



LAMAR UNIVERSITY

MEMBER THE TEXAS STATE UNIVERSITY SYSTEM™

BRAND GUIDELINES

LAMAR UNIVERSITY STAR LOGO



The Lamar University star 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.

The 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 red, black or white on backgrounds that are darker than the equivalent of 50% black. If material is black with additional color, other than red, then the logo and signature should be printed in black or reversed.

All merchandise that includes the Lamar University name or logos must be approved through the LU Licensing and Trademark Office, in the Office of Marketing Communications, prior to submitting artwork or design to vendors for production. All Lamar University branded merchandise must be produced by an officially licensed vendor. The list of officially licensed vendors is available at lamar.edu/licensing/vendors.



LAMAR UNIVERSITY STAR EMBLEM

The Lamar University star 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.

The 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 red, black or white on backgrounds that are darker than the equivalent of 50% black. If material is black with additional color, other than red, then the logo and signature should be printed in black or reversed.

All merchandise that includes the Lamar University name or logos must be approved through the LU Licensing and Trademark Office, in the Office of Marketing Communications, prior to submitting artwork or design to vendors for production. All Lamar University branded merchandise must be produced by an officially licensed vendor. The list of officially licensed vendors is available at lamar.edu/licensing/vendors.



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.

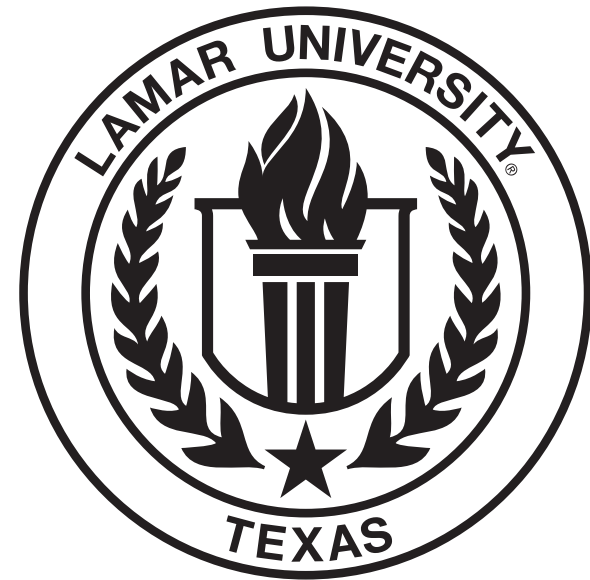
APPROVED USAGE

- Special resolutions
- Diplomas
- Commencement-related items
- Official publications
- Letters of certification
- Transcripts
- Grant applications
- Course catalogs
- Academic certificates
- Legal documents
- Pre-approved gifts

NON-APPROVED USAGE

- Ads
- Signage
- Business cards
- Letterhead
- Forms
- General print materials
- Presentations
- Merchandise
- Giveaway items
- Videos
- Websites

The seal should never be reproduced less than 1/2 inch in diameter. The logo may be blind embossed or printed in red, black or white on backgrounds that are darker than the equivalent of 50% black.



OFFICIAL UNIVERSITY & ATHLETICS COLORS

PRIMARY BRAND COLORS

The colors below are the official colors for Lamar University: **LU Red and White.**

For print applications, specify the Pantone® color or process equivalent.

For computer-related use, refer to the RGB equivalent.

For embroidery applications, specify the Madeira©Rayon or Polyneon color.



LU Red - Pantone 199

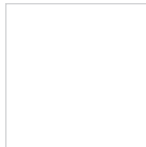
CMYK: C-7 | M-100 | Y-85 | K-1

RGB: R-220 | G-0 | B-49

Hex: #DC0031

Madeira Rayon: 1147

Madeira Polyneon: 1747



LU White

CMYK: C-0 | M-0 | Y-0 | K-0

RGB: R-255 | G-255 | B-255

Hex: #FFFFFF

SECONDARY BRAND COLORS

LU Black may be used to supplement LU Red and White, but it should not be used as a primary brand color.

LU Gold or LU Green may only be used as an accent with LU Red and White. Its use should always be minimal.



