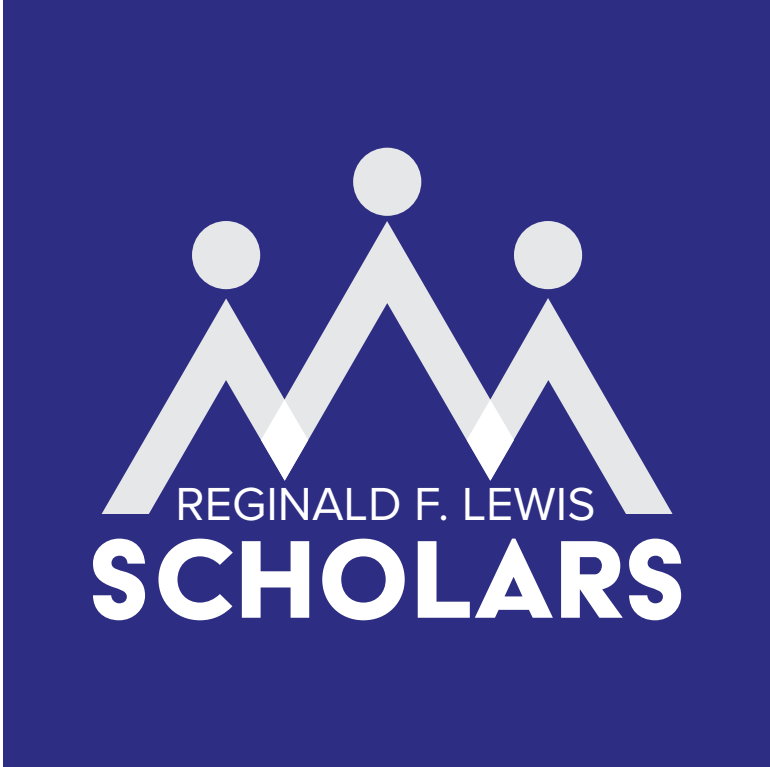




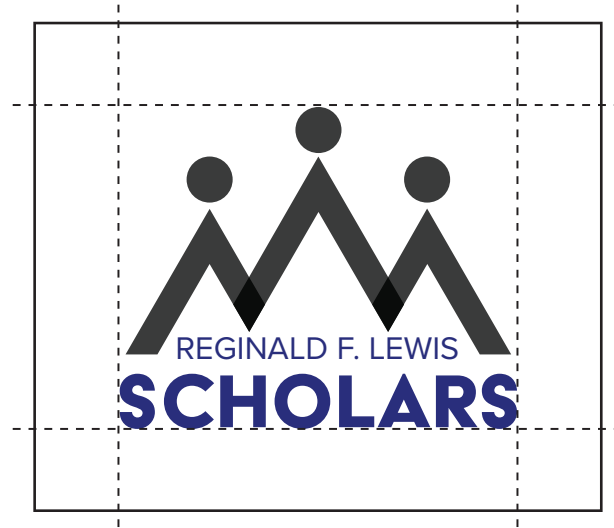
BRAND GUIDELINES

PRIMARY LOGO



STANDARDS

The official name of the program is the “Reginald F. Lewis Scholars”. On all formal documents, the full name of the program should be written along with the logo. In general publicity and documents, the first reference is “Reginald F. Lewis Scholars”. The abbreviation “RFL Scholars” is permissible upon second reference. Any Reginald F. Lewis Scholars logo used should stand alone and not overlap any other logos or wordmarks.



NAME USAGE

Reginald F. Lewis Scholars

RFL Scholars

NOT ACCEPTABLE

RF Lewis Scholars

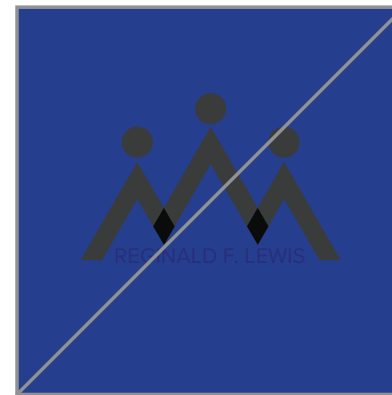
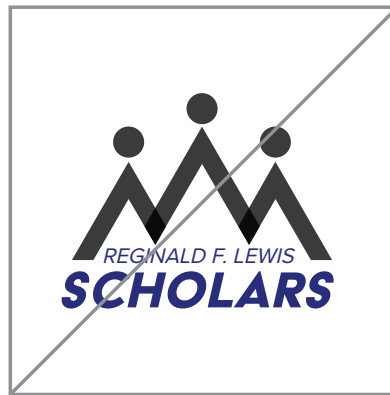
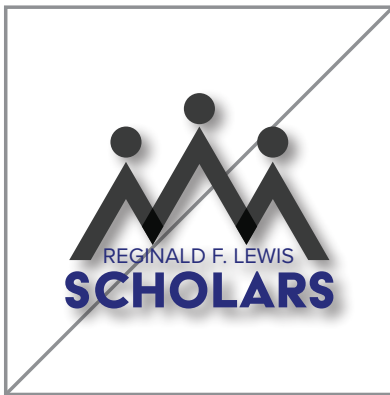
Reginald Scholars

