



# Brand Guide and Graphic Standards Manual



This guide was produced by  
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## **Our brand is our reputation.**

It helps distinguish the University of Louisiana at Lafayette® from other universities.

It's shaped by how we communicate who we are and what we do.

It's defined by the principles we stand for and the impact we have.

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OUR BRAND POSITION IS CONCISE:

# **We are smart, spirited and seeking solutions.**

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# 6

**messages  
support  
our brand  
position.**

They help us tell others who we are and why the **University of Louisiana at Lafayette®** is truly an extraordinary place.

- We have a gift for bringing people together.
- We're eager to share what we're learning.
- We teach the real meaning of *joie de vivre*.
- This is our time and we're determined to make the most of it.
- Our Ragin' Cajun® spirit goes beyond athletics.
- We're committed to research for a reason.



**The University's branding is supported by two fundamental truths:**

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**Consistency builds awareness.**

**Repetition reinforces recognition.**

Consistency and repetition are powerful together. They're why you think of Nike® when you see only its swoosh. When you hear "Like a good neighbor," you think State Farm®.

The Office of Communications and Marketing has the primary responsibility for managing the University's brand. But every person with ties to UL Lafayette contributes to how our University is perceived.

It's imperative that we all refer to the University in the same way – all the time – in words and images. Any variation dilutes the strength of our brand.

So, we must speak with one voice.

This brand guide is a tool that can help us convey a united image. It can't cover every circumstance. But it provides standards for the most common uses of the University's name and logos, such as apparel and printed material. And it covers simple procedures that will enable you to maintain those standards.

Together, we can promote and protect our University's identity.

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**We must speak with one voice.**

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# We are



University of Louisiana at Lafayette<sup>®</sup> has been the official name of the University since 1999. Use the complete name the first time you refer to the University in text and add a superscript registration<sup>®</sup> symbol, as shown in the first sentence of this paragraph. Do not capitalize “the” as it is not part of the University name.

Capitalizing the word “University” is often sufficient for second reference. But, “UL Lafayette” may be used as an abbreviation to refer to the academic institution when clarification is necessary.

Do *not* refer to the University as ULL.

Do *not* use “Lafayette” alone or use “U of L” to identify our University. They denote other institutions. Lafayette College in Easton, Pa., calls itself “Lafayette,” and the University of Louisville refers to itself as “U of L,” for example.

Misidentifying the University of Louisiana at Lafayette causes confusion that weakens its brand.



# LOGOS



## University Marks

University of Louisiana at Lafayette's distinctive fleur-de-lis is a key part of its visual identity. The University secured federal protection from the U.S. Patent Office in 1998, based on the symbol's unique combination of shape, color and shading.

It's the only fleur-de-lis that should be associated with the University and should never be altered.

And, it must not be used without permission from the Office of Communications and Marketing.

UL Lafayette is one of only a few higher education institutions in the United States whose primary mark is a component of nearly all of its logos. Our fleur-de-lis is part of the University seal, academic logos and primary athletics logo.



## University Seal



Use of the University seal is limited to presidential correspondence; Commencement-related items, such as diplomas and invitations; and certain products associated with academic success.

### History and Symbols

The seal was adopted May 11, 1926, when UL Lafayette was still known as Southwestern Louisiana Institute. Dr. Edwin L. Stephens, the University's first president, helped design it.

Elements of the seal reflect Louisiana's history. Three fleurs-de-lis on a blue background symbolize its French heritage, while a gold tower on a red field acknowledges the state's connection to Spain.

In 1999, the seal's design was modified to better express the diversity of the University's students, faculty and staff. Elements of the Acadian and Creole flags were added to represent Cajun and Creole cultures. Red, gold and green stripes, taken from the national flags of the Mali Republic and the Senegal Republic, were included to denote West African heritage.

