

University of
LOUISIANA
Monroe

IDENTITY STANDARDS

2016

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INTRODUCTION

As the University of Louisiana Monroe competes for students, funding and donations, the strength of our marketing communications is increasingly important. One of the basic components of a strong, institutional marketing-communications effort is a unified graphic identity.

The University of Louisiana Monroe wordmark carries dual responsibilities: It must stand as the sum of the institution's many parts — the authentic, recognizable essence of the university — while simultaneously symbolizing its potential. For the many people who already know and love ULM, the wordmark must ring true. For audiences now in cultivation and to future audiences, the mark must dispel myths, spark interest and remain in each viewer's awareness, uniquely and accurately.

These principles have shaped the creation of this visual identity guide. By complying with its specifications, users help project a clear, unifying image for the university as a whole. The visual identity program also highlights each college or division of the university, without sacrificing the unit's individuality.

The guidelines in this manual enable us to implement the visual identity in a range of applications, thus enhancing all of our university communications. Please support the program by applying these guidelines consistently.

BASIC CONSIDERATION

All print and web communications should clearly be identified as originating from the University of Louisiana Monroe through the use of the logo.

All college, school or departmental identifiers should work within the system for unit-level identity and prominently display the university logo.

The wordmark and logo (available in a variety of layout formats on the identity standards web site at www.ulm.edu/opi/logos) must be reproduced from these authorized graphics and cannot be redrawn, re-proportioned, embellished, or modified in any way.

For additional guidance or questions that should be addressed in this guide, please contact the Office of Public Information, phone number – 318.342.5440, email – opi@ulm.edu.

TERMINOLOGY

For maximum clarity, a technical vocabulary has been established. It is important to use these terms accurately and consistently in all written and oral communications related to design. Familiarity with the following key terms will aid an interpretation of this document.

BRAND - The sum impression derived from a consumer's experience of the university's products, services, communications, and people.

PRIMARY LOGO - The uniquely drawn set of typographic characters that form the university's official logo.



SUB-BRAND LOGOS - A visually distinctive arrangement of primary logo that brands an individual school, college, or other sub-entity.



LETTERMARK - Lettermark is exclusively typographic. It is a symbol, representing the institution through the use of its initials or the brand's first letter. It is an alternate method of identifying the university graphically. It is less formal than the primary logo.



TERMINOLOGY

RGB - The color scale used in Web and interactive design.

CMYK - Four-color printing process that uses cyan, magenta, yellow and black inks to create other colors including photos.

PMS - Pantone Matching System. A set of standard colours for printing, each of which is specified by a single number.

COPY - Words used in communications encompassing headlines, paragraphs (body copy) and more.

RESOLUTION - Refers to the number of pixels in an inch of a digital image. A high-resolution image, 300dpi or greater, is recommended for all printed material.

VECTOR ARTWORK - Artwork created using mathematically plotted points instead of pixels, allowing it to be reproduced at any size without distortion to the image.



PRIMARY LOGO USAGE

Since the primary logo is the common thread throughout university communications, it should be the starting point in the creation of all marketing materials. Deliberate, consistent placement of the logo will establish the university's name and institutional credence without distraction from its message. There are very specific guidelines regarding the use of the primary logo.

MUST BE PRESENT ON ALL UNIVERSITY COMMUNICATIONS

As the primary graphic identity for the institution, the primary logo must appear on all communications, including brochures, stationery, business cards, and the university website.

TREAT THE LOGO AS ARTWORK, NOT AS TYPOGRAPHY

The primary logo is the university's single most important visual element and should be treated as a graphic icon.

NEVER MANIPULATE THE LOGO IN ANY WAY

This rule includes but is not restricted to type, rules, surrounding boxes, shadows, outlines, and embellishments. Do not create secondary (sub) logos to represent a school, college, center, or institute, as this is confusing to audiences and dilutes the goal of creating a common, mutually reinforcing image.

The primary logo is to be printed in approved colors and only in one solid color from primary colors.

PRIMARY LOGO PLACEMENT

GIVE THE LOGO ITS OWN SPACE

Balance is an essential feature of good design. Graphics, imagery, and text must all be balanced on the page so that each is able to speak clearly. Placing any element too close to the primary logo diminishes its importance.

A safe zone around the logo will give it the room it needs to stand out. This safe zone should be at least as large as the height of the word "Louisiana" on all sides of the logo.



