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.
Size & Surrounding Space

The 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, an academic 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.

Unacceptable Uses

The UL System logo should never be rotated or altered in any way.
The UL System logo bar displays all nine member institutions’ 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.
The tagline, “For your future. For our future.” appears in Bebas Neue and has one display option: single-line. The Tagline is usually associated with the UL System logo and other marketing materials.
COLOR MODELS

UL SYSTEM BLUE
HEX: #2D2D83
CMYK: 100 100 12 2
RGB: 45 45 131

2021 BLACK
HEX: #1E2223
CMYK: 65 51 50 80
RGB: 32 33 33

COMPETE LA BLUE
HEX: #38B0CB
CMYK: 69 10 16 0
RGB: 32 33 33

BACKGROUND GREY
HEX: #EAEAEA
CMYK: 7 5 5 0
RGB: 234 234 234

ACCENT GREY
HEX: #999999
CMYK: 43 35 35 1
RGB: 152 152 153
The primary Typeface is Bebas Neue. The font weights are Regular-Bold.

Headlines and sub-headings should be set in Upper Casing with tracking set to 0.

This Typeface should be used for headings and sub-headings only.

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The secondary Typeface is Proxima Nova. The font weights are Regular-Bold.

Headlines should be set in UPPERCASING with tracking set to 50. Sub-headings should be in Title Casing with tracking set to 50. Body copy should be set in sentence casing with tracking set to 0.

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The Longform Typeface is Freight Disp Pro. The font weights are Regular-Medium. This font may be used for sub-headings and body copy.

Sub-headings should be in Title Casing with tracking set to 0. Body copy should be set in sentence casing with tracking set to 0.

When using numbers in FreightDisp Pro they should be modified through special glyphs to all be in line.
Use of the University of Louisiana System seal is limited to presidential correspondence and certain products associated with academic achievement.
**OTHER DESIGN ELEMENTS**

**Straight Lines** – Straight lines, either intersecting or by themselves, can be used as design elements on various marketing materials. The normal stroke weight should be 2 pt. Straight lines should not be mixed with diagonal lines.

**Overlays & Backgrounds** – When using photos or patterns as backgrounds, overlays should always be set to Multiply. The opacity will vary based on circumstance.
MEMBER INSTITUTIONS

- Grambling State University
- Louisiana Tech University
- McNeese State University
- Nicholls State University
- Northwestern State University of Louisiana
- Southeastern Louisiana University
- University of Louisiana at Lafayette
- ULM
- University of New Orleans
- UNO
The official UL System website address should be included in all UL System publications, publicity and marketing materials. It is “ULSystem.edu” and should be expressed in that way and without any other text (that is, no “http://” or “www. “ preceding the address). Facebook and Twitter are the approved UL System social media platforms to be promoted on all UL System and university materials.

All logos and word marks are available upon request (EPS, AI, PDF, PSD, JPG, PNG). For questions or design approvals, contact the Graphic Designer & Brand Manager:

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