THE LEGEND OF THE WOLF AND KETTLE

Many years ago, in the Basque country of Spain, there lived a prosperous and generous family who, after feeding family, retainers, and soldiers, had enough left over to feed even the wild animals. To commemorate this act of generosity, a carving of two wolves eating at a cauldron (above) was placed over the lintel of the family’s home in Loyola, Spain.

Many centuries later, St. Ignatius of Loyola would be born into this family and would go on to establish the Jesuit order and change the world. Today, we celebrate this fundamental act of generosity, which has become the heraldic shield of the Loyola family, the symbol of this University, and a fitting tribute to Loyolans and the spirit of generosity that makes all possible.
150th Anniversary Artwork

MODERN RETRO

Loyola’s anniversary mark embraces the central symbol of a nearly 500-year-tradition of excellence and care: the wolf and kettle. Developed with illustrator Jay Fletcher, this version is confident and contemporary—a reflection that even as we celebrate 150 years of achievement, our efforts today are pointed forward.

The sun is a nod to the emblem of the Society of Jesus.
WORK WITHIN THE EXISTING BRAND SYSTEM

The anniversary mark is designed to supplement current materials and thought processes, which rely on the Loyola lockup to unify our communication. In the rare instances that the 150 mark appears alone—in apparel and tchotchkes, for example—please ensure that the affiliation to Loyola University Chicago is clear. This typically can be achieved by typesetting the full name.

Please do not add the anniversary mark to standard materials, including but not limited to email signatures, business cards, letterhead, and similar materials.

ANNIVERSARY ARTWORK DOES NOT REPLACE THE LOYOLA SHIELD

COLORS

- Maroon
- Gold
- Black/White

AN INTEGRATED APPROACH

1. Inform viewers of the source of information quickly, leaning into maroon as the primary identity color.
2. Employ consistent typography across all Loyola channels.
3. We are one University, with one mark. Use the lockup to footprint pages.
150th Anniversary Visual Identity

Primary Mark

- The logo—the combined artwork and "Loyola Chicago" identifier—can be contained in an oval when needed.
- Do not use smaller than 1-inch wide

Request the logo at luc.edu/150thbrandguidelines

150th Anniversary Elements and Usage

**Colors**

- Warm Gray 2U
- Gold 123U
- Black 3U/White

**A: 150th as Secondary Mark**

- Place the anniversary logo in the upper left to clearly indicate sanctioned events and communications.
- The University lockup also must be included to identify Loyola University Chicago.
- Please remove the University "tagline" to maximize attention on the anniversary logo.

**B: 150th Signature Series**

- Predetermined events will be identified by the 150th Anniversary Committee.
- Signature Series communication takes on a much bolder anniversary motif, including gold, a different Antenna font, and more liberal use of the 150th anniversary artwork.
VARIATIONS

• LARGER SCALE
• BACKGROUND COLORS
• REPRODUCTION RESTRICTIONS

IF ALL ELSE FAILS ...

Use this variation only when the 150 logo cannot be reproduced due to reduced imprint area, legibility, or other factor.

ON LOYOLA GOLD

Because gold is the dominant color for the 150th anniversary, this version is acceptable but not preferred.

ON LOYOLA MAROON

FOR SMALL SPACES

Half- to 1-inch wide

LOYOLA UNIVERSITY CHICAGO
REQUESTING THE LOGO

Visit LUC.edu/150thbrandguidelines