



# BRAND, IDENTITY & STYLE GUIDE

**All Lincoln Memorial Communications should follow LMU graphic standards.**

Adhering to this LMU style guide ensures that our communication efforts reinforce a successful, timeless brand identity. The graphic identity of an organization reflects its goals and objectives. Everyone involved benefits when the identity is applied consistently to convey one clear message. Most importantly, consistency across all LMU communications fosters a sense of familiarity and confidence in the University's diverse audience. The LMU brand must be consistent to ensure maximum impact of advertising efforts.

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**! Important Note**

All printed and digital projects pertaining to the University should be approved by the Senior Director of Marketing and Public Relations. This includes promotional products, t-shirts, and items bearing the LMU logo or insignia.

**! Important Note**

The Lincoln Memorial University logos and wordmarks are official identifiers for the University.

One should be prominent on every project that represents the University and should always be reproduced from authorized artwork. All logos and wordmarks may be obtained through the office of LMU public relations, the senior director of marketing or the director of publications.

**LMU Logo**

Please contact the Director of Publications (katie.johnson@LMU.net.edu) if you need any of the approved LMU logos or if you have any questions regarding the use of LMU logos, colors, and insignia.

**Main Logo - Vertical**

May be used on all University communications



**Main Logo - Horizontal**

May be used on all University communications



**Main Logo - Vertical, with Harrogate Subtext**

May only be used on University communications exclusively for Main Campus



**Main Logo - Horizontal, with Harrogate Subtext**

May only be used on University communications exclusively for Main Campus



**LMU Only Logo**



**Historic Interlocking Letters**



**! Important Note:**

Use of either of these logos must be approved on a case-by-case basis by the director of marketing and public relations

**Acceptable Colors for LMU Logos**

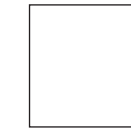
(Please do not use other colors for any LMU logos)



Dark Blue (PMS 288)



Light Gray (PMS 421)



White



Black

**Official LMU Colors**

LMU logos may be displayed in the University colors (PMS 288 blue and PMS 421 gray) or may be displayed in black or white on any color background.



**PMS 288**

#002D72

CMYK 100 / 88 / 27 / 19

RGB 9 / 45 / 116



**PMS 421**

#BFBAB5

CMYK 32 / 24 / 26 / 0

RGB 176 / 179 / 178

**Protocol for Shirts and Other Promotional Items**

Only approved LMU logos should be used on shirts and promotional items. T-shirts and other branded items do not have to be LMU colors, but logos used must follow brand guidelines and must not be altered in any way.

**LMU Tagline : The University is currently using the following tagline:**

**VALUES | EDUCATION | SERVICE**

This is derived from the University's mission statement, and is used to enhance the overall image of Lincoln Memorial University. All University publications must contain this tagline.

**Remember to properly format University contact information on all materials.**

Phone numbers should be displayed with decimals, not hyphens, and the "LMU" portion of the web address should always be displayed in all caps, as shown below.

423.869.3611 or 800.325.0900 | admissions@LMU.net.edu | www.LMU.net.edu

### Athletics Logos

The Department of Athletics has adopted the following logos. Contact the Senior Director of Marketing and Public Relations (katherine.reagan@LMU.net.edu) for any format of LMU athletics logos.

Rules for use follow the same protocol as for other University logos.



### Main LMU Seal

All university seals should adhere to the same rules as logos. Seals must be printed as a high-quality PNG or EPS file. Seals may be printed in standard University colors (PMS 288 blue or PMS 421 gray) or black, or white. The seal may not be manipulated or changed in any way. Contact the Director of Publications (katie.johnson@LMU.net.edu) if you need the LMU seal in any format.

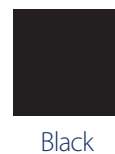
### Additional LMU Seals

The LMU-DeBusk College of Osteopathic Medicine, LMU-Duncan School of Law and LMU-College of Veterinary Medicine each have school-specific seals that are reserved for academic purposes only. All other schools and programs would fall under the use of the LMU academic seal.



