RGB: 227R - 25G - 55B)
(MADEIRA® RAYON: 1147)
(MADEIRA® POLYNEON: 1747)



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 ATHLETICS COLORS

FOUR COLOR VARIATIONS

- The four color versions of the Lamar University Athletic identities are those that include the green eye in the Cardinal Head. These logos are preferred and should be used whenever possible.
 - When using the logos in four color process the green eye should ALWAYS be used. The four colors utilize Lamar Red, Lamar Gold, Lamar Green and solid Black.
- (Note: On backgrounds that are darker than the equivalent of 50% black, a built in white outline is necessary to reproduce these logos).



THREE COLOR VARIATIONS

- If using the four color versions of the Lamar University Athletics identities is not possible, the three color versions of the logos may be used. The only difference is the three color logos have a white eye (rather than a green eye).
 - The three color logos utilize Lamar Red, Lamar Gold and solid Black.
- (Note: On backgrounds that are darker than the equivalent of 50% black, a built in white outline is necessary to reproduce these logos).



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.



USING OFFICIAL ATHLETICS COLORS (CONT.)

TWO COLOR VERSIONS

- The Lamar University Athletic identities without the Cardinal Head only require two colors.
- The two color logos utilize Lamar Red and solid Black.
(Note: On backgrounds that are darker than the equivalent of 50% black, a built in white outline is necessary to reproduce these logos).



ONE COLOR VARIATIONS

- The Lamar University Athletics one color logos should only be reproduced using Lamar Red or Black, or White on backgrounds that are darker than the equivalent of 50% black.

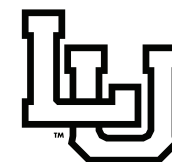
LAMAR RED LOGOS

- If using the full color versions of the Lamar University Athletics logos is not possible, it is permissible to use the logos in Lamar Red as indicated here on selected samples.



BLACK LOGOS

- If using the full color versions of the Lamar University Athletics logos is not possible, it is permissible to use the logos in Black as indicated here on selected samples.





ATHLETIC PRIMARY LOGO

ATHLETIC PRIMARY LOGO

- The Lamar University Athletics primary logo is the preferred mark to represent LUA Athletics. The primary logo should be used in strict adherence to the identity guidelines in this standards manual.

- It is greatly preferred that the four color primary logo be used whenever possible. If the four color version is not possible then it is preferred that the logo be reproduced in the three color version. If the three color version is not possible then it is preferred that the logo be reproduced in the one color Lamar Red version. If this is not possible then the primary logo should be reproduced in all black. To use the Lamar University Athletic logos in all white on dark backgrounds, use the white art from the black and white logo and allow the background to show through where the black art would be. **NEVER** reverse the logo art to create all white logos. The primary logo should **NEVER** appear in any colors other than those shown on this page.

- The banner in the primary logo design offers the ability to add taglines for “Athletics,” “Cardinals,” and the names of the specific sports (such as “Baseball,” “Basketball,” “Football,” etc.) or athletic departments (such as “Academic Affairs,” “Development,” “Media Relations,” etc.).

The accepted sport and department marks are included in the Lamar University Athletics art sheet. **Only those marks represented on the Lamar University Athletics art sheet are accepted for use and any alteration to those marks is strictly prohibited.**



ATHLETIC PRIMARY LOGO

PERMISSIBLE COLOR VARIATIONS



FOUR COLOR ATHLETIC LOGO



THREE COLOR ATHLETIC LOGO



LAMAR RED ATHLETIC LOGO



BLACK ATHLETIC LOGO



ATHLETIC SECONDARY LOGOS

ATHLETIC SECONDARY LOGOS

- The secondary athletic logos are complementary marks for representing Lamar University Athletics. The secondary logos are intended as decorative or retail product images. Please refer the specific identity guidelines in this standards manual for each logo set, as some require the name of Lamar University Athletics to be established before use. They should **NEVER** be used as the primary identifiers of Lamar University Athletics. The secondary logos should be used in strict adherence to the identity guidelines in this standards manual.

LAMAR



CARDINALS

LAMAR  ATHLETICS

CARDINALS  ATHLETICS

LAMAR  CARDINALS

LADY CARDINALS  ATHLETICS

LAMAR  UNIVERSITY

LAMAR
UNIVERSITY

LAMAR
LU
CARDINALS

LU



ATHLETIC LOGOTYPE

ATHLETIC LOGOTYPE

- The Lamar University Athletics logotype may be used to represent LUA Athletics when the primary marks are not practical (although use of the primary marks are preferred). This logotype should be used in strict adherence to the identity guidelines in this standards manual.

