



SOUTHEASTERN
LOUISIANA UNIVERSITY

IDENTITY STANDARDS

INTRODUCTION

Southeastern Louisiana University's graphic identity system serves to communicate our brand meaningfully, consistently and concisely. In today's media market, people see thousands of advertisements each day. Breaking through that clutter can be challenging. It is important that Southeastern's logos and marks are used properly.

Southeastern's visual identity reflects on its character, strength, excellence and value. We must illustrate who Southeastern is with a well-organized, strong and consistent identity.

Adhering to the University's identity standards helps us connect with our target audiences. It strengthens our overall perception and credibility when we are represented in a consistent manner, our message is communicated well and we are recognized quickly.

This guide is a reference tool for our campus. It outlines the correct usage for the University's logos that were launched in 2021. This guide replaces previous versions.

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LOGO USE

The Logo

On a college campus, the brand identity trickles down to just about everything — from the President’s embossed stationery, to the chemistry department’s brochure. It can be a recipe for confusion and chaos. Logo consistency and a basic logo architecture is a must.

A university logo system should show respect to its past, represent its present and point to its future.

The new system, launched in 2021, encompasses several important elements that do just that.

The shield around the “S” is adopted from the University seal, which emanates from Southeastern’s earliest days. The shield also symbolizes strength and excellence. In most representations, two lines surround the shield — a representation of Southeastern’s past and Southeastern’s future.

The logos for both the University and Southeastern Athletics were designed to reflect one another, work well together and breed a high level of consistency.

Within the goal of consistency, we have created many options that allow for flexibility and greater readability. The goal is a strong, unified logo identity that is best achieved when all departments follow the guidelines closely.

Most importantly, the logos, spirit marks and wordmarks are protected trademarks of Southeastern and are never allowed to be altered or customized in any way.

LOGO USE

Primary Logos

Two versions of the primary University logo have been created. Wherever possible, these logos must be used and printed in appropriate colors.

STACKED



HORIZONTAL



Rare Use Logos

In rare cases, where constraints do not allow for the primary logo usage, one of the rare use logos may be used. Every effort should be made to use a primary logo.

STACKED



HORIZONTAL



LOGO USE

The Graphic Mark

The graphic mark is a part of the primary logo and should generally be used within the logo structure. It may be used in special circumstances on occasion in a stand-alone manner. This type of usage may include specific space limitation and situations where the context of Southeastern Louisiana University is obvious and the graphic mark will not be misconstrued as another entity's logo.

When used in a stand-alone manner, the mark must appear in its three color (white, green, gold) format unless color printing is not possible. It must then appear in its one-color version in black, or green (PMS 357).

COLOR LEGEND



FULL COLOR



ONE COLOR - GREEN OR YELLOW



ONE COLOR - BLACK & WHITE



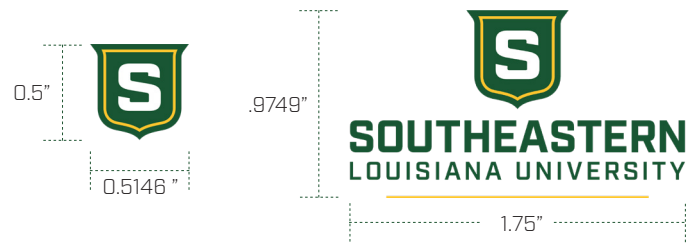
LOGO USE

Size & Space Guidelines

Minimum Size

All logos must remain equal to or larger than the given minimum size.

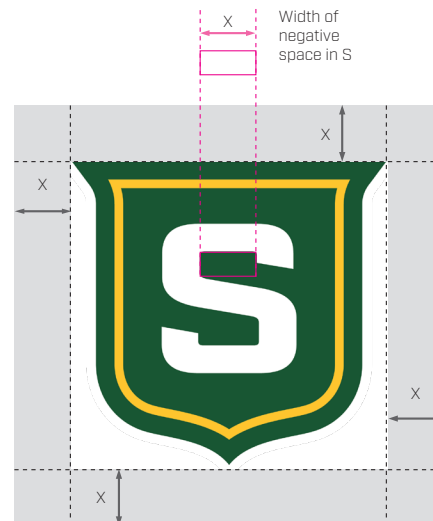
- The stacked logo must not be reproduced smaller than 1.75 inches in width.
- The horizontal logo must not be reproduced smaller than 2 inches in width.
- The graphic mark must not be reproduced smaller than 0.5 inches in height.



