

**2007**

Lubbock Christian University

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VISUAL IDENTITY GUIDE

## VISUAL IDENTITY GUIDE

## A LETTER FROM THE PRESIDENT

Among the various responsibilities of the Marketing Communications Department is creating a positive image for the university. They accomplish this through a variety of mediums and efforts, but one of the most visible is their continuous efforts to improve our image in the market place.

In the competitive market of higher education, it is imperative that we continuously improve the delivery and presentation of the messages the university is trying to communicate. I appreciate all the time and effort that have gone into previous marketing efforts. The Visual Identity Guide is one more step in looking for ways to creatively brand LCU.

I urge all departments and individuals on campus to read the information in the guide carefully. Please make a special effort to adhere to the guidelines whenever you are marketing the university.

You are a very important part of this campus. I appreciate your attention to this vital attempt to unify our branding efforts to project Lubbock Christian University in a positive way.

Sincerely,



**Dr. L. Ken Jones**  
President

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## INTRODUCTION

Lubbock Christian University stands out among other universities because of the values that stand at the core of our mission. Namely, the values of learning, character, and citizenship. These values have given the university distinction both privately and publicly and have helped us uphold our long-established reputation as a life-changing university for over 50 years. However, simple mistakes such as misspellings or misuse of the University image can result in damage to this image that so many people have sought to uphold and maintain. I hope that we may begin to acknowledge the importance of protecting our image and reputation by establishing a single, unified visual identity.

As you know, higher education is a very competitive market. In order to maintain an influential place in this market, LCU must tell its story clearly, consistently and effectively. We must promote a positive image to the general public and to our targeted audiences. Therefore, the staff in the Marketing Communications Office has compiled this *Visual Identity Guide* in order that we may unite all University departments to promote a clear and consistent image for our University.

**It is our hope that this style guide will cut down on confusion, help us maintain a clear and consistent visual and editorial identity and meet the growing needs for clear and persuasive communication in the marketplace.**

Obviously, the success of this effort depends on the willingness of our entire faculty and staff to take the time and expend the energy to adhere to the guidelines contained herein. These standards and guidelines have been carefully considered by a number of committees as well as staff and faculty members in order to produce a consistent and holistic presentation of the university and its programs. We believe that you will find them flexible enough for you to creatively accomplish your goals, while straightforward and easy to understand. If you are unsure about any of the guidelines we encourage you to call the MarCom office, and we openly welcome your suggestions.

It is our hope that this style guide will cut down on confusion, help us maintain a clear and consistent visual and editorial identity, and meet the growing needs for clear and persuasive communication in the marketplace. However, this task can only be accomplished with your assistance. Therefore, we sincerely and respectfully request your complete cooperation in adopting these guidelines.

*Sincerely,*



**Warren McNeill**

Director of Public Relations and Marketing Communications

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## EDITORIAL STYLE GUIDE

### University Name Use

Whether you design your own publication or it is designed in by a MarCom staff member, conformity with the following guidelines will help ensure that it is consistent with other campus publications and will help reinforce the campus visual identity.

In formal pieces (invitations and commencement materials, for example) and in first reference in other publications for off-campus audiences, use the university's complete name: Lubbock Christian University.

All variances of names and visual representations of Lubbock Christian University are considered LCU “trademarks.”

In less formal publications and those intended for audiences closely acquainted with the campus, use: LCU. **Do not use:** *Lubbock Christian* to avoid confusion with Lubbock Christian Schools. All variances of names and visual representations of Lubbock Christian University are considered LCU “trademarks.” The university owns these trademarks and carefully manages their commercial use. LCU trademarks are the exclusive property of Lubbock Christian University.

## VISUAL IDENTITY GUIDE

**Typography**

Typography provides the framework for the content of the university's printed communications. Three fonts have been selected for maximum flexibility: a highly legible serif font for body text, Adobe Garamond Pro®, a sans serif display face, Futura®, and the University wordmark font, Trajan Pro®.

These fonts present a distinctive, sophisticated look, modern enough to project the image of a progressive, forward-looking institution, yet conservative and refined enough to demonstrate a sense of tradition and academic authority. The three fonts—along with their complete families of light and bold, roman and italic are recommended for all marketing related publications.

