



BRAND GUIDE



Being the best in the world at what you do is challenging. At ULM, we work hard at being the best at meeting students where they are, and getting them where they want to be. A bigger challenge is how we communicate this to the world. The way we are viewed by our students and our community – the extent to which we inspire them – makes possible our mission to change lives.

Every communication extending from a member of the ULM family, whether a publication, advertisement, public announcement or public appearance, contributes to the overall brand of our university. Whenever we represent ULM, we create an impression of our character in the minds of local, national and global audiences.

We have the power, then, to forge our own identity through careful and considerate attention to detail when representing the university to these audiences. In order to lead – in order to inspire – we must reflect a consistent stance of professionalism, unity and respect for this institution.

In the following document, you will find outlined acceptable standards and procedures for the ULM brand. By adhering to these standards, we will establish the foundation of our brand. This brand guide helps ensure all parts of the university are working together to communicate with a unified image and voice in Monroe, across the state, nation and around the world.

Thank you for taking the time to familiarize yourself with these regulations and for helping strengthen ULM's brand. As we move forward into this most exciting period of ULM's history, our ability to inspire, motivate, and change lives cannot be underrated.

Together, we hope to advance the honorable reputation of our university and encourage our students, faculty, staff, alumni, friends and the public to share the same pride and dignity characteristic of ULM.

A handwritten signature in black ink that reads "Ron Berry". The signature is fluid and cursive, with a long, sweeping underline that extends to the right.

President Ronald Berry, D.B.A.



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The history of the University of Louisiana Monroe is a record of educational leadership and progress with time.

In 1922, **Timothy Oscar Brown**, superintendent of Ouachita Parish Schools perceived the need for an institution that would provide college training for the great number of local high school graduates. After a thorough study of the situation, Brown presented the idea in an address to the Monroe Kiwanis Club, where it was

favorably received. The challenge was that additional legislation would be necessary to provide a satisfactory method for the establishment and maintenance of a junior college. Accordingly, a bill was introduced in the regular session of the Louisiana State Legislature in May 1928, and was subsequently enacted into a law providing for the establishment of junior colleges. Included in Act 173 was the right of a school board to call an election to vote a parish-wide tax for the support of such an institution. Following the adoption of

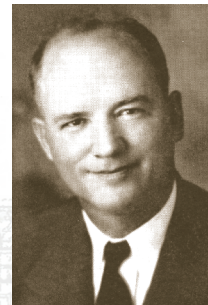
the bill, the Kiwanis Club, cooperating with the Rotary Club, the Lions Club and the Chamber of Commerce, perfected a plan to found a junior college in accordance with the Junior College Law. On November 9, 1928, the Ouachita Parish School board organized a Junior College District and called a special election to vote the special tax of one mill for a period of 10 years for the construction, equipment and operation of the junior college. The Police Jury and the School Board of Ouachita Parish, in joint session on January

4, 1931, purchased the site for the college. The building, including equipment and grounds, represented an investment of over \$350,000.

The first session of the Ouachita Parish Junior College began on **September 28, 1931**, with a full corps of teachers and an enrollment of 416 students. At that time, this was one of the only junior colleges in Louisiana. Thus was realized the dream of T.O. Brown – that educational advantages beyond high school graduation should be

NORTHEAST CENTER OF LOUISIANA STATE UNIVERSITY

NORTHEAST LOUISIANA STATE COLLEGE



DR. WILLIAM RODNEY CLINE
 Northeast Junior College of Louisiana State University
 December 1, 1944 - August 15, 1950



DR. CLYDE CORNELIUS COLVERT
 Ouachita Parish Junior College
 September 28, 1931 - October 31, 1944



MR. LEWIS CECIL SLATER
 Northeast Louisiana State College
 August 15, 1950 - June 30, 1958

NORTHEAST LOUISIANA STATE COLLEGE

NORTHEAST JUNIOR COLLEGE OF LOUISIANA STATE UNIVERSITY

the possession of the citizens of Ouachita Parish. Ouachita Parish Junior College graduated its first class of 135 students in June 1933.

ULM has followed a course of vigorous growth in its transition from a junior college to an institution offering a comprehensive range of undergraduate and graduate degree programs. In September 1931, the university opened for its first session as **Ouachita Parish Junior College**, which was operated as part of the Ouachi-

ta Parish School System. In 1934, Louisiana State University received authority from the State Legislature to operate the facilities of the university as **Northeast Center of Louisiana State University**. The name of the institution was changed to **Northeast Junior College of Louisiana State University** in 1939. The following year, the State Legislature authorized the transfer of all lands connected with Northeast Junior College to Louisiana State University.

The 1950 Legislature approved the expansion of Northeast Junior College of LSU to a four-year senior college granting academic degrees. The name of the institution was changed to **Northeast Louisiana State College**, and its control was transferred from the Louisiana State University Board of Supervisors to the State Board of Education. The name was changed to **Northeast Louisiana University** by the 1970 Legislature. The constitution,

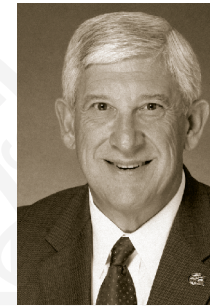
adopted by the people of Louisiana in 1974, provided that the administration of state colleges and universities be changed from the Louisiana State Board of Education to the Board of Trustees for State Colleges and Universities effective May 1975. This board's name was changed again on June 8, 1995, to the University of Louisiana System Board of Supervisors. On August 27, 1999, the university officially changed its name to the **University of Louisiana Monroe**.



DR. GEORGE T. WALKER
 Northeast Louisiana State College
 July 1, 1958 - December 31, 1975



MR. LAWSON L. SWEARINGEN, JR.
 Northeast Louisiana University
 July 1, 1991 - December 31, 2001



DR. NICK J. BRUNO
 University of Louisiana Monroe
 October 2, 2011 - June 30, 2020



DR. DWIGHT D. VINES
 Northeast Louisiana University
 January 1, 1976 - June 30, 1991



DR. JAMES E. COFER, SR.
 University of Louisiana Monroe
 April 1, 2002 - June 30, 2010



DR. RONALD BERRY
 University of Louisiana Monroe
 September 14, 2020 - Present

NORTHEAST LOUISIANA UNIVERSITY

UNIVERSITY OF LOUISIANA MONROE

For maximum clarity, a technical vocabulary has been established. It is important to use these terms accurately and consistently in all written and oral communications related to design. Familiarity with the following key terms will aid interpretation of this document.

BRAND - The sum impression derived from a consumer's experience of the university's products, services, communications and people.

UNIVERSITY LOGO - The University's official visual mark.

ATHLETIC LOGO - The athletic mark is primarily reserved for Intercollegiate Athletics and student spirit booster.

SUB LOGOS - A visually distinctive arrangement of the university logo that brands an individual school, college or other sub-entity.

LETTERMARK - Lettermark is exclusively typographic mark. It is a mark, representing the institution through the use of its initials or the brand's first letter. It is an alternate method of identifying the university graphically. It is less formal than the primary logo.

WORDMARK - A text-only typographic representation of a mark which involves the creative arrangement and modification of words to present a visual identity for a brand. The representation of the word becomes a visual mark of the organization or product.

RGB - Refers to a system of red, green and blue for representing the colors to be used on a screen display.

CMYK - Four-color printing process that uses cyan, magenta, yellow and black inks to create other colors including photos.

PMS - Pantone Matching System. A set of standard color system for printing, each of which is specified by a single number or formula.

COPY - Words used in communications encompassing headlines, paragraphs (body copy) and more.

RESOLUTION - Refers to the number of pixels in an inch of a digital image. A high-resolution image, 300dpi or greater, is recommended for all printed material.

VECTOR ARTWORK - Artwork created using mathematically plotted points instead of pixels, allowing it to be reproduced at any size without distortion to the image.

BLEED - A printing term that is used to describe a document which has images or elements that touch the edge of the page, extending beyond the trim edge and leaving no white margin. When a document has bleed, it must be printed on a larger sheet of paper and then trimmed down.

COATED PAPER - A specialized printing paper with a smooth finish or surface.

CROP - To cut off parts of an image.

OFFSET PRINTING - A method of mass-production printing in which the images on metal plates are transferred (offset) to rubber blankets or rollers and then to the print media.

REVERSING - Process of printing light colored or white text on a dark or black background.

SERIF - A stroke added as a stop to the beginning and end of the main strokes of a character.



SAN SERIF - A category of typefaces that do not use serifs, small lines at the ends of characters.

JPG - A raster image (pixel-based) used for web and print. The quality of the image decreases as the file size decreases. Paying attention to the resolution and file size is essential in order to produce a quality project. It is resolution-dependent file.

GIF - A raster image generally used for animation and transparency in limited colors. It is resolution-dependent file.

PNG - A raster image that is a standard for web purposes. It is not suitable for print. You can save your image with more colors on a transparent background. It is resolution-dependent file.

TIFF - A large raster file that doesn't lose quality when it's resized. Usually it is used when saving photographs for print. This type of file is not for web purposes. It is a resolution-dependent file.

PSD - Layered Adobe Photoshop design file.

PDF - A vector image (curve-based graphic). This type of file is by far the best universal tool for sharing graphics that captures and reviews rich information from any application, on any computer, with anyone, anywhere. It is resolution independent.

EPS - A file in vector format that has been designed to produce high-resolution graphics for print. It is more of a universal file type (much like the PDF) that can be used to open vector-based artwork in any design editor, not just the Adobe software. It is resolution independent.

AI - By far the image format most preferred by designers and the most reliable type of file format for using artwork in all types of projects from digital to print. It is the industry standard for creating vectors. It is resolution independent.

INDD - InDesign document is a type of file commonly used to create larger publications, such as newspapers, magazines, etc.

The ULM brand is much more than its seal and mark; the brand is reflected in the university's mission, core values and strategic themes as communicated through all our messaging and interactions with constituents.

ONE VOICE

It's important to strengthen and reinforce the central brand of ULM, and by association that will strengthen and reinforce its reputation. This is why, in all our communications, we aim to project a strong, unifying singular voice and appearance.

While it may be tempting for schools, departments and centers at ULM to create their own brand/logo, this would only dilute awareness of the ULM name and create internal competition or, at worst, confusion among our core audiences.

Maintaining and strengthening our competitive position requires that all components of the ULM brand appear consistently across all university communications.

No matter which communication channels are used, we all contribute to a unified and professional ULM brand by following the logo, color and typeface standards in this guide. The new standards were informed by expertise in web, social, print, photography, video, usability and accessibility for people with visual impairments.

TOUCHPOINTS

In order to enhance a powerful brand, it is imperative to communicate a clear and consistent message through all of our available channels or what we like to call, touchpoints.



A large group of students is gathered outdoors, likely at a university event. Many students have face paint on their faces, and some are holding signs. One sign in the background says "group 6" in handwritten letters, and another says "GROUP" in bold, block letters. The students are dressed in casual attire, including t-shirts, shorts, and sneakers. The entire scene is overlaid with a semi-transparent red color. The text is centered over the image.

