



FAITH. EDUCATION. SERVICE.

University Brand Guidelines



FRANCISCAN
MISSIONARIES OF OUR LADY
UNIVERSITY

TABLE OF CONTENTS

3	Introduction	21	Wolf Mascot
4	Core Values	24	Primary Colors
5	Brand Position	25	Secondary Colors
6	Key Messages	26	Typography
7	Formal & Written Use	27	Wordmark Typeface
8	Logo Suite	28	Business Cards
10	Horizontal	29	Letterhead
11	Vertical	30	Envelopes
12	Wordmark	31	Photography
13	Seal	32	Apparel
15	Clear Space	34	File Types
16	Unacceptable Usage	35	Naming Guide
17	Alternate Logos	46	Online Brand Resource
19	School Logos		
20	Co-Branded		

INTRODUCTION TO BRAND IDENTITY

The Franciscan Missionaries of Our Lady University brand identity represents who you are in the marketplace, so it is crucial that you both protect and build it. This manual provides the necessary methods needed to implement and apply your identity across a variety of platforms, including various documents, logo and brand guidelines, and examples of proper and improper applications.

Always adhere to the guidelines detailed in this manual to guarantee successful implementation of the Franciscan Missionaries of Our Lady University brand identity.

CORE VALUES

SERVICE

The privilege of reaching out to meet the needs of others.

REVERENCE AND LOVE FOR ALL OF LIFE

Acknowledging that all life is a gift from God.

JOYFULNESS OF SPIRIT

An awareness of being blessed by God in all things.

HUMILITY

Being authentic in serving as an instrument of God.

JUSTICE

Striving for equity and fairness in all relationships with special concern for those most in need.

BRAND POSITION

BRAND POSITION

Franciscan Missionaries of Our Lady University, a premier Catholic institution in the Southeast, provides dedicated students a faith-filled and formative education in preparation to serve communities.

BRAND PROMISE

Faith-filled and formative education that prepares students to serve.

BRAND ESSENCE

Inspired formation.

BRAND PERSONALITY

An optimistic, fair, and knowledgeable resource focused on the holistic formation of each students' vocation and future service.

- Franciscan
- Knowledgeable
- Inclusive
- Dedicated
- Caring
- Giving

VOICE

A faithful, supportive, and inspired motivator for educational excellence and a lifetime of service.

Marketing Utility: The voice should be existing students and/or alumni to provide current relatability and pre-visualization of future relatability.

TONE

Inclusive, supportive, humble, faithful, fair, genuine

KEY MESSAGES

KEY MESSAGES

The following messages are segmented across the University brand pillars.

- Faith
- Education
- Service

FAITH

Make a difference in the world. Through the teachings of St. Francis; your mind, body, and soul are prepared for a life of service and happiness.

EDUCATION

Experience a personalized and supportive college journey. We provide a caring campus focused on innovative programs and personalized student attention where first names replace numbers.

SERVICE

Start your journey at Franciscan, where you will meet life-long friends, and prepare for a lifetime of helping and giving to those in need.

FORMAL & WRITTEN USE

HOW DO I ANSWER THE PHONE?

Thank you for calling Franciscan University (The University short form)

STUDENT AND/OR COMMUNITY MODEL FOR SHORTENING

- Franciscan University
- Franciscan (Student short form)
- FranU (URL & social fall back)

WHY FRAN U?

University brands will often be shortened by their communities both internal and external.

FranU was the suggested last nomenclature line of defense in order to avoid negative brand nicknames that the community could adopt.

FRAN U OFFICIAL LOGO SUITE



LOGO HIERARCHY



HORIZONTAL



VERTICAL

PRIMARY LOGO

The Franciscan Missionaries of Our Lady University Primary marks each have two components: the University crest and the logotype (typeface).

Horizontal Logo: The full-color horizontal version of the Franciscan Missionaries of Our Lady University logo is the approved version of the logo and should be applied in all materials that incorporate the brand identity whenever possible.

