Branding Guidelines for Lamar Institute of Technology

LIT STYLE GUIDE

Revised: February 2025

LAMAR INSTITUTE OF TECHNOLOGY

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CONTACT

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The Lamar Institute of Technology (LIT) brand is one of our most valuable assets and defines who we are and what we do. This manual is a resource guide for all members of the LIT community and the vendors who work with LIT. This guide helps ensure all parts of the Institute are working together to communicate with a unified visual identity. Consistency is the number one factor for developing a successful brand identity. Included are general guidelines for the LIT brand as well as specific directions for the application of related elements.

The Lamar Institute of Technology manual dictates that all printed and electronic material intended for internal/external audiences must be developed and produced under the guidance of the Communications and Marketing Department. This department is charged with the responsibility for the interpretation and control of all institutional graphics. For additional information on LIT's visual standards, please contact (409) 245-8283 or email marketing@lit.edu.

MISSION STATEMENT

Lamar Institute of Technology provides innovative teaching and learning for tomorrow's workforce.

ACCREDITATION STATEMENT

Lamar Institute of Technology is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award associate degrees. Lamar Institute of Technology also may offer credentials such as certificates and diplomas at approved degree levels. Questions about the accreditation of Lamar Institute of Technology may be directed in writing to the Southern Association of Colleges and Schools Commission on Colleges at 1866 Southern Lane, Decatur, GA 30033-4097, by calling (404) 679-4500, or by using information available on SACSCOC's website (www.sacscoc.org).

EQUAL OPPORTUNITY STATEMENT

Lamar Institute of Technology is an equal employment opportunity/affirmative action educational institution and employer. Faculty and staff members are selected without regard to their race, color, creed, sex, age, disability, or national origin, consistent with the assurance of compliance with Title VII of the Civil Rights Act of 1964; Title IX of the Education Amendments of 1972, as amended; Section 504 of the Rehabilitation Act of 1973; Civil Rights Act of 1991; Title I of Americans With Disabilities Act.

PMS 072

RGB:
R 30 **G** 68 **B** 141

HEX COLOR:
1e448d

PMS 485

RGB:
R 236 **G** 32 **B** 39

HEX COLOR:
ec2027

PMS 300

RGB:
R 28 **G** 117 **B** 188

HEX COLOR:
1c75bc

COLOR VARIATIONS FOR LIT LOGO

- Use only the official primary school colors of 1e448d **Blue** and **ec2027 Red** when the logo is presented in 2-colors.

- The **"STAR"** and the **"OF"** must be in Red when using the two-color version.

White Background

Example on background

EXAMPLES FOR USING DARK BACKGROUNDS ARE BELOW:

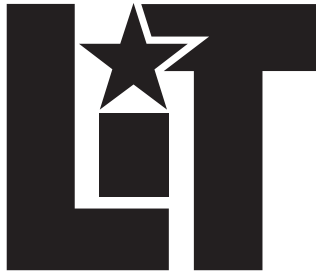- Use the official primary school color of **485 Red** and **White** when presenting the logo on dark backgrounds.

Black Background

Blue Background

ONE-COLOR LOGO SAMPLES ARE BELOW:

It is preferred that the two-color logo be used whenever possible. If two colors are not available in the production process, the preferred colors are 1e448d **Blue** and **ec2027 Red**, or Black.

LAMAR INSTITUTE OF TECHNOLOGY

LAMAR INSTITUTE OF TECHNOLOGY
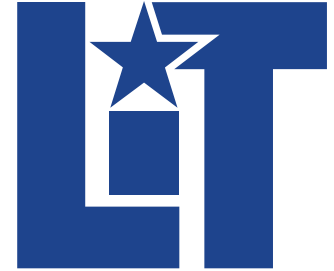
LAMAR INSTITUTE OF TECHNOLOGY

REVERSE VARIATIONS OF LOGO BELOW:

• White (reverse) should be used on backgrounds that are darker than the equivalent of 50% black.

LAMAR INSTITUTE OF TECHNOLOGY

LAMAR INSTITUTE OF TECHNOLOGY

LAMAR INSTITUTE OF TECHNOLOGY

LAMAR INSTITUTE OF TECHNOLOGY

Reverse should not be below 50%.

