

UNIVERSITY OF  
LOUISIANA  

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S Y S T E M  

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**BRAND GUIDELINES**

## STANDARDS

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The official name of the organization is “University of Louisiana System.” On all formal documents, the full name of the institution should be written, along with the System logo. In general publicity and documents, the first reference is University of Louisiana System or The Universities of Louisiana when appropriate. The short abbreviation of UL System is permissible as a second reference. Any University of Louisiana System logo being used should stand alone and not overlap any other logos or wordmarks.

PRIMARY LOGOS

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UNIVERSITY OF  
LOUISIANA  
SYSTEM

UNIVERSITY OF  
LOUISIANA  
SYSTEM

# LOGO SPECIFICATIONS

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## Size & Surrounding Space

The logo should have empty space around it so that it can be seen easily. Text, graphics or images should not encroach on that space.

As a general rule, the blank space should be a minimum of one-fourth – or 25 percent – of the width of a logo. So, a logo that is two inches wide should be surrounded by at least half an inch of blank space. A logo that is four inches wide should have at least one inch of empty space on all sides.

To maintain legibility, an academic logo should be a minimum of one-inch wide, which is the size of a quarter. There should be at least a one-fourth-inch margin around it, as shown.



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## Unacceptable Uses

The UL System logo should never be rotated or altered in any way.



## LOGO BAR

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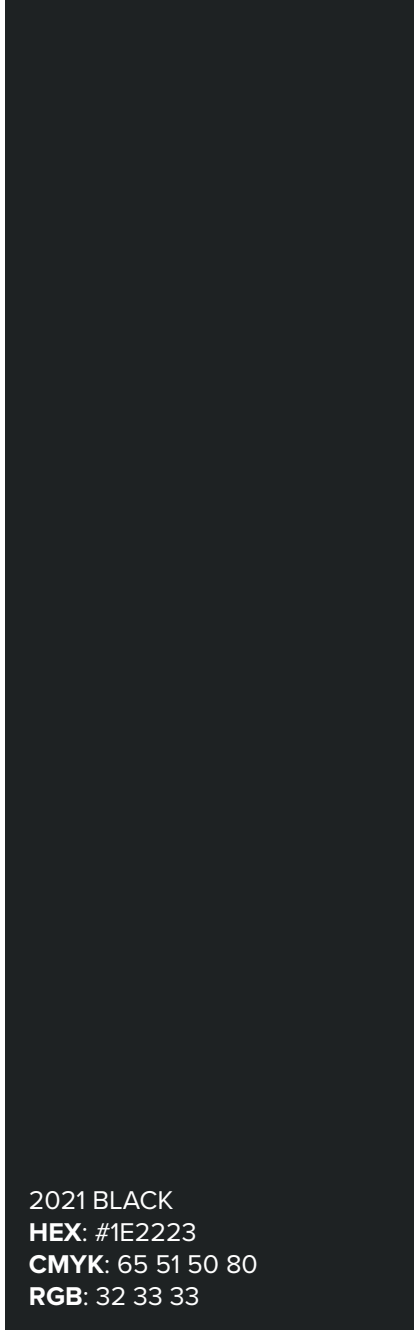
The UL System logo bar displays all nine member institutions' logos. The logo bar displays the Universities in alphabetical order and should not be altered. The logo bar is usually associated with the university system logo and other promotional and multimedia productions.

## COLOR MODELS

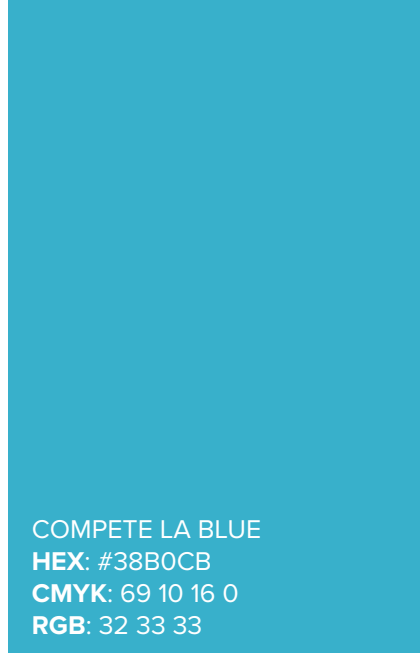
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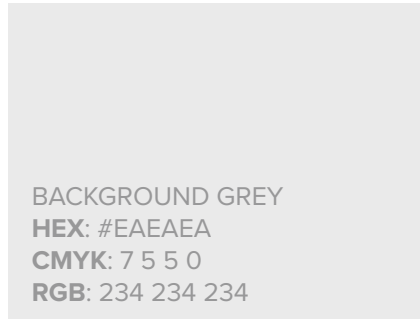
UL SYSTEM BLUE  
**HEX:** #2D2D83  
**CMYK:** 100 100 12 2  
**RGB:** 45 45 131