THE LOGO MUST APPEAR ON FRONT COVER

Place the primary logo on the front cover of all printed promotional collateral materials intended for external audiences (prospective students, parents, etc.). For all printed collateral materials intended for internal audiences, place the primary logo on the front cover.

PRIMARY LOGO INCORRECT USES

Examples of what NOT to do when using the primary logo system: Do NOT manipulate the primary logo in any way.

Do not type it in a different font, space it out, place a drop shadow behind it, stretch it, put it on a distracting background, use a low-resolution version or web version on print (pixelated), put anything around it, make any of the words or letters larger or smaller than the rest of the word mark, tilt it or use it with another symbol incorporated.

NOTE: THESE ARE ALL INCORRECT

University of
LOUISIANA
Monroe

University of
LOUISIANA
Monroe

University of
LOUISIANA
Monroe

University of
LOUISIANA
Monroe



University of
LOUISIANA
Monroe



University of
LOUISIANA
Monroe

University of
LOUISIANA
Monroe

OBSOLETE LOGOS

Shown on this page are obsolete university logos. These logos were used in the past to represent the university but should no longer be used.

There may also be other obsolete logos in existence that are not shown on this page. Only the logos that appear in the Official Logos section of this identity guideline should be used to represent the university.



SUB-BRAND LOGOS USAGE

The Sub-brand logos “endorse” and organize the university’s many academic, administrative, and clinical entities, along with sub-units and divisions, under a single institutional umbrella. Use sub-brand logos on school- and college-specific brochure covers and website home pages to provide clear emphasis on the sub-brands, while demonstrating their connection to the university.

Sub-brand logos are complementary to the primary logo.

TREAT THE SUB-BRAND LOGOS AS ARTWORK, NOT AS TYPOGRAPHY

Each sub-brand logotype must be treated as a unit and should not be modified or changed. This includes the size ratio of the ULM primary logo to the sub-brand logotype.

SUB-BRAND LOGOS CAN ACT AS THE PRIMARY MARK ON INDIVIDUAL PIECES

You may use the sub-brand logo as primary branding on college, school, or division level print collateral and websites. However, the primary logo should appear on all print collateral in a secondary position, e.g., the back cover.

The sub-brand logo is to be printed in approved colors only (maroon and grey) or one solid color only from university primary colors.

SUB-BRAND LOGOS PLACEMENT

GIVE THE SUB-BRAND LOGO ITS OWN SPACE

Balance is an essential feature of good design. Graphics, imagery, and text must all be balanced on the page so that each is able to speak clearly. Placing any element too close to the signature diminishes its impact.

A safe zone around the logo will give it the room it needs to stand out. This safe zone should be at least as large as the height of the word “Louisiana” on all sides of the logo.



SUB-BRAND LOGOS SAMPLES

To ensure your unit is represented, the ULM sub-brand logo system allows for individual recognition of all colleges, schools, and departments without sacrificing the brand.

COLLEGES

University of
LOUISIANA
Monroe

College of
**Arts, Education
& Sciences**

University of
LOUISIANA
Monroe

College of
**Business &
Social Sciences**

University of
LOUISIANA
Monroe

College of
**Health &
Pharmaceutical Sciences**

SCHOOLS

University of
LOUISIANA
Monroe

College of
**Arts, Education
& Sciences**
SCHOOL OF PHARMACY

DIVISIONS

University of
LOUISIANA
Monroe

Graduate School

LETTERMARK USAGE

This lettermark can be used in instances where the wordmark may not be applicable. It is currently used as a standard web icon, favicon, general merchandise, and postage.

The lettermark is to be printed/represented in one solid color from the primary color palette.

Below are examples of the only acceptable uses of the lettermark.

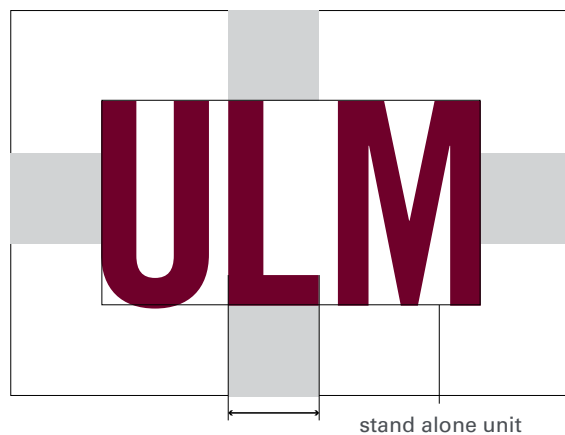


LETTERMARK PLACEMENT

GIVE THE LETTERMARK ITS OWN SPACE

Balance is an essential feature of good design. Graphics, imagery, and text must all be balanced on the page so that each is able to speak clearly. Placing any element too close to the signature diminishes its impact.

