



LTU

Lawrence  
Technological  
University®

Brand Guidelines

The Brand Guidelines establish Lawrence Technological University's official policy and standards for the design and text of University publications and website.

The Style Guide section of this manual describes specific rules and usages to be followed by Lawrence Tech faculty, staff, authors, and editors in all forms of written communication. Adhering to these standards will help ensure that messages from every college, department, and office are clear and consistent and best represent the image and brand of Lawrence Tech.

The University reserves all rights to its name, logomarks, and seal. The Office of Marketing and Public Affairs is the final authority for their proper and appropriate use and application, including the licensing of their use on or off campus. To request the use of LTU's logo, use the logo request form: **[ltu.edu/logo-request](https://ltu.edu/logo-request)**.

The registered trademarks of the University include:

[Lawrence Technological University](#)

[Lawrence Tech](#)

[LTU](#)

[University seal](#)

[Blue Devil Graphic](#)

[Blue Devil Pitchfork](#)

[LTU Monogram](#)

Questions about Brand Guidelines not answered in this manual should be directed to the **Office of Marketing and Public Affairs** at **[mktngpub@ltu.edu](mailto:mktngpub@ltu.edu)** or **248.204.2208**.

The University's official name is **Lawrence Technological University** and must appear in its entirety in all publications and ads.

In text, it should be used in its entirety upon the University's first mention in a document. While "Lawrence Tech" and "LTU" have been adopted in acceptance of popular usage and augment the University's brand, they should be used only as a second reference in text.

**Never use Lawrence Tech University or Lawrence Technical University.**

## Primary Logo

The primary logo is a customized Interstate typeface.

Use only the officially prepared logos. Re-creation of the logo should never be attempted by a third party; all logo files should originate with LTU's Office of Marketing and Public Affairs.

The registered trademark symbol must be used with all forms of the University logotype.

Requests for logo files will be considered on a case-by-case basis. To request the logo, please fill out the logo request form: **[ltu.edu/logo-request](http://ltu.edu/logo-request)**.



## Logo Usage Color

The logo is only to appear in

Pantone 300 (LTU Blue)

RGB ..... 0/94/184

CMYK ..... 100/56/0/3

HEX ..... #005EB8

Black

White reversed from an approved  
field of color

It should not appear in any other  
color or combination of colors

## DO



## DON'T



## Logo Usage Size & Placement

The logo is to be printed at least 2" across. If there is an application where the logo must be reproduced smaller than 2" across contact LTU's Office of Marketing and Public Affairs for alternative solutions and approval.

Clear space around the logo must be at least 120% of the height of the U in University

Do not stretch, alter, modify, distort, redesign, or apply text, images, or new elements to the logo.

### DO



### DO NOT



# Logo Lockup

The same rules apply when using the logo lockup as the primary logo.











The 2-color logo lockup uses pantone 300 (LTU) and pantone 421 for the line and the text to the right of the line

The 1-color logo lockup uses pantone 300, black, or white reverse from a field of color

Do not stretch, alter, modify, distort, redesign, or apply text, images, or new elements to the logo lockup.

Do not crop the logo lockup in any way.

If there is an application where this lockup will not work contact the **Office of Marketing and Public Affairs** (mktngpub@ltu.edu, 248.204.2208) for alternative solutions and approval.

	COLLEGE OF ARCHITECTURE AND DESIGN		CENTER FOR INNOVATIVE MATERIALS RESEARCH
	COLLEGE OF ARTS AND SCIENCES		COLLEGE OF ARTS AND SCIENCES HUMANITIES, SOCIAL SCIENCES, AND COMMUNICATIONS
	eLEARNING SERVICES		BLUE DEVIL BOOKSTORE
	ALUMNI		UNIVERSITY DEVELOPMENT
	ANNUAL GIVING		STUDENT ENGAGEMENT

## Secondary Logos

The University has secondary logos that may be used, subject to approval, when the primary logo does not work.

