



LONG ISLAND UNIVERSITY STYLE GUIDE FOR PRINT AND VISUAL APPLICATION

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PRIMARY MARKS

OFFICIAL COLORS



BLUE

OFFICIAL PMS: 292

OFFICIAL RGB: [105, 179, 231]

OFFICIAL CMYK: [59, 11, 0, 0]

OFFICIAL HTML: 69B3E7



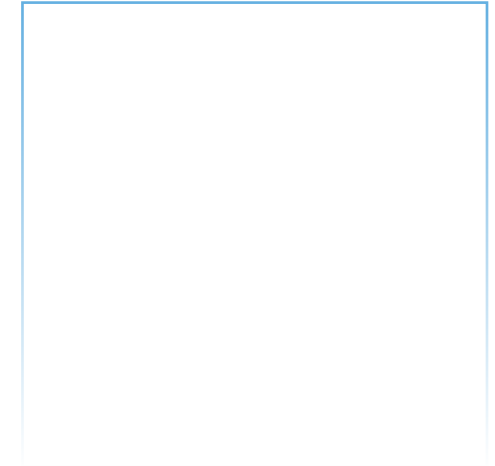
GOLD

OFFICIAL PMS: 123

OFFICIAL RGB: [255, 199, 44]

OFFICIAL CMYK: [0, 19, 89, 0]

OFFICIAL HTML: FFC72C



WHITE

OFFICIAL PMS: N/A

OFFICIAL RGB: [255, 255, 255]

OFFICIAL CMYK: [0, 0, 0, 0]

OFFICIAL HTML: FFFFFFFF

PRIMARY MARKINGS



PRIMARY LOGO



OTHER ACCEPTABLE USES

SECONDARY MARKS

SECONDARY LOGO

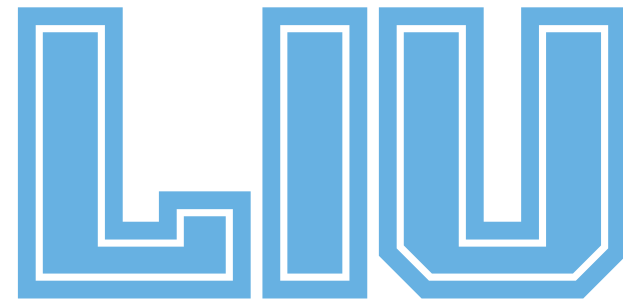


OFFICIAL MASCOT LOGO

OFFICIAL WORDMARKS



PRIMARY WORDMARK



OTHER ACCEPTABLE USES

OFFICIAL WORDMARKS

SHARKS

PRIMARY MASCOT WORDMARK

SHARKS

SHARKS

OTHER ACCEPTABLE USES

SECONDARY WORDMARKS



*NOTE - ALL PREVIOUS COLOR COMBINATIONS MAY BE USED ON THE TEXT OF EACH SECONDARY WORDMARK

OFFICIAL FONTS

PRIMARY FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

PRIMARY FONT NAME: LIU SHARKS

FOR USE IN GRAPHIC DESIGN, DIGITAL AND PRINT PUBLICATIONS, AND TEAM UNIFORMS.
LIU SHARKS TO BE USED AS THE HEADERS OF ALL PRINT PUBLICATIONS.

SUPPLEMENTAL FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

SUPPLEMENTAL FONT FAMILY: INDUSTRY

FOR USE IN CONJUNCTION WITH PRIMARY WORDMARKS, DIGITAL AND PRINT MEDIA.
INDUSTRY FONT TO BE USED IN THE BODY OF PRINT PUBLICATIONS.

BRAND RESTRICTIONS

RESTRICTIONS



DO NOT ADD EXTRA SHADOWS
OR BEVELS TO ANY LOGOS



DO NOT USE A COLORED
BACKGROUND OR COLORWAY THAT
IS NOT APPROVED



DO NOT ROTATE ANY LOGOS



DO NOT STRETCH OR SKEW THE LOGO IN ANY DIRECTION



DO NOT COLORIZE ANY LOGO THAT
IS NOT IN AN APPROVED BLACK &
WHITE MANNER



DO NOT ADD OR REMOVE ANY
STROKES TO ANY LOGO



DO NOT PLACE TEXT IN FRONT
OF OR OVERLAPPING ANY LOGO



DO NOT FADE ANY LOGOS