General Logo Guidelines

Authorized Logo

The LSU logo is a registered trademark of Louisiana State University and Agricultural & Mechanical College. This provides protection against the manufacture, use, display, or sale of imitations of the logo without the University's consent. Therefore, the logo must be used for approved purposes, and it may not be modified.

LSU Collegiate Licensing Program

In addition to use by the University for institutional purposes, various logos, words, images, colors, and combinations of words, images, and colors that have come to be associated with the University in the minds of the public ("indicia") may be licensed to others for use in association with consumer products and for other commercial purposes upon payment of a royalty to the University.

Indicia are protected against unauthorized use on the basis of state law, federal and state trademarks, and

prior use by the University. Authorization for the use of University indicia is granted only when such use is for the benefit of the University. Unauthorized use is prohibited and may result in legal action by the University against an unauthorized user.

Administration of the LSU Licensing Program is assigned to the Office of the Vice Chancellor for Finance & Administrative Services, 330 Thomas Boyd Hall, LSU, Baton Rouge, Louisiana 70803, 225/578-3386; fax 225/578-5403, to which questions regarding use of indicia should be referred.

For licensing within the U.S., the University is represented by the Collegiate Licensing Company; for licensed use of its indicia outside the U.S., it is represented by Crossland Enterprises International.

Color

The official logo colors of Louisiana State University are LSU purple (PMS

268) and LSU gold (PMS 129). The official logo may be printed in either LSU purple or LSU gold or black. Black is the preferred alternative when budget or context rule out the use of multiple colors. Any other dark PMS color may be used if only one ink color is used in the publication.

The logo may also be printed in both LSU purple and LSU gold with the letters "LSU" in gold.

Except for special print techniques, these are the only colors that may be used to print the logo.

The four-color process formula for LSU purple is 91% cyan, 94% magenta, and 23% black.

The four-color process formula for LSU gold is 15% magenta and 76% yellow.

The Web safe colors are purple 580DA6 and gold FB9F00.

LOGOS PRINTED IN ALLOWED LSU COLORS

Reproducing the Logo

The LSU logo is not to be redrawn, reproportioned, or otherwise modified.

Camera-ready and digital reproduction art for the University logo are available from the Office of University Relations.

Electronic (Freehand™ EPS or Photoshop™ tif) files of the logo are also available. These files are provided in three sizes: 6", 3", and 1.5".

The logo art has been adjusted for different reproduction sizes; therefore, it is important to always use the size required.
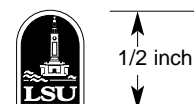
For sizes in between the sizes provided, select and reduce the next larger size.

Do not reduce any of the camera-ready art of any electronic file more than 50 percent and do not reproduce the logo smaller than 3/4" in height. (A smaller size may be used only if the physical size of the publication necessitates.) The Office of University Relations will make the final determination if a smaller size is requested.

For reproduction of the logo larger than 6", contact the Office of University Relations.

Use only authorized camera-ready art or the official electronic files to reproduce the logo. Do not use third-generation art or low resolution art downloaded from the Web for reproduction purposes.

ABSOLUTE MINIMUM SIZE*

1/2 inch

Absolute minimum; allowed only when small size of publication necessitates.

Reverse Logo

A reverse logo is not allowed. On a dark background never reverse out the logo or print as white. When overprinting the logo on a solid color paper stock, the background color will come through the open (usually white) areas of the logo.

This is acceptable only when printing on a paper stock that is light enough to provide sufficient contrast for clarity and legibility.

Incorrect use   Correct use

Overprinting

When overprinting the logo on a solid color paper stock, the background color will show through the open or white areas of the logo. Example shown below.

This method of printing the logo on a solid color background without the contrast of the white elements is acceptable only when printing on a paper stock that is light enough to provide sufficient contrast for legibility.

Overprinted on colored paper stock

Printed with two ink colors on white paper stock

Clear Zone

In order for the LSU logo to have its desired impact and strength, it is recommended that a minimum clear space surround it. All words and images used in proximity to the logo should be placed no closer than a distance equal to the height of the letters "LSU" printed in the size logo used.

Accompanying Typefaces

Goudy and Stone Sans typefaces have been selected as the standard fonts to accompany the logo on printed pieces, including stationery and business cards. Helvetica and Arial are acceptable substitutes for Stone Sans.

When selecting typefaces for internally produced publications, such as departmental newsletters, the number of typefaces used should be limited to no more than three per printed piece. Only one serif and/or one sans serif typeface should be used per publication. Please note that bold and italics are not typefaces.

When setting body text, the regular weight traditional serif typefaces are preferred. The bold and italic serif or the sans serif styles can be used for titles, headings, and emphasis. A third decorative or script face may be used as a design element. These typefaces may be selected from a variety of traditional faces and do not need to be the typefaces that accompany the logo.

Goudy (serif face)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
$1234567890 . , : ; ? ! & ( ) - ' ' — – ¢ % / [ ] *

Stone Sans (sans serif face)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
$1234567890 . , : ; ? ! & ( ) - ' ' — – ¢ % / [ ] *

Helvetica (sans serif face)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
$1234567890 . , : ; ? ! & ( ) - ' ' — – ¢ % / [ ]

Arial (sans serif face)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
$1234567890 . , : ; ? ! & ( ) - ' ' — – ¢ % / [ ]