- It is greatly preferred that the two color logotype be used whenever possible. If the two color version is not possible then it is preferred that the logo be reproduced in the one color Lamar Red version. If that is not possible then the logotype should be reproduced in all black. To use the Lamar University Athletic logos in all white on dark backgrounds, use the white art from the black and white logo and allow the background to show through where the black art would be. **NEVER** reverse the logo art to create all white logos. The logotype should **NEVER** appear in any colors other than those shown on this page.

- As with the primary athletic logo, the banner in the logotype design offers the ability to add taglines for “Athletics,” “Cardinals,” and the names of the specific sports (such as “Baseball,” “Basketball,” “Football,” etc.) or athletic departments (such as “Academic Affairs,” “Development,” “Media Relations,” etc.).

The accepted sport and department marks are included in the Lamar University Athletics art sheet. **Only those marks represented on the Lamar University Athletics art sheet are accepted for use and any alteration to those marks is strictly prohibited.**



PERMISSIBLE COLOR VARIATIONS



TWO COLOR ATHLETIC LOGO



LAMAR RED ATHLETIC LOGO



BLACK ATHLETIC LOGO



ATHLETIC CARDINAL HEAD

ATHLETIC CARDINAL HEAD

- The Cardinal Head is a secondary mark for representing Lamar University Athletics. Although the Cardinal Head design is unique to Lamar University and may be used by itself to represent LUA in certain situations, it is strongly preferred that the Cardinal Head be used in conjunction with another secondary mark or approved text; e.g. “Lamar University,” “Lamar Cardinals,” “Lamar Athletics,” etc.
- Use of the Cardinal Head by itself to represent Lamar University Athletics must be approved first by the Intercollegiate Athletics Office of Development and Marketing.
- The Cardinal Head may not, at any time, be duplicated upon itself or obscured by another logo or text.
- It is permissible to reverse the Cardinal Head to face left in certain production pieces, i.e. Scoreboard Graphics, Football Helmets, alternate sides of Flags, etc. Any and all instances where the Cardinal Head is reversed to face left, need to be approved by the Intercollegiate Athletics Office of Development and Marketing.
- This mark should be used in strict adherence to the identity guidelines in this standards manual.
- It is greatly preferred that the four color Cardinal Head be used whenever possible. If the four color version is not possible then it is preferred that the logo be reproduced in the three color version. If the three color version is not possible then it is preferred that the logo be reproduced in the one color Lamar Red version. If this is not possible then the Cardinal Head should be reproduced in all black. To use the Cardinal Head logo in all white on dark backgrounds, use the white art from the black and white logo and allow the background to show through where the black art would be. **NEVER** reverse the logo art to create all white logos. The Cardinal Head should **NEVER** appear in any colors other than those shown on this page.



PERMISSIBLE COLOR VARIATIONS



FOUR COLOR CARDINAL HEAD



THREE COLOR CARDINAL HEAD



LAMAR RED CARDINAL HEAD



BLACK CARDINAL HEAD



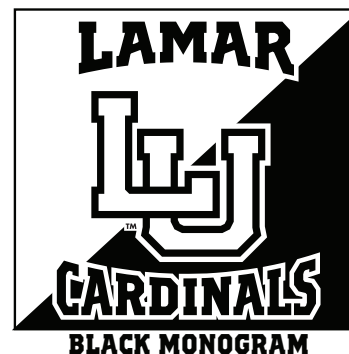
ATHLETIC MONOGRAM WITH ARCHING TEXT

INTERLOCKING LU MONOGRAM WITH ARCHING TEXT

- The interlocking LU monogram with arching text is secondary mark for representing Lamar University Athletics. The interlocking LU monogram with arching text is intended as a decorative or retail product image. While this image is not a designated primary identifier for LUA, it may be used, with permission from the Intercollegiate Athletics Office of Development and Marketing, in contexts in which Lamar University Athletics name has not already been established. This logotype should be used in strict adherence to the identity guidelines in this standards manual.
- There are two alternate versions of the interlocking LU monogram. Please refer to the following two pages for information regarding those marks.
- It is greatly preferred that the two color interlocking LU monogram with arching text be used whenever possible. If the two color version is not possible then it is preferred that the monogram be reproduced in the one color Lamar Red version. If that is not possible then the monogram should be reproduced in all black. To use the interlocking LU monogram with arching text in all white on dark backgrounds, use the white art from the black and white logo and allow the background to show through where the black art would be. **NEVER** reverse the logo art to create all white logos. The monogram should **NEVER** appear in any colors other than those shown on this page.



