



SOUTHEASTERN
LOUISIANA UNIVERSITY

STYLE GUIDE

Contents

Introduction	4
Color Palette	5
Primary Logo	6
<i>Safe Zone</i>	9
SLU Acronym	12
<i>Safe Zone</i>	14
Secondary Marks / Spirit Marks	16
Lion Logo	18
<i>Safe Zone</i>	20
Stand Alone S Logo	22
<i>Safe Zone</i>	24
Sport Identifiers	26
Usage Specifications	28
<i>Name Reference</i>	29
<i>Additional Guidelines</i>	30
<i>Promotional Items</i>	31
Font Usage	32
Wordmark options	33
Minimum Reproduction Sizes	34
Unacceptable Usage	35
Contact Info	37

Southeastern Louisiana University's athletics program has been one that strives for excellence since its earliest days. The athletic program is a significant source of pride. This identity standards booklet establishes standards that project the identity of the athletics program. It fosters unity and distinction across campus.

Identity standards ensure that all athletic programs and communications media share a common look consistent with overall university branding and marketing efforts. Please follow these standards to maintain branding consistency. Logos are to be used only as explicitly depicted in this guide. These standards apply to uniforms, team apparel, facilities, signage, Web and advertising all visible athletics representation.

Our branded athletic logos and spirit marks must be used as approved and displayed in this guide. No other logos or identifiers are permitted in representing Lion Athletics This would include old logos, old graphic imagery as well as manipulation of current logos.

Color Palette

SLU Green

Pantone 357 C
C80 M9 Y88 K60
R33 G87 B50
HEX 215732

SLU Gold

Pantone 123 C
C0 M16 Y89 K0
R255 G199 B44
HEX FFC72C

WHITE

C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

Colors are as important to a brand as logos, symbols and marks. The proper use of color can bring a brand to life, creating excitement and a memorable association. Southeastern now has one color set for both academic identity and athletic identity. This brings a unity across all of campus and its endeavors. Green (PMS 357 C) and gold (PMS 123) are the official colors of Southeastern and one of the strongest elements of its visual identity.

For Athletics programs, a combination of blue and gold should always be used prominently to help build recognition and association with the university. Green is the predominant color and should be used a majority of the time where possible. During competition, athletic programs must always wear green and gold to represent the university.

Primary Logo

Southeastern Athletics' primary logo is the stand alone combines the lion head mascot logo and the university's full name. Where space permits and in more formal elements, this logo should be used either in its stacked version or horizontal version.

Southeastern Athletics' logos and identity marks are only for use by the University's athletic department and University sanctioned sports, with exception of the spirit mark that may be used for various University needs (see University Identity Guide).

Trademark designations should not be displayed for internal use, such as on team uniforms, practice or travel gear, equipment, signage, etc.