LAMAR INSTITUTE OF TECHNOLOGY

APPROVED ARRANGEMENTS AND SIZES

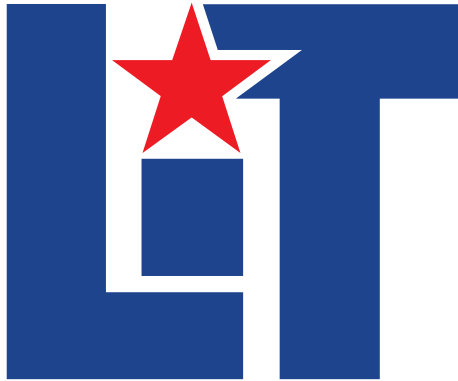The logo should appear in all LIT publications and printed materials. It should not be reproduced less than 1/2 inch in size at its greatest height.

The formal arrangement of LIT's full name is available in three configurations for design flexibility.

The logo shouldn't appear smaller than 1/2" on printed literature

- Vector files, or files with an EPS extension, are to be used if the logo is needed for large-scale production.

THREE PREFERRED ARRANGEMENTS

Whenever possible use the three preferred arrangements. Occasionally other formats may be necessary. Please address questions to the Communications and Marketing Department, 409-245-8283.

Horizontal:

Vertical Stacked

TEXAS STATE UNIVERSITY SYSTEM USAGE REQUIREMENTS

Must use the actual TSUS signature file from the website. Do not simply type the words for the TSUS signature. **Download from http://www.tsus.edu/news/graphic-resources/member-logos.html or request from the Communications and Marketing department.**

The complete signature of the Institute reflects LIT's membership in the Texas State University System.

The primary configuration, as represented in this guide with no modifications, must appear on the front or cover of all published documents produced by LIT. **Exception:** When using an artist's work on the cover, the primary configuration may be included on the back of announcements and promotions, postcards, greeting cards, internal note cards, invitations, and calendars.

TSUS signature must appear on the first page (in addition to the front or cover) of all LIT documents and publications that contain more than six pages; be clearly displayed on all types of external advertisements and signage.

If needed to accommodate publication design, the secondary configuration may be used as an alternative to the primary configuration.

PRIMARY CONFIGURATION FOR TSUS SIGNATURE

MEMBER **THE TEXAS STATE UNIVERSITY SYSTEM**™

Must be at least 1.5" wide

MEMBER **THE TEXAS STATE UNIVERSITY SYSTEM**™

MEMBER
**THE TEXAS
STATE UNIVERSITY
SYSTEM**™

MEMBER
**THE TEXAS
STATE UNIVERSITY
SYSTEM**™

SECONDARY CONFIGURATION FOR TSUS SIGNATURE

MEMBER **THE TEXAS** STATE UNIVERSITY SYSTEM™

MEMBER
**THE TEXAS
STATE UNIVERSITY
SYSTEM**™

MEMBER **THE TEXAS** STATE UNIVERSITY SYSTEM™

MEMBER
**THE TEXAS
STATE UNIVERSITY
SYSTEM**™

LIT LOGO WITH TSUS SIGNATURE

• Below are sample versions of the LIT logo with the TSUS signature.

Allow space between LIT Logo and TSUS signature

Never reduce smaller than 1.5" in width on the TSUS signature.

Allow space between LIT Logo and TSUS signature

Do not use the secondary TSUS Logo right next to LIT logo

APPROVED LIT SEAL AND USAGE

The design of the formal, traditional seal emphasizes LIT's relationship with the State of Texas. The torch is a symbol of knowledge and the book represents LIT's ability to maintain flexibility in its programs. The use of the seal should be reserved for special resolutions, commencement programs, official publications, certificates, and legal documents.

