

LSU MEDIA BRANDING

GET NOTICED FOR YOUR CONTENT, NOT YOUR INCORRECT FONT!

LSU Media follows the brand guidelines specified on the LSU website at LSU.CO.UK/BRAND. These guidelines are in place to strengthen LSU's identity and ensure consistency across our output. To reinforce this, we have additional guidelines that apply specifically to the media section.

LOGOS

Each subsection of LSU Media has a logo, and each logo is available in four varieties: square, master, black and white.



COLOURS

The primary colours used by LSU Media are those specified in the LSU brand guidelines, however each subsection also has its own colour.

Label
Purple

C: 27 **M:** 56 **Y:** 0 **K:** 49
R: 95 **G:** 57 **B:** 131
HEX: #5F3983

LCR
Blue

C: 82 **M:** 33 **Y:** 0 **K:** 22
R: 35 **G:** 133 **B:** 199
HEX: #2385C7

Lens
Orange

C: 0 **M:** 48 **Y:** 87 **K:** 4
R: 244 **G:** 127 **B:** 32
HEX: #F47F20

LSUTV
Red

C: 0 **M:** 86 **Y:** 83 **K:** 7
R: 236 **G:** 34 **B:** 40
HEX: #EC2228