THE LOGO



THE LOGO

As the cornerstone of Lander University's visual identity, The Logo (Tower Logo) serves as the primary—and most recognizable—element of the University's brand.

Inspired by the iconic tower of Laura Lander Hall, The Logo is a powerful symbol that helps establish Lander University's presence, build recognition, foster trust and communicate key aspects of the Institution's values. It is a registered trademark and should not be altered or used without permission.

USAGE

The Logo acts as a signature of the University to the world, and as such, it is to be used on all institutional publications. It should be the first choice whenever a Lander University logo is used.

- The Logo should appear on all official communications from Lander University, to include stationery, business cards, letterhead, brochures, posters, fliers, advertisements, and website and digital media.
- None of the elements of The Logo may be altered, rearranged or recreated in any way. This is essential in maintaining the integrity and prominence of the Institution's brand.
- Use only the high-resolution logo provided by the Office of University Marketing and Communications, which is also available for download at **www.lander.edu/brand**.

If you require a specific size or resolution, please contact the Office of University Marketing and Communications for assistance with obtaining an appropriate logo.

HORIZONTAL Logo Lockup



STACKED Logo Lockup



MINIMUM CLEAR SPACE REQUIREMENTS

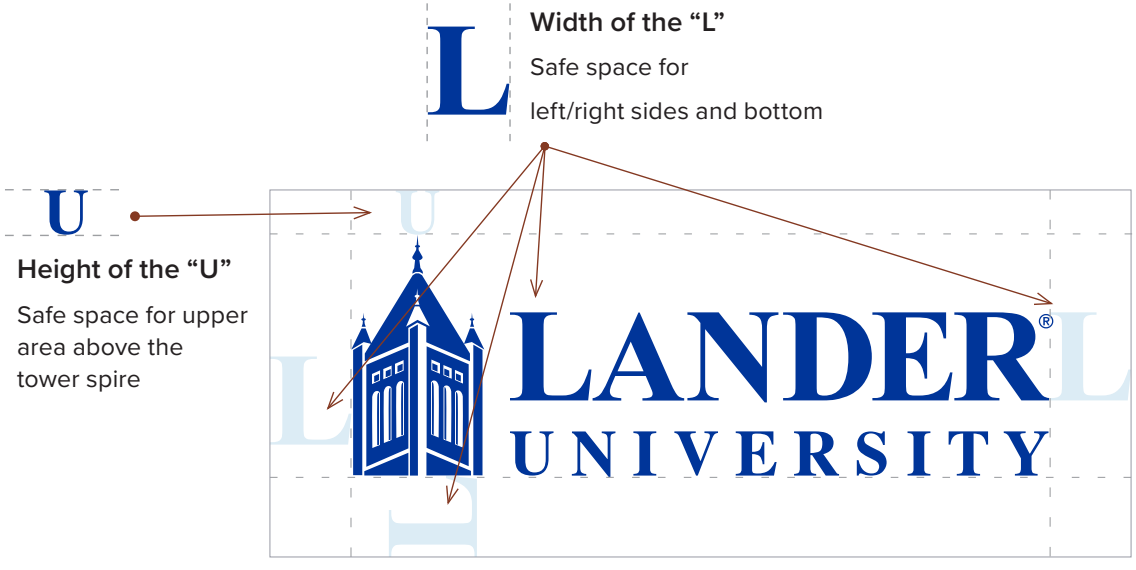
SAFE SPACE TOOLS

Specific elements of the logo are used to demonstrate appropriate safe space on each side of the logo.

Clear space, also known as safe space or padding, refers to the area surrounding the logo that should be kept free of other elements, such as graphics, text or images. Clear space ensures that the Lander University logo has maximum legibility and flexibility across all media.

Giving the logo this room to breathe and be noticed is important for building brand awareness and contributes to a more polished, professional brand image. Photos and colors may appear beneath the logo, so long as the logo remains easily visible and recognizable.

Specific elements of the logo are used to demonstrate the appropriate clear space on each side, as shown below. Logo lockups are constructed with this safe space in mind, with the appropriately sized frame (bounding box) surrounding the logo. Users need only to place the logo into their design without cropping into or stretching this frame.





LOGO STYLES AND SIZES

The Logo consists of two styles: a horizontal layout, which is preferred, and a stacked layout, appropriate for use when the horizontal logo does not fit within a particular design or space. In both styles, the logo's two elements—the wordmark and tower—work in concert with one another and should not be modified or resized in any way.

Approved colors for the logo are Lander Legacy Blue (PMS 661C) and white. Black may be used whenever color is not available. No other colors are permitted, and logo files may not be altered to change color.

When Lander Blue or black is used in printing the logo, the minimum width for the logo is 1.45" inches. When the logo appears as a white knockout on a color background, the minimum width is 2 inches.

HORIZONTAL Logo Lockup + MINIMUM Size





STACKED Logo Lockup + MINIMUM Size





BLACK & WHITE Logo Lockup + MINIMUM Size

Black may be used whenever color is not available. No other colors are permitted, and logo files may not be altered to change color.





COMMON LOGO MISTAKES

Stretching/Condensing

Don't stretch, condense or change the dimensions of the logo elements.



Visual Effects

Don't apply drop shadows, strokes or other visual effects to the logo.



Busy Backgrounds/Patterns

Don't place the logo on off-brand colors or backgrounds that reduce legibility.



Non-Approved Colors

Don't use any colors other than the approved branding colors.



Altering

Don't alter or replace typefaces in the logo.



Rearranging

Don't rearrange any elements of the logo.



Changing the Scale Ratio

Don't change the scale of any elements in the logo.



