

PRIMARY**Horizontal logo**

Our logo is the primary identifier for the University, and it connects all entities within our University. Because it's a symbol of what we stand for, it should always be treated with respect.

By including both horizontal and vertical versions of the logo, we have more flexibility for incorporating our name in communications.

There are only two other colors that our logo may appear in: black and white (when reversing the logo on a darker image or photo).

LICENSING INFO

All University of Lynchburg marks are licensed in partnership with Learfield Licensing. Only licensed vendors may reproduce these marks.

Full-color version

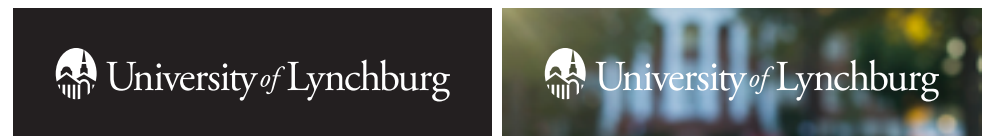
Our logo should appear in full color whenever possible.

**Black version**

If the logo needs to be placed on a light-colored background, or placed over an image with white space, it should be set in black and checked for legibility.

**Reversed version**

If the logo needs to be placed on a dark or colored background, or placed over an image, it should be set in white and checked for legibility.



SECONDARY

Centered logo

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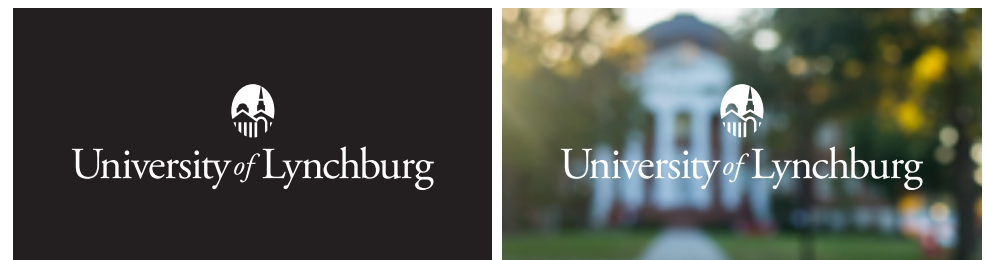
Full-color version



Black version



Reversed version

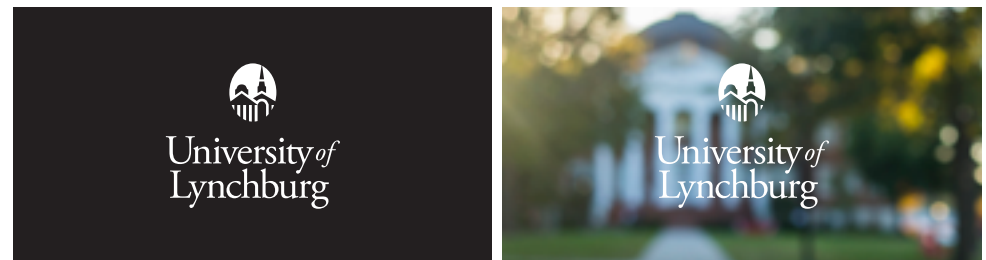


SECONDARY**Stacked logo**

May be used in instances where space is more vertical than horizontal.

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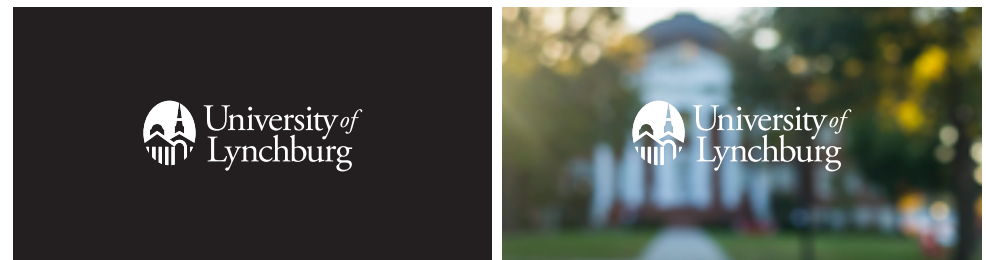
Full-color version**Black version****Reversed version**

TERTIARY**Compact logo**

Only to be used in instances where imprint areas are extremely small or limited.

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Full-color version**Black version****Reversed version**

OTHER MARKS**Wordmark**

Our wordmark should be used sparingly. The University wordmark should be used to represent the University as a whole in situations where the preferred full logo's icon is too small to be legible.

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Full-color version

For the full-color version, the logo should be set in Hornet Red.

University *of* Lynchburg

Black version

University *of* Lynchburg

Reversed version

University *of* Lynchburg

University *of* Lynchburg

OTHER MARKS

University seal

The official seal symbolizes the formal authority vested in the University, and its use will be at the discretion of the University's Communications and Marketing team. Many times this mark is used for official and ceremonial circumstances. Our seals may be used for University purposes with prior permission from Communications and Marketing.

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University seal

The official seal of the University of Lynchburg is to be used only on official documents such as formal invitations, ceremonial documents (diplomas, honorary degrees), and honors and awards.



Seal rendition

The Seal Rendition may be used freely on University publications and novelty items, and may be printed in any brand color of choice. When the Seal Rendition is printed in red, it should be matched to our official Pantone 185 color whenever possible.



OTHER MARKS

Athletic logos

The Lynchburg Hornet (Dell), Stinger L, and Stinger Lynchburg wordmark are primarily identified with the athletics program. They may be printed in any single color of choice but if appearing in a two-color version, the Lynchburg red and black/gray is the color combination to be used. Variations on these colors are subject to a meeting with Communications and Marketing.

Our athletic marks and brand may be used for University purposes with prior permission from Communications and Marketing.

MORE INFO

Athletic marks may not be modified in any way, including additions to or removals of portions of the logo. Athletic marks should never be used as substitutes for the official University logo.

Hornet

Please note there is a white border around the Hornet and Hornet Head artwork that must be kept.



Stinger L



Stinger Lynchburg wordmark

LICENSING INFO

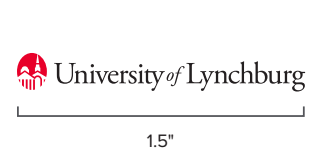
All University of Lynchburg marks are licensed in partnership with Learfield Licensing. Only licensed vendors may reproduce these marks.

LOGO USAGE**Clear space**

The open area surrounding the logo is based on the height of the capitalized “U” in the word “University,” as shown here. The same clear space requirements apply to the logo when it is reversed out of a photo or field of color(see page 36).

**Minimum size**

To maintain full legibility, never reproduce the logo at widths smaller than 1.5 inches (for print) or 150 pixels (for screen).



OTHER MARKS

Partnership lockups

There are times that our logo will need to be lockup up alongside a partner logo. By including 3 options, the best suited lockup can be chosen based off of the specific layout. The options indicate whether they are better suited for horizontal and vertical situations, but there is no hard and fast rule. The Lynchburg logo must still follow the standards provided in early pages of the guidelines.

Vertical version

Any of the logo color options can be used for the Lynchburg logo. Use the space of the icon as the space between each logo and the rule line.



Horizontal option

Any of the logo color options can be used for the Lynchburg logo. Use the space of the "U" as the space between each logo and the rule line.



Horizontal option

Any of the logo color options can be used for the Lynchburg logo. Use the space of the "U" as the space between each logo and the rule line.



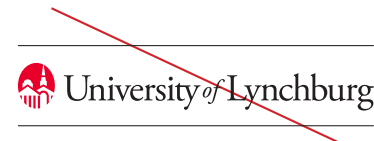
LOGO USAGE

Restrictions

It's important that we remain consistent in how we use our logo. Shown here are some common misinterpretations, which we can avoid by always using the provided artwork without modification.



In official circumstances, only set the logo in our primary colors. For less official circumstances, the logo can be set in any brand color.



Don't add extra elements to the logo.



Don't rearrange or remove any portion of the logo.



Don't reverse out the logo in any other color than our primary colors, while considering legibility.



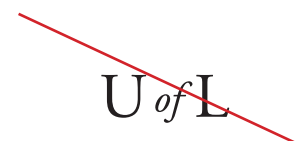
Don't stretch, condense, or change the dimensions of the logo or its elements.



Don't apply drop shadows or other visual effects to the logo.



Do not use in any color combinations except the red and black.



Acronyms such as UL and U of L are expressly prohibited. Acronyms provide limited recognition beyond the local market and are counter to our goals with this new brand platform.