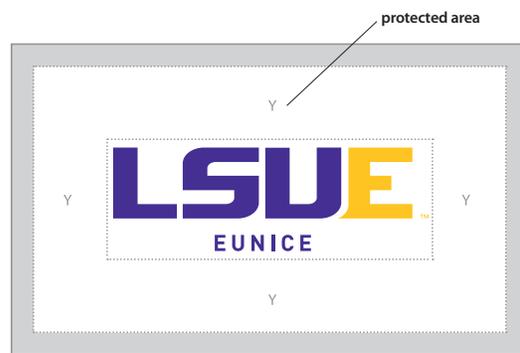


LSUE LOGO AND STYLE GUIDELINES

- The LSUE logo must appear on the front of all publications and websites representing any entity within Louisiana State University Eunice's organizational structure.
- The LSUE logo may not be incorporated into other logos or aligned with artwork to create a new logo. Borders, boxes, or shapes may not be placed around or behind the LSUE logo, including a white box.
- There must be a protected area surrounding the logo. The height of the logo should be the minimum space on all sides.
- The LSUE logo may only appear in the official LSU colors: **purple, gold, black, white, and gray**. The logo must appear using 100 percent full saturation of the official colors. Tinting is not allowed. The PMS, CMYK, and RGB mixes for the LSU colors are listed in the chart below.
- Drop shadows and gradients should never be applied to the LSUE logo.
- The LSUE logo should never appear smaller than 1 inch in width. The LSUE logo with the full name should never appear smaller than 1.15 inches wide.
- The official name of the university is Louisiana State University Eunice as indicated in the original legislation establishing the institution. However, when referring to the university in written and verbal communications, LSUE should always be referred to as Louisiana State University Eunice, LSU Eunice, or LSUE.
- LSUE should never be referred to as Louisiana State, L.S.U.E., or other aliases different from the official names listed above.
- Louisiana State University Eunice should always be in upper and lowercase letters or all uppercase letters. Never all lowercase letters.
- LSUE should always appear in all uppercase letters. It should never appear in lowercase letters (lsue) except for URLs.



The dotted line shows the protected area around the **primary logo** (where y = the height of the "E" in the LSUE logo). This ensures that no other graphic elements interfere with the clarity and integrity of the LSUE letters. At no time is placing anything in front of, adding a stroke or outline to, or adding gradients, patterns, or effects permissible for any logo on this sheet.

COLOR VARIATIONS



Official LSUE Colors	Pantone Coated	Pantone Uncoated	CMYK	RGB	Hexadecimal
LSUE Purple	PMS 268C	PMS 268U	C-90 M-100 Y-0 K-0	R-70 G-29 B-124	#461D7C
LSUE Gold	PMS 123C	PMS 115U	C-0 M-24 Y-94 K-0	R-253 G-208 B-35	#FDD023
Black	Process Black	Process Black	C-0 M-0 Y-0 K-100	R-0 G-0 B-0	#000000
50% Gray	PMS Cool Gray 8C	PMS Cool Gray 8U	C-0 M-0 Y-0 K-50	R-153 G-153 B-153	#999999

BRAND IDENTITY GUIDELINES

A consistent identity is a vital part of LSUE's relationship with the public. Simple things like fonts, imagery, and colors, when used consistently, make for a stronger brand and add to the public's ability to identify LSUE. By consistently producing high-quality, smart communications, we show our commitment to preserving the integrity of LSUE and ensure audiences that the university is a trusted, global, confident, and progressive institution now and in the future.

The new business system sports a simpler, streamlined design that is aimed at increasing the longevity and strength of the LSUE logo and the university's

brand. This redesign continues the efforts of One LSU to bring all the campuses closer together. This new effort means a similar look and feel between all of the campuses within the LSU system.

The new logo and brand is to be used on all stationary, business cards, websites, signs, social media, etc., going forward.

A full update to the brand manual will be released as soon as possible.