Now well into its second century, the University of La Verne has continued to evolve and expand, growing into a more complex institution composed of numerous undergraduate and graduate degree programs. Its academic and administrative departments are located on the main campus as well as at regional campuses throughout California. While such growth reflects the quality and popularity of a successful institution of higher education, it also can create divergent views about the university among its key audiences and the community at large.

Why a Unified Identity?

The purpose of instituting and maintaining a carefully crafted visual identity is, first and foremost, to establish a distinctive image that links the general public easily and indelibly to the University of La Verne. Externally, that identity must reflect not only the university’s style and character, but also its traditions, strengths and values. Internally, it conveys a sense of pride and commitment to a common mission. This comprehensive visual identity ultimately will serve to unify and strengthen communications involving the institution and its component parts by projecting a message of cohesiveness.

In order to achieve this unified identity, University Marketing & Publications has been charged with the responsibility of developing and providing this Identity Style Manual. Establishing the manual and the guidelines it contains ensures proper and consistent use of the university logo and other identification marks in a wide range of employment, including – but not limited to – official stationery (business cards, signage, publications, apparel) and media (print, video, electronic) usage.

The graphic standards set forth in this Identity Style Manual provide a recognizable and distinctive image that conveys academic excellence in keeping with the university’s mission statement. They are here for the entire University of La Verne community to adopt and follow, designed with necessary flexibility to allow assimilation into office and departmental goals while also establishing the consistency necessary in achieving the desired distinctive, recognizable public image.

Where to Go for More Help

Downloadable files of the most updated version of this manual and downloadable logos, seals and templates are available online at http://sites.laverne.edu/marketing/identitymanual

If you have questions or need assistance, please contact the following: University Marketing & Publications (909) 593-3511 ext. 5201.
Statement Of Purpose
We trust that you share our commitment to the total quality and consistency of the University of La Verne’s identity and image. In the event you wish to produce your own publications and communications, you will be responsible for meeting certain standards of excellence. The purpose of the Identity Style Manual is to emphasize the necessity of university identification and to reinforce the advantages of using university marks of identity to clarify the university’s image to key audiences and industry segments. Our coordinated family of marks, used in conjunction with consistency, applied color, photography and other elements, will provide the University of La Verne’s visual communications with an unprecedented unity and focus.

Identity Style Manual Usage
University Marketing & Publications created this manual to help those individuals who design and produce communications that represent the University of La Verne. The Identity Style Manual explains the proper use of the University of La Verne’s signature, logo, seal and other elements of our institutional identity system. This manual encompasses most every aspect of graphic identity including signature, logo, publications and advertisements. Of course, no guide can cover all possible situations. University Marketing & Publications can assist you with any subject matter not addressed in this manual. If you have suggestions on items to be included in future issues of this manual, please send them to University Marketing & Publications at branding@laverne.edu. Request for usage of the signature, marks, logo and seal not conforming to the guidelines listed in this Identity Manual must be sent to University Marketing & Publication prior to production for approval.

Trademark Policy Statement
The University of La Verne has registered or otherwise protected the names, initials, logos, symbols, insignias, trade names, service marks, and trademarks (collectively “Trademarks”) of the University. The University has delegated the responsibility for maintaining, managing and licensing all merchandise, premium items and other products (referred to collectively as “Products”) that bear University trademarks to University Marketing & Publications. Products bearing those Trademarks and distributed for resale, as premiums or for any other purpose, are subject to the licensing requirements of this Policy.

The mission and purpose of this Trademark Policy Statement is to:

• Control the use of Trademarks that have come to be associated with the University of La Verne, protect all University Trademarks from unauthorized uses, and facilitate the process of granting authorization for legitimate internal and third-party use of University Trademarks;

• Require that the University secures a legitimate and reasonable royalty for the use of its Trademarks that generate revenue for the University;

• Promote the University in a consistent and uniform manner to protect the University’s reputation, name and image by permitting only appropriate uses and assuring that only quality products bear the University’s Trademarks, and protect the consumer from inferior products bearing University Trademarks.

Any individual, organization or company wishing to use University of La Verne’s marks must be licensed and shall be regulated by University Marketing & Publications.
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Primary Wordmark (or Mark):

The primary logo of the University of La Verne and its many parts is the customized wordmark shown on this page. It is one of several different marks representing the university on all print, electronic, and other materials.

The Signature

The official signature of the University of La Verne, La Verne logo and the University of La Verne logotype, needs to be positioned and proportioned in a specific way. Spacing and size relationship between the logo and the logotype have been carefully established so that the University of La Verne identity will remain consistent in all applications.

