

# TLU Brand Standards

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The TLU logo is the core of our identity. It should be used on all communications materials. When used consistently and thoughtfully it will strengthen the public's recognition of TLU.

### Four Tier System

Our logo uses a four tier system:

- **Tier 1 Logos** are our principal logos.
- **Tier 2 Logos** are secondary logos used as signatures for specific departments and programs.
- **Tier 3 Athletic Logo**, aka “Lucky Logo”, is a secondary logo for the TLU Athletics Department.
- **Tier 4 University Seal** is the official TLU Seal which can only be used by the Office of the President.

Specific guidelines for logo usage, color, and typography are provided on the following pages.

**Please Note:** The TLU flame should not be separated from the logo and used by itself.

**For additional guidance** in using the TLU logo contact TLU Marketing.

### Tier 1 Logos



### Tier 2 Logos (Examples)



### Tier 3 Logos



### Tier 4 Logo



Tier 1 logos are our principal logos. These are the strongest visual symbols of our university.

Tier 1 is comprised of 3 versions of the logo:

### Primary Logo with Tagline

This is the preferred logo format for communications materials when the TLU tagline needs to be included.

### Primary Logo with Name

This is the preferred logo format for communications materials when the university name needs to be present. The tagline should not be included with this version of the logo.

### Formal Logo

This logo is secondary to the two primary versions of our logo, but can be used when both the tagline and the full university name need to be included.

Primary Logo with Tagline



Primary Logo with Name



Formal Logo



Tier 2 logos are secondary logos used as signatures for specific departments and programs. These logos pair the TLU flame symbol and TLU initials with a unit name (department, program, college, etc). This establishes consistency across all units of the University. The unit name must be typeset in ITC Slimbach Book and must conform to the strict relationship of graphic elements shown here in three examples.

Example 1



Example 2



Example 3



The TLU Athletics Logo, aka “Lucky Logo”, is the official symbol of the TLU Athletics Department for its 14 men’s and women’s NCAA Division III teams. The TLU Athletics Type Treatments can also be used to support TLU Athletics and overall team spirit.

The TLU Athletics Logo should be reserved for use on athletics clothing and other printed and electronic communications materials that identify and promote TLU’s athletic teams.

\*Campus Recreation (intramural sports), the TLU Dance Team, TLU Cheerleaders, and the TLU Pep Band may use the TLU Athletics Logo when it is used to promote and support TLU Athletics and overall team spirit.

The TLU Athletics Logo can be used on a light or dark background, as shown on this page.

**Please Note:** The typeface used for the TLU Athletics Logo is Serpentine.

TLU Athletics Logo,  
“Lucky Logo”



Horizontal Version of TLU Athletics Logo

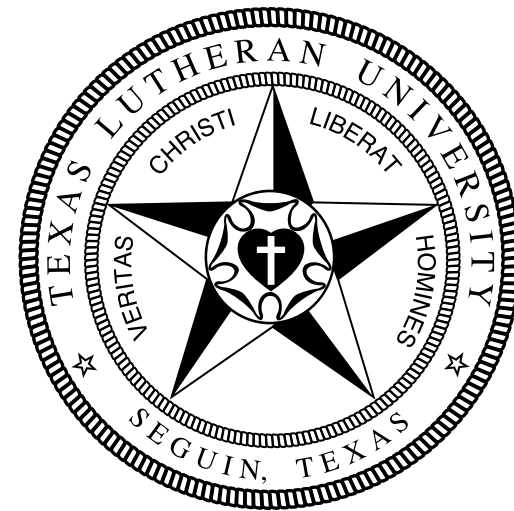


TLU Athletics Type Treatments



The TLU University Seal is used for formal occasions, appearing on University diplomas, formal invitations, and ceremonial documents deemed appropriate by the Office of the President. It is not downloadable and **may not be used** as a graphic element without permission from the Office of Marketing and Communications.

TLU Seal,  
Presidential Logo

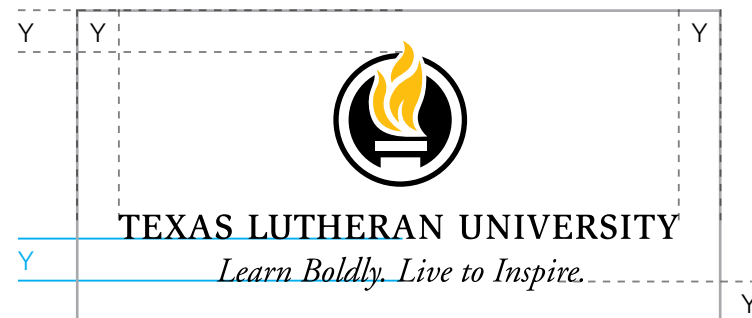
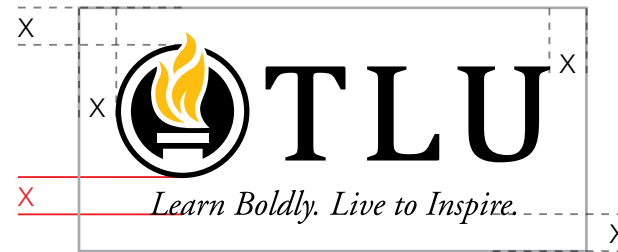


Clear space is the area surrounding the logo that should be free of all extraneous elements. Using an appropriate amount of clear space around the logo ensures that it stands out distinctively in any environment.

