

LSU TRANSITION BADGE & COPY REFERENCE STANDARDS

TRANSITION BADGE STANDARDS

- The LSU New Orleans (LSUNO) transition badge should never appear smaller than 1.5 inches in width.
- There must be a protected area surrounding the logo. 50% of the height of the logo should be the minimum space on all sides. (See illustration below.)
- The LSUNO transition badge may only appear in the official LSU colors: purple, gold, black, white, and gray. The logo must appear using 100% 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 may never be applied to the LSUNO transition badge.
- The LSUNO transition badge 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 LSUNO transition badge, including a white box.
- The LSUNO transition badge should appear in coordination with institutional branding whenever possible.

COPY REFERENCE STANDARDS

- In written and verbal communication, LSU New Orleans should always be referred to as LSU New Orleans or LSUNO on second reference.
- LSU New Orleans should never be referred to as Louisiana State NOLA, LSU NO, L.S.U.N.O., or other aliases different from the official names listed above.
- LSU New Orleans should always be in upper and lowercase letters or all uppercase letters—never all lowercase letters.
- LSUNO should always appear in all uppercase letters. It should never appear in lowercase letters (lsuno) except for URLs.

TRANSITION BRAND TIMELINE

The LSU New Orleans transition badge will serve as a secondary badge that can be added to LSU and UNO communications as UNO shifts to use of the new LSU New Orleans logos in the summer of 2026. Use of this transition badge will phase out and should no longer be used following the formal incorporation of LSU New Orleans on July 1, 2026. A comprehensive brand guide for the formal LSU New Orleans permanent logo and updated seal is in development and will be available no later than March 1, 2026.

Transition Badge



Transition Badge Protected Area



The dotted line shows the protected area around the logo. The protected area equals half the height of the logo as shown. This ensures that no other graphic elements interfere with the clarity and integrity of the logo.

Official Privateer Colors (Approved for LSU New Orleans Welcome Home Badge)

	PMS Coated	PMS Uncoated	CMYK Coated	CMYK Uncoated	RGB	Hexadecimal
Privateers Purple	PMS 268C	PMS 268U	C-82 M-98 Y-0 K-12	same as coated	R-70 G-29 B-124	#461D7C
Privateers Gold	PMS 123C	PMS 115U	C-0 M-19 Y-89 K-0	C-0 M-11 Y-94 K-0	R-253 G-208 B-35	#FDD023
Black	Process Black	Process Black	C-0 M-0 Y-0 K-100	same as coated	R-0 G-0 B-0	#000000
Privateers Silver Gray	PMS 429C	PMS 429U	C-37 M-27 Y-27 K-0	same as coated	R-153 G-170 B-173	#a4aaad
White	N/A	N/A	N/A	N/A	N/A	N/A

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 New Orleans, approvals are for a single-use unless otherwise specified.

LSU TRANSITION LOGO & COPY REFERENCE STANDARDS

TRANSITION LOGO STANDARDS

- The LSU New Orleans (LSUNO) transition logo should never appear smaller than 1 inch in width.
- There must be a protected area surrounding the logo. The height of the letter “S” in the LSU New Orleans or LSUNO logo should be the minimum space on all sides. (See illustration below.)
- The LSUNO transition logos may only appear in the official LSU colors: purple, gold, black, white, and gray. The logo must appear using 100% 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 may never be applied to the LSUNO transition logo.
- The LSUNO transition 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 LSUNO transition logo, including a white box.
- The LSUNO transition logo should appear in coordination with institutional branding whenever possible.

COPY REFERENCE STANDARDS

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- LSU New Orleans should always be in upper and lowercase letters or all uppercase letters—never all lowercase letters.
- LSUNO should always appear in all uppercase letters. It should never appear in lowercase letters (lsuno) except for URLs.

TRANSITION BRAND TIMELINE

The LSU New Orleans transition logo will serve as a primary logo that can replace all UNO marks. Use of this transition logo will phase into a version that removes the “Summer 2026” ribbon following the formal incorporation of LSU New Orleans on July 1, 2026. A comprehensive brand guide for the permanent LSU New Orleans logo and updated seal is in development and will be available no later than March 1, 2026.

Transition Logos



Transition Logo Protected Area



The dotted line shows the protected area around the logo. The protected area equals the height of the letter “S” in the LSU New Orleans logo as shown. This ensures that no other graphic elements interfere with the clarity and integrity of the logo.

Official LSU New Orleans Colors (Approved for LSU New Orleans Transition Logo)

	PMS Coated	PMS Uncoated	CMYK Coated	CMYK Uncoated	RGB	Hexadecimal
Privateers Purple	PMS 268C	PMS 268U	C-82 M-98 Y-0 K-12	same as coated	R-70 G-29 B-124	#461D7C
Privateers Gold	PMS 123C	PMS 115U	C-0 M-19 Y-89 K-0	C-0 M-11 Y-94 K-0	R-253 G-208 B-35	#FDD023
Black	Process Black	Process Black	C-0 M-0 Y-0 K-100	same as coated	R-0 G-0 B-0	#000000
Privateers Silver Gray	PMS 429C	PMS 429U	C-37 M-27 Y-27 K-0	same as coated	R-153 G-170 B-173	#a4aaad
White	N/A	N/A	N/A	N/A	N/A	N/A

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One-Color Transition Logo



Two-Color Transition Logo



Reverse/Dark Background
Transition Logo & Badge

