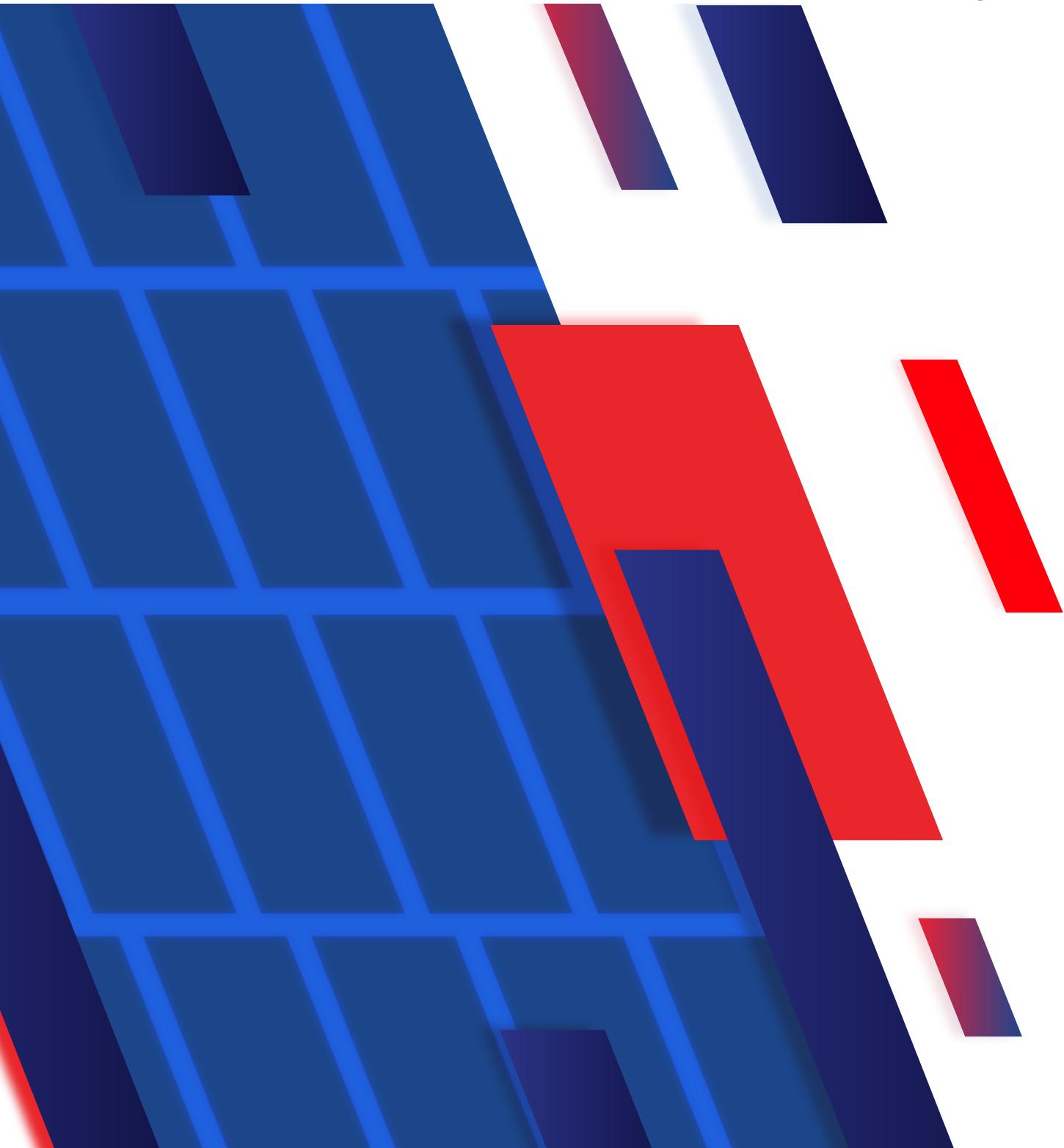


Branding Guidelines for Lamar Institute of Technology



*Revised: August 2023*



MEMBER THE TEXAS STATE UNIVERSITY SYSTEM™

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## CONTACT

**Hannah LeTulle**  
*Director of*  
**Communications &**  
**Marketing**  
**[hmlletulle@lit.edu](mailto:hmlletulle@lit.edu)**  
**409-245-8283**



