Graphics Standards Manual
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Templates and downloadable files for a selection of items in the graphics standards can be accessed by staff, faculty, and students online at www.lawrence.edu/info/offices/communications/identity
Introduction

The Lawrence Graphic Standards Manual was created to identify the official visual elements used in Lawrence University communications. These include logos, symbols, typefaces, colors and all other visual elements representing Lawrence. Together, these visual elements identify the college and should be used consistently to help maintain a strong identity for Lawrence as a leading national institution.

There are other benefits as well. A consistent approach to visual identity allows Lawrence to produce fewer alternative versions of materials. For example, it is more efficient to use one letterhead and envelope rather than one for each department and office on campus. It not only minimizes waste, it also saves time and money.

The standards identified in this manual are to be considered the official visual elements used by the university that govern the development of communications in all mediums. They have been registered and copyrighted to assure that no other individual or organization represents Lawrence without our permission.

Although most official materials are designed and produced by the Office of Communications, staff and faculty may download logos and templates included in this manual for official university business. No other visual elements, colors or typefaces should be used. For assistance with design, staff and faculty may contact the Office of Communications by using the online project initiation form at www.lawrence.edu/info/offices/communications/project_initiation.
Visual Architecture

The Lawrence logo is the dominant visual associated with the college and should be included on all official Lawrence materials. It establishes the visual architecture, described on the following pages, to provide a consistent, distinguished look for all entities associated with Lawrence.

The Lawrence Logo
The Lawrence logo has been revised to honor Lawrence’s heritage while reflecting a more assertive and confident look to the future. Based on the Amos Lawrence family crest, the antelope has been simplified to assure better reproduction in all mediums. The year of Lawrence’s founding, 1847, has replaced the lion to emphasize Lawrence’s history and acknowledge its proud tradition as one of the oldest liberal arts colleges in the country. Finally, Lawrence’s location in Appleton, Wisconsin, has been added permanently to the logo to differentiate Lawrence from other institutions with similar names while embracing the close relationship to the community in which the college resides.

There are four versions of the Lawrence logo. The primary version is preferred, and should be used whenever possible. The horizontal version is a secondary option when the primary version does not fit well into the space provided. The condensed version and horizontal single line version is only for when space is very limited, and should be used sparingly.

The official university logos have been converted to art files and are available for download in a variety of file formats at www.lawrence.edu/info/offices/communications/identity. Please use the supplied art files when using a university logo.
The primary, horizontal and condensed versions of the university logo have a color and grayscale variation with black type, and a color and grayscale variation with reversed type. The reversed versions also have a white outline around the crest to improve contrast against a dark background. Any of these variations may be placed over a solid color or an image, so long as legibility is not affected by poor contrast.

While the examples above only show the Lawrence logos, these variations also apply to all subsidiary, department/office and program logos.
Subsidiaries

Lawrence maintains two wholly-owned subsidiaries, Björklunden and the Academy of Music, whose missions and services extend beyond those provided at the Appleton campus. Both have long traditions of serving their communities and their constituencies that are not limited to students enrolled at Lawrence. Nevertheless, their close association with Lawrence is indisputable. Therefore, subsidiaries of Lawrence use a variant of the logo that incorporates the crest while featuring the name of the subsidiary prominently in the same typeface—Trajan Pro—as is used in the official university logo. To reinforce the association with the college, “Lawrence University” is placed below the subsidiary name in a typeface—Univers—otherwise used for “Appleton, Wisconsin.”

Unlike the university logo, only two configurations, primary and horizontal, are available. A condensed version is not available for subsidiaries.
Programs

Programs are ongoing activities created and managed by one of the administrative offices at Lawrence. Examples range from the Lawrence Fund, managed by the Office of Development, to Lawrence Scholars, managed by Career Services. In every case, programs do not exist outside the university. Indeed, they gain their stature from their association with Lawrence. Therefore, they are included in the visual architecture to assure a consistent appearance with the rest of the college.