Vertical Logo: When certain reproduction constraints limit the use of the horizontal Franciscan Missionaries of Our Lady University logo, the vertical logo may be utilized. However, this version should not be used when the horizontal logo can be applied.

HORIZONTAL VERSIONS



HORIZONTAL

HORIZONTAL

The horizontal version of the logo is the primary configuration.



VERTICAL VERSIONS



FRANCISCAN
MISSIONARIES OF OUR LADY
UNIVERSITY

VERTICAL

VERTICAL

This is an alternate version of the primary logo, designed to be used in a narrow vertical space.



FRANCISCAN
MISSIONARIES OF OUR LADY
UNIVERSITY



FRANCISCAN
MISSIONARIES OF OUR LADY
UNIVERSITY

WORDMARK

FRANCISCAN
MISSIONARIES OF OUR LADY
UNIVERSITY

Every attempt should be made to allow for enough space to use the primary University logos, but in the event that the available space is too small or the reproduction process would render the words “Missionaries of Our Lady” unrecognizable, the wordmark can be used as alone.

Acceptable Usage:

- embroidery
- monument signage
- business cards

UNIVERSITY SEAL



UNIVERSITY
SEAL

UNIVERSITY SEAL

The University seal uses the shield of the Franciscan Missionaries of Our Lady Health System and is for use on official documents from the University.



THE TAU

The TAU is a symbol of lasting change, the official stamp of the Kingdom of God, urging us to serve others. With this symbol, St. Francis revives a tradition from the days of the prophet Ezekiel. The TAU represents hope and a reminder of God's goodness and love. It prompts us to live as peacemakers and work towards the healing of all creation.

13 LINES

The 13 lines represent Jesus and his 12 apostles, reminding us to follow their example. By becoming disciples of Christ, we embrace a life of service to others and sharing the gospel of the Kingdom.



3 ARCHES

The three arches are inspired by the three arches at San Damiano, where, during prayer, St. Francis received God's call to "Rebuild my church."

CROSSED ARMS

The crossed arms draw inspiration from the Franciscan coat of arms, where one wounded arm represents Jesus, and the other, St. Francis. This image embodies the message of Jesus: "No one has greater love than this—laying down one's life for one's friends."

CLEAR SPACE



x-height

x-height

In order to maximize its visual presence, the identity requires a surrounding area clear of any other graphic elements or text. The recommended minimum clearance is meant to protect the logo. The logo will appear in many different applications and formats and this will help to give it clarity and presence.

The exclusion zone is equal to the width of the x-height. The x-height is the distance from the top of the “U” in university to the bottom. Always allow this amount of clear space around the logo. It is important that this rule is observed at all times.

UNACCEPTABLE USAGE



Do not rearrange any element of the logo.



Do not change the colors of the logo.



Do not distort the logo.



Do not distort the logo.



Do not distort the logo.



Do not outline the logo.

The correct application of the Franciscan Missionaries of Our Lady University logo is essential to maintaining the brand identity. Mishandling of the logo removes its consistency and weakens the entire brand identity. The following examples depict some improper applications of the Franciscan Missionaries of Our Lady University logo.

ALTERNATE LOGOS



STACKED FRAN U

The Stacked Fran U application is an alternate logo. This alternate logo is less formal than the primary University logos.

Acceptable Usage:

- recruiting materials
- promotional items
- social media
- internal University signage

ALTERNATE LOGOS



STACKED FRAN U PLUS LOGO

The Stacked Fran U Plus Logo application is an alternate logo. This alternate logo is less formal than the primary University logos. This version includes the primary University logo.

