

Brand Guide

2025-2026

The University of Louisiana Monroe (ULM) brand represents the full range of experiences that individuals have when they interact with our institution. This brand guide includes the emotional connection and perceived significance that ULM brings to their lives. By consistently presenting our brand, we aim to promote a deep understanding of ULM's mission and values, understood worldwide. This dedication to a unified brand helps to build a strong reputation and expand our impact.



Being the best in the world at what you do is challenging. At ULM, we work hard at being the best at meeting students where they are, and getting them where they want to be. A bigger challenge is how we communicate this to the world. The way we are viewed by our students and our community – the extent to which we inspire them – makes possible our mission to change lives.

Every communication extending from a member of the ULM family, whether a publication, advertisement, public announcement or public appearance, contributes to the overall brand of our university. Whenever we represent ULM, we create an impression of our character in the minds of local, national and global audiences.

We have the power, then, to forge our own identity through careful and considerate attention to detail when representing the university to these audiences. In order to lead – in order to inspire – we must reflect a consistent stance of professionalism, unity and respect for this institution.

In the following document, you will find outlined acceptable standards and procedures for the ULM brand. By adhering to these standards, we will establish the foundation of our brand. This brand guide helps ensure all parts of the university are working together to communicate with a unified image and voice in Monroe, across the state, nation and around the world.

Thank you for taking the time to familiarize yourself with these regulations and for helping strengthen ULM's brand. As we move forward into this most exciting period of ULM's history, our ability to inspire, motivate, and change lives cannot be underrated.

Together, we hope to advance the honorable reputation of our university and encourage our students, faculty, staff, alumni, friends and the public to share the same pride and dignity characteristic of ULM.

Carrie L. Castille

President Carrie L. Castille, Ph.D.

TALONS OUT
LETTER FROM THE PRESIDENT 4

ULM BRAND
THE MEANING OF THE WARHAWKS 7
HISTORY 8
WHY WE ARE CALLED WARHAWKS 12
BRAND'S VALUE 14
BRAND EXPERIENCE 16
BRAND'S TOUCHPOINTS 18
MISSION, VISION, & VALUES 20
BRAND PILLARS 22
BRAND VOICE 24
UNIVERSITY AUDIENCE 28

VISUAL IDENTITY
UNIVERSITY LOGO HISTORY 30
UNIVERSITY LOGO USE 32
UNIVERSITY LOGO SIZE & COLOR 33
UNIVERSITY LOGO PLACEMENT 34
UNIVERSITY LOGO MISUSE 36
OBSOLETE LOGOS 37
UNIVERSITY SEAL 38
VISUAL ELEMENTS 40

BRAND ARCHITECTURE
BRANDED HOUSE 42
TIERS 44
ENDORSED BRANDS & PARTNERSHIP LOGOS 38
INITIATIVES, CAMPAIGNS, EVENTS 46
REGISTERED STUDENT ORGANIZATION 48

ATHLETICS
ROOTED IN THE LEGACY 50
CULTURAL CONNECTION 52
BRAND INSPIRATION 53
LOGO HIERARCHY 55
PRIMARY LOGO 56
PRIMARY LOGO VARIATION 57
ATHLETICS LOGO MISUSE 58
BRANDED HOUSE 60
SECONDARY LOGOS 61
TERTIARY MARKS 64
SPIRIT MARKS 74
PATTERNS 82

COLORS
PRIMARY & NEUTRAL COLORS 86
COLOR SYSTEMS 87

TYPOGRAPHY
OVERVIEW 88
GARAMOND 90
UNIVERS 91

PHOTOGRAPHY
OVERVIEW 92
PROGRAM SPECIFIC 94
CULTURAL 95
HISTORICAL 96
COMPOSITION 97
USAGE 98

NEWS MEDIA
NEWS STORIES 100
GROUP E-MAIL 102

DIGITAL MEDIA
EMAIL SIGNATURE 104
SOCIAL MEDIA 106

PRINT MEDIA
STATIONERY 110

TEMPLATES
CANVA 112

SIGNAGE
INTERIOR & DONOR SIGNAGE STANDARDS 116

BRAND APPLICATIONS
MERCHANDISE 118
BRAND IN USE 120
TRADEMARK 122
MERCHANDISE PROCESS 124
MULTIMEDIA LICENSING 126

BRAND REFERENCE
OMC 127
TERMINOLOGY 128
FAQ 130

TAKE FLIGHT
PLEDGE 134



The brand story of the ULM Warhawks intertwines local heroism, international historical impact, and natural symbolism to create a compelling narrative that generates pride, resilience, and community spirit.

In the heart of Northeast Louisiana, where the bayou winds through lush landscapes and the spirit of innovation thrives, stands the University of Louisiana Monroe (ULM). Here, our identity is woven with threads of history and heritage, embodied by the noble Warhawk.

Named in honor of General Claire Lee Chennault, a native son of Louisiana who led the legendary Flying Tigers in World War II, the ULM Warhawks symbolize courage, leadership, and a commitment to excellence. General Chennault, born in nearby Commerce, Texas, and raised in the Louisiana towns of Gilbert and Waterproof, revolutionized aerial combat tactics with the P-40 Warhawk fighter planes. These planes, part of the Curtiss Hawk series, were not only a formidable force in battle but also carried the symbolic strength and agility of their namesake, the hawk.

The hawk, a revered creature native to our region, embodies qualities of vision, precision, and adaptability—traits that mirror the spirit of ULM and its community. Just as the Red-shouldered Hawk soars above the bayous and woodlands, the ULM Warhawks soar in pursuit of knowledge, innovation, and service to others.

Our university embraces General Chennault's legacy of innovation and bravery, reflecting our academic pursuits, research endeavors, and community engagement. The Warhawk represents not only our ties to local heroism and aviation history but also our determination to inspire the next generation of leaders who will navigate a world of constant change with unwavering strength and purpose.

At ULM, the Warhawk is more than a mascot; it is a symbol of pride and identity, a reminder of our roots, and a beacon of aspiration for all who seek to excel and make a difference in changing lives. Together, we continue to honor our past, embrace our present, and soar into a future where the spirit of the Warhawk guides us forward, united as one university, one community, one family—proud to be ULM Warhawks.