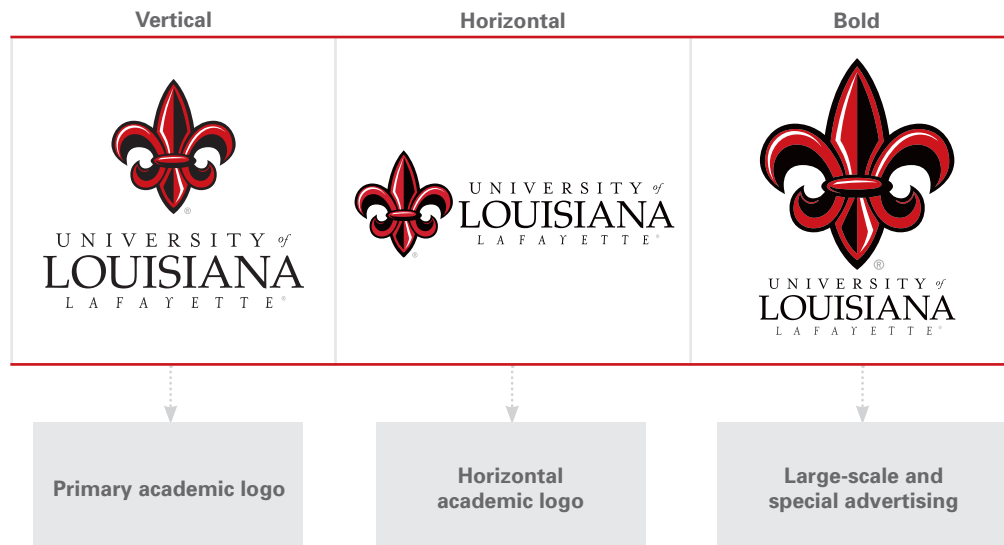
**FACT** →



The Acadiana flag was derived from the University seal. It was designed in 1965 by Professor Thomas J. Arceneaux, who at the time was the dean of the College of Agriculture. On July 5, 1974 it was officially adopted as the Acadiana flag.

## Academic Logos

Colleges, departments and affiliated organizations should use the University's academic logos. The Office of Communications and Marketing can provide horizontal and vertical versions.



When placing the University's academic logo on a dark background, (red, black, or grey), use the version of the logo that has a white outline around the fleur-de-lis and white text for the University's name.



The University's fleur-de-lis must not be used as a stand-alone graphic. It must always be accompanied by the University's name, abbreviation, official URLs or nickname, Ragin' Cajuns®.

The official URLs for the University are [louisiana.edu](http://louisiana.edu) and [ragincajuns.com](http://ragincajuns.com)

## Athletic Logos

Louisiana Ragin' Cajuns® is the nickname of the University's teams that compete in Division 1 of the NCAA, the highest level of collegiate athletics.

Shorter versions of that nickname may also be used in subsequent references. In most cases, Ragin' Cajuns is proper, although Ragin' Cajun in the singular form can apply.

The term Ragin' Cajuns® is a federally registered trademark and should be accompanied by a superscript registration ® symbol the first time it is used in text.

### Remember the apostrophe

Whenever the term Ragin' is used in text, the apostrophe must appear after the letter n.

### Remember the registration

Don't remove the registration mark or trademark from logos.



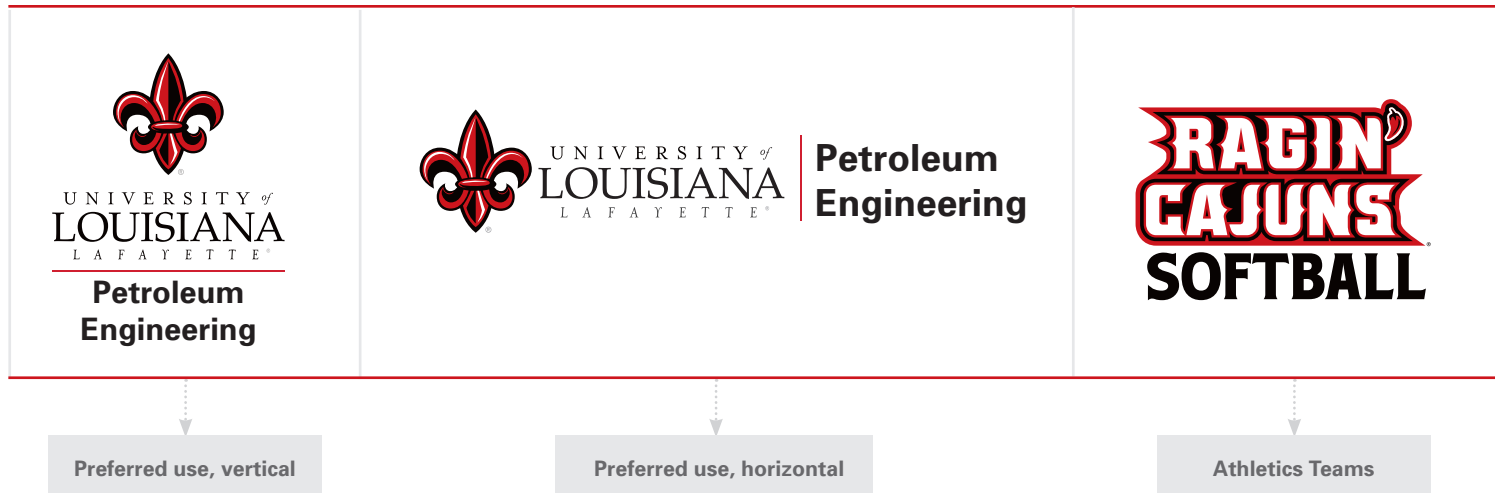
## Use of Logos by a College, Department or Organization

