150TH ANNIVERSARY GUIDELINES
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 so much possible.
The sun is a nod to the emblem of the Society of Jesus.

MODERN RETRO

Loyola’s anniversary mark embraces the central symbol of a nearly 500-year-tradition of excellence and care: the wolf and kettle. This version is confident and contemporary—a reflection that even as we celebrate 150 years of achievement, we look forward.
VISUAL IDENTITY SYSTEM

PRIMARY CELEBRATION MARK

• In most instances, the artwork should be contained in a circle to maintain consistency and to aid legibility through all communication methods.
• In all instances, the affiliation to “Loyola University Chicago” or “Loyola Chicago” must be clear. This is usually accomplished by employing a University lockup. (Learn more at LUC/umc/brandstandards/)
• Do not use smaller than a half-inch wide.
VISUAL IDENTITY COMPONENTS

DOWNLOAD LOGOS: LUC.edu/150thbrandguidelines

PRIMARY CELEBRATION MARK

- Supports communication and material related to non-signature anniversary events.
- If needed, art may be removed from a circle.

olin-primary

150-PRIMARY

150-PRIMARY-BW

SIGNATURE SERIES LOCKUP

Reserved for communication and material supporting select anniversary events

olin-signature

150-SIGNATURE

150-SIGNATURE-BW

LOYOLA 150 WORDMARK

- Use to reference the anniversary when imprint size is a concern.
- May be used instead of existing Loyola lockups on official communication, i.e., email signatures, presentations, etc., that will not extend beyond May 2021.

150-wordmark

150-WORDMARK

150-WORDMARK-BW

150-WORDMARK-REVERSE

150TH CELEBRATION ELEMENTS

PRIMARY COLORS

BLACK
CMYK  20-10-10-100
RGB  0-0-0
HKS  #000000

GOLD
CMYK  0-28-98-0
RGB  255-188-24
HKS  #FFEC1B

LIGHT GRAY
CMYK  25-100-25-25
RGB  209-212-211
HKS  #D1D4D3

WHITE
CMYK  255-255-255
RGB  255-255-255
HKS  #FFFFFF

SECONDARY COLORS

MAROON
CMYK  9-100-54-43
RGB  141-0-52
HKS  #8D0034

BRICK
CMYK  18-100-45-67
RGB  93-0-36
HKS  #5D0024

PATINA
CMYK  86-10-33-11
RGB  0-150-160
HKS  #0096A0

OPUS
CMYK  0-48-88-0
RGB  249-159-56
HKS  #F98E2B

PATTERN

TYPOGRAPHY

HEADLINE, KEY WORDS
ANTENNA COMPRESSED BLACK
(AlTERNATE: IMPACT)

BODY COPY:
Myriad Pro Reg and Bold
(AlTERNATE: ARIAL REG AND BOLD)

CTA
ANTENNA CONDENSED BOLD
(AlTERNATE: ARIAL BOLD)
USING THE IDENTITY SYSTEM

Anniversary artwork works within Loyola’s existing brand.

LOYOLA’S BASIC COMMUNICATION APPROACH

The anniversary mark is designed to supplement current materials and thought processes, which rely on a unified approach to our communication, regardless of method.

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.

For a fuller explanation of University brand guidelines, please visit LUC.edu/umc/brandidentity

APPLYING ANNIVERSARY ELEMENTS

REPLACE AN EXISTING LOCKUP WITH THE LOYOLA 150 WORDMARK

- The Loyola 150 wordmark may be used on official University communication, including email signatures, presentations, etc.
- Do not apply to materials that could extend beyond May 2021, including letterhead, business cards, signs, etc.

ADD PRIMARY MARK FOR 150th CELEBRATION COMMUNICATION

- Add the anniversary mark in the upper left for communication about non-signature events.
- Retain an existing Loyola lockup to identify Loyola University Chicago. (Remove the tagline to maximize impact of the celebration logo.)

