

University of Louisiana Monroe – Style Guide 2022

Reproduction of any logos or wordmarks is prohibited without the approval of University of Louisiana Monroe and Learfield IMG College.
For licensing information, please go to www.learfield.com/partner/louisiana-at-monroe-warhawks

UNIVERSITY LOGO



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



variations

COLORS



WARHAWK
PANTONE® 202 C
PANTONE® 202 U
CMYK 9/100/64/48
RGB 134/0/41
HEX #840029



HERITAGE GOLD
PANTONE® 124 C
PANTONE® 124 U
CMYK 0/30/100/0
RGB 253/185/19
HEX #FDB913



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



MID LIGHT GREY
PANTONE® COOL GREY 3 C
PANTONE® COOL GREY 3 U
CMYK 8/5/7/16
RGB 200/201/199
HEX #C8C9C7

PRIMARY ATHLETICS LOGO



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



variations

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
Univers 85 Extra Black

VERBIAGE

University of Louisiana Monroe™ • ULM™ • Talons Out™ • Take Flight™ • The Best is on the Bayou™
We Are The Warhawks™ • Warhawks™ • ULM Warhawks™ • Maroon & Gold™ • Hawk Yeah™ • Changing Lives™ • Champions for Change™