These fonts present a distinctive, sophisticated look, modern enough to project the image of a progressive, forward-looking institution, yet conservative and refined enough to demonstrate a sense of tradition and academic authority.

These fonts will be made available for design projects that extend beyond personal correspondence upon request.

**Typefaces**

Futura® Light

*Futura® Light Oblique*

Futura® Medium

*Futura® Medium Oblique*

**Futura® Bold**

***Futura® Bold Oblique***

**Futura® Extra Bold**

***Futura® Extra Bold Oblique***

Adobe Garamond Pro® Regular

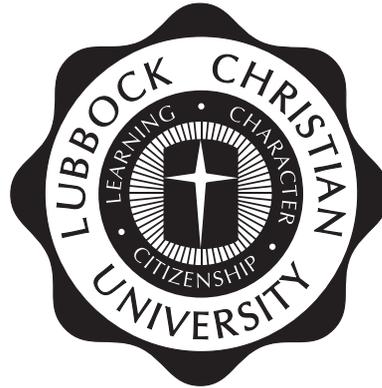
*Adobe Garamond Pro® Italic*

**Adobe Garamond Pro® Bold**

***Adobe Garamond Pro® Bold Italic***

TRAJAN PRO® REGULAR

TRAJAN PRO® BOLD



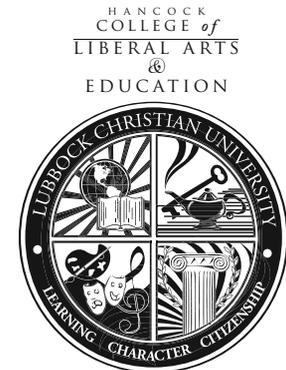
## GRAPHIC STYLE GUIDE

### The University Seal

There is one Lubbock Christian University seal and one seal for each of the university's colleges. The official *Corporate Seal* of LCU is typically reserved for official documents such as certificates, diplomas, transcripts and other academic applications. Other uses will be approved through MarCom and the Public Relations office. The seal should be reserved for only the most formal uses or when it is important that the piece be clearly identified with Lubbock Christian University academics.

When used, university seals should only be reproduced from authorized sources and should not be redrawn, repropotioned, or modified in any way. However, the seal may be printed in any color or tint, but may not otherwise be modified. Colors from the *University Color Palette* are preferred. The *University Seal* may be downloaded from the MarCom website at: <http://www.lcu.edu/LCU/facultystaff/marketing>. College seals may be provided upon request.

All LCU logos, seals, and wordmarks should be used from the original digital files and not be redrawn, repropotioned, or modified in any way.



