

# LOURDES UNIVERSITY

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## Brand & Identity StyleGuide



# Introduction

Greetings from the Office of Marketing and Communications.

As brand champions for Lourdes University, we are pleased to provide information about the institution to our internal and external audiences. It is our pleasure to deliver the latest Lourdes news through digital and print communications, and general and social media.

As part of this responsibility, we enjoy the opportunity to meet, work with and share the unique stories of our students, alumni, faculty, staff, administration and friends.

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# University Logo

Lourdes University's logo is an important visual identifier of our brand and should appear within all marketing materials for the University. It is available in two formats: horizontal and vertical. The logo may be displayed in black, white or Lourdes University terra cotta. This graphic should appear in its entirety as shown. The logos should not be recreated, altered or modified in any way. These identifying marks should only be implemented using the highest-quality logo files possible, and should never be manually altered.

**LOURDES Font:** Trajan Pro Bold

**UNIVERSITY Font:** Adobe Garamond



Stacked version



Horizontal version

All the various University and Athletic logos outlined in this guide are available upon request.

Contact Carla Leow, Assistant Director/Graphic Designer, Office of Marketing and Communications, at [cleow@lourdes.edu](mailto:cleow@lourdes.edu) with any requests.

# University Seal

The Lourdes University seal is reserved for use only by the President's Office and in official university communications, including diplomas, formal invitations, formal publications and communications. The historic seal has strategic use on marketing materials. It is recommended for use as a graphic element to support the primary logo. It should be printed as one color only. It may also be used as a watermark.

**Font:** Adobe Garamond Bold



# Athletic Logos

Lourdes University's athletics logo is reserved for athletics cases only and should not be used in lieu of the university's primary logo. Lourdes Athletics may still use the primary logo on marketing materials and publications as a secondary element. The Gray Wolves logo can be used horizontally or at a 14 degree angle.

**Font:** Infinite Justice Regular, all caps



# Athletic Logos

The Gray Wolves athletic logo can be stacked and used horizontally or at a 14 degree angle. Use the same color options as the unstacked Gray Wolves logo.

**Font:** Infinite Justice Regular, all caps



# Athletic Logos

The Lourdes athletic logo can be used horizontally or at a 14 degree angle. Use the same color options as the Gray Wolves logo.

**Font:** Infinite Justice Regular, all caps



# Athletic Logos

The Lourdes Gray Wolves athletic logo can be used horizontally or at a 14 degree angle. Use the same color options as the Gray Wolves logo.

**Font:** Infinite Justice Regular, all caps





# Additional Athletic Logos

Supporting brand identities include the Paw L, the Gray Wolf Head, sport specific logos and the Wolf Eyes full-color graphic.

## Paw L Athletics Logo

Due to its simplicity, this logo is ideal for small applications.



# Additional Athletic Logos

## Sport-specific logos

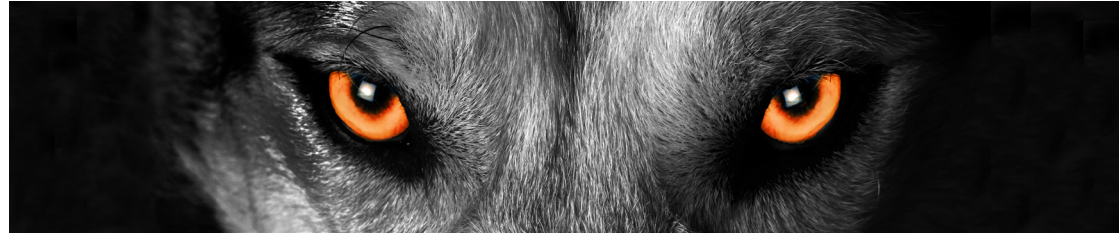
Font: Myriad Pro Regular Italic



## Additional Athletic Logos

### Wolf Eyes Graphic

Full-color photo



# Color Specifications

## Primary Colors



**Black**



**PMS 1525**

C 0  
M 62  
Y 100  
K 21

**RGB**

R 201  
G 77  
B 0

**HEX**

#C94D00



**Black**

75% tint



**Black**

40% tint

# Typography

Adobe Garamond Regular

*Adobe Garamond Regular Italic*

**Adobe Garamond Bold**

***Adobe Garamond Bold Italic***

*Myriad Pro Condensed*

*Myriad Pro Condensed Italic*

**Myriad Pro Bold Condensed**

***Myriad Pro Bold Condensed Italic***

Myriad Pro Regular

*Myriad Pro Regular Italic*

**Myriad Pro Semibold**

***Myriad Pro Semibold Italic***

**Myriad Pro Bold**

***Myriad Pro Bold Italic***

***INFINITE JUSTICE***

# Incorrect Logo Usage

Below are a few examples of incorrect logo usage.



Never distort the logo or use other colors in any part of the logo



Never put a pattern in the arches



Never add anything onto the logo



Never put a pattern behind the logo



Never distort the logo



Never put the wolf eyes or other pattern in any part of the logo



Never use the paw print or arches as a part of other words.

**GRAY WOLVES** ALWAYS spell Gray Wolves or Gray Wolf with an "A."



LOURDES  
UNIVERSITY