The identity of Lawrence Tech University Intercollegiate Athletics is bold, confident and exciting. We believe our family of marks reflect these attributes. Our logos represent a rich athletic tradition and dedicated student-athlete base that strive for success academically, athletically and socially.

Use of this identity belongs to Lawrence Tech University. However, ultimate permission to use these logos rest in the hands of the Director of Athletics.

We invite you to support the Blue Devils, but ask that you adhere to the guidelines set forth in this manual. We feel confident that by following the rules, Lawrence Tech students, faculty, staff and fans will continue to grow their pride of LTU.
LTU OFFICIAL COLORS

PRIMARY COLORS

For the Lawrence Technological University athletic identity, color is very important. The two colors on the right are the official primary colors for all LTU logos. If there is a situation where these colors are not available, the logos should instead be printed in black and white.

![LTU Blue](image)

**LTU Blue**
*Pantone® 300 C*

![White](image)

**White**

SECONDARY COLORS

Used to border and define the logo, this is the official secondary color of all Lawrence Technological University athletic logos. This color should be used when it is desirable to compliment the primary color.

![LTU Gray](image)

**LTU Gray**
*Pantone® 421 C*

*Pantone® is a registered trademark of Pantone, Inc. The colors shown on this page and throughout this manual are not intended to match the PANTONE Color Standards. For the PANTONE Color Standards, refer to the current edition of the PANTONE Color Formula Guide.*
ABOUT THE LOGOS

The Lawrence Technological University athletic logos were designed to create a consistent identity for the LTU Blue Devils. There are many variations of the logos to choose from, making an acceptable choice for every application.

To provide clarity in the LTU brand, it is important to present clear identification with the logos. This entails that the “Blue Devil Head” and “Blue Devil Head with Pitchfork” logos may only be used if there is another logo or text identifying LTU elsewhere in the document. The “LTU Wordmark” and “Monogram” logos are preferred for usage with the school name identified elsewhere in the document.

All artwork and variations of the logos are available for usage from the LTU athletic department. For further information regarding the banner text, see page 5.
ABOUT THE COLORS

All of the Lawrence Technological University athletic logos may be used in full color (which consists of LTU Blue, LTU Gray, and white), or black and white. To the right are some examples of the colors.

Note: All LTU athletic logos have “containing shapes” that are intended for usage on non-white backgrounds. For more information, see page 10.

NEVER reverse the logo art to create all white logos. There is an all white logo to be used for those situations. Also, never use all white logos on a complex or light colored background.

FULL COLOR LOGOS

BLACK AND WHITE LOGOS *

WHITE ONLY / ONE COLOR LOGOS

*Only use the black and white logos when there is no other option to use the full color logos.
To the right are examples of how banner text is used in the Lawrence Technological University athletic logos. If there is a desire to create a custom logo, please contact Brad Beyer, Sports Information Director, at Bbeyer@ltu.edu or 248-204-3867. All wording must be approved by the LTU Athletic Department. Banner text must only represent varsity sports and athletic activities at Lawrence Tech. Club or intramural sports may NOT have custom banner text logos.

Blue Devils, Basketball, Bowling, Cross Country, Golf, Hockey, Lacrosse, Soccer, Tennis, Volleyball, Sports Medicine, Dance, and Pep Band.
ABOUT LTU FONTS

Compatible fronts for Lawrence Technological University’s athletic identity are LTU Medium, and BankGothic Medium BT. BankGothic is the font used in the banner text for all LTU Athletic logos, while LTU Medium is a custom font designed to match the Athletic Logos.

Both fonts are available through Brad Beyer, Sports Information Director.
ABOUT SAFE ZONES

There is a minimum amount of space that should be kept between the LTU logos and other graphic elements, or borders of a document, to maintain the integrity of the logos. This is intended to avoid visual confusion. No other type or graphic elements (including folds, trims, or edges) should fall within the safe zones shown on the right. These safe zones are the minimum amount of space that should be between the logo and other graphic elements - if possible, it is recommended to keep more space.