The *minimum* clear space for most of TLU’s logos is measured from the base line of the tagline or name to the bottom of the TLU flame symbol. This is defined as X, as shown in red on this page. This minimum clear space should always be used on all sides of the TLU logo.

*The Formal Logo is the only exception to this rule.* The minimum clear space for the Formal TLU logo is measured from the base line of the tagline to the baseline of the university name. This is defined as Y, as shown in blue on this page. This minimum clear space should always be used on all sides of the Formal TLU logo.

**Please Note:** The minimum clear space is built into all TLU logo artwork files.



To ensure the clarity and legibility of the logo, a minimum reproduction size has been established. The scale of the logo may increase as necessary, but it should never be smaller than the minimum size noted below.

The minimum size for most of TLU's logos is 1.375" wide, as measured from the left edge of TLU flame symbol to the right edge of the "U" in "TLU".

The Formal Logo is the only exception to this rule. The minimum size of the Formal Logo is 1.75" wide, as measured by the width of "TEXAS LUTHERAN UNIVERSITY".

### For Web

Minimum size for web is 140px wide.

Formal Logo: 180px wide.

### For Embroidery

Minimum size for embroidery is 3" wide.

Formal Logo: 3.5" wide.

### Unusual Circumstances

In unusual circumstances, smaller sizes may be necessary for certain applications. Legibility should always be the top priority. Please contact TLU Marketing for guidance and approval in these cases.



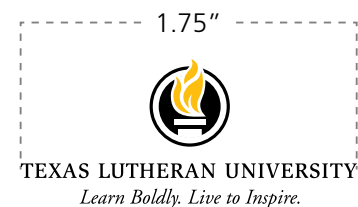
Web: 140px  
Embroidery: 3"



Web: 140px  
Embroidery: 3"



Web: 140px  
Embroidery: 3"



Web: 180px  
Embroidery: 3.5"



The logo may appear in four color variations. All color variations are available for all TLU logos.

### Color Logo

The color logo is the preferred color variation and should be used whenever possible.

The color logo can be used on a white or light-colored background.

*The color logo for use on a dark background* should be used for instances when a dark background color is needed.

The color logo is available in the following formats:

- For printing in 2 PMS, with specific versions for printing on coated and uncoated paper
- For printing in 4 color process, with specific versions for printing on coated and uncoated paper
- RGB for online use and desktop use (Word, PowerPoint, etc)

### Black & White Logo

The black & white logo should be used in situations where black is the only color available for printing, such as fax cover sheets or newspapers. For instances when the only color available for printing is black and a black background color is needed, use the *black & white logo for use on a dark background*.

Color Logo



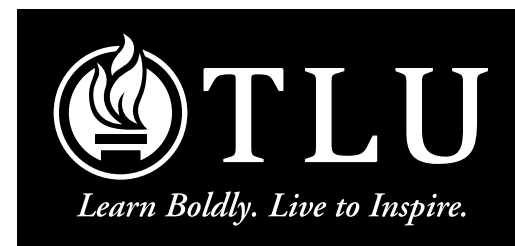
Color Logo  
for Use on a  
Dark Background



Black & White Logo



Black & White Logo  
for Use on a  
Dark Background



Our logo is one of our most valuable assets. It is important to treat it with respect and to use it thoughtfully.

Some common mistakes to avoid when using the logo include:

- 1 Don't use the logo on backgrounds or background colors that provide insufficient contrast with the logo.
- 2 Don't create new color versions of the logo.
- 3 Do not separate TLU from the flame symbol and use them independently.
- 4 Don't change the size or relationship of any of the elements of the logo.
- 5 Don't change the position of any of the elements of the logo.
- 6 Don't distort the logo or size it disproportionately.
- 7 Don't use the logo as text within a headline or sentence.
- 8 Don't redraw or re-create the logo or use a scanned copy of the logo.
- 9 Don't use the logo as the dominant element in any layout. It should be used with restraint and dignity as a signature element.

**For additional guidance** in using the TLU logo contact TLU Marketing.



Our primary colors are Black and TLU Gold.

When reproducing TLU Gold be sure to use the color specifications on this page. The CMYK, RGB, and Hexidecimal color conversions are taken from PANTONE® Color Bridge™. They will not match the color conversions in programs such as Adobe InDesign®, Illustrator® or Photoshop®. Please use the color specifications on this page.

Adobe Swatch Exchange (ASE) files of these colors are available through TLU Marketing.