A safe zone around the logo will give it the room it needs to stand out. This safe zone should be at least as large as the width of the letter "L" on all sides of the logo.



UNIVERSITY VERBIAGE & SEAL USAGE

VERBIAGE

Please use the verbiage below when writing and promoting for the University.

University of Louisiana Monroe

ULM

Warhawks

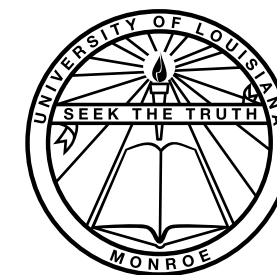
ULM Warhawks

Talons Out

Take Flight

We Are The Warhawks

SEAL



The seal is reserved for use only on formal/official university documents.

These documents include diplomas, commencement programs, transcripts, and materials issued by the Registrar and Office of the President. Permission to use the seal must be granted by OPI, Office of the Registrar, and the President's Office. The seal is to be reproduced in one-color versions only.



PRIMARY ATHLETIC LOGO USAGE

This is the primary athletic logo for the University of Louisiana Monroe. This is a stand-alone logo; its use with any other logos or wording in the surrounding area is prohibited. The logo can be displayed in full color or black and white. One-color usage of this logo is restricted to department approved initiatives.

The Athletics Department will be the primary user of this logo.

The typography is consistent with the university identity program, which will further enhance recognition. These images are licensed to selected vendors for use in retail products, such as apparel, gifts and other merchandise. No alterations of these graphics are permitted.



PRIMARY ATHLETIC LOGO PLACEMENT

GIVE THE ATHLETIC LOGO ITS OWN SPACE

Balance is an essential feature of good design. Graphics, imagery, and text must all be balanced on the page so that each is able to speak clearly. Placing any element too close to the signature diminishes its impact.

A safe zone around the logo will give it the room it needs to stand out. This safe zone should be at least as large as the height of the word "ULM" on all sides of the logo.



stand alone unit



stand alone unit



SUB-BRAND ATHLETIC LOGOS USAGE

The sub-brand athletic logos “endorse” and organize the sub-units and divisions, under a single institutional umbrella. Use sub-brand athletic logos on athletic- and athletic-specific brochure covers and website home pages to provide clear emphasis on the sub-brands, while demonstrating their connection to the athletics division.

Sub-brand athletic logos are complementary to the primary logo.

TREAT THE SUB-BRAND ATHLETIC LOGOS AS ARTWORK, NOT AS TYPOGRAPHY

Each sub-brand logotype must be treated as a unit and should not be modified or changed. This includes the size ratio of the athletic primary logo to the sub-brand logotype.

SUB-BRAND ATHLETIC LOGOS CAN ACT AS THE PRIMARY MARK ON INDIVIDUAL PIECES

You may use the sub-brand athletic logo as primary branding on division level print collateral and websites. However, the primary logo should appear on all print collateral in a secondary position, e.g., the back cover.

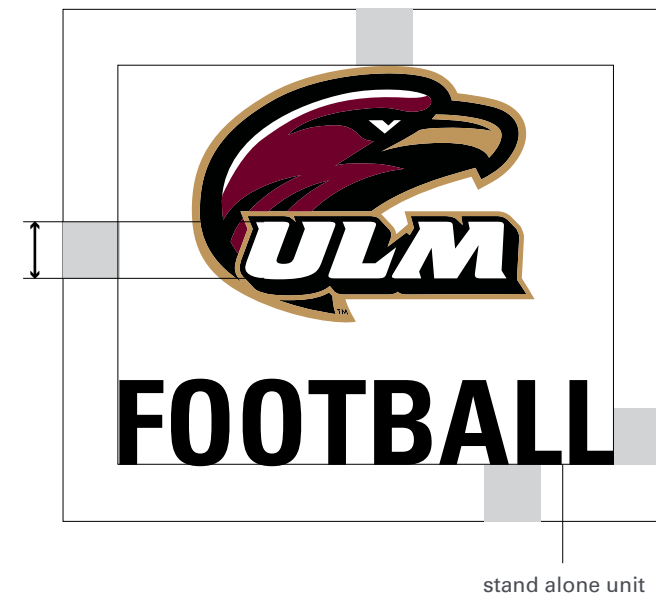
The sub-brand athletic logo is to be printed in approved colors only or one solid color only from university primary colors.