# CONSISTENT VISUAL IDENTITY

The Lamar Institute of Technology (LIT) brand is one of our most valuable assets and defines who we are and what we do. This manual is a resource guide for all members of the LIT community and the vendors who work with LIT. This guide helps ensure all parts of the Institute are working together to communicate with a unified visual identity. Consistency is the number one factor for developing a successful brand identity. Included are general guidelines for the LIT brand as well as specific directions for the application of related elements.

The Lamar Institute of Technology manual dictates that all printed and electronic material intended for internal/external audiences must be developed and produced under the guidance of the Communications and Marketing Department. This department is charged with the responsibility for the interpretation and control of all institutional graphics. For additional information on LIT's visual standards, please contact (409) 245-8283 or email [marketing@lit.edu](mailto:marketing@lit.edu).

## MISSION STATEMENT

*Lamar Institute of Technology provides innovative teaching and learning for tomorrow's workforce.*

## ACCREDITATION STATEMENT

*Lamar Institute of Technology is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award associate degrees. Degree-granting institutions also may offer credentials such as certificates and diplomas at approved degree levels. Questions about the accreditation of Lamar Institute of Technology may be directed in writing to the Southern Association of Colleges and Schools Commission on Colleges at 1866 Southern Lane, Decatur, GA 30033-4097, by calling (404) 679-4500, or by using information available on SACSCOC's website ([www.sacscoc.org](http://www.sacscoc.org)).*

## EQUAL OPPORTUNITY STATEMENT

*Lamar Institute of Technology is an equal employment opportunity/affirmative action educational institution and employer. Faculty and staff members are selected without regard to their race, color, creed, sex, age, disability, or national origin, consistent with the assurance of compliance with Title VII of the Civil Rights Act of 1964; Executive Order 11246 as issued and amended; Title IX of the Education Amendments of 1972, as amended; Section 504 of the Rehabilitation Act of 1973; Civil Rights Act of 1991; Title I of Americans With Disabilities Act.*



## OFFICIAL COLORS

### PMS 072

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**RGB:**

R30 G68 B141

**HEX COLOR:**

1e448d

### PMS 485

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**RGB:**

R236 G32 B39

**HEX COLOR:**

ec2027

### PMS 300

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**RGB:**

R28 G117 B188

**HEX COLOR:**

1c75bc



## OFFICIAL COLORS

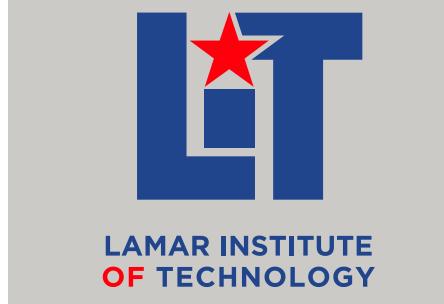
### COLOR VARIATIONS FOR LIT LOGO

- Use only the official primary school colors of 1e448d **Blue** and ec2027 **Red** when the logo is presented in 2-colors.
- The **"STAR"** and the **"OF"** must be in Red when using the two-color version.



LAMAR INSTITUTE  
OF TECHNOLOGY

White Background



LAMAR INSTITUTE  
OF TECHNOLOGY

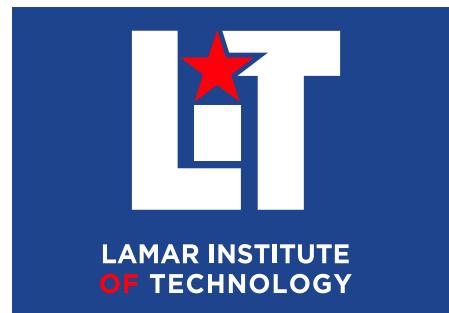
Example on background

### EXAMPLES FOR USING DARK BACKGROUNDS ARE BELOW:

- Use the official primary school color of **485 Red** and **White** when presenting the logo on dark backgrounds.