LU Black

CMYK: C-0 | M-0 | Y-0 | K-100

RGB: R-35 | G-31 | B-32

Hex: #231F20



LU Gold - Pantone 137

CMYK: C-0 | M-42 | Y-100 | K-0

RGB: R-255 | G-164 | B-0

Hex: #FFA300

Madeira Rayon: 1137

Madeira Polyneon: 1763



LU Green - Pantone 374

CMYK: C-27 | M-0 | Y-73 | K-0

RGB: R-195 | G-219 | B-110

Hex: #C3DB6E

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.

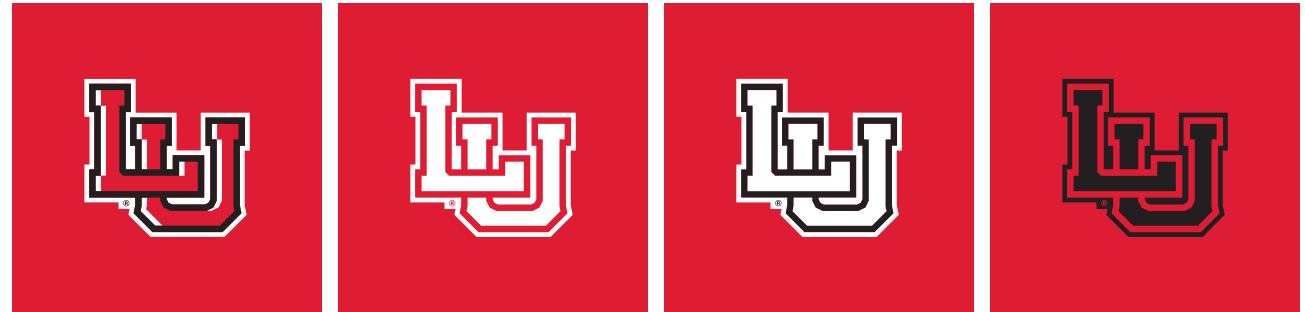
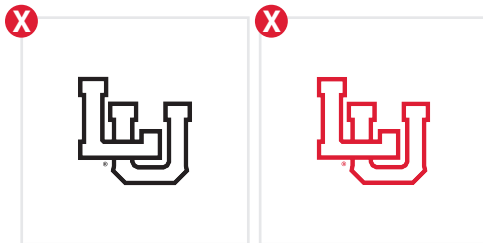
PRIMARY ATHLETICS LOGOS - INTERLOCKING LU

COLOR VERSIONS:

- Full Color
- White
- Black & White
- Black
- Red & White
- Red

Use of the black single outline section of the black and white interlocking LU logo is not permitted.

Use of the red single outline section of the red and white interlocking LU logo is not permitted.

