LUMS

BRAND GUIDELINES

In order to crystallise LUMS in the minds of both new and familiar audiences, it is very important to maintain a sense of consistency when referring to the University and its five schools.

Contents

- What is LUMS
- Using the LUMS Logo
- LUMS Logo Elements
- LUMS Logo Exclusion Zone
- LUMS Colour Specifications
- LUMS Logo - Correct Usage
- LUMS Logo – What Not to Do
- LUMS School Colour Specifications
- LUMS Logo with Complete Name of the University
- LUMS Logo with School Name
- LUMS Logo with Degrees
- LUMS Logo with Affiliated Centre, Department or Office Name
- LUMS Logo with Society Name
- LUMS Logo with Other Identifiers
- LUMS Logo for Digital Media
- LUMS Logo on Souvenirs
- LUMS Tagline Usage
- LUMS Corporate Identity Typefaces

What is LUMS

Vision

To become an internationally acclaimed research university that serves society through excellence in education and research.

Mission

LUMS aspires to achieve excellence and national and international leadership through unparalleled teaching and research, holistic undergraduate education, and civic engagement to serve the critical needs of society.

It seeks to accomplish this mission as a unified institution with cutting-edge research, a modern and rigorous curriculum and socially responsible outreach to the nation and the region.

A University of the Future

- A research university dedicated to advancement and creation of new knowledge
- A place for holistic undergraduate experience and strong graduate education
- A diverse community with a distinctive commitment to ethics, tolerance, and social responsibility
- Engaged with the society and a change agent for economic growth and development

Using the LUMS Logo

These guidelines are for all schools, offices and departments at LUMS, as well as any of the University's partners. They set out the rules around the basic design elements of the LUMS logo and provide examples of how and when to use the logo. The position of the logo in the layout can be altered as per design requirements.

The LUMS logo can be used on:

Written Material

- Magazines
- Brochures
- Flyers
- Visiting cards
- Letterheads
- Envelopes

Multimedia

- Videos
- Presentations

Websites

Giveaways

Souvenirs

Backdrops

Standees

Banners

LUMS Logo Elements

The LUMS logo is designed to prompt instant recognition of the University. To ensure that it always achieves this, the logo must be used consistently as outlined in this document.

The logotype of LUMS is the main element and it is integral to use it correctly as per the specifications. It can be used separately or combined with the LUMS extended university name but never can be used in any other combinations. It must always be reproduced from artwork approved by the Office of Marketing and Communications or from the Office's own authorized data files.

To ensure its impact, the logotype has been carefully crafted to be distinctive, memorable and easily readable.
It is also very flexible as it is easily adaptable for a wide range of media usage.

The LUMS logo is made up of four elements:

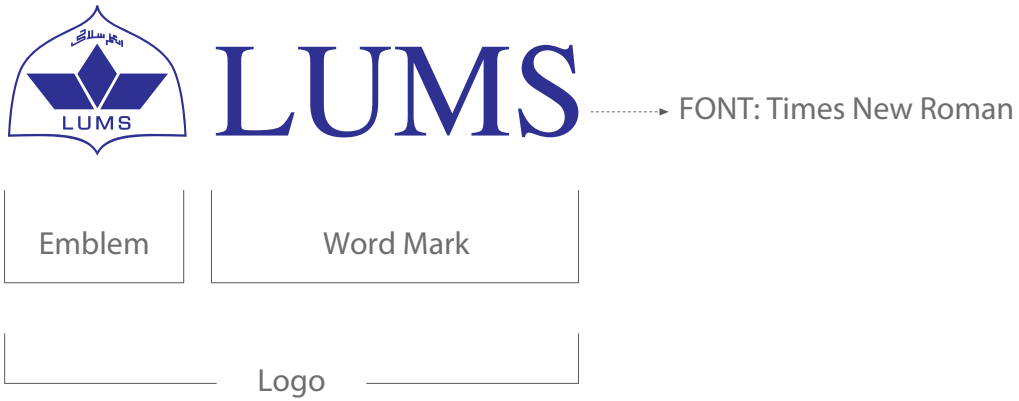
1. The main arch

2. The three lozenge shaped leaves demonstrating growth in every direction

3. LUMS The letters 'L U M S'

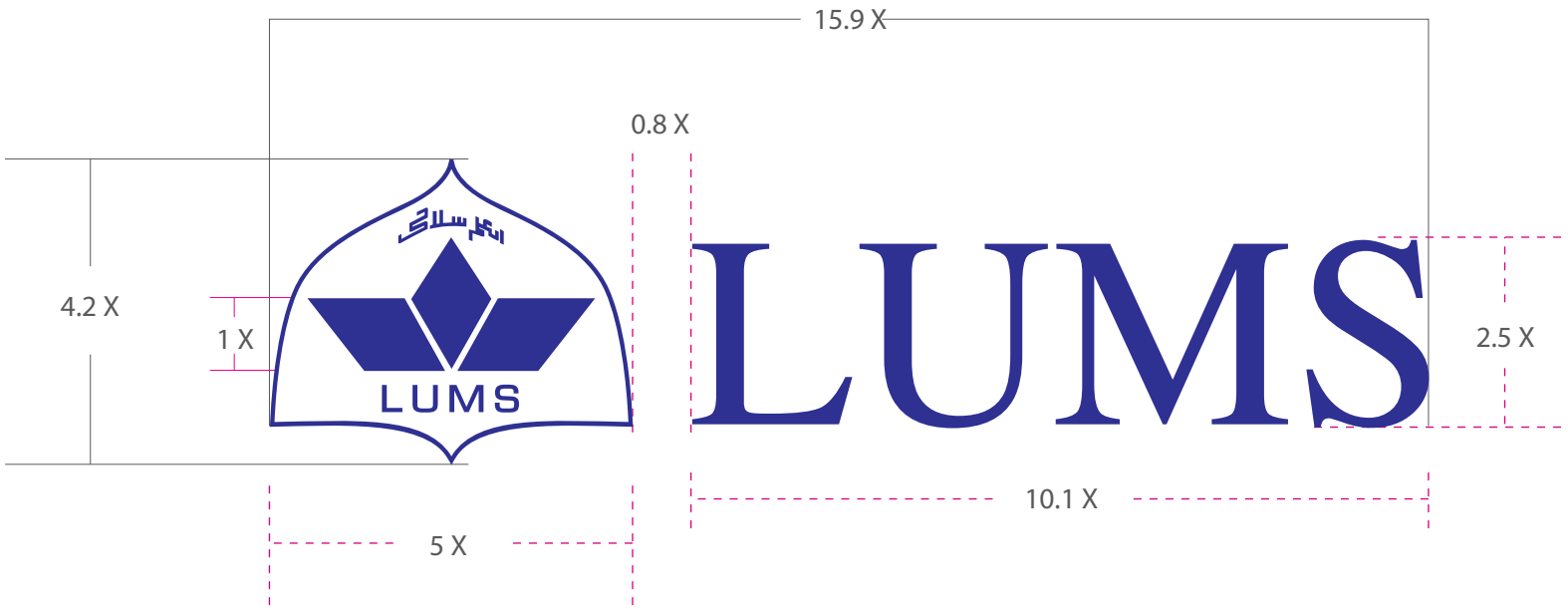
4. The university motto which means "Knowledge is ammunition." This stresses the point that the pen is mightier than the sword and being armed with knowledge is the best weapon.

The four elements will be used together at all times as shown below:



These elements should not be used separately. However, an exception can be made for the emblem only (arch/leaves/motto/LUMS letters).