PERMISSIBLE COLOR VARIATIONS





ATHLETIC MONOGRAM

INTERLOCKING LU MONOGRAM

- The interlocking LU monogram is a secondary mark for representing Lamar University Athletics. The interlocking LU monogram is intended as a decorative or retail product image. The interlocking LU monogram is for use in contexts in which Lamar University Athletics' name has already been established. It should NEVER be used as the primary identifier of Lamar University Athletics unless it is used in conjunction with the Cardinal Head or approved text; e.g. "Lamar University," "Lamar Cardinals," "Lamar Athletics," etc.. This logotype should be used in strict adherence to the identity guidelines in this standards manual.



- It is greatly preferred that the two color interlocking LU monogram be used whenever possible. If the two color version is not possible then it is preferred that the monogram be reproduced in the one color Lamar Red version. If that is not possible then the monogram should be reproduced in all black. To use the interlocking LU monogram in all white on dark backgrounds, use the white art from the black and white logo and allow the background to show through where the black art would be. **NEVER** reverse the logo art to create all white logos. The monograms should **NEVER** appear in any colors other than those shown on this page.

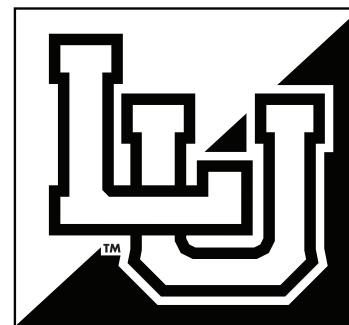
PERMISSIBLE COLOR VARIATIONS



TWO COLOR MONOGRAM



LAMAR RED MONOGRAM



BLACK MONOGRAM



ATHLETIC MONOGRAM WITH SUB-TEXT

INTERLOCKING LU MONOGRAMS WITH SUB-TEXT

- The interlocking LU monograms with sub-text are secondary marks for representing Lamar University Athletics. The interlocking LU monograms with sub-text are intended as a decorative or retail product images. The interlocking LU monograms with sub-text are for use in contexts in which Lamar University Athletics' name has already been established. They should NEVER be used as the primary identifier of Lamar University Athletics unless used in conjunction with the Cardinal Head. This logotype should be used in strict adherence to the identity guidelines in this standards manual.

APPROVED SUB-TEXT

- Academic Affairs, Athletics, Baseball, Basketball, Cardinals, Cross Country, Development, Football, Golf, Marketing, Media Relations, Soccer, Spirit Team, Sport Performance, Sports Medicine, Tennis, Track & Field, University, or Volleyball. All other wording must be approved first by the Intercollegiate Athletics Office of Development and Marketing.
- It is greatly preferred that the two color interlocking LU monogram be used whenever possible. If the two color version is not possible then it is preferred that the monogram be reproduced in the one color Lamar Red version. If that is not possible then the monogram should be reproduced in all black. To use the interlocking LU monogram in all white on dark backgrounds, use the white art from the black and white logo and allow the background to show through where the black art would be. **NEVER** reverse the logo art to create all white logos. The monograms should **NEVER** appear in any colors other than those shown on this page.



ATHLETICS

PERMISSIBLE COLOR VARIATIONS





ATHLETIC GENERAL LINEAR LOGOS

GENERAL LINEAR LOGOS

- The General Linear Logos are secondary marks for representing Lamar University Athletics. They are intended as a decorative or retail product images. They were designed to provide horizontal designs while still maintaining a consistent brand image for Lamar University Athletics.
 - It is greatly preferred that the four color general linear logos be used whenever possible. If the four color version is not possible then it is preferred that the logos be reproduced in the three color version. If the three color version is not possible then it is preferred that the logos be reproduced in the one color Lamar Red version. If this is not possible then the general linear logos should be reproduced in all black. To use the Lamar University Athletic logos in all white on dark backgrounds, use the white art from the black and white logo and allow the background to show through where the black art would be. **NEVER** reverse the logo art to create all white logos.
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GENERAL LINEAR LOGOS WITH SUB-TEXT

GENERAL LINEAR LOGOS WITH SUB-TEXT

- The General Linear Logos with sub-text are secondary marks for representing Lamar University Athletics. They are intended as a decorative or retail product images. They provide horizontal designs while still maintaining a consistent brand image for Lamar University Athletics.