The Office of Communications and Marketing offers customized vertical and horizontal logos for University colleges, departments, and affiliated organizations, such as University Bookstore.

These tailored logos feature the University's primary academic logo. To obtain them, please submit a

completed request form to the Office of Communications and Marketing. That form can be found at [louisiana.edu/brand](http://louisiana.edu/brand).

NCAA sports are allowed to use the font, Hensler, when presenting their team sport alongside the Ragin' Cajuns logo.

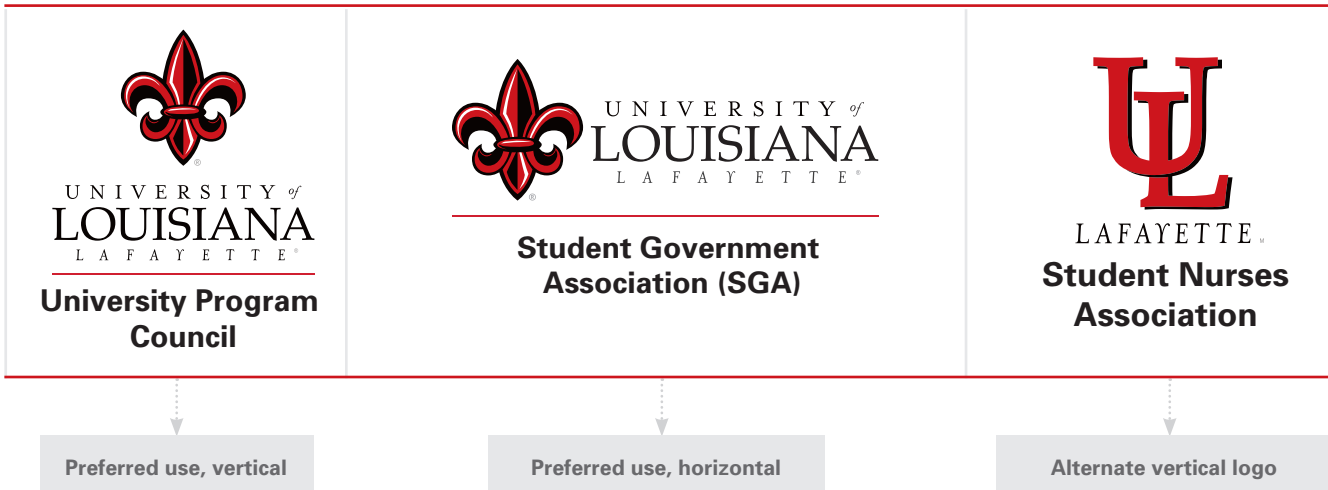




## Student Organization Marks

Official student organizations must use customized logos that incorporate the University's primary academic logo. These logos must be used in printed material and on organization shirts.

To obtain the logos, representatives of student organizations should submit a completed request form to the Office of Communications and Marketing. That form can be found at [louisiana.edu/brand](http://louisiana.edu/brand).



## Club and Intramural Sports Logos

The University's primary athletic wordmark should represent club and intramural sports. The name of a team, in a Univers typeface, should be placed below it.

