



Lamar State College  
— Orange —

**BRAND STANDARDS**

# USING THE LAMAR STATE COLLEGE ORANGE SEAL

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## THE LAMAR STATE COLLEGE ORANGE SEAL

- The Lamar State College Orange seal is the formal identifier for the school. It is designed for official use of the school and not as a logo.
- The seal is limited to official documents, official publications and pre-approved usage.
- The seal should not be used for stationary, business cards, re-sale items, ads (print, web, television, digital, billboards, etc.), signage and any other non-approved materials.



# OFFICIAL LAMAR STATE COLLEGE ORANGE COLORS

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## PRIMARY IDENTITY COLORS





- Consistent use of color is necessary to project a unified brand identity.
- The colors on the right are the official colors for Lamar State College Orange: green and gold.
- For print applications, indicate the Pantone® color or CMYK equivalent.
- For computer applications, utilize the RGB equivalent.

	Pantone 7484C C90 M39 Y82 K37 R1 G88 B61 (HEX 00573F)
	Pantone 4545C C13 M14 Y38 K0 R222 G208 B166 (HEX DED0A6)

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## SECONDARY IDENTITY COLORS

- The colors on the right can be used to complement the official green and gold of Lamar State College Orange.
- These colors should never be used by themselves to represent the school.

	Black
	White
	Pantone 152C C6 M67 Y100 K1 R229 G114 B0 (HEX E57200)
	Pantone 7484C C95 M8 Y98 K1 R0 G156 B78 (HEX 009C4E)

# USING OFFICIAL COLORS

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## COLOR VARIATIONS

- Only use the official Lamar State College Orange colors. The logo should only be presented in green, white or black.



Lamar State College  
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## ONE COLOR AND REVERSE VARIATIONS

- Whenever possible, the Lamar State College Orange logo should be used in green. If not possible, the logo should be used in black or white (reverse) on dark backgrounds or one color jobs.



Lamar State College  
— Orange —



Lamar State College  
— Orange —

# LOGO VARIATIONS

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## LOGO VARIATIONS

- The horizontal version of the logo can be used interchangeably when needed.
- Official color standards apply.



Lamar State College  
— Orange —

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## SECONDARY LOGO

- The secondary LSCO logo can be used when applicable. There is both a horizontal and vertical version that can be used interchangeably when needed.
- Official color standards apply.



LSCO



LSCO

# LOGO ARTWORK SAFE ZONES

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## LOGO ARTWORK SAFE ZONES

All Lamar State College Orange logos have an established safe zone.

- The safe zone is intended to avoid conflicting visual elements and to preserve the logo's overall cohesion with the Lamar State College Orange brand identity.
- No other graphic elements, trims, edges or folds should be applied within the safe zone.
- The safe zone for Lamar State College Orange is equal to the line — in the logo.



# IDENTITY TYPEFACE

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## LAMAR STATE COLLEGE ORANGE TYPEFACES

- Lamar State College Orange utilizes two typefaces in the logos as seen on the right.
- The first is **Galliard Bold BT**, which is used for the college's name in the primary logo.
- The second is **Sanford Book**, which is used for the letters LSCO in the secondary logo.
- Using these typefaces reinforces a consistent brand identity for the school.

### GALLIARD BOLD BT

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()\_.,;

### SANFORD BOOK

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()\_.,;

# LAMAR STATE COLLEGE ORANGE MASCOT

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## BACKGROUND OF THE LSCO MASCOT

In its 50th year of serving Southeast Texas and Southwest Louisiana, Lamar State College Orange introduced a new mascot honoring the history and heritage of the school and these communities. Tilley the gator shares a name with 2nd Lieutenant William M. “Bill” Tilley, a young man from Louisiana who was living in Orange, TX and was one of Orange’s first casualties in World War II. For his bravery, Tilley became a hometown hero, and the school building named in his honor would one day house Lamar State College Orange.