“Brand Voice” is how the ULM brand is expressed in words. Just as listeners make assumptions about a person’s character by observing how he or she acts, dresses and speaks, readers of our materials will make judgments about the character of ULM by our brand voice. The ULM brand voice should be shaped around the university’s mission, values and goals: history, pride, tradition, service and success.

The message is central to the identity of the University of Louisiana Monroe brand. Any communication that comes from the institution should support at least one of these SIX message pillars. The message should be communicated clearly and simply. The message also functions as our brand promise. It's not just who we want to be, but who we promise to be.

1. **University of Louisiana Monroe** - is a great name in the University Louisiana System, and the State of Louisiana.
2. **Campus Beauty** - we're blessed to have the beautiful Bayou DeSiard that flows directly through our campus.
3. **Small Modern Campus** - we constantly evolve with time, and we like it that way because it helps us thrive.
4. **Big Family** - proximity in infrastructure and culture creates the perfect combination: be a part of the Warhawk family.
5. **Engaging Educators** - our professors care about the topics they teach and they care about their students.
6. **Empower** - our graduates go on to do great things in their jobs, communities and the world.

PILLARS

Please use the verbiage below when writing and promoting for the University: **University of Louisiana Monroe; ULM; Warhawks; ULM Warhawks; Talons Out; Take Flight; We Are The Warhawks; The Best Is On The Bayou.**

CONVEY ULM'S VOICE

Address main objectives – “Why should I bother reading this?” Give details, reassure and persuade.

Focus on the Benefits. Focus on what your target audience will get versus features. When you do write about features, make sure and point out how your target audience will benefit from that feature.

Use Testimonials. Let testimonials describe the benefits of your program.

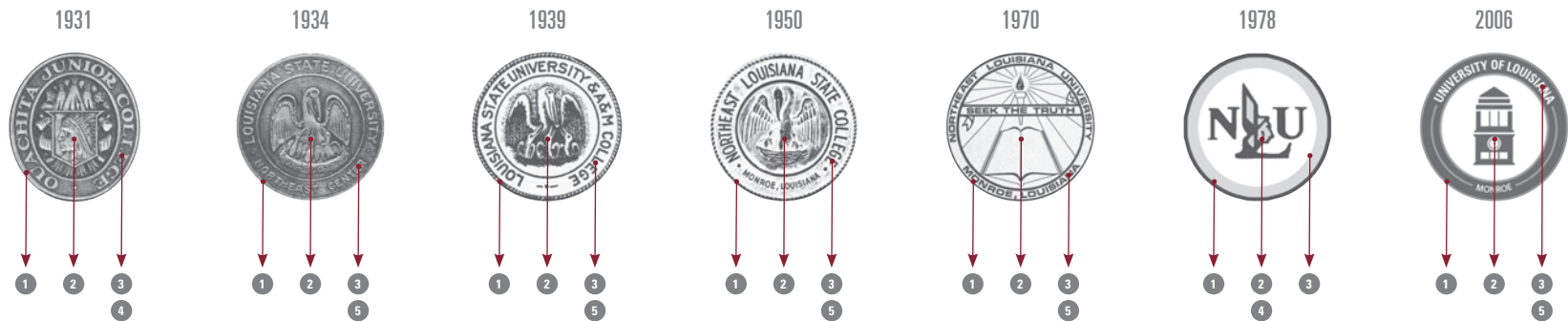
Make it authentic, personal, fresh and direct.

Talk directly to the reader – don't be afraid of using “you.” Write as though you are informally addressing someone you know. Never promise something you can't deliver.

Hone Your Message. Less is more when writing for marketing publications. Use short sentences (10 to 20 words) and paragraphs (2 or 3 sentences). Edit out anything unnecessary – modifiers, complex clauses, awkward phrases. Use an active voice and avoid jargon, obscure words, stale phrases and any abstract/confusing ideas. Make it simple and straightforward.

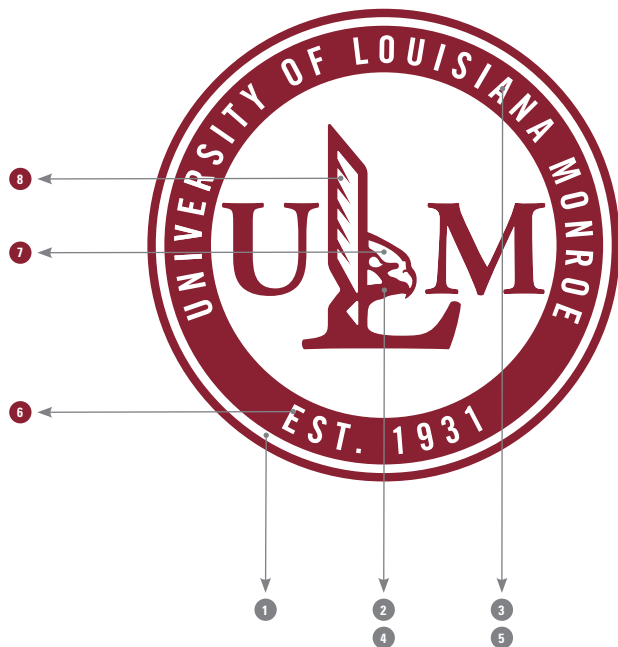
Protecting and consistently expressing the ULM brand is everyone's responsibility.

Evolution of the ULM logos throughout history



Shared ULM logo elements from the past:

- ① circular shape
- ② concept/symbol in the center
- ③ type placement on a circular path
- ④ acronym font style
- ⑤ sans serif font style



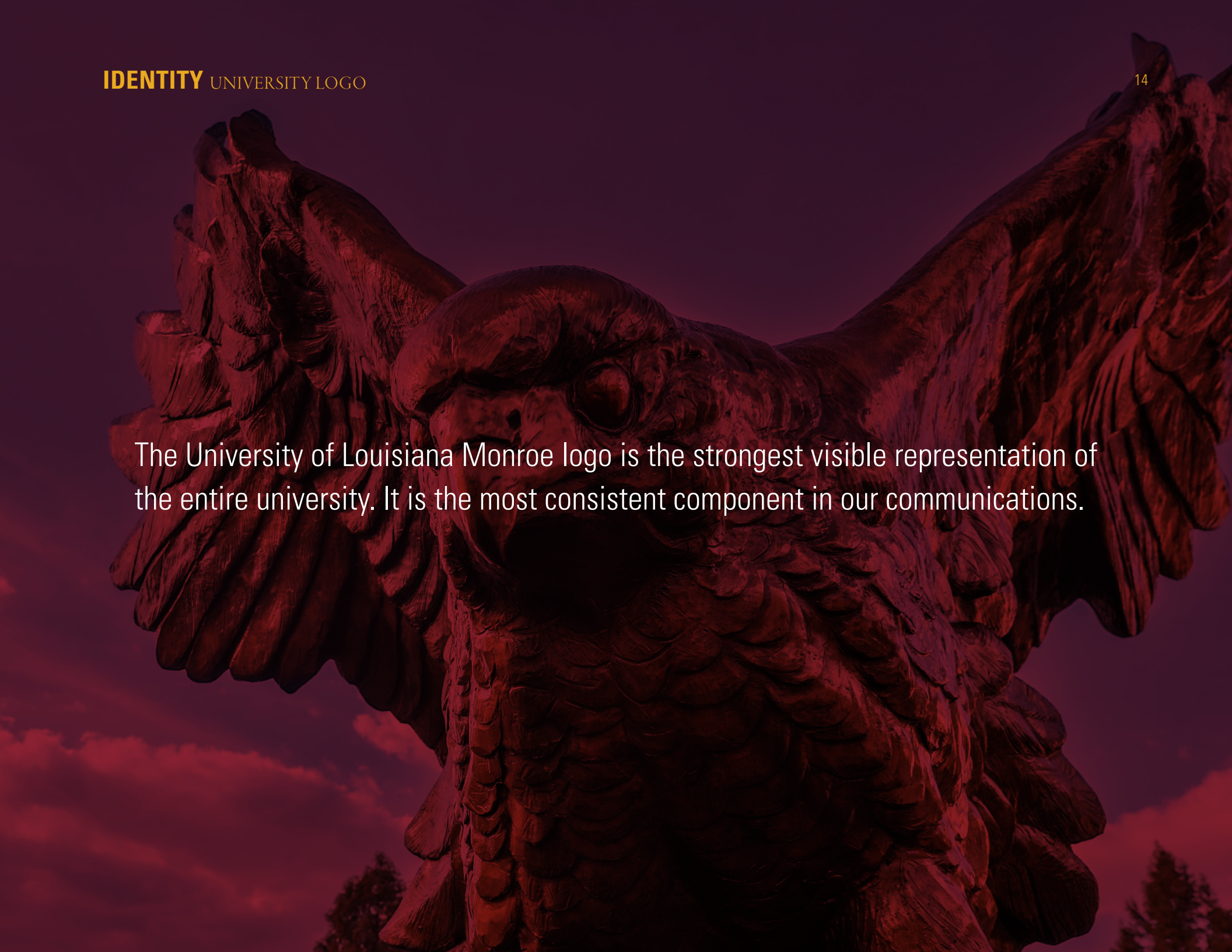
FUNDAMENTAL CRITERIA

Strong, Historic, Memorable, Enduring, Visually Appealing, Meaningful

YESTERDAY. TODAY. TOMORROW – UNIVERSITY LOGO

The Warhawk sculpture as basis for the new academic concept using the NLU's acronym typeface form placed in the center of a circular shape with institution's full name in a sans serif typeface form on a circular path from previous logos from the past (1931-2006).

- ⑥ The ULM established year.
- ⑦ The Warhawk has the same sense of stature as the Warhawk sculpture on campus.
- ⑧ The feather symbolizes a quill for knowledge. The six feathers or breaks on the letter L symbolize the six name changes.



The University of Louisiana Monroe logo is the strongest visible representation of the entire university. It is the most consistent component in our communications.

Since the university logo is the common denominator, it should be the starting point in the creation of all marketing materials. Deliberate, consistent placement of the logo will establish the university's name and institutional credence. There are very specific guidelines regarding the use of the primary logo.

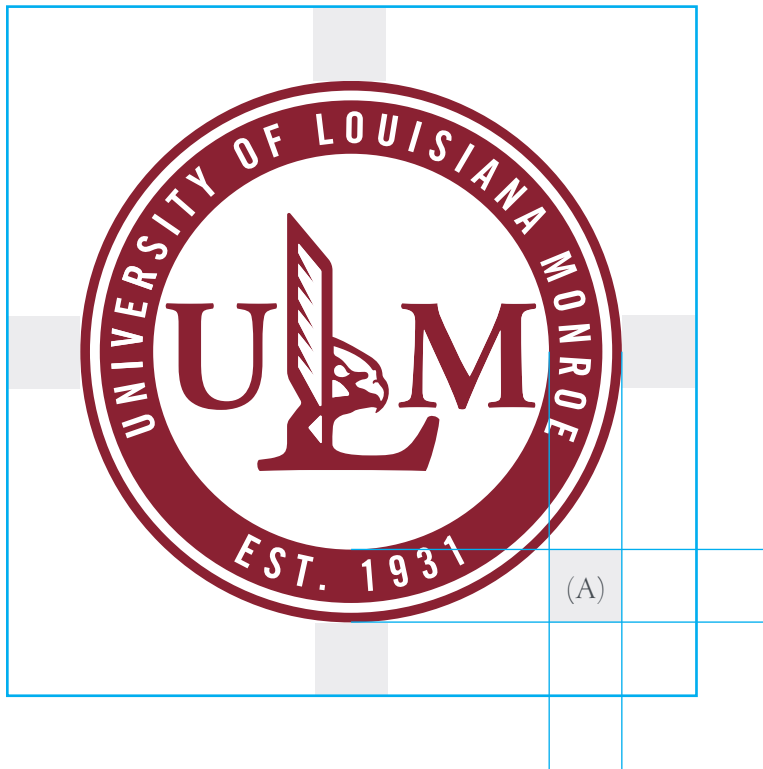
A MUST ON ALL UNIVERSITY COMMUNICATIONS

As the primary graphic identity for the institution, the university logo must appear on all communications, including brochures, stationery, business cards, and the university website.