These customized team logos should be used on stationery and uniforms. They should not be altered or modified in any way.

To obtain a logo, a team representative should submit a completed request form to the Office of Communications and Marketing. That form can be found at [louisiana.edu/brand](http://louisiana.edu/brand).



**GEAR  
UP!**

Apparel and merchandise that display the name or logos of the University must be produced by licensed manufacturers. A list of more than 200 licensed manufacturers is available online at [louisiana.edu/licensing](http://louisiana.edu/licensing).

# TYPEFACE GUIDELINES

## PRIMARY SERIF FONTS

PALATINO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz01234567

PALATINO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

# Louisiana

## PRIMARY SANS SERIF FONTS

UNIVERS 55 ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

UNIVERS 75 BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

# Ragin' Cajuns®

The fonts shown here are part of the University's brand. Like logos or photos, they contribute to its visual identity. When used consistently across campus, fonts help convey a unified and professional image.

The Palatino and Univers font families are the primary typefaces.

Palatino is a traditional serif type. A serif is a small line attached to the end of a stroke in a letter or symbol. Studies have shown that printed material is easier to read if the body text is a serif. It's an ideal typeface for body text in University correspondence, for example.

Univers is a popular sans serif type. Generally, sans serif type is easier to read when it's used for signs or on websites. It can be bold and direct; its lines are clear and crisp.

Sans serif and serif typefaces can be paired to create visual interest. A title printed in Univers, for example, is complemented by body text composed of Palatino – or vice versa.

Please contact the Office of Communications and Marketing to obtain these typefaces at no cost.

**TIP**

Just use one space after a period at the end of a sentence.

# LOGO REPRODUCTION

All of the University's logos are protected through trademark and federal registration. No one should use them – for any purpose – without permission from the University's Office of Communications and Marketing.

To ensure protection of trademark rights, the ® symbol must appear with any University logo. It can be gray.

The University's distinctive fleur-de-lis is also federally protected. The ® symbol must appear each time it is displayed.

## Logo Size and Surrounding Space

A 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.



Distance = 1/4 width of logo



## Need a logo?

To obtain permission to reproduce a logo, please submit a completed request form to the Office of Communications and Marketing. You can find that form on the University's website at [louisiana.edu/brand](http://louisiana.edu/brand). Click on "Logos" in the menu.



## Unacceptable Uses

Here are some examples of **unacceptable** uses of the University's logos.



Don't skew any logos.



Don't add shadows.



Don't rotate any logo.



Don't use low-resolution images.



Don't add text on top or behind a logo.



Don't use only a portion of a logo.



Don't change colors.



Don't deface a logo.



Don't add, combine or omit elements of any logo.



Don't "ghost" a logo by making it transparent.

## TIP

When scaling graphics, hold down the shift key at the same time. That will enable you to adjust the size of the graphic without distorting it or affecting its proportions.





Don't stretch or compress a logo.

## Color

The official school colors are vermilion (red) and white. Approved color codes are shown below.

### Official Colors

	Pantone Number	CMYK	Web
	186	C=0, M=100, Y=100, K=15	ce181e
	White	C=0, M=0, Y=0, K=0	FFFFFF

### Secondary Colors

Black is only to be used as a secondary color.



Process Black ..... C=30, M=30, Y=30, K=100 ..... 0a0203

Gray is only to be used as a secondary color.



428 ..... C=24, M=17, Y=10, K=0 ..... c1c5c9

### Accent Color

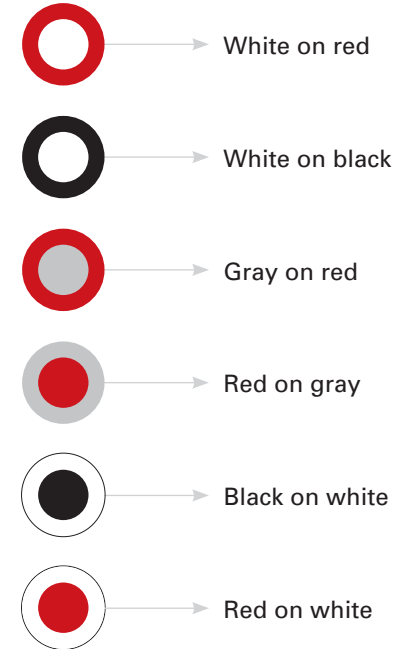
Orange is only to be used on the primary athletic logo. Do not use orange for text, apparel or other products.