For external audiences, "LTU" should always be used in conjunction with the full name of the University or with the logo in its stacked or one-line form. "LTU" can stand alone when used on sports and other apparel, or for internal audiences when promoting events on-campus.

For approval to use one of the secondary logos, please contact the **Office of Marketing and Public Affairs** ([mktngpub@ltu.edu](mailto:mktngpub@ltu.edu), 248.204.2208).

All logo usage rules apply to secondary logos.

**Lawrence Technological University®**

**Lawrence Tech®**



**LTU**

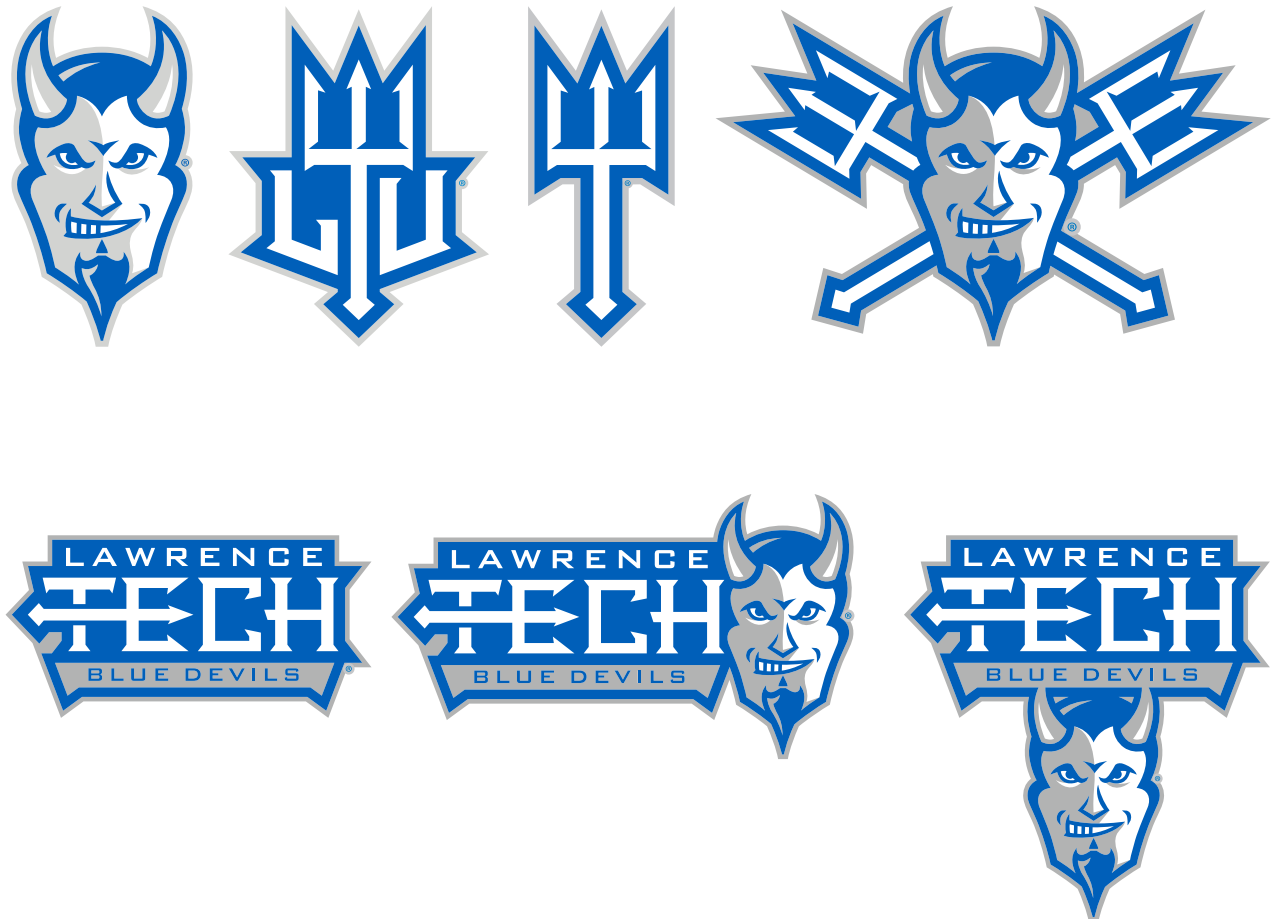
## Blue Devil Logos

Blue Devil Logos are primarily used for athletics and should not be used for academic applications or student organizations. Blue Devil logos are all registered trademarks and cannot be manipulated. The registered mark should appear on all logos

