

# BRANDING **GUIDELINES**

---

LEBANESE  
AMERICAN  
UNIVERSITY  
BRANDING

**1. LOGO**

---

# THE LOGO

The logo is the primary branding element of LAU. It is composed of an **emblem** (the Phoenician ship within an arched frame), the **'LAU' initialism** and the **'Lebanese American University' wordmark** in both English and Arabic.

The LAU logo should appear on all university stationery items and other printed materials published by the university.

The logo must not be altered and must always be used fully and horizontally.



# LOGO VERSIONS

There are 2 different versions of the logo:

- **Dark Green Logo:** to be used on white or light backgrounds
- **White Logo:** to be used on dark backgrounds

The logo can be used in **Black** only for black-and-white and grayscale applications.

Never use the white logo on a light background nor the dark green logo on a dark background.

Avoid using the LAU logo on a crowded photographic background. Place it on clear images in order to maintain legibility.



# SPACE & SIZE

## Clear Space Requirements

The logo should always be surrounded by a blank space that allows it to breathe and remain clear. This blank space must be equivalent to the height of the 'L' letter of the initialism, whatever the size of the logo.

## Minimum Size

To ensure legibility on printed materials, the university's logo may not appear smaller than  
W 32.5 mm x H 13.146 mm.



W 32.5 mm

# LOGO USAGE

## *Placement*

The university logo should always be positioned in the **top left-hand** corner on English applications and in the top right-hand corner on Arabic applications.

## *Co-Branding*

When LAU is the organizer of an event, the LAU logo should be placed in the top left-hand corner and visually look more prominent than the rest of the organizers.



LOGO

# THE DON'TS

- Do not change the color of the logo
- Do not distort or stretch the logo
- Do not use the logo at an angle
- Do not frame the logo
- Do not add a stroke around the logo
- Do not apply any effects or dropshadows to the logo
- Do not modify the proportions of the logo elements
- Do not modify any of the fonts of the logo
- Do not use the logo without the wordmark



LEBANESE

AMERICAN

**2. COLOR**

---

UNIVERSITY

BRANDING

# PRIMARY COLORS

The primary color palette is the base for all university applications.

**Dark Green** is the official LAU color. It is the core color of the brand that helps identify LAU.

**Anthracite** is the color used for the text on all LAU stationery items and forms.



## Dark Green

Pantone ® 336 C  
Pantone ® 336 U



**C** 100 **M** 9 **Y** 58 **K** 45

**R** 0 **G** 103 **B** 81



## Anthracite

Pantone ® 432 C  
Pantone ® 432 U



**C** 11 **M** 3 **Y** 0 **K** 74

**R** 58 **G** 62 **B** 63

# SECONDARY COLORS



Pantone ® 627 C  
Pantone ® 627 U



**C** 93 **M** 33 **Y** 68 **K** 85  
**R** 19 **G** 50 **B** 43



Pantone ® 3302 C  
Pantone ® 3292 U



**C** 90 **M** 21 **Y** 65 **K** 69  
**R** 0 **G** 76 **B** 69



Pantone ® 3278 C  
Pantone ® 3268 U



**C** 99 **M** 0 **Y** 69 **K** 0  
**R** 0 **G** 155 **B** 119



Pantone ® 3268 C  
Pantone ® 3258 U



**C** 86 **M** 0 **Y** 53 **K** 0  
**R** 0 **G** 171 **B** 142



Pantone ® 3395 C  
Pantone ® 3385 U



**C** 66 **M** 0 **Y** 48 **K** 0  
**R** 0 **G** 195 **B** 137



Pantone ® 348 C  
Pantone ® 347 U



**C** 96 **M** 2 **Y** 100 **K** 12  
**R** 0 **G** 132 **B** 61



Pantone ® 7738 C  
Pantone ® 7737 U



**C** 74 **M** 0 **Y** 98 **K** 2  
**R** 72 **G** 162 **B** 63



Pantone ® 368 C  
Pantone ® 367 U



**C** 65 **M** 0 **Y** 100 **K** 0  
**R** 120 **G** 190 **B** 32



Pantone ® 390 C  
Pantone ® 397 U



**C** 27 **M** 0 **Y** 100 **K** 3  
**R** 181 **G** 189 **B** 0



Pantone ® 374 C  
Pantone ® 373 U



**C** 30 **M** 0 **Y** 64 **K** 0  
**R** 197 **G** 232 **B** 108

The secondary colors are colors that complement LAU's dark green color.

These colors can be used to add diversity and contrast on different applications such as titles, backgrounds and any graphic element.

LAU **dark green** should remain dominant. The secondary colors should not exceed **one third** of the color balance, as per the examples below:



# TERTIARY COLORS

The tertiary colors are the third level of LAU's color palette.

These colors should not be used prominently. They are very useful in highlighting or emphasizing certain words or elements. They can also be used in charts and graphs along with the range of secondary colors.