The history of ULM is a testament to resilience, innovation, and community support. From its humble beginnings as Ouachita Parish Junior College to its current stature as a leading educational institution, ULM continues to shape the future through transformative education and scholarly achievement.


INTERNATIONAL
16-583

NORTHEAST LOUISIANA STATE COLLEGE
1931

1934
NORTHEAST CENTER OF LOUISIANA STATE UNIVERSITY



Dr. Clyde Cornelius Colvert
Ouachita Parish Junior College
September 28, 1931 - October 31, 1944

NORTHEAST JUNIOR COLLEGE OF LOUISIANA STATE UNIVERSITY
1939



Dr. William Rodney Cline
Northeast Junior College of Louisiana State University
December 1, 1944 - August 15, 1950

1950
NORTHEAST LOUISIANA STATE COLLEGE



Mr. Lewis Cecil Slater
Northeast Louisiana State College
August 15, 1950 - June 30, 1958

The history of the University of Louisiana Monroe is a record of educational leadership and progress with time.

In 1922, **Timothy Oscar Brown,** superintendent of Ouachita Parish Schools perceived the need for an institution that would provide college training for the great number of local high school graduates. After a thorough study of the situation, Brown presented the idea in an address to the Monroe Kiwanis Club, where it was favorably received. The challenge was that additional legislation would be necessary to provide a satisfactory method for the establishment and maintenance of a junior college. Accordingly, a bill was introduced in the regular session of the Louisiana State Legislature in May 1928, and was subsequently enacted into a law providing for the establishment of junior colleges. Included in Act 173 was the right of a school board to call an election to vote a parish-wide tax for the support of such an institution. Following the adoption of the bill, the Kiwanis Club, cooperating with the Rotary Club, the Lions Club, and the Chamber of Commerce, perfected a plan to found a junior college in accordance with the Junior College Law. On November 9, 1928, the Ouachita Parish School board organized a Junior College District and called a special election to vote the special tax of one mill for a period of 10 years for the construction, equipment, and operation of the junior college. The Police Jury and the School Board of Ouachita Parish, in joint session on January 4, 1931, purchased the site for the college. The building, including equipment and grounds, represented an investment of over $350,000.

The first session of the Ouachita Parish Junior College began on **September 28, 1931,** with a full corps of teachers and an enrollment of 416 students. At that time, this was one of the only junior colleges in Louisiana. Thus was realized the dream of T.O. Brown – that educational advantages beyond high school graduation should be the possession of the citizens of Ouachita Parish. Ouachita

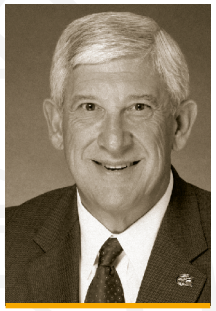


Dr. George T. Walker
Northeast Louisiana State College
July 1, 1958 - December 31, 1975



Mr. Lawson L. Swearingen, Jr.
Northeast Louisiana University
July 1, 1991 - December 31, 2001

1999
UNIVERSITY OF LOUISIANA MONROE



Dr. Nick J. Bruno
University of Louisiana Monroe
October 2, 2011 - June 30, 2020



Dr. Carrie L. Castille
University of Louisiana Monroe
Jun 9, 2025 - Present

NORTHEAST LOUISIANA UNIVERSITY
1970



Dr. Dwight D. Vines
Northeast Louisiana University
January 1, 1976 - June 30, 1991



Dr. James E. Cofer, Sr.
University of Louisiana Monroe
April 1, 2002 - June 30, 2010



Dr. Ronald Berry
University of Louisiana Monroe
Septemeber 14, 2020 - June 30, 2025

Parish Junior College graduated its first class of 135 students in June 1933.

ULM has followed a course of vigorous growth in its transition from a junior college to an institution offering a comprehensive range of undergraduate and graduate degree programs. In September 1931, the university opened for its first session as **Ouachita Parish Junior College,** which was operated as part of the Ouachita Parish School System. In 1934, Louisiana State University received authority from the State Legislature to operate the facilities of the university as **Northeast Center of Louisiana State University.** The name of the institution was changed to **Northeast Junior College of Louisiana State University** in 1939. The following year, the State Legislature authorized the transfer of all lands connected with Northeast Junior College to Louisiana State University.

The 1950 Legislature approved the expansion of Northeast Junior College of LSU to a four-year senior college granting academic degrees. The name of the institution was changed to **Northeast Louisiana State College,** and its control was transferred from the Louisiana State University Board of Supervisors to the State Board of Education. The name was changed to **Northeast Louisiana University** by the 1970 Legislature. The constitution, adopted by the people of Louisiana in 1974, provided that the administration of state colleges and universities be changed from the Louisiana State Board of Education to the Board of Trustees for State Colleges and Universities effective May 1975. This board's name was changed again on June 8, 1995, to the University of Louisiana System Board of Supervisors. On August 27, 1999, the university officially changed its name to the **University of Louisiana Monroe.**

"WHEN AN OLD, WELL-KNOWN ROAD IS BLOCKED, A NEW PATH MUST BE OPENED."

— GENERAL CLAIRE LEE CHENNAULT

THE MAKING OF A LEGACY

The Warhawk takes its name from the Curtiss P-40 Warhawk, an American fighter plane that was seen as one of the deadliest aircrafts of the Second Sino-Japanese War and WWII. Designed for low-altitude combat, the P-40 was heavily armed, structurally strong, and available in great numbers. The P-40, identified by its shark teeth nose art, became the ruler of the sky, a force to be reckoned with.

The P-40 saw action from the beginning of WWII until the end in 1945, but the fighter plane is best remembered as the aircraft flown by the "Flying Tigers," or American Volunteer Group (AVG). This group of mercenary pilots was established in 1941 and led by General Claire Lee Chennault, who had been appointed as chief air adviser to China's leader Chiang Kai-shek in 1937.

Back home on American soil, Chennault was a controversial figure. Raised in northeast Louisiana, Chennault overcame many struggles during his formative years. He lost his mother at the age of eight and his step-mother at the age of sixteen. Chennault would frequently go on hunting trips alone and stay in the woods for days. Some surmise that the survival skills he learned at a young age contributed to his fierce and steadfast approach to military aviation later on.