For approval to use one of the Blue Devil logos please contact LTU's **Office of Marketing and Public Affairs** ([mktngpub@ltu.edu](mailto:mktngpub@ltu.edu), 248.204.2208).

All logo usage rules apply to the Blue Devil logos.

The text "Blue Devils" and the Blue Devil graphics should always be used in conjunction with "Lawrence Technological University" or "LTU" to avoid confusion and potential litigation with Duke University's Blue Devils.



## Primary Colors

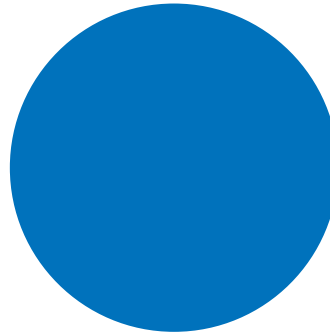
The primary Lawrence Technological University colors of blue and white will be the dominant colors used in print materials, but they can be used in conjunction with a palette of secondary colors.

These colors are given in four formulas: PMS (Pantone Matching System) for spot colors in professional printing.

CMYK (cyan blue, magenta, yellow, and black), the four-color approximation of the PMS colors.

RGB (red, green, blue) for web and screen applications.

Hexadecimal code for web design since the Web cannot accommodate all RGB color combinations.

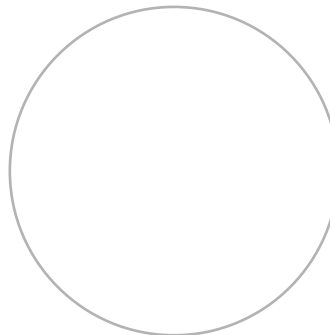


Pantone 300 (LTU Blue)

RGB ..... 0/94/184

CMYK ..... 100/56/0/3

HEX ..... #005EB8



White

RGB ..... 255/255/255

CMYK ..... 0/0/0/0

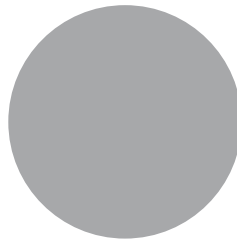
HEX ..... #FFFFFF

## Secondary Colors

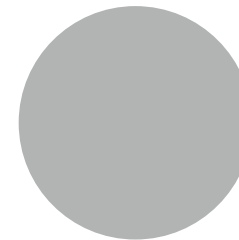
For some applications (such as invitations) metallic silver can be used in place of white.

Other colors that can be used are:

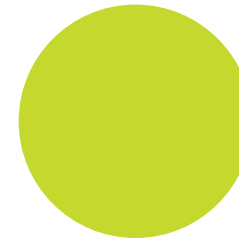
- gray (Pantone 421)
- high-energy green (Pantone 382)
- black



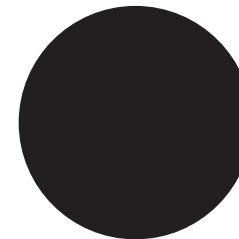
Pantone Silver 877  
Metallic ink, no conversions



Pantone 421  
RGB .....178 /180 /178  
CMYK .....28/20/20/1  
HEX .....B2B4B2



Pantone 382  
RGB .....196 /214/ 0  
CMYK .....22/0/100/0  
HEX .....C4D600



Black  
RGB .....0/0/0  
CMYK .....0/0/0/100  
RICH CMYK .....75/68/67/90  
HEX .....000000

A Lawrence Technological University education creates opportunities for students and alumni. LTU is consistently ranked as Best in the Midwest with top alumni salaries. The two approved taglines reflect this.

