INTRODUCTION:

The University of New Orleans Privateers brand identity is comprised of a system of closely related marks including a primary logo, secondary logos, word marks and sport specific marks. This guide details the usage of all components within the identity system.

This guide is intended as a resource for both internal departments as well as external vendors who apply the athletics identity. It was created to help ensure consistent use of all logos across a wide variety of application. The following pages should be considered official policy of the University of New Orleans related to all use and reproduction of its athletics identity.

All logos included within this guide are property of the University of New Orleans. Any use without consent is strictly prohibited.

For additional information or for further clarification regarding anything in this guide, please contact:

UNIVERSITY OF NEW ORLEANS ATHLETICS
2000 Lakeshore Drive
New Orleans, La. 70148

www.unoprivateers.com
**COLOR INFORMATION:**

<table>
<thead>
<tr>
<th>PANTONE 2935</th>
<th>PANTONE 429</th>
<th>PANTONE 540</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK</td>
<td>CMYK</td>
<td>CMYK</td>
</tr>
<tr>
<td>C: 100%</td>
<td>C: 38%</td>
<td>C: 100%</td>
</tr>
<tr>
<td>M: 68%</td>
<td>M: 28%</td>
<td>M: 80%</td>
</tr>
<tr>
<td>Y: 4%</td>
<td>Y: 27%</td>
<td>Y: 39%</td>
</tr>
<tr>
<td>K: 0%</td>
<td>K: 0%</td>
<td>K: 37%</td>
</tr>
<tr>
<td>RGB</td>
<td>RGB</td>
<td>RGB</td>
</tr>
<tr>
<td>R: 0</td>
<td>R: 164</td>
<td>R: 0</td>
</tr>
<tr>
<td>G: 84</td>
<td>G: 169</td>
<td>G: 48</td>
</tr>
<tr>
<td>B: 166</td>
<td>B: 173</td>
<td>B: 86</td>
</tr>
<tr>
<td>HTML: 005ca6</td>
<td>HTML: a3a9ac</td>
<td>HTML: 002f56</td>
</tr>
<tr>
<td>Madeira: 1177</td>
<td>Madeira: 1011</td>
<td>Madeira: 1242</td>
</tr>
</tbody>
</table>
PRIMARY LOGO:

Full Color - on white or light backgrounds

Full Color - on dark or patterned backgrounds

One Color - on white or light backgrounds

One Color - on dark or patterned backgrounds

**NOTE:** One color logos may appear in any color in the approved palette. Please see page 4 for detailed color information.
NEW ORLEANS WORD MARKS:

Full Color - on white or light backgrounds

Full Color - on dark or patterned backgrounds

One Color - on white or light backgrounds

One Color - on dark or patterned backgrounds

NOTE: One color logos may appear in any color in the approved palette. Please see page 4 for detailed color information.
COMMON MISUSE:

Never use unapproved colors

Never distort the logo

Never skew the logo

Never alter the proportions

Never alter the typography

Never reconfigure the logos

Never rotate the logo

Never add graphic components
  Example: drop shadow

Never alter the logo