

BRANDING **GUIDELINES**

LEBANESE
AMERICAN
UNIVERSITY
BRANDING

1. LOGO

THE LOGO

The logo is the primary branding element of LAU. It is composed of an **emblem** (the Phoenician ship within an arched frame), the **'LAU' initialism** and the 'Lebanese American University' **wordmark** in both English and Arabic.

The LAU logo should appear on all university stationery items and other printed materials published by the university.

The logo must not be altered and must always be used fully and horizontally.



LOGO VERSIONS

There are 2 different versions of the logo:

- **Dark Green Logo:** to be used on white or light backgrounds
- **White Logo:** to be used on dark backgrounds

The logo can be used in **Black** only for black-and-white and grayscale applications.

Never use the white logo on a light background nor the dark green logo on a dark background.

Avoid using the LAU logo on a crowded photographic background. Place it on clear images in order to maintain legibility.



SPACE & SIZE

Clear Space Requirements

The logo should always be surrounded by a blank space that allows it to breathe and remain clear. This blank space must be equivalent to the height of the 'L' letter of the initialism, whatever the size of the logo.

Minimum Size

To ensure legibility on printed materials, the university's logo may not appear smaller than
W 32.5 mm x H 13.146 mm.



W 32.5 mm

LOGO USAGE

Placement

The university logo should always be positioned in the **top left-hand** corner on English applications and in the top right-hand corner on Arabic applications.

Co-Branding

When LAU is the organizer of an event, the LAU logo should be placed in the top left-hand corner and visually look more prominent than the rest of the organizers.



LOGO

THE DON'TS

- Do not change the color of the logo
- Do not distort or stretch the logo
- Do not use the logo at an angle
- Do not frame the logo
- Do not add a stroke around the logo
- Do not apply any effects or dropshadows to the logo
- Do not modify the proportions of the logo elements
- Do not modify any of the fonts of the logo
- Do not use the logo without the wordmark



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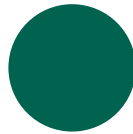
2. COLOR

PRIMARY COLORS

The primary color palette is the base for all university applications.

Dark Green is the official LAU color. It is the core color of the brand that helps identify LAU.

Anthracite is the color used for the text on all LAU stationery items and forms.



Dark Green

Pantone ® 336 C
Pantone ® 336 U



C 100 **M** 9 **Y** 58 **K** 45
R 0 **G** 103 **B** 81



Anthracite

Pantone ® 432 C
Pantone ® 432 U



C 11 **M** 3 **Y** 0 **K** 74
R 58 **G** 62 **B** 63

SECONDARY COLORS



Pantone ® 627 C
Pantone ® 627 U



C 93 **M** 33 **Y** 68 **K** 85
R 19 **G** 50 **B** 43



Pantone ® 3302 C
Pantone ® 3292 U



C 90 **M** 21 **Y** 65 **K** 69
R 0 **G** 76 **B** 69



Pantone ® 3278 C
Pantone ® 3268 U



C 99 **M** 0 **Y** 69 **K** 0
R 0 **G** 155 **B** 119



Pantone ® 3268 C
Pantone ® 3258 U



C 86 **M** 0 **Y** 53 **K** 0
R 0 **G** 171 **B** 142



Pantone ® 3395 C
Pantone ® 3385 U



C 66 **M** 0 **Y** 48 **K** 0
R 0 **G** 195 **B** 137



Pantone ® 348 C
Pantone ® 347 U



C 96 **M** 2 **Y** 100 **K** 12
R 0 **G** 132 **B** 61



Pantone ® 7738 C
Pantone ® 7737 U



C 74 **M** 0 **Y** 98 **K** 2
R 72 **G** 162 **B** 63



Pantone ® 368 C
Pantone ® 367 U



C 65 **M** 0 **Y** 100 **K** 0
R 120 **G** 190 **B** 32



Pantone ® 390 C
Pantone ® 397 U



C 27 **M** 0 **Y** 100 **K** 3
R 181 **G** 189 **B** 0



Pantone ® 374 C
Pantone ® 373 U



C 30 **M** 0 **Y** 64 **K** 0
R 197 **G** 232 **B** 108

The secondary colors are colors that complement LAU's dark green color.

These colors can be used to add diversity and contrast on different applications such as titles, backgrounds and any graphic element.

LAU **dark green** should remain dominant. The secondary colors should not exceed **one third** of the color balance, as per the examples below:



TERTIARY COLORS

The tertiary colors are the third level of LAU's color palette.

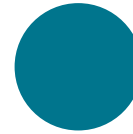
These colors should not be used prominently. They are very useful in highlighting or emphasizing certain words or elements. They can also be used in charts and graphs along with the range of secondary colors.



