



LANGSTON  
UNIVERSITY

Brand Standards Guide



# THE LANGSTON UNIVERSITY BRAND

What is a brand?

It's how you're perceived by others. It's your *reputation*.

For Langston University, it's everything we do and say—  
from the way we treat visitors on campus to the way  
our communication pieces look. It all has an impact  
on our reputation, good or bad.


And we want to make sure all of our actions  
have a *positive* impact on our brand.

The Langston University brand represents a rich history. Founded in 1897, Langston is the only Historically Black College and University (HBCU) in the state of Oklahoma, and the westernmost HBCU in the United States. But our brand doesn't just honor the past; it celebrates a bright future. After all, what started with an initial budget of \$5,000 and an enrollment of 41 has today grown into a diverse public university with nearly 20,000 alumni worldwide.

At the core of our brand—our reputation and character—is pride and determination, courage and strength. These attributes define the school's very existence, from our grassroots founding to our unlimited potential. We have new leadership and a fresh energy on campus. But more importantly, we have a renewed passion and focus on helping our students reach deep within themselves to find the one thing that will set the course for the rest of their lives. We see the lion inside. And we have everything they need to develop it.







While our school is rooted in tradition, Langston is experiencing an exciting rebirth. In order to reflect the new energy on campus, the look and feel of our communications have also been refreshed.

Updated Langston University and “LU” logos, a modernized lion mascot and a new “Find the Lion In You” advertising campaign have been developed to better communicate our brand attributes of courage, loyalty, strength, pride, and determination. Proper use of these new communication tools is an essential part of building a successful brand for Langston University. As a member of the Langston family, it is your responsibility to help ensure this happens.



### Approved Logo Versions

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Langston University has two approved logo versions: the Primary University Mark and the LU/Lion logo. Most communications should feature the Primary University Mark. The LU/Lion logo is used for athletics and select other promotional materials such as clothing. When in doubt, use the Primary University Mark.

In some cases, the Langston Lion may be used as a design element. However, this is never to be used as a substitute for the full logo.

*Note: The LU mark without the Lion is reserved for football helmets only and should never be used in any other application.*



**LANGSTON**  
UNIVERSITY

Primary University Mark



LU/Lion Logo



Langston Lion

Alternative Marks



Football Helmets Only



### Logo Safe Area

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It is very important to provide sufficient space around the official Langston University and LU logo designs to ensure that the logos remain clearly visible and uncluttered by neighboring design elements. At minimum, the logos must have a safe area of one "L-space" (.25") on all sides.







### Preferred Usage

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When possible, the Color Version of the Langston University or LU logo is recommended. The Color Version may only be used, however, if the background and material on which the logo is displayed does not negatively affect or compete with the Langston orange (Pantone 165) or Langston blue (Pantone 294) in the logo.

Full Color



One Color



Black and White



Reversed



Reversed Color







## Dark Backgrounds

If the logo is on a dark background, then the Reversed Color Version or Reversed Version should be used. If the logo is on a background or material that negatively affects or competes with the Langston Orange (Pantone 165) or Langston Blue (Pantone 294), only the Reversed Version should be used.





## Logo Size

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Good design should dictate the size of the Langston University and LU logos as they relate to the rest of the piece. Readability should never be sacrificed, and the width should never be smaller than the listed lengths.

### Minimum Sizes

1.5" wide



2" wide



1" tall



.75" tall



## Logo Colors

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The usage of the logo should dictate what color mix to utilize. For print pieces, you may use either the Pantone or CMYK values, but using the Pantone color is recommended, as it maintains consistency across different collateral pieces. If a digital piece is needed, use the RGB values.

### Pantone

**Pantone  
294**

**Pantone  
165**

### CMYK

**C: 100  
M: 86  
Y: 29  
K: 22**

**C: 0  
M: 74  
Y: 94  
K: 0**

### RGB (Digital Use)

**R: 27  
G: 54  
B: 104**

**R: 242  
G: 104  
B: 42**





## Incorrect Usage

Do not alter the Langston University or LU logo in any way. This includes, but is not limited to, adding shadows, adding additional wording, stretching, skewing, squishing, Photoshop filters, using only part of the logo, changing, modifying the type, etc. The proportion, spacing and positioning of the type and graphic elements of the logos should always remain consistent with the Approved Logo Versions.



Adding Drop Shadows



Including  
Additional Wording



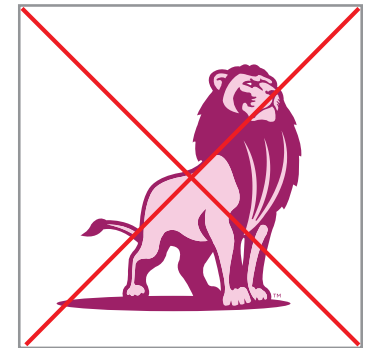
Stretching



Squishing



Changing Typography



Changing Colors



Adding a Bevel  
or Embossing



Using an Incomplete Logo



Adding a Glow



Changing the Orientation



Cropping



Outlining



Recreating



Using a White Box



Reconfiguring



Outlining



Reversing or Flipping



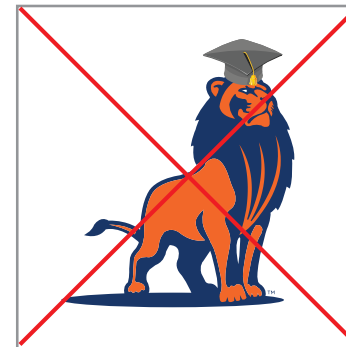
Using Over a Busy  
Pattern/Photo Background



Replacing the Lion or  
Adding to the Logo



Clashing Background



Adding to the Lion



## Approved Fonts

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There are two typefaces (fonts) approved for use on Langston University printed materials: Bembo Std and Gotham.

Bembo is a serif font that may be used for more scholarly-type applications.

For a more sleek and modern look, use the Gotham typeface.

For emails, please use the web-safe font Arial.

You should rarely need to use the approved fonts smaller than 10 points or larger than 12 points.

## Bembo Std (Standard) • Serif

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz*

Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Semibold Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz*

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Bold Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz*

Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Extra Bold Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz*



## Gotham • Sans Serif

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz*

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

*Italic Bold*

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz***

## Arial • Email Only

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz*

**Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

*Bold Italic*

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz***