The seal is to be used only for official business of LIT. It is designed to function as a stamp of validation and not as a logo.
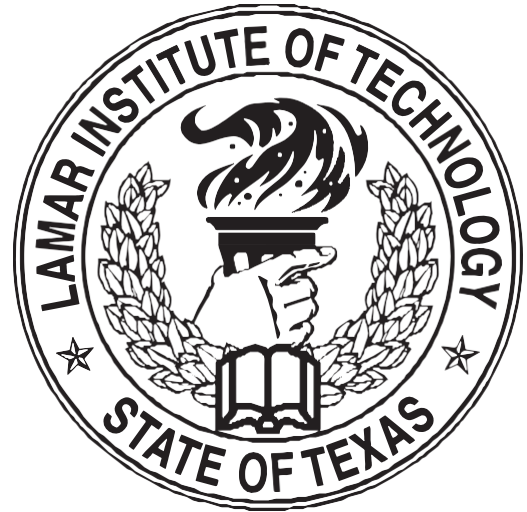
APPROVED USAGE OF SEAL	NON-APPROVED USAGE OF SEAL
Special resolutions	Stationery, email signatures or forms
Diplomas	Business cards
Commencement related items	Program publications
Official publications: Letters of certification, Transcripts, Grant applications,	Printed material: magazines, flyers, brochures, newsletters, etc.
Course catalogs	Ads: Television, print, web
Academic certificates	Materials that publicize a facility event or service
Legal documents	PowerPoint presentations
	Merchandise available for sale
	Signage
	Websites
	Videos

The seal shouldn't appear smaller than 1/2" in diameter.

The seal may be embossed or printed in PMS 274 Blue, PMS 485 Red, or Black. Reversed (White) on backgrounds that are darker than the equivalent of 50% black.

LIT APPROVED TYPEFACE

LIT has an official typeface for the logo.

Arial Bold is used for the Institution's name with the logo.

To create consistent use of the LIT logo please use the supplied logo files on the forms drive or contact Marketing and Communications at 409-245-8283

PRIMARY TYPEFACE

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

SECONDARY TYPEFACE

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

EXAMPLES OF UNACCEPTABLE USES

• **Use the logo artwork as is.** Don't combine with another artwork or change the typeface of the logo.

• Do not manipulate or display the logo in an unusual manner. Following these guides will ensure the LIT's image will be consistent.

Never use unapproved color combinations

Never use different typefaces

Never add elements to the LIT logo

Never realign elements of LIT logo

Never resize elements in LIT marks

Never screen LIT logo

Never make the LIT logo difficult to see off a light background

Never stretch the LIT logo out

Never switch colors of the LIT logo

The graphic identity of each LIT department or program shall adhere to the guidelines outlined in the official style guide. Logos for all new and existing LIT departments and programs must be created by the Department of Communications and Marketing before use. Departments should contact the Department of Communications and Marketing for assistance in creating a compliant logo, which will be based on LIT's guidelines.

Samples of Department Logos created by Communications and Marketing office

Use Gotham Medium for Department Name

LAMAR INSTITUTE OF TECHNOLOGY

Department of Public Service and Safety

LAMAR INSTITUTE OF TECHNOLOGY

Department of Allied Health and Sciences

Department of Allied Health and Sciences

BRAND GUIDELINES FOR STUDENT ORGANIZATIONS

- Student organizations recognized by LIT are free to create their unique logos. However, registered LIT logos **MAY NOT** be used in part or whole to create the logo. The LIT name can be added below the logo as shown in the sample.

ACCEPTED LOGO

UNACCEPTABLE LOGO

Allow .25" space between the logo and LIT name

LAMAR INSTITUTE OF TECHNOLOGY

Use Arial or Gotham Bold LIT Name

NOTE: Any logos created by Student Organizations *must* be approved by the department of Communications and Marketing. Email: marketing@lit.edu

- Student Organizations that do not have a logo may indicate a connection to LIT by incorporating similar logo and type combinations.

Child Care and Development Association

Use Gotham Medium for Organization Name

Child Care and Development

LAMAR INSTITUTE OF TECHNOLOGY

Association

GUIDELINES FOR LIT BUSINESS CARDS

To communicate most effectively, business cards should contain only essential information, organized in the format shown here.

All LIT business cards are the standard size of 3.5" x 2".

All business cards are set up by the department of Communications and Marketing. Cards can be ordered by submitting a request. Email: marketing@lit.edu.