The tagline is used on promotional literature as part of LTU's marketing strategy. It is used primarily by the Office of Marketing and Public Affairs in print advertising.

The University's name must appear near the "Blue Devils Dare" tagline so that both are on the same visual plane.

Possible is everything.

Blue Devils Dare

The Shield is used as a component in LTU's secondary logo. It is never to be used on its own.



## The Great Seal

The great seal of the University is the enduring symbol of Lawrence Technological University's authority and mission. The seal is used for conveying and sanctioning documents of a ceremonial, commemorative, or official nature. Generally, the use of the seal alone is reserved for material of great dignity and importance.

Acceptable applications of the seal include diplomas, certificates, transcripts, official literature, presidential invitations and events, and related documents. Any application that may cheapen or degrade the image of the University or its seal is to be avoided.

The great seal was designed in 1934 by Earl Pellerin, the first professor of architecture, and later, the first dean of architecture at Lawrence Tech. The typeface on the seal is Friz Quadrata. The allegorical figure on the left, wearing academic garb, represents "theory," and the figure on the right, controlling a governor on a piece of machinery, represents "practice." The "V" hidden in the foliage above the shield first appeared to signify Allied victory in World War II when many Lawrence Tech alumni, faculty, and students played leadership roles in the region's contributions as the "Arsenal of Democracy." The motto "Theory and Practice" is in English rather than the heroic Latin to signify the bond between the University and its working constituents.

The seal should not be used any smaller than 1/2" in diameter.



## Blue Lawrence

Lawrence Tech's athletic nickname, the Blue Devils, was selected in 1935, the result of a spirited competition led by the student newspaper. Lawrence Tech's Blue Devil is without religious connotation and some early references stated that blue devils were "good" devils. The Blue Devil as a collegiate mascot is relatively rare nationally, although Duke University chose a similar mascot the decade before, honoring the courageous World War I French infantry contingent, the Chasseurs Alpins, nicknamed "les Diables Bleus."

Units of the French Blue Devils in their distinctive blue uniform with flowing cape and jaunty beret sparked public imagination touring the United States to raise money for the war effort. Irving Berlin captured their spirit in song, describing them as "strong and active, most attractive... those Devils, the Blue Devils of France."

To avoid any confusion between Lawrence Tech Blue Devils and the Duke University Blue Devils, the Lawrence Tech name must always be used in conjunction with "Blue Devil" and appear on the same visual plane as any graphic depicting the Blue Devil.

The current incarnation of "Blue," Lawrence Tech's Blue Devil mascot, was developed in 2010 by University Art Director Sofia Lulgjuraj with assistance from members of the Student Government, and student ideas and drawings. He is depicted in a friendly, yet sly and mischievous pose.



Students and student organizations are not permitted to use the University's seal, logo, or tagline unless they are given special permission to do so. Cases in which permission may be granted include use on student projects and for University-approved conferences and presentations.

To seek permission to use the University's seal, logo, or tagline, please fill out the logo request form: **[ltu.edu/logo-request](https://ltu.edu/logo-request)** or contact LTU's **Office of Marketing and Public Affairs** **[mktnngpub@ltu.edu](mailto:mktnngpub@ltu.edu)** 248.204.2208.



## Displays

The University brand logo and tagline should be used prominently on displays, banners, and tablecloths for conferences, college fairs, and events on campus and off. In most instances, the identity should appear in the banner or lead panel of the display.

For assistance with displays, banners, and tablecloths, please fill out the tablecloth/banner/lectern request form: [ltu.edu/tablecloth-request](http://ltu.edu/tablecloth-request).



## Lecterns

The University identity is prominently displayed on lecterns for convocations, symposiums, and other presentations. LTU's Office of Marketing and Public Affairs has a supply of such signage (most of it suitable for travel). To borrow lectern signage, please fill out the tablecloth/banner/lectern request form: [ltu.edu/lectern-request](http://ltu.edu/lectern-request).