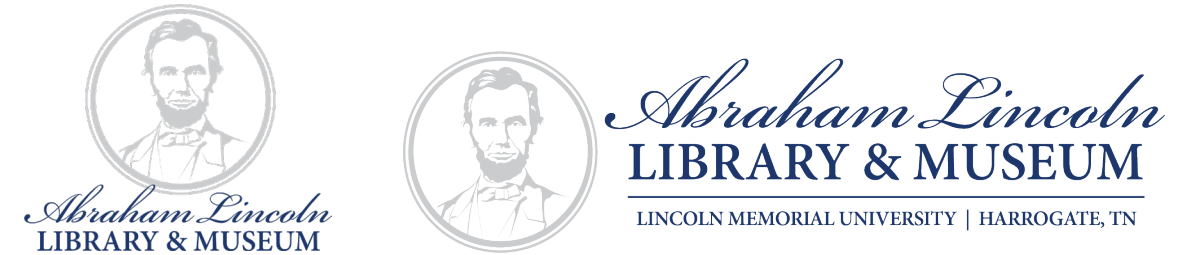
### Acceptable Colors for LMU Seals

(Please do not use other colors)



### Abraham Lincoln Library and Museum Logo

This logo has several variations. Please contact the Director of Publications (katie.johnson@LMU.net.edu) for any format of this logo. Rules for use follow the same protocol as for other University logos.



### LMU Divisions Logos



Alternate versions of these logos include horizontal, light gray (PMS 421), black, and white

### Approved Fonts

Myriad Pro and Minion Pro are both approved LMU fonts. One or both of these fonts should be used on all LMU communications. No other font should be used on any University correspondence, except in the department of athletics, for which Impact and Myriad Pro are approved fonts.

Myriad Pro | **Bold Semibold** Condensed *Italic* Light

Minion Pro | **Bold Medium Semibold** *Italic*

### Approved Fonts: Athletics Department

Approved fonts for LMU athletics are Impact (to be used for display headings and titles only) and Myriad Pro (to be used for subtext, paragraphs, and tables of content).

Headers/Display Text:

**Impact IMPACT**

Secondary Text:

Myriad Pro | **Bold Semibold** Condensed *Italic* Light

### Business Cards

**Business cards must be purchased through the online ordering system.**

Detailed instructions for ordering may be obtained from Public Relations or from Ashley Cambron (ashley.cambron@LMU.net.edu). All business cards are approved by Public Relations prior to shipping.

All LMU business cards adhere to the following format:

FRONT	BACK
	<p><b>Jody Goins, EdD</b>  Vice President for Enrollment, Athletics, &amp; Public Relations  jody.goins@LMU.net.edu</p> <p>LINCOLN MEMORIAL UNIVERSITY  6965 Cumberland Gap Parkway  Harrogate, Tennessee 37752  Toll Free: 800.325.0900 ext. 6725  Office: 423.869.6725  Fax: 423.869.6258  www.LMU.net.edu</p>

### ! Important Note

For safety purposes, home addresses, home telephone numbers, and personal website addresses will not be listed on the business card unless written approval is given by the employee's immediate supervisor.

### Web Development

The Department of Information Services administers the University's presence on the internet and on myLMU, the internal communication site. All websites must be cleared through the department before they are launched on the University's external site. Please contact the IS Helpdesk for assistance with both.

### LMU Stationery

The University has adopted consistent specifications for letterheads, envelopes, business cards and other components of LMU stationery which feature the official logo.

### Photography

**Please ensure that all photography used for flyers, web banners, and other projects, both print and digital, is 300ppi or higher.** Low-quality photos can severely degrade the appearance of print and digital media. If photography is needed for any project on campus, the Public Relations department is able to supply high-resolution photos.

**Acceptable Photo Quality:**  
High-resolution (300ppi or greater)



**High-resolution photos have clear, sharp details.**

In the photo above, the bricks on the clock tower are clear, along with the Roman numerals on the face of the clock. In the background, the sign that reads "Avery Hall" is crisp and distinct.

**Not Acceptable Photo Quality:**  
Low-resolution (Less than 300ppi)



**Low-resolution photos have a "grainy" appearance called pixelation.**

You may notice how the photo above does not have as much detail. The numerals on the face of the clock are blurry and the bricks on the clock tower exterior have no texture.

RULES FOR USE OF LMU LOGOS AND SEALS

LMU logos may not be manipulated or changed in any way.

Acceptable



Not Acceptable



Gradients and/or other effects should never be applied to any LMU logo.