The Logo

The University of La Verne’s name should be used with the logo. The La Verne logo may NOT be used in stand-alone applications when used as a graphic element, appearing in various forms in your publications or elsewhere. Request for exceptions must be submitted to University Marketing & Publications for approval at (909) 593-3511 ext. 5201 or branding@laverne.edu.
Secondary Wordmarks (or Marks):
There are several secondary marks that can be used for various applications:

Three-Color Logo Combination
The logo may be used in a three-color combination. The vertical three-color logo with the border may be used with dark backgrounds. Refer to the illustrations at the left and the background color palettes on P. 14 for proper usage.

The Signature
The official signature of the University of La Verne, La Verne logo and the University of La Verne logotype, needs to be positioned and proportioned in a specific manner. Spacing and size relationship between the logo and the logotype have been carefully established so that the University of La Verne identity will remain consistent in all applications.

The Logo
The University of La Verne’s name should be used with the logo. The La Verne logo may NOT be used in stand-alone applications when used as a graphic element, appearing in various forms in your publications or elsewhere. Request for exceptions must be submitted to University Marketing & Publications for approval at (909) 593-3511 ext. 5201 or branding@laverne.edu.
Primary Wordmark:

Wordmark Without Logo
The primary wordmark of the University of La Verne should be used with the logo. However, there may be applications where the wordmark is best suited without the logo. Use of the wordmark without the logo as shown at left must be submitted to University Marketing & Publications for approval at (909) 593-3511 ext. 5201 or branding@laverne.edu.
Logo Spacing and Size:

Ratio For Vertical Logo Usage
The ratio for vertical logo usage should always be at least 1” inch in width on all major recruitment and promotional publications and print advertisement. The minimum space that other elements must maintain is 1/2 the width of the vertical sidebars of the logo. Refer to the illustration on the left for proper usage.

Ratio For Horizontal Logo Usage
The ratio for horizontal logo usage should always be at least 3” inches in length on all major recruitment publications and print advertisement. The minimum space that other elements must maintain is one time the width of the vertical side bar at the left side of the logo. Request for exceptions must be submitted to University Marketing & Publications for approval at (909) 593-3511 ext. 5201 or branding@laverne.edu.
Primary Wordmark:

Do's and Don’ts

The primary wordmark exclusively establishes the University’s distinct identity. To clearly communicate the goals and vision of the university, the identity must be displayed consistently according to the guidelines in this manual. Some applications may require deviation from the identity guidelines. In these cases, such as imprinting the logo on clothing, an exception or waiver may be granted by contacting University Marketing & Publications at (909) 593-3511 ext. 5201 or branding@laverne.edu.

Do Not tilt or transform the wordmark in any way.

Do Not reproduce the wordmark in colors other than those specified on page 13.

Do Not resize or extract any elements of the wordmark.

Do Not apply a drop shadow to the mark.

Do Not lock up the wordmark with other design elements to create a different logo.

Do Not enclose the identity within boxes or shapes that are not approved.

Do Not reproduce the wordmark in colors other than those specified on page 13.

Do Not lock up the wordmark with other design elements to create a different logo.

Do Not alter the composition of the wordmark.

Do Not set the wordmark on a competitive background that will detract from its readability.

Do Not add any modifiers to the wordmark except the approved school lock-ups.
Primary and Secondary Wordmarks:

One-Color Logo Combination
The logo may be used in a one-color combination in either black or PMS 350 green from the university's primary color palette on P. 16. Refer to the illustrations at left for proper usage.
College Wordmark Examples:

Shown on this page are examples of the tiered logo system, which allows up to two additional levels of hierarchy.

The college marks illustrated at left may be used in stand-alone applications when used as a graphic element, appearing in various forms on or within College publications. Request for exceptions must be submitted to University Marketing & Publications for approval at (909) 593-3511 ext. 5201 or branding@laverne.edu.
College of Law Logo:

The College of Law logo, illustrated at left, may be used in stand-alone applications when used as a graphic element, appearing in various forms on or within College of Law publications. Request for exceptions must be submitted to University Marketing & Publications for approval at (909) 593-3511 ext. 5201 or branding@laverne.edu.
Campus Wordmarks Examples:

Shown on this page are examples of the tiered logo system, which allows up to two additional levels of hierarchy.

