



Graphic Identity Standards

Welcome to our visual identity.

At Loyola Marymount University, our goal is to become one of the nation's distinguished Catholic universities—with a commitment to academic excellence and educating the whole person. We're forging deeper connections in Los Angeles and Southern California as a cultural and community leader.

The LMU identity reflects these strengths and aspirations. It expresses confidence in our mission and illustrates the dynamic interrelationships of University, Church, and City. As you will see in this program introduction, the visual identity creates many ways to enhance LMU's image and visibility.

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Introduction

LMU’s logo program is designed to support the university’s strategic goal to become one of the nation’s distinguished Catholic universities. The program, built on the foundation of a visual identity, is the result of an extensive internal and external examination of the way we communicate our mission, values, goals, and aspirations.

The key element of the graphic identity system is a contemporary logotype which which begins with “LMU” and ends with “LA.” With the addition of the “Loyola Marymount University” wordmark to the logotype, the university’s primary logo signature is formed.

The Logo System

At the top university level, the system includes the logotype, a wordmark, and a signature (the combination of the logotype with the wordmark) to meet your different design and communications needs.

The system also features a second tier of logos—logotype, wordmark, and signature—designed to promote each of the individual schools, colleges, centers and programs across the university.

The Communications and Government Relations Department custom develops second tier logo signatures for university constituents. To request a second tier signature, fill out the project request form on the LMU Visual Identity web site: www.lmu.edu/identity.



Logotype Use

The logotype is a visual identifier for use on a wide variety of print and electronic materials, including stationery, brochures, banners, invitations, shirts, websites, and vehicles. To ensure the logotype's effectiveness and flexibility, the identity system provides a wide variety of ready-made art files that give you a range of options with regards to color, size, and placement.

To preserve the logotype's design integrity, the system also includes detailed guidelines that explain the standards for issues such as what backgrounds are acceptable, how much "clear space" is required around the logotype, and when the logotype should be used with the words Loyola Marymount University in text.

Tools and Assistance

The LMU Visual Identity web site (www.lmu.edu/identity) provides guidelines, downloadable logo files, publication templates, communications contact information, and program goals and objectives.

The Communications and Government Relations Department is available to assist you in customized logo applications and ways to transition your materials into the visual identity system. To request a consultation with a communications strategist, fill out the project request form on the LMU Visual Identity web site: www.lmu.edu/identity.

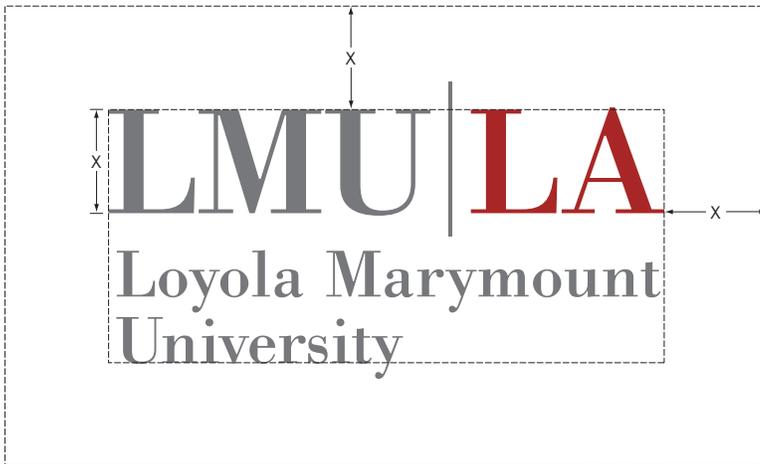
University Signatures

The university logotype can be locked up with a university wordmark to form a core signature. The vertical signature is the preferred version. However, a horizontal version has also been designed for special horizontal situations.

When the university name appears in copy, it should be spelled out, as in “LMU,” or “Loyola Marymount University.”

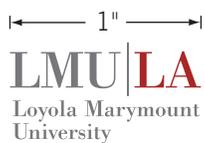
The university signature must be reproduced from approved downloadable artwork without alteration (www.lmu.edu/identity).

Vertical Lock-Up Clear Space



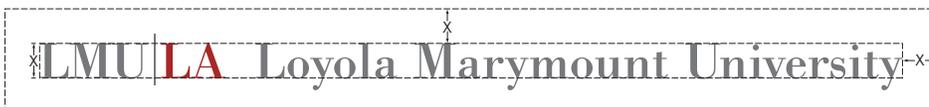
A clear space equal to the cap height of the logotype must be maintained on all sides. No graphic elements including typography, patterns, illustrations, or photographs should appear within this space.