Acceptable Usage:

- recruiting materials
- promotional items
- internal University signage

SCHOOL SECONDARY LOGOS



FRANCISCAN MISSIONARIES OF OUR LADY UNIVERSITY

**SCHOOL OF ARTS
AND SCIENCES**



FRANCISCAN MISSIONARIES OF OUR LADY UNIVERSITY

**SCHOOL OF HEALTH
PROFESSIONS**



FRANCISCAN MISSIONARIES OF OUR LADY UNIVERSITY

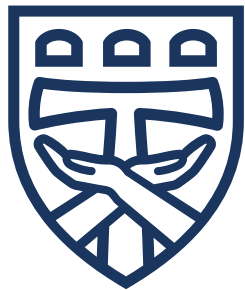
SCHOOL OF NURSING

SCHOOL LOGOS

The secondary logo incorporates the school name with the University name and shield.

These versions of the logo are to be used in instances where the school name needs to be emphasized.

CO-BRANDED



FRANCISCAN
MISSIONARIES OF OUR LADY
UNIVERSITY



In instances where Franciscan Missionaries of Our Lady University has co-branded events with trusted partners and organizations the primary logo is to be used with appropriate clear space and a thin line separating the two logos. The University should take the primary position.

WOLF MASCOT



WOLF MASCOT WITH HALO

The Wolf Mascot with Halo application is an alternate logo. This mascot is less formal than the primary University logos and the Stacked Fran U application.

Acceptable Usage:

- apparel
- promotional items
- internal University signage
- internal University events

WOLF MASCOT



WOLF MASCOT WITHOUT HALO

The Wolf Mascot without Halo application is an alternate logo. This mascot is less formal than the primary University logos and the Stacked Fran U application. The removal of the halo is based around available space and colors in the reproduction process.



Acceptable Usage:

- apparel
- promotional items
- internal University events

WOLF MASCOT



FRANCISCAN UNIVERSITY



FRANCISCAN UNIVERSITY

FRANCISCAN
WOLVES

FRANCISCAN
WOLVES

WOLF MASCOT TEXT

The Wolf Mascot Text applications are alternate logo variations. They are less formal than the primary University logos and the Stacked Fran U application. The versions are to be used based around available space and colors in the reproduction process.

Acceptable Usage:

- apparel
- promotional items

PRIMARY COLORS

PMS 534 C, 281 U
CMYK 82, 40, 0, 68
RGB 15, 49, 82
HEX #0F3152

PMS 7408 C, 7405 U
CMYK 0, 25, 88, 6
RGB 239, 180, 29
HEX #EFB41D



PRIMARY

The primary color palette of blues and yellows was to provide strong contrast. The dark blue represents trust, loyalty, wisdom, confidence, intelligence, and faith.

PMS 653 C, 2187 U
CMYK 71, 28, 0, 47
RGB 39, 97, 135
HEX #276187

PMS 7541 C, 7541 U
CMYK 0, 0, 0, 10
RGB 230, 231, 232
HEX #E6E7E8



SECONDARY

The secondary color palette was developed to represent vibrant colors found in nature: air, sea, and earth. They should be used when necessary to add emphasis to designs.

SECONDARY COLORS

PMS 258 C, 2070 U
CMYK 58, 83, 10, 0
RGB 129, 76, 145
HEX #814C91

PMS 7417 C, 2347 U
CMYK 3, 85, 82, 0
RGB 231, 76, 60
HEX #E74C3C

PMS 2012 C, 7408 U
CMYK 2, 44, 99, 0
RGB 244, 157, 33
HEX #F49D21

● ● ● AIR

PMS 2413 C, 339 U
CMYK 77, 7, 57, 0
RGB 26, 171, 141
HEX #1AAB8D

PMS 660 C, 2195 U
CMYK 82, 41, 6, 0
RGB 32, 129, 187
HEX #2081BB

PMS 2300 C, 381 U
CMYK 30, 9, 85, 0
RGB 189, 199, 60
HEX #BDC73C

● ● ● SEA

PMS 349 C, 2427 U
CMYK 89, 36, 98, 32
RGB 16, 96, 51
HEX #106033

PMS 7622 C, 2350 U
CMYK 24, 100, 90, 21
RGB 159, 28, 40
HEX #9F1C28

PMS 731 C, 2315 U
CMYK 0, 52, 100, 62
RGB 121, 68, 0
HEX #794400

● ● ● EARTH

TYPOGRAPHY

Gotham

abcdefghijklmnopqrstuvwxyz
123456789

Calvert Bold

abcdefghijklmnopqrstuvwxyz
123456789

Arial

abcdefghijklmnopqrstuvwxyz
123456789

BODY COPY

Gotham is the primary typeface for commercially printed materials. It can be used for body copy and sub-headlines.

