

# LOURDES UNIVERSITY

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## 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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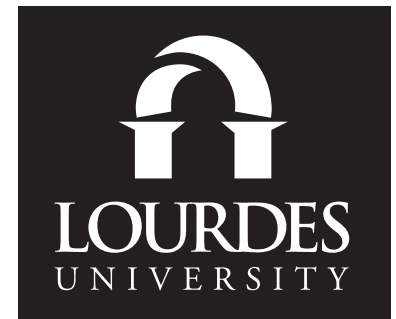
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# University Logo

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](mailto: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 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 '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*

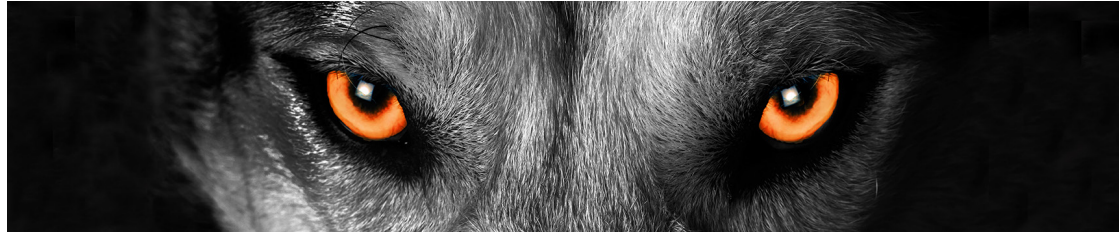


## Athletic Logos

Font: Infinite Justice



## Wolf Eyes Full Color Photo



# Color Specifications

## Primary Colors



**Black**



**Terracotta**

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 and inquiries regarding  
logos and branding, please contact

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