

STYLE GUIDE – 2020

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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

SECONDARY ATHLETIC MARKS

WARHAWKS

wordmark



icon

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