Acceptable



Not Acceptable



Logos may only be created and/or updated by Public Relations. If a logo does not exist for a given department, the standard LMU logo is the proper mark to use.

Acceptable



Not Acceptable



IMPORTANT NOTE ABOUT RE-SIZING LOGOS, GRAPHICS, AND PHOTOS

Logos, graphics, and photos should always be re-sized proportionately. In many applications (with the exception of Adobe Illustrator), using top and bottom anchors to re-size will result in logos, graphics, and photos becoming warped, stretched, or distorted.

**Microsoft Word / Microsoft Powerpoint:**

Drag corner anchors until desired size is achieved.

**Adobe Photoshop and Adobe Illustrator:**

Drag corner anchors while holding down the Shift key until desired size is achieved. *Be sure to release the corner anchor BEFORE releasing Shift, or the logo will distort.*

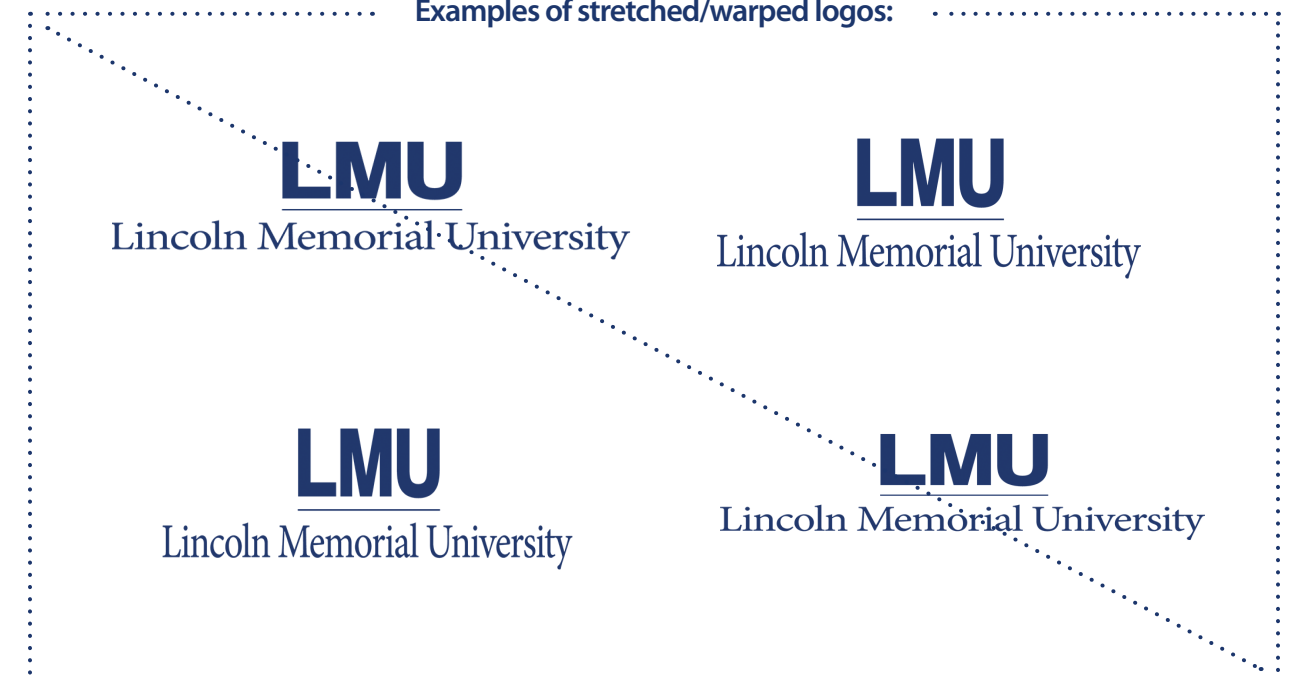
**Adobe InDesign:**

Drag corner anchors while holding down Shift + Ctrl until desired size is achieved. *Be sure to release the corner anchor BEFORE releasing Shift + Ctrl, or the logo will distort.*

Original LMU Logo:



Examples of stretched/warped logos:





**For more information regarding rules of use and LMU style, contact:**

Katie Johnson, Director of Publications  
423.869.6643 | [katie.johnson@LMU.net.edu](mailto:katie.johnson@LMU.net.edu)