



THE UNIVERSITY of  
NEW ORLEANS

ADMINISTERED BY: Office of the President

**Policy No:** AP-OP-19.3  
**TITLE:** Use of University Seal  
**EFFECTIVE DATE:** March 14, 2014\*  
(\*Policy Revised, see below)  
**CANCELLATION:**  
**REVIEW DATE:** Fall 2023

#### PURPOSE

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

#### AUTHORITY

*Part Two, Chapter III, Section IV of the Bylaws and Rules of the University of Louisiana System.*

#### 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 President.

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.) Surround the aforementioned, the phrases “University of New Orleans” and “University of Louisiana 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 Minion Pro Medium, all uppercase; for "University of Louisiana System," Univer 55, all upper case.

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

PLEASE NOTE: The seal, as shown in Attachment A, should not be reduced smaller than one-and-one-quarter (1 ¼) inches in total diameter.

**PROCEDURE**

The University Marketing Office maintains high-resolution copies of the seal in a variety of sizes. Any inquiries concerning the seal format, use of the seal or high-resolution copies should be directed to this office.



John W. Nicklow  
President  
University of New Orleans

*\*Policy Updates:  
Revisions 6/4/2015  
7/12/2016*

Attachment A



Minimum Size



1 ¼ diameter