Primary Logo



**SOUTHEASTERN
LOUISIANA UNIVERSITY**

Primary Logo – Safe Zone



Primary Logo



**SOUTHEASTERN
LOUISIANA UNIVERSITY**



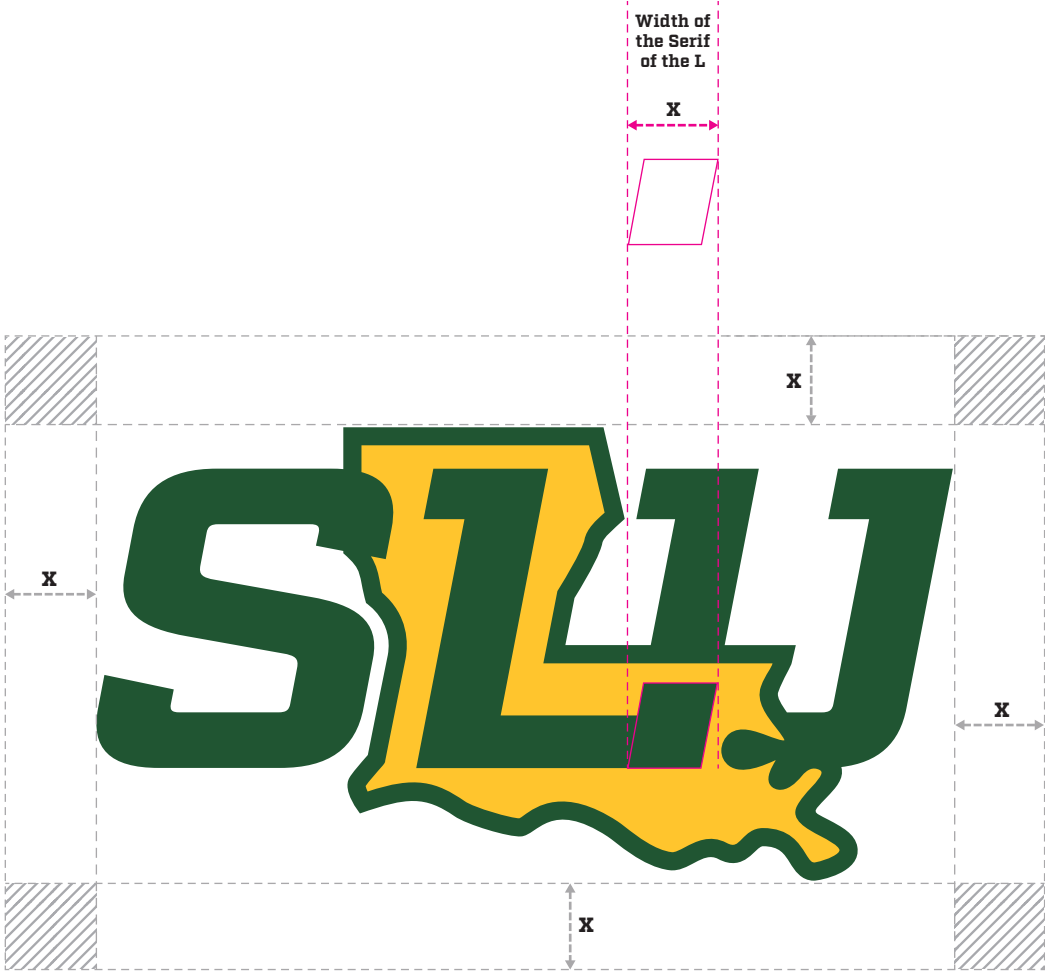
Primary Logo



SLU Acronym



SLU Acronym – Safe Zone



SLU Acronym – Options



Secondary Marks / Spirit Marks

Athletic Secondary Logos

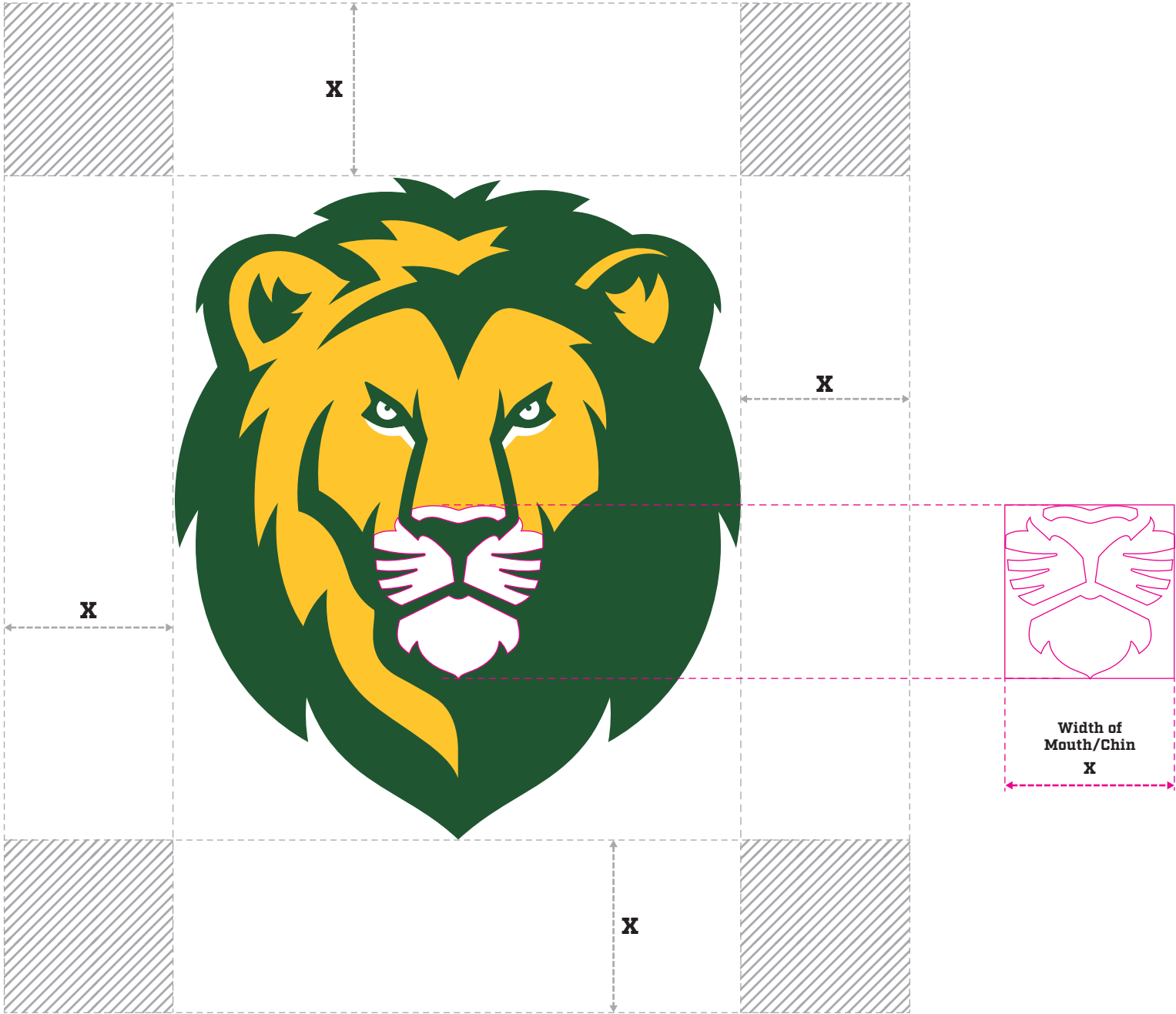
The secondary athletics logos are complementary marks for representing Southeastern Athletics. The secondary logos are intended as decorative or retail product images for use in contexts in which the name of the university has already been established. Although the primary marks are always preferred, secondary logos may be used with the approval of Athletics Marketing. The secondary logos should be used in strict adherence to the visual identity guidelines in this manual.

