

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



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.

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

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.

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

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.

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

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.

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

Font: Infinite Justice Regular, all caps



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.

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



Athletic Logos

Sport-specific Lourdes logos

Font: Infinite Justice, Myriad Pro Regular Italic

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



Athletic Logos

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



Athletic Logos

Font: Infinite Justice



Wolf Eyes Full Color Photo



Color Specifications

Primary Colors



Black



Terracotta

Pantone 7414 C

C 0
M 62
Y 100
K 21

RGB
R 200
G 104
B 24

HEX
#C86818



Black - 75% tint

Pantone Cool
Gray 10 C

C 0
M 0
Y 0
K 75

RGB
R 99
G 100
B 102

HEX
#636466



Black - 40% tint

Pantone Cool
Gray 6 C

C 0
M 0
Y 0
K 40

RGB
R 167
G 169
B 172

HEX
#A7A9AC

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 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

For all questions regarding
logos and branding, please contact

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