

# ATHLETICS BRAND IDENTITY GUIDELINES FOR MEDIA USAGE ONLY

# LSU®

## COLOR VARIATIONS



An outline or stroke to the exterior of the LSU Primary Logo. The dotted line shows the protected area around the Primary Logo. This ensures that no other graphic elements interfere with the clarity and integrity of the LSU letters.



## COLOR VARIATIONS



<b>PANTONE</b> <b>268</b>	C 90	R 70
	M 100	G 29
	Y 0	B 124
	K 0	

<b>PANTONE</b> <b>123</b>	C 0	R 253
	M 24	G 208
	Y 94	B 35
	K 0	

<b>PROCESS</b> <b>BLACK</b>	C 0	R 0
	M 0	G 0
	Y 0	B 0
	K 100	

## SPORT-SPECIFIC LOGOS

Select teams have specific logos for their team that are only **intended for internal use** by LSU Athletics unless otherwise permitted.

## PREVIOUS LOGOS

Please discontinue the use of any LSU Athletics logos not indicated on this document.

## REQUESTS

Requests for the editorial use of LSU Athletics logos can be made via the LSU Athletics logo request form on [LSUsports.net/media](https://www.lsuathletics.net/media). The LSU Athletics Publications Department reviews requests for the editorial use of LSU Athletics logos on a case by case basis. Please fill out the online form if you wish to request an LSU logo for editorial use. For inquiries related to the commercial use of LSU marks, please visit [www.LSU.com](https://www.lsu.com). If you have any questions or need additional information, please call (225) 578-1887.