COLLEGE of  
BIBLICAL STUDIES  
&  
BEHAVIORAL SCIENCES



B. WARD LANE  
COLLEGE of  
PROFESSIONAL  
STUDIES



## VISUAL IDENTITY GUIDE

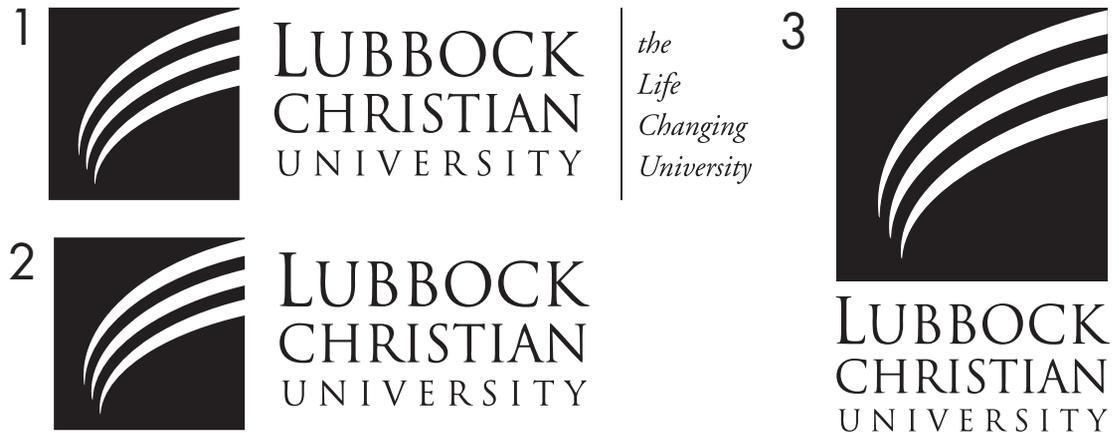
**The LCU Swoosh Box Logo**

The official “swoosh box” logo appears on most every printed piece published for the university. It is an identifying marker and adds to the branding efforts of the institution. The *LCU Swoosh Mark Logo* is identified by a swoosh box icon accompanied by a wordmark—a word used as a logotype that can easily be read and understood at a glance. The swoosh box is a representation of the lines formed by the profile view of the Christian Development Center (CDC). The logotype text “Lubbock Christian University” follows to the right and is set using the Trajan font.

The LCU Logo is recognized in three different formats. In the first format the swoosh box is placed to the left of the wordmark and is then followed by a line and the words “the Life Changing University” set in an Adobe Garamond italic font. The second format is the same as the first only without the line and second wordmark. In the third format the LCU swoosh box is placed above the words “Lubbock Christian University” to create a vertical layout. The third format should only be used when the first or second cannot. The *LCU Swoosh Mark Logo* may be downloaded from the MarCom website at: <http://www.lcu.edu/LCU/facultystaff/marketing>

**Using the LCU Logo**

All LCU logos, seals, and wordmarks should be used from the original digital files and not be redrawn, reportioned, or modified in any way. In certain instances, MarCom and the Public Relations office will approve other uses if the need arises. In any case, the file should be obtained from MarCom or the LCU website.



“Do not use the LCU swoosh without the box around it. Old publications that are using the old LCU logo without the swoosh box should be discarded and submitted to MarCom for immediate redesign.”

### LCU Initials Logo

The *LCU Initials Logo* has three primary designs: One with three-dimensional shading, one with a solid outline, and one with a single-color fill. The *Initials Logo* was designed to replace the *Red LCU Box Logo* with a more modern and updated look and to also display the university's initials in an easily recognizable and readable format. Approved uses of the *LCU Initials Logo* may be utilized by departments, student organizations, and athletic teams. Any application other than those listed above may be coordinated with MarCom.



The LCU Initials Logo will replace the Red LCU Box.



HANCOCK  
COLLEGE *of*  
LIBERAL ARTS  
&  
EDUCATION

COLLEGE *of*  
BIBLICAL STUDIES  
&  
BEHAVIORAL SCIENCES

B. WARD LANE  
COLLEGE *of*  
PROFESSIONAL  
STUDIES

### College Wordmarks

To resolve the growing need for university diversity, the design staff has provided each of the university colleges its own wordmark, to accompany its respective seal.

#### Red LCU Box

In September of 2006, the design committee gathered to discuss transitioning out the *Red LCU Box Logo*, often placed next to the *LCU Swoosh Box*. Although it is a relatively recent design, it is being replaced in favor of the *LCU Initials Logo*.

#### Old LCU Logos

Do not use the LCU swoosh without the box around it. Old publications that are using the old LCU logo without the swoosh box should be discarded and submitted to MarCom for immediate redesign. Use of the old logo is strictly prohibited.

## VISUAL IDENTITY GUIDE

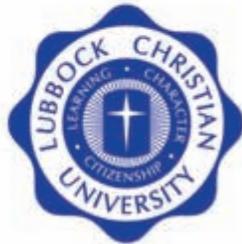
## Inappropriate Logo Uses



Do not use pixelated versions of the logo.



Do not reduce the logo beyond legibility.



Do not use the seal for non-academic purposes.



Do not use old or unauthorized versions of the logo.



Do not squeeze the logo.



Do not stretch the logo

## VISUAL IDENTITY GUIDE

**Athletic Logo Family**

Beginning with the 2007-08 school year, the university will begin using a “family” of athletic marks, designed exclusively for all campus sports teams and spirit squads. It is our hope that this new family will build upon the positive image established by the university in past years and will create greater unity among all LCU athletic branding.

