



ATHLETICS BRAND STANDARDS GUIDE

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## THE IMPORTANCE OF GRAPHIC STANDARDS

The visual identity of Lamar University Athletics' graphic standards guide is a resource for all members of Lamar University and the vendors who work with the University. The graphics standards guide has been created to ensure consistent and appropriate use of Lamar University Athletics' logos. The graphic standards set forth in this document provide a set of guidelines in order to allow the Athletics Department to effectively communicate its unique identity to all key constituents.

This set of marks is meant to visually represent and build upon the tradition and pride associated with LU Athletics. The LU Primary Athletics mark and the LU Monogram mark are the primary identifiers, but secondary marks provide flexibility and create a strong family of images.

Graphics standards provide a sound, flexible structure for using logos, color and typography. Consistent brand messaging is essential and graphic standards will help ensure the LU Athletics brand will continue to be recognized.

This document contains the usage guidelines, logos, typography marks and application examples in regards to the departments visual identity. In addition, directions on how to obtain electronic versions of the marks are included.

For questions about the graphic standards guide or for more information about the visual identity, please contact LU Athletics Department offices at (409) 880-7677.

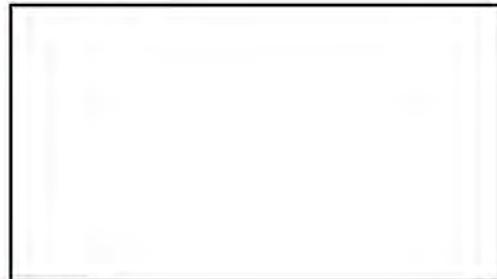
# THE OFFICIAL COLORS OF LAMAR UNIVERSITY ATHLETICS

## PRIMARY COLORS



**LAMAR RED**

Use PANTONE® 199  
(CMYK: 0C - 100M - 72Y - 0K)  
(RGB: 220R - 0G - 50B)  
(MADEIRA© Rayon: 1147)  
(MADEIRA© Polyneon: 1747)



**WHITE**

## PRIMARY COLORS

Lamar Red and White are the official colors for LU athletics. It is very important to match these colors faithfully when reproducing the athletics marks. It is preferred that all LU athletics marks be used in full color whenever possible. If this is not possible, then the marks should be printed in all red on light black grounds and in all white on dark back grounds.

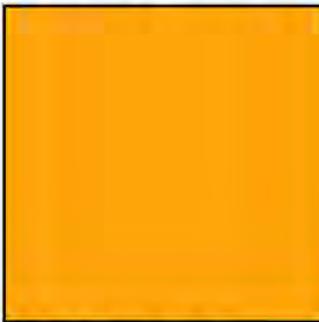
## SUPPORT COLORS

In addition to the primary colors, the LU athletics marks utilize black, gold and green

## SUPPORT COLORS

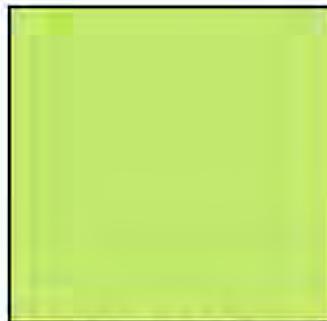


**BLACK**



**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)

## LU ATHLETICS MARKS

SHOWN HERE IN FULL COLOR



The Lamar University Athletics marks were designed to create a consistent brand for the LU Athletics Department. These marks should not be changed or altered in any way and their use must adhere to standards in this manual. At the same time, there are many logo variations to choose from so there should be a design compatible to any application.

All of the LU Athletics logos may be reproduced in full color, two colors (where applicable), black, white and red. The full color logos are shown on the left.

These logos are intended for use by the LU Athletics department. Permission is required for use by any other entity