The campus marks illustrated at left may be used in stand-alone applications when used as a graphic element, appearing in various forms on or within publications. All use of campus marks need to be submitted to University Marketing & Publications for approval at (909) 593-3511 ext. 5201 or branding@laverne.edu.
Background Colors:

Three-Color Logo Combination

Shown on this page are examples of background colors and how the logo is individually applied. The University of La Verne color palette consists of three colors. The colors are: PMS 350 C (Green), PMS 151 C (Orange), and Black. Request for background color exceptions beyond what is shown must be submitted to University Marketing & Publications for approval at (909) 593-3511 ext. 5201 or branding@laverne.edu.

- PMS 350 C Green
- PMS 151 C Orange
- PMS Black
- PMS 466 C Gold
- PMS 25% Black
Background Colors:

Black and White Logo

Shown on this page are examples of background colors and how the black and white logo is individually applied. The University of La Verne color palette consists of three colors. The colors are: PMS 350 C (Green), PMS 151 C (Orange), and Black. Also included here are additional background colors that are deemed acceptable. Request for background color exceptions beyond what is shown must be submitted to University Marketing & Publications for approval at (909) 593-3511 ext. 5201 or branding@laverne.edu.
Primary Color Palette:

The University of La Verne logo consists of a three-color combination utilizing the Pantone Matching System (PMS). The colors are: PMS 350 C (Green), PMS 151 C (Orange), and Black.

Use PMS colors or CMYK colors when printing. Use RGB colors when working on digital media.
Font Information:

University wordmarks use
- Goudy Old Style BT — Roman
- Goudy Old Style BT — Bold
Merchandise and Promotional Items

University Marketing & Publications monitors commercial and internal use of University and Athletic marks, names and logos through Strategic Marketing Affiliates (SMA), http://smaworks.com, our licensing representative.

University of La Verne requires that all individuals, organizations, departments and companies—internal and external—obtain prior approval before producing any product that will display University marks and/or logos. All products related to University of La Verne including Athletics branded merchandise and promotional items must be approved by University Marketing & Publications.

Examples and Applications
This page shows some examples of how the La Verne wordmark and logo might be applied to promotional or specialty items. All promotional or specialty items using the University logo must follow the Identity Manual guidelines. Request for exceptions must be submitted to University Marketing & Publications for approval at (909) 593-3511 ext. 5201 or branding@laverne.edu.
The Seal:

The University of La Verne seal is an official, trademarked symbol of academic excellence and should be employed with discretion so that its significance is preserved. The seal is appropriate when marking formal university ceremonies and on texts or documents pertaining to the academic mission of the university such as diplomas, certificates of achievement and awards for outstanding service. In every case, the seal should remind us of our educational priorities and stand for honor and rare achievement. The Office of the President and the Office of the Registrar are the primary users of the seal. All other uses must be approved by the University Registrar. When in doubt, err on the side of caution and do not modify the seal. All questions regarding secondary use of the seal should be directed to University Marketing & Publications at (909) 593-3511 ext. 5201 or branding@laverne.edu.
University Branding on Social Media Sites

In order to avoid degradation, distortion, or improper treatment of the University of La Verne logo, and to maintain a suite of social presences that are presentably cross-branded across the University without any confusion as to what’s official and what’s not, the following social media brand guidelines were established for University-wide usage. Following these guidelines will ensure you’re representing the University on third-party social media platforms appropriately. Updates to sizing and usage can be found at http://sites.laverne.edu/marketing/social-media/

Consider your avatars, profile, and background images to be extensions of the University web presence. Social media is your opportunity to give yourself a consistent, recognizable look and feel. These are your social media accounts, so please consider the social “personality” you want your aesthetic to convey.
Stationery:

Letterhead
The University of La Verne official letterhead is designed to offer versatility while maintaining consistency. The format offers flexibility by allowing you to identify the name of your department or program at the top of the letterhead and your college at the bottom of the letterhead.

Business Cards
Like the letterhead, our business cards follow stationery guidelines implemented by the University. The format offers flexibility by allowing you to include as much or as little information as you prefer with the fields provided. The style is preset. Letterhead, business cards and other stationery needs can be ordered and printed by ULV Graphics. Contact ULV Graphics at (909) 593-3511, ext. 4529.
Athletic Marks Usage
Just as the University of La Verne has established logos, word marks, colors and symbols to represent the institution’s image, the university’s Athletics Department has identifying marks that specifically represent the intercollegiate sports teams and the participating student-athletes. This Identity Style Manual includes the official athletic marks and provides guidelines for proper usage.

Athletic marks have specific usage criteria that must be followed to maintain consistency. Use of these marks outside official La Verne Athletics Department applications requires prior approval. All requests should be directed to Athletic Director Julie Kline and Associate VP & Chief Marketing Officer Fred Chyr.

