

BLUE TIGER BRAND GUIDE

REV. 16 MARCH 2022



DEDICATED TO
THE OFFICERS AND SOLDIERS
OF THE 62ND AND 65TH
UNITED STATES
COLORED INFANTRIES

LING LN
UNIVERSITY

1866



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The LU Brand Standards

The LU Brand Standards encompass the University Brand Mark, Signatures, Colors, Names, Emblems and Institutional Marks that identify, represent and symbolize our University. Many of these elements are registered with the Patent and Trademark Office of the United States and may only be used according to the guidelines provided or by permission of Lincoln University’s Office of Marketing and Communications or through Lincoln’s Collegiate Licensing Office.

Our Brand Standards are simple to grasp, easy to follow and help ensure we’re all pulling in the same direction.

For more information, including tips on how to apply the standards to your entity or project, be sure to review the Brand Guidelines.

For easy access to Lincoln University logos, please download from the [Brand Toolbox](#).

And for answers to questions not found here, please contact the Office of Marketing and University Relations for assistance. [Click here](#) to contact via email (marketing @lincolnu.edu).



We Cherish
Our Traditions.

MISSION STATEMENT

Lincoln University of Missouri is a historically black, 1890 land-grant, public, comprehensive institution that provides excellent educational opportunities including theoretical and applied learning experiences to a diverse population within a nurturing, student-centered environment.

UNIVERSITY VISION

Grounded in its rich heritage as a historically black, land-grant university, Lincoln University will become a destination of choice for those seeking access to affordable, high quality education. In a supportive and diverse environment, Lincoln University will inspire lifelong dedication to learning, discovery and engagement through excellence in teaching, research and outreach, thereby preparing students for citizenship and leadership in the global community.

UNIVERSITY OATH

We will never bring disgrace to Lincoln University by any act of cowardice or dishonesty. We will fight for the ideals and sacred things of the University. We will transmit our University to those who come after us, greater, better and more beautiful than it was transmitted to us.

UNIVERSITY MOTTO

LABORARE ET STUDERE

To labor and study

UNIVERSITY MASCOT

The Blue Tiger



The Blue Tiger

The Lincoln University mascot is the Blue Tiger. The University adopted the moniker in the 1970s, after a local sports reporter coined the name to differentiate LU from the University of Missouri Columbia Tigers.

The official mascot's name is Stripes.

Purpose of the Guide

The guidelines in the Lincoln University Brand Guide establish and preserve the integrity of the elements of the University brand and its branding elements. By following these practices, each member of the University family and our strategic partners play a critical role in presenting a consistent, impressive and lasting brand identity for our institution.



Our History

Lincoln University was founded in 1866 by the men of the 62nd and 65th United States Colored Infantries and their white officers, for the special benefit of freed African Americans. Today, Lincoln University's role in the education of Missourians and others and its service to stakeholders throughout the state, the nation, and across the globe is well recognized. Lincoln University continues to serve the needs of its diverse student body through a tradition of offering innovative programs that makes the college experience special.



Primary Logo

This logo is Lincoln's main logo and to be used on the LU website and all general University, Admissions materials. It is also used for Athletics. This logo is the one that prospective students, the current Lincoln family, and the general public need to recognize at a glance as Lincoln University.



Primary Logo Variations

LINCOLN

LINCOLN

Supplemental Graphic Elements



Alumni Logo

The alumni logo reflects a past version of the Lincoln University logo, one for which LU alumni may feel an affinity. Use of the primary logo is preferred to build overall recognition of the Lincoln University brand. The alumni logo may be used in communication directly to Lincoln University alumni but should be used sparingly on materials that also have a general public reach. Incorporation of the Blue Tiger head and/or the primary logo with the alumni logo, where possible, is recommended to strengthen the LU brand for recruitment and current student retention.



