

UNIVERSITY OF
LOUISIANA

S Y S T E M

FOR YOUR FUTURE. FOR OUR FUTURE.

BRAND GUIDELINES

STANDARDS



FOR YOUR FUTURE. FOR OUR FUTURE.

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



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 nine 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.

TAGLINE

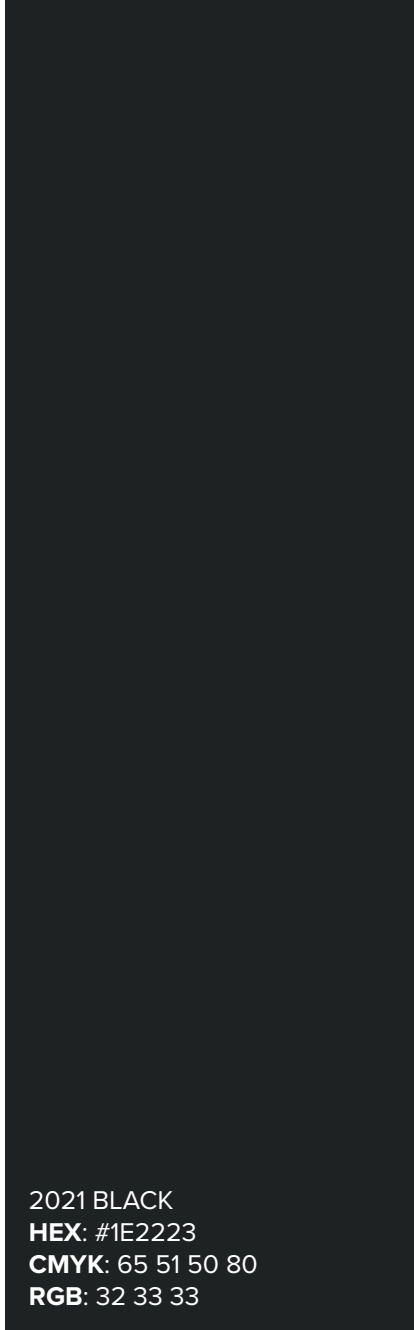
FOR YOUR FUTURE. FOR OUR FUTURE.

The tagline, “For your future. For our future.” appears in Bebas Neue and has one display option: single-line. The Tagline is usually associated with the UL System logo and other marketing materials.

COLOR MODELS



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



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 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 should be used for headings and sub-headings only.

BEBAS NEUE

PUDAM, IUM VELLOREPUDI QUAM, SOLORUM DUCIT QUE PORERFERNAT.

1234567890

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

Headlines should be set in UPPERCASING 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.

PROXIMA NOVA

Promima Nova

Promima Nova

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

1234567890

The Longform Typeface is Freight Disp Pro. The font weights are Regular-Medium. This font may be used for sub-headings and body copy.

Sub-headings should be in Title Casing with tracking set to 0. Body copy should be set in sentence casing with tracking set to 0.

When using numbers in FreightDisp Pro they should be modified through special glyphs to all be in line.

FreightDisp Pro

FreightDisp Pro

Promima NovaPeliquae versperrum et que volupture volectem fugit pla commo idus de in con numquis sequam faccollit, cum iminientia sunt aut ra quod electibus, imus ut aturi sum quas milis et prehendel idenda prepe etur? Quidebit pro cum facerae nimus anis quam aborem sit quiditiis.

1234567890

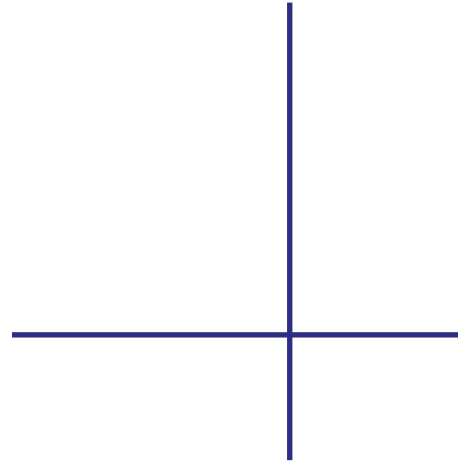
SEAL



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.

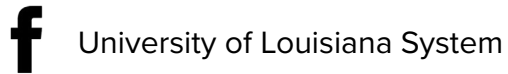


MEMBER INSTITUTIONS



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 and Twitter are the approved UL System social media platforms to be promoted on all UL System and university materials.



All logos and word marks 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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