



# Louisiana Tech University

Current Revision Date: 12/07/20

Established: 1894

Location: Ruston, LA

Mascot: Bulldogs

Mascot Name: Tech XXII (Live), Champ (Costume)

Conference: Conference USA

## Verbiage

Louisiana Tech University®  
Louisiana Tech®  
LA Tech™  
Forever Loyal®  
Ever Loyal Be®  
Lady Techsters®

Louisiana Tech Bulldogs™  
Tech Bulldogs™

Blue

Red

Light Gray

White

Black

PANTONE 287 C

CMYK: 100, 75, 2, 18 | RGB: 0, 48, 135  
MADEIRA Rayon: 1166 | RA: 2437

PANTONE 1797 C

CMYK: 2, 97, 85, 7 | RGB: 203, 51, 59  
MADEIRA Rayon: 1147 | RA: 2263

PANTONE 429 C

CMYK: 37, 27, 27, 0 | RGB: 162, 170, 173  
MADEIRA Rayon: 1118 | RA: 2585

White

CMYK: 0, 0, 0, 0 | RGB: 255, 255, 255  
MADEIRA Rayon: White | RA: White

PANTONE Process Black C

CMYK: 0, 0, 0, 100 | RGB: 0, 0, 0  
MADEIRA Rayon: Black | RA: Black

Approved University colors or the \*PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. \*PANTONE® is a registered trademark of PANTONE, Inc.

## Official University Logos

## Official University Word Marks



LOUISIANA TECH  
UNIVERSITY.



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UNIVERSITY.



LOUISIANA TECH



NOTE: The marks of Louisiana Tech University are controlled under a licensing program administered by Collegiate Licensing Company. Any use of these marks will require written approval from CLC.



# Louisiana Tech University

Current Revision Date: 06/8/20

## Athletic Word Marks

Note: Marks 11-17 are Athletic logos, not to be used on club or academic items.



## Helmet Marks

Note: The white T blue state mark used in mark 25 is only permitted for use on the red helmet.



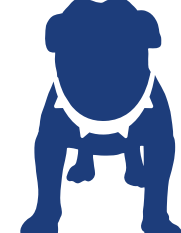
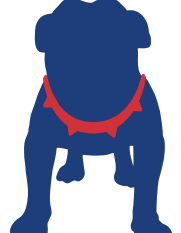
## Campaign Mark



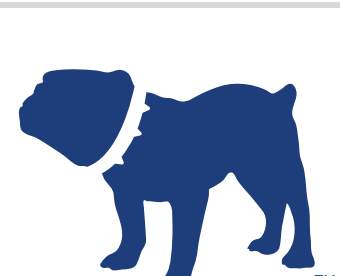
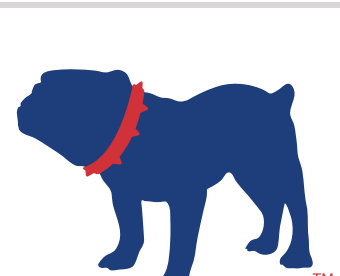
## Bulldog Marks



## Bulldog Silhouette Marks



## Champ Marks



## ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale (reviewed on a case-by-case basis).
- No alterations or overlaying graphics to seal permitted.
- University licenses consumables (must have expiration date on packaging).
- University licenses health and beauty products.
- University permits numbers on products for resale.
- Mascot caricatures permitted.
- Cross licensing with other marks may be permitted with an additional agreement.
- No use of current players' name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.

- "Dawgs" is cobranded/trademarked by 2 other universities - Georgia (UGA) and Washington (WU). DO NOT use on any Louisiana Tech materials.
- When using LA Tech, LA is always capitalized. Do not use lowercase a's.
- DO NOT shorten to LT or LTU. Any shortened versions should be Tech/TECH or LA Tech (Athletics only). When writing, use full name Louisiana Tech University on first reference. Thereafter use of Louisiana Tech or Tech are permissible.
- Registered marks not shown on this sheet are reserved for special events only, or are being phased out. Due to our efforts in branding, permission for usage is required each year to insure those marks are still valid or are being phased out.

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