RF Scholars

UNACCEPTABLE LOGO SPECIFICATIONS

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.

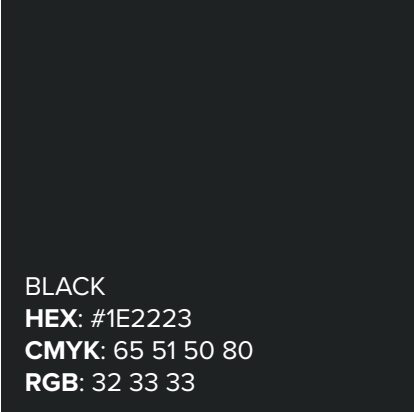
As a general rule, the blank space should be a minimum of one-fourth – or 25 percent – of the width of a logo. So, a logo that is two inches wide should be surrounded by at least half an inch of blank space. A logo that is four inches wide should have at least one inch of empty space on all sides.



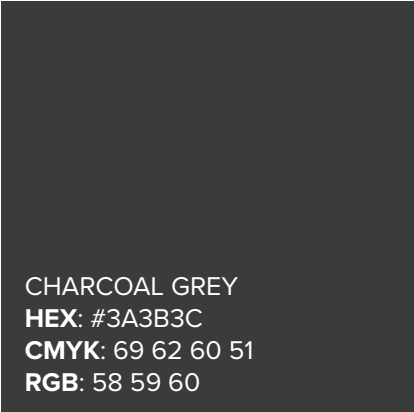
COLOR



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



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



CHARCOAL GREY
HEX: #3A3B3C
CMYK: 69 62 60 51
RGB: 58 59 60



WHITE
HEX: #FFFFFF
CMYK: 0 0 0 0
RGB: 255 255 255



LIGHT GREY
HEX: #E6E7E8
CMYK: 0 0 0 10
RGB: 230 231 232

TYPOGRAPHY

BEBAS NEUE

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.

ABC123

**PUDAM, IUM VELLOREPUDI QUAM, SOLORUM DUCIT QUE PORERFERNAT.
ILIQUA SUM EX EAQUI DIS MODIT FACES COREMQUID QUE AD ET ESEQUI.**

PROXIMA NOVA

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.

ABC123

Promima NovaPeliquae versperrum et que volupture volectem fugit pla commo idus de in con numquis sequam faccullit, cum iminientia sunt aut. At audae. At renis qui untibus, si asimil et prestis que ipsus.

SCHOLARS PIN

The Reginald F. Lewis Scholar pin is a symbol of the brotherhood formed when each young man is named a Scholar. To mark their official entrance into the program, Scholars are pinned by the Chair of the Board of Supervisors for the University of Louisiana System and the President and CEO of the University of Louisiana System in a special ceremony at the annual Universities of Louisiana Black Male Summit.



PARENT BRAND: UNIVERSITY OF LOUISIANA SYSTEM

The Reginald F. Lewis Scholars is a sub-brand of the University of Louisiana System, one of the nation's largest higher education systems. The UL System is made up of nine distinct educational institutions serving more than 91,500 students and awarding more than 16,500 degrees annually.

UNIVERSITY OF LOUISIANA

S Y S T E M

FOR YOUR FUTURE. FOR OUR FUTURE.



To view the University of Louisiana System Brand Guidelines, [click here](#).

WEB & SOCIAL

The official Reginald F. Lewis Scholars website address should be included in all publications, publicity and marketing materials. It is “ULSystem.edu/RFL” and should be expressed in that way and without any other text (that is, no “http://” or “www. “ preceding the address). Facebook, Instagram, LinkedIn and Twitter are the approved Reginald F. Lewis Scholars social media platforms to be promoted on all Reginald F. Lewis Scholars material.



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:

Alyssa Coats | alyssa.coats@ulsystem.edu | 225.219.7317