Minimum Reproduction Size



To maintain the integrity and legibility of the signature, the minimum allowable reproduction size for the vertical version is defined by scaling the logotype to 1” in width.

Horizontal Lock-Up Clear Space



Minimum Reproduction Size



Often, the minimum logotype size is 1” in width. However, in the horizontal version, the minimum allowable reproduction size for the horizontal version is defined by scaling the logotype to .75” in width.

University Signature/ Los Angeles

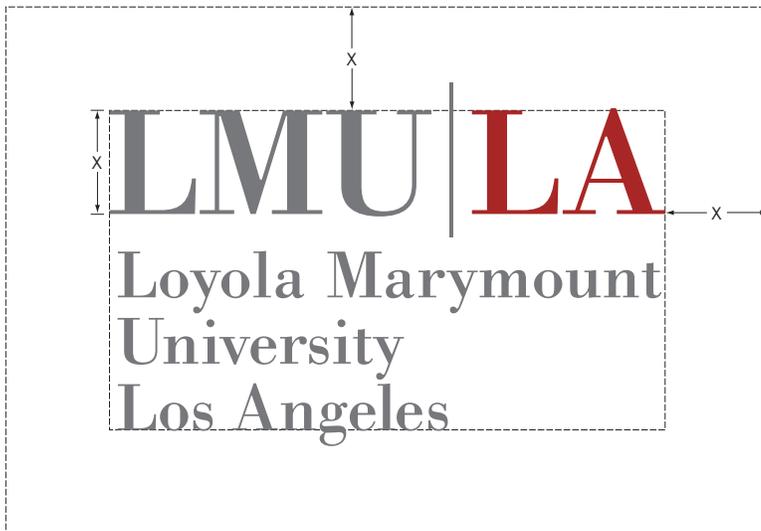
To provide the opportunity to tie the university name to the city of Los Angeles, a specific vertical Signature has been provided.

The Los Angeles / University signature must be reproduced from approved artwork without alteration.

When the university name appears in copy, it should be spelled out, as in “LMU,” “Loyola Marymount University,” or “Loyola Marymount University, Los Angeles.”

Vertical Lock-Up

Clear Space



A clear space equal to the cap height of the logotype must be maintained on all sides. No graphic elements including typography, patterns, illustrations, or photographs should appear within this space.

Minimum Reproduction Size



To maintain the integrity and legibility of the signature, the minimum allowable reproduction size for the vertical version is defined by scaling the logotype to 1" in width.

University Wordmark

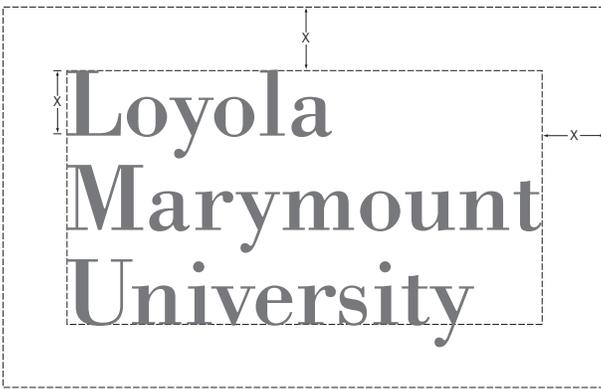
The university has a unique wordmark to represent it. The vertical wordmark is the preferred version. However, a horizontal version has been designed for special horizontal situations.

The university wordmark must be reproduced from approved downloadable artwork without alteration (www.lmu.edu/identity).

When the university appears in copy, it should be spelled out, as in “LMU,” or “Loyola Marymount University.”

Vertical Lock-Up

Clear Space

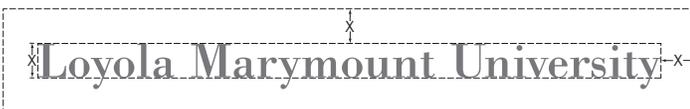


Minimum Reproduction Size

0.09" | Loyola
Marymount
University

Horizontal Lock-Up

Clear Space



Minimum Reproduction Size

0.09" | Loyola Marymount University

A clear space equal to the cap height of the first line of the wordmark must be maintained on all sides. No graphic elements including typography, patterns, illustrations, or photographs should appear within this space.