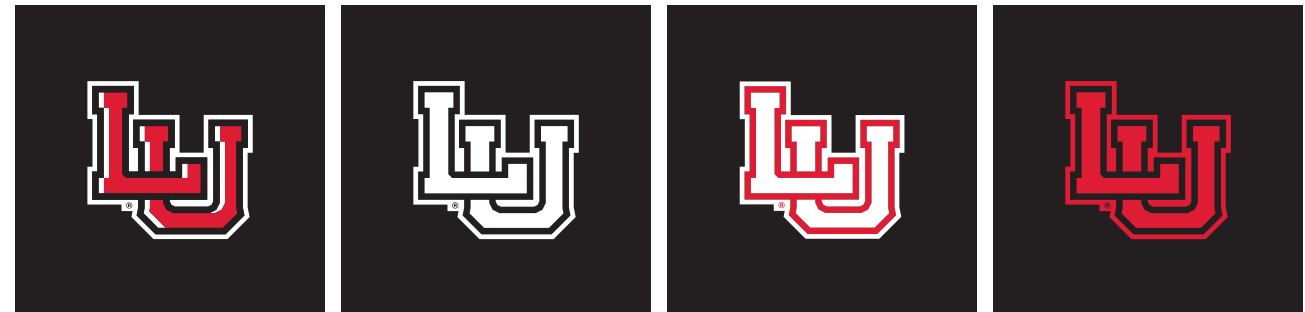


Full Color

White

Black & White

Black



Full Color

White

Red & White

Red



Full Color

Black

Red

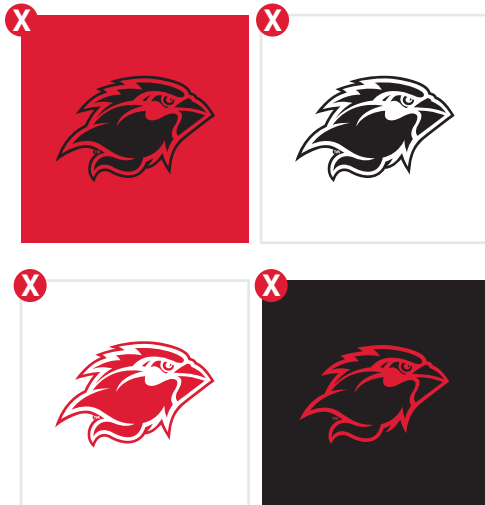
PRIMARY ATHLETICS LOGOS - CARDINAL HEAD

COLOR VERSIONS:

- Full Color
- White
- Black & White
- Single Outline Black
- Red & White
- Double Outline Red
- Single Outline Red

Use of the white cardinal logo in black or red is not permitted.

Use of the single outline cardinal logo in red is not permitted.



Full Color



White



Black & White



Single Outline Black



Full Color



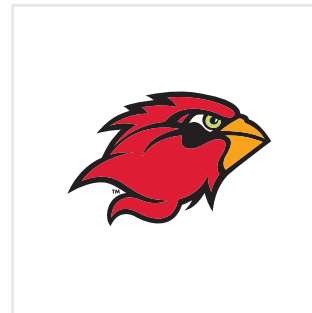
White



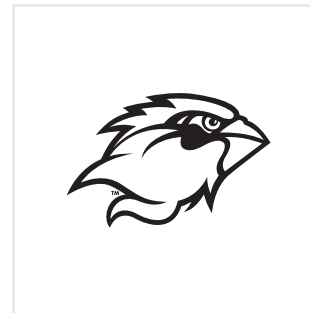
Red & White



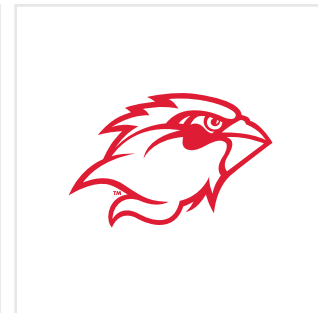
Double Outline Red



Full Color



Single Outline Black



Single Outline Red

PRIMARY ATHLETICS LOGOS - CARDINAL ARCH

COLOR VERSIONS:

- Full Color
- White
- Black & White
- Single Outline Black
- Red & White
- Double Outline Red
- Single Outline Red

Use of the white cardinal arch logo in black or red is not permitted.

Use of the single outline cardinal arch logo in red is not permitted.



Full Color



White



Black & White



Single Outline Black



Full Color



White



Red & White



Double Outline Red



Full Color



Single Outline Black



Single Outline Red

PRIMARY ATHLETICS LOGOS - LAMAR UNIVERSITY ARCH

COLOR VERSIONS:

- Full Color
- White
- Black & White
- Black
- Red & White
- Red

Use of the black single outline section of the black and white arch logo is not permitted.

Use of the red single outline section of the red and white arch logo is not permitted.



Full Color



White



Black & White



Black



Full Color



White



Red & White



Red



Full Color



Black



Red

RETRO CARDINAL MARK

COLOR VERSIONS:

- Full Color
- White
- Black & White
- Single Outline Black
- Red & White
- Single Outline Red

Use of the double outline retro cardinal mark in black or red is not permitted.

Use of the red or white single outline retro cardinal mark is not permitted.

This mark is not permitted for use on uniforms or graphics.

This mark is permitted for use on limited merch and apparel only.