FRONT OF CARD SAMPLE

Dara Jenkins
Marketing Coordinator

djenkins2@lit.edu ✉

Office: (409) 247-4811 📞

P.O. Box 10043
Beaumont, Texas 77710 📍

BACK OF CARD SAMPLE

Lamar Institute of Technology provides innovative teaching and learning for tomorrow's workforce.

FOLLOW US ON SOCIAL MEDIA

@LIT_BMT   @LamarInstituteofTechnology   @LITBMT

GUIDELINES FOR LETTERHEAD

Letterhead represents various LIT offices and departments. Format consistency is important. Please follow the guidelines shown here. LIT logo is positioned in the upper left-hand corner approximately .5" from top and .5" from left.

Department name is to be typed in 12 pt. Gotham Bold - ALL CAPS.

Phone /address information is to be typed in 10 pt. Gotham Book - upper and lower case.

Add the TSUS signature to the bottom. Must use the actual TSUS file. Do not simply type words. **Download from http://www.tsus.edu/news/graphic-resources/member-logos.html**

Position logo .5" from the top and left edge of the page.

Use 12 pt. Gotham Bold for Name

Use 10 pt. Gotham Book for address

TSUS signature

P.O. Box 10043 • Beaumont, Texas • 77710 | (409) 880-8321 • 1-800-950-6989

MEMBER **THE TEXAS STATE UNIVERSITY SYSTEM**

GUIDELINES FOR ENVELOPES

Envelopes represent various LIT offices and departments. Format consistency is important. Please follow the guidelines shown here.

LIT logo is positioned in the upper left hand corner approximately .25" from top and .25" from left.

Department name is to be typed in 9 pt. Gotham Bold - ALL CAPS.

Address information is to be typed in 9 pt. Gotham Book - upper and lowercase.

*Occasionally postal regulations will require changes to envelopes. These exceptions must be approved by the department of Communications and Marketing.
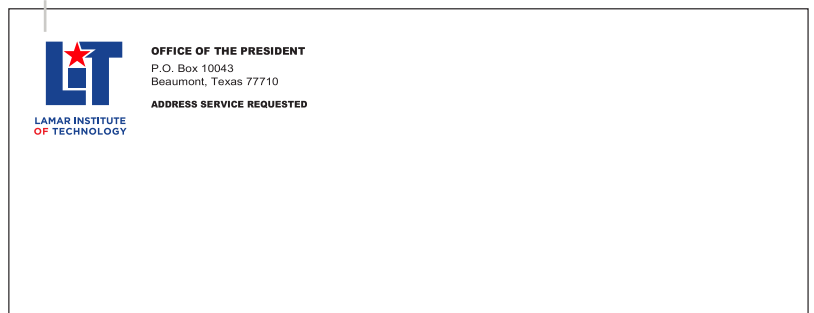
9 pt. Gotham Bold — **OFFICE OF THE PRESIDENT**

9 pt. Gotham Book — P.O. Box 10043 Beaumont, Texas 77710

Position logo .25" from top and left edge of the page.

8 pt. Gotham Bold — **ADDRESS SERVICE REQUESTED**

OFFICE OF THE PRESIDENT
P.O. Box 10043
Beaumont, Texas 77710

ADDRESS SERVICE REQUESTED

THE QUICK WAY
TO BETTER PAY

POWER ON.

PUT YOUR
CLASSES
TO WORK

POWER ON.

YOUR FUTURE IS
STAR POWERED

POWER ON.

YOUR FUTURE IS
STAR POWERED

POWER ON.

GUIDELINES FOR PROMOTIONAL ITEMS

Items intended for promotional purposes (e.g. to be given away), which bear the LIT logo must be produced by an approved vendor. Examples include, but are not limited to, departmental shirts, pins, keychains, coffee mugs, etc.

These items must strictly adhere to the identity guidelines outlined in this graphics standards manual.

LIT shall have the right to disallow the production of any promotional item deemed inappropriate.

Promotional items will occasionally have special circumstances with logo submission.

All promotional items must be approved by the department of Communications and Marketing. Cecil Beeson, Rm. 204 / 409-245-8283