To ensure the integrity and legibility of the wordmarks the minimum allowable reproduction size is defined by scaling the first line of the Wordmark to 0.09" in cap height.

Note: *The wordmark has different size standards than the logotypes and signatures.*

University Wordmark/ Los Angeles

To provide the opportunity to tie the university name to the city of Los Angeles, a specific wordmark has been provided. The vertical wordmark is the preferred version. However, a horizontal version has been designed for special horizontal situations.

The university wordmark must be reproduced from approved artwork without alteration.

Vertical Lock-Up

Clear Space



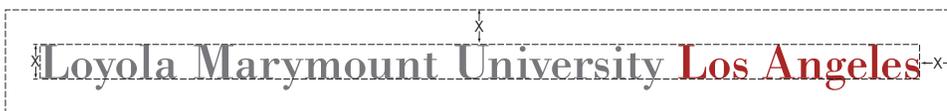
A clear space equal to the cap height of the first line of the wordmark must be maintained on all sides. No graphic elements including typography, patterns, illustrations, or photographs should appear within this space.

Minimum Reproduction Size

0.09" — Loyola
Marymount
University
Los Angeles

Horizontal Lock-Up

Clear Space



To ensure the integrity and legibility of the Wordmarks, the minimum allowable reproduction size is defined by scaling the first line of the wordmark to 0.09" in cap height.

Minimum Reproduction Size

0.09" — Loyola Marymount University Los Angeles

Second Tier Signatures

The university logotype can be locked up with a school, college, center, or program wordmark to form a second tier signature. The vertical signature is the preferred version. However, a horizontal version has also been designed for special horizontal situations.

Second tier signatures are developed by the LMU Communications and Government Relations Department and can be requested via the online project request form found on the LMU Visual Identity web site (www.lmu.edu/identity).

Vertical Lock-Up Clear Space



A clear space equal to the cap height of the logotype must be maintained on all sides. No graphic elements including typography, patterns, illustrations, or photographs should appear within this space.

Minimum Reproduction Size



To maintain the integrity and legibility of the signature, the minimum allowable reproduction size for the vertical version is defined by scaling the Logotype to 1" in width.

Horizontal Lock-Up Clear Space



Minimum Reproduction Size



Often, the minimum logotype size is 1" in width. However, in the horizontal version, the minimum allowable reproduction size for the horizontal version is defined by scaling the logotype to .75" in width.

Second Tier Wordmarks

The schools and colleges each have a unique wordmark to represent them. The vertical wordmark is the preferred version. However, a horizontal version has been designed for special horizontal situations.

Second tier wordmarks are developed by the LMU Communications and Government Relations Department and can be requested via the online

project request form found on the LMU Visual Identity web site (www.lmu.edu/identity).

Do not embed the wordmark within a body of text.

These specifications apply to both vertical and horizontal versions.

Vertical Lock-Up

Clear Space



Minimum Reproduction Size

0.09" College of Business
Administration

Horizontal Lock-Up

Clear Space



Minimum Reproduction Size

0.09" College of Business Administration

A clear space equal to the height of the first line of the wordmark must be maintained on all sides. No graphic elements including typography, patterns, illustrations, or photographs should appear within this space.

To ensure the integrity and legibility of the wordmarks the minimum allowable reproduction size is defined by scaling the first line of the Wordmark to 0.09" in cap height.

Note: *The wordmark has different size standards than the logotypes and Signatures.*

Mail Signoffs

A mail signoff is a specific arrangement of a university or second tier signature that is suitable for return address layouts on envelopes and self-mailing publications.

Mail signoffs can be combined with the primary university logo, second

tier signatures, or second tier wordmarks. They are developed by the LMU Communications and Government Relations Department and can be requested via the online project request form found on the LMU Visual Identity web site (www.lmu.edu/identity).

