



LPU Logo Guidelines

2024



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Dear Colleagues,

In 2004 a new permanent identity for the Lovely Professional University was developed, for the benefit of everyone connected with one of the world's Largest University. The identity has been successfully used over the past years and has become a key element of the event representing India's only truly global university.

These Brand Guidelines are designed to ensure that the brand materials is represented clearly and consistently both within the organisation and outside. They are aimed to function as a tool for all involved employees, students, vendor, parties and others to understand the correct use of the valuable Lovely Professional University as brand. Please read them carefully.

The guidelines should be adhered to by all those preparing communication materials, both inside the LPU and by any outside agencies or partner organisations preparing such material on our behalf. This will ensure that the messages, spirit and visual identity of the Lovely Professional University are explicitly communicated on every occasion.

Do not hesitate to ask the LPU's Department of Brand Development if you need any further advice or assistance in this area. Contact details are given on the last page of this document

We thank you for your compliance,
Brand Development Department
Lovely Professional University



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LPU Logo Guidelines

Introduction

The Lovely Professional University graphic identity guidelines provide a foundation for clear and consistent communication of the institution's identity. Adhering to common standards ensures that the University's correct name appears on all official Lovely Professional University communications.

All mediums—publications, websites, advertising, signage, letterhead, or business cards—layout, color, and typography are orchestrated to impart a unified "signature." This publication includes a description of the new logo and guidelines for its use including official colors and typefaces, as well as the appropriate use of the University seal.

About the University Logo

The rays of ochre light in the LPU seal symbolize the dawn that dispels darkness of ignorance and ushers in knowledge through education and research. The seal also reinforces our resolve to become the Sun of Knowledge that will illuminate, ignite, energize and empower people across the globe.



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NAAC
GRADE **A++**

ThinkBIG

Dimensions

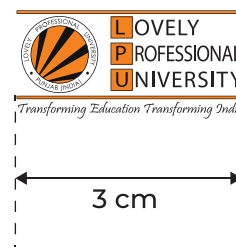
The following are specific guidelines related to the sizing of the LPU logotype.

The minimum logo size in all usages is 3 cm wide.

The baseline is not used if the logo needs to be smaller than 3 cm. The logo cannot be smaller than 2 cm wide (without baseline).



Logo size with baseline



Minimum logo size with baseline



Minimum logo size without baseline

Clear Space

LPU logo

LPU logo must stand out in all uses. Maintain clear space on all sides of the logo. The free zone stops the logo competing with other elements and graphic expressions.

Minimum clear space above and under the logo is equal to the height of the letter **U**. The clear space to the left and right of the logo is equal to the width of the rotated letter **U**.



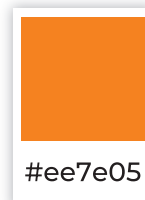
LPU Seal

Minimum clear space above and under the LPU Seal is equal to the height of the letter **U**.



Colors Codes

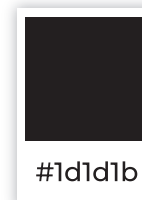
The following colours are the only ones which may be used for the LPU logotype. No other colours may be used or substituted for the LPU logo.



#ee7e05

CMYK
0, 60, 100, 0

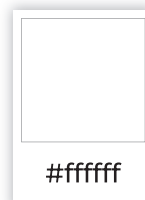
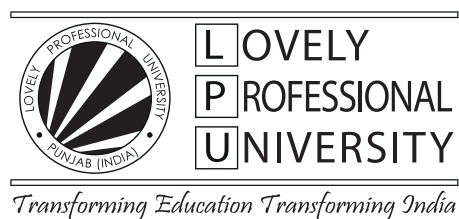
RGB
239, 125, 0



#1d1d1b

CMYK
0, 0, 0, 100

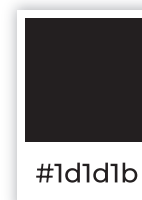
RGB
29, 29, 27



#ffffff

CMYK
0, 0, 0, 0

RGB
255, 255, 255



#1d1d1b

CMYK
0, 0, 0, 100

RGB
29, 29, 27

Logotype

Incorrect use of the LPU logo

To ensure that our logo is always recognisable, it must be used consistently, with discipline, and with precision. The power of a logo is easily weakened by misuse. We can avoid this problem by guarding against poor or incorrect usage.



Logotype

Incorrect use of the LPU Seal

To ensure that our Seal is always recognisable, it must be used consistently, with discipline, and with precision. The power of a seal is also easily weakened by misuse. We can avoid this problem by guarding against poor or incorrect usage.



Do not use drop shadows



2-colour Seal is not suitable for the same colour background



Seal is incorrectly scaled



colour shuffling

Logotype

How to use ThinkBIG Logo?

To ensure the prominence and legibility of the logo, always surround it with a field of clear space.

When using the logo on dark backgrounds, simply inverse the logo to a complete white. When color cannot be used, simplify the mark by using all black.

on light background

ThinkBIG

on dark background

ThinkBIG

on B/W documents

ThinkBIG

Sizes

For Social Media of size 1080*1080 (px)

66 px
ThinkBIG
245 px

For Print Media 20x8(Feet)

0.45 Feet
ThinkBIG
1.65 feet

Logotype

How to use NAAC Logo?

To ensure the prominence and legibility of the logo, always surround it with a field of clear space.

When using the logo on dark backgrounds, simply inverse the logo to a complete white. When color cannot be used, simplify the mark by using all black.

on light background



on dark background



on B/W documents



Sizes

For Social Media of size 1080*1080 (px)



For Print Media 20x8(Feet)



Brand Colors

Primary Palette

Our primary colours represent the core of our brand identity:

Black symbolizes leadership, excellence, and timeless wisdom.

White represents clarity and endless possibilities.

Red embodies passion, energy, and the drive for innovation.

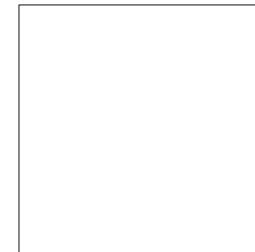


Black

Hex - #1d1d1b

RGB - 29, 29, 27

CMYK - 0, 0, 0, 100



White

Hex - #ffffff

RGB - 255, 255, 255

CMYK - 0,0,0,0



Red

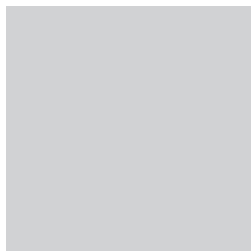
Hex - #BD1D1D

RGB - 188, 29, 29

CMYK - 25, 100, 100, 0

Brand Colors

Colour Variations



Typeface

Montserrat

Montserrat has been chosen as our primary typeface for its exceptional clarity, modern character, and versatility. This sans-serif font family embodies our forward-thinking approach while maintaining professional elegance.

MONTSERRAT EXTRALIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

MONTSERRAT EXTRALIGHT ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789*

MONTSERRAT THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

MONTSERRAT THIN ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789*

MONTSERRAT LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

MONTSERRAT LIGHT ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789*

Typeface

MONTSERRAT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

MONTSERRAT ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789*

MONTSERRAT MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

MONTSERRAT MEDIUM ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789*

MONTSERRAT SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

MONTSERRAT SEMIBOLD ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789*

Typeface

MONTSERRAT BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789**

MONTSERRAT BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789***

MONTSERRAT EXTRABOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789**

MONTSERRAT EXTRABOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789***

MONTSERRAT BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789**

MONTSERRAT BLACK ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789***



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LOVELY PROFESSIONAL UNIVERSITY (LPU) : Jalandhar-Delhi G.T. Road, Phagwara, Punjab