

LOURDES UNIVERSITY

Brand & Identity Style Guide



Office of Marketing and Communications

January 2026

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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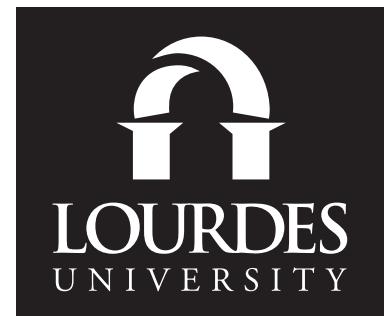
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University Logo

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 University logos outlined in this guide are available upon request.

Contact Rylee Dean, Multimedia Design Manager, Office of Marketing and Communications, at rdean@lourdes.edu with any requests.

University Seal

The Lourdes University seal is utilized for official University documents such as diplomas and occasionally on marketing materials.

Font: Adobe Garamond Bold



Athletic Logos

Lourdes University's athletics logos are reserved for athletics 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 0 of 'Lourdes' must be present.**

Font: Infinite Justice Regular, all caps

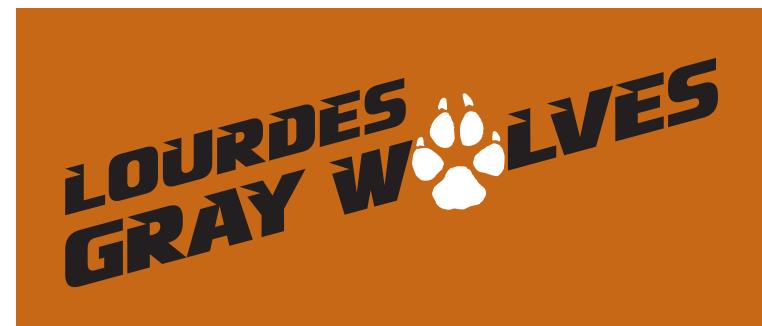


Athletic Logos

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 'Gray Wolves' 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

This list does not include all Lourdes University Athletic Teams



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

This list does not include all Lourdes University Athletic Teams

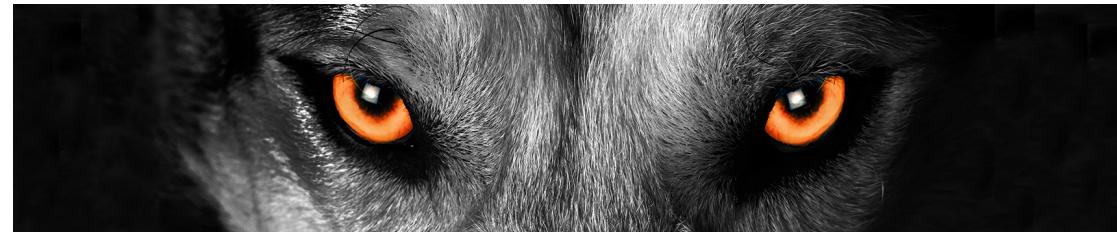


Athletic Logos

Font: Infinite Justice



Wolf Eyes Full Color Photo



Color Specifications

Primary Colors



Black



Terracotta



Black - 75% tint



Black - 40% tint

Pantone 7414 C

C 0
M 62
Y 100
K 21

RGB
R 200
G 104
B 24

HEX
#C86818

Pantone Cool
Gray 10 C

C 0
M 0
Y 0
K 75

RGB
R 99
G 100
B 102

HEX
#636466

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

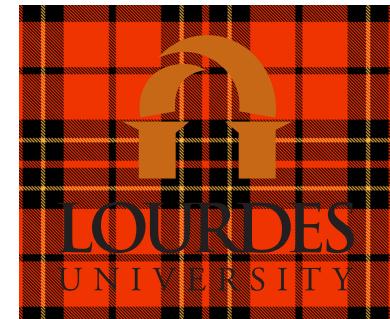


Never put a pattern in the arches



LOURDES
UNIVERSITY

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

GOLF

EDUCATION

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 and inquiries regarding
logos and branding, please contact

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