Space Guidelines

When used with other design element and marketing materials such as photography, illustration, or other typography, a minimum amount of space should surround the logo at all times.

For the graphic mark, the space should be proportional to the width of the negative space in the "S". For the main logo (both stacked and horizontal), the space should be proportional to the height of "Southeastern".



LOGO USE

Color Variations

Two Color

The full color logo is the preferred use and should represent the vast majority of usage. However, in some print and electronic circumstances, variations may be required. Even in unique circumstance, every attempt should be made to maintain the graphic mark in full color (white, gold, green).

These variations provide choices for all situations in which the logo may be used.



ON WHITE BACKGROUND



ON GREEN BACKGROUND

One Color

If the logo can only be used in a one color format, it should be printed in green (PMS 357) or gold (PMS 123). The double line and S monogram within the shield should always be present. Do not print or represent the logo or marks in any colors other than PMS 357, PMS 123, black or white.



ON WHITE BACKGROUND



ON GREEN BACKGROUND



ON WHITE BACKGROUND



ON BLACK BACKGROUND

LOGO USE

Primary Color Palette

Southeastern's official colors are PMS 357 green and PMS 123 gold. Green is the color to be used a majority of the time. It is the dominant color. White may be used in certain circumstances.



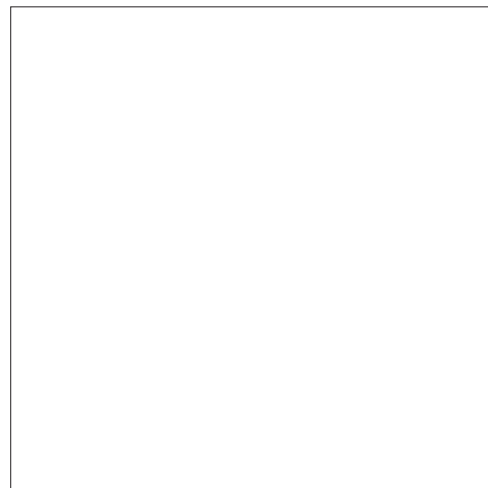
PMS: 357c
CMYK: C 86 M 40 Y 91 K 39
RGB: R 27 G 86 B 51
HEX: 1b5633



PMS: 123c
CMYK: C 0 M 23 Y 91 K 0
RGB: R 255 G 198 B 41
HEX: ffc629



CMYK: C 0 M 0 Y 0 K 100
RGB: R 0 G 0 B 0
HEX: 000000



CMYK: C 0 M 0 Y 0 K 0
RGB: R 255 G 255 B 255
HEX: fffffff

LOGO USE

Unit Lockups

A lockup is a formal combination of the department's name and the University logo. Lockups are meant to identify the specific department while remaining consistent with the logo system. Usage of lockups visually communicates that the department is unique, but distinctly part of the University, and only exists because of the University. Divergent departmental logos create confusion and visual discord. While we all seek to communicate differences and uniqueness, there can be no graphic identity more powerful than our parent brand and logo system. For this reason, departments are not to create "official" logos that depart from Southeastern's structure.

Divisions and Colleges will have the full name: "Division of ..." and "College of ..." in its lockup. Departments, Offices and special initiatives will only be referred to by name: "Marketing and Supply Chain Management," "Human Resources," etc. This creates an easier structure and offers more readability to lockups.

Rare Use Lockups

In very rare usage where readability is challenged and the context of Southeastern is already understood and presumed, the rare use lockup may be used. This is primarily for internal, on campus use, such as uniform type shirt embroidery.