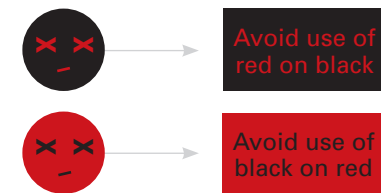
144 ..... C=2, M=54, Y=100, K=0 ..... f18c21

## Acceptable Text Color Combinations

Be considerate of your reader when choosing your text colors. Examples of effective combinations are shown below.



Avoid printing black on red or red on black. These color combinations are more difficult to read than others.



# STATIONERY

## Academic

University colleges, departments and affiliated organizations must use official stationery and business cards.

The design of official letterhead, envelopes and business cards should not be altered in any way. Stationery may only be obtained from University Printing Services, (337) 482-6341.

## Athletics

Athletics may use the secondary athletic wordmark on its stationery and business cards, as shown.

## Affiliates

The Alumni Association, UL Lafayette Foundation, KRVS and other affiliates may have custom stationery. However, it must be approved by the Office of Communications and Marketing.

Cell phone numbers on business cards are optional.  
FAX numbers on all stationery are optional.



# APPROVALS AND LICENSING

UL Lafayette has partnered with Collegiate Licensing Company, which works with nearly 200 of the nation's top universities, to protect, promote and expand its brand. Departments and organizations must only use licensed manufacturers and suppliers.

Manufacturers must obtain a license to make UL Lafayette products. By obtaining a license, companies agree to use the University's name, nickname, and logos correctly. They also agree to allow the University to electronically preview proposed product designs to make sure they meet its standards.

Licensed manufacturers are required to place an Officially Licensed Collegiate Product hologram label on UL Lafayette products. The 3-D images are intended to make it more difficult to sell unauthorized, or "bootleg," products.

The University's brand has value, as evidenced by the number of manufacturers who produce items that display the school's



logo and name. UL Lafayette earns a small percentage of revenue generated by the sale of licensed merchandise; proceeds are used to help promote the University's brand.

## Reporting Misuse

If you see the University's name or nickname represented incorrectly, or see an item that has a University logo that has been altered or doesn't include the ® registration symbol, please contact the Office of Communications and Marketing at (337) 482-6397 or [branding@louisiana.edu](mailto:branding@louisiana.edu). Or, you can go to [louisiana.edu/brand](http://louisiana.edu/brand) to complete and submit a brief form.

## Cobranding

Any company that would like to put its own logo on an item or advertisement – along with a University logo – must first obtain permission from the Office of Communications and Marketing.

## Colleges, Departments and Affiliated Groups



The following guidelines apply to University colleges, departments, and affiliated groups that want to incorporate the University's logo on shirts.

Please see the next page for guidelines and options for student organizations.

T-shirts and polos should display the University's academic logo as shown.

The college, department or organization name should be displayed in upper/lowercase in the Univers typeface as

shown. This typeface may be obtained from the Office of Communications and Marketing at (337) 482-6397 or [branding@louisiana.edu](mailto:branding@louisiana.edu).

Shirts should match the school's colors of vermilion and white. Please note that when logos are printed on a vermilion background, a white typeface should be used. Black and gray shirts are alternatives; wording and logos on the shirts should match school colors.

**Apparel and merchandise that display the name or logos of the University must be produced by licensed manufacturers. A list of over 200 licensed manufacturers is available online at [louisiana.edu/licensing](http://louisiana.edu/licensing).**



## Student Organizations



An official student organization has options for polo shirt and T-shirt designs.

For shirts that include a University logo, please observe the guidelines below. See the next page for guidelines for shirts that don't incorporate it.

Polos should use the University's primary academic logo as shown. The student organization's name should be placed in the Univers typeface as shown.

On T-shirts, the name of the student organization should be placed below the school's logo in upper/lowercase in

the Univers typeface as shown. An alternate version of this design uses the interlocked UL Lafayette logo.

Shirts should match the University's official colors: vermilion and white. Please note that when logos are printed on a vermilion background, a white typeface should be used. Black and gray are alternate colors for student organization shirts, but when using these colors, any wording and logos on the shirts should match University colors of vermilion and white.

