

STYLE GUIDE – 2017

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PRIMARY MARK



URL: www.ulm.edu
Location: Monroe, Louisiana
Established: 1931



variations

ATHLETIC MARK



Conference: Sunbelt Conference
Nickname: Warhawks
Mascot: Ace the Warhawk
URL: www.ulmwarhawks.com



variations

COLORS



ULM MAROON
PANTONE® 208 C
PANTONE® 208 U
CMYK 0/100/35/66
RGB 128/0/41
HEX #800029



GOLD
PANTONE® 465 C
PANTONE® 465 U
CMYK 25/40/73/3
RGB 190/149/91
HEX #bd955a



DARK GREY
PANTONE® COOL GREY 10 C
PANTONE® COOL GREY 10 U
CMYK 61/53/48/19
RGB 100/101/105
HEX #646469



LIGHT GREY
PANTONE® COOL GREY 1 C
PANTONE® COOL GREY 1 U
CMYK 13/11/12/0
RGB 219/217/214
HEX #dad8d6

FONTS

Garamond Premier Pro Light Display
Garamond Premier Pro Light Italic Display
Garamond Premier Pro Regular
Garamond Premier Pro Italic
Garamond Premier Pro Bold
Garamond Premier Pro Bold Italic

Univers 47 Light Condensed
Univers 47 Light Condensed Oblique
Univers 59 Ultra Condensed
Univers 67 Bold Condensed
Univers 67 Bold Condensed Oblique

VERBIAGE

University of Louisiana Monroe™ • ULM™ (athletic preferred) • Talons Out™ • Take Flight™
We Are The Warhawks™ • Warhawks™ (athletic preferred) • ULM Warhawks™ (athletic preferred) • The Best is on the Bayou™