Black Background



Blue Background



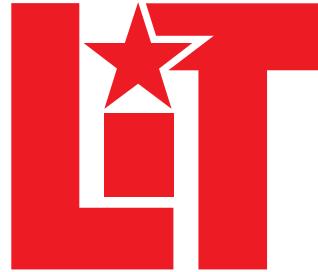
## ONE COLOR AND REVERSE LOGOS

### ONE-COLOR LOGO SAMPLES ARE BELOW:

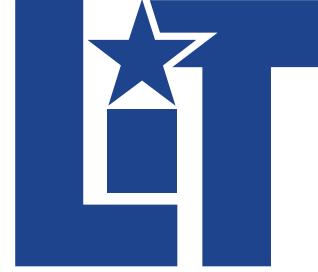
**It is preferred that the two-color logo be used whenever possible.** If two colors are not available in the production process, the preferred colors are 1e448d Blue and ec2027 Red, or Black.



LAMAR INSTITUTE  
OF TECHNOLOGY



LAMAR INSTITUTE  
OF TECHNOLOGY



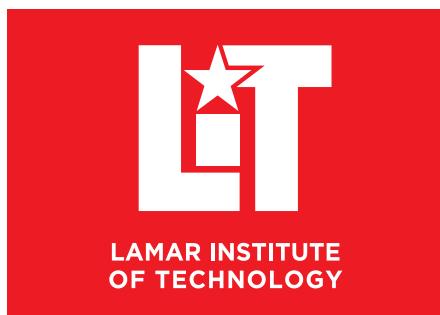
LAMAR INSTITUTE  
OF TECHNOLOGY

### REVERSE VARIATIONS OF LOGO BELOW:

- White (reverse) should be used on backgrounds that are darker than the equivalent of 50% black.



LAMAR INSTITUTE  
OF TECHNOLOGY



LAMAR INSTITUTE  
OF TECHNOLOGY

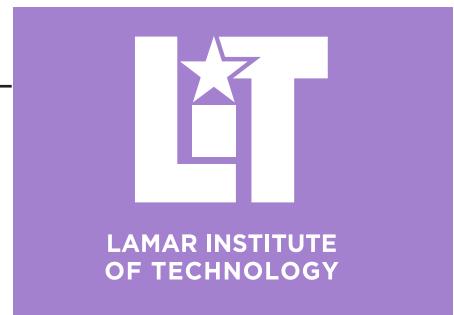


LAMAR INSTITUTE  
OF TECHNOLOGY



LAMAR INSTITUTE  
OF TECHNOLOGY

Reverse  
should not be  
below 50%.



LAMAR INSTITUTE  
OF TECHNOLOGY



## LOGO VARIATIONS

### APPROVED ARRANGEMENTS AND SIZES

The logo should appear in all LIT publications and printed materials. It should not be reproduced less than 1/2 inch in size at its greatest height.

The formal arrangement of LIT's full name is available in three configurations for design flexibility.



The logo shouldn't appear smaller than 1/2" on printed literature

- Vector files, or files with an EPS extension, are to be used if the logo is needed for large-scale production.

### THREE PREFERRED ARRANGEMENTS

**Whenever possible use the three preferred arrangements. Occasionally other formats may be necessary.** Please address questions to the Communications and Marketing Department, 409-245-8283.

Horizontal:



Vertical Stacked



# THE TSUS SIGNATURE

## TEXAS STATE UNIVERSITY SYSTEM USAGE REQUIREMENTS

Must use the actual TSUS signature file from the website. Do not simply type the words for the TSUS signature. Download from <http://www.tsus.edu/news/graphic-resources/member-logos.html> or request from the Communications and Marketing department.