Chennault's military career was also marked by much adversity. He was denied his aviation license four times, denied promotion due to doubts about his qualifications, quarreled with higher-ranking military officials, and was ultimately forced into retirement in 1937. He was told he had to give up what he loved the most.

But Chennault was not finished serving his country. He would just have to serve his homeland on his own terms and from afar. He accepted Kai-shek's offer to become his aviation adviser. Interestingly, in a letter written to his brother, Bill, dated March 15, 1937, four months prior to the official declaration of the Second Sino-Japanese War, Chennault predicted that his aviation expertise might help change the course of the war. "It is even possible that my 'feeble' efforts may influence history for some few hundreds of years," wrote Chennault.

Chennault's prediction was spot on.

While his unorthodox air combat tactics were frowned upon by his superiors back home, Chennault was proving to the world that the Japanese could be beaten by using those very tactics.

The AVG pilots were outnumbered nearly every time they took to the air, and the P-40 was in fact no match for the Japanese fighter planes, which were lighter and more maneuverable. Knowing the disadvantages, the U.S. military said the AVG would not last three weeks, but Chennault quickly proved his doubters wrong. He trained his pilots to launch surprise air attacks against the Japanese. The main combat tactic was for pilots to fly in pairs, enter a dive, and then engage the target in a hit and run maneuver.

As a result of Chennault's determination and aviation expertise, the victories in the air were many. In fact, the volunteer pilots never lost a single battle. The legend of the "Flying Tigers" was born, and Chennault became a hero in China and around the world. The Flying Tigers set aerial combat records that have never been broken. The AVG was ultimately disbanded in 1942 and the war went on. But it was the success of Chennault and his handful of volunteer pilots that gave hope to America that victory was possible.

CLAIMING OUR HERITAGE

From the Bayous of Louisiana to the skies over China, Chennault was always determined to keep his mission and vision alive, even when it seemed most difficult. In the words of Chennault himself, "When an old, well-known road is blocked, a new path must be opened." At ULM, we take pride in celebrating Chennault's legacy through our own mission and vision. Just as he predicted that his efforts might influence history for hundreds of years, we too are committed to making new paths that lead to success through global collaboration and innovation.

In 2006, when ULM became the Warhawks, it was never just about a name change. The Warhawk is more than a name, or a mascot, or even an aircraft of glories past. The Warhawk is a symbol of our shared cultural heritage and a source of inspiration. The Warhawk is a reminder that, in the face of adversity, we are brave and resilient, committed to standing up for what we believe in by any means necessary. We strive to champion peace, advance knowledge for the betterment of humanity, and live lives of accomplishment. As our nation and our world face new challenges and an uncertain future, we who wear Maroon and Gold proudly stand at the ready to lead and to serve. We all meet at the Bayou and embrace a tradition that inspires us to take flight and soar.

It has been said that those who neglect their past have no future. Our history is well acknowledged, our present is valued, and our future is bright. We are bold. We are united.

WE ARE THE WARHAWKS!

The brand of the ULM transcends mere logos and taglines. It embodies our distinctive identity in the eyes of the world—what prospective students anticipate during their time here, and what they carry forward in their achievements and lasting impressions of ULM after graduation. Our choice of words, imagery, fonts, colors, the narratives we weave, and the experiences we cultivate all contribute to fostering familiarity and instilling trust with our diverse audiences. This brief overview encapsulates the essence of the ULM brand, empowering us to maximize its impact effectively.

No matter your role at the University, the ULM brand guide can support your mission, strengthening the ULM brand and building trust.

WHY BRAND IS IMPORTANT?

Primarily, it is crucial to our future. Intensifying competition demands that universities like ULM leverage their strengths to thrive, particularly in establishing themselves as a preferred destination for students, faculty, staff, research support, and alumni engagement. A robust brand simplifies this task. Our institution, a comprehensive hub of teaching and research, comprises diverse colleges, departments, and programs, each catering to distinct constituencies. Yet, to the outside world, we present a unified front as one university, defined by our shared reputation. Strengthening this identity creates a rising tide that lifts all aspects of our institution. Lastly, it embodies a sense of community. Whether one is a student, faculty member, or staff, understanding what sets ULM apart means understanding the essence of being a Warhawk.

WHAT IS IN A UNIVERSITY'S BRAND?

The Office of Marketing and Communications (OMC) at ULM, is responsible for safeguarding the brand with great care and dedication. It guides every decision and action we take.

In 2015, the OMC team initiated an extensive exploration of the university's brand. It is essential to recognize that a brand encompasses intangible elements such as attitude, respect, pride, and perception—how people speak about and perceive the University. Through extensive research, including archival studies facilitated by ULM's Special Collections and Archives department, focus groups involving community members, students, faculty, staff, and alumni, as well as one-on-one interviews, we identified obstacles and opportunities to enhance the university's brand.

This is an ongoing and comprehensive process. Over the years, we have uncovered numerous themes that will shape our marketing efforts for years to come. Most importantly, it emphasizes the need to honor the university's rich history to strengthen its brand integrity. Through this journey, we are uncovering enduring truths about this esteemed institution.

HOW DID WE DEFINE THE ULM BRAND?

Our brand is deeply rooted in our mission, vision, and values. At ULM, we provide transformative experiences in education, research, the arts, athletics, and healthcare. We embody qualities such as innovation, collaboration, commitment, accountability, efficiency, and achievement, which resonate with our students, faculty, staff, alumni, and community.

What distinguishes ULM is our ability to adapt and grow. Since 1950, we have strategically evolved into a four-year college, eventually achieving university status in 1970. This growth reflects our unwavering dedication to providing accessible and excellent education. Our commitment extends beyond academic offerings, exemplified by the establishment of the College of Pharmacy in 1956. Today, ULM offers over 70 undergraduate programs and various graduate degrees across arts, education, business, healthcare, and pharmacy.

We foster an interdisciplinary spirit and culture that emphasizes teamwork to address significant challenges. ULM is uniquely located in Monroe, a college town that creates a close-knit and secure environment. Our cohesive design language reflects our identity and sets us apart. We apply our brand through recruitment and marketing materials, environmental branding, and communication materials to create value and build trust.

