The official name of the organization is “University of Louisiana System.” On all formal documents, the full name of the institution should be written, along with the System logo. In general publicity and documents, the first reference is University of Louisiana System or The Universities of Louisiana when appropriate. The short abbreviation of UL System is permissible as a second reference. Any University of Louisiana System logo being used should stand alone and not overlap any other logos or wordmarks.
Use of the University of Louisiana seal is limited to presidential correspondence and certain products associated with academic achievement.
TAGLINE

FOR YOUR FUTURE. FOR OUR FUTURE.

The UL System tagline, “For your future, for our future.” appears in the Bebas Neue (see below) and has one display option: single-line. The Tagline is usually associated with the university system logo and other promotional and multimedia productions.
The UL System logo bar displays all nine member institution’s logos. The logo bar displays the Universities in alphabetical order and should not be altered. The logo bar is usually associated with the university system logo and other promotional and multimedia productions.
IDENTITY FONTS

BEBAS NEUE  Khmer UI

OFFICIAL COLORS

The official colors of the University of Louisiana System are blue and white. The official colors are expressed in these ways:

CMYK FORMULA:

UL System Blue 100-97-11-11  UL System White 0-0-0-0

RGB FORMULA:

UL System Blue 0-10-139  UL System White 0-0-0
Below are the official logos of our nine universities along with a link to brand guidelines.

Grambling State University
gram.edu/offices/licensing/docs/GSU20Style20Guide.pdf

Nicholls State University
nicholls.edu/branding

Latech.edu/communications/identity-standards

McNeese State University

NSULA

Northwestern State University
nsoutheastern.edu/resources/universitybrand/index.html

The University of New Orleans
uno.edu/university-marketing/identity.aspx
LOGO SIZE AND SURROUNDING SPACE

The UL System logo should have empty space around it so that it can be seen easily. Text, graphics or images should not encroach on that space.

As a general rule, the blank space should be a minimum of one-fourth – or 25 percent – of the width of a logo. So, a logo that is two inches wide should be surrounded by at least half an inch of blank space. A logo that is four inches wide should have at least one inch of empty space on all sides.

To maintain legibility, the System logo should be a minimum of one-inch wide, which is the size of a quarter. There should be at least a one-fourth-inch margin around it, as shown.
VISUAL BRANDING GUIDELINES

UNACCEPTABLE USES

Here are some examples of unacceptable uses of the University of Louisiana System's logo.

- Don't alter colors.
- Don't rotate any logos.
- Don't add text on top of any logos.
- Don't add any shadows.
- Don't deface any logos.
- Do not overlap logos of any kind.
WEBSITE AND SOCIAL MEDIA

The official UL System main website address should be included in all System publications, publicity and promotional materials. It is “ULsystem.edu” and should be expressed in that way, in camel case, and without any other text (that is, no “http://” or “www. ” preceding the address). At this time, Facebook and Twitter are the approved UL System social media platforms to be promoted on all UL System and university materials.

University of Louisiana System  
@ulsystem

All logos and word marks are available upon request (EPS, AI, PDF, PSD, JPG, PNG). For questions or design approvals, contact the Vice President for Marketing and Communication:

Cami Geisman | cami.geisman@ulsystem.edu | 225.219.0270