APPROVED SUB-TEXT

- Academic Affairs, Athletics, Baseball, Basketball, Cardinals, Cross Country, Development, Football, Golf, Marketing, Media Relations, Soccer, Spirit Team, Sport Performance, Sports Medicine, Tennis, Track & Field, University, or Volleyball. All other wording must be approved first by the Intercollegiate Athletics Office of Development and Marketing.
 - It is greatly preferred that the four color general linear logos with sub-text be used whenever possible. If the four color version is not possible then it is preferred that the logo be reproduced in the three color version. If the three color version is not possible then it is preferred that the logo be reproduced in the one color Lamar Red version. If this is not possible then the general linear logos with sub-text logo should be reproduced in all black. To use the Lamar University Athletic logos in all white on dark backgrounds, use the white art from the black and white logo and allow the background to show through where the black art would be. **NEVER** reverse the logo art to create all white logos. The primary logo should **NEVER** appear in any colors other than those shown on this page.
-





ATHLETIC SPORTS SPECIFIC LINEAR LOGOS

SPORTS SPECIFIC LINEAR LOGOS

- In addition to the General Linear logos on the previous page, there are Sport Specific Linear versions which identify the intercollegiate sports at LUA.
- There are two Sport Specific Linear logo configurations. One begins with “Lamar” and the other starts with “Cardinals.” Both versions are available with the specific approved text listed below.

APPROVED TEXT

- Baseball, Basketball, Cross Country, Football, Golf, Soccer, Tennis, Track & Field or Volleyball. All other wording must be approved first by the Intercollegiate Athletics Office of Development and Marketing.





LOGO ARTWORK SAFE ZONES

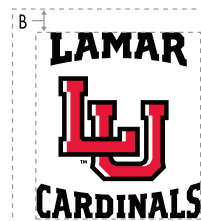
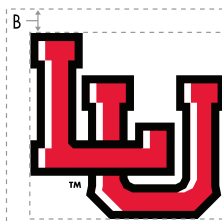
LOGO ARTWORK SAFE ZONES

- All Lamar university Athletic logos have an established safe zone. This safe zone is intended to maintain the logo's integrity and to avoid visual confusion. No other type of graphic element (including folds, trims or edges) should fall within the safe zones shown.
- The safe zone for horizontal Lamar University Athletic logos is equal to one fifth of the height of the logo (A).
- The safe zone for square or vertical Lamar Athletic logos is equal to one eighth of the height of the logo (B).
- Safe zone spacing is uniform on all sides of the logos. See the selected examples for typical logo safe zones.

1/5 THE HEIGHT OF THE LOGO OR "A"



1/8 THE HEIGHT OF THE LOGO OR "B"

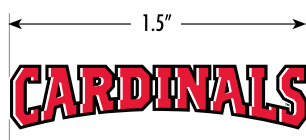
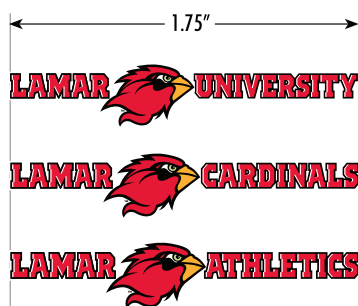




MINIMUM SIZES

LOGO ARTWORK MINIMUM SIZES

- Each of the Lamar University Athletic logos has a minimum allowable size. In order to ensure clear reproduction and legibility, the logos must not be used any smaller than the sizes shown below. The art should be used at these minimum sizes only when necessary. It is preferred that the logos be used larger than their minimum size whenever possible.





IDENTITY FONTS

LAMAR UNIVERSITY FONTS

- The Lamar University Athletics visual identity includes three fonts that complement the logos.
- The first is **Lamar Bold**, which is a custom font that matches the lettering in the athletic logos.
- The second is **Bank Gothic**, which is the font used in the banner text or sub-text of the Lamar University Athletic logos.
- The third is **Garamond**, which is the font to be used as the standard copy font for communications including memos, reports, letters, and other materials created on personal computers (no smaller than 10-point font).
- Each of these fonts should be used in order to create a consistent image for Lamar University Athletics.

PRIMARY LUA IDENTITY FONTS

LAMAR BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789!\$&()%?~:;,.

BANK GOTHIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789!\$&()%?~:;,.

GARAMOND

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!\$&()%?~:;,.



ATHLETIC MARKS ON BACKGROUND COLORS

- It may be desirable to place the Lamar University Athletic logos on a field of color or some other background. As shown in the examples on the right, all of the artwork has been created with a built-in shape that allows it to work clearly on any background. For this reason it is not necessary to alter the logos before placing them on any solid color backgrounds.