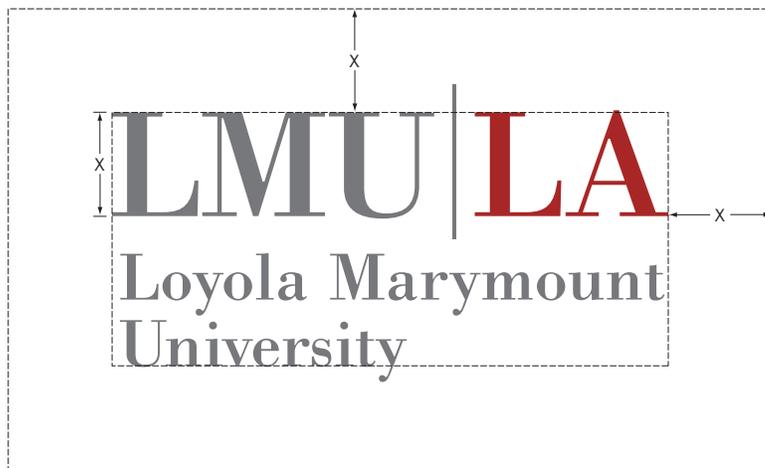


The elements of a signoff incorporating the university signature must be aligned flush left as shown. The preferred position for this signoff unit is flush left with the margin of the application. The signature should always be used with a flush left style, not centered.

To ensure maximum impact, a “clear space” must be maintained around all versions of the LMU logo when placed in publications or on other materials such as signs, banners, shirts, cups, etc.

This visual space allows the official LMU logos to stand alone for better recognition and protects them from blending with text, headlines, or other images.

Vertical Lock-Up Clear Space



Clear Space

A clear space equal to the cap height of the logotype must be maintained on all sides. No graphic elements including typography, patterns, illustrations, or photographs should appear within this space.

To maintain the integrity and legibility of the logotype, the minimum allowable reproduction size is .75” in overall width.

University, Identity and Accent Colors

The core identity colors used in the logotype, signatures, and wordmarks are LMU Red, LMU Black, and LMU Gray. The identity palette is complemented by the university colors, LMU Red, LMU Blue, LMU Black, and LMU Gray. These colors can be used as background colors for the Identity.

The palette also contains accent colors, Cream and Light Gray. All these colors are the most compatible with the new identity program.

Color equivalents are provided below. When matching to PANTONE® colors, match to coated (C) swatches.

Identity Colors



LMU Red
Pantone 1807
3C 92M 69Y 25K



LMU Black
Pantone Black
0C 0M 0Y 100K



LMU Gray
Pantone Cool Gray 10
51C 34M 22Y 33K

University Colors



LMU Red
Pantone 1807
3C 92M 69Y 25K



LMU Blue
Pantone 2955
100C 59M 0Y 39K



LMU Black
Pantone Black
0C 0M 0Y 100K

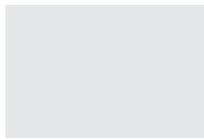


LMU Gray
Pantone Cool Gray 10
51C 34M 22Y 33K

Accent Colors



Cream
Pantone 7499
4C 5M 28Y 0K



Light Gray
Pantone Cool Gray 2
0C 0M 0Y 10K

The identity program is designed to allow versions in white typography on these background colors (see page 13 for examples). This is called “reversing out.” Note that the logotype and Signatures in white can be used only on these colors, while the wordmarks in white can be used on black or any dark color. The wordmark in black can be used on light color backgrounds.

These are the core university colors.

You can use the logotype, signatures, or wordmarks on white or light gray or cream accent colors (unless you are “reversing out” – see above).

Athletics note: Please refer to athletics guidelines for the athletics logo and color palette. For information, call 310.338.2365.

* Pantone = Pantone Matching System (PMS)

* CMYK = Cyan, Magenta, Yellow and Black (four color process)

The two-color versions of the logotype, signatures and wordmarks should be used whenever possible. The two-color versions are available in spot color and four-color process.

White is the preferred background for reproduction. The exhibits below include color breaks for full-color reproduction of each logotype, signature, and wordmark on white.

Color Reproduction on White and Gray Backgrounds

Logotype



To ensure readability of the logotype, signatures, and wordmarks, background colors are limited. White is the preferred background color.

Signature



Wordmarks

Loyola
Marymount
University

Loyola
Marymount
University
Los Angeles

The wordmarks should be used in the one-color versions shown at the left. However, the two-color Loyola Marymount University | Los Angeles Wordmark is an exception. The two-color wordmark is available in spot color and four-color process versions.

In addition to a black background, the white reversed logotype and signatures can be used on the university colors. This usage, called “reversing out,” is appropriate when the impact provided by a large field of color is desired, such as on a banner.

The logos can also be used with photos as backgrounds if the photos do not compete visually with the logo. Finally, wordmarks can be used in black or white on any color background.