Pantone ® 1955 C
Pantone ® 1945 U



C 9 **M** 100 **Y** 54 **K** 43
R 138 **G** 21 **B** 56



Pantone ® 3145 C
Pantone ® 3135 U



C 100 **M** 10 **Y** 29 **K** 20
R 0 **G** 119 **B** 139



Pantone ® 7409 C
Pantone ® 7408 U



C 0 **M** 31 **Y** 100 **K** 0
R 240 **G** 179 **B** 35



Pantone ® 7665 C
Pantone ® 7664 U



C 64 **M** 84 **Y** 0 **K** 32
R 94 **G** 54 **B** 110

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3. TYPOGRAPHY

ENGLISH TYPEFACE

The university brand includes the use of a specific typeface called **Raleway**. This typeface should be used on all of LAU English applications.

Raleway is a sans-serif typeface family initially designed by Matt McNerney as a single thin weight. It was later expanded into a 9 weight family by Pablo Impallari and Rodrigo Fuenzalida in 2012 and iKerned by Igino Marini.

Raleway Light

Raleway Light Italic

Raleway Regular

Raleway Italic

Raleway Medium

Raleway Medium Italic

Raleway Semibold

Raleway Semibold Italic

Raleway Bold

Raleway Bold Italic

Raleway Extra Bold

Raleway Extra Bold Italic

Raleway Black

Raleway Black Italic

ARABIC TYPEFACE

For Arabic applications, use the typeface called **Tajawal**.

Tajawal was created and designed by Boutros™ following a modern geometric style while still respecting the calligraphy rules of the Arabic script.

Tajawal Extra Light

الجامعة اللبنانية الأميركية

Tajawal Light

الجامعة اللبنانية الأميركية

Tajawal Regular

الجامعة اللبنانية الأميركية

Tajawal Medium

الجامعة اللبنانية الأميركية

Tajawal Bold

الجامعة اللبنانية الأميركية

Tajawal Extra Bold

الجامعة اللبنانية الأميركية

Tajawal Black

الجامعة اللبنانية الأميركية

ADDITIONAL TYPEFACES

Microsoft Office Friendly Typeface

Due to limitations in end-user configurations, you can use the system font called **Arial** for any Word document and for PowerPoint presentations.

Web Friendly Typeface

The preferred typeface for web applications is **PT Sans**.

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

Arial Black

PT Sans Regular

PT Sans Italic

PT Sans Bold

PT Sans Bold Italic

4. SCHOOL LOCK-UPS

SCHOOL LOCK-UPS



Adnan Kassar
School of **Business**



Alice Ramez Chagoury
School of **Nursing**



School of
Arts and Sciences



Gilbert and Rose-Marie Chagoury
School of **Medicine**



School of
Architecture and Design



School of
Pharmacy



School of
Engineering

Each school has its own lock-up that is complementary to LAU's main visual identity.

These lock-ups should appear on all the schools' printed and digital materials.

All guidelines that apply to the main LAU logo also apply to each school's lock-up (clear space, size color and placement).

SCHOOL LOCK-UPS

WITH DEPARTMENT NAME

School lock-ups can be occasionally used with department names on specific printed and online materials depending on the need and importance of the communication. All other cases should use the school lock-ups.

Guides and Restrictions

In order to ensure consistency across LAU, all department lock-ups must be produced by Stratcom's creative team.

All department lock-ups comply with a specific naming convention:

- First Line: **Department of**
- Second Line: **Official Name of the Department**

When the name of the department exceeds the length of the words **"School of"** added at the end of any school logo, a third line is required.



School of Arts and Sciences

Department of
Computer Science and Mathematics



Adnan Kassar School of Business

Department of
Finance and Accounting



Adnan Kassar School of Business

Department of
Hospitality and Tourism Management



Adnan Kassar School of Business School of

Department of
Information Technology and Operations Management

Exceeds the desired length



Adnan Kassar School of Business

Department of
Information Technology
and Operations Management



School of Architecture and Design

Department of
Architecture and Interior Design



School of Engineering

Department of
Civil Engineering



School of Engineering

Department of
Electrical and Computer
Engineering

5. SUB-BRANDS

SUB-BRANDS

The sub-brand lock-ups are used to identify institutes and other entities within LAU.

These major entities are integral components of the LAU brand and directly support LAU 's mission and vision. Accordingly, they should be used in combination with the LAU main logo on all internal and external communications.

All guidelines that apply to the main LAU logo also apply to the sub-brands (clear space, size color and placement).



Institute of
Media Research
and Training



Louis Cardahi
Foundation



Institute for
Social Justice and
Conflict Resolution



Institute for
Migration Studies



Center for
Lebanese
Heritage



Center for
Innovative Learning



Early
Childhood
Center



New York
Academic Center



Libraries



Academy of
Continuing Education



Consult



STUDENT INITIATIVE