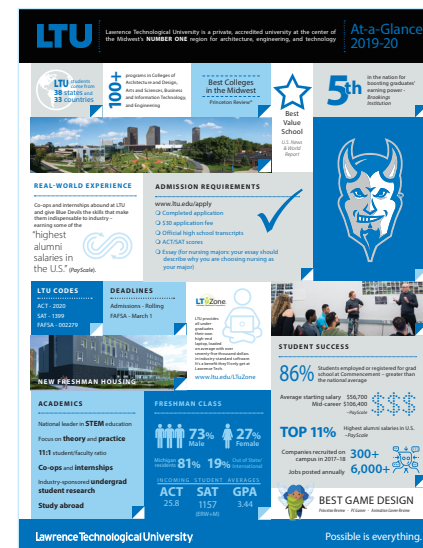
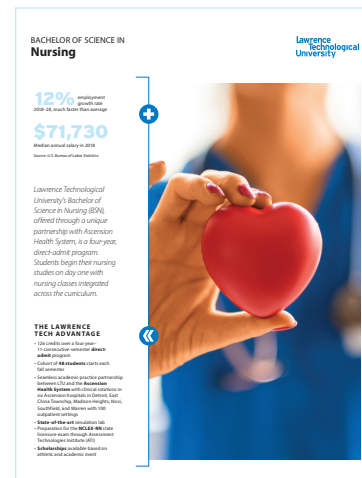
## Publications

Nearly 600 print publications are created annually by LTU's Office of Marketing and Public Affairs. The design style is clean, fresh, and innovative to reflect the LTU brand.

As part of the marketing plan, all publications for prospective students, except for posters, are to carry this copy:

Lawrence Tech offers nearly 100 undergraduate, master's, and doctoral programs in Colleges of Architecture and Design, Arts and Sciences, Business and Information Technology, and Engineering.

To request assistance with creating publications, please fill out the creativeservices request form: [ltu.edu/creative-request](http://ltu.edu/creative-request).



## Advertisements

All advertisements should be created by LTU's Office of Marketing and Public Affairs unless an exception has been made. The 250+ digital and print ads are seen annually by millions of prospective students and their families. Advertisements follow the same design style to ensure brand consistency.

In ads the logotype is printed in PMS 300, black, or reverse. In newsprint, the logo and shield are printed in reverse whenever possible. When the print quality of the publication is likely to be poor, the shield is dropped entirely to avoid problems with legibility.

Ads typically carry the standard promotional copy:

**Lawrence Tech offers nearly 100 undergraduate, master's, and doctoral programs in Colleges of Architecture and Design, Arts and Sciences, Business and Information Technology, and Engineering.**

If there are space constraints, variations of the copy may be used, subject to approval.



Templates

Templates are used to maintain the LTU brand and provide a convenient way for faculty and staff to correspond with colleagues, prepare presentations, plan for events and assist in other aspects of their work. A two-color letterhead template can be downloaded here.

The letterhead template should be printed on the same stock as the professionally printed stationery: Capitol Bond White Light Cockle, 24-pound weight, which can be obtained from the **mailroom** (248.204.3718, [cspensor@ltu.edu](mailto:cspensor@ltu.edu)).

For assistance with templates visit MPA's Resources page or contact LTU's **Office of Marketing and Public Affairs** ([mktngpub@ltu.edu](mailto:mktngpub@ltu.edu), 248.204.2208).

- AVAILABLE TEMPLATES:
- Letterhead (Word doc)
  - Name Tags (Word doc)
  - 7 Powerpoint slide options (jpeg)

	Lawrence Technological University  Jane.Doe@ ABC.Company#	Lawrence Technological University  Jane.Doe@ ABC.Company#	
	Lawrence Technological University  Jane.Doe@ ABC.Company#	Lawrence Technological University  Jane.Doe@ ABC.Company#	
	Lawrence Technological University  Jane.Doe@ ABC.Company#	Lawrence Technological University  Jane.Doe@ ABC.Company#	
	Lawrence Technological University  Jane.Doe@ ABC.Company#	Lawrence Technological University  Jane.Doe@ ABC.Company#	

example of name tag template

## Letterhead

It is the policy of the University that one, generic letterhead be printed and used by all colleges, departments, offices, and units — except for the Office of the President. Only the Office of the President has personalized stationery bearing the president's and office's name.

