



FREED-HARDEMAN

U N I V E R S I T Y

LOGO CATEGORIES AND TIERS

CATEGORIES

UNIVERSITY BRAND



ATHLETICS



GROUPS / ORGANIZATIONS



CAMPUS SERVICES

Lion's Pride
DINING SERVICES

Lion's Pride
DINING

Lion's Pride
CATERING

Lion's Pride
COFFEE HOUSE

Lion's Pride
MARKETPLACE

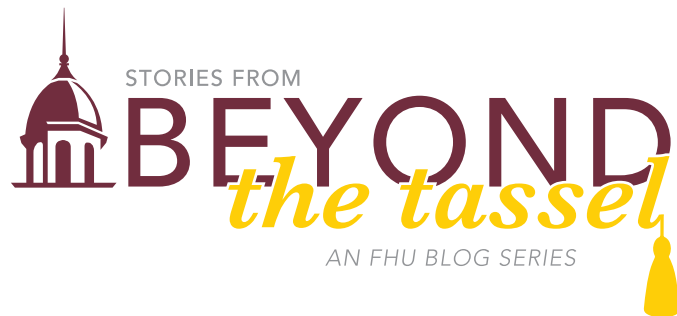
KC's
café
LION'S PRIDE CATERING

ACADEMICS



FHUTHEATRE

CAMPUS INITIATIVES



EVENTS



CAMPS

HORIZONS

MSYC
MID-SOUTH YOUTH CAMP

SPECIAL REQUESTS



TIERS

TIER 1

Leverages the University Brand equity. Useful across multiple departments within the same division. Provides a consistent look across all marks. Generally used where the mark would be sustainable long-term.



TIER 2

Identifies a specialized look while clearly associating with FHU. Look may be unique to demonstrate the uniqueness of what it represents. Generally used where the mark would exist over a moderate period of time (5 years or less).



TIER 3

Used where the program is unique into and of itself. May or many not include identity directly related to FHU. Use tends to be over a moderate period of time.