Full Color



White



Black & White



Single Outline Black



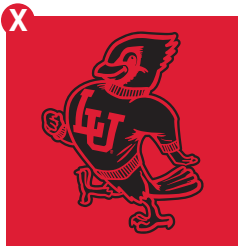
Full Color



White



Red & White



Full Color



Single Outline Black



Single Outline Red

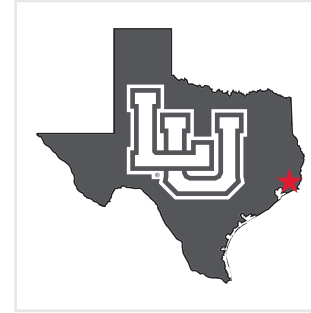
LU TEXAS MARK

COLOR VERSIONS:

- White + Gray
- Full Color + White
- White
- Full Color + Red
- Red

This mark is not permitted for use on uniforms or graphics.

This mark is permitted for use on limited merch and apparel only.



White + Gray



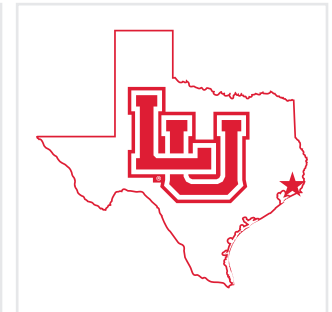
Full Color + White



White



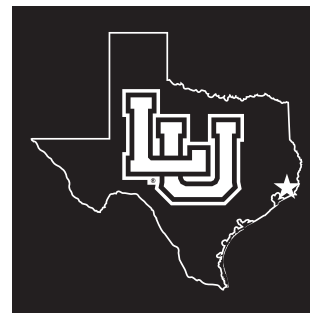
Full Color + Red



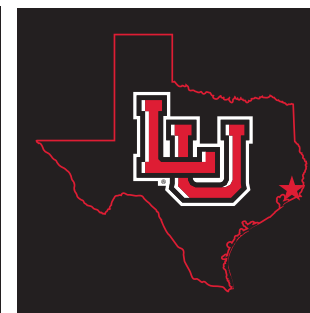
Red



Full Color + White



White



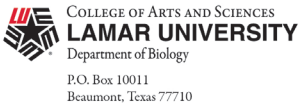
Full Color + Red



Red

STANDARD STATIONERY

Lamar University stationery must follow the standard, approved format as pictured. Vendors may not deviate from this standard format. Questions may be directed to the Office of Marketing Communications.



Lamar Cardinal, Ph.D.
Title
Department
email@lamar.edu

P.O. Box 00000 Beaumont, Texas 77710
(409) 880-0000 *lamar.edu*

P.O. Box 10011 Beaumont, Texas 77710 (409) 880-0000 lamar.edu

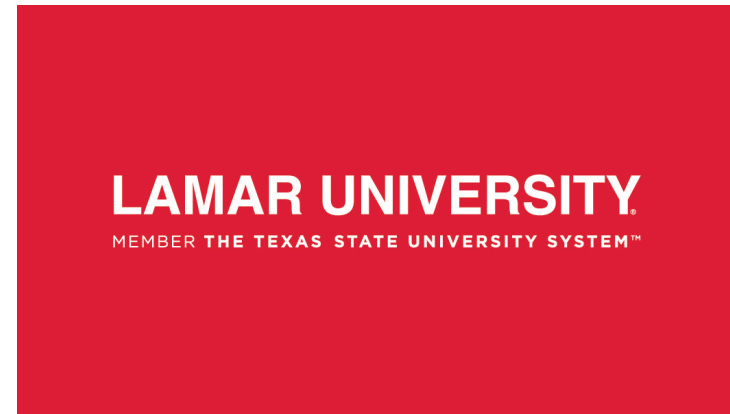
INTERLOCKING LU BUSINESS CARD

The interlocking LU business card must follow the approved format as pictured. Vendors may not deviate from this standard format. Questions may be directed to the Office of Marketing Communications.