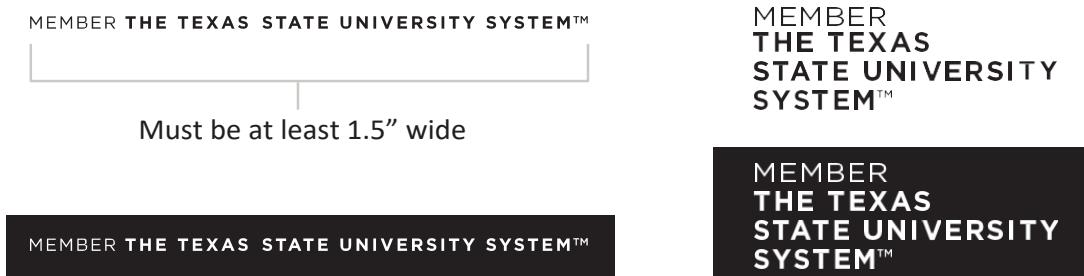
The complete signature of the Institute reflects LIT's membership in the Texas State University System.

The primary configuration, as represented in this guide with no modifications, must appear on the front or cover of all published documents produced by LIT. **Exception:** When using an artist's work on the cover, the primary configuration may be included on the back of announcements and promotions, postcards, greeting cards, internal note cards, invitations, and calendars.

TSUS signature must appear on the first page (in addition to the front or cover) of all LIT documents and publications that contain more than six pages; be clearly displayed on all types of external advertisements and signage.

If needed to accommodate publication design, the secondary configuration may be used as an alternative to the primary configuration.

## PRIMARY CONFIGURATION FOR TSUS SIGNATURE



## SECONDARY CONFIGURATION FOR TSUS SIGNATURE





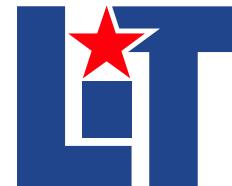
## LIT LOGO WITH TSUS SIGNATURE

### LIT LOGO WITH TSUS SIGNATURE

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- Below are sample versions of the LIT logo with the TSUS signature.

Allow space  
between LIT  
Logo and TSUS  
signature



LAMAR INSTITUTE  
OF TECHNOLOGY  
MEMBER THE TEXAS STATE UNIVERSITY SYSTEM™

Never reduce smaller than 1.5" in width on the TSUS signature.

Allow space  
between LIT  
Logo and TSUS  
signature



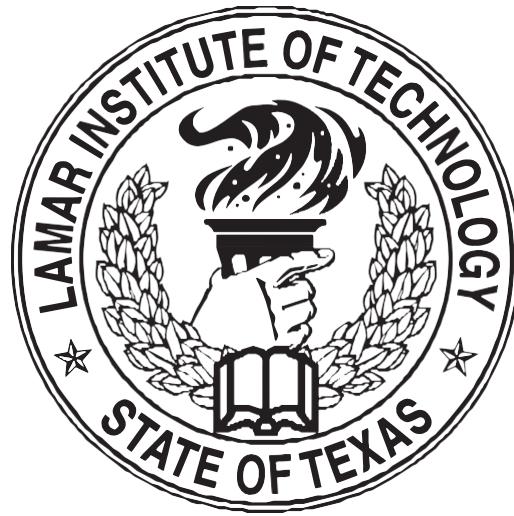
Do not use the  
secondary TSUS Logo  
right next to LIT logo



**APPROVED LIT SEAL AND USAGE**

The design of the formal, traditional seal emphasizes LIT's relationship with the State of Texas. The torch is a symbol of knowledge and the book represents LIT's ability to maintain flexibility in its programs. The use of the seal should be reserved for special resolutions, commencement programs, official publications, certificates, and legal documents.

The seal is to be used only for official business of LIT. It is designed to function as a stamp of validation and not as a logo.