The athletic marks should be used for all sports publications, retail products and sports booster organizations. Their use is encouraged in non-sports related publications, such as student recruitment materials, when appropriate with the overall tone and purpose of the publication. In all cases, the marks may be enlarged or reduced, but may not be altered in any other way.

Furthermore the use of any old or unauthorized athletic logo is reserved for archival use. Any publication bearing the old athletic logo should be submitted to MarCom for redesign. To see a composite of all of the logo designs within the *Athletic Logo Family*, please contact MarCom or visit the department website at <http://www.lcu.edu/LCU/facultystaff/marketing>

It is our hope that this new family will build upon the positive image established by the university in past years and will create greater unity among all LCU athletic branding.

## ADVERTISING POLICY

### **Purpose**

The university recognizes the need to use advertising to effectively promote its offerings of educational opportunities, cultural events, recreational services, athletic events, and employment opportunities to its constituencies.

### **Scope**

This policy applies to all Lubbock Christian University Departments.

### **University Advertising**

All University advertising should be coordinated with MarCom. This includes all forms of paid and free advertising, including print (newspaper, magazine, etc.), broadcast (radio, television, podcasting etc.), Web, billboards, direct mail, movie theatre screens and signage. No advertising commitment should be executed without consultation with MarCom. It is the responsibility of this department to ensure that consistent University design and copy standards are met.

It is the responsibility of MarCom to ensure that  
consistent University design and copy standards are met.

### **Advertising by Outside Companies**

All proposed uses of the Lubbock Christian University name and/or logo in advertising by outside companies should be coordinated with MarCom.

### **Coordination Process**

Proposed advertisements and accompanying information should be submitted to MarCom as far in advance of the planned advertising as possible. It is strongly suggested that ads are requested at least two weeks before the artwork due date. MarCom will attempt to provide faster turnaround when dictated by deadlines.

**Guidelines**

The following guidelines are applicable to any advertisement that is either sponsored by or has an implied sponsorship of Lubbock Christian University.

Advertising sponsored by the university shall be for the purpose of reaching appropriate constituencies to disseminate information about educational opportunities, cultural events, recreational services, athletic events and employment opportunities.

Use of an official university logo is required. The logo must be used in accordance with the university's graphic standards manual. The Director of Marketing Communications must approve any alterations or exceptions.

Any advertising construed as objectionable is strictly prohibited. Types of objectionable elements or content include, but are not limited to: discrimination (either overt or by omission) on the basis of race, color, national origin, gender, disability, or age; profanity, obscenity, lewdness or any suggestions thereof; alcoholic beverages and tobacco products in name, likeness, or implication; and gaming.

No advertising of any sort for products or services outside of the university can appear on any official university web page without permission from the university web manager.

Promotional items (clothing, mugs, golf balls, etc.) imprinted with the University name and/or logo should follow University logo guidelines and be approved by MarCom prior to printing.

## QUESTIONS TO ASK BEFORE PRINTING

Communication objectives can be accomplished in many ways: a brochure, booklet, poster, direct mail solicitation, newsletter, web site, television or radio advertisement, special event, banner, billboard or by many other means. Much of the decision is up to you to decide. The MarCom staff can assist you in making this decision. However, here are a few items you may want to consider beforehand.

### **What do you hope to accomplish?**

What is your message and what response do you hope to elicit? What problem do you hope to solve?

### **Who is your audience?**

What group are you speaking to? What's the best way to reach them? What do you want them to do?

### **What are your deadlines?**

How soon do you need the piece? Is it tied to an event? How long will it take to write, edit, design, print, and mail? Who will be involved and who will need to review, approve, or sign off on the project? Will your audience need time to respond?

### **Are there any similar pieces or events to compare with?**

Should this project share a similar look to other pieces produced by your department? Is there a piece from another university or magazine that conveys the overall look you would like this piece to have? Could this piece be used for more than one purpose?