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## LSCO MASCOT COLORS

- The LSCO mascot logo is designed with Lamar State College Orange’s primary identity colors green and gold and secondary identity colors orange, black, and white with an additional green accent.



Pantone 7484C  
C90 M39 Y82 K37  
R1 G88 B61 (HEX 00573F)



Pantone 4545C  
C13 M14 Y38 K0  
R222 G208 B166 (HEX DED0A6)



Black



White



Pantone 152C  
C6 M67 Y100 K1  
R229 G114 B0 (HEX E57200)



Pantone 7731C  
C74 M24 Y90 K8  
R75 G141 B76 (HEX 3DB217)

# LAMAR STATE COLLEGE ORANGE MASCOT

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## ALTERNATIVE COLOR VARIATIONS

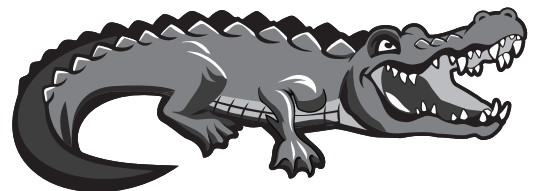
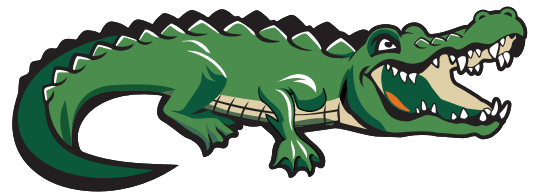
- Whenever possible, the LSCO mascot logo should be used in full color. If not possible, the logo should be used in 3-color or grayscale.
- When using the 3-color LSCO mascot logo, the colors should be black, white, and green (Pantone 7484C).



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## ALTERNATIVE LOGO VARIATIONS

- Whenever possible, the LSCO mascot logo should be used in its full form. If not possible, the logo can be used without the text.
- Whenever possible, the alternative LSCO mascot logo should be used in full color. If not possible, the logo should be used in 3-color or grayscale.



# USING THE LAMAR STATE COLLEGE ORANGE LOGO

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## EXAMPLES OF UNACCEPTABLE USES

- For Lamar State College Orange to maintain a consistent brand identity, the use of the seal, mascot, logos, colors and typefaces must be used as specified by these brand standards without modification.
- This page provides some, but not all, examples of unacceptable uses of the logo.

## USE OF “LAMAR STATE COLLEGE ORANGE”

Lamar State College Orange should be written as:

Lamar State College Orange (full name/first reference)

LSCO (short name/second reference)

NOT AS:

Lamar State College-Orange

Lamar State College - Orange

Lamar State College- Orange

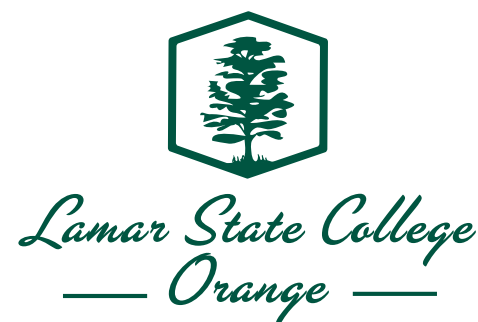
Lamar State College -Orange

LSC-O

LSC Orange



Never resize elements in the logo.



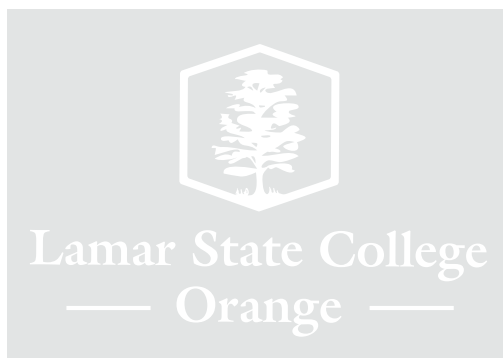
Never change typefaces in the logo.



Never change colors in the logo.



Never stretch, squeeze or skew the logo.



Never reverse the logo on a light background.



Never make the logo difficult to see.