- When using the athletic logos on complex or distracting backgrounds, the marks should be placed within a solid, single color shape (e.g., a box or a bar) to avoid confusion. Be sure that the shape does not intrude upon the logo's control area.

- Remember, the Lamar University Athletic logos should never be reversed.

- See page 19 for use of logos which do not have a "containing shape."

	FULL COLOR LOGO	ALL BLACK LOGO
ON LAMAR RED		
ON BLACK		
ON NON-LAMAR COLOR		
ON COMPLEX BACKGROUND		



ATHLETIC MARKS ON BACKGROUND COLORS

- A few of the sport specific logos and logos with sub-text do not have a “containing shape” around the specific text. Examples of these logos are shown on the right.
- When using these logos on color backgrounds, make sure there is sufficient contrast for the support text. As shown in the examples, the support text must be changed to white when the background is darker than the equivalent of 50% black.

EXAMPLES ON LIGHT BACKGROUNDS



EXAMPLES ON DARK BACKGROUNDS (WITH TEXT CHANGED TO WHITE)





UNACCEPTABLE USE OF LOGOS

• So that Lamar University Athletics can maintain the design integrity of its brand and maximize each logo's effectiveness as an identifier, it is mandatory that all logos be applied as indicated in this manual without modification. The logos are not to be altered in any way. Shown on the right are some examples of **UNACCEPTABLE** uses of the Lamar University Athletic logos.

• It is permissible to reverse the Cardinal Head to face left in certain production pieces, i.e. Scoreboard Graphics, Football Helmets, alternate sides of Flags, etc. Any and all instances where the Cardinal Head is reversed to face left, need to be approved by the Intercollegiate Athletics Office of Development and Marketing.



Never switch colors on any Lamar University logo



Never use Lamar University logos in non Lamar colors



Never change the tagline typeface in any Lamar University logo



Never use unapproved wording in any Lamar University logo (see page 4)



Never re-size any element in any Lamar University logo



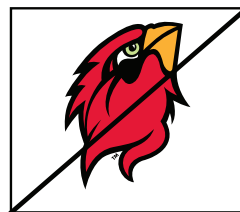
Never re-proportion any Lamar University logo



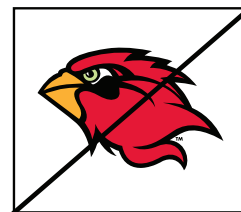
Never reposition any elements in any Lamar University logo



Never distort any Lamar University logo



Never angle or rotate any Lamar University logo



Never flip the Lamar University cardinal head logo



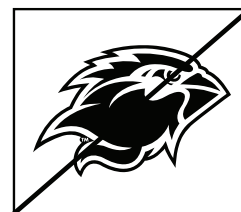
Never add any element to any Lamar University logo



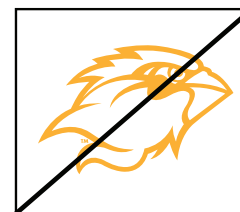
Never use any logo without its outline on any background



Never add foreign shapes to any Lamar University logo



Never reverse any Lamar University logo



Never use any Lamar University logo in all Lamar University Yellow



Never allow any pattern or photograph to show through any logo



PROMOTIONAL ITEMS

PROMOTIONAL ITEMS

- Items intended for promotional purposes (e.g., to be given away), which bear any Lamar University Athletics trademark, must be produced by an approved vendor holding a standard or restricted license (see www.lamarcardinals.com/identity for licensee information). Examples include, but are not limited to: Departmental Shirts, Coffee Mugs, Mini Football Helmets, Key Chains, Sport Mini-Balls, Towels, etc.
 - These items must strictly adhere to the identity guidelines set forth in this standards manual.
 - Lamar University Athletics' trademarks include, but are not limited to, "Lamar University Athletics," "Lamar Athletics," "Lamar Cardinals," "LU," "LUA" and "LU Cardinals."
 - Lamar University Athletics shall have the right to disallow the production of any promotional item deemed inappropriate.
-



RETAIL ITEMS

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 (see www.lamarcardinals.com/identity for licensee information).
 - 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, but are not limited to, "Lamar University Athletics," "Lamar Athletics," "Lamar Cardinals," "LU," "LUA" and "LU Cardinals."
 - Lamar University Athletics shall have the right to disallow the production of any promotional item deemed inappropriate.
-

