



**OFFICIAL BRAND IDENTITY - USAGE AND STYLE GUIDE**

**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**

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**COLOR INFORMATION:****PANTONE 2935**

## CMYK

C:	100%
M:	68%
Y:	4%
K:	0%

## RGB

R:	0
G:	84
B:	166

HTML: 005ca6

Madeira: 1177

**PANTONE 429**

## CMYK

C:	38%
M:	28%
Y:	27%
K:	0%

## RGB

R:	164
G:	169
B:	173

HTML: a3a9ac

Madeira: 1011

**PANTONE 540**

## CMYK

C:	100%
M:	80%
Y:	39%
K:	37%

## RGB

R:	0
G:	48
B:	86

HTML: 002f56

Madeira: 1242

**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

**NEW ORLEANS**

One Color - on white or light backgrounds

**NEW ORLEANS**

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