## LU PRIMARY ATHLETICS MARKS

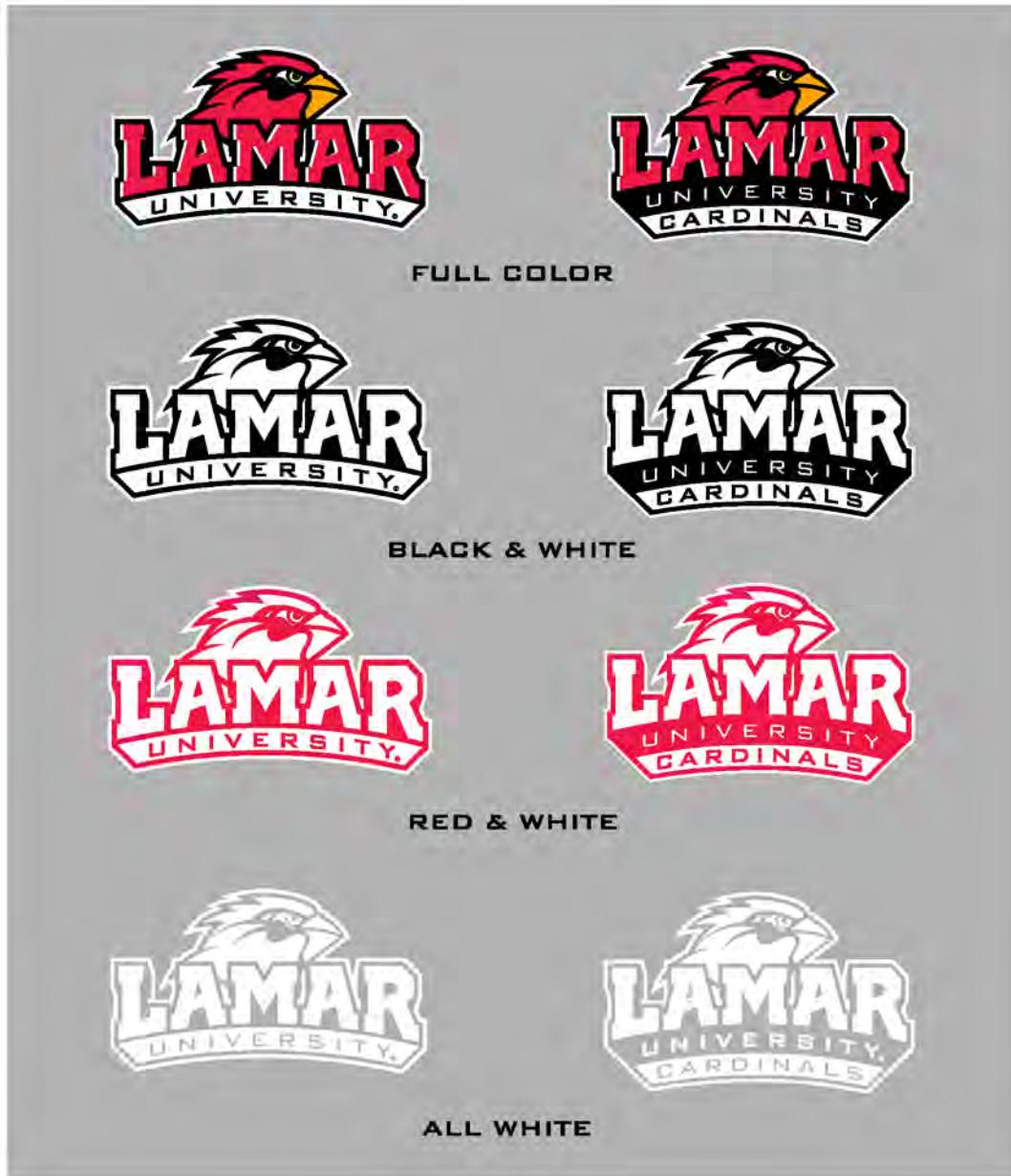
SHOWN HERE IN FULL COLOR



DOUBLE ARCH VERSION

The LU Primary Athletics mark shown on the left are the primary identifiers of LU Athletics. All official printed material and signage that identify the LU Athletics department should feature one of these two marks. However, retail merchandise and uniforms are allowed much more flexibility in regards to the marks used. In these applications, it is acceptable to use any of the family of LU athletics marks. The preferred use of the LU Primary Athletics mark is the full color version shown on the left.

## COLOR VARIATIONS



The LU Primary Athletics mark may be used as a full color version, a black and white, or a red and white only when use of the preferred color version is not possible. These options are shown on the left.

For more information on using these marks on various background colors see page 6.

All artwork and variations are available in PNG and EPS file formats.

## LU PRIMARY ATHLETICS MARKS USE ON COLOR BACKGROUNDS

FULL COLOR



BLACK & WHITE



RED & WHITE



ALL WHITE



ON LAMAR RED



ON BLACK



ON NON-LAMAR COLOR



ON COMPLEX BACKGROUND

Frequently it may be desirable to place the LU Primary Athletics mark on a field of color. As shown in the examples on the left, the artwork has been created with a built-in outline shape allowing it to work clearly on many backgrounds. For this reason, it is not usually necessary to alter the marks before placing them on a color, photograph or complex background.

### EXCEPTIONS

The all white version of the LU Primary Athletics mark should never be used on all white, light or complex backgrounds since none of these backgrounds offers sufficient contrast.

## LU SECONDARY MARKS

SHOWN HERE IN FULL COLOR



The secondary athletic marks have been created as a complementary mark for the LU Athletics program. These marks are intended for decorative use or retail merchandise and should not be used as primary identifiers for LU athletics. These marks should only be used after the LU brand name has been established. Shown on the left are the Cardinal Head, LU Monogram and LU Horizontal marks.