NEVER MANIPULATE THE LOGO IN ANY WAY

This rule includes but is not restricted to type, rules, surrounding boxes, shadows, outlines, and embellishments. Do not create secondary (sub) logos to represent a school, college, department or institute, as this is confusing to audiences and dilutes the goal of creating a common, mutually reinforcing image. The primary logo is to be printed in approved colors and only in one solid color from primary colors.





legal mark placement on primary academics mark

GIVE THE LOGO ITS OWN SPACE

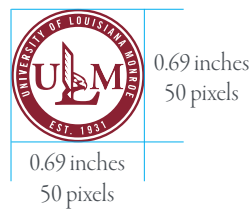
Balance is an essential feature of good design. Graphics, imagery and text must all be balanced on the page. Placing any element too close to the primary logo diminishes its importance.

A mandatory “clear space” (A) around the logo equal to the width of the type placement on the circular path must be incorporated into any design using the logo.

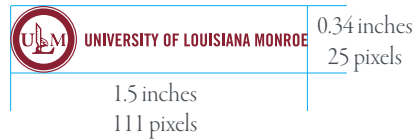
PRIMARY

As the primary visual identifier of ULM, it is essential that the logo is never altered in any way. In all communications, such as print, digital and web applications, as well as all partnership and sponsorship programs, the ULM logo must always be highly visible and unmistakable.

The logo should not be reproduced smaller than the specified minimum size, as doing so compromises its readability. To ensure visibility and legibility, logos should never be presented in sizes smaller than the requirements shown on this page.



minimum size



alternative

ELEMENTS

To maintain visual integrity, applications using alternative reproduction techniques such as embroidery and silkscreen may require presenting the logos at larger sizes than indicated here. These are only minimum sizes. The logo does not have a maximum reproduction size. Logos should be sized appropriately for the piece being designed. Consult your print vendor for specifics on minimum sizes based on the piece you are creating.

MINIMUM SIZE

The ULM logo can appear in a variety of sizes to accommodate a range of applications, but it must never be sized so small that it becomes illegible. Because of the complexity of the design elements in the ULM logo, it should never be reproduced so the optical height becomes less than 0.69 inches or 50 pixels.

ALTERNATIVE LOGO BELOW MINIMUM SIZE

This version of the logo is only allowed with permission and when spacing is below 0.69 inches or 50 pixels height.

Shown on this page are obsolete university logos. These logos were used in the past to represent the university but should no longer be used. There also may be other obsolete logos in existence that are not shown on this page. Only the logos that appear in this brand guide should be used to represent the university.



Registered student organizations are encouraged to create their own unique logos. Unique logos for student organizations MAY NOT include or incorporate trademarks licensed by University of Louisiana Monroe including logos, icons or taglines without approval from the Office of Marketing & Communications.

STUDENT ORGANIZATION USE

Student organizations should work with Student Life & Leadership for approval to use the university logo. **No modifications are allowed.**

Mascot images also may be used upon approval from Student Life.

Approved student organizations are allowed to use these icons on official documents. Approved mascot images also may be used on promotional items with written approval from the program director for involvement.

INDIVIDUAL STUDENT USE

Students are not permitted to use the university's logo or other university marks, such as the university tagline or the university seal.

Exceptions to this policy are granted in a very limited number of special situations. For example, the university logo may be used for class projects or for university-approved conference and presentation materials. To be considered for such an exception, contact the Office of Marketing & Communications. Approval must be received prior to printing, manufacture or distribution. Any use of logos, seals, names or other university marks must be in accordance with policies established by the university.

ELIGIBILITY

Sponsored Student Organizations (SSO) can use sub-logo treatment within the organization's name. Further, SSOs are eligible to use university logos, wordmarks and verbiage in their materials and products if previously approved by Office of Marketing & Communications.

Voluntary Student Organizations (VSO) cannot use any university logos or wordmarks and may only use the university's name as an identifier of location. Groups choosing to include the university name must list "at University of Louisiana Monroe" or "at ULM" after the organization's name if previously approved by Office of Marketing & Communications.



variations

UNIVERSITY LOGO VERSION

For external audiences, always use the version of the ULM logo with maroon and white. The logo is displayed in ULM's maroon and white. It also can appear in maroon or white on solid colors and photos. The ULM logo should only be displayed in one of these approved colors.

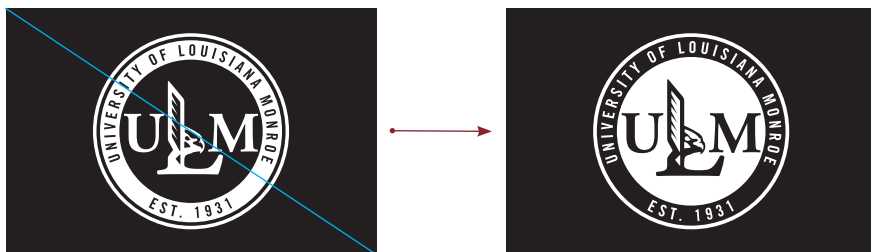
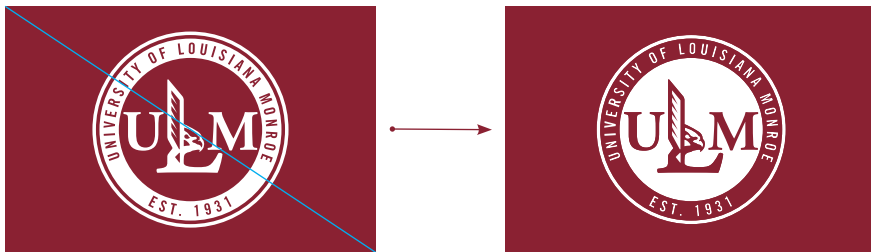
Examples of what NOT to do when using the primary logo system: Do NOT manipulate the university logo in any way.

PROTECTING OUR LOGO

Do not 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, modify or remove elements from the logo, tilt it or use it with another symbol incorporated.

NOTE: LOGO FOR DARK BACKGROUND

The white ULM logo on dark background is REVERSED for one-color printing. When using the logo on a dark background the burnout is the product.



WRONG logo on dark backgrounds (ULM logo should never be inverted)

CORRECT logo on dark backgrounds (University of Louisiana Monroe, Est. 1931 and the negative space around ULM always stays in white)



These major, high-profile divisions of the core brand are integral components of the university brand and directly support ULM’s mission. We call these entities “sub-logo.” These entities have a brand extension logo specific to their organization but directly tied to the university identity system for use on letterheads, business cards, and other promotional materials.



COLLEGE

SCHOOL | PROGRAM

ADMINISTRATION

CENTER/OFFICE

UNIT/DEPARTMENT



College of Arts, Education & Sciences



School of Management



Office of the President



Computing Center



Online



College of Business & Social Sciences



School of Health Professions



VP Academic Affairs



Counseling Center



Graduate School



College of Health Sciences



Communication



VP Student Affairs



Office of Marketing & Communications



Extended Learning/Quality Enhancement



College of Pharmacy



Dental Hygiene



Chief Business Officer



Office of Financial Aid



Auxiliary Enterprise



College of
Pharmacy



College of
Pharmacy



College of
Pharmacy



College of
Pharmacy

variations



College of
Pharmacy

alternate version for
space limitation

PROTECTING OUR SUB-LOGO

All of the rules regarding the university logo also apply to the sub-logos. The sub-logos should never be manipulated or distorted.

Units of ULM should not attempt to “construct” the logo themselves. For official school logos, please contact the Office of Marketing and Communications at ulm.edu/opiservices or **318.342.5440**.

VARIATIONS AND ALTERNATE TREATMENT

Depending on the design, one of the three approved horizontal versions of school treatments as shown should be placed prominently on all communications seen by external audiences. Use the alternate vertical, or stacked, version **ONLY** when space is limited. The sub logo should always be in maroon and white color or reverse.

PROGRAMS

When the program name is used in an official document or any promotional materials, the ULM University logo should always be first, followed by the college, school name and then the program name.

ULM consists of four colleges, and each has an official logo. The primary college logo displays the university logo in Warhawk maroon and the college name using a horizontal treatment. It should appear frequently in university communications.

Use of the official ULM seal is reserved for the Office of the President, diplomas or legal contracts. The seal also may be used for official ceremonial functions and appear on approved plaques, flags or furniture.



HISTORY AND HERITAGE

In 1967 a special committee was asked to present designs and mottos for consideration for the university seal. It features a flaming torch, an open book and the motto, “Seek the Truth”. Education as the primary means of seeking truth is the idea expressed by the seal. The flaming torch, which is symbolic of knowledge that dispels ignorance and fear, is the focal point of the seal. Rays that emanate outward from the torch express the desire of the institution to spread knowledge through the community, the state and the nation. An open book, symbolizing scholarly activity, is at the center of the design, since it is primarily through scholarly pursuits that the aims of the university are realized. The motto embodies the realization that the work of a university is a continuing process. The seal was designed by art professor Edward E. Schutz.

