



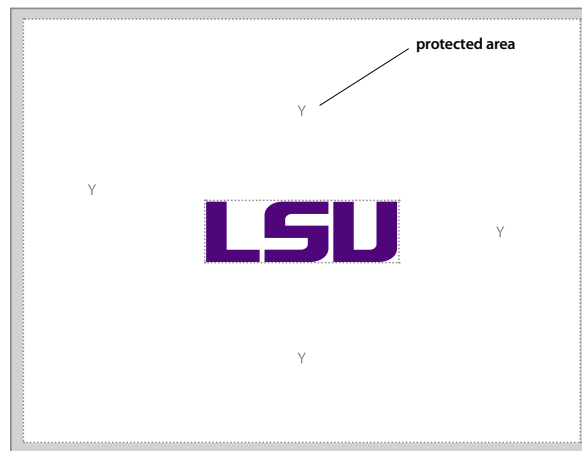
LOGO AND STYLE GUIDELINES

- LSU One Hundred is a designation given to the fastest-growing alumni businesses within a calendar year. Therefore, logos may only be used to affiliate your business with that list and not to imply endorsement by or partnership agreements with LSU.
- Following the completion of the year in which your business is listed as an LSU One Hundred business, you must use the Honoree version of the logo that includes the year your listing occurred. Your year is complete when the list for the following year is released.
- LSU One Hundred logos may not be used on your business system items like letterhead, business cards, email signatures, etc.
- The LSU One Hundred logo may not be incorporated into other logos or aligned with artwork to create a new logo. Borders, boxes, or shapes may not be placed around or behind the LSU One Hundred logo, including a white box.
- There must be a protected area surrounding the logo. The height of the logo should be the minimum space on all sides.
- The LSU One Hundred logo may only appear in the official LSU colors: **purple, gold, black, white, and gray**. The logo must appear using 100 percent full saturation of the official colors. Tinting is not allowed. The PMS, CMYK, and RGB mixes for the LSU colors are listed in the chart below.
- Drop shadows and gradients should never be applied to the LSU One Hundred logo.
- The LSU One Hundred logo should never appear smaller than 1.5 inches in width.
- In written and verbal communication, LSU should always be referred to as Louisiana State University or LSU.
- LSU should never be referred to as Louisiana State, LSU Baton Rouge, L.S.U., or other aliases different from the official names listed above.
- Louisiana State University should always be in upper and lowercase letters or all uppercase letters. Never all lowercase letters.
- LSU should always appear in all uppercase letters. It should never appear in lowercase letters (LSU) except for URLs.

LSU ONE HUNDRED HONOREE LOGO - WITH YEAR



LSU ONE HUNDRED LOGO - WITHOUT YEAR



The dotted line shows the protected area around the **primary logo** (where y = the height of the "S" in the LSU logo). This ensures that no other graphic elements interfere with the clarity and integrity of the LSU letters. At no time is placing anything in front of, adding a stroke or outline to, or adding gradients, patterns, or effects permissible for any logo on this sheet.

COLOR VARIATIONS



Official LSU Colors	Pantone Coated	Pantone Uncoated	CMYK	RGB	Hexadecimal
LSU Purple	PMS 268C	PMS 268U	C-90 M-100 Y-0 K-0	R-70 G-29 B-124	#461D7C
LSU Gold	PMS 123C	PMS 115U	C-0 M-24 Y-94 K-0	R-253 G-208 B-35	#FDD023
Black	Process Black	Process Black	C-0 M-0 Y-0 K-100	R-0 G-0 B-0	#000000
50% Gray	PMS Cool Gray 8C	PMS Cool Gray 8U	C-0 M-0 Y-0 K-50	R-153 G-153 B-153	#999999

Guidelines are subject to change at LSU's sole discretion and without notice. For your protection and to maintain the maximum impact for your affiliation with LSU, approvals are for a single-use unless otherwise specified.