SIGNATURE SERIES

- The 150th Anniversary Committee determines criteria for key commemorative events.
- UMC will guide communication and visual direction of materials, which will rely on bolder use of gold, Antenna, and 150th artwork.
## WHICH LOGOS ARE CORRECT?

### WHEN DO I USE THIS LOGO?

<table>
<thead>
<tr>
<th>LOGO</th>
<th>DESCRIPTION</th>
</tr>
</thead>
</table>
| **PRIMARY CELEBRATION MARK**            | • Supports a wide range of communication and materials related to non-signature events  
                                          | • May be used in circle or not on merchandise.  
                                          | (Please include “Loyola University Chicago” or “Loyola Chicago.”)             |
| ![Primary Celebration Mark](logo.jpg)  |                                                                             |
| **SIGNATURE SERIES LOCKUP**             | • Reserved for communication and material supporting select 150th anniversary events  
                                          | • May include “Loyola University Chicago” instead of the theme “We Are Called.” |
| ![Signature Series Lockup](logo.jpg)   |                                                                             |
| **LOYOLA 150 WORDMARK**                 | • Use to reference the anniversary when imprint size is a concern, such as on pens or other items.  
                                          | • May be used instead of existing Loyola marks on official communication, i.e., email signatures, presentations, etc.  
                                          | • Employ only for the duration of the celebration, which will end in May 2021. Do not use on stationery, signs, etc., and other items with longer shelf lives. |
| ![Loyola 150 Wordmark](logo.jpg)       |                                                                             |
| **EXISTING LOYOLA MARKS**               | • Always an option, especially to represent Loyola in evergreen applications. |
| ![Existing Loyola Mark](logo.jpg)       |                                                                             |

### PREFERRED LOYOLA MARK

- **NOTICE:** Remove promise line.
- **NOTE:** Remove promise line.
- **NO ADDITIONAL LOGO NEEDED**
- **NO 150 REFERENCE NEEDED**
LOYOLA UNIVERSITY CHICAGO

IDENTITY IN ACTION

SAMPLE ASSETS USING THE 150TH IDENTITY

LUC Homepage Design

Loyola 150 Step and Repeat

Advancement Self-mailer

Program Card

150th Homepage Design

MLK Celebration Poster

IDENTITY IN ACTION

WE ARE CALLED TO LEARN, PROTECT, ADVOCATE. WHAT’S YOUR CALLING? LEARN MORE

MLK CELEBRATION

LUC.EDU/MLK

THE CALL TO MOVE FROM DIALOGUE TO ACTION

OUR MISSION

We are Chicago’s Jesuit, Catholic University—
a welcoming community leading bold self-reflection
and working to expand knowledge in the service
of humanity through learning, justice, and faith.

HEADLINE HERE LOREM IPSUM

THE FUTURE AwaITS
APPENDIX
OUTLOOK EMAIL SIGNATURE
HOW TO ADD THE 150-WORDMARK TO YOUR E-SIG

FROM DESKTOP COMPUTERS

1. Download the 150-email-wordmark at LUC.edu/150emailwordmark. (Note where you’ve saved the file.)

2. In Outlook Help in the menu at the top of your browser, search for “signatures” for detailed instructions on adding or creating a signature.

BEST PRACTICES

- Maximize accessibility by adding “Loyola University Chicago” to the wordmark as Alt Text.
- Lock the aspect ratio of the wordmark to prevent distortion.
- Image should display 170px wide and 55px high (roughly 1.5 inches wide).

SUGGESTED SIGNATURE

Set text as 10-point Arial

LINE 1
Name and credentials (bold, upper/lowercase)

LINE 2
Title(s) (italics)

LINE 3
Division, school, or department (italics)

LINE 4
Loyola University Chicago

LINES 5–6
Campus address

LINE 7
P: Phone number (use periods)

LINE 8
E: Email address (capitalize LUC)

Do not include the University tag line

PLEASE NOTE

Users may encounter a problem automatically downloading the SVG image when using some browsers. You may employ one of these alternate methods:

A) Drag the SVG image to your desktop, or B) Click on the SVG link. Right-click on the image, select Save-As to save the image in a location of your choice.