Additional resources
ulm.edu/omc

ULM's brand success lies in cultivating meaningful relationships with students and stakeholders through genuine interactions and consistent delivery of the brand's promise. This approach fosters loyalty, enhances reputation, and ultimately drives long-term success.

RELATIONSHIPS AND INTERACTIONS

The ULM brand focuses on building strong relationships with its audience through meaningful interactions. This goes beyond traditional mass-media advertising and emphasizes personalized engagements.

MULTIPLE TOUCHPOINTS

Traditions, events, and campus activities create experiences that transcend generations and time. These experiences are a common thread that unites all graduates. This bond is reflected daily through various interactions, both in-person and online, as well as through events and customer service. Each interaction is an opportunity to reinforce the brand's values and connect with its audience.

PEOPLE-CENTRIC APPROACH

The ULM brand is largely shaped by the faculty, administration, and staff who interact directly with students. Their commitment and dedication contribute significantly to the overall brand perception and student experience.

BRAND ESSENCE

Understanding the core essence of the brand is crucial for everyone involved (stewards of the brand) to ensure consistency in communication and delivery of elevated experiences. This involves aligning actions and behaviors with the brand's values and promises.




ULM BRAND
SERVICES
PRODUCTS
VEHICLES
EMPLOYEES
MEMORABILIA
SPEECHES
BILLBOARDS
PRESENTATIONS
BUSINESS CARDS
NETWORKING
LETTERHEADS
TELEPHONE
WEB BANNERS
WORD OF MOUTH
PUBLICATIONS
TRADE SHOWS
VOICEMAILS
DIRECT MAIL
EMAILS
PUBLIC RELATIONS
PROPOSALS
BLOGS
EXHIBITS
SOCIAL MEDIA
PACKAGING
SALES PROMOTIONS
SIGNAGE
ADVERTISING
BUSINESS FORMS
ENVIRONMENTS
NEWSLETTERS
WEBSITES
EXPERIENCES

In essence, being aware of a brand's touchpoints enables strategic alignment, enhances customer satisfaction, improves brand perception, and ultimately contributes to long-term success and growth in a competitive marketplace.

NOTE: In order to enhance a powerful brand, it is imperative to communicate a clear and consistent message through all of our available channels or what we like to call, touchpoints.

CONSISTENT BRAND EXPERIENCE

Touchpoints are all the ways in which university audience interact with a brand—from seeing an ad to visiting ULM's campus to using a service. Being aware of these touchpoints ensures that each interaction aligns with the brand's values and promises, creating a consistent and coherent brand experience.

STUDENT JOURNEY UNDERSTANDING

Understanding touchpoints helps in mapping the student journey. This involves knowing how students move from awareness to apply and beyond. By identifying touchpoints, brands can optimize each stage of the journey to enhance student satisfaction and loyalty.

BRAND PERCEPTION

Touchpoints shape how students perceive a brand. Positive interactions at each touchpoint can enhance brand reputation and trust, while negative experiences can damage it. Awareness allows brands to actively manage and improve these interactions.

OPPORTUNITIES FOR IMPROVEMENT

By identifying all touchpoints, brands can pinpoint areas where improvements can be made. Whether it's enhancing student service, streamlining online experiences, or refining product packaging, awareness helps in prioritizing efforts to boost overall brand performance.

COMPETITIVE ADVANTAGE

Brands that are mindful of their touchpoints can differentiate themselves from competitors. By consistently delivering exceptional experiences at each touchpoint, they can build stronger relationships with students and gain a competitive edge in the market.

HOLISTIC STRATEGY DEVELOPMENT

Touchpoint awareness is essential for developing a holistic marketing and branding strategy. It ensures that all elements of the brand—advertising, student service, product quality, etc.—work together seamlessly to deliver a unified brand message.

Our existence is reflected in the university's mission, vision, and core values as communicated through all our communication and interactions with constituents.

MISSION STATEMENT

The University of Louisiana Monroe prepares individuals from northeast Louisiana and beyond to compete, succeed, and contribute in an ever-changing global society through a transformative education while positively impacting society through research and service.

VISION STATEMENT

ULM will change lives by bringing true equality, inclusiveness, and opportunity for all individuals in our region and beyond.

2022-2027 ULM Strategic Plan
ulm.edu/president/progress/future.html

CORE VALUES

Academic Freedom and Responsibility
We believe that freedom and responsibility in teaching and research is critical to ULM's mission and service.

Diversity
We value and incorporate differences because we are enriched by a broad range of ideas and perspectives.

Excellence
We uphold high standards for our students, faculty, staff, and partners and help in their achievement of these standards.

Integrity
We uphold ourselves to honesty, truthfulness, and rightness of action.

Scholarship
We pursue the expansion of knowledge through teaching, research, creative works, and service.

Service
We will be courteous, respectful, and positive in our interactions with others while anticipating and fulfilling their needs.

A strong brand tells a story and one that rings true. If we don't define our brand, other people will create one for us. A strong brand attracts the best students, faculty, staff, and partners. Our brand sets ULM apart from the competition.



ULM brand pillars are core elements that define and support a brand's identity, positioning, and overall strategy. They serve as foundational concepts that guide the brand's actions, communications, and decision-making processes. ULM brand pillars typically encapsulate the key values, attributes, and characteristics that a brand wants to emphasize and promote consistently across all touchpoints.

1. UNIVERSITY OF LOUISIANA MONROE - is a great name in the University of Louisiana System and the State of Louisiana.

ULM is well-regarded within the University of Louisiana System and holds a strong reputation in the state of Louisiana. This indicates recognition for its academic programs, contributions to research, and impact on the community and beyond.

2. CAMPUS BEAUTY - we are blessed to have the beautiful Bayou DeSiard that flows directly through our campus. ULM is the only university in the world with a bayou running through it!

ULM's campus is uniquely situated with Bayou DeSiard running through it, offering a picturesque and serene Louisiana environment for Warhawk family and beyond. This unique natural feature enhances the campus experience and sets ULM apart from other universities.