Front Option 1 - lamar.edu



Front Option 2 - short URL

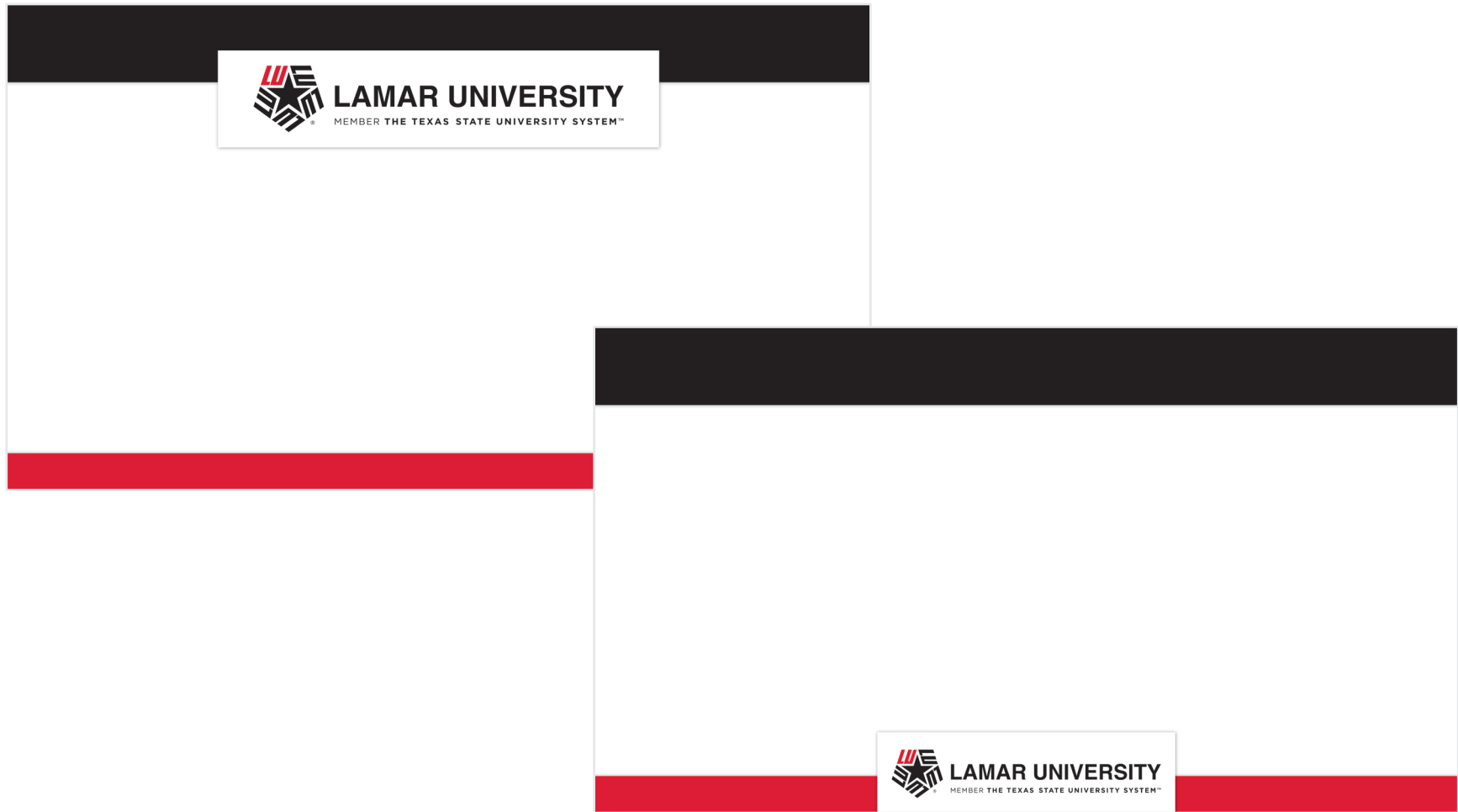


Back

POWERPOINT TEMPLATE

Lamar University provides a standard PowerPoint template for university use.

Customized templates may be requested through the Office of Marketing Communications.



STAR LOGO EMBROIDERY



COLLEGE OF ARTS & SCIENCES
LAMAR UNIVERSITY
COMPUTER SCIENCE

In the event that a star logo is not able to be used for embroidery, an alternative format may be used. This version does not replace a college or department's star logo and should only be used for specific embroidery use-cases only in the color combinations shown.

Customized embroidery files may be requested through the Office of Marketing Communications.