HEADLINES

Calvert Bold is a slab serif font chosen for headlines across commercially printed materials. It was chosen to reflect a scholastic tone to printed collateral.

OFFICE TYPEFACE

Arial has been selected as an alternative sans serif to Gotham for internal office documents.

WORDMARK TYPEFACE

TRAJAN PRO BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789**

Trajan is the typeface used in the University wordmark. This is the primary use of this typeface. Trajan should not appear on other University documentation unless otherwise specified.

The Trajan typeface is also available for the logos of the individual schools within the University.

BUSINESS CARDS



The business card example on this page illustrates the guidelines to follow for fonts, sizes, and spacing. Always be sure to keep the .225" clear space at the bottom of the card when extra lines are required.

Paper Specifications:

- 130# Cougar Cover



----- Name: Gotham Medium 10pt

----- Title: Gotham Book 6pt

----- Address/Phone/Email:
Gotham Book 6pt

----- Alignment: Address block
aligns .225" from the bottom

LETTERHEAD



The letterhead is example illustrates the guidelines for clear space. The suggested font is Arial at 10pt.

Paper Specifications:

- 80# Cougar Text

ENVELOPES



There are a variety of envelope styles available for the University. The left margin is 1.05" for the address.

Envelope Styles:

- #9 Envelope
- #10 Envelope
- #10 Window Envelope
- 9x12 Booklet Envelope
- 10x13 Booklet Envelope
- 10x13 Admissions Booklet Envelope

Paper Specifications:

- 24# Cougar

PHOTOGRAPHY



The photography should reflect the core values of the University and illustrate the diverse array of programs, activities, and student life on campus. A bank of curated photography is available from the marketing department of the University.



Photography Themes:

- Student Life
- Programs
- Faith
- Education
- Service

APPAREL | T-SHIRTS



Apparel created for student organizations and events should adhere the University guidelines. The primary University logo or the alternative Stacked Fran U application are acceptable on the front chest.



APPAREL | POLOS



University branded polo shirts are available in the following options. Option 1 features the wordmark on the chest and the shield on the sleeve (this is due to limitations in the embroidery process). Option 2 features the Stacked Fran U application on the chest and the wordmark on the sleeve.



CHEST/
SLEEVE



SLEEVE



CHEST

FILE TYPES

PRIMARY LOGO

The following is a quick reference so you can better understand the files that are supplied on the disc accompanying this brand identity standards manual.

PROGRAM	FILE FORMAT
PowerPoint	JPG, PNG
MSWord	JPG, PNG
Excel	JPG, PNG
Illustrator	JPG, PNG, EPS
InDesign	JPG, PNG, EPS
Web	JPG, PNG

FILE TYPES | HORIZONTAL



NAVY

FranU Logo_Horizontal_Navy.eps
FranU Logo_Horizontal_Navy.jpg
FranU Logo_Horizontal_Navy.png



BLACK

FranU Logo_Horizontal_Black.eps
FranU Logo_Horizontal_Black.jpg
FranU Logo_Horizontal_Black.png



WHITE

FranU Logo_Horizontal_White.eps
FranU Logo_Horizontal_White.jpg
FranU Logo_Horizontal_White.png



YELLOW

FranU Logo_Horizontal_White.eps
FranU Logo_Horizontal_White.jpg
FranU Logo_Horizontal_White.png

FILE TYPES | VERTICAL



NAVY

FranU Logo_Vertical_Navy.eps
FranU Logo_Vertical_Navy.jpg
FranU Logo_Vertical_Navy.png

