



LSU Alexandria

Current Revision Date: 08/24/18

Established: 1960

Location: Alexandria, LA

Mascot: Generals

Mascot Name: N/A

Conference: Red River Athletic Conference (NAIA)

Verbiage

LSUA®
LSU Alexandria™
LSU of Alexandria™
Louisiana State University of Alexandria™
LSUA Generals™

LSU Alexandria Generals®
Generals™
Your Future Is Our Future™

Purple

Gold

Black

White

Green

Off White

PANTONE 268 C
MADEIRA: 1122 | RA: 2430

PANTONE 123 C
MADEIRA: 1024 | RA: 2558

PANTONE Process Black C
MADEIRA: Black | RA: Black

White
MADEIRA: White | RA: White

PANTONE 5477 C
MADEIRA: 1390 | RA: 2460

PANTONE 7499 C
MADEIRA: 1066 | RA: 2264

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Primary Marks

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Secondary Marks

These marks may be used in a secondary location, after the University's primary has been used elsewhere on the product.

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Secondary Marks

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University Seal

Seal is only allowed for use on graduation products.

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Athletics Marks

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Mascot Marks

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ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale (for graduation products only; 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 NAIA rules and regulations

- Any reference deemed by the University to be of a questionable nature will not be permitted for use in conjunction with University marks
- "Louisiana State Alexandria" is not an acceptable reference to LSUA. Proper use is LSUA, LSU Alexandria, or Louisiana State University of Alexandria
- "Louisiana State University" must be in the same font size throughout the lettering (including font height, width, and spacing between letters)

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