Letterhead and envelopes are printed in bulk by the Office of Finance and Administration from design files supplied by the Office of Marketing and Public Affairs.

When creating letters digitally, use the two-color letterhead template which can be downloaded at [www.ltu.edu/marketing/templates.asp](http://www.ltu.edu/marketing/templates.asp). All electronically generated stationery should be printed on the same stock as the professionally printed stationery: Capitol Bond White Light Cockle, 24-pound weight, which can be obtained from the **mailroom (248.204.3718, [cspencer@ltu.edu](mailto:cspencer@ltu.edu))**.

**Lawrence  
Technological  
University**

Dr. Patricia Brown  
University of California, Los Angeles Medical Center  
777 Medical Dr.  
Los Angeles, CA 11111

Dear Dr. Brown,

I am the chairman of the 2016 Metropolitan Medical Conference that is being held this year in Miami, Florida on July 5, 2016. I write to invite you to present your groundbreaking research on beta blockers with our conference participants and invited guests. A 30-minute discussion of your work along with a 20-minute question and answer session would add so much to the intellectual landscape of our annual medical conference.

The Metropolitan Medical Association would be pleased to cover your travel and lodging expenses while you visit the conference, in addition to providing a per diem budget during your stay.

Please reply with your answer as soon as you are able so that we may begin making arrangements. I encourage you to contact me with any questions or concerns.

Kind regards,

Dr. Michael Smith, PhD  
Professor  
[example@ltu.edu](mailto:example@ltu.edu)  
248.204.XXXX

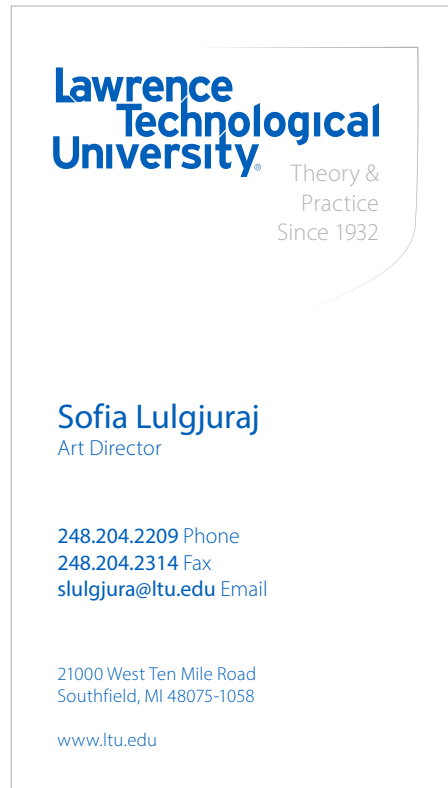
COLLEGE OF ARCHITECTURE AND DESIGN / COLLEGE OF ARTS AND SCIENCES  
COLLEGE OF BUSINESS AND INFORMATION TECHNOLOGY / COLLEGE OF ENGINEERING  
21000 West Ten Mile Road, Southfield, MI 48075-1058 248.204.4000 P 248.204.3727 F [www.ltu.edu](http://www.ltu.edu)

## Business Cards

Business cards are printed by LTU's Office of Marketing and Public Affairs upon approval of the provost or appropriate vice president.

Generic cards are also printed for those staff and faculty who do not need personalized cards.

To order cards please fill out the business card request form:  
**[ltu.edu/business\\_card-request](http://ltu.edu/business_card-request)**.



## Blank Certificates

Generic, blank certificates for awards, citations, and official expressions of gratitude are available from LTU's Office of Marketing and Public Affairs. The certificates are printed with the logo and/or seal of the University in both horizontal and vertical formats.