TWO LINE



**Management and
Business Administration**

SOUTHEASTERN LOUISIANA UNIVERSITY



**Management and
Business Administration**

SOUTHEASTERN LOUISIANA UNIVERSITY

ONE LINE



College of Business

SOUTHEASTERN LOUISIANA UNIVERSITY



College of Business

SOUTHEASTERN LOUISIANA UNIVERSITY

RARE USE



Bookstore

LOGO USE

Student Organizations

Registered student organizations may create their own unique logos or request an official logo.

Official Logos

Student organizations may request an official logo that is structured on the university logo system. This logo will be created by University Marketing & Communications. Student organizations may not attempt to replicate an official logo.

Unique Logos

Student organizations are also welcome to create their own logos. Unique organization logos must meet the following standards:

- They may not include trademarked logos or identifiers – logos, icons, or marks – without University Marketing & Communications approval.
- They may not include any words, symbols, or images that might reflect poorly on Southeastern.
- They may not include Southeastern's name in the logo.

Special Logos

The unit lockup format should be utilized whenever possible. However, special logos are permissible under certain circumstances.

- Events
- Student organizations
- Limited time-frame initiatives
- On-Campus only usage

CORRECT ORGANIZATION LOGOS



LOGO USE

Logo Misuse

Think of Southeastern's logos and identifiers as an image. It is not artwork to be manipulated or displayed in an unusual manner. Examples of what NOT to do when using our word mark system: Do NOT manipulate the word mark in any way. You should not try to type it in a different font, space it out, place a drop shadow behind it, stretch it, put it on a distracting background, use a low-resolution version or web version on print (pixelated), put anything around it, make any of the words or letters larger or smaller than the rest of the word mark, tilt it or use it with another symbol incorporated.

The logo, wordmark, departmental lockups or identifiers are not to be altered in anyway without the help of the design team from University Marketing and Communications.



DO NOT place drop shadow behind the logo.



DO NOT stretch or warp the logo in any direction.



DO NOT place the logo on a distracting background. (Including images)



DO NOT change the font within the logo.



DO NOT use a low resolution version (pixelated).



DO NOT rotate or skew the logo in any way.



DO NOT change the spacing or letter sizes within the logo.



DO NOT incorporate another symbol or graphic element.



DO NOT use the reverse of the logo or any unofficial color.

LOGO USE

Retired Logos (DO NOT USE)



SOUTHEASTERN
LOUISIANA UNIVERSITY



SOUTHEASTERN
LOUISIANA UNIVERSITY



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LOGO USE

University Seal

The seal is the official academic identity of the University that is primarily used in legal applications, on Southeastern diplomas, and other documents of an official or formal nature. It is not intended for general use as part of the university's public identity.

Use of the seal is **NEVER** permitted unless given explicit written permission.



LOGO USE

University Name Usage

In publications for external audiences, always use “Southeastern Louisiana University” on the first reference and “Southeastern” on second reference.

Approved Names

- Southeastern Louisiana University
- Southeastern
- SLU may be used for Intercollegiate Athletics only. This may not be used by any University division, department, office or initiative.

DO NOT USE

- SE-LA is never permissible to use.
- SELU is never permissible to use.
- Southeastern Louisiana is never permissible to use.

LOGO USE

Spirit Mark

The lion spirit mark may be used by non-athletic entities as a graphic embellishment. It is a spirit mark and should not be used to create or show as a logo. The spirit mark should be used in full color form as much as possible. If one color print is the only option, it may be printed in PMS 123 (gold), PMS 357 (green), or black.

Full Color [Preferred]



Alternatives [Special Permission]



LOGO USE

Athletics Logos

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. Athletic logos are specifically for Intercollegiate Athletics to 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.



LOGO USE

Athletics Logos

Campus Usage

University-sponsored student sports clubs may use athletic logos or spirit mark 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 as not to be confused as a University NCAA Division I program.

Other usage must be requested through University Marketing and Communications.

Promotional Items

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

***The Athletics Identity Guide provides detailed information on usage and standards.**

QUESTIONS?

Contact University Marketing and Communications
for any questions or logo requests.