LSU Summer Scholars Anniversary Mark

Standards Manual

LSU Summer Scholars Anniversary Mark

• The LSU Summer Scholars mark is never to be used alone. The LSU Summer Scholars mark is not meant to replace the primary LSU logo or primary LSU parent signature, but to be used in conjunction with it. A sample can be seen on the following page.

• The LSU Summer Scholars mark should be used as it is provided by Communications & University Relations. Graphic elements and text should not be added or removed from the LSU Summer Scholars mark. The mark should not be distorted, rotated, or used with a drop shadow.

• The mark should be used no later than January 2019.

Size

• The mark should be a minimum size of 1” wide.

• For on-screen uses (web and video) it should be no smaller than 80 px wide.

Color Palette

• PMS and CMYK are to be used for print. RGB is for web and video use.

• The LSU Summer Scholars mark may only be used in the following colors:

LSU Purple
PMS 268C
PMS 268U
c90 m100 y0 k0
r70 g29 b124

LSU Gold
PMS 123C
PMS 115U
c0 m24 y94 k0
r253 g208 b35

Black

Black - 50%
Sample usage

- Invite sample shown. The LSU Summer Scholars mark is used with the parent signature,