BLACK

FranU Logo_Vertical_Black.eps
FranU Logo_Vertical_Black.jpg
FranU Logo_Vertical_Black.png

WHITE

FranU Logo_Vertical_White.eps
FranU Logo_Vertical_White.jpg
FranU Logo_Vertical_White.png

YELLOW

FranU Logo_Vertical_Yellow.eps
FranU Logo_Vertical_Yellow.jpg
FranU Logo_Vertical_Yellow.png

FILE TYPES | SEAL



NAVY

FranU Logo_Seal_Navy.eps
FranU Logo_Seal_Navy.jpg
FranU Logo_Seal_Navy.png

BLACK

FranU Logo_Seal_Black.eps
FranU Logo_Seal_Black.jpg
FranU Logo_Seal_Black.png



WHITE

FranU Logo_Seal_White.eps
FranU Logo_Seal_White.jpg
FranU Logo_Seal_White.png

YELLOW

FranU Logo_Seal_Yellow.eps
FranU Logo_Seal_Yellow.jpg
FranU Logo_Seal_Yellow.png

FILE TYPES | SHIELD



NAVY

Fran U_Shield_Navy.eps
Fran U_Shield_Navy.jpg
Fran U_Shield_Navy.png

BLACK

Fran U_Shield_Black.eps
Fran U_Shield_Black.jpg
Fran U_Shield_Black.png



WHITE

Fran U_Shield_White.eps
Fran U_Shield_White.jpg
Fran U_Shield_White.png



YELLOW

Fran U_Shield_Yellow.eps
Fran U_Shield_Yellow.jpg
Fran U_Shield_Yellow.png

FILE TYPES | SCHOOL OF ARTS AND SCIENCES



FRANCISCAN MISSIONARIES OF OUR LADY UNIVERSITY

**SCHOOL OF ARTS
AND SCIENCES**

BLACK

Fran U_School of Arts and Sciences_Black.eps
Fran U_School of Arts and Sciences_Black.jpg
Fran U_School of Arts and Sciences_Black.png



FRANCISCAN MISSIONARIES OF OUR LADY UNIVERSITY

**SCHOOL OF ARTS
AND SCIENCES**

NAVY

Fran U_School of Arts and Sciences_Navy.eps
Fran U_School of Arts and Sciences_Navy.jpg
Fran U_School of Arts and Sciences_Navy.png



FRANCISCAN MISSIONARIES OF OUR LADY UNIVERSITY

**SCHOOL OF ARTS
AND SCIENCES**

WHITE

Fran U_School of Arts and Sciences_White.eps
Fran U_School of Arts and Sciences_White.jpg
Fran U_School of Arts and Sciences_White.png

FILE TYPES | SCHOOL OF HEALTH PROFESSIONS



FRANCISCAN MISSIONARIES OF OUR LADY UNIVERSITY
**SCHOOL OF HEALTH
PROFESSIONS**

BLACK

Fran U_School of Health Professions_Black.eps
Fran U_School of Health Professions_Black.jpg
Fran U_School of Health Professions_Black.png



FRANCISCAN MISSIONARIES OF OUR LADY UNIVERSITY
**SCHOOL OF HEALTH
PROFESSIONS**

NAVY

Fran U_School of Health Professions_Navy.eps
Fran U_School of Health Professions_Navy.jpg
Fran U_School of Health Professions_Navy.png



FRANCISCAN MISSIONARIES OF OUR LADY UNIVERSITY
**SCHOOL OF HEALTH
PROFESSIONS**

WHITE

Fran U_School of Health Professions_Navy.eps
Fran U_School of Health Professions_Navy.jpg
Fran U_School of Health Professions_Navy.png

FILE TYPES | SCHOOL OF NURSING



FRANCISCAN MISSIONARIES OF OUR LADY UNIVERSITY
SCHOOL OF NURSING

BLACK/WHITE

Fran U_School of Nursing_Black.eps
Fran U_School of Nursing_Black.jpg
Fran U_School of Nursing_Black.png



