LOURDES UNIVERSITY

Brand & Identity Style Guide











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 terracotta. 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 Rylee Dean, Graphic Designer, Office of Marketing and Communications, at rdean@lourdes.edu with any requests.

Lourdes Paw Prints

Lourdes paw prints (without the block L) may be used in any marketing material in any brand color, with or without outline.







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







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.

*The paw print in the O of 'Gray Wolves' must be present.











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. *The paw print in the 0 of 'Gray Wolves' must be present.





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

*The paw print in the O of 'Lourdes' must be present.













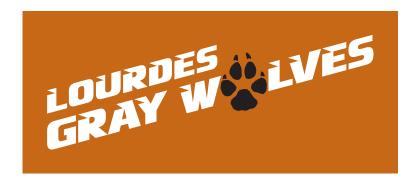
The Lourdes Gray Wolves athletic logo can be used horizontally or at a 14 degree angle. Use the same color options as the Gray Wolves logo.

*The paw print in the 0 of 'Lourdes' must be present.











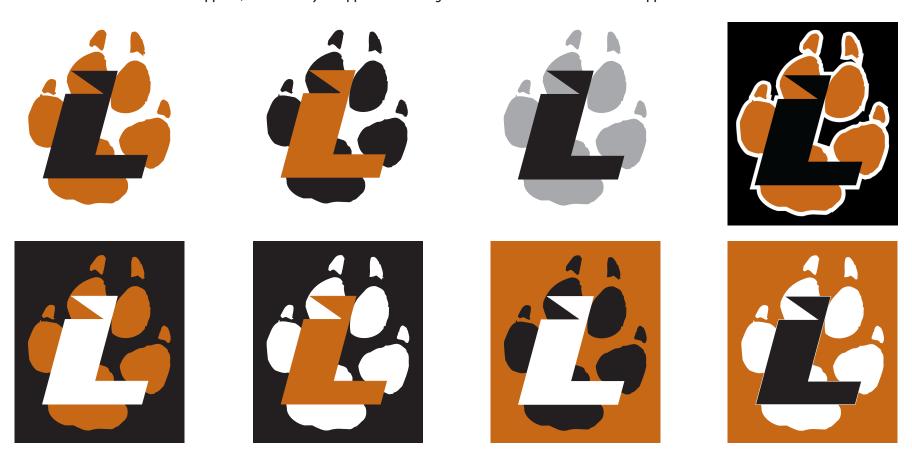


Supporting brand identities include the Paw L, the Gray Wolf Head, sport specific logos and the Wolf Eyes full-color graphic.

Paw L Athletics Logo

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

Under certain circumstances related to apparel, a stroke may be applied to this logo. The stroke color must also be an approved brand color.



Sport-specific Lourdes logos

Font: Infinite Justice, Myriad Pro Regular Italic

*Adjust kerning of the letters in sports names as needed to remain consistent































Sport-specific Gray Wolves logos

Font: Infinite Justice, Myriad Pro Regular Italic

*Adjust kerning of the letters in sports names as needed to remain consistent

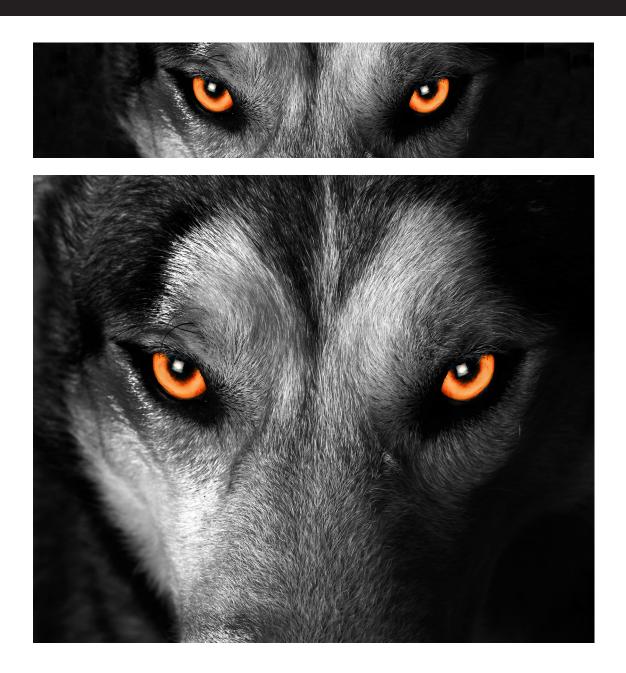




Font: Infinite Justice

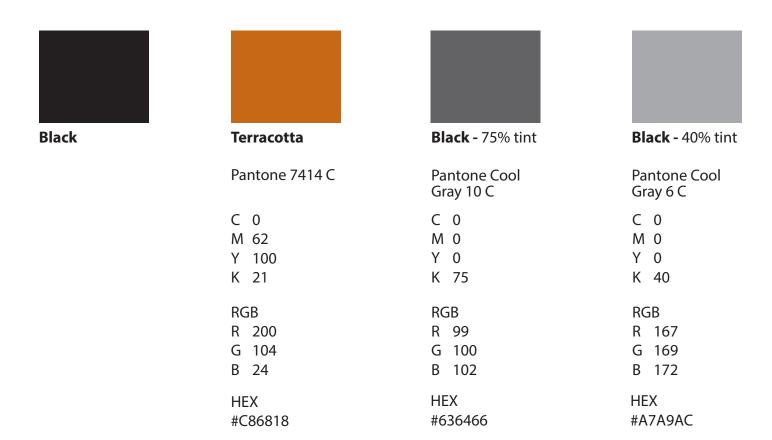


Wolf Eyes Full Color Photo



Color Specifications

Primary Colors



Typography

Below are the approved brand fonts.

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

Futura PT Light

Futura PT Light Oblique

Futura PT Book

Futura PT Book Oblique

Futura PT Medium

Futura PT Medium Oblique

Futura PT Demi

Futura PT Demi Oblique

Futura PT Heavy

Futura PT Heavy Oblique

Futura PT Bold

Futura PT Bold Oblique

Futura PT Extra Bold

Futura PT Extra Bold Oblique

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

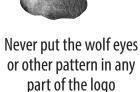
Never put a pattern in the arches

Never add anything onto the logo

Never put a pattern behind the logo









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

EDUCATION

Never distort the logo

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



For all questions regarding logos and branding, please contact

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