When it is appropriate to identify a program graphically, a program logo can be used. The program logo features the Lawrence crest, the name of the program featured prominently in Trajan Pro and “Lawrence University” placed below the program name in the typeface Univers. Contact the Office of Communications to determine if a program qualifies for this type of logo.

Similar to subsidiaries, program logos exist in two configurations: primary and horizontal.
Offices and Departments

Academic departments and administrative offices rarely need to be represented visually. In most cases the primary, horizontal or condensed version of the Lawrence logo should be used. In rare circumstances where a departmental or office logo is required, such as interior office signs, designs will be consistent with the overall visual architecture.

In this case, the primary or horizontal university logos are used with a single design change—“Appleton, Wisconsin” is replaced with the name of the department or office. For the sake of visual consistency and brevity, the name of the department or office stands alone. It is not preceded by “Office of...” or “Department of...” However, when referring to either in body copy, “Office of...” or Department of...” is appropriate. Please note the uppercase ‘O’ and ‘D’ is correct.

Contact the Office of Communications if a department or office logo is needed—or if you have questions.
Space Requirements

To assure visual impact, legibility and to maintain the integrity of the logo, it is important to allow clear space around it. Using the recommended clear space avoids interference from nearby photographs, illustrations or text.

The following space requirements apply to all university logos.

Clear Space
To create maximum impact, keep the space around the logo free from other text and graphics. The distance between the logo and other visual elements must be at least the distance of X (X is the capitalized x-height of the Lawrence typography). This is a minimum for clear space. Whenever possible, additional clear space is recommended.

The logo may be placed on top of background colors or images. White or light background colors are preferred. Complex images should be avoided.

Minimum Size
The logo should never be used smaller than 1.25" wide.
While the Lawrence logos are available for on-campus use, users may not distort, transform, skew, rotate, stylize, colorize or edit these logos in any way.

The logo versions and variations described and presented in the Graphics Standards Manual have been converted to art files. They are available for download in a variety of formats at www.lawrence.edu/info/offices/communications/identity.

Under no circumstances should anyone create other versions of these logos.
Previously used logos should be discontinued. Existing materials should be used until they are depleted. When new materials are needed, the graphic standards described here should be used. Contact the Office of Communications for assistance.

Pictured here are examples of discontinued logos.
Several “design elements” have been developed over the years to represent Lawrence or various subsidiaries or departments. These include, but aren’t limited to, the music notes “smile” used by the Academy of Music, the Björklunden leaf, the Main Hall cupola, etc. Since these graphic elements do not fit within a unified visual architecture, they may no longer be used as logos—or incorporated into university logos. Nevertheless, since some of these visuals have a strong association with Lawrence—indeed, the cupola is the single most widely recognized visual associated with the university—they may be used as “design elements” in collateral materials, web pages or on university-licensed merchandise. However, care should be taken NOT to incorporate these images adjacent to, or as a part of, university or subsidiary logos.

Of special note is the university crest. The Office of Communications will determine when and how to use elements of the university crest as design elements. One example is the university PowerPoint presentation which incorporates a portion of the crest (see page 28).
The university seal has been in use for many years and includes the Lawrence motto: “Veritas Est Lux” and “Light! More Light!” The seal provides historical perspective and should be used sparingly and for special circumstances. Examples of such circumstances include:

- The presidential podium
- Official and ceremonial occasions such as inauguration and commencement
- Diplomas and graduation announcements

To maintain the formality of the seal, it should NOT be used:

- By itself for university promotional materials since the name of the college is not prominent
- In contexts or on objects that diminish the importance of the seal, such as vehicles, garbage cans, etc.

Generally, the Office of Communications will determine when and where the seal may be used.

Unacceptable Usage
A user may not distort, transform, skew, rotate, stylize, colorize or edit the seal in any way.

