

UNIVERSITY OF
LOUISIANA

S Y S T E M

BRAND GUIDELINES

STANDARDS



The official name of the organization is “University of Louisiana System.” On all formal documents, the full name of the institution should be written, along with the System logo. In general publicity and documents, the first reference is University of Louisiana System or The Universities of Louisiana when appropriate. The short abbreviation of UL System is permissible as a second reference. Any University of Louisiana System logo being used should stand alone and not overlap any other logos or wordmarks.

PRIMARY LOGOS

UNIVERSITY OF
LOUISIANA
SYSTEM

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LOUISIANA
SYSTEM

LOGO SPECIFICATIONS

Size & Surrounding Space

The logo should have empty space around it so that it can be seen easily. Text, graphics or images should not encroach on that space.

As a general rule, the blank space should be a minimum of one-fourth – or 25 percent – of the width of a logo. So, a logo that is two inches wide should be surrounded by at least half an inch of blank space. A logo that is four inches wide should have at least one inch of empty space on all sides.

To maintain legibility, an academic logo should be a minimum of one-inch wide, which is the size of a quarter. There should be at least a one-fourth-inch margin around it, as shown.



Unacceptable Uses

The UL System logo should never be rotated or altered in any way.



LOGO BAR



The UL System logo bar displays all eight member institutions' logos. The logo bar displays the Universities in alphabetical order and should not be altered. The logo bar is usually associated with the university system logo and other promotional and multimedia productions.

COLOR MODELS

UL SYSTEM BLUE
HEX: #2D2D83
CMYK: 100 100 12 2
RGB: 45 45 131

ACCENT
HEX: #C3C1E3
CMYK: 22 21 0 0
RGB: 195 193 227

2021 BLACK
HEX: #1E2223
CMYK: 65 51 50 80
RGB: 32 33 33

COMPETE LA BLUE
HEX: #38B0CB
CMYK: 69 10 16 0
RGB: 32 33 33

BACKGROUND GREY
HEX: #EAEAEA
CMYK: 7 5 5 0
RGB: 234 234 234

ACCENT GREY
HEX: #999999
CMYK: 43 35 35 1
RGB: 152 152 153

TYPOGRAPHY

The primary Typeface is Proxima Nova. The font weights are Regular-Bold.

Headlines can be set in UPPERCASING or Title Casing with tracking set to 50. Sub-headings should be in Title Casing with tracking set to 50. Body copy should be set in sentence casing with tracking set to 0.

This Typeface can be used for headings, sub-headings, or stats.

PROXIMA NOVA

PROXIMA NOVA

Promima Nova

Promima Nova

Promima NovaPeliquae versperrum et que volupture volectem fugit pla
commo idus de in con numquis sequam facculit, cum iminientia sunt aut.

1234567890

The secondary Typeface is Bebas Neue. The font weights are Regular-Bold.

Headlines and sub-headings should be set in Upper Casing with tracking set to 0.

This Typeface can be used for headings, sub-headings, or stats.

BEBAS NEUE

PUDAM, IUM VELLOREPUDI QUAM, SOLORUM DUCIT QUE PORERFERNAT.

1234567890

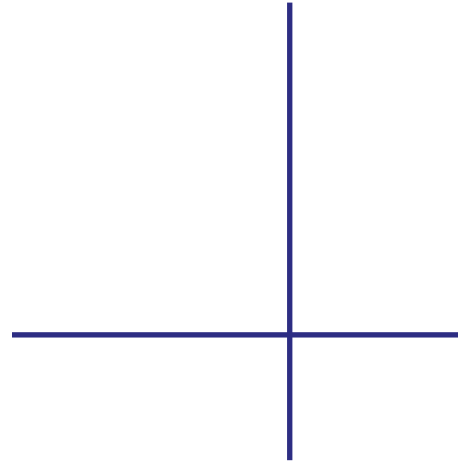
SEAL



Use of the University of Louisiana System seal is limited to presidential correspondence and certain products associated with academic achievement.

OTHER DESIGN ELEMENTS

Striaight Lines – Straight lines, either intersecting or by themselves, can be used as design elements on various marketing materials. The normal stroke weight should be 2 pt. Straight lines should not be mixed with diagonal lines.



Overlays & Backgrounds – When using photos or patterns as backgrounds overlays should always be set to Multiply. The opacity will vary based on circumstance.



MEMBER INSTITUTIONS



WEB & SOCIAL

The official UL System website address should be included in all UL System publications, publicity and marketing materials. It is “ULSystem.edu” and should be expressed in that way and without any other text (that is, no “http://” or “www.” preceding the address). Facebook, Twitter, LinkedIn, and YouTube are the approved UL System social media platforms.



University of Louisiana System



@ulsystem



University of Louisiana System



@ULSystem

All logos and wordmarks are available upon request (EPS, AI, PDF, PSD, JPG, PNG). For questions or design approvals, contact the Graphic Designer & Brand Manager:

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