TLU Primary Colors		
	Black	TLU Gold
<b>For Commercial Printing</b>		
Spot Color– Coated Paper	Pantone® Black	Pantone® 124
Spot Color– <i>Uncoated Paper*</i>		Pantone® 7406
CMYK– Coated Paper	0 0 0 100	0 27 100 0
CMYK– <i>Uncoated Paper*</i>		1 17 93 3
<b>For Desktop Printing and Digital Printing</b>		
CMYK	0 0 0 100	0 27 100 0
<b>For Use in Desktop Applications</b> (Word, PowerPoint, Excel, etc)		
RGB	0 0 0	234 171 0
<b>For Web</b>		
Hexidecimal	#000000	#EAAB00

**Note for Uncoated Paper Specifications:**

\*TLU Gold is the only color that has different color specifications for coated vs uncoated paper when printing with a commercial offset print vendor.

**Only use the Uncoated Paper specifications when printing with a commercial offset printer on an uncoated paper stock.** (Example: Letterhead, business cards, envelopes printed on uncoated paper.) When printing offset on uncoated paper, ink colors appear darker, which is why the color values for TLU Gold change for uncoated paper. Note that TLU Gold will appear brighter on screen when using the uncoated paper specification color values in your layout program.

Typography is an important part of branding. When used correctly and consistently, it provides an immediate visual connection.

**Primary Typeface**

Our primary typeface is the ITC Slimbach family. ITC Slimbach has a contemporary look that combines clean serif shapes with the warmth of calligraphic forms. Its tall x-height allows it to be legible even at small point sizes.

**Ordering Our Typeface**

The ITC Slimbach family is available in OpenType® format for cross-platform compatibility. It can be purchased directly from online font distributors like [www.fonts.com](http://www.fonts.com) or [www.myfonts.com](http://www.myfonts.com).

**Alternative Typefaces**

In situations where ITC Slimbach may not be available, such as with Microsoft® Office applications or HTML text, use Georgia as a substitute. If Georgia is not available, use Times New Roman.

**Logo Typefaces**

The typefaces used in our logo are ITC Slimbach Medium, ITC Slimbach Book, and Adobe Garamond Italic, as shown on this page.

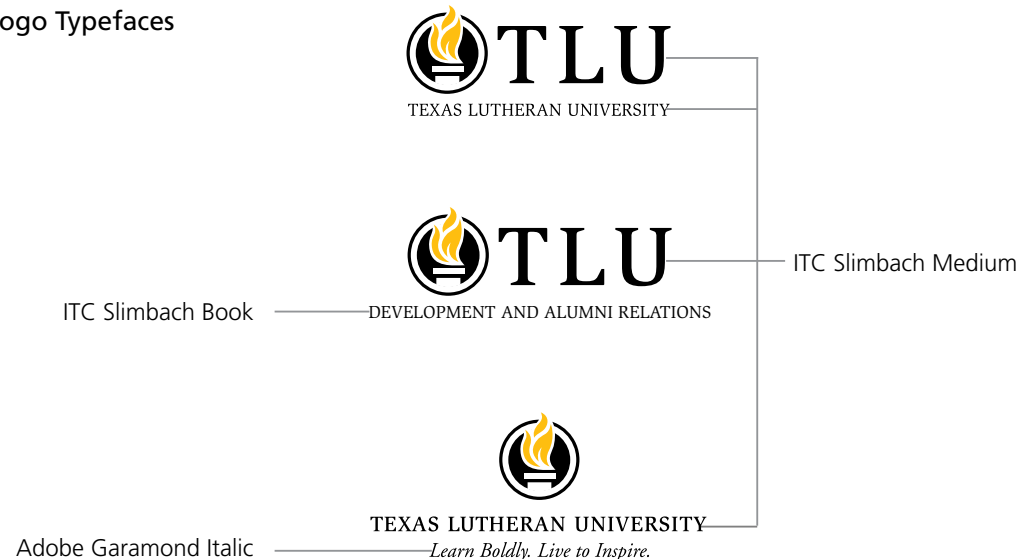
Primary Typeface

- ITC Slimbach family:
- ITC Slimbach Book
- ITC Slimbach Book Italic*
- ITC Slimbach Medium
- ITC Slimbach Medium Italic*
- ITC Slimbach Bold**
- ITC Slimbach Bold Italic**
- ITC Slimbach Black**
- ITC Slimbach Black Italic*

Alternative Typefaces

- Georgia
- Times New Roman

Logo Typefaces



To support our brand recognition, TLU recommends that all employees use standard email signatures.

An email signature is like an electronic business card; it is a small block of text at the bottom of an outgoing email message with your name and contact information. It is very useful to the people you email.

We recommend setting up your email signature like the example shown here. Use Georgia or Times New Roman for the typeface. Include the official TLU email signature logo, “tlu\_email\_sig.jpg”, which can be obtained from TLU Marketing.

**For additional guidance** on your email signature contact TLU Marketing.

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