- Do not reassign colors to the logo
- Do not use alternate typefaces
- Do not add additional text
- Do not rescale, stretch or otherwise skew the logo
- Do not alter the letterforms or add special effects
- Do not tilt the logo on an angle
- Do not sacrifice legibility
- Do not add additional design elements

The seal should never appear smaller than ½” diameter.

Unacceptable colors & typefaces:
- Blue
- Black
- Gray
- White
The combined seals of Lawrence and Milwaukee-Downer Colleges are used in rare and special circumstances to reinforce the individual and combined entities. Examples of circumstances where this is appropriate include the Lawrence University Alumni Association (LUAA) and at the annual reunion. If the combined seals are desired for other circumstances, the Office of Communications will determine if it is acceptable and appropriate.

Lawrence/Milwaukee-Downer College Seal

Black
Blue
Gray
White

X = ¼ height of seal
Allow 1X of clear space around seal

0.5" The seal should never appear smaller than ½" diameter
Primary Colors

Lawrence colors are as unique and distinctive as the logo. Therefore, consistent use of Lawrence's official, primary colors (black, blue and gray) is required in all communications. No variation is acceptable for use with the Lawrence logo except black and white.

Since colors often shift depending on the medium or reproduction method, specific designations have been identified for use with PMS, CMYK, RGB or WEB.

Secondary Colors

Carefully selected complementary colors can enhance Lawrence's official colors and provide variety for greater impact or differentiation. These colors can be used in collateral materials, on website pages and presentations to visually enhance the Lawrence identity. Choosing from this palette will provide strong results.
Like color and logo design, typography is also used to identify and distinguish an organization. Used consistently in all university communications, typography assures that Lawrence is easily and quickly recognized.

The Lawrence logo is designed using the Trajan Pro bold font for the words “Lawrence University” and the Univers font for “Appleton, Wisconsin.” To preserve the distinctive appearance of the Lawrence logo, Trajan Pro and Univers should ONLY be used in the logo and the visual architecture that unifies the Lawrence identity. These fonts should NOT be used in any communications materials as text, a headline or subhead, or other wording.

Similarly, the words “Lawrence University” may be set in Trajan Pro in rare circumstances and with the approval of the Office of Communications. For example, it is permissible to set “Lawrence University” in Trajan Pro bold on a wearable item.

University-approved fonts must be used for all other university communications. A primary and a secondary serif font and a primary and secondary sans serif font are available for use by staff and faculty in printed university communications materials.

Other fonts may be used at the discretion of the Office of Communications. Use of fonts other than those shown here must be approved by the Office of Communications prior to implementation.
Of all approved typefaces, Franklin Gothic should be used most frequently for body copy. It is used on almost all brochures, programs and posters. The most commonly used weights are shown here, however the font family also includes condensed and compressed versions of Franklin Gothic that are equally acceptable.

Arial is reserved for email communications and other electronic uses. It is not used, however, on the Lawrence website (which uses Museo) or the Lawrence magazine iPad app (which uses Franklin Gothic).

Staff and faculty should change their default email settings to Arial for email text. Similarly, they should create a default email signature format using the Lawrence logo. See page 26 for a sample email signature.
Princetown is used in Lawrence’s athletics logos and as the headline font in all athletics-related printed materials. In some cases, it is necessary to fill in the hollow letters with the same outline color to improve legibility.
The regular business card format uses the primary Lawrence logo without “Appleton, Wisconsin” underneath. This is to be done only in circumstances when “Appleton, Wisconsin” would be repeated in the following address—as it is on business cards and envelopes. The logo should be followed by name, title, department, building name, the standard university mailing address, office phone number and email. Cell phone numbers may also be used if appropriate. SPC codes and fax numbers should NOT be used on business cards.

Business cards without department/office in title
When a staff or faculty member’s title does not include the department or office he or she works in, then the department or office name appears below the title and next to the building name.