For the horizontal Lawrence Technological University athletic logos, the safe zone is equal to one fifth of the height of the logo, referred to as size A.

For the more squared logos, the safe zone is equal to one eighth of the height of the logo, referred to as size B.
Each of the Lawrence Technological University athletic logos have a minimum allowable size. If the logos are below a certain size, they become illegible, or muddy. To ensure that the logos maintain their legibility and to make sure that they can be clearly reproduced, it is necessary to make sure the logos are not sized any smaller than the minimum sizes provided to the right. If at all possible, it is preferred for the logos to be used larger than the minimum sizes provided.
The Lawrence Technological University athletic logos are designed with a border that makes it perfectly viable to use on any background. Because of this border, it is unnecessary to alter the logo before use on any background. To the right are examples of usage on different backgrounds, to demonstrate the versatility.
ABOUT VIOLATIONS

To make sure that the identity of Lawrence Technological University’s athletics maintains its integrity and effectiveness, it is important and mandatory not to modify its image. This manual contains all the information necessary to keep the logo in its correct constraints. The logos are absolutely not allowed to be altered in any way, without permission given by the LTU athletics department. This page includes examples of unacceptable usages of the Lawrence Technological University Blue Devils logos.

<table>
<thead>
<tr>
<th>WHAT NOT TO DO</th>
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<tbody>
<tr>
<td>Never switch the colors of the LTU athletics logos.</td>
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<tr>
<td>Never use non-LTU colors in the LTU athletics logo.</td>
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<tr>
<td>Never change the tagline typeface in any LTU athletics logo.</td>
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<tr>
<td>Never use unapproved wording in the LTU athletics logos.</td>
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<tr>
<td>Never allow a pattern or photo to show through any LTU athletics logo.</td>
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<tr>
<td>Never re-sizes any elements of the LTU athletics logos.</td>
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<tr>
<td>Never re-proportion any of the LTU athletics logos.</td>
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<td>Never add any elements to the LTU athletics logos.</td>
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<td>Never distort or skew any LTU athletics logos.</td>
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<tr>
<td>Never reverse the colors of the LTU athletics logos.</td>
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<tr>
<td>Never angle or rotate the LTU athletics logos unless given approval.</td>
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<tr>
<td>Never reposition any elements of the LTU athletics logos.</td>
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<tr>
<td>Never re-space the elements of the LTU athletics logos.</td>
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<tr>
<td>Never use the LTU logos without their outlines on dark backgrounds.</td>
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ABOUT RETAIL

When the Lawrence Technological University athletic logos are used on retail, if the logos are printed on the same color material that the logos use, the material may be used in place of printing the logo’s color onto the material. If the material does not match any LTU color, all official colors must be printed on the material.

If the contrast of the outer gray outline with the material color isn’t sufficient, it is permissible to turn the outer gray outline to white. This is the ONLY exception.

ONE COLOR ALTERNATIVE

When using logos on apparel, the artwork must print in all LTU Blue, White, and LTU Gray. All White logos are permissible if there is sufficient contrast with the fabric color.

Note: When selecting fabrics for LTU merchandise, please try to stay as close to Pantone 300 Blue as possible. LTU considers their blue to be royal rather than powder blue or navy.

EXAMPLES

*All Retail Applications must be approved for usage by Brad Beyer, Sports Information Director.*
ABOUT UNIFORMS

The custom font (LTU Medium) provided with the Lawrence Technological University athletic logo family makes it possible to create wordmarks and numerals to be used on LTU athletic uniforms. These typeset wordmarks are to only be used for identifiers on uniforms and retail products and should not be used to replace the logo designs.

EXAMPLES

For examples of Lawrence Technological University athletic uniforms, please contact Brad Beyer, Sports Information Director.

*All Uniform Applications must be approved for usage by Brad Beyer, Sports Information Director.
WHO TO CONTACT

For additional information regarding the use of LTU athletic logos and for approvals for their use, please contact:

Brad Beyer
Sports Information Director
Lawrence Technological University
21000 West Ten Mile Rd.
Southfield, MI 48075
Phone: 248-204-3867
Bbeyer@ltu.edu