### **What is your budget for your project?**

This one is simple: How much can you afford to spend? Ask: Do I need a full color print? Does the piece need full bleeds? Do I have the budget to use higher quality papers or die cuts? Would a metallic color add to the overall look of the piece?

### **What kind of paper do I want it printed on?**

Do I want a thick, rough paper with a matte finish or a thin, smooth paper with a slick finish? Is there a sample of a paper that you may want to try?

### **Does this piece need an additional service?**

Do I need a perforated edge or to have it three-hole punched? Should I have the printer add slip-sheets between each group (a slip-sheet is a paper of another color that is added to separate print batches)? Do you want your piece to be a special shape or have a silhouette cut into the piece with a die?

### **How will the material be distributed?**

By mail? Have any required postal permits and the cost of postage been considered? What are the requirements or restrictions of the postal category? Is the piece going to need installation (i.e. signs, posters, banners)? Who is going to do the installation?

## Microsoft Content Management Server

One of the great features of the Lubbock Christian University web site is its use of Microsoft Content Management Server (MCMS) to maintain a consistent look and feel. In accordance with MarCom’s mission to create a brand for the university, the design of any official university web site must remain consistent with the branding principles used in print, video and any other advertising. The use of MCMS supports this mission by allowing content changes to be done by departmental/individual authors, while keeping design elements the responsibility of the webmaster.

All faculty and staff members can request access to change the content of their respective area(s) of the web site. The only requirement is that they be trained in how to edit their pages. To request access or to be trained, you may call or email the webmaster. There are also reference documents that detail how to make changes to your site located online. You can access them from the front page of the LCU web site. Simply roll-over “Faculty & Staff” on the top menu, go to “Services”, then “Marketing Communications”, then “Web site help.”

The design of any official University Web site must remain consistent with the branding principles used in print, video and any other advertising.

## Responsible Departments for Current LCU Websites

Anything under [www.lcu.edu](http://www.lcu.edu), [www.lcudustertoday.com](http://www.lcudustertoday.com), [www.lcucamps.com](http://www.lcucamps.com), [www.lcuchaps.com](http://www.lcuchaps.com), [www.theteenagetightrope.com](http://www.theteenagetightrope.com), or [www.pinespringscamp.com](http://www.pinespringscamp.com) is run by MarCom. All other web sites are controlled by the IT Department, including thePortal, WebCT, IQWeb, and ChapBill. Branding of our multiple web sites will be coordinated through a web design committee with representatives from the IT and MarCom Departments.

## Individual or Unique Site Designs

To avoid the potential confusion other sites have experienced regarding a large variety of site designs under the same name, all [www.lcu.edu](http://www.lcu.edu) sites must remain under Content Management. There is flexibility within the template, however the basic framework must stay the same.

The main exceptions to the consolidated design are “external” web sites not residing under the [www.lcu.edu](http://www.lcu.edu) domain (e.g. [www.lcuathletics.com](http://www.lcuathletics.com), [www.lcucamps.com](http://www.lcucamps.com), [www.theteenagetightrope.com](http://www.theteenagetightrope.com)), but still having a direct connection to Lubbock Christian University. These are still controlled by the marketing department, but are aimed at specific target audiences. If you feel that you have a site that fits in this category, we can bring it to the web committee to discuss the possibility of setting up a unique site. This will most likely include you having to purchase a domain, and possibly take on responsibility for all content changes. The design will still be the responsibility of MarCom.

Also, because the primary purpose of the LCU web site is as a marketing piece, there are limitations to what functionality we will program into your site. While there are many functions that support the web site as a marketing piece, those that primarily are used to make workflow easier will have less priority than those that have a direct marketing mission.

## VIDEO PRODUCTION POLICY

MarCom is dedicated to providing the University with the highest quality print, web, photographic, audio, and video productions. To that end, appropriate planning and time allowances are important factors when considering the creative production of these marketing mediums. For video production in particular, these two factors take on even more significance.

### Stage One

Initial planning begins with a *Pre-Production Meeting* to be conducted **30 working days before** the need for the completion of the in-house video project.