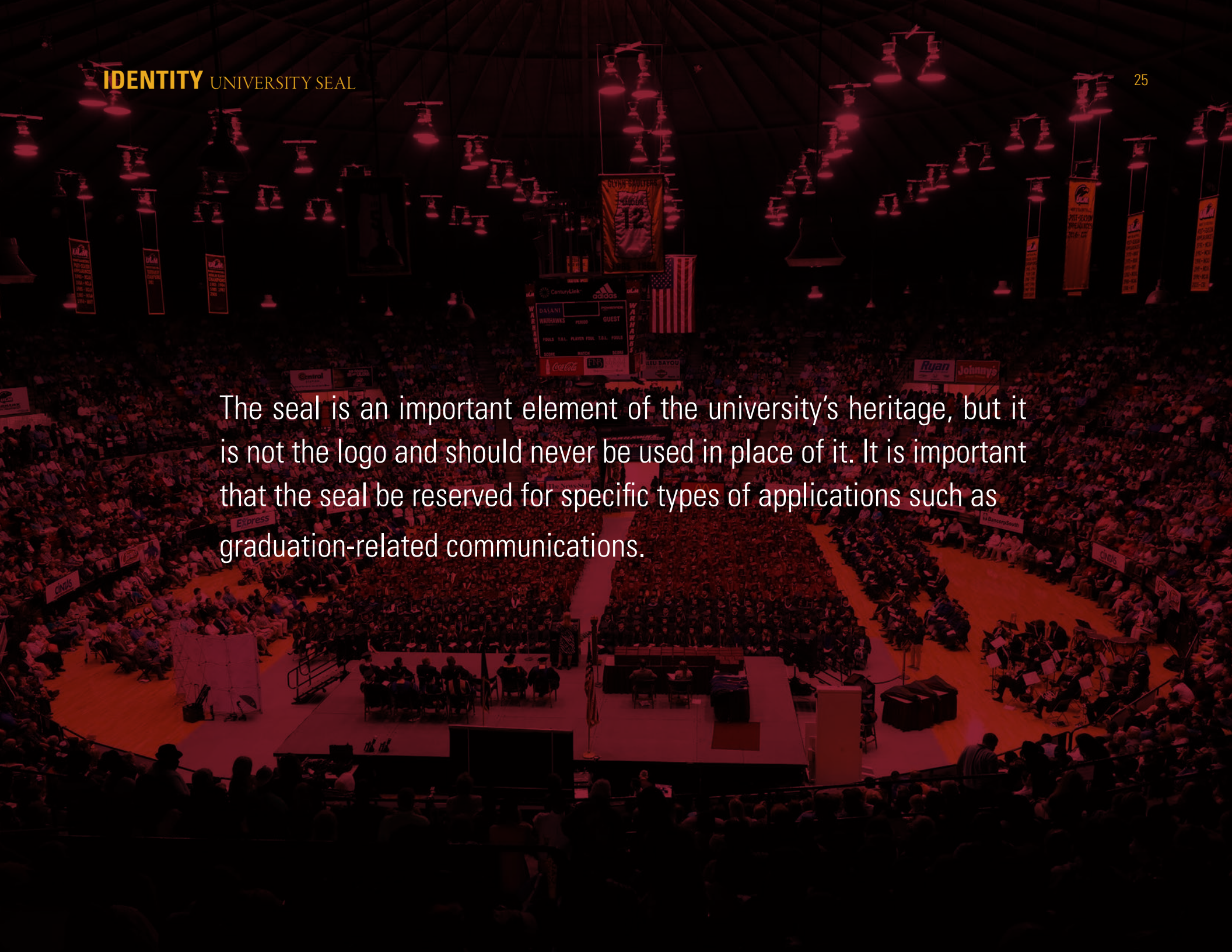
RESERVED

The seal is reserved for use only on formal/official university documents. These documents include diplomas, commencement programs, transcripts and materials issued by the Registrar and Office of the President.

No unit of ULM should develop a logo that incorporates the seal. The seal should never be used in communications in lieu of the ULM logo. Official art should be obtained from the Office of Marketing & Communications and not scanned from an existing copy of the seal.

Permission to use the seal must be granted by Office of Marketing & Communications, Office of the Registrar and the President’s Office. The seal is to be reproduced in one-color versions only.

The seal is an important element of the university's heritage, but it is not the logo and should never be used in place of it. It is important that the seal be reserved for specific types of applications such as graduation-related communications.



These marks are reserved for athletics. They should be used on uniforms, athletic apparel, varsity sports promotional materials and field signage. Like the primary logo, ULM's varsity names and icons are protected marks of the university.

ATHLETICS MARKS

Athletics marks and visual identity system have their own usage and identity guidelines, with policies and guidelines. The athletics marks may not be used as a substitute for the university logo on printed materials or for other official University business purposes. The athletics marks should be used only under the supervision and approval of the Office of Marketing and Communications.



primary athletics logo

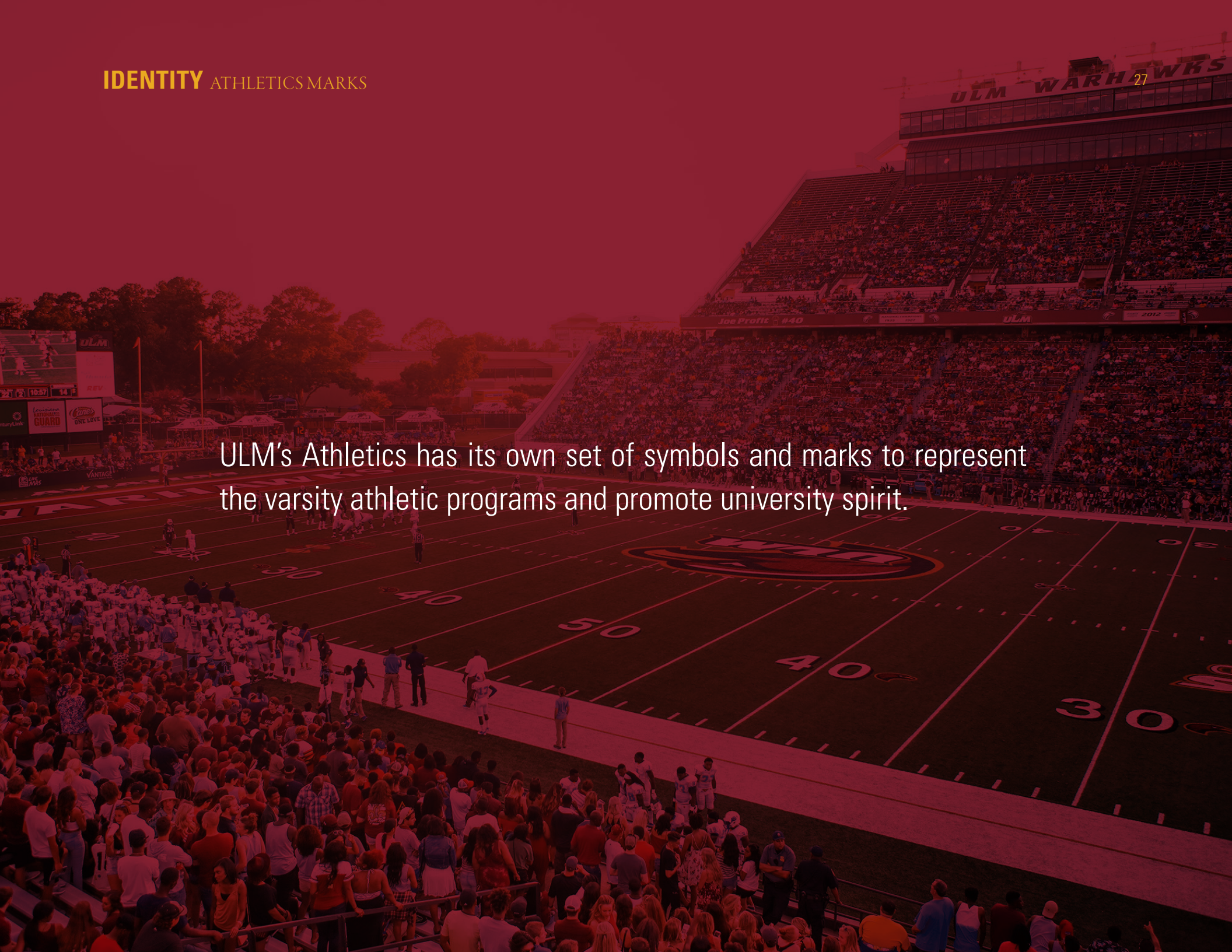
WARHAWKS

secondary athletics mark, wordmark



secondary athletics mark, icon

ULM's Athletics has its own set of symbols and marks to represent the varsity athletic programs and promote university spirit.





PRIMARY

As the primary visual identifier of ULM athletics, it is essential that the ULM primary athletics logo is never altered in any way. In all communications, such as print, digital and web applications, as well as all partnership and sponsorship programs, the ULM athletics logo must always be highly visible and unmistakable.

GIVE THE LOGO ITS OWN SPACE

Balance is an essential feature of good design. Graphics, imagery and text must all be balanced on the page so that each is able to speak clearly. Placing any element too close to the primary athletics logo diminishes its importance.

A mandatory “clear space” (A) around the logo equals half of the total height of the letters U and M on all sides of the logo.

ELEMENTS

It is very important that designers do not attempt to construct the logo themselves, as the lettering in the logo has been sculpted especially for ULM.

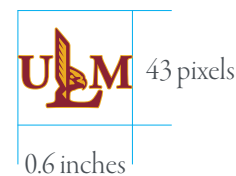
Please download authorized logo files with original art.

In addition, do not reproduce the logo by scanning a previously printed version. Such “second-generation” art will degrade the quality of the image and perhaps alter the scale of the various elements.

MINIMUM SIZE

The ULM athletics logo can appear in a variety of sizes to accommodate a range of applications, but it must never be sized so small that it becomes illegible.

Because of the complexity of the design elements in the ULM athletics logo, it should never be reproduced so the optical height becomes less than 0.6 inches or 43 pixels.



minimum size



legal mark placement on athletics mark.



variations

PRIMARY ATHLETICS LOGO VERSION

For external audiences, always use the full color version of the ULM primary athletics logo reinforcing brand positioning. The simplified version is appropriate for internal audiences who are already familiar with the breadth of ULM's athletic offerings.

The logo is displayed in Warhawk maroon and Heritage Gold. It also can appear in maroon or white on solid colors and photos. The ULM athletics logo should only be displayed in one of these approved colors.

The athletics sub-logos “endorse” and organize the sub-units and divisions, under a single athletics umbrella. Use athletics sub-logos on athletics and athletics-specific brochure covers and website home pages to provide clear emphasis on the sub-brands, while demonstrating their connection to the athletics division.

SUB-LOGO TREATMENT

Athletics sub-logos are complementary to the university logo. Each sub-logo must be treated as a unit and should not be modified or changed. This includes the size ratio of the athletics sub-logo to the sub-logo.

Athletics sub-logos can act as the primary mark on individual pieces. You may use the athletics sub-logo as primary branding on division level print collateral and websites. However, the athletics logo should appear on all print collateral in a secondary position, e.g., the back cover.

The athletics logo is to be printed in approved colors only or one solid color only from university primary colors.



The following sub-logos are approved for individual sports. The tag (e.g. "Football") cannot be altered or modified.

GIVE THE SUB-LOGO ITS OWN SPACE

Balance is an essential feature of good design. Graphics, imagery and text must all be balanced on the page so that each is able to speak clearly. Placing any element too close to the signature diminishes its impact.

A safe zone around the logo will give it the room it needs to stand out. This safe zone should be at least as large as half of the total height of the letters U and M on all sides of the logo (A).



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

WARHAWKS

SECONDARY MARK

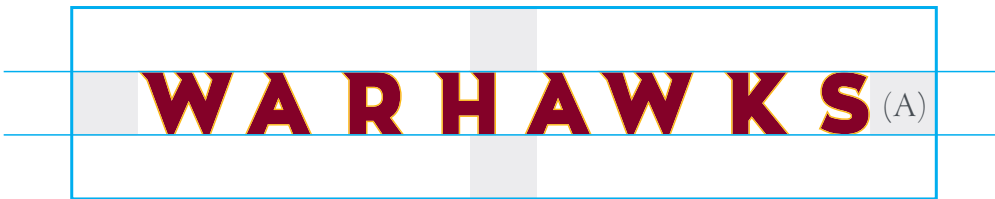
The secondary logo is intended as a decorative or retail product image for use in contexts in which the name of the University already has been established. It should NEVER be used as the primary identifier of ULM Athletics. The secondary logos should be used in strict adherence with the graphic identity guidelines mentioned here.