Lion Spirit Mark

Lion Logo



Lion Logo – Safe Zone



Lion Logo

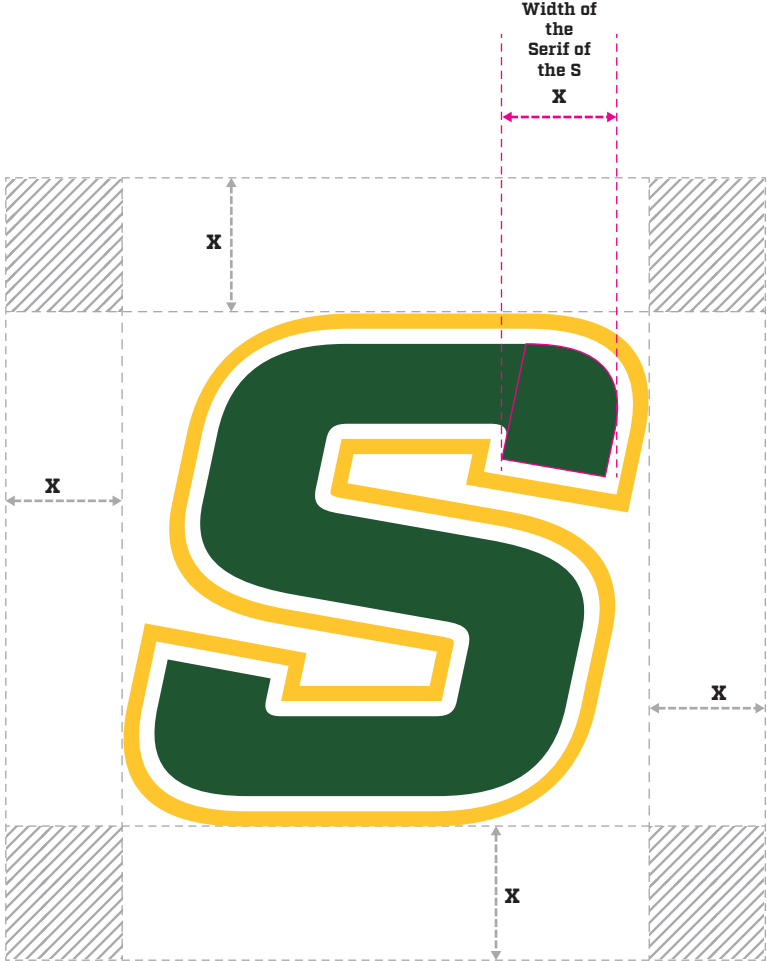


Stand Alone S Mark

Stand Alone S Logo



Stand Alone S Logo – Safe Zone



Stand Alone S Logo – Options



Sport Identifiers

Sport Identifiers

Sport specific identifiers may be used under the italics “Southeastern” wordmark, the full athletic logo, or the SLU/Louisiana logo. These must be created and approved by Athletics Marketing.

Usage Specifications

Name Reference

Southeastern Louisiana University in first reference is acceptable, but subsequent references should be Southeastern. Southeastern or SLU is the preferred reference for announcers, scoreboard displays, statistical abbreviations, etc. Southeastern Louisiana or SELU are not acceptable. For television in-game and studio graphics, newscast (television) and newspaper graphic displays the primary mark is preferred, but the SLU with Louisiana logo may be used as well.

Publications and Promotion Review Approval

Internal guidelines are established to create a unified appearance and to maintain consistency in all publications, whether print or electronic, published and distributed by Southeastern.

All Southeastern athletics-related publications, stationery, etc., including all promotional and marketing athletic publications (printed and electronic), must adhere to the graphic standards described in the Identity Standards be approved by Athletics Marketing.

Promotional Items

All promotional items, must be purchased from a licensed vendor. See University Licensing information for details.

Campus Usage

University-sponsored student sports clubs may use athletic logos or spirit with prior approval from the Office of University Marketing and Communications and according to the guidelines set forth in the Identity Standards. The sports club designation must be clearly stated as an identifier so not to be confused as a University NCAA Division I program.

Other usage must be requested through University Marketing and Communications.

Primary & Support Fonts

The font “Factoria” was selected as the primary font for Southeastern Louisiana University logos and wordmarks. It works well for headlines and other display settings, but is not recommended for large blocks of text.

Factoria Bold

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Additional support fonts include “Geom Graphic Regular” and the “Gotham” font family.

Geom Graphic Regular

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Gotham

Light, *Light Italic*, Book, *Book Italic*, **Medium**, *Medium Italic*, **Bold**, ***Bold Italic***

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z



SOUTHEASTERN
LOUISIANA UNIVERSITY

SOUTHEASTERN
LOUISIANA UNIVERSITY

SOUTHEASTERN
LOUISIANA
UNIVERSITY

SOUTHEASTERN LOUISIANA UNIVERSITY



SOUTHEASTERN
LIONS

SOUTHEASTERN
LIONS



SOUTHEASTERN
LIONS



SLU

SLU

SOUTHEASTERN

Minimum Reproduction Sizes

Please adhere to the size requirements.



2"

1.25"



.75"

Unacceptable Usage



**DO NOT
Invert Colors**



**DO NOT
Outline Logos**



**DO NOT Re-draw
Logos or change
fonts**



**DO NOT
Use Incorrect
Colors**



**DO NOT
Layer Graphic
Elements**



**DO NOT
Use Drop Shadows**



**DO NOT
Use Logos As
Patterns**



**DO NOT
Delete Or Alter
Any Elements**



**DO NOT
Rotate Logos**



**Do Not
Stretch Or
Distort**



**DO NOT Place On
Visually Distracting Backgrounds**

University Marketing & Communications

SLU Box 10880

Hammond, LA 70402

umc@southeastern.edu

Tel: (985) 549-2341

Fax: (985) 549-2061