Pantone ® 1955 C  
Pantone ® 1945 U



**C** 9 **M** 100 **Y** 54 **K** 43  
**R** 138 **G** 21 **B** 56



Pantone ® 3145 C  
Pantone ® 3135 U



**C** 100 **M** 10 **Y** 29 **K** 20  
**R** 0 **G** 119 **B** 139



Pantone ® 7409 C  
Pantone ® 7408 U



**C** 0 **M** 31 **Y** 100 **K** 0  
**R** 240 **G** 179 **B** 35



Pantone ® 7665 C  
Pantone ® 7664 U



**C** 64 **M** 84 **Y** 0 **K** 32  
**R** 94 **G** 54 **B** 110

LEBANESE

AMERICAN

**3. TYPOGRAPHY**

---

UNIVERSITY

BRANDING

# ENGLISH TYPEFACE

The university brand includes the use of a specific typeface called **Raleway**. This typeface should be used on all of LAU English applications.

Raleway is a sans-serif typeface family initially designed by Matt McInerney as a single thin weight. It was later expanded into a 9 weight family by Pablo Impallari and Rodrigo Fuenzalida in 2012 and iKerned by Igino Marini.

Raleway Light

*Raleway Light Italic*

Raleway Regular

*Raleway Italic*

Raleway Medium

*Raleway Medium Italic*

Raleway Semibold

*Raleway Semibold Italic*

**Raleway Bold**

***Raleway Bold Italic***

**Raleway Extra Bold**

***Raleway Extra Bold Italic***

**Raleway Black**

***Raleway Black Italic***

# ARABIC TYPEFACE

For Arabic applications, use the typeface called **Tajawal**.

Tajawal was created and designed by Boutros™ following a modern geometric style while still respecting the calligraphy rules of the Arabic script.

Tajawal Extra Light

الجامعة اللبنانية الأميركية

Tajawal Light

الجامعة اللبنانية الأميركية

Tajawal Regular

الجامعة اللبنانية الأميركية

Tajawal Medium

الجامعة اللبنانية الأميركية

Tajawal Bold

الجامعة اللبنانية الأميركية

Tajawal Extra Bold

الجامعة اللبنانية الأميركية

Tajawal Black

الجامعة اللبنانية الأميركية

# ADDITIONAL TYPEFACES

## *Microsoft Office Friendly Typeface*

Due to limitations in end-user configurations, you can use the system font called **Arial** for any Word document and for PowerPoint presentations.

## *Web Friendly Typeface*

The preferred typeface for web applications is **PT Sans**.

Arial Regular

*Arial Italic*

**Arial Bold**

***Arial Bold Italic***

**Arial Black**

PT Sans Regular

*PT Sans Italic*

**PT Sans Bold**

***PT Sans Bold Italic***

LEBANESE

AMERICAN

## **4. SCHOOL LOCK-UPS**

---

UNIVERSITY

BRANDING

# SCHOOL LOCK-UPS



Adnan Kassar  
School of **Business**



Alice Ramez Chagoury  
School of **Nursing**



School of  
**Arts and Sciences**



Gilbert and Rose-Marie Chagoury  
School of **Medicine**



School of  
**Architecture and Design**



School of  
**Pharmacy**



School of  
**Engineering**

Each school has its own lock-up that is complementary to LAU's main visual identity.

These lock-ups should appear on all the schools' printed and digital materials.

All guidelines that apply to the main LAU logo also apply to each school's lock-up (clear space, size color and placement).



School lock-ups can be occasionally used with department names on specific printed and online materials depending on the need and importance of the communication. All other cases should use the school lock-ups.

### Guides and Restrictions

In order to ensure consistency across LAU, all department lock-ups must be produced by Stratcom's creative team.

All department lock-ups comply with a specific naming convention:

- First Line: **Department of**
- Second Line: **Official Name of the Department**

When the name of the department exceeds the length of the words "School of" added at the end of any school logo, a third line is required.



**School of Arts and Sciences**

Department of Computer Science and Mathematics



**School of Architecture and Design**

Department of Architecture and Interior Design



**Adnan Kassar School of Business**

Department of Finance and Accounting



**School of Engineering**

Department of Civil Engineering



**Adnan Kassar School of Business**

Department of Hospitality and Tourism Management



**School of Engineering**

Department of Electrical and Computer Engineering

LEBANESE

AMERICAN

**5. SUB-BRANDS**

---

UNIVERSITY

BRANDING

# SUB-BRANDS



Institute of  
Media Research  
and Training



Louis Cardahi  
Foundation



Institute for  
Social Justice and  
Conflict Resolution



Institute for  
Migration Studies



Center for  
Lebanese  
Heritage



Center for  
Innovative Learning



Early  
Childhood  
Center



New York  
Academic Center



Libraries



Academy of  
Continuing Education



Consult



STUDENT INITIATIVE

The sub-brand lock-ups are used to identify institutes and other entities within LAU.

These major entities are integral components of the LAU brand and directly support LAU 's mission and vision. Accordingly, they should be used in combination with the LAU main logo on all internal and external communications.

All guidelines that apply to the main LAU logo also apply to the sub-brands (clear space, size color and placement).