To place an order for the certificates, please fill out the creative services request form: [ltu.edu/creative-request](https://ltu.edu/creative-request).

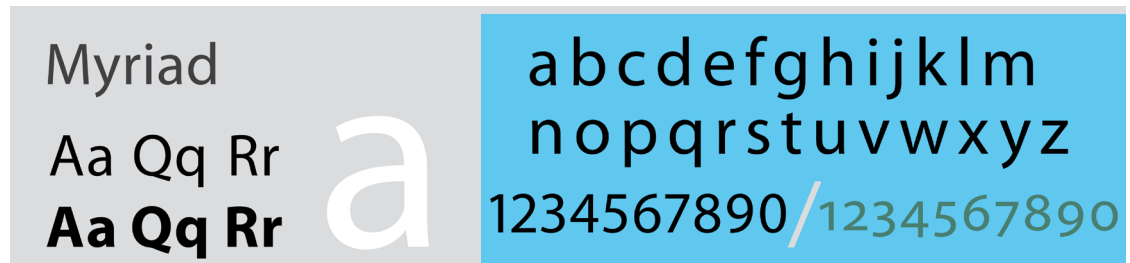




## Primary Font

### MYRIAD PRO

Is a modern versatile san-serif font that comes in many weights as well as true italic.

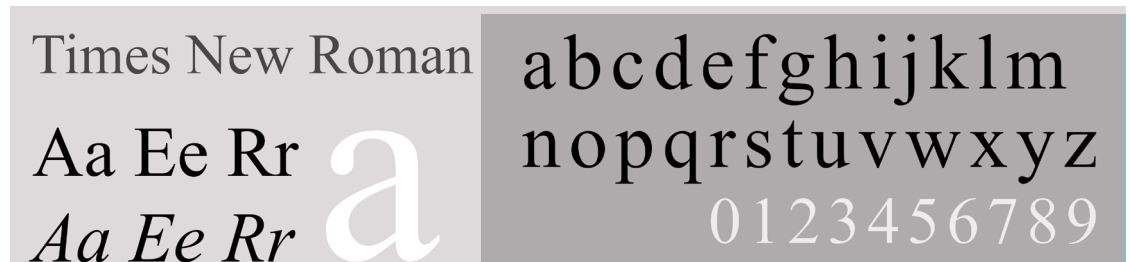


## Secondary Fonts

### HELVETICA

### TIMES ROMAN

Additional fonts may be used for special applications. Any designs diverting from the recommended fonts must be reviewed and approved by LTU's Office of Marketing and Public Affairs.



## Alignment

Type should be set flush left and ragged right, set in upper- and lowercase letters. Hyphenation is acceptable for body copy only, but should be kept to a minimum. All uppercase type may be used for heads and subheads, but never in body copy. Signify importance by using bold upper- and lowercase rather than all uppercase type. However, use bold sparingly in body copy.

## Text Type, Size, and Weights

Most body copy should be set in Myriad Pro regular. Generally 9 pt. type with 11 pt. leading is optimal text size for most publications, but 8 pt. with 10 pt. of leading is also acceptable. Do not use 7 pt or smaller as it is too hard to read.

### DO

#### Flush Left/Ragged Right

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#### Myriad Pro Regular 9 pt. type, 11pt. leading

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#### Myriad Pro Regular 8 pt. type, 10pt. leading

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### DO NOT

#### Justified

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#### Ragged Left

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#### Centered

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#### Myriad Pro Regular 7 pt. type, 8.4pt. leading

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## Italics

Italics should be limited to quotations, headlines, subheads, captions, and highlighted text within the body copy. Italic captions and quotes should contrast against the text in weight. Call-outs or titles that appear in text copy should match the text size and weight being used.

## Spacing

One space — not two — should appear between sentences.

### DO

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Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Ut wisi Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

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*>Lorem  
ipsum  
dolor*

### DO NOT

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*Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.*