

## LAMAR UNIVERSITY® A CENTURY OF LEADERS

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

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### USAGE TIMEFRAME

August 2023 through June 2024. The centennial logo should not be included on materials that will continue to be used after June 2024.

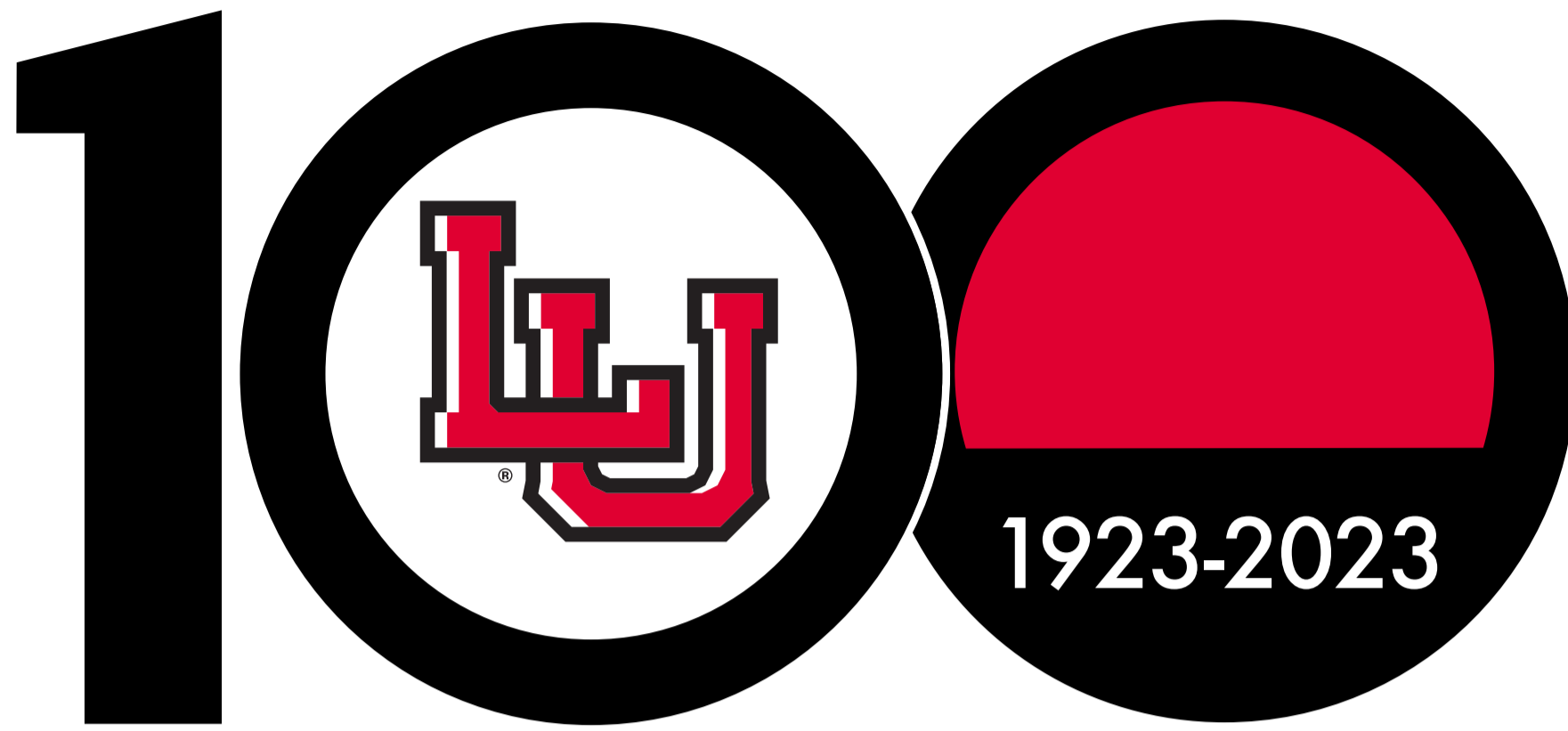
### USAGE ON APPAREL AND GIVEAWAYS

Only authorized and licensed vendors may use the centennial 100 logo.

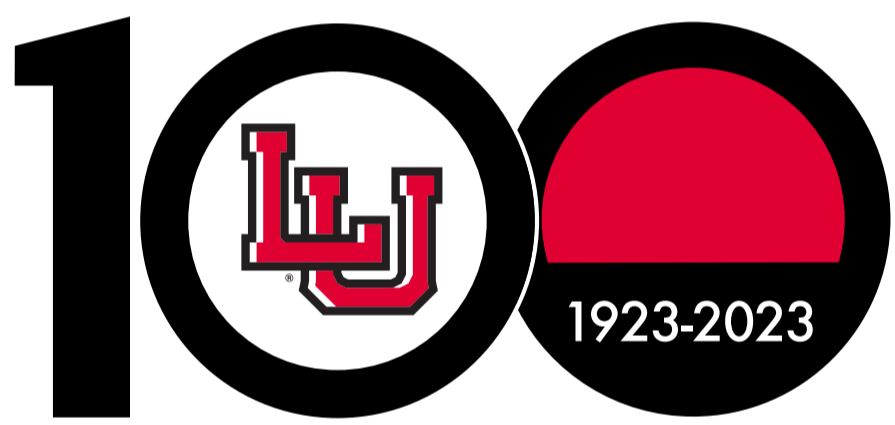
For more information, please visit [affinitylicensing.com](https://affinitylicensing.com) or contact

**Rene' Latiolais, Director of Marketing** at [rene.latiolais@lamar.edu](mailto:rene.latiolais@lamar.edu) or (409) 880-8490.

For more information on approved usage and to download the logos, visit [lamar.edu/centennial](https://lamar.edu/centennial).



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**LAMAR UNIVERSITY**  
MEMBER THE TEXAS STATE UNIVERSITY SYSTEM™

