In order to provide consistency and assure readability throughout all forms of Loras College marketing communications, four type families have been selected for use. These families are Trade Gothic family, Times New Roman family, Arial family, and Rockwell Extra Bold. Some of these font families also include bold, italic, etc.

In printing, the prevalent color ink system used is the Pantone Matching System, more commonly known as PMS. The purple at the right (PMS 262) represents the main Loras College brand color. In addition, Loras’ primary color palette includes Loras gold (PMS 7502), black and reverse (white) as a family of colors to reinforce the Loras College presence in the marketplace while developing a distinct brand.

In addition to the PMS colors noted above, there are other ink systems used for various media:

- The CMYK conversions will be used when printing in four-color process.
- The RGB versions will be used when producing video and multimedia projects.
- The hexadecimal descriptions will ensure that web efforts are as consistent as possible with other visual media.

Repeated and consistent use of Loras’ official colors on brochures, merchandise, apparel, signage and even flowers reinforces a commitment to driving the Loras brand.

Colors can look different when printed on different materials—most noticeably uncoated paper. For coated paper, the PMS number should end with a “C,” for uncoated, a “U.” Contact the Marketing Department for assistance.
The Loras College logo is a combination of the crest with the words “Loras College.” These two elements were joined to form the logo. The logo is an official trademark of Loras College. The logo is artwork; it may not be modified from .jpg or .tiff format in conjunction with the trademark. Other important information to add to a document are:

— 1450 Alta Vista St., Dubuque, IA 52001
— 800.245.6727 and/or LORAS.EDU (all caps)

On Electronic documents the logo must be included on the cover page and all subsequent pages must include a header with Loras College (name of document) and a footer with Loras College, 1450 Alta Vista St, Dubuque, IA 52001, 800.245.6727 (or other Loras College phone number), and/or LORAS.EDU (all caps).

**Size and Resolution**

Loras College logo must stay in exact proportion, but the various sizes of the logo may be used. The horizontal logo should not be reproduced in a size smaller than what is used for the Loras College stationery. An exceptions is allowed for merchandise and extremely small (3” or less) uses (see specialty items pg. 13). Very low resolution images are not allowed. The minimum requirements for resolution include 200-300 dpi for printed/published artwork and 72 dpi for electric.
Color Palette
The logo should appear in the colors stated in the College Official Color Chart (page 3). The logo may be used in any of the official colors, but must be able to be seen clearly. The darkness of the background will determine which color to use.

Contact the Marketing Department for authorization to use any colors other than the official Loras College colors.

Positioning
The logo may appear in any location on the page based on design, but must always be prominent. The Loras College logo must appear on all materials.

Availability
The logo is available on the portal under A-Z Index > Marketing Resources > Graphics > Logo. It is available in acceptable layout and color combinations on the portal.

Sublogo
The Loras College sublogo has been created to offer departments, offices, events or organizations the opportunity to have a logo personalized for their area. It is a combination of the crest with the words “Loras College” an the specified “sub” name.

The sublogo is artwork; it may not be modified from .jpg or .tiff format unless with the permission and assistance of the Marketing Department.

A sublogo can be requested by contacting the Marketing Department.
Observe the following restrictions and guidelines concerning the use of the Loras College logo.

The logo may not be modified from its original state.

- The logo is to be used in official colors or reverse (white) only (see page 2).
  (An exception for a special circumstance must be approved by the Marketing Department.)

- The logo is not to appear at an angle.

- The elements of the logo are not to be rearranged.

- The logo proportions are not to be hanged or distorted in any way.

- The logo may not be retyped or created as an individual or personalized representation.

- The logo may not be enclosed inside a shape as a square, circle, or rectangle.

- The logo may not be used at a very low resolution.
  The minimum requirements for resolution are 200-300 dpi for printed/published artwork and 72 dpi for electric.

- The logo is never to be placed over another design, photograph, color or texture that in any way reduces the clarity or impacts the accurate presentation of the logo.

While the horizontal or double stacked versions of the Loras College logo appear in all of the examples, all rules pertaining to alterations, color, size, etc., apply to all versions of the Loras College logo.
In addition to the Loras College logo, there are several elements to enhance brand recognition. Some key branding elements include:

- Loras College “L”
- Tag line – Catholic • Liberal Arts
- Dewey the Duhawk (see page 6)

**Branding bar**

The branding bar is most often used in Loras College purple, but may be used in Loras Gold. The bar works visually to reinforce the Loras College brand.

In the bar, there are options for copy – Catholic • Liberal Arts on the left or right side, LORAS.EDU on the left or right side or the bar may be left blank. No other information of any type may be added in the bar. LORAS.EDU and Catholic • Liberal Arts should not be “visually” together on the bar.

The bar is typically 3/8” high. Exceptions to height may be made based on the design and type of the marketing piece. Contact the Marketing Department for size exceptions and/or recommendations.

**Positioning**

The bar is set on the bottom of a page and may or may not have bleed off the page.

**Availability**

The bar is available on the portal under A-Z Index > Marketing Resources > Graphics > Bottom purple page bar graphics.

The bar is required element on printed materials. Contact the Marketing Department for exceptions.
Athletics Branding Elements

Dewey the Duhawk
The nickname for Loras College is Duhawks. Dewey is the official name of the Loras College Duhawk mascot. The correct spelling of the nickname only has one letter capitalized, “D.” Writing “DuHawks” is incorrect. A Duhawk is a gender neutral nickname, not representing male or female. In having a gender neutral nickname, the terms “Guy Duhawks,” “Lady Duhawks” or “DuChicks” are incorrect and inappropriate.

Dewey is a mascot and should not be used as a logo. The Dewey artwork may not be modified from its original state. No layers of art or typing may be added to Dewey to modify the look of the original artwork.

The Loras College “L”
The athletics department is currently working with the Marketing department to refresh the College’s athletic identity.

Loras College “L” may be used in most cases for alumni or athletic divisions, the Loras College “L” also acts as a complementary, or secondary, branding element. The “L” may only be shown in the official Loras colors. It must be used in conjunction with the Loras logo or with the words Loras College in order to reinforce that the “L” stands for Loras College.

Positioning
The “L” may be placed anywhere, as long as the logo or words Loras College are visible on the marketing item.
Signage
When creating signage anywhere on campus, use the official Loras College color and either Trade Gothic or Arial families of font.

Temporary Signage
Temporary signage templates to advertise an event, meeting, concert, speaker, etc., at on-campus posting sites and/or campus can be found at A-Z >Marketing Resources > Design Templates. There is a large variety of sizes, color, and orientations to choose from. Follow the instructions on how to save a template from the portal.

Permanent Signage
All permanent signage, including but not limited to room signs, building signs, naming signs, etc., must be requested through the Marketing Department. The Marketing Department will work in conjunction with the Physical Plant to assure the identity standards are adhered to for Loras College signage. Please contact the Marketing Department to discuss your needs.

The Marketing Resources portal page offers a variety of marketing tools for you, many have been referenced throughout this manual. Go to A-Z Index > Marketing Resources for:
- Logos
- Pictures/Graphics
- Letterhead and business card ordering instructions
- Templates (brochure, signs, posters, Powerpoint, etc.)

Check back regularly for updated resources or if you need something you cannot find, contact the Marketing Department.

The Marketing Department is located on the second level of Keane Hall. Consultation and brainstorming sessions related to you marketing needs are encouraged!