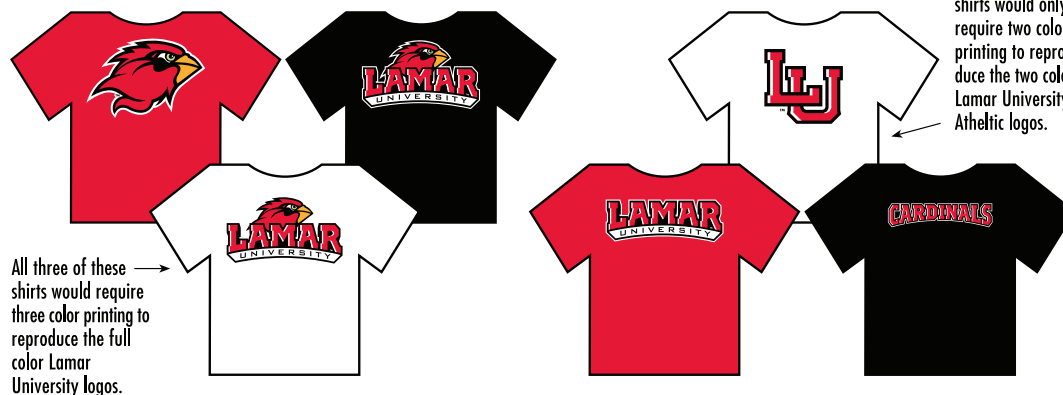




RETAIL APPLICATIONS

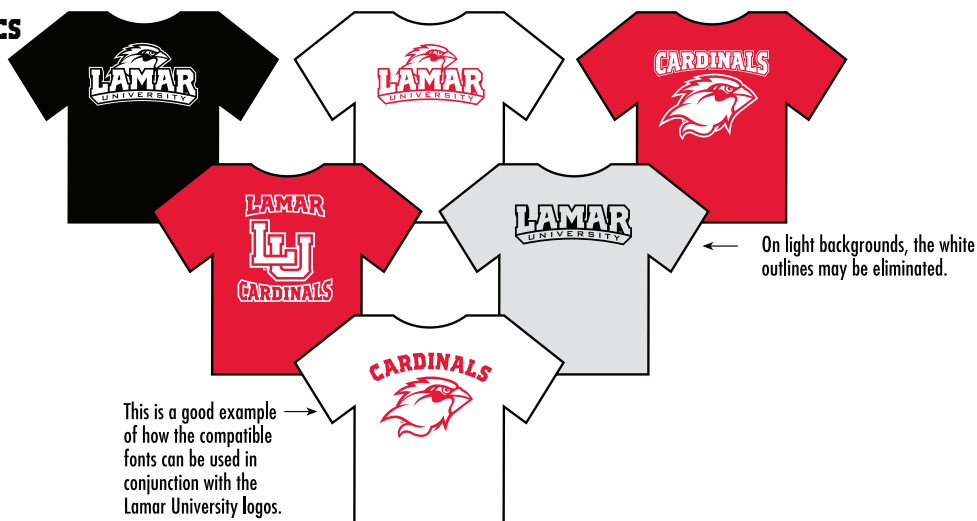
FULL COLOR RETAIL GRAPHICS

- If the fabric color matches one of the official colors exactly (Lamar Red, black or white), the fabric can show through in place of printing that color. If the fabric color does not match any official color, all of the official colors plus white must be used to print the logos.



ALTERNATIVES TO FULL COLOR RETAIL GRAPHICS

- When using athletic logos on apparel, the art may print in all Lamar Red, all black or all white as long as there is sufficient contrast with the fabric color. These one color versions of the Lamar University athletic logos are a great cost saving alternative to the full color logos.