SUB-BRAND ATHLETIC LOGOS PLACEMENT

GIVE THE SUB-BRAND ATHLETIC LOGO ITS OWN SPACE

Balance is an essential feature of good design. Graphics, imagery, and text must all be balanced on the page so that each is able to speak clearly. Placing any element too close to the signature diminishes its impact.

A safe zone around the logo will give it the room it needs to stand out. This safe zone should be at least as large as the height of the word “ULM” on all sides of the logo.



ATHLETIC LETTERMARK USAGE

This lettermark can be used in instances for athletic purposes when the wordmark may not be applicable.

The lettermark is to be printed/represented in two solid colors from the primary color palette.

Below is an example of the only acceptable use of the lettermark.



ATHLETIC LETTERMARK PLACEMENT

GIVE THE ATHLETIC LETTERMARK ITS OWN SPACE

Balance is an essential feature of good design. Graphics, imagery, and text must all be balanced on the page so that each is able to speak clearly. Placing any element too close to the signature diminishes its impact.

A safe zone around the logo will give it the room it needs to stand out. This safe zone should be at least as large as the height of the word "ULM" on all sides of the logo.



stand alone unit



OFFICIAL COLORS

Official primary colors are maroon and gold and are key components of the Identity Guideline for use in media applications.

Secondary palettes may be used in addition to maroon and gold, but they cannot be used as primary, stand-alone colors. Consistent use and careful matching are essential in establishing and maintaining a unified image.

The Pantone® spot colors are preferred when printing one- and two-color publications via offset printing method. When printing full color, four color process is used (CMYK) for digital and offset. The RGB values are for screen display only, and the HEX values are for web design.

OFFICIAL COLORS

PRIMARY



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

SECONDARY



LIGHT GOLD
PANTONE 468 C
PANTONE 468 U
CMYK 12/18/39/0
RGB 224/202/163
HEX #dfc9a2



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



METALLIC GOLD*
PANTONE 872 C
PANTONE 872 U
CMYK 22/23/47/57
RGB 133/113/77
HEX #85714d



MID GREY
PANTONE COOL GREY 6 C
PANTONE COOL GREY 6 U
CMYK 35/29/28/0
RGB 169/168/169
HEX #a9a8a9



BLACK
PANTONE BLACK C
PANTONE BLACK U
CMYK 50/50/50/100
RGB 0/0/0
HEX #000000



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



WORKING WITH TYPE

Font selection is a key component in the creation of successful communications. Typography should work in context with the overall design, photography, and editorial writing to help describe and define the university brand. Since the intent is to depict the University of Louisiana Monroe as a 21st-century university – modern confident, diverse, and dynamic – choosing the right style of type is critical. There are three acceptable font families available – Univers, Rockwell, and Garamond.

- IT IS PERMISSABLE TO JUXTAPOSE SERIF AND SANS SERIF.
- DON'T USE TYPE WITH DROP SHADOWS.
- DON'T USE OUTLINED TYPE.
- AVOID CONDENSING, EXCESSIVE TRACKING, OR HORIZONTAL SCALING.
- USE ITALICIZED STYLES SPARINGLY.



Serif



Sans Serif

Notice the difference between the two types of fonts depicted above.

TYPOGRAPHY

Univers 85 Extra Black
Univers 85 Extra Black
Univers 75 Black
Univers 75 Black
Univers 65 Bold
Univers 65 Bold
 Univers 55 Roman
Univers 55 Roman
Univers 67 Bold Condensed
Univers 67 Bold Condensed
 Univers 57 Condensed
Univers 57 Condensed
 Univers 47 Light Condensed
Univers 47 Light Condensed Oblique
Univers 57 Condensed
 Univers 49 Light Ultra Condensed

Rockwell Bold
Rockwell Bold Italic
 Rockwell Regular
Rockwell Italic

Adobe Garamond Bold
Adobe Garamond Bold Italic
 Adobe Garamond Regular
Adobe Garamond Italic

University of
LOUISIANA
Monroe

Office of Public Information must review all ULM publications to be printed, mailed, or electronically distributed for promotional purposes. Publications will be reviewed for editorial content, use of graphic design standards, and adherence to university brand identity guidelines. All university entities' publications are subject to OPI review including colleges, departments, athletics, and affiliates.

Please visit the OPI website to submit requests: ulm.edu/opirequests, and to view time frames for completing requests.

For more information, visit: ulm.edu/opi or call 318.342.5440