Extra Elements

Don't add extra elements or text to the logo.



The logo is a unique expression of Lander's brand.
It's important that we present our identity consistently.
Shown here are some common misuses.
To avoid these, always use the provided artwork without modification.

THE UNIVERSITY SEAL

RESTRICTED Use

A symbol of authority, tradition and credibility, the Lander University Academic Seal represents the Institution's history, values and commitment to excellence. It is used on official academic documents and correspondence to signify authenticity and formality. It is distinct from The (University) logo and is not a communications mark for routinely identifying the University.

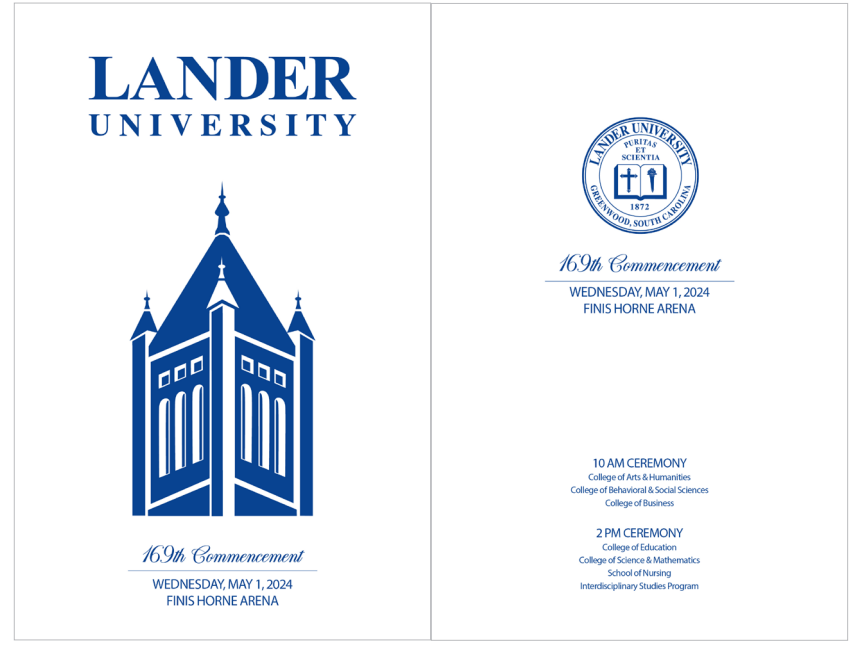
To protect its integrity, use of the University Seal is restricted (see Lander University Policy LP 1.6) and its use must be requested through the Office of University Marketing and Communications. Reproduction of the seal is prohibited without prior approval from Marketing and Communications, the President or the Board of Trustees.

RESERVED Use

Diplomas
Certificates
Awards
Resolutions

PROHIBITED Use

Clothing and Apparel
Dishes/Cups
Posters/Advertisements
Ephemeral Goods/Wares



THE TOWER ICON

A SYMBOL WITH HISTORY

The historic Laura Lander Hall bell tower, also known as the Old Main tower, is the most recognizable architectural feature on the Lander University campus. An homage to the building's storied history and prominence on campus, the Tower Icon is an important part of the Lander logo and brand. As such, it should be used carefully and with these guidelines in mind.

When used as a graphic element, the Tower Icon should always be accompanied by the official Lander University logo on communication pieces.

If you have questions about the use of the Tower Icon, please contact the Office of University Marketing and Communications.

THE TOWER

AS A GRAPHIC ELEMENT

An homage to the most iconic architectural feature on the Lander University campus, Laura Lander Hall, the Tower Icon is an important part of the Lander brand identity.



The only exception to this guideline is if the Tower Icon is used as a profile image on social media. This is the only acceptable use within a circular shape.

(See page 11 for retired University logos.)



Example of appropriate use.

Tower Icon is always accompanied by the official University logo in the design.

GRAPHIC ELEMENTS & TEXTURES

Using approved graphic elements, patterns and textures can be a unique way to add visual interest to a design or communications piece.

On this page are examples of appropriate usage of:

- the “LU” as a graphic element
- the Tower Icon as a subtle texture
- “Lander University” wordmark as a pattern

These types of usage should always be done in collaboration with the Office of University Marketing and Communications.

For approval or assistance, contact **marcom@lander.edu**.



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RETIRED OR LIMITED-USE LOGOS

Tower Inside Circle

This version of Lander's logo was phased out in 2019.

Lander UNIVERSITY

Lander UNIVERSITY

Tower With Clouds

This version of the Tower Icon is no longer in use and should not be reproduced on any University communications.





Vintage Logos

Use of vintage logos including the Senator, Old Blue, Lander Lillies, or any logo that predates the institution's transition to Lander University or the Bearcats requires written approval from the Office of University Marketing and Communications. To request usage, please contact **marcom@lander.edu.**

LANDER SENATORS

Tower "A"

This version of the Tower Icon is no longer in use and should not be reproduced on any University communications.

LANDER UNIVERSITY

LANDER UNIVERSITY 150 1872-2022

Sesquicentennial 150th

In 2022, Lander University celebrated its 150th anniversary, which included a commemorative logo developed specifically for that year. This logo is retired and is no longer acceptable to use.

How to Spot a Bad Logo

One of the simplest ways to know your logo is retired or outdated is to look for the circle shape. Unless it is being used as a social media icon (see page 34), the Tower Icon should not be enclosed in a circle. Additionally, older versions of the Tower Icon were depicted with ornate detail, including thin lines and dot patterns. To reduce printing inconsistencies across various materials, this version of the Tower was retired in 2015 and replaced with an enhanced and more streamlined design.