USAGE

The secondary athletics logos follow the same guidelines and color standards as the primary logo.

Secondary logos may not be used on their own. They must be accompanied by a primary logo in another location (on apparel, on flyer, etc.).

To ensure that clear space is maintained around the wordmark for legibility and prominence, photos, text and graphic elements must follow the guidelines for clear space here.



GIVE THE SECONDARY LOGO ITS OWN SPACE

A safe zone around the secondary logo will give it the room it needs to stand out. This safe zone should be at least as large as the height of the word “Warhawks” on all sides of the lettermark (A).

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



SECONDARY MARK

The secondary logo is intended as a decorative or retail product image for use in contexts in which the name of the University already has been established. It should NEVER be used as the primary identifier of ULM Athletics. The secondary logos should be used in strict adherence with the graphic identity guidelines mentioned here.

USAGE

The secondary athletics logos follow the same guidelines and color standards as the primary logo. Secondary logos may not be used on their own. They must be accompanied by a primary logo in another location (on apparel, on flyer, etc.).

To ensure that clear space is maintained around the icon for legibility and prominence, photos, text and graphic elements must follow the guidelines for clear space here.



GIVE THE SECONDARY LOGO ITS OWN SPACE

A safe zone around the secondary logo will give it the room it needs to stand out. This safe zone should be at least as large as the height of the icon's beak (A).



Here are a few examples of practices to avoid.

Examples of what NOT to do when using the primary logo: Do NOT manipulate the university logo in any way.

PROTECTING OUR LOGO

Do not 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, modify or remove elements from the logo, tilt it or use it with another symbol incorporated.

NOTE: THESE ARE ALL INCORRECT

The black-and-white ULM logo is usually REVERSED for one-color printing. Partners, sponsors and internal teams must receive approval from ULM's Office of Marketing & Communications before reproducing the ULM athletics logo in one color.



It is important to render the colors accurately. This can pose a significant challenge when working with vendors in various mediums. They use different means for reproducing colors such as on a mug, delivery vehicle or banner. You should request that the color accuracy be the Pantone® system with official “PMS” values.

PRIMARY

Maroon (Warhawk) and gold (Heritage Gold) are the university’s primary colors and an integral part of our brand. The secondary palette was carefully selected to complement and accent our primary colors as well as reflect our bold personality.

SECONDARY

These colors may be used to provide variety and visual interest without leaving the recognized palette. Secondary colors should be used in less than 30 percent of the whole palette for one piece. Secondary colors may be used in addition to Warhawk and Heritage Gold, but they cannot be used as primary, stand-alone colors.

COLOR CODE

The Pantone® spot colors are preferred when printing one- and two-color publications via offset printing method. When printing full color, four-color process is used (CMYK) for digital and offset. The RGB values are for screen display only, and the HEX values are for web design.

PRIMARY COLORS



WARHAWK
 PANTONE® 202 C
 CMYK 9/100/64/48
 RGB 134/0/41
 HEX #840029



HERITAGE GOLD
 PANTONE® 124 C
 CMYK 0/30/100/0
 RGB 253/185/19
 HEX #FDB913

SECONDARY COLORS



METALLIC GOLD*
 PANTONE® 872 C
 CMYK 22/23/47/57
 RGB 133/113/77
 HEX #85714d



DARK GREY
 PANTONE® COOL GREY 10 C
 CMYK 61/53/48/19
 RGB 100/101/105
 HEX #646469



GOLD
 PANTONE® 465 C
 CMYK 25/40/73/3
 RGB 190/149/91
 HEX #bd955a



MID DARK GREY
 PANTONE® COOL GREY 6 C
 CMYK 35/29/28/0
 RGB 169/168/169
 HEX #a9a8a9



BRIGHT GOLD
 PANTONE® 7506 C
 CMYK 0/7/25/1
 RGB 239/219/178
 HEX #EFDBB2



MID LIGHT GREY
 PANTONE® COOL GREY 3 C
 CMYK 8/5/7/16
 RGB 200/201/199
 HEX #C8C9C7



BLACK
 PANTONE® BLACK C
 CMYK 50/50/50/100
 RGB 0/0/0
 HEX #000000



LIGHT GREY
 PANTONE® COOL GREY 1 C
 CMYK 13/11/12/0
 RGB 219/217/214
 HEX #dad8d6

Color offers an instantaneous method for conveying meaning and message without words.

The ULM official fonts fit a variety of communications needs for digital and print environments. These typefaces are required and complement the university logo. Each family of fonts has a large range of weights and style options, including light, regular, bold and italics.

WORKING WITH TYPE

Typography should work in context with the overall design, photography and editorial writing to help describe and define the university brand. Since the intent is to depict the University of Louisiana Monroe as a 21st-century university – modern, confident, diverse, and dynamic – choosing the right style of type is critical. There are two acceptable font families available – Garamond and Univers.

- IT IS PERMISSABLE TO JUXTAPOSE SERIF AND SANS SERIF.
- DON'T USE TYPE WITH DROP SHADOWS.
- DON'T USE OUTLINED TYPE.
- AVOID CONDENSING, EXCESSIVE TRACKING OR HORIZONTAL SCALING.
- USE ITALICIZED STYLES SPARINGLY.



Serif



Sans Serif

Notice the difference between the two types of fonts depicted above.

FONT LICENSES

ULM has a limited number of licenses to use the Garamond and Univers fonts. Priority is given to university-wide projects. However, you — or the department with which you're working — may contact the Office of Marketing and Communications at ulm.edu/omc or **318.342.5440** for font licenses, or you may purchase the font directly from AdobeType.

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Garamond Premier Pro Light Display

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Garamond Premier Pro Light Italic Display

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Garamond Premier Pro Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Garamond Premier Pro Italic

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Garamond Premier Pro Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Garamond Premier Pro Bold Italic

Garamond

USAGE

Adobe Premier Pro Garamond is primarily for text (not headlines). If this font is not available, please use Times.

This serif typeface is for special uses such as letters, books or other publications with an extensive amount of body copy. This font also can be used to add formality to a publication.

The Garamond type family is an elegant, classic typeface that contrasts with Unifers. Use it when a serif font is more appropriate than a sans serif font.

TYPEFACE USE

Please do not alter the typeface you have chosen by altering the vertical or horizontal scale. For example, if you need a narrow typeface do not stretch it. Choose a different typeface.

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Univers 47 Light Condensed

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Univers 47 Light Condensed Oblique

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Univers 59 Ultra Condensed

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Univers 67 Bold Condensed

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Univers 67 Bold Condensed Oblique

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Univers 85 Extra Black

Univers

USAGE

The Univers family is our primary font for headlines. If this font is not available, please use Arial or Helvetica.

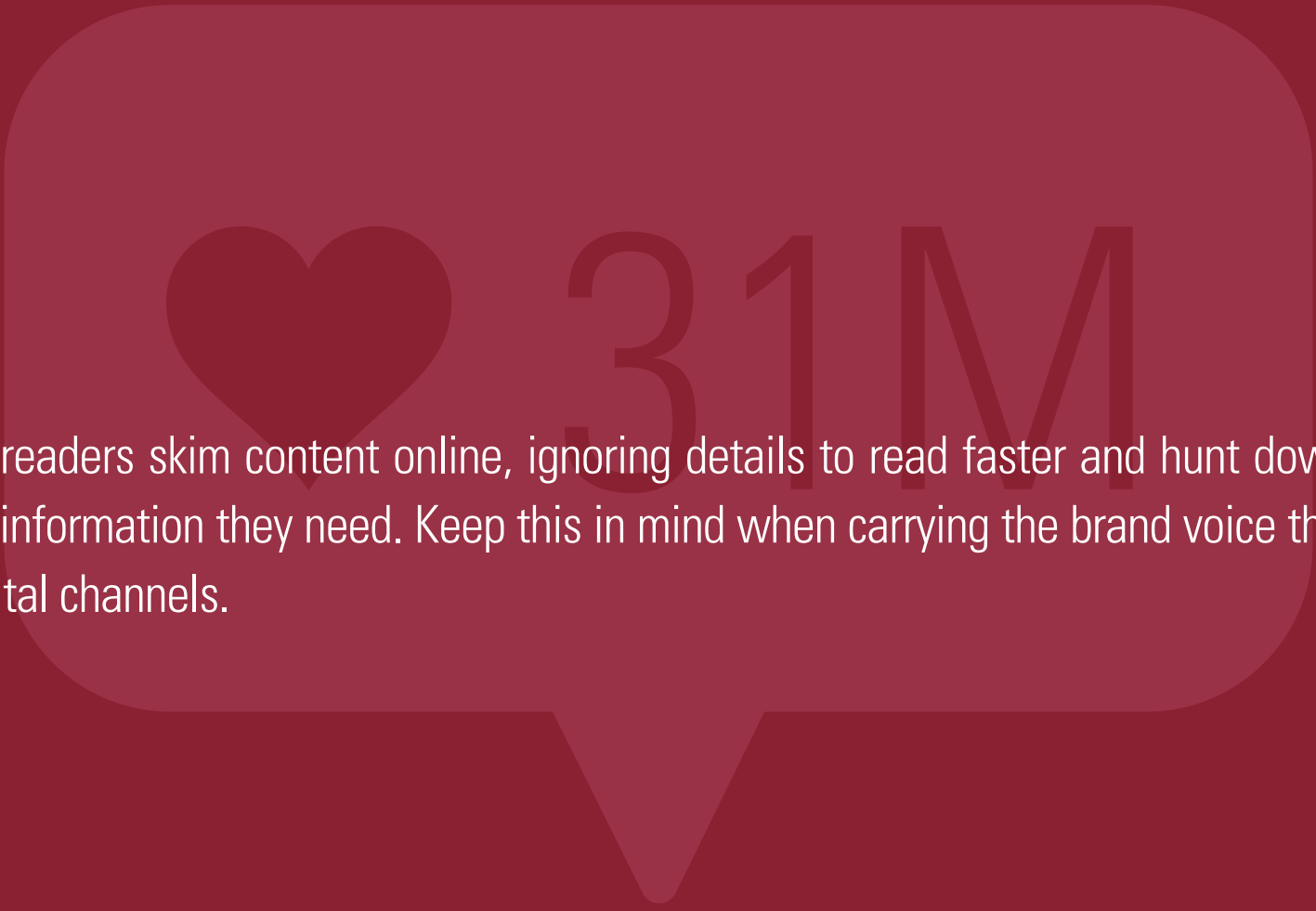
Univers is used for dramatic and powerful headline structures. Only use capital letters from this typeface in our headlines. The Univers family is a simple, modern and versatile font that is the driving typeface of the ULM brand platform.

Univers 47 Light Condensed is the primary font for body text. A mix of Univers 67 Bold Condensed and Univers 67 Bold Condensed Oblique is used for headlines and subheads.