## LU CARDINAL HEAD MARKS



### 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 LU 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 University Cardinals," "Lamar University Athletics," etc.

The Cardinal Head cannot face left and should not appear in any colors other than those shown on this page. As always, the primary identifying mark for LU Athletics should always be the LU Primary Athletics Mark. Each of the secondary marks may be used as a full color version, black and white, red and white only or all white when use of the preferred color version is not possible. These options are shown on the left.

All artwork and variations are available in PNG and EPS file formats.

## LU CARDINAL HEAD MARKS USE ON COLOR BACKGROUNDS

FULL COLOR



BLACK & WHITE



RED & WHITE



ALL WHITE



ON LAMAR RED



ON BLACK



ON NON-LAMAR COLOR



ON COMPLEX BACKGROUND

### CARDINAL HEAD

Frequently it may be desirable to place a secondary mark on a field of color. As shown in the examples on the left, the artwork has been created with a built-in outline shape allowing it to work clearly on many backgrounds. For this reason, it is not usually necessary to alter the marks before placing them on a color, photograph or complex background.

### EXCEPTIONS

The all white version of the Cardinal Head mark should never be used on all white, light or complex backgrounds since none of these backgrounds offers sufficient contrast.

## LU MONOGRAM MARKS



FULL COLOR



BLACK & WHITE



RED & WHITE



ALL WHITE



ALL RED



ALL BLACK

### LU MONOGRAM

The preferred mark of the LU Monogram mark is the full color version. The LU Monogram mark may be used as a full color version, black and white, or a red and white only when use of the preferred color version is not possible. These options are shown on the left.

Frequently it may be desirable to place a secondary mark on a field of color. As shown in the examples on the left, the artwork has been created with a built-in outline shape allowing it to work clearly on many backgrounds. For this reason, it is not usually necessary to alter the marks before placing them on a color, photograph or complex background.

### EXCEPTIONS

The all white version of the LU Monogram mark should never be used on all white, light or complex backgrounds since none of these backgrounds offers sufficient contrast. The two-color designs (Black & White and Red & White) may not be printed on items with a white background.

All artwork and variations are available in PNG and EPS file formats.

## LU MONOGRAM MARKS WITH SUBTEXT



CARDINALS

FULL COLOR



CARDINALS

BLACK & WHITE



CARDINALS

RED & WHITE



CARDINALS

ALL WHITE



CARDINALS

ALL RED



CARDINALS

ALL BLACK

### LU MONOGRAM WITH SUB-TEXT

The LU Monogram mark is the for use a secondary identifier when the team nickname (Cardinals) or a specific sport is desired. This mark can be substituted anytime for either of the primary marks on page 4.

All artwork and variations are available in PNG and EPS file formats.

## LU MONOGRAM MARKS USE ON COLOR BACKGROUNDS

FULL COLOR



BLACK & WHITE



RED & WHITE



ALL WHITE



ALL BLACK



ALL RED



ON LAMAR RED



ON NON-LAMAR COLOR



ON COMPLEX BACKGROUND

### LU MONOGRAM WITH SUB-TEXT

Frequently it may be desirable to place a secondary mark on a field of color. As shown in the examples on the left, the artwork has been created with a built-in outline shape allowing it to work clearly on many backgrounds. For this reason, it is not usually necessary to alter the marks before placing them on a color, photograph or complex background.

### EXCEPTIONS

The all white version of the LU Monogram with Sub-Text mark should never be used on all white, light or complex backgrounds since none of these backgrounds offers sufficient contrast.

## LU HORIZONTAL MARKS



FULL COLOR



BLACK & WHITE



RED & WHITE

### LU HORIZONTAL

The preferred mark of the LU Horizontal mark is the full color version shown on the left.

### COLOR VARIATIONS

The LU Horizontal Athletics mark may be used as a black and white, or a red and white only when use of the preferred color version is not possible. These options are shown on the left. As always, the primary identifying mark for LU Athletics should always be the LU Primary Athletics Mark.

All artwork and variations are available in PNG and EPS file formats.

## LU HORIZONTAL MARKS USE ON COLOR BACKGROUNDS

FULL COLOR



BLACK & WHITE



RED & WHITE



ON LAMAR RED



ON BLACK



ON NON-LAMAR COLOR



ON COMPLEX BACKGROUND

### LU HORIZONTAL

Frequently it may be desirable to place a secondary mark on a field of color. As shown in the examples on the left, the artwork has been created with a built-in outline shape allowing it to work clearly on many backgrounds. For this reason, it is not usually necessary to alter the marks before placing them on a color, photograph or complex background.