COLLEGE OF ARTS & SCIENCES
LAMAR UNIVERSITY
COMPUTER SCIENCE



COLLEGE OF ARTS & SCIENCES
LAMAR UNIVERSITY
COMPUTER SCIENCE



COLLEGE OF ARTS & SCIENCES
LAMAR UNIVERSITY
COMPUTER SCIENCE



COLLEGE OF ARTS & SCIENCES
LAMAR UNIVERSITY
COMPUTER SCIENCE

DEPARTMENTAL INTERLOCKING LU FOR EMBROIDERY & PROMOTIONAL ITEMS



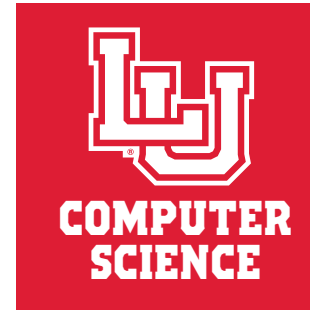
The departmental interlocking LU does not replace the department's star logo. This version can be used on apparel, promotional items, and print materials where the star logo is not suitable for use.

Customized interlocking LU logos may be requested through the Office of Marketing Communications.

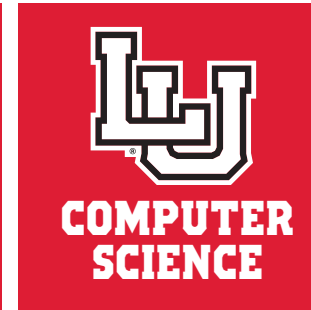
Alternative layout:



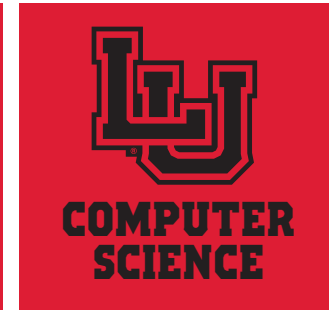
Full Color



White



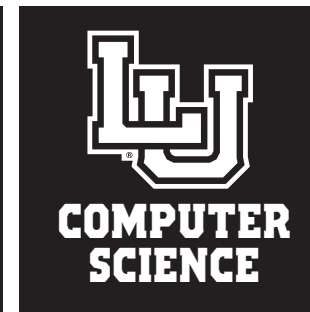
Black & White



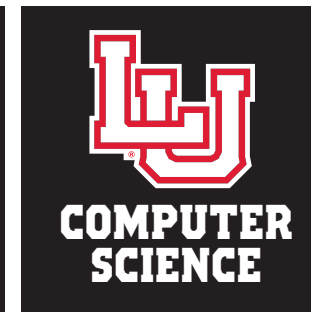
Black



Full Color



White



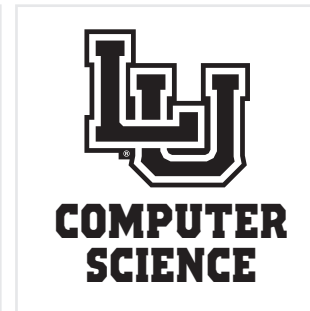
Red & White



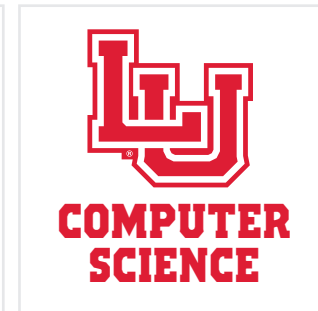
Red



Full Color



Black



Red

LAMAR UNIVERSITY TYPEFACES

Variations of Lamar University's star logo and seal use two typefaces:

The first is **Helvetica**, which is used in bold for the university's name in the seal and the logo.

The second typeface is **Garamond Premier Pro**, which is used to customize the star logo for campus entities.

In addition to these, Lamar University also utilizes three other typefaces across various marketing and communications materials.

Lamar Bold is a custom athletic typeface unique to Lamar University that is primarily used in athletics branding and on promotional materials. *This typeface should be used in all caps at -25 tracking.*

Bebas Neue Bold is used primarily for recruitment and college marketing materials to create visually engaging designs that capture attention and support student-focused messaging.

