



Athletics Brand Identity Guidelines

FOR INTERNAL, VENDOR OR MEDIA USE

✓ PRIMARY LOGO • PREFERRED USAGE



Preferred • Use gold letters on purple background with ©



On white background, use purple letters with gold outline and ©

OTHER ACCEPTABLE COLOR VARIATIONS



✓ SECONDARY LOGO • TIGER EYE

If a secondary logo is used, the primary logo should be included as part of the design or copy so that LSU is clearly identified.



COLOR VARIATIONS



✓ SECONDARY LOGO • TIGER HEAD

If a secondary logo is used, the primary logo should be included as part of the design or copy so that LSU is clearly identified.



COLOR VARIATIONS





PROTECTED AREA

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. Use the left side of the L as an approximate guide.



PROPER ARTWORK USAGE

All LSU logos must stay at their original ratio without any covering. No LSU logo should be modified, covered, stretched, compressed or distorted in any way.



Do not invert the colors of any LSU logo incorrectly. Only use color variations specified as correct in this document.



At no time should LSU logos be used with any other colors than those specifically designated in the Colors section.



No LSU logo should be outlined in any way other than how specified in the Other Acceptable Color Variations section.



At no time should logos be placed over each other or combined unless the artwork has been provided by LSU Athletics or LSU Sports Properties. Otherwise, all LSU logos must stand alone.



OFFICIAL COLORS

DESIGNING WITH THE COLORS

The official colors of LSU Athletics are #461D7C and #FDD023. Use these codes for digital formats such as social media, web and video. These are the only colors that may be used to display any LSU logo digitally.

DIGITAL / PRINT								
R	G	B	HEX #	C	M	Y	K	PANTONE
70	29	124	461D7C	82	98	0	12	268 C
R	G	B	HEX #	C	M	Y	K	PANTONE
253	208	35	FDD023	0	19	89	0	123 C
R	G	B	HEX #	C	M	Y	K	PROCESS
0	0	0	000000	0	0	0	100	BLACK

PRINTING WITH THE COLORS

The official print colors of LSU Athletics are Pantone 268 and Pantone 123. The official logo may be printed in 4-color or 1-color purple. Black is the preferred alternative when budget or context rule out the use of multiple colors. These are the only colors that may be used to print any LSU logo.

GEAUX FONTS

LSU
GEAUX
TIGERS

1234567890

LSU owns the copyrighted alpha-numeric typeface called "Geaux". The letters, developed in 2002, are a family of three different fonts: regular, extended and depth. Each variation of the typeface also includes an italicized version. The letters of the fonts are all capital letters. Geaux Extended is the base for today's LSU primary logo that features the letters "LSU" and the only approved font to use internally.

As with any brand, the font has evolved and usage is mainly centered around the font Geaux Extended for words, specifically sports names and the words TIGERS and GEAUX. Geaux Regular's numerals have been used for many uniform designs over the years, but have been updated since.

The LSU Geaux Font is not available for external usage. Inquiries regarding usage or questions can be directed to LSUsports.net/media.

OFFICIAL NAME

"LSU", "LSU Tigers" or "Louisiana State University" are the only acceptable ways to describe teams or departments within LSU Athletics. "Louisiana State" is not acceptable.

TRADEMARK LICENSING

LSU Trademark Licensing was instituted in 1981 to protect the University's indicia, promote the University, and generate funds which are used for general University endeavors including scholarships, construction projects, athletic programs and various other needs. LSU owns and protects multiple trademarks including, without limitation, its name, logos, colors combinations, slogans, mascot and other indicia. Use of LSU's protected marks without permission from the University may be subject to criminal and/or civil penalties. To learn more about the licensing process, contact: LSU Trademark Licensing, 330 Thomas Boyd Hall, Baton Rouge, LA 70803, 225-578-3386, trademark@lsu.edu or LSU.com.

UNIVERSITY VISUAL IDENTITY

For more information on the University's Visual Identity Program, visit the LSU Division of Strategic Communications at lsu.edu/stratcomm/online-brand-guide/

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

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 request form on LSUsports.net/media. All requests will be reviewed for the editorial use of LSU Athletics logos on a case by case basis. For inquiries related to the commercial use of LSU logos, visit LSU.com. For questions or additional information, please call 225-578-1887.

LSU PRIMARY LOGO



Gold letters on purple background with ®



On white background, use purple letters with gold outline and ®

OTHER ACCEPTABLE COLOR VARIATIONS



PROTECTED AREA

The dashed 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 & LOGO USAGE

DIGITAL / PRINT

R	G	B	HEX#	C	M	Y	K	PANTONE
70	29	124	461D7C	82	98	0	12	268 C

R	G	B	HEX#	C	M	Y	K	PANTONE
253	208	35	FDD023	0	19	89	0	123 C

R	G	B	HEX#	C	M	Y	K	PROCESS
0	0	0	000000	0	0	0	100	BLACK

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