3. SMALL MODERN CAMPUS - we constantly evolve with time, and we like it that way because it helps us thrive.

ULM prides itself on maintaining a small, intimate campus environment while also embracing modern advancements and innovations in education. This blend allows ULM to adapt swiftly to changes in technology, teaching methods, and student needs, fostering a dynamic learning environment.

4. BIG FAMILY - proximity in infrastructure and culture creates the perfect combination: be a part of the Warhawk family.

ULM promotes a close-knit community environment where students, faculty, staff, and alumni form a supportive "Warhawk family." This family atmosphere is fostered by the campus layout, cultural ties, and shared experiences, encouraging collaboration and unity. Once a Warhawk, Always a Warhawk!

5. ENGAGING EDUCATORS - our professors care about the topics they teach, and they care about their students.

ULM emphasizes the quality of its faculty who are dedicated to their fields of study and deeply invested in the success and well-being of their students. This commitment to engagement enhances the learning experience and fosters strong mentorship relationships beyond classrooms.

6. EMPOWER - our graduates go on to do great things in their jobs, communities and the world.

ULM aims to empower its graduates with the knowledge, skills, and values needed to succeed in their careers, make meaningful contributions to their communities, and have a positive impact on a global scale. This reflects ULM's mission to prepare students for success beyond graduation.

"Brand voice" is how the ULM brand is expressed in words. Just as listeners make assumptions about a person's character by observing how he or she acts, dresses and speaks, readers of our materials will make judgments about the character of ULM by our brand voice. The ULM brand voice should be shaped around the university's mission, values and goals: history, pride, tradition, service, and success.

The message is central to the identity of the ULM brand. Any communication that comes from the institution should support at least one of these **SIX** brand pillars. The message should be communicated clearly and simply. The message also functions as our brand promise. It's not just who we want to be, but who we promise to be.

ONE VOICE

It's important to strengthen and reinforce the central brand of ULM, and by association that will strengthen and reinforce its reputation. This is why, in all our communications, we aim to project a strong, unifying singular voice and appearance.

While it may be tempting for schools, departments and centers at ULM to create their own brand/logo, this would only dilute awareness of the ULM name and create internal competition or, at worst, confusion among our core audiences.

Maintaining and strengthening our competitive position requires that all components of the ULM brand appear consistently across all university communications.

No matter which communication channels are used, we all contribute to a unified and strong ULM brand by following identity standards in this guide. These standards were informed by expertise in web, social media, print, photography, video, and other media.

CONVEY ULM'S VOICE

Address main objectives. "Why should I bother reading this?" Give details, reassure, and persuade.

Focus on the Benefits. Focus on what your target audience will get versus features. When you do write about features, make sure to point out how your target audience will benefit from that feature.

Use Testimonials. Let testimonials describe the benefits of your program.

Make it authentic, personal, fresh, and direct.

Talk directly to the reader. Don't be afraid of using "you." Write as though you are informally addressing someone you know. Never promise something you can't deliver.

Hone Your Message. Less is more when writing for marketing publications. Use short sentences (10 to 20 words) and paragraphs (two or three sentences). Omit/delete anything unnecessary –modifiers, complex clauses, awkward phrases. Use an active voice and avoid jargon, obscure words, stale phrases, and any abstract/confusing ideas. Make it simple and straightforward.

This brand voice for ULM aims to embody the university's mission, vision, values, culture, and aspirations, providing a consistent tone and style across various communication channels. It reflects ULM's commitment to academic excellence, community engagement, and innovation, ensuring that all stakeholders feel connected and informed through its communications.

WELCOMING

Regular users would perceive ULM's brand voice as friendly and welcoming. They would feel included and valued, whether they are prospective students, current students, alumni, or community members interacting with the university.

INFORMATIVE AND ENGAGING

Users would expect communications from ULM to be informative yet engaging. They would receive updates, news, and educational content that is clear, easy to understand, and relevant to their interests and needs.

PROFESSIONAL AND RESPECTFUL

The brand voice conveys professionalism and respect, ensuring that interactions with ULM, whether in person or through written communications, are conducted with integrity and consideration.

REFLECTIVE OF ULM'S VALUES

Regular users would recognize that the brand voice aligns with ULM's core values such as academic freedom and responsibility, diversity, excellence, integrity, scholarship, and service. This consistency reinforces the university's identity and mission.

EMPOWERING AND SUPPORTIVE

Users would feel empowered and supported in their academic journey and personal growth. ULM's communications would provide guidance, encouragement, and resources to help users achieve their goals.

ADAPTABILITY TO DIFFERENT AUDIENCES

Regular users would notice that ULM's brand voice adapts to different audiences while maintaining its core identity. Whether addressing students, faculty, alumni, or community partners, the voice remains consistent yet tailored to their specific needs and interests.

PRIDE IN HERITAGE AND ACHIEVEMENTS

Users would appreciate ULM's pride in its heritage, traditions, and achievements. They would see these aspects highlighted in communications, reinforcing a sense of history and continuity within the university community.

CLEAR AND ACCESSIBLE COMMUNICATION

ULM's brand voice ensures that information is communicated clearly and accessibly. Regular users would find it easy to navigate through ULM's website, social media channels, and printed materials, accessing the information they need without confusion.

When a university meets the needs and expectations of its audience, it builds trust and loyalty. Satisfied students, faculty, staff, alumni, and community members are more likely to become advocates who promote the university positively to others. This word-of-mouth marketing can significantly enhance the university's reputation and attract future students, donors, and partners.

ULM represents different ideas and experiences to several different audiences. Each of these groups has distinct interests, needs, and expectations from ULM, and the university tailors its communications and engagement strategies to effectively connect with and serve each audience.

POTENTIAL STUDENTS AND THEIR PARENTS

Typically aged 15-25, these individuals are considering ULM for their higher education. They seek a university that offers a strong academic reputation, career opportunities, and a vibrant campus life.

CURRENT STUDENTS

Those already enrolled at ULM who are actively participating in academic programs, campus activities, and student organizations. They expect continued support, opportunities for growth, and a fulfilling college experience.

FACULTY AND STAFF

The academic and administrative professionals who are integral to ULM's operations. They contribute to the university's teaching, research, and administrative functions, and they seek opportunities for professional development and support.