LUMS Logo

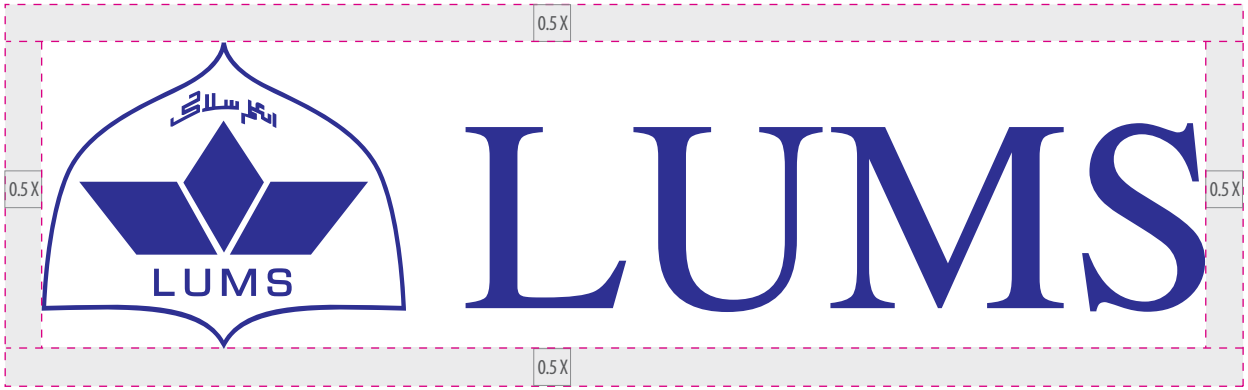


The precise specifications and measurements of the logo are described in terms of X. If 1X is the height of the element (as seen in the figure above) in the LUMS emblem, then the length of the LUMS logo is taken as 15.9X.

The complete height of the LUMS logo is 4.2X and the height of the LUMS logo type is taken as 2.5X.

The length of the emblem is 5X with a distance between the emblem and the logo typeface of 0.8X, followed by the logo typeface of length 10.1X.

LUMS Logo Exclusion Zone



A minimum area of clear space should always be kept around the logo to ensure that it stands out clearly. This is the exclusion zone, and it is determined by the clear space left on all four sides of the LUMS logo of 0.5X.

The exclusion zone applies to all sizes and versions of the logo, and should be used consistently.

LOGO Minimum Size 0.5 Inch

The minimum size of the LUMS logo should be 0.5 inches (height).

LUMS Colour Specifications (CMYK/PANTONE)

CMYK

C	M	Y	K
100	100	0	0

PANTONE

DS 184 - 1C

CMYK

C	M	Y	K
0	0	0	100

PANTONE

DS Process Black C

CMYK

C	M	Y	K
0	0	0	5

PANTONE

DS Process 663 C

LUMS Logo - Correct Usage

LUMS Logo – What Not to Do

Alterations to the LUMS logo are not allowed. It is important for consistency and recognition that the LUMS logo versions and formats provided by the Office of Marketing and Communications are used at all times.

Do not distort the logo

Do not rotate the logo

Do not rearrange the logo elements

Do not resize the logo elements

Do not replace the logo typeface

Do not ignore the exclusion zone

Do not change the logo colour

In case of a background colour which is neither white nor black, do not make the emblem outline white. It must be blue.

Do not make the background colour of the emblem the same as that of the overall background. The emblem background should remain white.

LUMS School Colour Specifications (CMYK/PANTONE)

Suleman Dawood School of Business

CMYK				PANTONE
C	M	Y	K	
100	55	25	10	DS 217 - 2 C

100% 80% 60% 40% 20%

Syed Babar Ali School of Science and Engineering

CMYK

C 0 M 30 Y 100 K 0

PANTONE

DS 18 - 2 C

100% 80% 60% 40% 20%

Shaikh Ahmad Hassan School of Law

CMYK

C 80 M 100 Y 15 K 0

PANTONE

DS 177 - 1 C

100% 80% 60% 40% 20%

Mushtaq Ahmad Gurmani
School of Humanities and Social Sciences

CMYK

C 25 M 100 Y 100 K 10

PANTONE

DS 81 - 1 C

100% 80% 60% 40% 20%

School of Education

CMYK

C 85 M 30 Y 50 K 6

PANTONE

DS 7716-c

100% 80% 60% 40% 20%

LUMS Logo with Complete Name

Lahore University of Management Sciences

Lahore University of Management Sciences

It is encouraged that this logotype should be used for all collateral directed towards an international audience. The LUMS emblem will appear with the complete name of the University, Lahore University of Management Sciences.

A clear space of 0.8X between the emblem and the University's complete name should be maintained.

The typeface used for the complete name of the University is Times New Roman (Regular). If the length of the LUMS logo is 2.25 inches, the font size of the University's name in Times New Roman (Regular) will be 38.

