

OFFICE OF THE CHANCELLOR

University of New Orleans

Administrative Policy and
Procedure (AP) - 47.3
Effective Date: 5/1/83

SUBJECT: Use of University Seal

PURPOSE

The purpose of this document is to prescribe the consistent appearance and use of the University seal.

DEFINITIONS

Seal refers to a visual identity mark of the University of New Orleans.

Typeface refers to the type style used for written copy within the seal.

Logotype refers to the stylized typeface used in the alphabetical representation of "UNO."

GENERAL POLICY

The seal of the University of New Orleans is a visual identity mark of the University and as such should be used in a consistent fashion to insure an orderly development of a recognized University visual identity. As set forth by this document, the seal should not be altered, rearranged, embellished or changed in any degree. Since the seal is an official identity mark of the University, it may not be used on any other than official University publications and items or those sanctioned by the Office of the Chancellor.

The seal features four major elements within a circular format:

- 1.) A silhouette of the Andrew Jackson statue in Jackson Square and the twin spires of St. Louis, the King of France, Cathedral;
- 2.) The "UNO" logotype, reversed-out, in the lower one-third of the seal;
- 3.) A fleur-de-lis, reversed-out, and centered directly beneath the "UNO" logotype, and
- 4.) Surrounding the aforementioned, the phrases "University of New Orleans" and "Louisiana State University System," separated by the dates "1718" between "University" and "Louisiana" and "1958" between "Orleans" and "System."

The typeface used for "University of New Orleans" is Helvetica Medium, all uppercase; for "Louisiana State University System," Helvetica Extra Light, upper-and-lowercase.

These elements shall be arranged and placed as shown in Attachment A.

PLEASE NOTE: The seal, as shown in Attachment A, should not be reduced smaller than one-and-one-quarter ($1\frac{1}{4}$) inches in total diameter. In the event a smaller reduction is needed, the dates should be deleted as shown in Attachment B.

AUTHORITY

Issued in accord with Article VII, Section 4 of the Bylaws and Regulations of the Board of Supervisors of the Louisiana State University System.

Superseded: This document supersedes CM-10 (Office of the Chancellor, 4-22-1974).

PROCEDURE

The Office of Publications and University Printing Services maintain camera-ready copies of the seal in a variety of sizes. Any inquiries concerning the seal format, use of the seal or camera-ready copies should be directed to those offices.



Leon J. Richelle
Chancellor

LJR:mc

Attachment