LAMAR UNIVERSITY®

ATHLETICS BRAND IDENTITY GUIDELINES

COLORING

Coloring is a vital component in brand identity. The official colors of Lamar University® are Lamar Red and White. In addition to the primary colors, secondary colors of black, gold, and green may be used in supporting the full color logo.

Color	Pantone®	C	M	Y	K	R	G	B
Lamar Red (Primary) Madeira Rayon: 1147 Madeira Polyneon: 1747	Pantone® BL 199	99						
White (Primary)								
Black (Secondary)								
Lamar Gold (Secondary) Madeira Rayon: 1137 Madeira Polyneon: 1763								
Lamar Green (Secondary) Madeira Rayon: 1248 Madeira Polyneon: 1748								

TYPOGRAPHY

The official typeface for Lamar University® Athletics is Lamar Bold. Every effort should be made to utilize Lamar Bold whenever possible. In addition to Lamar Bold, Apex Mk3, Big Noodle Titling, and Bank Gothic may be used for callouts and captions.

PRIMARY FONT

LAMAR BOLD

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

SECONDARY

APEX MK3

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

BANK GOTHIC

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

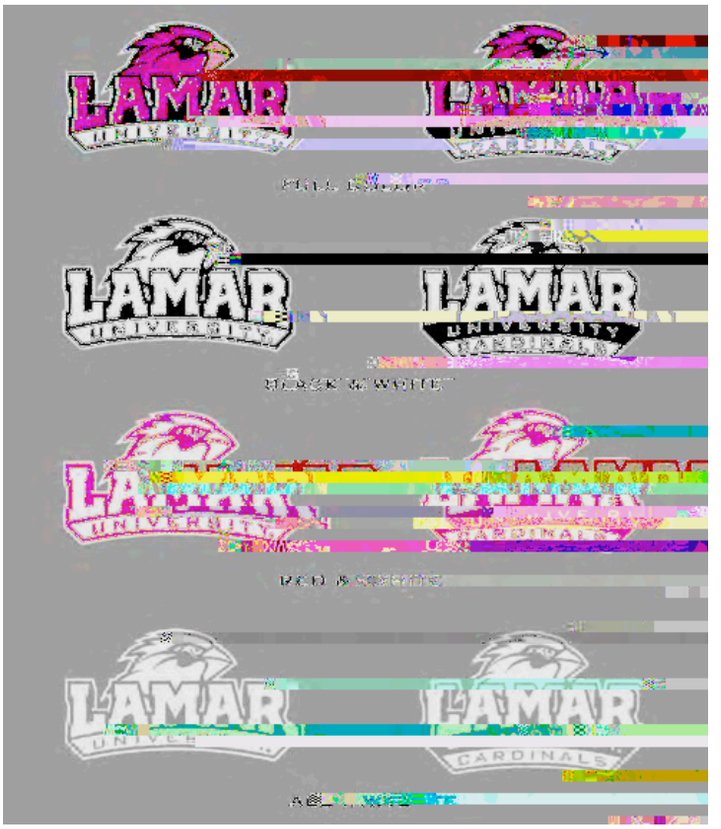
BIG NOODLE TITLING

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

LOGOS

The Lamar University®

ADDITIONALLY ACCEPTED LOGOS



LOGOS: SAFE ZONES & SUB-TEXT

SAFE ZONES

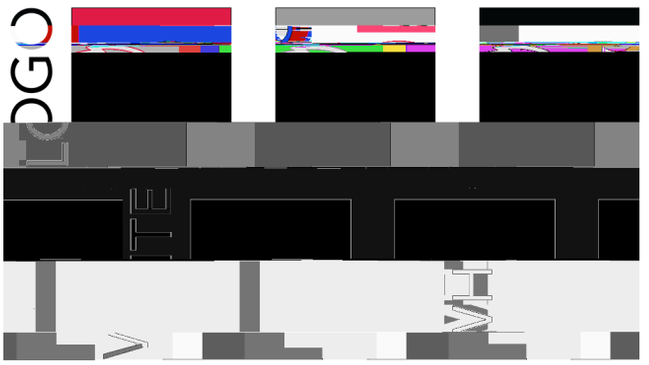
Safe zones of one fourth of the overall height of the mark have been established and must be honored. This ensures that no other graphical elements interfere with the clarity and integrity of the Lamar University® logos.

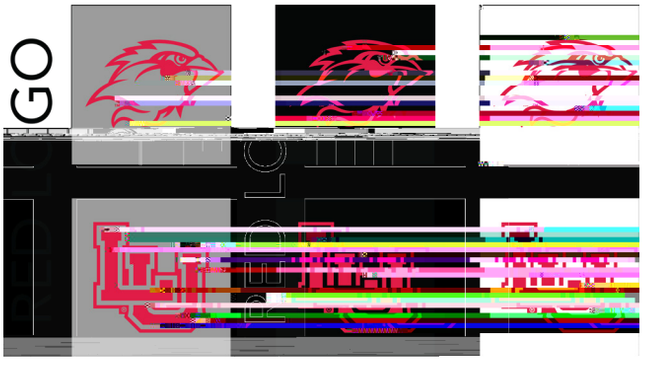
SUB-TEXT

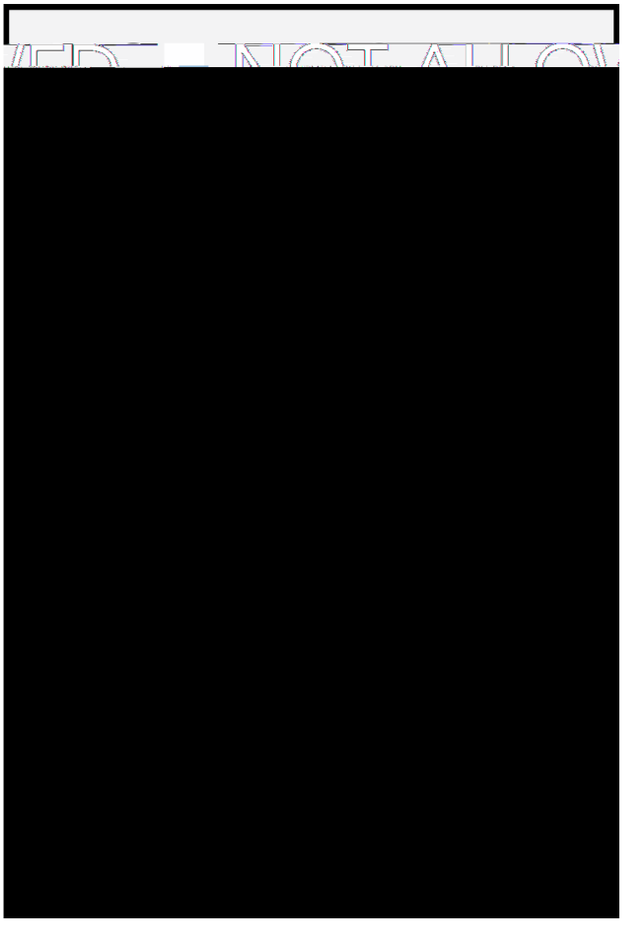
No sub-text is the preferred representation of the LU mark for Lamar University® Athletics. However, if distinction for the sport or department must be made, the LU

LOGOS: CORRECT & INCORRECT

Correct and incorrect usage examples of the official LU Athletics marks are shown below.







RETAIL APPLICATIONS

Full Color Applications

In a retail design, if the fabric color matches one of the LU Athletics official colors exactly (Lamar Red, Lamar Gold, Lamar Green, White or Black) the fabric can show through in place of printing that color. If the fabric color does