Business cards with department/office in title
When a staff or faculty member’s title does include the department or office he or she works in, then the department or office name appears in the title, and is not repeated next to the building name.

Approved contact information
Approved contact information that may go on business cards includes:
- Building name
- Mailing address: 711 E. Boldt Way, Appleton WI 54911
- Office phone number
- Email address
- Toll-free phone number (optional)
- Cell phone number (optional)
The Lawrence letterhead shown here should be used for all departments, offices and programs. The only exceptions are Athletics, Office of the President, Seely G. Mudd Library and Lawrence’s subsidiaries, which have their own format. These exceptions utilize their own logo and contact information, if applicable. Contact the Office of Communications to have official university-approved letterhead printed.

MS Word templates of the following letterhead formats are available for download at www.lawrence.edu/info/offices/communications/identity. These are to be used when the letter will remain electronic.

**General Lawrence letterhead**
- Header: Lawrence logo, primary version
- Letter content begins 1.75” from top of page
- Footer information:
  711 E. BOLDT WAY | APPLETON, WI 54911-5690 | 920-832-7000

**Athletics letterhead**
- Header: athletics logo, Lawrence Athletics version
- Letter content begins 1.875” from top of page
- Footer information:
  711 E. BOLDT WAY | APPLETON, WI 54911-5690 | 920-832-6760

**Office of the President letterhead**
- Header: Lawrence logo, primary version, with Office of the President subhead underneath
- Letter content begins 1.875” from top of page
- Footer information:
  711 E. BOLDT WAY | APPLETON, WI 54911-5690 | 920-832-6525

**Seely G. Mudd Library letterhead**
- Header: Lawrence logo, primary version
- Letter content begins 1.75” from top of page
- Footer information:
  SEELEY G. MUDD LIBRARY | 113 S. LAWE STREET |
  APPLETON, WI 54911-5683 | 920-832-6750 | FAX 920-832-6967
Standardized Materials | Letterhead

Academy of Music letterhead
- Header: Academy of Music logo, primary version
- Letter content begins 1.75” from top of page
- Footer information:
  711 E. BOLDT WAY | APPLETON, WI 54911-5690 | 920-832-6632

Björklunden letterhead
- Header: Björklunden logo, primary version
- Letter content begins 1.75” from top of page
- Footer information:
  P.O. BOX 10 | 7590 BOYNTON LANE | BAILEYS HARBOR, WI 54202 | 920-839-2216

The example letter to the right demonstrates the recommended typographic format for all correspondence using the general Lawrence letterhead. This typographic format is an integral part of the letterhead design.

The letterhead text should be set using one of the approved typefaces according to Lawrence University’s graphics standards using a 10-, 11-, or 12-point font size. Franklin Gothic is preferred, although Goudy or Cambria are acceptable.

Allow two line spaces above the addressee’s name, title, company name, etc., and one line space above the salutation. In the body of the letter, add one line space between paragraphs.

The body of the letter aligns flush left to a one-inch margin. There are no indentations. The text is not justified.

Allow three line spaces for the signature above the name of sender. The sender’s name and title goes below the signature.

The last line of text should be at least one inch away from the bottom of the page.

January 15, 2014

Addressee's Name
Title
Company or Office Name
Number and Street
City, State, Zip

Salutation:

This letter demonstrates the recommended typing format for all correspondence using Lawrence University’s letterhead. This typing format is an integral part of the letterhead design.

The letterhead should be set using one of the approved typefaces according to Lawrence University’s graphics standards using a 10-, 11-, or 12-point font size. Franklin Gothic is preferred, although Goudy or Cambria are also acceptable.

The date line of the letter begins either 1.75” or 1.875” from the top of the letterhead depending on which letterhead version is being used. Allow two line spaces above the addressee’s name, title, company name, etc. and one line space above the salutation. In the body of the letter, add one line space between paragraphs.

The body of the letter aligns flush left to a one-inch margin. There are no indentations. The text is not justified.