Gotham is a versatile family with multiple variations, allowing for individuality in graphics created across campus while still maintaining alignment with the university's overall brand. Many versions in the Gotham family are used, with the most common being:

Gotham Book	Gotham Narrow Book
Gotham Medium	Gotham Narrow Medium
Gotham Bold	Gotham Narrow Bold
Gotham Black	Gotham Narrow Black
Gotham Ultra	Gotham Narrow Ultra

Helvetica

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

Garamond Premier Pro

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

LAMAR BOLD

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

BEBAS NEUE BOLD

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

LOGO CUSTOMIZATION

CUSTOMIZED LAMAR UNIVERSITY STAR LOGO

The layout options for the university wordmarks with type are shown here. Additional type is always set in Garamond Premier Pro.

The graphic identity of each college, department, university-based center and program shall adhere to the guidelines in this document.

Customized university star logos may be requested through the Office of Marketing Communications.



COLLEGE OF ENGINEERING
LAMAR UNIVERSITY



COLLEGE OF ARTS AND SCIENCES
LAMAR UNIVERSITY
Department of Biology

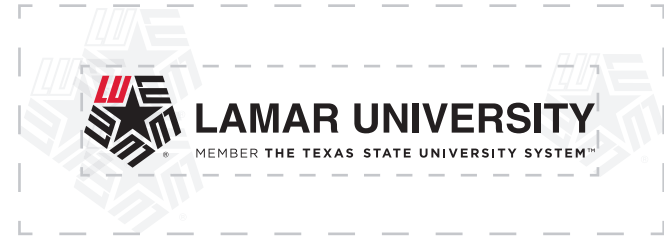
USING THE LAMAR UNIVERSITY STAR LOGO

LOGO SAFEZONES

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



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. The art should be used at these minimum sizes only when necessary. It is preferred that they be used larger than shown.



LAMAR UNIVERSITY STAR LOGO

Minimum size: 2 1/2" horizontally

Minimum size if reversed: 2 3/4" horizontally

PLACEMENT AND USE

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.

The system signature must appear on all official printed documents (including but not limited to letterhead, email 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.



SEAL

Minimum size: 1" diameter

Minimum size if reversed: 1 1/4" diameter

USING THE LAMAR UNIVERSITY STAR LOGO

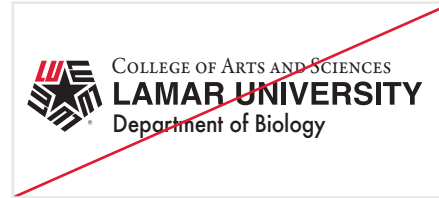
For LU to maintain the design integrity of its identity marks and maximize each mark's effectiveness as an identifier, it is mandatory that all marks be applied as indicated in this manual without modification.

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, including athletics logos. Do not change the typeface of the logo. Do not use white color versions on light backgrounds and do not use black color versions on dark backgrounds.

Do not use trademarked versions of the star logo. All Lamar University star logos must include the registered mark.

The phrases "Lamar University" and "LU" are both registered trademarks and must include the registered mark when used in large print and on merchandise and promotional items.



Do not create your own custom logo.



Do not change the colors.



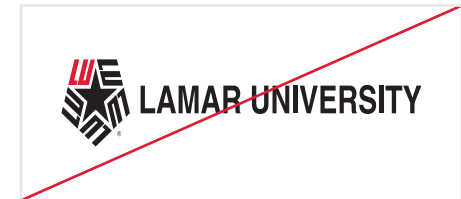
Do not resize elements.



Do not add elements.



Do not combine logos.



Do not skew the logo.



Do not rearrange the logo.



Do not change the typeface.

MERCHANDISE & LICENSING

All merchandise that includes the Lamar University name or logo must be approved by the Office of Marketing Communications, prior to submitting artwork or design to vendors for production and must be produced by an officially licensed vendor. In addition, all merchandise that includes the Lamar University name or “LU” must also have the registration mark.

Lamar University Logos—Non-Commercial Purposes

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

Office of Marketing Communications
(409) 880-8426

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:

Sarah Munoz
Affinity Licensing
sarah@affinitylicensing.com



LAMAR UNIVERSITY

MEMBER THE TEXAS STATE UNIVERSITY SYSTEM™