Univers 47 Light Condensed Oblique and Univers 55 Ultra Condensed are used as complementary typefaces. Arial and Arial Bold are used for website headlines and body copy.

HEADLINE STRUCTURE

Large type is part of our brand, and it's great for communicating short and powerful messages. Use this type execution to make bold, declarative statements about who we are and what we stand for — especially when it's something unique to ULM. In layout, keep it simple and don't clutter the page with too many elements. Using both brand typefaces, we can create a hierarchy for content that draws the reader in and reinforces the main point in headlines.



Most readers skim content online, ignoring details to read faster and hunt down the exact information they need. Keep this in mind when carrying the brand voice through to digital channels.

Many of our audiences communicate primarily through one or more of the biggest social media channels. Below are high-level practices to keep in mind so that the appropriate content, crafted in the right manner, is effectively received.

CHANNEL	Facebook	Instagram	Twitter	LinkedIn	Snapchat
PURPOSE	Publish news, milestone updates or photos and videos that show campus life and events.	Share visually striking “in-the-moment” photos, and videos that communicate the brand’s personality.	Post live event updates, engage the community and seek out news updates.	Post job opportunities, and publish news about ULM.	Provide an inside look at campus life.
COPY APPROACH					
IMAGE PRODUCTION VALUE					

Use of standard graphic elements throughout social media platforms such as Facebook, Twitter, Instagram and others will assist in identifying to the user that the account is an official social media account of the University.

SOCIAL MEDIA ASSETS

For your profile image on your official social media you may choose the university logo or sub-logo. The graphic elements shown here may only be used by ULM social media sites that are directly managed or overseen by faculty or staff of the University. Please note that these logos are trademarked and may not be used for anything other than the intended use of identifying official ULM social media accounts.

DOWNLOADS

These profile images may only be used as social media profile images, icons, or avatars. They may not be used in any other electronic medium, in print or on merchandise.

The colors and design of official social media profile images may not be altered. The social media downloads include three files—square, round and ghost—with a white or a maroon background.

Visit ulm.edu/omc to find out more about the university’s social media resources.

SQUARE

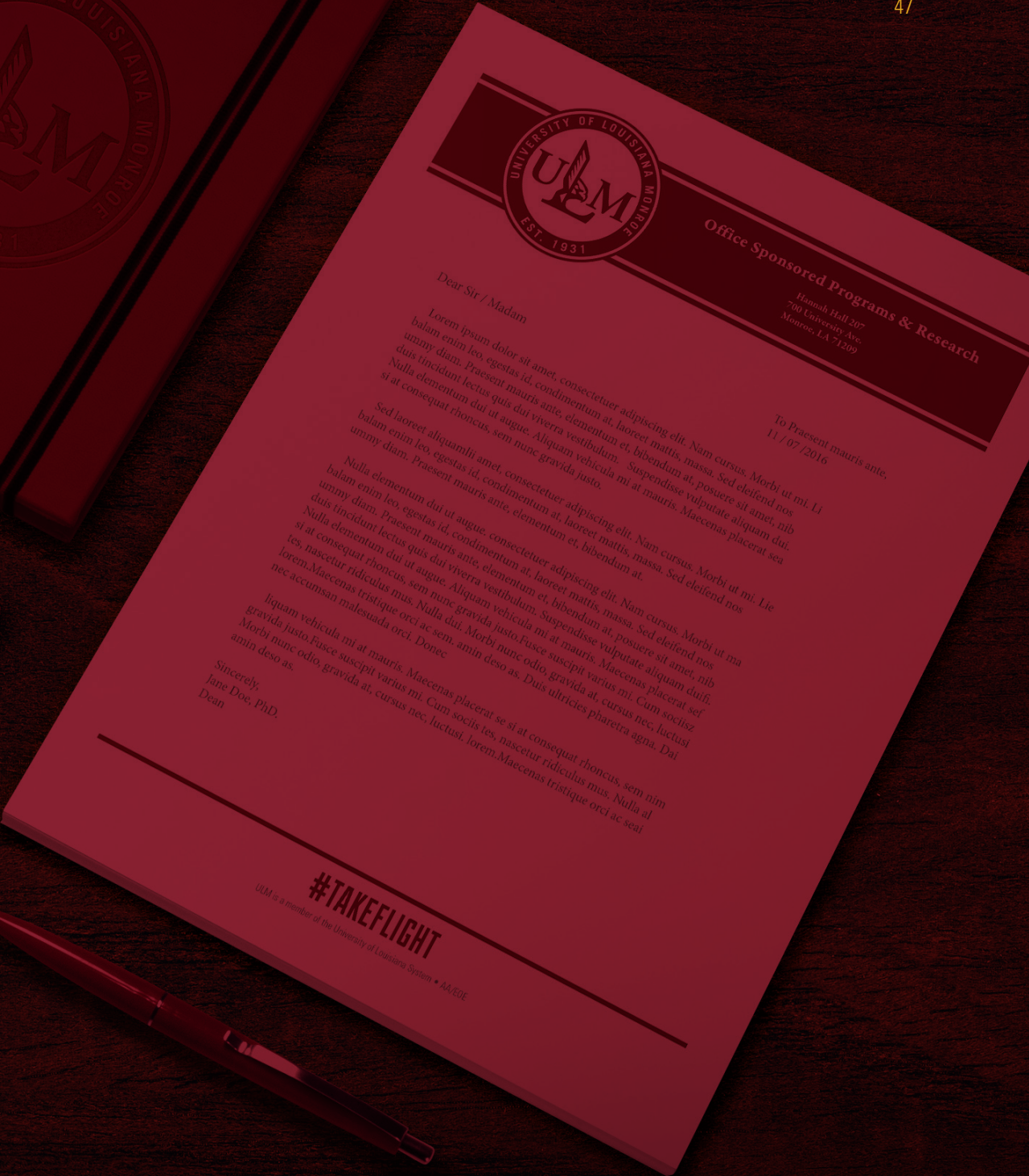


CIRCLE



SNAP





Office Sponsored Programs & Research
Hannah Hall 207
700 University Ave.
Monroe, LA 71209

Dear Sir / Madam

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam cursus. Morbi ut mi. Li
balam enim leo, egestas id, condimentum at, laoreet mattis, massa. Sed eleifend nos
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duis trincidunt. Praesent lectus quis dai viverra vestibulum. Suspendisse vulputate aliquam dai.
Nulla elementum dai ut augue. Aliquam vehicula mi at mauris. Maecenas placerat sea
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To Praesent mauris ante,
11 / 07 / 2016

Sed laoreet aliquamlli amet, consectetur adipiscing elit. Nam cursus. Morbi ut mi. Lie
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duis trincidunt. Praesent lectus quis dai viverra vestibulum. Suspendisse vulputate aliquam dai.
Nulla elementum dai ut augue. Aliquam vehicula mi at mauris. Maecenas placerat sea
si at consequat rhoncus, sem nunc gravida justo. Fusce suscipit varius mi. Cum sociis
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forem. Maecenas tristique orci ac sem, amin deso as. Duis ultricies pharetra agna. Dai
nec accusan malesuada orci. Donec

Sincerely,
Jane Doe, PhD,
Dean

#TAKEFLIGHT

ULM is a member of the University of Louisiana System • AA/ECE

PRINT ORDER

All ULM stationery (letterheads, envelopes and business cards) are required to be printed using exact templates with specified colors on specified paper stocks. Individual units may not create or print their own stationery. The actual printing of all university stationery has been contracted with one printing vendor. Proof approvals and order placement is managed by the Office of Marketing & Communications.

- Order Letterheads, Note Cards and Business Cards at **info.moo.com/ulm**
- Order Envelopes, Return Envelopes, Note Cards and Letterheads at **ulmon.serviceprintersinc.com/login**
- Order Name Tags and Awards at *Unique Trophies “Trophies & Engraving Shop” | 1000 Cypress St | West Monroe, LA 71291*
318.322.2444
- For Quick-Print and Digital Print jobs:
Sir Speedy | 1825 Avenue of America | Monroe, LA 71201
318.323.2679 or **www.sirspeedy.com/monroela030/**
- For Offset Printing (larger print jobs)
EmPrint Moran | 2830 Breard St | Monroe, LA 71201
318.387.1725 or **emprint.com**
Service Printers | 1014 N Flowood Dr | Flowood, MS 39232
601.939.4910 or **serviceprintersinc.com**
Associated Business Printing | 1118 Natchitoches St | West Monroe, LA 71291
318.325.2664 or **www.abp-inc.com**
- For Promotional Products and Apparel jobs:
P3 Promotional Products | 112 Professional Drive | West Monroe, LA 71291
318.600.4340 or **www.p3promotional.com**

All university correspondence require a consistent style to maintain a professional reputation.

Business Card

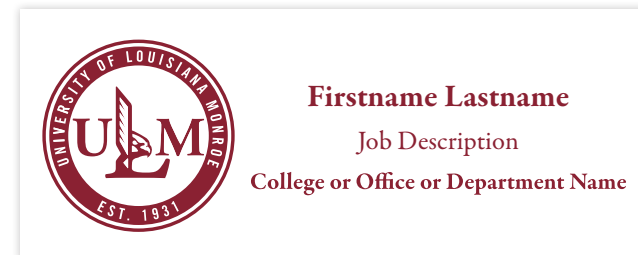


front



back

Name Tag



Dear Sir / Madam

To Praesent mauris ante,
11 / 07 /2016

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam cursus. Morbi ut mi. Li
balam enim leo, egestas id, condimentum at, laoreet mattis, massa. Sed eleifend nos
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Nulla elementum dui ut augue. Aliquam vehicula mi at
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Sed laoreet aliquamlii amet, consectetur adipiscing e
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ummy diam. Praesent mauris ante, elementum et, bibe

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balam enim leo, egestas id, condimentum at, laoreet ma
ummy diam. Praesent mauris ante, elementum et, bibe
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Nulla elementum dui ut augue. Aliquam vehicula mi at
si at consequat rhoncus, sem nunc gravida justo. Fusce s
tes, nascetur ridiculus mus. Nulla dui. Morbi nunc odio,
lorem. Maecenas tristique orci ac sem. amin deso as. Du
nec accumsan malesuada orci. Donec

liquam vehicula mi at mauris. Maecenas placerat se si
gravida justo. Fusce suscipit varius mi. Cum sociis tes, n
Morbi nunc odio, gravida at, cursus nec, luctusi. lorem. l
amin deso as.

Sincerely,
Jane Doe, PhD.
Dean



Office of Marketing & Communications
700 University Avenue • Monroe, LA 71209-2500
Member of the UL System • AA/EOE



Envelope

#TAKEFLIGHT

ULM is a member of the University of Louisiana System • AA/EOE

Letterhead

PRINT ORDER

All ULM stationery (letterheads, envelopes and business cards) are required to be printed using exact templates with specified colors on specified paper stocks. Individual units may not create or print their own stationery. The actual printing of all university stationery has been contracted with one printing vendor. Proof approvals and order placement is managed by the Office of Marketing & Communications.