**APPROVED USAGE OF SEAL**

- Special resolutions
- Diplomas
- Commencement related items
- Official publications: Letters of certification, Transcripts, Grant applications, Course catalogs
- Academic certificates
- Legal documents

**NON-APPROVED USAGE OF SEAL**

- Stationery, email signatures or forms
- Business cards
- Program publications
- Printed material: magazines, flyers, brochures, newsletters, etc.
- Ads: Television, print, web
- Materials that publicize a facility event or service
- PowerPoint presentations
- Merchandise available for sale
- Signage
- Websites
- Videos

The seal shouldn't appear smaller than 1/2" in diameter.



The seal may be embossed or printed in PMS 274 Blue, PMS 485 Red, or Black. Reversed (White) on backgrounds that are darker than the equivalent of 50% black.



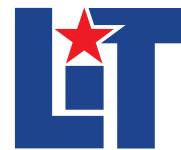
## LIT APPROVED TYPEFACE

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LIT has an official typeface for the logo.

**Arial Bold** is used for the Institution's name with the logo.

To create consistent use of the LIT logo please use the supplied logo files on the forms drive or contact Marketing and Communications at 409-245-8283



**LAMAR INSTITUTE  
OF TECHNOLOGY**

## PRIMARY TYPEFACE

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### Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## SECONDARY TYPEFACE

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### Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz



## LIT LOGO USES - VIOLATIONS

### EXAMPLES OF UNACCEPTABLE USES

- Use the logo artwork as is. Don't combine with another artwork or change the typeface of the logo.
- Do not manipulate or display the logo in an unusual manner. Following these guides will ensure the LIT's image will be consistent.



~~LAMAR INSTITUTE  
OF TECHNOLOGY~~

Never use unapproved color combinations



~~LAMAR INSTITUTE  
OF TECHNOLOGY~~

Never use different typefaces



~~LAMAR INSTITUTE  
OF TECHNOLOGY~~

Never add elements to the LIT logo



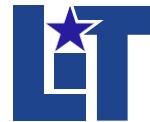
~~LAMAR INSTITUTE  
OF TECHNOLOGY~~

Never realign elements of LIT logo



~~LAMAR INSTITUTE  
OF TECHNOLOGY~~

Never resize elements in LIT marks



~~LAMAR INSTITUTE  
OF TECHNOLOGY~~

Never screen LIT logo



~~LAMAR INSTITUTE  
OF TECHNOLOGY~~

Never make the LIT logo difficult to see off a light background



~~LAMAR INSTITUTE  
OF TECHNOLOGY~~

Never stretch the LIT logo out



~~LAMAR INSTITUTE  
OF TECHNOLOGY~~

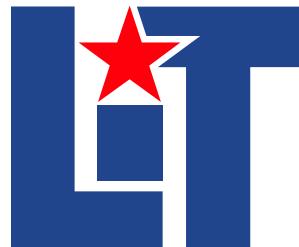
Never switch colors of the LIT logo



## LIT LOGO USES - DEPARTMENTS

The graphic identity of each LIT department or program shall adhere to the guidelines outlined in the official style guide. Logos for all new and existing LIT departments and programs must be created by the Department of Communications and Marketing before use. Departments should contact the Department of Communications and Marketing for assistance in creating a compliant logo, which will be based on LIT's guidelines.

Samples of Department  
Logos created by Communications  
and Marketing office



Use Gotham Medium  
for Department Name

**LAMAR INSTITUTE  
OF TECHNOLOGY**

Department of Public  
Service and Safety

**LIT LAMAR INSTITUTE  
OF TECHNOLOGY**

Department of Allied Health and Sciences



Department of Allied Health and Sciences



# STUDENT ORGANIZATIONS

## BRAND GUIDELINES FOR STUDENT ORGANIZATIONS

- Student organizations recognized by LIT are free to create their unique logos. However, registered LIT logos **MAY NOT** be used in part or whole to create the logo. The LIT name can be added below the logo as shown in the sample.

ACCEPTED LOGO



UNACCEPTABLE LOGO



Allow .25" space  
between the  
logo and LIT  
name

### LAMAR INSTITUTE OF TECHNOLOGY

Use Arial or Gotham Bold LIT Name

**NOTE:** Any logos created by  
Student Organizations *must* be  
approved by the department of  
Communications and Marketing.  
**Email:** [marketing@lit.edu](mailto:marketing@lit.edu)

- Student Organizations that do not have a logo may indicate a connection to LIT by incorporating similar logo and type combinations.