Allow three line spaces for the signature above the name of sender. The sender’s name and title goes below the signature. The last line of text should be at least one inch away from the bottom of the page.

Sincerely,

Name of Sender
Title
Commonly used envelope sizes have been standardized to present a consistent look. The Office of Communications will utilize these templates when envelopes are requested.

The return address has been standardized as well. All outgoing mail will use the same return address:

711 E. Boldt Way
Appleton, WI 54911-5690

SPC codes are no longer included in the return address.

All programs, even if they have a program logo, should use the standardized general envelope which includes the horizontal university logo.

Unique projects/mailings may have a customized envelope printed on a case-by-case basis. Please contact the Office of Communications for approval.

**#10 Envelope**

- Size: 9.5" wide x 4.125" high
- Return address is placed .3125" from left side of envelope and .1875" from top of envelope
- Approved versions: general, Office of the President, athletics, Office of the Registrar, Björklunden, Academy of Music
Standardized Materials | Envelopes and Return Addresses

A2 Envelope
- Size: 5.75" wide x 4.375" high
- Enclosure size: 5.5" wide x 4.25" high
- Typically used for RSVP and note cards
- Return address is placed .3125" from left side of envelope and .25" from top of envelope
- Approved versions: general, Office of the President, Björklunden, Academy of Music

A6 Envelope
- Size: 6.5" wide x 4.75" high
- Enclosure size: 6.25" wide x 4.625" high
- Typically used for RSVP and note cards
- Return address is placed .3125" from left side of envelope and .25" from top of envelope
- Approved versions: general, Office of the President, Björklunden, Academy of Music

A7 Envelope
- Size: 7.25" wide x 5.25" high
- Enclosure size: 7" wide x 5" high
- Typically used for RSVP and note cards
- Return address is placed .3125" from left side of envelope and .25" from top of envelope
- Approved versions: general, Office of the President, Björklunden, Academy of Music

A8 Envelope
- Size: 8.125" wide x 5.5" high
- Enclosure size: 7.75" wide x 5.25" high
- Typically used for invitations and note cards
- Return address is placed .3125" from left side of envelope and .25" from top of envelope
- Approved versions: general, Office of the President, Björklunden, Academy of Music
Standardized Materials | Envelopes and Return Addresses

9” x 12” Envelope

- Size: 12” wide x 9” high
- Typically used for letter-size paper that isn’t folded
- Return address is placed .5” from left side of envelope and .375” from top of envelope
- Approved versions: general, Office of the President, Björklunden, Academy of Music
- The logo and return address is slightly larger than on the other envelopes due to the larger size of the envelope

9” x 12” envelope
Courteous reply envelopes include a mailing address and are used to conveniently return a form or pledge card. The sender pays the postage with courteous reply envelopes. Lawrence pays the postage on business reply envelopes. Using courteous reply envelopes is encouraged.

**Mailing address**
The typographic look of the mailing address has been standardized for continuity. The typeface is Franklin Gothic, 10-point font with 13-point leading. The first line of the mailing address is bold.
The mailing address itself should follow a consistent format:

**Lawrence University**
Program/Department/Office Name
711 E Boldt Way
Appleton WI 54911-XXXX

There is no period after E nor is there a comma after Appleton. This is a request from the post office to expedite sorting. The last four digits of the ZIP vary depending on which barcode is used.
The SPC codes have been removed from the mailing address.
The placement of the mailing address is centered horizontally and the top of the mailing address is aligned to the vertical center, unless a template is provided from the United States Postal Service.
The bar code is placed precisely to adhere to postal regulations.

**Envelope Sizes**
Two sizes are used for courtesy and business reply envelopes:
- Monarch envelope: 7.5" wide x 3.875" high
- #9 envelope: 8.125" wide x 5.5" high
The appearance of electronic communications has been standardized. Arial should be the typeface used for all email communications, including the email signature.