LUMS Logo with School Name

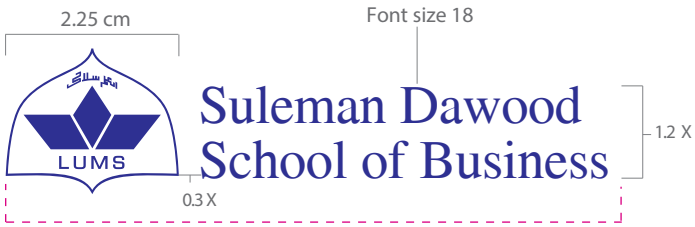
Mushtaq Ahmad Gurmani
School of Humanities and Social Sciences

Suleman Dawood
School of Business

Syed Babar Ali
School of Science and Engineering

Shaikh Ahmad Hassan
School of Law

School of Education



The LUMS Logo can be used with the name of each school, namely Suleman Dawood School of Business (SDSB), Syed Babar Ali School of Science and Engineering (SBASSE), Mushtaq Ahmad Gurmani School of Humanities and Social Sciences (MGSHSS) and Shaikh Ahmad Hassan School of Law (SAHSOL) and School of Education (SOE).

A clear space of 0.5X between the emblem and the School's complete name should be maintained.

The LUMS Logo (emblem only) will appear to the left with the complete name of the School (Upper Case Letters) on its right that will be spread over two lines. The first line will carry the name of the donor and the second line will identify the respective School. The typeface used for the complete name of the School is Times New Roman (Regular). If the length of the LUMS logo is 2.25 inches, the font size of the School's name in Times New Roman (Regular) will be 18.

LUMS Logo with Degrees

The LUMS logo can be used in combination with the degree programme name. The complete LUMS logo (emblem with word mark) can be used with the name of each specific degree in the following way:

There must be a distance of 0.5X clear space after the LUMS word mark ends, followed by a line of length the size of the LUMS lettering, followed by another clear space of 0.5X, which separates the name of the degree.

The typeface used for the name of the degree is Berkeley (Oldstyle Bold). If the degree subject is required to appear, the typeface Myriad Pro (Semibold) will be used.

If the length of the LUMS logo is 2.25 inches, the font size of the degree name in Berkeley (Oldstyle Bold) will be 22, while the font size of the degree subject name in Myriad Pro (Semibold) will be 10.

LUMS | MBA

LUMS | EMBA
Executive MBA

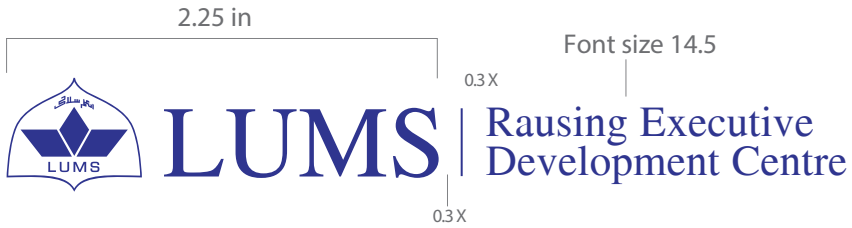
LUMS | BSc (Hon)
Accounting and Finance

LUMS | MS
Computer Science

LUMS | PhD
Management

LUMS | BSc (Hon)
Economics and Politics

LUMS Logo with Affiliated Centre, Department or Office Name



The LUMS Logo can be used in combination with the name of the centre, department or the office. The relevant space will use the full respective name which will be placed in two lines. This will be followed by a vertical line separating the logo and the affiliated centre, department or office name followed by the LUMS logo.

There must be a distance of 0.5X after the centre, department or office name. This will be followed by a vertical line, that should necessarily be of the height of the letter L in LUMS. This will then be followed by another clear space of 0.5X which separates both the affiliated centre, department and office name and the University.