2021 BLACK  
**HEX:** #1E2223  
**CMYK:** 65 51 50 80  
**RGB:** 32 33 33



COMPETE LA BLUE  
**HEX:** #38B0CB  
**CMYK:** 69 10 16 0  
**RGB:** 32 33 33



BACKGROUND GREY  
**HEX:** #EAEAEA  
**CMYK:** 7 5 5 0  
**RGB:** 234 234 234



ACCENT GREY  
**HEX:** #999999  
**CMYK:** 43 35 35 1  
**RGB:** 152 152 153

## TYPOGRAPHY

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The primary Typeface is Bebas Neue. The font weights are Regular-Bold.

Headlines and sub-headings should be set in Upper Casing with tracking set to 0.

This Typeface should be used for headings and sub-headings only.

# BEBAS NEUE

PUDAM, IUM VELLOREPUDI QUAM, SOLORUM DUCIT QUE PORERFERNAT.

1234567890

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The secondary Typeface is Proxima Nova. The font weights are Regular-Bold.

Headlines should be set in UPPERCASING with tracking set to 50. Sub-headings should be in Title Casing with tracking set to 50. Body copy should be set in sentence casing with tracking set to 0.

# PROXIMA NOVA

## Promima Nova

## Promima Nova

Promima NovaPeliquae versperrum et que volupture volectem fugit pla commo idus de in con numquis sequam faccullit, cum iminientia sunt aut.

1234567890

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The Longform Typeface is FreightDisp Pro. The font weights are Regular-Medium. This font may be used for sub-headings and body copy.

Sub-headings should be in Title Casing with tracking set to 0. Body copy should be set in sentence casing with tracking set to 0.

When using numbers in FreightDisp Pro they should be modified through special glyphs to all be in line.

# FreightDisp Pro

# FreightDisp Pro

PromimaNovaPeliquaeversperrumetquevolupturevolectemfugitplacommoidus deinconnumquissequamfaccullit,cumiminientiasuntautraquodelestibus,imus utaturisumquasmilisetprehendelidenda prepeetur?Quidebitprocumfacerae nimus anis quam aborem sit quiditiis.

1234567890

## SEAL

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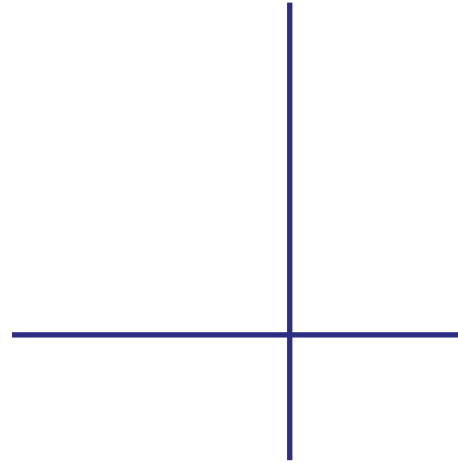
Use of the University of Louisiana System seal is limited to presidential correspondence and certain products associated with academic achievement.



## OTHER DESIGN ELEMENTS

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**Striaight Lines** – Straight lines, either intersecting or by themselves, can be used as design elements on various marketing materials. The normal stroke weight should be 2 pt. Straight lines should not be mixed with diagonal lines.



**Overlays & Backgrounds** – When using photos or patterns as backgrounds overlays should always be set to Multiply. The opacity will vary based on circumstance.



## MEMBER INSTITUTIONS

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## WEB & SOCIAL

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The official UL System website address should be included in all UL System publications, publicity and marketing materials. It is “ULSystem.edu” and should be expressed in that way and without any other text (that is, no “http://” or “www.” preceding the address). Facebook and Twitter are the approved UL System social media platforms to be promoted on all UL System and university materials.



University of Louisiana System



@ulsystem

All logos and wordmarks are available upon request (EPS, AI, PDF, PSD, JPG, PNG). For questions or design approvals, contact the Graphic Designer & Brand Manager:

Alyssa Coats | [alyssa.coats@ulsystem.edu](mailto:alyssa.coats@ulsystem.edu) | 225.219.7317