### Stage Two

A *Video Project Summary* will be completed to convey the scope of the project. *Video Project Summary* forms may be downloaded off of the LCU Website.

### Stage Three

MarCom will use your Video Project Summary and through a face-to-face meeting determine the project's feasibility for meeting deadlines and whether any cost will be associated with the project.

### Stage Four

Once the timeline and cost estimates have been established, Production of the video will begin.

### Stage Five

Following production, the project will be submitted for Proofing and Approval.

### Stage Six

After the project has been approved, Production will be complete, and if necessary, any duplication will take place.

### Questions to Ask Yourself Before Making a Video

- How long do you expect the completed video to be?
- Who will be responsible for the copy?
- What is the target audience of the video project?
- Will voice-overs or on-screen personalities be necessary?
- Where will the video be shot?
- What will be the style of the video? What other video(s) would you like to simulate?
- What will be the final format and quantity of the project?
- What are the potential uses for this video?

### Video Timetable

The following timeline is linear and will be used for all video projects. Each stage must be completed before work on the next stage begins.

<b>Stage One</b>	Pre-Production Meeting
<b>Stage Two</b>	<i>Video Project Summary</i> Submitted
<b>Stage Three</b>	MarCom Bid Timeline Submitted
<b>Stage Four</b>	Production Begins
<b>Stage Five</b>	Project Proofing and Approval
<b>Stage Six</b>	Production Complete
<b>Stage Seven*</b>	Duplication Begins

*\*Subject to Necessity*

## STATIONERY

### Ordering Business Cards, Letterhead, Envelopes

When it comes to faculty/staff on the Lubbock Christian University campus ordering business cards, letterhead or envelopes, there are a couple of simple options available in order to do so. Please take a look at the following specifics on each:

Ordering personal business cards, department letterhead or envelopes for all members of the Lubbock Christian University faculty/staff can be done via the LCU website. Follow these simple steps in order to get your stationary order submitted:

- Go to the "Faculty & Staff" section of the website and when clicking you will see a drop down menu.
- Under "Services" click on the "Marketing Communications" option.
- You may then select the appropriate form for the order which you are placing.
- Upon filling out the requisite form, simply click on "submit" and the order will be placed

The usual time frame to receive your order once it is placed with the printer is one to two weeks. Keep in mind that all stationery is designed for the entire campus and there are limitations as to what you may include. Basically, the order form entries will include the items that are available to you.

### For Business Cards Only

After receiving your initial order you will receive an e-mail "proof" to look over. At that time you will have the opportunity to make changes to your card or simply state that it is "ready to print." The cards will be processed and ordered from the vendor.

## ELECTRONIC FILES

### Campus Maps

The MarCom office houses the electronic files of the university's campus maps which are frequently updated to include all of the newest buildings and additions to the university's property. To obtain a copy of a University Map, please contact MarCom.

### Presentation Materials

As formerly mentioned, MarCom does not design materials for classroom or internal departmental use. However, we do provide a few PowerPoint template slides for institutional use. These are the slides that are used as the background slides for chapel and other university presentations and may be used for the classroom, conferences, or other public gatherings in which LCU faculty or staff are speaking. PowerPoint slides may be downloaded off of the LCU website.

### Letterhead

A digital copy of the university's letterhead may be obtained from the website for digital and print use.

### Fax Cover Sheets

Official University Fax Covers Sheets are also available on the LCU website and may easily be downloaded for use.

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## VISUAL IDENTITY GUIDE

### **Working With MarCom**

On campus, you can get design and editing help in MarCom. Because MarCom does not charge for its work (except in the case of certain video projects) departments are served on a first-come, first-serve basis. Hence, the importance of planning ahead cannot be overstated. MarCom is a university resource that seeks to serve your needs now and in the future. Helping you accomplish your departmental goals helps us achieve our goals of service, quality, and brand management.

MarCom operates a complete graphic arts center, photography studio, and web design studio, providing expertise and assistance for materials used in marketing publications for external audiences. The department seeks to ensure that communications are strategic and accurate and adhere to all campus editorial and graphic standards.