Reverse Reproduction on Color or Black Backgrounds



LMU Red
Pantone 1807
3C 92M 69Y 25K

LMU Blue
Pantone 2955
100C 59M 0Y 39K

LMU Gray
Pantone Cool Gray 10
51C 34M 22Y 33K

LMU Black
Pantone Black
0C 0M 0Y 100K

When the logotype, wordmarks, or signatures appear in black and white, a percentage of black can sometimes be used in place of the official LMU Gray to ensure readability and an appropriate balance among elements.

White is the preferred background for reproduction. The exhibits below include color breaks for black & white reproduction of logotype, signatures, and wordmarks on white. The one-color, black & white version should be used in one-color situations only.

Black and White Reproduction on White or Gray Backgrounds

Logotype

The logotype consists of the letters 'LMU' in a large, bold, serif font, followed by a vertical bar, and then the letters 'LA' in a smaller, lighter serif font.

To ensure readability of the logotype, signatures, and wordmarks, background colors are limited. White is the preferred background color.

Signature

The signature block features the 'LMU | LA' logotype at the top, followed by the text 'Loyola Marymount University' in a serif font, all set against a light gray background.

Wordmarks

Loyola
Marymount
University

Loyola
Marymount
University
Los Angeles

The wordmarks should be used in the one-color versions shown at the left. However, the two-color Loyola Marymount University | Los Angeles Wordmark is an exception.

Because it will retain its clarity when reproduced, “line art” is recommended when a document will often be faxed or copied. The line art logotype, signatures, and wordmarks are to be used only when the reproduction process will not support effective reproduction of values of black. Their

use is strictly limited, and should be used only on all black media, such as fax transmittals or high-speed photocopying.

Logotype

LMU | LA

Signature

LMU | LA
Loyola Marymount
University

Wordmarks

Loyola
Marymount
University

Loyola
Marymount
University
Los Angeles

The line art logotype, signatures and wordmarks may be reproduced in positive form and in black only.

Consistent use of typography creates a harmonious appearance across all LMU materials. The Mac-based fonts Bodoni, News Gothic, and Franklin Gothic complement the LMU identity and provide the flexibility needed across a wide variety of applications. As available, the bold, light, italic, and condensed versions of these fonts

may be used as needed for emphasis and variety.

When these Mac fonts are not available, as in many word processing programs, Arial and Times New Roman are approved substitutes.

MAC fonts

BitStream® Bodoni

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BitStream® News Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BitStream® Franklin Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PC fonts

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography

BitStream® Bodoni Book is intended primarily for body copy. Bold and italic may also be used when appropriate, such as in subheads and captions.

BitStream® News Gothic is intended primarily for headlines and other key messages.

BitStream® Franklin Gothic may be used for headlines when a heavier weight is needed.

Times New Roman is intended primarily for body copy when BitStream® Bodoni Book is not available. Bold and italic may also be used when appropriate, such as in subheads and captions.

Arial is intended primarily for headlines and other key messages when BitStream® News Gothic and/or BitStream® Franklin Gothic are not available.

To ensure a positive and unified impression across all applications of the identity, the LMU logotype, signatures, and wordmarks must be treated with respect. This means that reproductions are crisp, clear, and of high quality, taken directly from approved downloadable artwork

without alteration or manipulation (www.lmu.edu/identity).

The following design parameters apply to the logotype, signatures, and wordmarks.

LMU|LA
Loyola Marymount
University

1

LMU|Extension

2

LMU|LA

3

LMU | LA

4

LMU|LA

5

LMU|LA

6

the copy you are reading is not the actual text that will be typeset. It is here lieu of the type LMU|LA

7

the copy you are reading is not the actual text that will be typeset. It is here lieu of the type LMU|LA

8

LMU|LA

9

LMU|LA

10

LMU|LA

11

LMU|LA

12

Common Mistakes

1. **DO NOT** put the logotype and wordmarks together other than the standard format or “lock-up”
2. **DO NOT** add words to the logotype other than the approved wordmarks and signatures.
3. **DO NOT** reproduce any element at smaller sizes than the approved minimum size.
4. **DO NOT** attempt to typeset the logotype.
5. **DO NOT** change the distribution of colors within a logotype.
6. **DO NOT** reproduce a logotype in colors other than the approved colors.
7. **DO NOT** embed the logotype within a body of text.
8. **DO NOT** attempt to typeset the logotype within a body of text.
9. **DO NOT** use logotypes on unauthorized background colors.
10. **DO NOT** add colors to reversed artwork.
11. **DO NOT** distort, modify, or add dimension to the logotype.
12. **DO NOT** enclose the logotype within boxes or shapes defined by white or any background color.