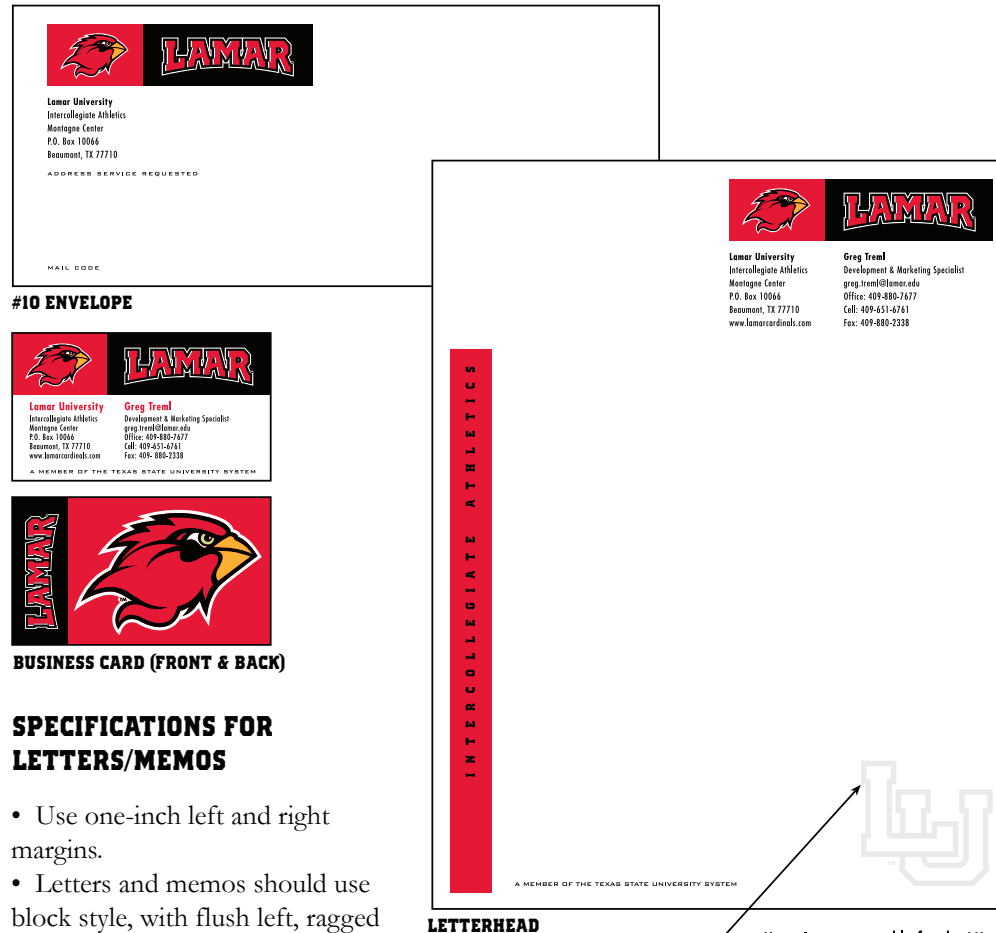




ATHLETIC STATIONERY

ATHLETIC STATIONERY

- The Lamar University Athletic stationery makes use of the Cardinal Head and Lamar wordmark and is to be used only by staff in the Intercollegiate Athletics Department.
- The athletics stationery prints in Lamar Red, Lamar Gold, Lamar Green and Black on 70lb. text, offset, white, smooth stock.
- The athletics #10 business envelope prints in Lamar Red, Lamar Gold, Lamar Green and Black on 24lb., white wove stock.
- The athletics business cards print in Lamar Red, Lamar Gold, Lamar Green and Black on Carolina, 10 point coated, double sided stock.
- The athletics stationery may be customized for each sport by changing the line of type in the left sidebar. This is the only way the stationery should be customized.
- All Lamar University Athletic stationery items must be ordered through the University Print Shop and must adhere to the identity guidelines.
- Business Envelopes for general, large mailings not including a Letter may be printed on white wove stock to reduce costs. However, business envelopes being used **with** letterhead **must** be on matching stock.



Note: It is permissible for the LU monogram to be used as a light (9% "watermark") screen of black on printed material as long as the athletic identity is presented prominently in solid colors elsewhere on the piece.



OVERSIZED ENVELOPES

OVERSIZED ENVELOPES

- The Lamar University Athletic stationery system includes oversized envelopes.
- The oversized envelope prints in Lamar Red, Lamar Gold, Lamar Green and Black on 28lb., open end, cateloge envelope, white wove.
- The oversized envelope may be customized for each sport by changing the line of type under the Cardinal Head. This is the only way the oversized envelope should be customized.
- All Lamar University Athletic stationery items must be ordered through the University Print Shop and must adhere to the identity guidelines.
- For specifics on special use envelopes (e.g., business reply envelopes, window envelopes, etc.), contact the University Print Shop.



Lamar University
Intercollegiate Athletics
Montagne Center
P.O. Box 10066
Beaumont, TX 77710

ADDRESS SERVICE REQUESTED

MAIL CODE

9 1/2" x 12 1/2" CATALOG ENVELOPE



PERSONAL NOTECARDS & ENVELOPES

PERSONAL NOTECARDS & ENVELOPES

- The Lamar University Athletic stationery system includes personal notecards and matching envelopes.
- The A-2 and #10 personal notecards print in Lamar Red, Lamar Gold, Lamar Green and Black on 80lb. cover weight Hammermill stock or equivalent.
- The accompanying A-2 envelope prints in Lamar Red, Lamar Gold, Lamar Green and Black on 60lb. opaque white, Cougar stock or equivalent.
- The personal notecard may be customized for each sport by replacing the respective primary logo on the front of the notecard. This is the only way the personal notecards should be customized.
- All Lamar University Athletic stationery items must be ordered through the University Print Shop and must adhere to the identity guidelines.