FRANCISCAN MISSIONARIES OF OUR LADY UNIVERSITY
SCHOOL OF NURSING

NAVY

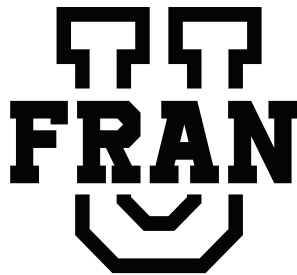
Fran U_School of Nursing_Navy.eps
Fran U_School of Nursing_Navy.jpg
Fran U_School of Nursing_Navy.png



WHITE

Fran U_School of Nursing_White.eps
Fran U_School of Nursing_White.jpg
Fran U_School of Nursing_White.png

FILE TYPES | ALTERNATE STACKED



BLACK/WHITE

FranU-BW-rev.eps
FranU-BW-rev.jpg
FranU-BW-rev.tif
FranU-BW.eps
FranU-BW.jpg
FranU-BW.tif
FranU-White.eps



CMYK

FranU-CMYK-Navy.eps
FranU-CMYK-Navy.jpg
FranU-CMYK-Navy.tif
FranU-CMYK-rev.eps
FranU-CMYK-rev.jpg
FranU-CMYK-rev.tif
FranU-CMYK-White-rev.eps
FranU-CMYK-White-rev.jpg
FranU-CMYK-White-rev.tif



PANTONE

FranU-Pantone-C.eps
FranU-Pantone-Navy-C.eps
FranU-Pantone-Navy-U.eps
FranU-Pantone-rev-C.eps
FranU-Pantone-rev-U.eps
FranU-Pantone-U.eps
FranU-Pantone-White-rev-C.eps
FranU-Pantone-White-rev-U.eps

RGB

FranU-BW.png
FranU-RGB-Navy.png
FranU-RGB.png
FranU-White.png

FILE TYPES | ALTERNATE STACKED + LOGO

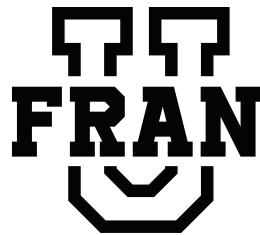


COLOR

FranU Logo_Plus_Color.eps
FranU Logo_Plus_Color.jpg
FranU Logo_Plus_Color.png

NAVY

FranU Logo_Plus_Navy.eps
FranU Logo_Plus_Navy.jpg
FranU Logo_Plus_Navy.png



WHITE

FranU Logo_Plus_White.eps
FranU Logo_Plus_White.jpg
FranU Logo_Plus_White.png

BLACK

FranU Logo_Plus_Black.eps
FranU Logo_Plus_Black.jpg
FranU Logo_Plus_Black.png



REVERSED

FranU Logo_Plus_Reversed.eps
FranU Logo_Plus_Reversed.jpg
FranU Logo_Plus_Reversed.png

FILE TYPES | WOLF MASCOT WITH HALO



BLACK/WHITE

FranU-Wolf-Halo-BW-rev.eps
FranU-Wolf-Halo-BW-rev.jpg
FranU-Wolf-Halo-BW-rev.tif
FranU-Wolf-Halo-BW.eps
FranU-Wolf-Halo-BW.jpg
FranU-Wolf-Halo-BW.tif

CMYK

FranU-Wolf-Halo-CMYK-1color.eps
FranU-Wolf-Halo-CMYK-1color.jpg
FranU-Wolf-Halo-CMYK-1color.tif
FranU-Wolf-Halo-CMYK-3color-rev.eps
FranU-Wolf-Halo-CMYK-3color-rev.jpg
FranU-Wolf-Halo-CMYK-3color-rev.tif
FranU-Wolf-Halo-CMYK-3color.eps
FranU-Wolf-Halo-CMYK-3color.jpg
FranU-Wolf-Halo-CMYK-3color.tif
FranU-Wolf-Halo-CMYK-rev.eps
FranU-Wolf-Halo-CMYK-rev.jpg
FranU-Wolf-Halo-CMYK-rev.tif
FranU-Wolf-Halo-CMYK.eps
FranU-Wolf-Halo-CMYK.jpg
FranU-Wolf-Halo-CMYK.tif



