LONG ISLAND UNIVERSITY STYLE GUIDE FOR PRINT AND VISUAL APPLICATION
PRIMARY MARKS
OFFICIAL COLORS

**BLUE**
- OFFICIAL PMS: 292
- OFFICIAL RGB: (105, 179, 231)
- OFFICIAL CMYK: (59, 11, 0, 0)
- OFFICIAL HTML: #69B3E7

**GOLD**
- OFFICIAL PMS: 123
- OFFICIAL RGB: (255, 199, 44)
- OFFICIAL CMYK: (0, 19, 89, 0)
- OFFICIAL HTML: #FFC72C

**WHITE**
- OFFICIAL PMS: N/A
- OFFICIAL RGB: (255, 255, 255)
- OFFICIAL CMYK: (0, 0, 0, 0)
- OFFICIAL HTML: #FFFFFF
PRIMARY MARKINGS

PRIMARY LOGO

OTHER ACCEPTABLE USES
SECONDARY LOGO

OFFICIAL MASCOT LOGO
OFFICIAL WORDMARKS

SHARKS

PRIMARY MASCOT WORDMARK

SHARKS

SHARKS

OTHER ACCEPTABLE USES
SECONDARY WORDMARKS

*NOTE - ALL PREVIOUS COLOR COMBINATIONS MAY BE USED ON THE TEXT OF EACH SECONDARY WORDMARK
OFFICIAL FONTS
PRIMARY FONT NAME: LIU SHARKS

FOR USE IN GRAPHIC DESIGN, DIGITAL AND PRINT PUBLICATIONS, AND TEAM UNIFORMS. LIU SHARKS TO BE USED AS THE HEADERS OF ALL PRINT PUBLICATIONS.
SUPPLEMENTAL FONT FAMILY: INDUSTRY

FOR USE IN CONJUNCTION WITH PRIMARY WORDMARKS, DIGITAL AND PRINT MEDIA. INDUSTRY FONT TO BE USED IN THE BODY OF PRINT PUBLICATIONS.
BRAND RESTRICTIONS
RESTRICTIONS

DO NOT ADD EXTRA SHADOWS OR BEVELS TO ANY LOGOS

DO NOT USE A COLORED BACKGROUND OR COLORWAY THAT IS NOT APPROVED

DO NOT ROTATE ANY LOGOS

DO NOT STRETCH OR SKEW THE LOGO IN ANY DIRECTION

DO NOT COLORIZE ANY LOGO THAT IS NOT IN AN APPROVED BLACK & WHITE MANNER

DO NOT ADD OR REMOVE ANY STROKES TO ANY LOGO

DO NOT PLACE TEXT IN FRONT OF OR OVERLAPPING ANY LOGO

DO NOT FADE ANY LOGOS