The online guidelines provide more detailed explanation of these common mistakes.

Stationery System

The official University business package is based on two-color designs provided by the Communications and Government Relations Department. It includes: letterhead, a variety of envelope sizes, business cards, grid cards, notepads, and mailing label. The system is printed on Classic Crest smooth recycled bright white paper, with 60%

recycled content (30% postconsumer fiber).

The stationery system is reproduced by LMU Campus Graphics. An online ordering system has launched in tandem with the new identity. To place an order, visit www.lmugraphics.com.



LMU|LA
Loyola Marymount
University

Communications and
Public Affairs

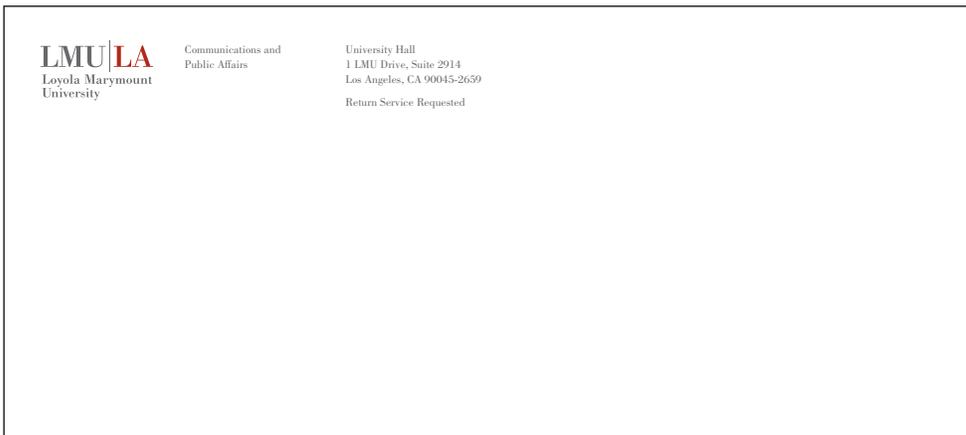
University Hall
1 LMU Drive, Suite 2914
Los Angeles, CA 90045-2659
Tel 310.338.7707
Fax 310.338.3022
www.lmu.edu

LMU|LA
Loyola Marymount
University

Kelly N. Fite
Graphic Designer

University Hall
1 LMU Drive, Suite 2800
Los Angeles, CA 90045-2659
Tel 310.338.7707
Fax 310.338.3063
Email kfite@lmu.edu

LMU's new stationery package has been developed on a template with a certain number of lines for business cards—for information consistency, production efficiency, and design clarity. We've used the available number of lines for the core university information applicable to the most faculty and staff.



LMU|LA
Loyola Marymount
University

Communications and
Public Affairs

University Hall
1 LMU Drive, Suite 2914
Los Angeles, CA 90045-2659
Return Service Requested

Guidelines for Using the University Seal

The University seal's appropriate use is strictly for academic purposes, and it can be used accordingly as a design element in materials.

The seal is part of the LMU identity system and is administered under the same guidelines, such as color usage (see page 11.) It cannot be skewed, cropped, edited or dismantled into individual images.

University Seal



More Resources

The LMU visual identity program provides many more options than are shown in this introductory packet. To see more and to access easy to download art files, go to www.lmu.edu/identity.

ON-CAMPUS DESIGN RESOURCES

The Communications and Government Relations Department is available for consultation on your projects. Start by filling out the online project request form on the visual identity web site (www.lmu.edu/identity) and a communications strategist will contact you within 48 hours to discuss your project.

For additional information about LMU's graphic identity that cannot be found in these guidelines, contact:

Maureen Pacino
Director of Creative and Design
Web, New Media and Design
310.338.7039; mpacino@lmu.edu

PRINTING RESOURCES

Campus Digital Graphics
310.338.2730; cdgraphics@lmu.edu
www.lmu.edu/graphics

For More Information
www.lmu.edu/identity

tap Academy of Catholic Thought and Imagination

2sc 2 Spot Color
1sc 1 Spot Color
cmyk Process Color
bw Black & White
la Lineart
rev Reverse

h horizontal
v vertical

[program]_[attribute]_[orientation]_[logo type]_[color format].[extension]

lmu Loyola Marymount University

s signature
w wordmark

eps PC Encapsulated Postscript
jpg JPEG
pdf Portable Document Format
png Portable Network Graphics

Example:
ACTI_LMU_vt_s_2sc.ai