- Order [Letterheads](#), [Note Cards](#) and [Business Cards](#) at **info.moo.com/ulm**
- Order [Envelopes](#), [Return Envelopes](#), [Note Cards](#) and [Letterheads](#) at **ulmon.serviceprintersinc.com/login**
- Order [Name Tags](#) and [Awards](#) at *Unique Trophies "Trophies & Engraving Shop" | 1000 Cypress St | West Monroe, LA 71291*
318.322.2444
- For [Quick-Print](#) and [Digital Print](#) jobs:
Sir Speedy | 1825 Avenue of America | Monroe, LA 71201
318.323.2679 or **www.sirspeedy.com/monroela030/**
- For [Offset Printing](#) (larger print jobs)
EmPrint Moran | 2830 Breard St | Monroe, LA 71201
318.387.1725 or **emprint.com**
- *Service Printers | 1014 N Flowood Dr | Flowood, MS 39232*
601.939.4910 or **serviceprintersinc.com**
- *Associated Business Printing | 1118 Natchitoches St | West Monroe, LA 71291*
318.325.2664 or **www.abp-inc.com**
- For [Promotional Products](#) and [Apparel](#) jobs:
P3 Promotional Products | 112 Professional Drive | West Monroe, LA 71291
318.600.4340 or **www.p3promotional.com**

The following pages include examples and templates for appropriate use of the athletics brand on common stationery.

Business Card



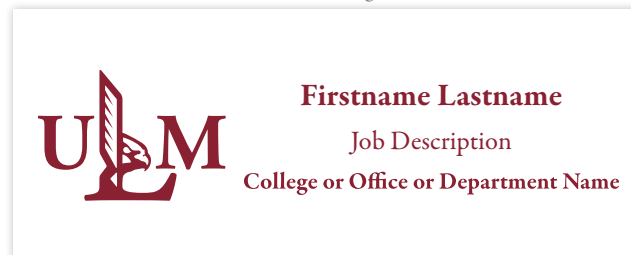
front



back



Name Tag



Dear Sir / Madam

To Praesent mauris ante,
11 / 07 /2016

Lorem ipsum dolor sit amet, consectetur adipiscing
bala enim leo, egestas id, condimentum at, laoreet n
ummy diam. Praesent mauris ante, elementum et, bib
duis tincidunt lectus quis dui viverra vestibulum. Sus
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si at consequat rhoncus, sem nunc gravida justo.

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ummy diam. Praesent mauris ante, elementum et, bib

Nulla elementum dui ut augue, consectetur adipisc
bala enim leo, egestas id, condimentum at, laoreet n
ummy diam. Praesent mauris ante, elementum et, bib
duis tincidunt lectus quis dui viverra vestibulum. Susp
Nulla elementum dui ut augue. Aliquam vehicula mi a
si at consequat rhoncus, sem nunc gravida justo.Fusce
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lorem.Maecenas tristique orci ac sem. amin deso as. D
nec accumsan malesuada orci. Donec

liquam vehicula mi at mauris. Maecenas placerat se
gravida justo.Fusce suscipit varius mi. Cum sociis tes,
Morbi nunc odio, gravida at, cursus nec, luctusi. loren
amin deso as.

Sincerely,
Jane Doe, PhD.
Dean



Envelope

Letterhead

Formal ULM email signature blocks adds to the consistency of the university's brand image.



Having a standard email signature block allows ULM to maintain its brand message and deliver brand consistency. View your email signature block as an electronic business card. It upholds an identity standard, and email signature blocks should follow the same conventions.



Firstname Lastname

Job Description | College or Office or Department Name

PHONE NUMBER | email@ulm.edu

University Library 205 | 700 University Avenue | Monroe, LA 71209

University Signature Block



Firstname Lastname

Job Description | College or Office or Department Name

PHONE NUMBER | email@ulm.edu

308 Warhawks Way | Monroe, LA 71209-4100

Athletics Signature Block

Firstname Lastname

Job Description | College or Office or Department Name

PHONE NUMBER | email@ulm.edu

University Library 205 | 700 University Avenue | Monroe, LA 71209

Anatomy of your Signature Block

ANATOMY OF YOUR SIGNATURE BLOCK

Do not attempt to change any formatting in your email client. This will adversely affect the way in which the email is sent and increase the risk of emails being flagged as spam. The following format should be used for University and Athletics email signature blocks:

Firstname Lastname (**ARIAL 11 BOLD**)

Job Description (**ARIAL 11**) | College or Department Name (**ARIAL 9**)

Phone Number (**ARIAL 9 BOLD**) | email@ulm.edu (**ARIAL 9**)

Address (**ARIAL 9**)

Photography is a key tool for showing our diverse and dynamic community. Our photography captures ULM and connects with people in ways that words can't.

PHOTOS.ULM.EDU

Share your own photos and use those from other campus units by contacting us online at photos.ulm.edu. In instances where photos could be used for commercial purposes, it is strongly recommended that campus departments receive signed photo releases from identifiable individuals, especially those who may be the focus of the photos, authorizing the use of their likenesses. An approved photo release form is available at photos.ulm.edu.

OUR PHOTOGRAPHY

Our images show ULM students, faculty and staff in real-life situations. They should convey emotions, atmosphere and engage the audience. Images should feel observational and spontaneous rather than staged, and show the energy of the people who interact with ULM. Only use images that are relevant and add value. Ensure the content does not offend or alienate. Avoid clichés, and racial and gender stereotyping.

PHOTOGRAPHY STYLE

Our photography style is light, airy and natural. We use natural light whenever possible. Light also is used as an active element in our photography, sometimes to the point of slight overexposure.

Our photography can be broken down into three subject categories: **topical**, **cultural** and **historical**.

A photograph of two men in white lab coats sitting at a table covered with papers. The man on the right is leaning forward, writing on a document. The man on the left is looking towards the camera. In the background, there is a medical illustration of a human torso showing internal organs. The entire image is overlaid with a semi-transparent red filter.

What we say describes what we're doing to challenge convention and shape the future. Our photography shows it.



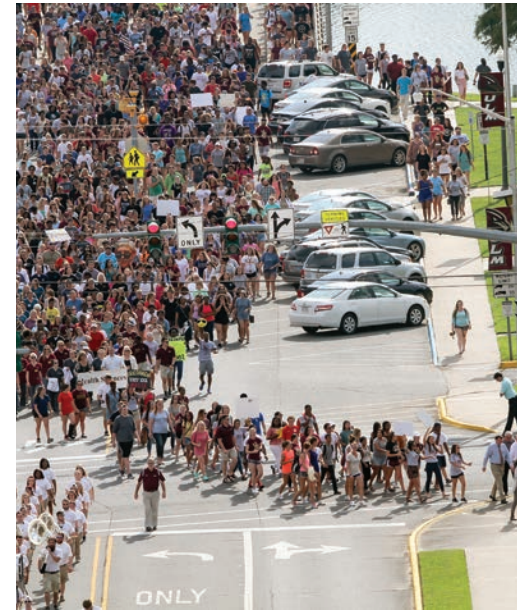
TOPICAL

Topical photography is the best way to capture the impact and passion unique to ULM. These photos are specific — relating directly to the content of what is being communicated.

People play a key role in defining the subject matter of our topical photography. Finding the humanity in our stories helps us connect to our audience in a powerful way.

Object shots or shots of projects and innovations can and should be used in a supporting role.

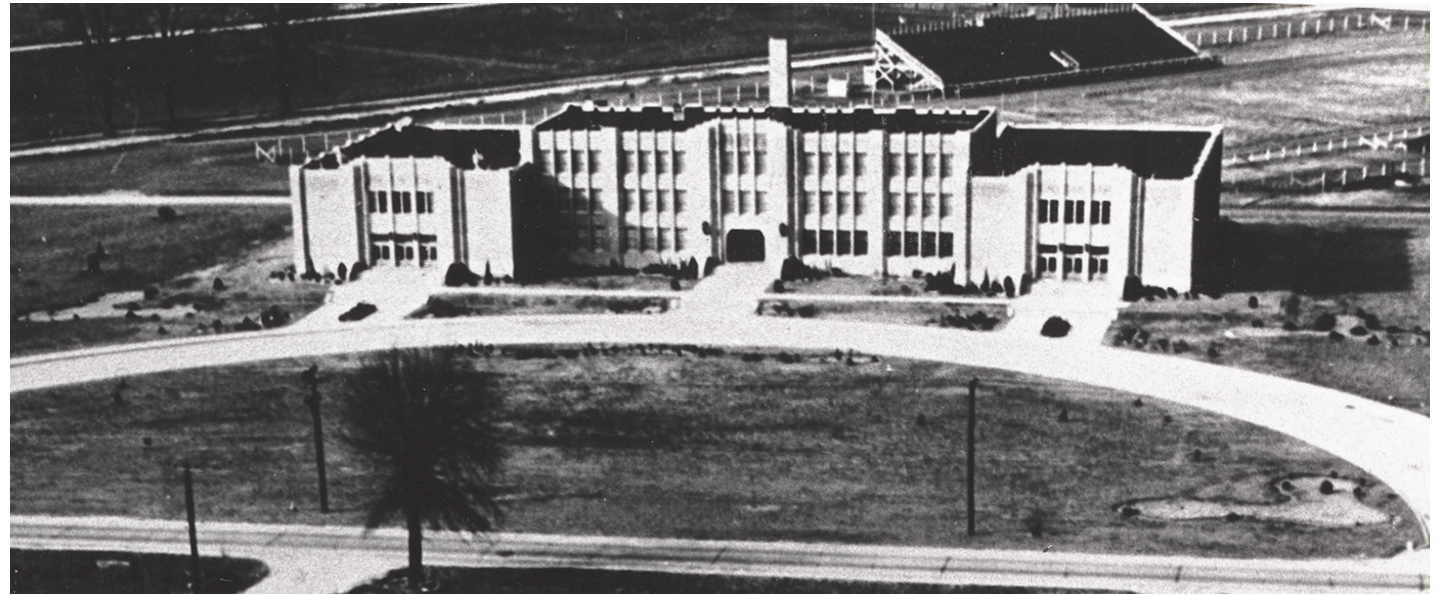




CULTURAL

People also play a key role in our cultural photography. This is how we show our energy, diversity and spirit. We also can use beautiful shots of our environment. Use architecture photography sparingly. Not only is it hard to communicate the energy and dynamic community of ULM through architecture, but our publications also begin to look the same when using similar photos of our tower or gate.





HERITAGE

Use historical photography to put the present in the context of the past. Historical photography works best when it subtly complements topical and cultural photography.

CROPPING

Carefully crop images to focus on the subject and communicate with the audience more effectively.

before



after



DIPTYCHS

Placing two complementary photos next to each other in a layout is called a diptych. Use diptychs when multiple photos help tell a more complete story. Consider mixing photos from multiple categories, such as a topical photo of a person and a cultural photo of a location. Diptychs also are more effective when one image is wide-angle or more abstract and the other is more close-up or specific. Never align two photos directly against each other; diptychs should always use a dividing line (which may be white) between photographs.



Photography is a key tool for showing our beautiful and diverse campus. Photography can capture ULM and connect with people in ways that words alone can't.

