

LORENZO

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PRIMARY LOGOS

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.

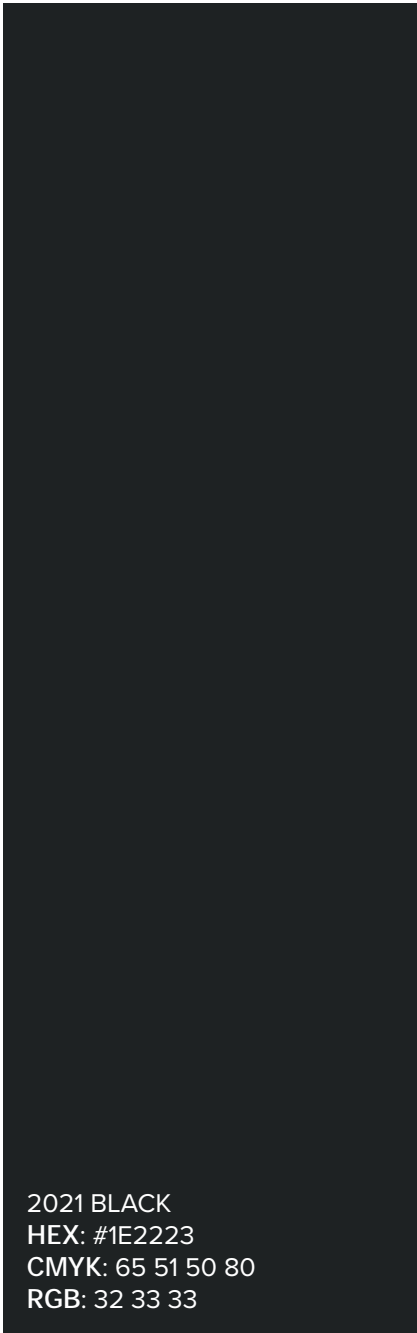
As a general rule, the blank space should be a minimum of one-fourth – or 25 percent – of the width of a logo. So, a logo that is two inches wide should be

LOGO BAR



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



TYPOGRAPHY

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

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 facculit, cum iminientia sunt aut.

1234567890

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.

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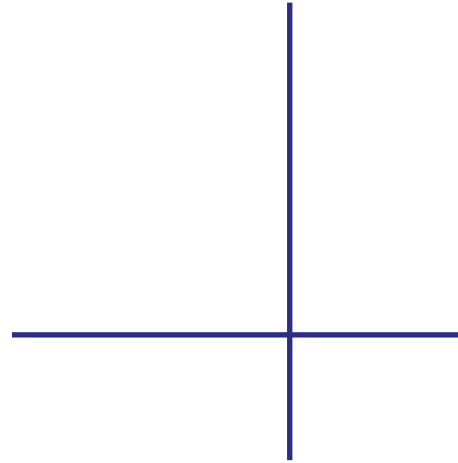
0



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

OTHER DESIGN ELEMENTS

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



WEB & SOCIAL

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:

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