PANTONE

FranU-Wolf-Halo-Pantone-C.eps
FranU-Wolf-Halo-Pantone-C-rev.eps
FranU-Wolf-Halo-Pantone-U.eps
FranU-Wolf-Halo-Pantone-U-rev.eps

RGB

FranU-Wolf-Halo-BW.png
FranU-Wolf-Halo-RGB-Navy.png
FranU-Wolf-Halo-RGB-rev.png
FranU-Wolf-Halo-RGB.jpg
FranU-Wolf-Halo-RGB.png



FILE TYPES | WOLF MASCOT WITHOUT HALO



BLACK/WHITE

FranU-Wolf-BW-rev.eps
FranU-Wolf-BW-rev.jpg
FranU-Wolf-BW-rev.tif
FranU-Wolf-BW.eps
FranU-Wolf-BW.jpg
FranU-Wolf-BW.tif

CMYK

FranU-Wolf-CMYK-1color.eps
FranU-Wolf-CMYK-1color.jpg
FranU-Wolf-CMYK-1color.tif
FranU-Wolf-CMYK-3color-rev.eps
FranU-Wolf-CMYK-3color-rev.jpg
FranU-Wolf-CMYK-3color-rev.tif
FranU-Wolf-CMYK-3color.eps
FranU-Wolf-CMYK-3color.jpg
FranU-Wolf-CMYK-3color.tif
FranU-Wolf-CMYK-rev.eps
FranU-Wolf-CMYK-rev.jpg
FranU-Wolf-CMYK-rev.tif
FranU-Wolf-CMYK.eps
FranU-Wolf-CMYK.jpg
FranU-Wolf-CMYK.tif



PANTONE

FranU-Wolf-Pantone-C.eps
FranU-Wolf-Pantone-C-rev.eps
FranU-Wolf-Pantone-U.eps
FranU-Wolf-Pantone-U-rev.eps



RGB

FranU-Wolf-BW.png
FranU-Wolf-RGB-Navy.png
FranU-Wolf-RGB-rev.png
FranU-Wolf-RGB.jpg
FranU-Wolf-RGB.png

FILE TYPES | WOLF MASCOT TEXT



FRANCISCAN UNIVERSITY

BLACK/WHITE

FranU-Wolf-Text-BW.eps

FranU-Wolf-Text-White.eps

CMYK

FranU-Wolf-Text-CMYK.eps

PANTONE

FranU-Wolf-Text-Pantone-C.eps

FranU-Wolf-Text-Pantone-U.eps



FRANCISCAN UNIVERSITY

FRANCISCAN
WOLVES

BLACK/WHITE

FranU-Wolves-Text-BW.eps

FranU-Wolves-Text-White.eps

CMYK

FranU-Wolves-Text-CMYK.eps

PANTONE

FranU-Wolves-Text-Pantone-C.eps

FranU-Wolves-Text-Pantone-U.eps

FRANCISCAN
WOLVES

ONLINE BRAND RESOURCE

The online version of these brand guidelines is available online at **franu.edu/brand**.

This is where you will find templates, logos, mascots, colors and seals as well as links to our library of images. It is available to ensure the University brand stays consistent across internal and external communications.

If you require further assistance with the University brand guidelines and standards, please contact the Marketing Department for the University. Thank You.



FRANCISCAN
MISSIONARIES OF OUR LADY
UNIVERSITY

For more information about
brand guidelines:

CALL **(225) 490-1628**

5414 Brittany Drive
Baton Rouge, LA 70808

EMAIL **marketing@franu.edu**