A-2 ENVELOPE WITH 4" X 5" NOTECARD (BLANK INSIDE)



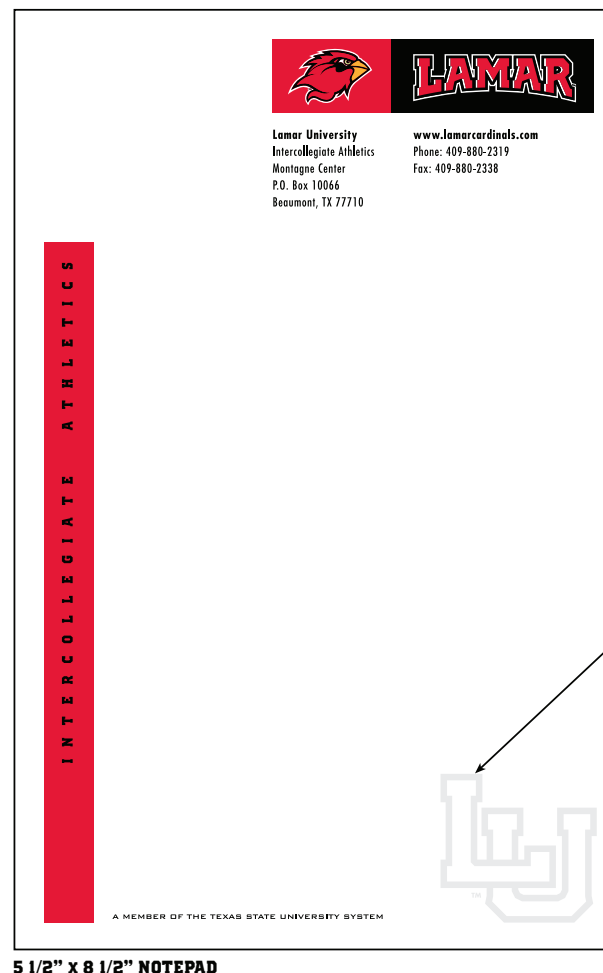
#10 NOTECARD (WATERMARKED "LU" INSIDE)



MAILING LABELS AND NOTEPADS

MAILING LABELS AND NOTEPADS

- The Lamar University Athletic stationery system includes 4" x 6" self-adhesive mailing labels and 5 1/2" x 8 1/2" notepads.
- The mailing labels print in Lamar Red, Lamar Gold, Lamar Green and Black on 60lb. Avery label stock.
- The 5 1/2" x 8 1/2" notepads print in Lamar Red, Lamar Gold, Lamar Green and Black on 60lb. text, offset, white, smooth stock.
- The notepad may be customized for each sport by changing the line of type in the left sidebar. This is the only way the stationery should be customized
- All Lamar University Athletic stationery items must be ordered through the University Print Shop and must adhere to the identity guidelines.



Note: It is permissible for the LU monogram to be used as a light (9% "watermark") screen of black on printed material as long as the athletic identity is presented prominently in solid colors elsewhere on the piece.

5 1/2" x 8 1/2" NOTEPAD



ADDENDUM A - ATHLETIC SPIRIT MARKS

ATHLETIC SPIRIT MARKS

- Only officially recognized student organizations and University departments may produce merchandise displaying both the student organization's name/logo and the Lamar University trademarks designated as "Lamar Spirit Marks" with permission from Lamar University's Office of Public Relations and according to the guidelines set forth in this manual. The marks may not be altered and all merchandise must include the organization's name/logo prominently on the product. Student organizations University departments are required to use licensed manufacturers for all products bearing Lamar University marks. Representatives from these organizations should contact the Lamar University Public Relations office for assistance with the use of the "school spirit" marks.
- Authorization to use any of the four images below does not imply an approval to alter the marks in any way. **Only those marks represented on the Lamar University Athletics art sheet are accepted for use and any alteration to those marks is strictly prohibited.**



LAMAR UNIVERSITY CONTACT INFORMATION

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

Greg Trembl
Development & Corporate Relations
Intercollegiate Athletics Office of Marketing & Development
(409) 880-7677

For obtaining a license for use of Lamar University Athletics 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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