University Seal

The president of the University is the official keeper of the University seal. The official uses of the seal are as follows:

- affixed to all degrees, diplomas and certificates awarded by the university, or any official act of the Board of Curators.
- affixed to any legal agreement binding the University may be used on official Lincoln University letterhead and invitations, announcements, and publications.

The seal may be used in the school colors or in black and white. The keeper of the seal shall be consulted for other uses of the seal. Please note:

1. Only scaled reproductions shall be made of the seal.
2. The seal should never be used alongside other symbols purely as decoration.
3. Care should be taken never to use the seal in any manner which appears to be in poor taste.





INMAN E. PAGE LIBRARY

Secondary Logo for Academic Use

This logo is to be used on all materials and medium that pertain to the Academics Department.

The primary logo, in full form or secondary version, should always be used with the Academic logo to create brand continuity and recognition. For example, the primary logo, in full form or secondary version, may be used on the back of an academic program flyer or brochure.





Historical Significance

EST. 1866

The bell tower is the symbolic pillar of Young Hall, visible for miles across Jefferson City and has watched over our students, faculty and staff since 1930. College Hall was the original name of the building and in 1938 was renamed to honor Dr. Nathan B. Young who served as the University's 7th and 9th President. Young Hall has housed the library, a gym, science labs, classrooms and administrative offices over the years. Today, the bell tower continues to serve as a beacon to students, faculty, staff, alumni and visitors alike, calling them to the heart of the campus.

Primary Fonts & Typography

Consistent use of typography is an important way we build our brand. When utilized thoughtfully, the right fonts can add visual meaning to what is communicated. Lincoln's Official Type families communicate clearly and cleanly and are flexible across a wide range of applications.

Designer Fonts

Approved Lincoln University typefaces are listed to the right. These Designer Fonts are most often used by art directors and designers and may be purchased through reputable U.S. font company.

Note: *Do not download free fonts from unverified sources.*

For Body Copy

Degular (a sans serif font) and Didot (a serif font) are acceptable for large bodies of copy. They offer extensive character sets, with a variety of weights that could be used for subheadlines, paragraphs and captions.

Degular is appropriate for general purpose use, admissions materials and athletics. When using Degular, please follow this recommended formatting:

- 11-12 pt font
- kerning adjusted to 25
- 10/12 leading
- left aligned.

Didot, used for the body copy in this brand guide, is appropriate for more formal use and academic publications.

Degular
Degular Light
Degular Italic
Degular Bold

Didot
Didot Regular
Didot Italic
Didot Bold
DIDOT REGULAR
DIDOT ITALIC
DIDOT BOLD

For Headlines

Peace Sans is a bold font with personality that should be reserved for headlines and works well for more non-academic athletics, admissions or social media materials/flyers/graphics where a more playful or energetic attitude is encouraged and the primary Lincoln logo is generally featured.

Action NBA can lend a sophisticated feel to headlines and displays well in all caps and is more representative of specific departments such as Lincoln University Athletics and the Lincoln University Law Enforcement Training Academy. Action NBA is not recommended for large bodies of text.

Note: *Do not download free fonts from unverified sources.*

Universal Type

For the vast majority of University communications, the following Universal Fonts are recommended for official use: Minion Pro and Helvetica. User-friendly and easily accessible, they are available as part of the Microsoft Office Software Suite on most Lincoln computers.

Working with Type

The way fonts are set and displayed reflects the University Brand. Here are some helpful tips:

- Set the page margins to allow plenty of space around the edge of the page.
- Limit the use of **bold** and *italic* fonts to very specific words or phrases – if everything is bold, then nothing is bold.
- Use contrasting typefaces for headlines and body copy to provide a fresh, clean look to your design.