There are two versions of the Lawrence email signature. Version 1 includes the Lawrence logo and Version 2 does not. The contact information for each version is as follows:

**Version 1**
- Horizontal Lawrence logo (150 pixels wide)
- Name (in bold)
- Title*
- Office (unless in title), Building
- Phone number
- Email Address

**Version 2**
- Name (in bold)
- Title*
- Office (unless in title), Building
- Lawrence University
- Appleton, WI
- Phone number
- Email Address

*Endowed professors must includes both the title of their endowed professorship as well as their unendowed title. The endowed professorship always comes first. See example at right.

Instructions on creating your email signature are available at www.lawrence.edu/info/offices/communications/identity/downloads#email. You will have to log in to access the instructions.
Official email (promotional email and email newsletters) use Lawrence University-branded templates available through Vertical Response. These templates include a single- and two-column version for either Lawrence or Lawrence Athletics—all of which are optimized for viewing on mobile devices and tablets in addition to traditional computer screens.
A custom PowerPoint theme has been developed for all university-related presentations. There are two background design options for each slide layout. The first option features the most white space, with the horizontal Lawrence logo in the bottom-right corner above a blue bar that spans the bottom of the slide. The second option adds a lightly screened crest in the background of the bottom-right corner. These two slide design options may be used interchangeably throughout a presentation.
**Standardized Materials** | Vehicles

Campus transportation vehicles feature the primary Lawrence logo.
Name badges are 3” wide x 1.75” high and feature the primary Lawrence logo followed by the person’s first and last name, graduation year if he or she is a Lawrence alumni, and the department in which he or she works.

Name badges are made of hard plastic with beveled edges and a magnetic clasp. Contact the Office of Communications to order a name badge.
The LU footer should be placed on the bottom of all posters and postcards associated with university-sponsored events.

Placing the LU footer on the bottom of the front cover of all programs, brochures, catalogs and other multi-page documents is preferred, although in some design circumstances it is acceptable to place the primary university logo or subsidiary logo on the back cover instead.

The LU footer is comprised of the horizontal university logo aligned to the right margin of the page with a horizontal colored bar extending to the left margin or left edge of the page.

For subsidiaries, the horizontal university logo may be swapped out for the subsidiaries’ horizontal logo. Department- or office- specific logos may only be used in the LU footer in rare circumstances determined by the Office of Communications.

The colored bar must be a color from the university-approved color palette.

The right side of the colored bar is a concave curve that follows the curve of the crest in the logo. This concave curve has been precisely placed next to the logo.

In order to maintain the exact placement and degree of curve, the LU footer has been saved as a complete art file that may be downloaded and used.

Do not create your own version of the LU footer, download and use the approved versions from www.lawrence.edu/info/offices/communications/identity.

Only the Office of Communications reserves the right to place small amounts of text in the LU footer on a case-by-case basis. This may include: a call to action, web address, event location, date and time, etc.
Posters may be designed to fit the look and feel of an event or performance. The title may be set in any typeface to allow for creative expression, but the supporting text should use an university-approved typeface.

The bottom of each poster contains the LU footer. Please see the previous page for standards regarding LU footer usage.

Any colors may be used in the poster design, although it is preferred to use colors from the university-approved color palette. The horizontal color bar in the LU footer must use a color from the university-approved color palette.

The LU footer is placed at the bottom of the page, typically aligned to the bottom page margin. The LU footer should be placed on top of imagery, if possible. If the black text of the logo blends in with a dark background, then the reversed horizontal logo should be used in the LU footer to increase contrast.

Another option is for the LU footer to be placed below any imagery and against a white background. This is not preferred, but is acceptable.

8.5” x 11” and 11” x 17” posters should have at least .375” margin on all four sides. Posters may only have a bleed under special circumstances and with approval from the Office of Communications.
Postcards may be designed to fit the look and feel of an event or performance. The title may be set in any typeface to allow for creative expression, but the supporting text should use a university-approved typeface.