LUMS | Department of Economics

LUMS | Department of Management Science

LUMS | Centre for Water Informatics and Technology

LUMS | Office of Marketing and Communications

LUMS | Gurmani Centre for Languages and Literature

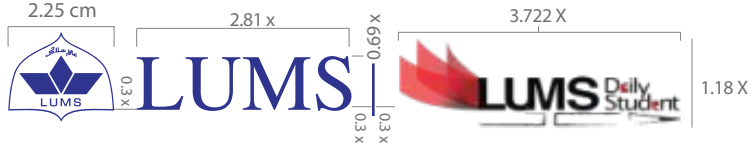
LUMS | Office of Student Affairs

LUMS Logo with Society Name

The LUMS Logo can be used in combination with the name/logo of the affiliated society. The society's logo will be placed on the right and the LUMS primary logo will be on the left. These two will be separated by a vertical line.

Dimensions:

There must be a distance of 0.5X after the society's logo. This will be followed by a vertical line, that should necessarily be of the height of the letter L in LUMS. This will then be followed by another clear space of 0.5X which separates both the affiliated society logo and the University's primary logo.

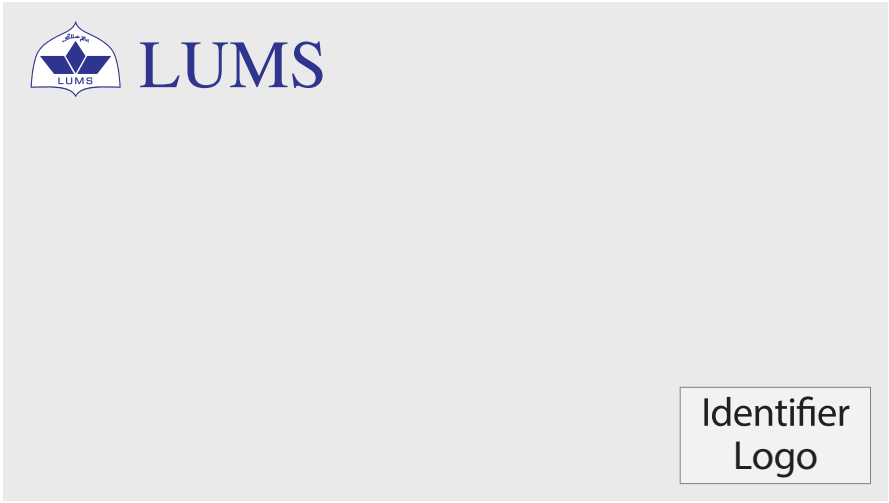


LUMS Logo With Other Identifiers

The primary LUMS logo will be standardised throughout all collateral. This includes brochures, pamphlets, leaflets, backdrops etc. The visibility of the primary LUMS logo is mandatory. As per the design requirement, the position can be altered but the prominence must be ensured as not to undermine it compared to the other organisation.

Please note:

When using other identifier's logo, the exclusion zone should be a minimum of 0.5 X from the University logo. See page 5 for more information.



LUMS Logo on Publications

The LUMS logo and tagline have to be used on University publications. The logo with emblem has to be placed on the front cover whereas the tagline and the University contact information along with the social media icons have to be placed on the back cover.

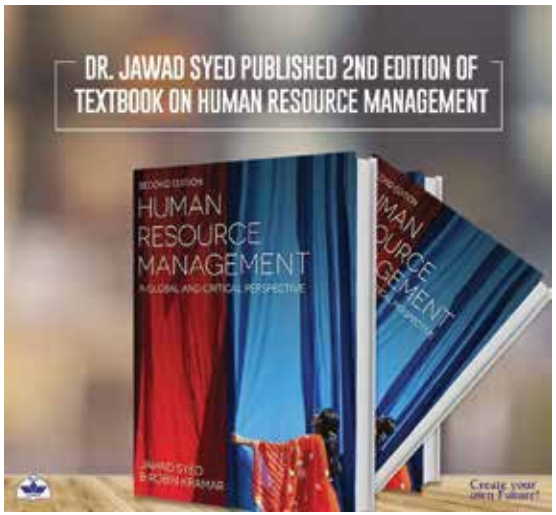
The position of the logo and tagline can be changed, as per the design requirement.

LUMS Logo for Digital Media

LUMS Logo with Tagline

The LUMS logo (emblem only) will appear either on the left side or the right side of the design. The tagline will be placed on the opposite side, it cannot be combined with the emblem. This applies to each and every post that goes out on any of the official social media platforms; it excludes

Live Coverage (Snapchat/Instagram)
Candid Instagram Posts



LUMS Logo for Digital Media

LUMS Logo without Tagline

Any post that is not academia/students related will not have the tagline.