### **Printing**

MarCom operates much like a design firm for the institution. Functioning in this capacity allows the University to utilize the department's talents and expertise in the fields of design and production, while utilizing the expertise of others for print work. Because we do not print our work in-house, we must rely upon outside assistance for meeting our printing needs. We believe that this offers our clients the most for their money and ensures professional quality material that meets with the highest printing standards. However, this process influences three (3) major aspects of the print delivery process: cost, timing and delivery.

### **Cost**

Our estimates are calculated on fair market standards and include the collection of two (2) to three (3) bids from outside print companies. Print costs fluctuate frequently and are determined by many variables, which makes both estimating and identifying specific cost per sheet prices difficult for our MarCom Staff. Our hope is to provide you with an excellent product and we understand the importance of doing so in a cost-efficient manner. It is our goal to ensure that your department is provided with the highest quality for the lowest price.

### **Text Proofs**

Though we are committed to helping you in all ways possible, we CANNOT be relied upon to proof for accuracy of content, spelling, or grammar. All proofing is the responsibility of the client. Your signature or stamp of approval on the final printed proof is our authorization to proceed with production of the jobs reflected on the Final Proof. Any corrections made after production has started will result in additional costs that will be charged to the customer and can delay the final delivery date. Please read your Final Proof document carefully to ensure correct content.

### **Timing and Delivery**

The MarCom Designer in charge of your project will provide you with a firm date on the Final Proof of your project and then a tentative date (+ or - 3 days) on the final completion of the project. Again, because we collect bids from outside sources we have no guarantee on the final date of the project's completion other than that given us by the printer. Delays in returning your Final Proof or significant changes to the design will result in delays in delivering your job.

### **MarCom Limitations**

Due to the high volume of designs and productions created in MarCom, per University policy there are limitations to the reach of our services. MarCom does not help with materials for classroom, office or departmental use (course syllabi, texts, departmental memoranda), departmental newsletters (for internal audiences), administrative documents, academic publications (research reports, monographs, journal articles, materials for conferences or public service gatherings), or non-LCU supported Web sites or organizations.

### **Promotional Piece Approval**

Any promotional pieces sent out by the University (i.e. brochures, flyers, posters, billboards, etc.) must be approved by MarCom and the Public Relations office. This includes anything that will be distributed beyond personal correspondence to a few individuals for the purpose of recruitment or general public awareness (See page 14).

## VISUAL IDENTITY GUIDE

**Color Palette**

One element that we strongly believe will help us accomplish our goals of clarity and consistency in branding is the implementation of a *University Color Palette*. A consistent visual identity is dependent upon the consistent use of color.

If you intend to use text, bars, lines and other graphic elements in your design, then you are encouraged to select from the colors on this page. Use of these colors will help to make your pages consistent with LCU's web page, print publications and other visual media. All colors on this page have been provided in four formats, two for print use and two electronic designations: Pantone and CMYK for print, and Hex and RGB for web and other electronic uses.

In addition to the colors listed, black and white may also be incorporated as both accents and primaries in designs. Also, the hue of these colors may be lightened, but not darkened for use as other accent colors. However, lightening the red hues is discouraged.

The *University Color Palette* has been created for print and web graphic uses only. Other colors on the color palette are not to be confused with the school colors which are still blue and white, with occasional red accents.

	COLOR	PANTONE	HEX	RGB	CMYK
	<b>BLUE</b>	072C	#10147E	16, 20, 126	100, 88, 0, 5
	<b>DARK BLUE</b>	2757C	#0B1560	231, 88, 37	100, 82, 0, 30
	<b>TAN</b>	7527C	#EDE7DD	237, 231, 221	0, 2, 6, 7
	<b>GOLD</b>	4515C	#CBB677	203, 182, 119	0, 9, 50, 24
	<b>RED</b>	186C	#F20017	242, 0, 23	0, 100, 81, 4
	<b>DARK RED</b>	1807C	#B70005	183, 0, 5	22, 99, 91, 8

Use of these colors will help to make your designs consistent with LCU's web page, print publications and other visual media.



LUBBOCK  
CHRISTIAN  
UNIVERSITY

*the  
Life  
Changing  
University*