IMAGE USAGE

Please adhere to ULM's Photo Services Policy and Guidelines which can be found at <http://www.ulm.edu/omc/photography.html>.

To view approved photography available for download, please visit <http://www.ulm.edu/omc/images.html>. Images are for university-related marketing, publications, websites, videos and presentations.

TECHNICAL CONSIDERATIONS

When working with any of our images, you must not manipulate or distort them in any way. Images that are for use in printed materials should be sufficiently high resolution, 300 pixels per inch and converted to CMYK color mode.

Most campus photography is in a public setting and therefore legal to be photographed. If there is any question as to the legal standing to use the likeness of your subject, have him or her sign a release form, found at ulm.edu/omc (under the Forms tab). Exceptions to this practice include crowd scenes with no prominent person featured, event coverage and breaking news.

If you require a specific photoshoot or would like advice on the selection of images appropriate for your needs, please contact the Office of Marketing and Communications at www.ulm.edu/opiservices or 318.342.5447.

KEY TOOL

Photography is a key tool for showing our beautiful and diverse campus. Photography can capture ULM and connect with people in ways that words alone can't.



Never stretch or distort the images.



Don't use low resolution images.



Don't use filters on images.



Don't over edit images.



Don't apply shadow effects.



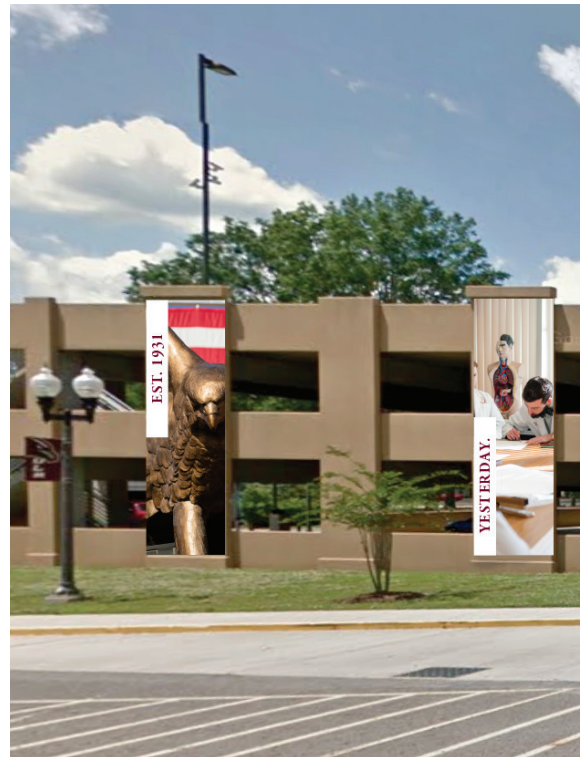
Don't use clip art on images.



The ULM brand is based on a collection of elements that create the look and feel of the entire brand experience. Our colors, typography, photography, graphic elements and voice all combine to create a strong, unique image for the university. By tailoring these elements for each piece we create, and by using these tools consistently, each piece we design contributes to a much larger whole.



POLO, T-SHIRT, MUG AND PLANNER



POLE, ROLLUP AND WALL BANNERS



BILLBOARDS, MURALS AND YARD SIGNS



The University of Louisiana Monroe must convey a consistent image as a leading public research and teaching university. A brand guide helps ensure that all parts of the university are working together to communicate ONE BRAND, ONE VOICE.

These standards have been developed for use as a resource by anyone responsible for the creation or implementation of communication materials. During that process, those creating the materials are responsible for managing the identity elements and ULM's overall message effectively within the guidelines presented in the University of Louisiana Brand Guide.

Q. I want to produce a T-shirt and some give-away items with a university mark. Do I need approval from someone?

A. Yes. Please contact Trademark Licensing at http://learfieldlicensing.com/essential_grid/louisiana-monroe/ or <http://www.learfield.com/partner/louisiana-at-monroe-warhawks/>.

Q. Do guidelines exist for campus and vehicle signage?

A. Yes, contact Office of Marketing and Communications, **318.342.5440** or ulm.edu/omc, for guidelines and approval.

Q. I've designed a logo for my department and want to use it with the ULM logo. Is that OK?

A. The ULM logo is the only mark generally used to represent the University, and must appear prominently in all ULM visual communications (print, online and multimedia). Using multiple logos can result in visual confusion and dilutes the ULM brand.

As a general rule, ULM schools, colleges, academic units and departments are not permitted to have a logo. Individual logos at this level reduce the impact and effectiveness of the University's brand identity.

Q. What are the rules regarding advertising?

A. University of Louisiana Monroe must be identified in all university-generated advertising that promotes any unit of the institution. This applies to all online ads, magazine and newspaper advertising, posters, banners and billboards. When advertising is used to promote an event, university identification must appear

prominently, but sizing should reflect the relative roles of the event, the sponsoring unit and the university.

Q. Should I throw away existing stationery and business cards without current branding?

A. Yes. Please recycle all stationery and business cards with outdated branding.

Q. Can I use multiple marks together to represent outside partnerships?

A. Yes, but certain guidelines apply. For more information, contact the Office of Marketing and Communications at ulm.edu/omc or **318.342.5440**.

Q. Can a department design its own print material?

A. An individual or department may design its own print material in advance of printing. Nevertheless, all materials officially representing ULM and/or containing the ULM logo or mascot in any form must follow the ULM Brand Guide and be approved by the Office of Marketing & Communications before being printed.

Q. How does the Office of Marketing & Communications choose a project?

A. Office of Marketing & Communications promotes aspects of the university based on the university's strategic priorities. All requests from the university community are honored on a first-come, first-served basis. If the office is unable to meet a request, a staff member may recommend a freelance professional, who may be hired

by the requesting department to complete the project.

Q. How does an individual or department gain permission to use the ULM logo?

A. The ULM logos are located on the university website at ulm.edu/logos and can be obtained by clicking the download link. A client can access various formats and colors of the ULM logo for academics and athletics.

Q. How long does it take to produce a new brochure or print project?

A. New projects require approximately four to six weeks to design. This turnaround time varies depending on the size and complexity of the project.

Q. May an individual or department use a photo taken by the university photographer for purposes other than those associated with the college?

A. All requests to use a photograph taken by the university photographer must be approved in advance and in writing by the director of the Office of Marketing & Communications or the photography editor. Photographs taken by the university photographer may not be used for personal gain. All images are owned and copyrighted by University of Louisiana Monroe and are taken to promote the university. Any reproduction, duplication, transmission or publication of material without permission from the Office of Marketing & Communications is strictly prohibited.

ULM's trademarks are licensed through Collegiate Licensing Company (CLC). Through the collegiate licensing program, the University maintains ownership of its various marks and identifiers in a way that helps ensure the integrity of its brand. The program also insures that a portion of any profits derived from the use of ULM logos and marks benefits the institution.

TRADEMARK

A trademark is a word, name, phrase, symbol or any combination thereof that identifies and distinguishes goods or services of one party from those of others. A trademark is a brand name. Rights in trademarks arise as a result of the use of the marks in commerce to identify the source or origin of goods and services. In addition, a trademark remains the property of the owner as long as the owner continues to use it properly and protects its authenticity as a trademark.

Any mark, name, logo, symbol, nickname, abbreviation, word, mascot, slogan, uniform insignia or landmark that is associated with the University of Louisiana Monroe and is distinguishable from any other university, team or organization may qualify as a trademark. Any individual or company that desires to utilize ULM trademarks/logos on products or services sold in the marketplace, whether wholesale, retail, or online MUST be licensed. Goods produced for internal consumption (promotional, departmental use, giveaway, etc.) require a restricted license and must follow the same approval process.

ULM will not license activity which it believes would disparage the University or any of its trademarks, or would be libelous, slanderous, scandalous, offensive, and vulgar or constitute an unfair trade practice, or otherwise reflect negatively on the University.

VENDORS

Vendors can obtain an application for a License Agreement directly from Collegiate Licensing Company (CLC). This application can be downloaded from www.learfieldlicensing.com under the "Licensing" tab.

LICENSING FAQ

Q. Does all artwork have to be submitted for approval?

A. Yes. All artwork/designs must be submitted by the vendor to Learfield for approval by the ULM Licensing Program prior to production. The vendor is responsible for submitting the design to Learfield.

Q. If I am a student or employee at ULM, do I need to ask permission to use a trademark?

A. Yes. All uses of the school's trademarks on merchandise require approval through the licensing program. It is important for ULM to protect the trademarks, because controlling their use helps maintain their value.

Q. If the product is not going to be resold, does it have to be produced by a licensed vendor?

A. Yes. All items bearing the ULM name or marks must be produced by a licensed vendor whether they are for resale or promotional use. Goods produced for internal consumption (promotional, give-away, etc.) require a restricted license and are expected to follow the same approval procedures (vendor submits to Learfield).

Q. What does ULM do if unlicensed merchandise is discovered in the marketplace or on campus?

A. Merchandise produced without authorization would be reported to Learfield Licensing legal team that manages numerous infringement actions each year and is well-versed in identifying the source of the infringement and drafting notices that result in swift and effective action.

Q. How can I obtain a list of licensees?

A. A list of our approved licensed vendors can be found at <http://learfieldlicensing.com/vendor-list/> by completing a search for the university's name. (This list is kept current, so please check before ordering to verify the vendor is still licensed.)

Products purchased for either internal or external distribution with the university name or any ULM logo or mark must follow the licensing process.

STEP 1

All vendors **MUST** be licensed with Collegiate Licensing Company (CLC). In order to obtain a license, vendors may complete the licensing application at www.learfieldlicensing.com. The application is found under the “Licensing” tab.

STEP 2

For internal orders, which are those ordered by a University department or registered student organization, preapproval for an idea or design must be obtained through the respective department director. Members of the Office of Marketing & Communications staff are available to consult with those who need additional assistance.

STEP 3

Once you have received internal approval from the appropriate person(s), your design may be submitted to vendors for production through the proper purchasing mechanism.

STEP 4

The vendor will submit artwork/design to Learfield for final approval by the ULM Licensing Program.

ADDITIONAL INFORMATION

Printed paper items are exempt from the licensing process. However, all printed materials must be submitted for approval from the Office of Marketing & Communications ulm.edu/omc or **318.342.5440**

CONTACT

For more information on the University of Louisiana Monroe’s trademark licensing program, contact the Warhawk Sports Properties www.learfield.com/partner/louisiana-at-monroe-warhawks/ or **318.342.3556**.

ULM TRADEMARK

The mark “ULM” is a trade/service mark owned and used in commerce by the University of Louisiana Monroe. ULM owns and protects multiple trademarks including, without limitation, its name, acronym, logos, colors, slogans, mascot and other indicia. The unauthorized use of the University’s protected marks in a manner that is likely to lead to consumer confusion as to source, affiliation, sponsorship, endorsement, approval, etc. or likely to dilute the strength of the University’s mark may violate the University’s trademark rights and may give rise to various causes of action under federal and state law. Use of the University’s protected marks without permission from the University or its authorized trademark licensing representative, Collegiate Licensing Company (CLC), may subject you to criminal and/or civil penalties.



Yesterday. Today. Tomorrow.

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