Postcards have been standardized to three sizes:
- 6" wide x 4.25" high
- 7.75" wide x 5" high
- 10" wide x 6" high (used only for high-profile event promotion)

The LU footer typically goes on the front on the postcard—this is preferred. However, under rare design circumstances, it is acceptable to remove the LU footer from the front of the postcard altogether. This is not preferred because then the only instance of the Lawrence logo is on the back of the postcard in the return address.

The mailing address area uses the university-approved return address format in the upper-left corner.

Postcard designs may bleed off the page (optional).

Minimum .3125" margins around all four sides of the postcard.
Approved color palette. Any colors may be used in the program cover design, although the supporting cover text should use a university-approved typeface.

Program covers may extend to the left edge of the front cover, or all the way through to the left edge of the back cover. See page 31 regarding additional LU footer standards.

Any colors may be used in the program cover design, although the horizontal bar in the LU footer must use a color from the university-approved color palette.

Program covers may bleed off the page and are usually full color. Interior pages may not bleed and are usually black and white.

Minimum .3125" margins around all four sides of the page.
Standardized Materials  |  Tri-fold Brochures

Tri-fold brochures can be produced on letter, legal or tabloid-sized paper, folded into thirds.

The LU footer is placed either near the bottom of the front panel or the primary version of the Lawrence logo may be placed on the back panel instead.

If the brochure will be mailed, the back panel is reserved for the return address and mailing address.

If the brochure will not be mailed then the design and additional content may extend to the back panel.

Tri-fold brochures may have a bleed (optional).

Minimum .3125” margins around all four sides of the page.
The athletics department has its own set of logos. They all have the same appearance, but the descriptive wording changes depending on the usage or sport.

The two primary versions that represent the entire athletics department are either ‘Lawrence Athletics’ or ‘Lawrence Vikings.’ The rest of the logo variations are customized per sport.

The Lawrence Athletics version is used on athletic letterhead, envelopes and business cards. The sport-specific logo variations may be used on other materials relating to that sport.

The logos shown here are not comprehensive. Every sport is entitled to its own version. These logos are available for download at www.lawrence.edu/info/offices/communications/identity. If a logo is not there, please contact the Office of Communications.

Unacceptable Usage
A user may not distort, transform, skew, rotate, stylize, colorize or edit athletics logos in any way.

- Do not reassign colors to the logo
- Do not use alternate typefaces
- Do not add additional text
- Do not rescale, stretch or otherwise skew the logo
- Do not alter the letterforms or add special effects
- Do not tilt the logo on an angle
- Do not sacrifice legibility
- Do not add additional design elements

\[
X = \frac{1}{4} \text{ diameter of athletics logo}
\]

Allow 1X of clear space around athletics logos

0.5" The athletics logo should never appear smaller than \( \frac{1}{2} " \) diameter
**Mascot**
The most recent mascot image is shown here, which is a simplified version that is designed to reproduce well on a variety of materials. Do not use any previously designed mascot files. The mascot is to be used as a design element in association with Lawrence varsity athletics or university-licensed merchandise. It should not be used with other offices or departments.

**LU Symbol**
The forward-leaning “LU” symbol may be used as a design element in association with all Lawrence Athletics—whether varsity sport, intramural sport, club sport or health and wellness. It may also be used on university-licensed merchandise. It should not be used with other offices, departments or programs.

**WelLU Symbol**
The WelLU symbol is to be used as a design element in association with Lawrence’s Wellness Center or university-licensed merchandise. It should not be used with other offices or departments.
University-licensed merchandise should follow the visual guidelines outlined throughout the Graphics Standards Manual.

Contact the Office of Communications regarding all merchandise-related designs that do not meet these guidelines for approval prior to placing an order.

The logos shown here have been optimized for either embroidery or screen printing and should not be altered in any way.