ALUMNI

Graduates of ULM who maintain a connection with the university. They may be interested in staying engaged through alumni events, networking opportunities, and supporting ULM through donations and advocacy.

HEALTHCARE CONSUMERS

Individuals seeking healthcare services provided by ULM, including clinical care, medical research, and health education programs.

ATHLETICS FANS

Enthusiasts of ULM's athletic programs, including students, alumni, and local community members who attend games and support the university's sports teams.

DONORS AND SUPPORTERS

Individuals, families, and organizations who contribute financially to ULM's initiatives, such as scholarships, research grants, campus facilities, and community outreach programs.

CORPORATE PARTNERS

Businesses and organizations that collaborate with ULM on research projects, internships, career placements, and other mutually beneficial partnerships.

COMMUNITY MEMBERS

These individuals are community residents who engage with ULM through its offerings in visual arts, music, theater, and other performing arts. They attend public events, performances, exhibitions, and cultural activities hosted by ULM.

Community members in this group appreciate and support ULM's contributions to the local cultural scene. They may include families, art enthusiasts, retirees, and individuals from diverse backgrounds who seek opportunities for cultural enrichment and entertainment.

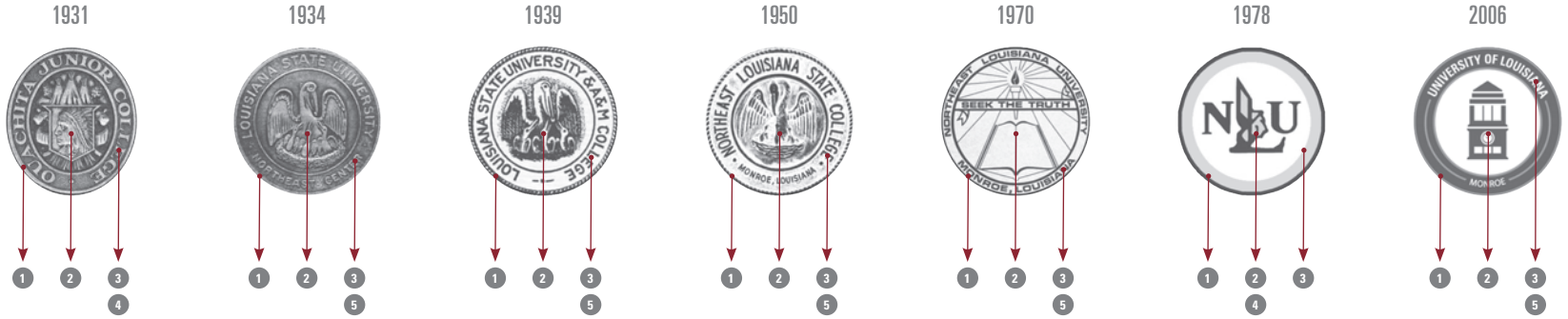
ULM aims to enrich the lives of these community members by providing accessible and high-quality artistic experiences. These events not only showcase the talent and creativity of ULM students and faculty but also foster a sense of community pride and cultural appreciation.

"IT REQUIRES MORE COURAGE AND HONESTY TO FIGHT THE BATTLES OF PEACE TIME SUCCESSFULLY THAN THOSE OF WAR."

— GENERAL CLAIRE LEE CHENNAULT

In 2015, extensive research and stakeholder engagement guided the evolution of ULM's visual identity and overall ULM brand. Our logo integrates elements from past logos to honor our heritage while signaling progress. The Warhawk statue, nested within the university acronym and name, symbolizes vision, focus, and determination. This symbol unifies our community shaped by cultural richness under one recognizable mark.

Evolution of the ULM logos throughout history.



Shared ULM logo elements from the past:

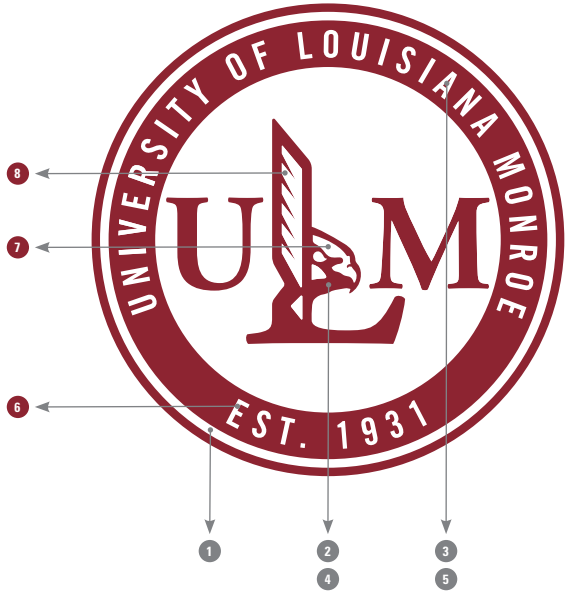
1 circular shape 2 concept/symbol in the center 3 type placement on a circular path 4 acronym font style 5 sans serif font style

FUNDAMENTAL CRITERIA

Cultural, Historic, Meaningful, Memorable, Enduring, Visually Appealing

YESTERDAY. TODAY. TOMORROW. – UNIVERSITY LOGO

The Warhawk sculpture as basis for the academic concept using the Northeast Louisiana University's (NLU) concept and acronym typeface form placed in the center of a circular shape with institution's full name in a sans serif typeface form on a circular path from previous logos from the past (1931-2006).



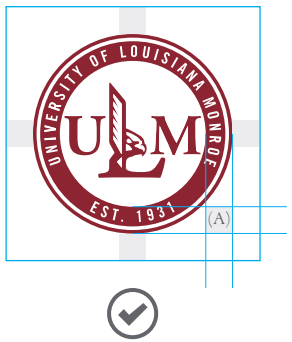
6 The ULM established year. 7 The Warhawk has the same sense of stature as the Warhawk sculpture on campus.
8 The feather symbolizes a quill for knowledge. The six feathers or breaks on the letter L symbolize the six name changes.

