



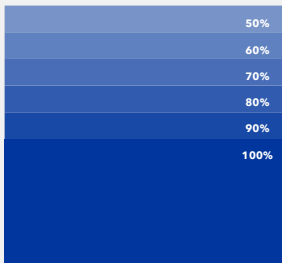
LUBBOCK CHRISTIAN UNIVERSITY

STYLE GUIDE

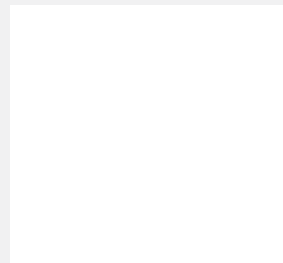
May 2017

COLOR - WEB

Primary Colors

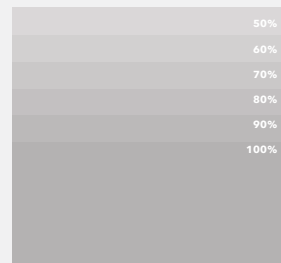


#00369D
R0 G54 B157



#FFFFFF
R255 G255 B255

Primary Accent



#B3B2B1
R179 G178 B177

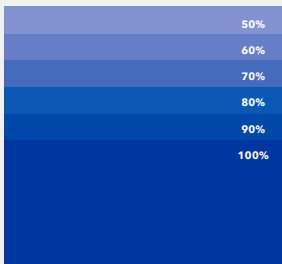
Secondary Accent



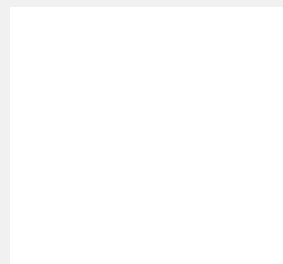
#D2232E
R210 G35 B46

COLOR - PRINT

Primary Colors

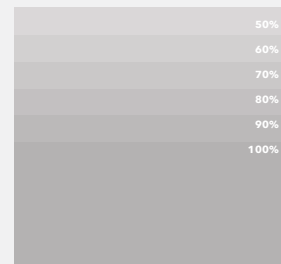


PMS 286
C100 M84 K11 Y3



WHITE
C0 M0 K0 Y0

Primary Accent



PMS COOL GRAY
C0 M0 Y0 K30

Secondary Accent



PMS 186
C15 M100 Y95 K0

COLOR RESTRICTIONS & GUIDELINES

Blue and white with gray accents is primarily used. Red is used secondarily and very sparingly. In regards to logo and brand mark these colors, along with black, are the only colors that should be used in order for branding to remain consistent.

TYPEFACE

The typefaces below are to be used on official LCU publications. Additional fonts may be used for special events upon approval.

FRIZ QUADRATA

(FONT USED IN LOGO)

VARIATIONS AVAILABLE FOR USE:
MEDIUM, BOLD

GOTHAM

VARIATIONS AVAILABLE FOR USE:
THIN, THIN ITALIC, XLIGHT, XLIGHT
ITALIC, LIGHT, LIGHT ITALIC, BOOK,
BOOK ITALIC, MEDIUM, MEDIUM
ITALIC, BOLD, BOLD ITALIC, BLACK,
BLACK ITALIC, ULTRA, ULTRA ITALIC

GOTHAM ROUNDED

VARIATIONS AVAILABLE FOR USE:
LIGHT, LIGHT ITALIC, BOOK, BOOK
ITALIC, MEDIUM, MEDIUM ITALIC,
BOLD, BOLD ITALIC

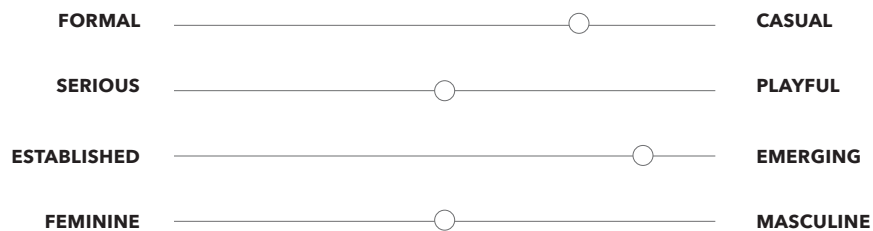
GOTHAM CONDENSED

VARIATIONS AVAILABLE FOR USE:
LIGHT, BOOK, MEDIUM, BOLD

Adobe Garamond

VARIATIONS AVAILABLE FOR USE:
ITALIC, BOLD, BOLD ITALIC

TONE OF VOICE



LOGO

Primary Corporate Logos: For use on all official marketing materials for Lubbock Christian University.



LUBBOCK
CHRISTIAN
UNIVERSITY



LUBBOCK
CHRISTIAN
UNIVERSITY



LUBBOCK
CHRISTIAN
UNIVERSITY



LUBBOCK
CHRISTIAN
UNIVERSITY



LUBBOCK
CHRISTIAN
UNIVERSITY



LUBBOCK
CHRISTIAN
UNIVERSITY



LUBBOCK
CHRISTIAN
UNIVERSITY



LUBBOCK
CHRISTIAN
UNIVERSITY



LUBBOCK
CHRISTIAN
UNIVERSITY

LOGO

Secondary Logos: Permissible for use with Admissions and/or Athletic Marketing.



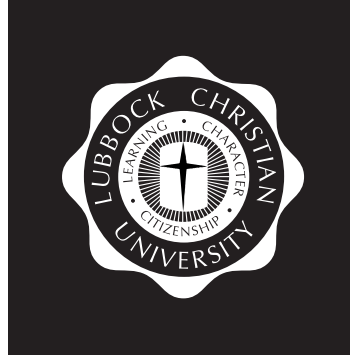
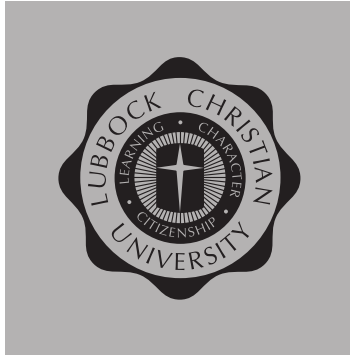
LOGO

Academic Department Logos: The name of the departments or school is typeset either underneath or beside the corporate LCU interlocking logo, as seen in the samples below. If you need a copy of your department logo, contact MarCom.

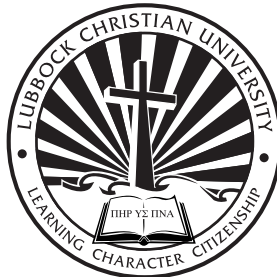


LOGO

University Seals: The corporate university seal is restricted for use in official university documents and formal publications. Each college also has a unique seal, to be used only in the most formal of academic settings and communications.



B. Ward Lane
**COLLEGE of
PROFESSIONAL
STUDIES**



Alfred & Patricia Smith
**COLLEGE of
BIBLICAL STUDIES**



Hancock
**COLLEGE of
LIBERAL ARTS &
EDUCATION**



**HONORS
COLLEGE**

LOGO RESTRICTIONS

The official LCU logos and colors should not be altered in any way unless approved by the university marketing department. Below are common misuses of the logo you should avoid.

DO NOT flatten the logo



DO NOT stretch the logo



DO NOT reposition the logo elements from its original design.



DO NOT recolor the logo



DO NOT change the font or add type to the artwork.



These restrictions apply to **all LCU logos** and not just the one that is shown above.

TAG LINES

Primary:

Believe. Belong. Be Blue

Be Blue

Other common tagline/language: Academically Vibrant. Spiritually Deep.



Believe. Belong. Be Blue.