Peace Sans

Action NBA

ACTION NBA LIGHT

ACTION NBA LIGHT ITALIC

ACTION NBA BOLD

ACTION NBA BOLD ITALIC

Minion Pro

Minion Pro Italic

Minion Pro Bold

Helvetica

Helvetica Light

Helvetica Italic

Helvetica Bold

Primary Color Palette

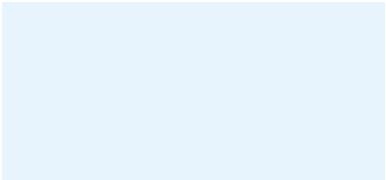
LINCOLN BLUE
PMS 289 C
R25 G36 B62
HEX #102548



MID-BLUE
PMS 647C
R38 G95 B139
HEX #2E598C



LIGHT BLUE
PMS P115-9C
R231 G244 B253
HEX #E7F4FD



LINCOLN COOL GRAY
PMS COOL GRAY 8C
R140 G141 B143
HEX #898B8E



WHITE



BLACK



Neutral Color Palette

The following grays also can be used as support colors for the official blue and grey.

Pantone 8002
R142 G134 B125
HEX #8E867D



Pantone 4515
R204 G182 B119
HEX #CCB677



Pantone 444
R139 G156 B148
HEX #8B9C94



Accent Color Palette

For those instances where a greater range of color is called for, Lincoln has carefully curated a supplemental palette of accent colors. Used strategically and sparingly, they can add visual interest, distinguish elements in a sequence or differentiate parts of a whole.

R98 G37 B13
HEX #62250D



R12 G82 B48
HEX #0C5230



R101 G153 B201
HEX #6599C9



R160 G213 B181
HEX #A0D5B5



R92 G40 B69
HEX #5C2845



R255 G196 B35
HEX #FFC423





COLLEGE OF HUMANITIES
AND SOCIAL SCIENCES
UNIVERSITY OF ALABAMA
AT BIRMINGHAM

Photography

Campus-specific photography should feature dramatic shots of recognizable campus and city landmarks.

Imagery should feature bold and expansive shots with rich colors and varied textures to showcase the beauty and warmth of campus.

Preferred photography is documentary-style — capturing smiling faces and Lincoln students at work and at play on campus.

When possible, use a high-key, emotional, and colorful approach and consider getting close to your subjects, using unique angles, and being playful with your imagery. Show personality and have fun!





Photography

To keep a clean and consistent look throughout all applications, please ensure that your photography ...

- is in focus
- is well-lit
- is focused on the subject
- tells a story
- captures the diversity of our campus
- reflects the LU personality (warm, welcoming)

Additional best practices ...

- Utilize a simple background when possible.
- Pay attention to what is in the background — avoid inadvertently capturing something that distracts from the photo.
- When taking photos of students and faculty/staff in the classroom and/or involved in activities, take a variety of photos, including action photos (think photo-journalism — use the photo to tell the story) and also with faces smiling at the camera, capturing personalities and emotion.



Official Digital Communication Channels

The accounts listed below represent the University's main websites and social media channels.

LINCOLN UNIVERSITY (MISSOURI)

WEBSITE: LINCOLNU.EDU

LINCOLN ATHLETICS

WEBSITE: LUBLUETIGERS.COM/

UNIVERSITY SOCIAL MEDIA CHANNELS

 FACEBOOK.COM/LUBLUETIGERS

 INSTAGRAM.COM/LUBLUETIGERS

 TWITTER.COM/LUBLUETIGERS

 LINKEDIN.COM/SCHOOL/LINCOLN-UNIVERSITY-OF-MISSOURI

 YOUTUBE.COM/C/LINCOLNUNIVERSITY1866

ATHLETIC SOCIAL MEDIA CHANNELS

 FACEBOOK.COM/BLUETIGERATHLETICS

 INSTAGRAM.COM/LUSTRIPES/

 TWITTER.COM/GOBLUETIGERS

 YOUTUBE.COM/USER/LINCOLNBLUETIGERS

If you create or oversee a social media account for an academic department, athletic team or other campus organization, please [contact the Lincoln University Marketing Department via email](#) to register your account.

Social media accounts should cross-promote to support each other and raise awareness of the Lincoln University brand — utilizing the power of together!