## LU ATHLETICS MARKS SAFE ZONES

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



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

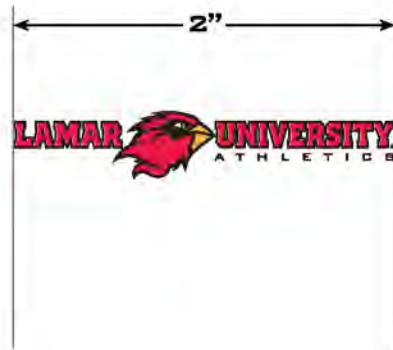


### ARTWORK SAFE ZONE

Each of the LU Athletic marks has an established safe zone. This safe zone is intended to maintain the marks integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown.

The safe zone for each of the LU Athletics marks is equal to one forth the overall height of the mark. This spacing is uniform on all sides of the mark. See the examples on the left for each mark's specifics safe zone. If you desire to intrude on a mark's safe zone prior permission must be obtained.

## LU ATHLETICS MARKS MINIMUM SIZE



### ARTWORK MINIMUM SIZES

Each of the LU Athletics marks has a minimum allowable size. In order to ensure clear reproduction and legibility, the marks must not be used any smaller than the sizes shown on the left. It is preferred that when possible the marks be used larger than their minimum size.

Marks to the left with measurements.

## COMPATIBLE TYPOGRAPHY

### LAMAR BOLD

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**1 2 3 4 5 6 7 8 9 ! \$ & ( ) % ? - : ; , ,**

### BANK GOTHIC

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**1 2 3 4 5 6 7 8 9 ! \$ & ( ) % ? - : ; , ,**

### GARAMOND

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 ! \$ & ( ) % ? - : ; , ,**

### LAMAR UNIVERSITY FONTS

Lamar Bold is the custom font created exclusively for LU Athletics and it featured in many of the marks.

The Bank Gothic font family is also used in many of the LU Athletics logos. It is clean, versatile and contemporary font that is readily available.

It is strongly recommended by the LU Athletics Department that vendors use these fonts, or find something very similar, for retail applications.

## LOGO VIOLATIONS



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



Never re-size any element in any Lamar University logo



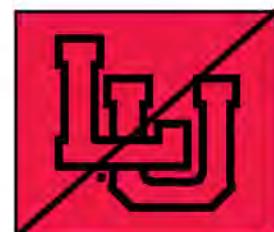
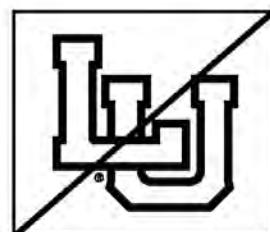
Never reportion any Lamar University logo



Never reposition any elements in any Lamar University logo



Never distort any Lamar University logo



This is no longer an approved mark.



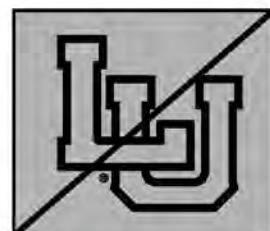
Never flip the Lamar University cardinal head logo



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



So that LU Athletics can maintain the design integrity of its athletics brand, it is mandatory that all marks be applied as indicated in this manual without modification. The marks are not to be altered in any way. Shown on the left and below are unacceptable uses of the LU Athletics marks.

## RETAIL APPLICATIONS



### FULL COLOR APPLICATIONS

In a retail design, if the fabric color matches one of the LU official colors exactly (Lamar Red, Lamar Gold, Lamar Green, White or Black) the fabric can show through in place of printing that color. If the fabric color does not match any official color then all 4 official colors must be used to print the mark.

### ONE COLOR APPLICATIONS

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

### RETAIL ITEMS

- Items produced for resale (e.g., intended to be sold to the public), which bear any Lamar University Athletics trademark, must be produced by an approved vendor holding a standard license.
- All items produced for retail must strictly adhere to the identity guidelines set forth in this standards manual, including restrictions on allowable color combinations.
- Lamar University Athletics' trademarks include, "The Cardinal Head", "Lamar University Athletics," "Lamar University Cardinals," "LU," and "LU Cardinals." A ® should appear next to "University" when it is spelled out and part of the design.
- Lamar University Athletics shall have the right to disallow the production of any promotional item deemed inappropriate.

## CONTACT INFORMATION

### LU ATHLETICS

Montagne Center  
4400 S. Martin Luther King Jr. Pkwy.  
P.O. Box 10066  
Beaumont, TX 77710  
phone: (409) 880-7677

### LEARFIELD LICENSING

(317) 669-0806



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any way without prior written permission.  
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