Child Care and  
Development  
Association

Use Gotham Medium  
for Organization Name



Child Care and Development



Association



# BUSINESS CARDS

## GUIDELINES FOR LIT BUSINESS CARDS

To communicate most effectively, business cards should contain only essential information, organized in the format shown here.

All LIT business cards are the standard size of 3.5" x 2".

**All business cards are set up by the department of Communications and Marketing. Cards can be ordered by submitting a request. Email: [marketing@lit.edu](mailto:marketing@lit.edu).**

FRONT OF CARD SAMPLE



BACK OF CARD SAMPLE





# LETTERHEAD / ENVELOPES

## GUIDELINES FOR LETTERHEAD

Letterhead represents various LIT offices and departments. Format consistency is important. Please follow the guidelines shown here. LIT logo is positioned in the upper left-hand corner approximately .5" from top and .5" from left.

Department name is to be typed in 12 pt. Gotham Bold - ALL CAPS.

Phone /address information is to be typed in 10 pt. Gotham Book - upper and lower case.

Add the TSUS signature to the bottom. Must use the actual TSUS file. Do not simply type words.

**Download from <http://www.tsus.edu/news/graphic-resources/member-logos.html>**

Position logo  
.5" from the top and left edge of the page.

Use 12 pt. Gotham Bold for Name

Use 10 pt. Gotham Book for address

TSUS signature



## GUIDELINES FOR ENVELOPES

Envelopes represent various LIT offices and departments. Format consistency is

important. Please follow the guidelines shown here.

LIT logo is positioned in the upper left hand corner approximately .25" from top and .25" from left.

Department name is to be typed in 9 pt. Gotham Bold - ALL CAPS.

Address information is to be typed in 9 pt. Gotham Book - upper and lowercase.

\*Occasionally postal regulations will require changes to envelopes. These exceptions must be approved by the department of Communications and Marketing.

9 pt. Gotham Bold **OFFICE OF THE PRESIDENT**

9 pt. Gotham Book P.O. Box 10043 Beaumont,  
Texas 77710

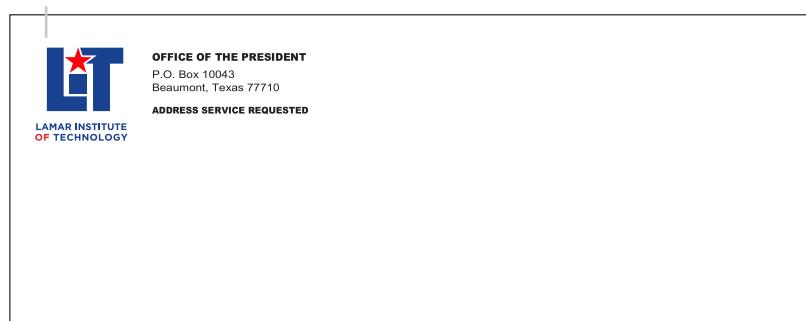
Position logo

.25" from top

8 pt. Gotham Bold

**ADDRESS SERVICE REQUESTED**

and left edge of the page.





## EMAIL SIGNATURES





## PROMOTIONAL ITEMS

### GUIDELINES FOR PROMOTIONAL ITEMS

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Items intended for promotional purposes (e.g. to be given away), which bear the LIT logo must be produced by an approved vendor. Examples include, but are not limited to, departmental shirts, pins, keychains, coffee mugs, etc.

These items must strictly adhere to the identity guidelines outlined in this graphics standards manual.

LIT shall have the right to disallow the production of any promotional item deemed inappropriate.

Promotional items will occasionally have special circumstances with logo submission.

**All promotional items must be approved by the department of Communications and Marketing.  
Cecil Beeson, Rm. 204 / 409-245-8283**