**Apparel and merchandise that display the name or logos of the University must be produced by licensed manufacturers. A list of over 200 licensed manufacturers is available online at [louisiana.edu/licensing](http://louisiana.edu/licensing).**

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## Items Without a University Logo

The Office of Communications and Marketing must review proposed designs of items that carry UL Lafayette's name, even if they do not include a University logo.

There are few requirements concerning the use of the University's name, such as placement or size. Most designs by students and employees get the green light.

"Geaux Cajuns®" is a federally registered trademark. That means the University owns the term and has the exclusive right to use it nationwide for specific goods and services. Like "Ragin' Cajuns®," it must be accompanied by a superscript registration ® symbol.

When referring to #geauxcajuns, a registration mark is not required because it is not part of the hashtag.



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## TIP

### How to make a registration mark? ®

On a Macintosh, hold down the "Option" key and type the letter "R." On a PC, press down the "NUM LOCK" key. Hold down the "ALT" key and type the following numbers on the number pad of your keyboard: 0174. If autocorrect is enabled in Microsoft Word, create the registered trademark symbol by typing a capital "R" between parentheses: (R). This will autocorrect to ®.

# Internal Design Approval Process



## Printed Materials

The Office of Communications and Marketing must approve any brochure, advertisement, or other printed piece that displays the University's name or logo and is designed by a department or college on campus.

# INTERNAL RESOURCES

The Office of Communications and Marketing offers branded versions of common items that you may find useful: PowerPoint templates, a fax cover sheet, an electronic signature and social media standards.

## PowerPoint Templates

Several branded, professionally designed PowerPoint slide templates are available for download at [louisiana.edu/brand](http://louisiana.edu/brand). Faculty, staff, and students should use them when representing the University. Templates are available in regular and wide formats.

The slides reflect the University's brand and are intended to help increase people's recognition of our institution. They should not be altered in any way, other than placing text and graphics pertinent to your topic.

When including charts and visualizations, make sure to always represent the University in red.

Powerpoint templates can be downloaded at [ocm.louisiana.edu](http://ocm.louisiana.edu).



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## Electronic Signatures

The University has an official electronic signature template. Please don't include images, such as the university logo or fleur de lis, as part of your electronic signature. They increase the size of an email message, appear as an attachment and may slow its transmission. In order to maintain a professional appearance, refrain from using quotes and colored text in signatures, except as specified in the examples below. Options available to members of the university community are as follows:

### Example 1

John Deaux  
Title  
Department  
University of Louisiana at Lafayette  
P.O. Box 00000  
Lafayette, LA 70504  
(337) 482-6397  
jdeaux@louisiana.edu

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Home of the **Louisiana Ragin' Cajuns**®

### Example 2

Jane Deaux  
Title  
Department  
University of Louisiana at Lafayette  
P.O. Box 00000  
Lafayette, LA 70504  
(337) 482-6397  
jdeaux@louisiana.edu

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**Université des Acadiens**




## Fax Cover Sheet

The official University fax cover sheet is shown here. It's available as a form that can be filled out on your computer. You can find it at [louisiana.edu/brand](http://louisiana.edu/brand).

You also can download a PDF version at [louisiana.edu/brand](http://louisiana.edu/brand).

**Fax Cover Sheet**

  
UNIVERSITY of  
LOUISIANA  
LAFAYETTE

Date: \_\_\_\_\_  
Pages (including cover): \_\_\_\_\_  
To: \_\_\_\_\_  
Fax Number: \_\_\_\_\_  
From: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_  
Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Université des Acadiens

## Hashtags and Other Social Media Standards

When creating or updating your Facebook page, follow the University's naming structure, using UL Lafayette (University or academics-related) or Ragin' Cajuns (athletics-related) as the appropriate prefix.

For example:

- Academic college: UL Lafayette College of Liberal Arts
- Academic department: UL Lafayette English Department
- Campus program or organization: UL Lafayette Alumni Association
- Student organization: UL Lafayette SGA
- Sports team: Ragin' Cajuns Men's Basketball

Account names and hashtags referring to the University must never include "ULL."

University hashtags most commonly used to increase brand awareness are:

