

STUDENT CLUBS & ORGANIZATIONS

Logos

There are four variations offered for use by student clubs and organizations; a vertical and a horizontal format using the abbreviated university mark, and a vertical and a horizontal format using the university's primary institutional mark. Artwork for both university logos should be obtained from the Office of Communications and Marketing.



Student Nurses Association



Student Nurses Association



Student Nurses Association



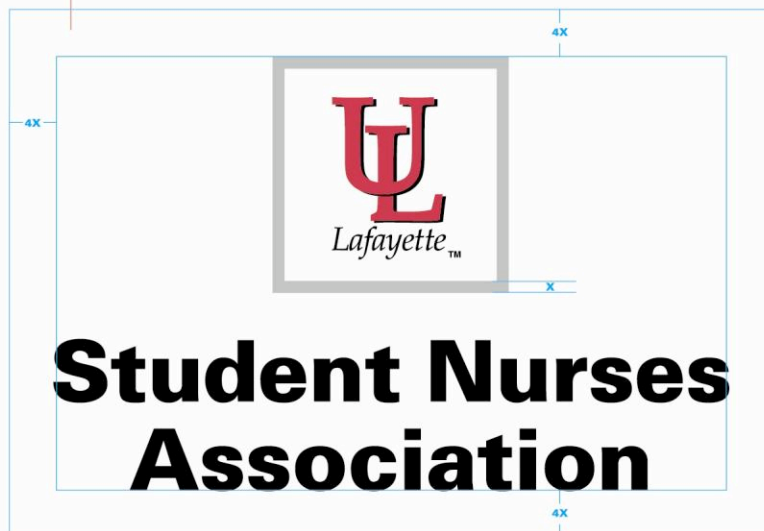
Student Nurses Association

Setup Guidelines – Surrounding Space

Cluttering pictures, text, illustrations or any other graphic elements close to a logo will hamper its ability to communicate effectively. All logos should have adequate clearance or free space surrounding them. This clearance allows the logos to separate themselves from any nearby elements. The guidelines for creating breathing room are listed below.

VERTICAL AND HORIZONTAL FORMATS

- Find the perimeter of the logo, which is the outermost edge on all sides of the logo.
- Allow for a buffer zone that extends an extra 4X in all directions.
- No other elements (imagery or text) should infringe upon this area.
- The perimeter and buffer zone should not be outlined. Outlines are shown in diagrams to the right for demonstration purposes only.

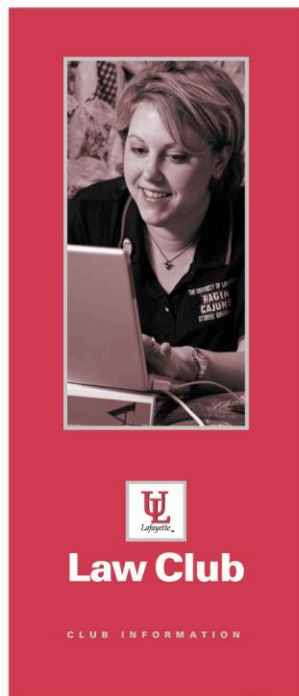


Brochures & Fliers

The examples shown are provided to demonstrate how the approved standards are to be applied in these types of printed materials. It is not mandated that these exact layouts be used, however, these templates are available from Printing Services for those who wish to utilize them.

It is recommended that one of the approved club logo formats be used on the cover. However, if the name is typeset separately, one of the approved university logos must appear somewhere on the piece.

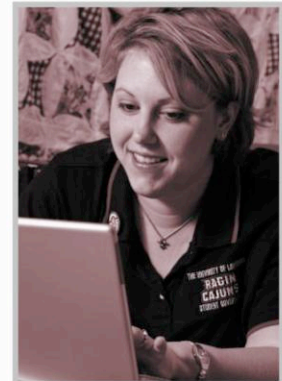
All titles and text should be in the Univers font family.



Sign Up This Week!

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EVENTS SCHEDULE

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**Student Nurses
Association**

Table Banners & Web Site Banners

Either of the horizontal versions of the club logo format is well-suited for printed table banners, as well as for use on web sites.

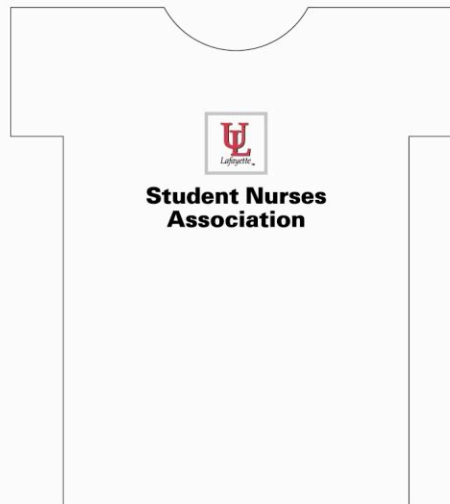


Apparel

A vertical version of the club logo is recommended for embroidery and stitching on shirts. On dark fabric, the white logo background must be maintained when screenprinting.

Apparel and other goods bearing the name, logo or marks of the university can only be produced by licensed manufacturers, and require advance review and approval by the Office of Communications and Marketing. Because licensees are granted the legal rights to reproduce the university's brand through a contract, use of the university's name or image by a non-licensed company or individual is strictly prohibited. Use of the university's name and trademarks is monitored by the university and Collegiate Licensing Company.

A list of licensed manufacturers is available online at www.louisiana.edu/Advancement/PRNS/licensing/.



White tee, organization logo



Black tee, organization logo



Polo shirt, club logo