The ULM logo is our primary brand representation and most valuable brand asset, requiring careful protection and consistent use. It enhances ULM's recognition and unifies our entities under one established symbol. As ULM ambassadors, it is everyone's responsibility to protect and honor it.



legal mark placement on primary academics mark

NOTE: As the primary visual identifier of ULM, it is essential that the logo is never altered in any way. In all communications, such as print, digital and web applications, as well as all partnership and sponsorship programs, the ULM logo must always be highly visible and unmistakable.





Therefore, it should be the starting point in the creation of all marketing materials. Its purpose is to act as an identifier of the message. Deliberate and consistent placement of the logo will establish the university's name and institutional credibility.

The ULM logo is a powerful symbol that represents the influence of our students, faculty, staff, alumni, partners, and community. Consistently using the logo will convey a sense of unity, strength, and value.

GIVE THE LOGO ITS OWN SPACE

Balance is an essential feature of good design. Graphics, imagery, and text must all be balanced on the page. Placing any element too close to the primary logo diminishes its importance.

A minimum "clear space" (A) around the logo equal to the width of the type placement on the circular path must be incorporated into any design using the logo.

A MUST ON ALL UNIVERSITY COMMUNICATIONS

As the primary mark for the institution, the university logo must appear on all communications, including brochures, stationery, business cards, and the university website.

NEVER MANIPULATE THE LOGO IN ANY WAY

This rule includes but is not restricted to type, rules, surrounding boxes, shadows, outlines, and embellishments. Do not create secondary (sub) logos to represent a school, college, department or institute, as this is confusing to audiences and dilutes the goal of creating a common, mutually reinforcing image. The primary logo is to be printed in approved colors and only in one solid color from primary colors.



minimum size



alternative

NOTE: The logo should not be reproduced smaller than the specified minimum size, as doing so compromises its readability. To ensure visibility and legibility, logos should never be presented in sizes smaller than the requirements shown on this page.

ELEMENTS

To maintain visual integrity, applications using alternative reproduction techniques such as embroidery and silkscreen may require presenting the logos at larger sizes than indicated here.

These are only minimum sizes. The logo does not have a maximum reproduction size. Logos should be sized appropriately for the piece being designed. Consult your print vendor for specifics on minimum sizes based on the piece you are creating.

MINIMUM SIZE

The ULM logo can appear in a variety of sizes to accommodate a range of applications, but it must never be sized so small that it becomes illegible.

Because of the complexity of the design elements in the ULM logo, it should never be reproduced so the optical height becomes less than 0.69 inches or 50 pixels.

ALTERNATIVE LOGO BELOW MINIMUM SIZE

This version of the logo is only allowed with permission and when spacing is below 0.69 inches or 50 pixels height.

UNIVERSITY COLOR LOGO VERSION

Always use the primary color option for the ULM logo with maroon and white. Do not use the ULM logo over backgrounds that do not provide sufficient contrast.

The logo is displayed in ULM's maroon and white. It also can appear in maroon or white on solid colors and photos. The ULM logo should only be displayed in one of these approved colors.

maroon and white

black

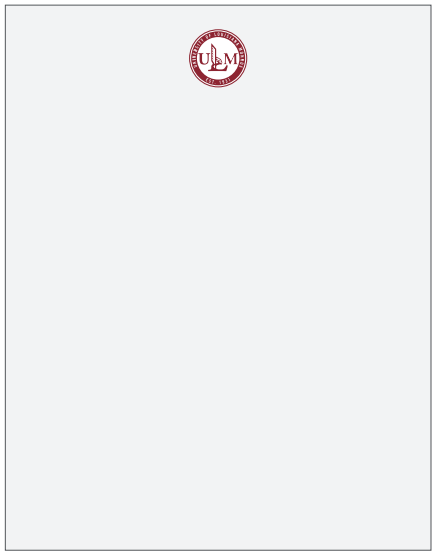
on light background

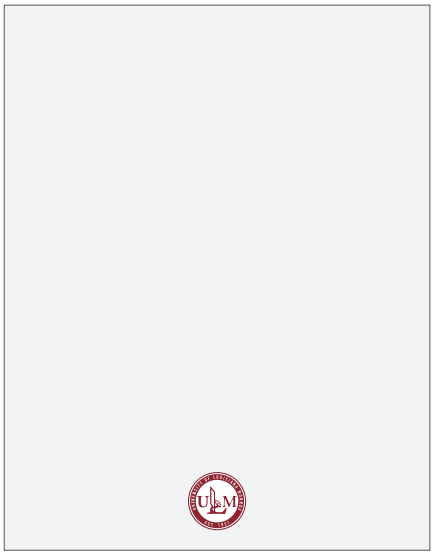
white/reverse

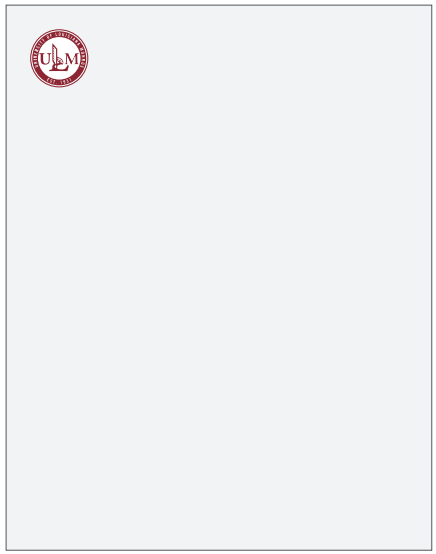
white/reverse

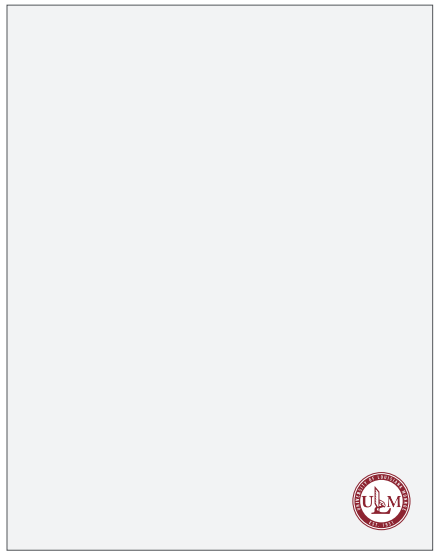
on dark background

When utilizing university logo lockups, carefully consider placements to ensure proper logo exposure. The logo should not be randomly placed, and all surrounding elements should complement it.