If any school/department has their own tagline, their respective tagline can be used on the opposite side of the emblem, subjective to request.

LUMS Logo for Digital Media

LUMS Branding in Videos

All videos inclusive of any school/department/admissions campaign video will have the LUMS signature branding slide in the end. The slide includes the LUMS logo, silhouette of all school buildings and the tagline.

First Slide

Second Slide

Reference Video:

https://www.facebook.com/lahoreuniversityofmanagementsciences/videos/1337445676275581/

LUMS Logo as Branding for Full Video

Only on client request; the LUMS Logo (emblem only) can appear and stay throughout the video on the top left corner.

Concern:

Branding the whole video is an obsolete practice and its not recommended but can be facilitated on the client's request with the logo appearing in the stated position.

LUMS Logo and Tagline Lock-up

When the tagline appears with the primary logo, these elements are known as the logo and tagline lock-up. This means that they are locked into this specific relationship to one another and form a single unit. The elements may not be rearranged or the relationship altered in any way to change the logo's graphic integrity.

In cases where it is necessary to give the tagline more visual priority, the tagline wordmark should be used instead of the logo and tagline lock-up. In those instances, use the visual of the wordmark.

LUMS Logo on Souvenirs

The placement of the LUMS Primary Logo will always require judgement by the designer as per the design requirement.

Ideally, the Primary Logo should be used prominently on all souvenir items. These may range from clothing to mugs or from pens to notebooks. The logo can be positioned to the right, left or centre and is dependent on the design requirement of the specified item.

The emblem of the logo may be used where the shape/size of the item does not lend itself to application of the standard logo, however the primary form is preferred.

LUMS Corporate Identity

Typefaces

LUMS Typeface Details

Myriad Pro Type Family

Myriad Pro (Regular)

ABCDEFGH
abcd12345
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro (Bold)

ABCDEFGH
abcd12345
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro (Italic)

ABCDEFGH
abcd12345
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro (Bold Italic)

ABCDEFGH
abcd12345
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LUMS' visual brand uses three fonts, they are:

- Times
- Berkeley
- Myriad Pro

Only four font styles are used for the logos involving school names, centre names and degree names:

- Times – for the LUMS word mark
- Berkeley (Oldstyle Bold) – degree name
- Myriad Pro (Semibold) – degree specialisation
- Myriad Pro (Bold Condensed) – school name/centre name

The families of the Berkeley and Myriad Pro typefaces are available for use as and when required. The variety of font weights and widths within each of these typefaces, will provide ample flexibility and consistency for the LUMS brand identity.

Consistently using these typefaces will give LUMS material (written material, multimedia, websites, backdrops, banners etc.), a unified look.

No other typefaces should be used.

LUMS Typeface Details

Myriad Pro Type Family

Myriad Pro (Semibold)

ABCDEFGH
abcd12345
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro (Condensed)

ABCDEFGH
abcd12345
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro (Condensed Italic)

ABCDEFGH
abcd12345
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro (Semibold Italic)

ABCDEFGH
abcd12345
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro (Bold Condensed)

ABCDEFGH
abcd12345
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro (Bold Condensed Italic)

ABCDEFGH
abcd12345
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LUMS Typeface Details

Berkeley

Berkeley (Oldstyle Book)

ABCDEFGH
abcd12345
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Berkeley (Oldstyle Italic)

ABCDEFGH
abcd12345
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Berkeley (Oldstyle Book Italic)

ABCDEFGH
abcd12345
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Berkeley (Oldstyle Medium)

ABCDEFGH
abcd12345
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LUMS Typeface Details

Berkeley

Berkeley (Oldstyle Bold)

ABCDEFGH
abcd12345
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Berkeley (Oldstyle Black)

ABCDEFGH
abcd12345
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Berkeley (Oldstyle Bold Italic)

ABCDEFGH
abcd12345
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Berkeley (Oldstyle Black Italic)

ABCDEFGH
abcd12345
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890