WHY WE BRAND

Graphic identity marks are symbols created to support the public recognition of an institution, organization or corporation. Each day we see graphic marks that bring recognition to name-brand products or services. Universities employ identifying marks to develop recognition among students, alumni and the greater community.

This Guide for Designers is an assembly of practices for properly using the graphic identity marks that represent Pacific Lutheran University. This guide outlines which graphic identity marks can be used and how they are best applied. There are also resources regarding web usage and athletics branding.

Official PLU logos are available for download under the quicklink box at: www.plu.edu/com

For athletic brand art, please contact vedderdd@plu.edu

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THE PLU ROSE WINDOW

The PLU rose window is the iconic symbol of the university. It represents the history and tradition of this institution and speaks to our Lutheran heritage. It is a symbol that connects the students of today with generations of alumni. It is best utilized prominently in development, alumni or in administrative documents. We do not recommend using it for the web or for admission material due to reproduction and religious messaging.

THE PLU ROSE WINDOW BRANDS

The PLU signature brand with type lockup are considered one unit and should never be separated, cropped, re-sized or distorted in any way.

EXAMPLES OF UNACCEPTABLE USAGE

Do not:
- Crop
- Resize individual elements
- Change placement
- Screen back color
- Change the color
- Maintain contrast

PRIMARY COLORS BLACK OR WHITE

The rose window signature can be reversed out of a color or printed using black. The only time when it can be a color other than black or white is when it is being used on a one color job, or on the PLU official stationary.

COLOR USAGE

BLACK

WHITE
Please allow a minimum of two times the height of the letter “P” in “Pacific” in clearance around all sides of signature.

PLU SIGNATURE USED ON PLU OFFICIAL STATIONERY

The PLU stationary system uses PMS 188 and black. This is only place where the PLU signature can be printed in a color other than black.

WEB USE

The PLU rose window signature is rarely used for the web. We recommend that people use the PLU type signature first (SEE PAGE 8) or make sure that the reproduction quality of the brand on the web or email publications is of the highest quality.
THE PLU TYPE BRAND

The PLU type brand is less iconic than the rose window, but is the main identity used for the Office of Admission and on the web. It represents a more contemporary approach to the PLU brand.
SECONDARY COLOR PALETTES

PRINT (PMS)

<table>
<thead>
<tr>
<th>TINT</th>
<th>10% Black</th>
<th>10% Tint</th>
<th>20% Black</th>
<th>PMS 318-2</th>
<th>PMS 75-2</th>
</tr>
</thead>
</table>

WEB

<table>
<thead>
<tr>
<th>TINT</th>
<th>25% Black</th>
<th>75% Black</th>
<th>543a09</th>
<th>c8422e</th>
</tr>
</thead>
</table>

Used for Admission web site and marketing material.

BRAND SPACING

Please allow a minimum of three times the height of the letter “P” in “Pacific” in clearance around all sides of signature.
THE PLU ATHLETIC BRANDS

The PLU athletic brand was redesigned in the summer of 2011. It is now the main brand for the Department of Athletics and has replaced the Lute oval-and-script “Lute” word mark.
**COLOR USAGE**

**PRINT**
- COATED CMYK: Black
- CREAMY WHITE: Black

**WEB**
- ILLO: Gold 1024, Silver 1212, White 1001 and Black 1000.

**THREAD COLORS**

**Primary Thread Colors**
- Madeira - gold 1024, silver 1212, white 1001 and black 1000.

**Alternate Thread Colors - Grayscale**
- Madeira - silver 1212, white 1001 and black 1000.

All representations of the logos must have gold 1024, silver 1212, white 1001 and black 1000. No other color substitution may be made.

**EXAMPLES OF UNACCEPTABLE USAGE**

**DO NOT RESIZE INDIVIDUAL ELEMENTS**

**DO NOT CHANGE INDIVIDUAL ELEMENTS**

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**THE PLU ATHLETIC BRAND SECONDARY MARKS**

- **ATHLETICS**
- **BASEBALL**
- **BASKETBALL**
- **CREW**
- **CROSS COUNTRY**
- **FOOTBALL**
- **GOLF**
- **SOFTBALL**
- **SPORTS MEDICINE**
- **SWIMMING**
- **SPORTS MEDICINE**
- **TRACK & FIELD**
- **TENNIS**
- **VOLLEYBALL**
- **ROWING**
- **NAMES FITNESS CENTER**
- **FOOTBALL**
- **BASKETBALL**
- **CREW**
- **CROSS COUNTRY**
- **FOOTBALL**
- **GOLF**
- **SOFTBALL**
- **SPORTS MEDICINE**
- **SWIMMING**
- **SPORTS MEDICINE**
- **TRACK & FIELD**
- **TENNIS**
- **VOLLEYBALL**
- **ROWING**
- **NAMES FITNESS CENTER**
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- **BASKETBALL**
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- **TENNIS**
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- **ROWING**
- **NAMES FITNESS CENTER**

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**FONT USAGE**

**BOUTON MEDIUM**
- abcdefghijklmnopqrstuvwxyz
- ABCDEFGHIJKLMNOPQRSTUVWXYZ
- 12345678910

This font is used in the text of both the “LUTES” and the “Pacific Lutheran University” lines, as well as the sports/teams titles such as “FOOTBALL” or “ATHLETICS.”

**FRUTIGER BOLD CONDENSED**
- abcdefghijklmnopqrstuvwxyz
- ABCDEFGHIJKLMNOPQRSTUVWXYZ
- 12345678910

This font is used when the text “Pacific Lutheran University” is too small and readability is an issue. Embroidery is an example.

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**THE PLU ATHLETIC BRAND SECONDARY MARKS**

**PLU**

PACIFIC LUTHERAN UNIVERSITY
BRAND USAGE EXAMPLES

UNIFORMS AND TEAM ACCESSORIES

ARTWORK REQUESTS

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