



ANNIVERSARY MARK GUIDE

University of Louisiana at Lafayette turns 125 this year. Throughout 2023-2024, we will reflect on our history while sharing our goals for the future. The yearlong celebration will begin on July 14, Founding Day.

Our theme for the year is Service. Vision. Leadership. Louisiana. These four words carry immense meaning for us, and they have since our founding. Preparing students for lives of purpose and success is an act of service. Anticipating challenges and harnessing the power of our brightest minds to answer them helps us envision a better future. Bringing people together for a common cause is a hallmark of leadership. And we do them all for the good of Louisiana, the place we're proud to call home.

Any and all use of the University's Anniversary mark or verbiage requires prior approval by the Office of Communications and Marketing. The policies and procedures that govern the University's trademark licensing program extend to the use of the Anniversary mark.

UNIVERSITY FACTS

University Formal Name: University of Louisiana at Lafayette
University Secondary Reference: UL Lafayette (academics only)
Founding Date: July 14, 1898

ANNIVERSARY MARKS

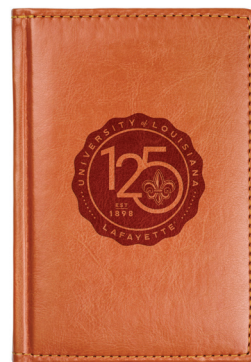
PRIMARY MARK		SECONDARY MARK	
ONE COLOR		ONE COLOR	
FULL COLOR		FULL COLOR	
FOR USE OVER DARK COLORS		TERTIARY MARK	

ORDERING PRODUCTS

UL Lafayette has partnered with Collegiate Licensing Company, which works with nearly 200 of the nation's top universities, to protect, promote and expand its brand. Departments and organizations must only use licensed manufacturers and suppliers. Manufacturers must obtain a license to make products with the anniversary logo.

The following guidelines apply to University colleges, departments, and affiliated groups that want to incorporate the University's logo on shirts.

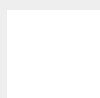
Shirts should use the anniversary logo as shown. The student organization, department or office logo should be used on the back or sleeve.



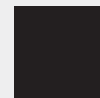
OFFICIAL SCHOOL COLORS



PANTONE 186
C:0, M:100, Y:100, K:15
WEB: ce181e



WHITE
C:0, M:0, Y:0, K:0
WEB: FFFFFF



PROCESS BLACK
C:30, M:30, Y:30, K:100
WEB: 0a0203

For more information about ordering products, visit
ocm.louisiana.edu/branding-licensing/licensed-manufacturers
or email wearred@louisiana.edu