

STYLE GUIDE – 2017

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PRIMARY MARK



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



variations

ATHLETIC MARK

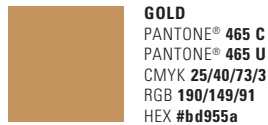


Conference: Sunbelt Conference
Nickname: Warhawks
Mascot: Ace the Warhawk
URL: www.ulmwarhawks.com



variations

COLORS



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™