Where to Go for More Help

Downloadable files of the most updated version of this manual and downloadable logos, seals and templates are available online at http://sites.laverne.edu/marketing/identitymanual

If you have questions or need assistance, please contact the following: University Marketing & Publications (909) 593-3511 ext. 5201.
Primary Athletics Logo:

The University of La Verne “Primary” Athletics logo must always be used appropriately intact at all times. No manipulation of the logo with respect to font style, letter spacing, degree/angle of curve, colors, etc. is permitted. The “Primary” logo may be used in a three-color combination if possible. Refer to the adjacent illustrations for proper usage. If you have specific questions about usage or resizing the “Primary” logo, please contact University Marketing & Publications for approval at (909) 593-3511 ext. 5201 or branding@laverne.edu.
Primary Athletics Logo:

Three-Color Logo Combination
The logo may be used in a three-color combination. The three-color logo may be used with the Athletic green or black color backgrounds as noted on P. 34. Refer to the illustrations at left for proper usage.

One-Color Logo Combination
The logo may be used in a one-color combination in either black or green from the Athletic color palette on P. 34. Refer to the illustrations at left for proper usage.
Primary Athletics Logo:

Ratio For Vertical Logo Usage
The ratio for vertical logo usage should always be at least 1" inch in width on all major recruitment and promotional publications and print advertisement. The minimum space that other elements must maintain is 1/4 inch surrounding the logo. Refer to the adjacent illustration at left for proper usage.

Ratio For Horizontal Logo Usage
The ratio for horizontal logo usage should always be at least 1" inches in length on all major recruitment publications and print advertisement. The minimum space that other elements must maintain is one time the width of the vertical side bar at the left side of the logo. Refer to the illustrations at left for proper usage.
LV Athletics Logo:
The University of La Verne LV logo must always be used appropriately intact at all times. No manipulation of the logo with respect to font style, letter spacing, colors, etc. is permitted. The LV logo may be used in color combinations shown. Logo can only be used with permission of University Marketing & Publications and Athletic Department.

Two-Color Logo Combination
The logo may be used in a two-color combination. The two-color logo may be used with color backgrounds as shown per the Athletic Color Palette on P.34. Refer to the illustrations at left for proper usage.

One-Color Logo Combination
The logo may be used in a one-color combination in either green, orange or black from the Athletics Color Palette on P. 34. Refer to the illustrations at left for proper usage.
LV Athletics Logo:

Ratio For Usage
The ratio for vertical logo usage should always be at least 1" inch in width on all major recruitment and promotional publications and print advertisement. The minimum space that other elements must maintain is 1/4 inch surrounding the logo. Refer to the illustrations at left for proper usage.
Athletic Mascot:
The University of La Verne Mascot logo must always be used appropriately intact at all times. The mascot logo may be used in the color combinations shown.

Three-Color Logo Combination
The logo may be used in a three-color combination. The three-color logo may be used with the green background as shown. Refer to the illustrations at left for proper usage.

Two-Color Logo Combination
The logo may be used in a two-color combination as shown. Refer to the illustrations at left for proper usage.

One-Color Logo Combination
The logo may be used in a one-color combination—black. Refer to the illustrations at left for proper usage.
Athletic Mascot (cont.):

Ratio For Usage
The ratio for vertical logo usage should always be at least 1” inch in width on all major recruitment and promotional publications and print advertisement. The minimum space that other elements must maintain is 1/4 inch surrounding the logo. Refer to the illustrations at left for proper usage.

Use the “bottom teeth” from “Leopard Head” to set the correct spacing around the Leopard head logo.

1 inch minimum

Minimum space around logo
Athletic Logotype Options:

Shown on this page are examples of the athletic logo typography options.
Primary Athletics Logo:

Do’s and Don’ts
The primary wordmark exclusively establishes the University of La Verne’s distinct athletic identity. To clearly communicate the goals and vision of the athletic department, the identity must be displayed consistently according to the guidelines in this manual. Some applications may require deviation from the identity guidelines. In these cases, such as imprinting the logo on clothing, an exception or waiver may be granted by contacting University Marketing & Publications at (909) 593-3511 ext. 5201 or branding@laverne.edu.
Athletics Font Information:

Name of font
Klavika Basic is a san serif typeface that displays well in text and body copy.
Primary Athletics Color Palette:

The University of La Verne “Spirit” logo consists of a four-color combination utilizing the Pantone Matching System (PMS). The colors are: PMS 350 C (Green), PMS 151 C (Orange), PMS 466 C (Gold), and Black.

Use PMS colors or CMYK colors when printing. Use RGB colors when working on digital media.