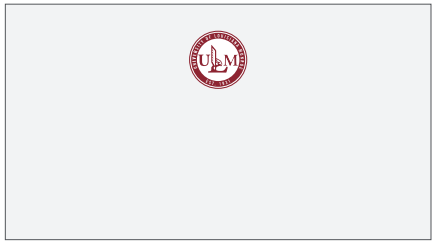


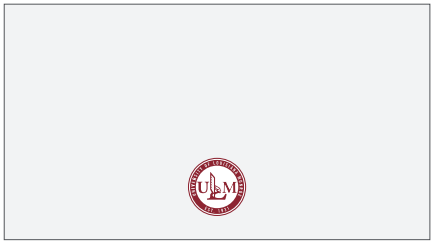


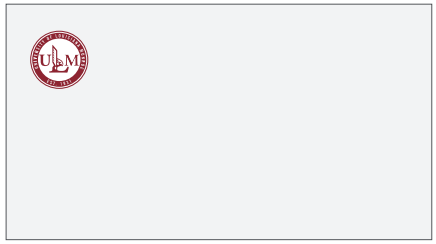


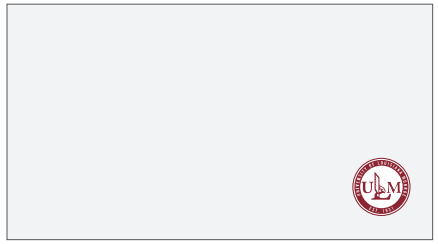
This page offers a few examples of how to create a connection between these two elements in both vertical and horizontal lockup configurations.

Lockups can appear on the top or bottom of layouts, left or right-aligned and centered.









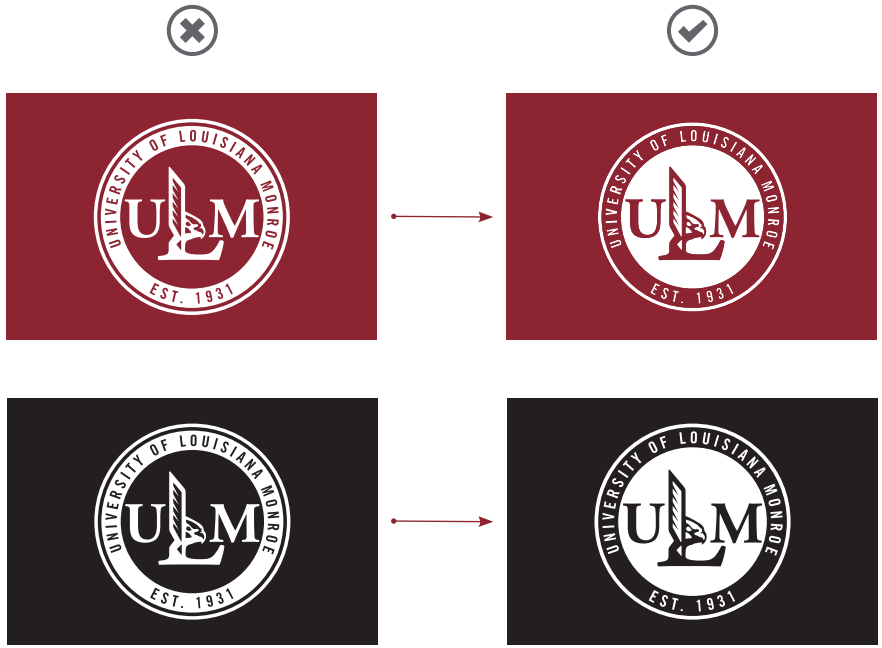
The size and location of the ULM logo in layouts are critical for recognition, especially when encountered multiple times across various touchpoints. A consistent approach to logo placement not only enhances brand visibility but also reinforces the university's identity in the minds of the audience. This familiarity fosters trust and loyalty among stakeholders, including current and prospective students, alumni, and the community.

Examples of what NOT to do when using the primary logo system: Do NOT manipulate the university logo in any way.

PROTECTING OUR LOGO

Do not place a drop shadow behind it, stretch it, put it on a distracting background, use a low-resolution version or web version on print (pixelated), put anything around it, modify or remove elements from the logo, tilt it or use it with another symbol incorporated.





WRONG logo on dark backgrounds (ULM logo should never be inverted)

CORRECT logo on dark backgrounds (University of Louisiana Monroe, Est. 1931 and the negative space around ULM always stays in white)

NOTE: LOGO FOR DARK BACKGROUND

The white ULM logo on a dark background is REVERSED for one-color printing. When using the logo on a dark background, it is important to use a specific file type designed for this need. Do not use a regular logo file, and convert the maroon color to white, as it will create a ghost effect.

Shown on this page are obsolete university logos. These logos were used in the past to represent the university but should no longer be used. There also may be other obsolete logos in existence that are not shown on this page.



The seal is an important element of the university's heritage, but it is not the logo and should never be used in place of it. It is important that the seal be reserved for specific types of applications such as graduation-related communications.



SEEK THE TRUTH

In1967, a special committee was asked to present designs and mottos for consideration for the university seal. It features a flaming torch, an open book and the motto, "Seek the Truth". Education as the primary means of seeking truth is the idea expressed by the seal. The flaming torch, which is symbolic of knowledge that dispels ignorance and fear, is the focal point of the seal. Rays that emanate outward from the torch express the desire of the institution to spread knowledge through the community, the state, and the nation. An open book, symbolizing scholarly activity, is at the center of the design, since it is primarily through scholarly pursuits that the aims of the university are realized. The motto embodies the realization that the work of a university is a continuing process.

NOTE: The seal is reserved for use only on formal/official university documents. These documents include diplomas, commencement programs, transcripts, and materials issued by the Registrar and Office of the President.

No unit of ULM should develop a logo that incorporates the seal. The seal should never be used in communications in lieu of the ULM logo. Official art should be obtained from the Office of Marketing & Communications and not scanned from an existing copy of the seal.

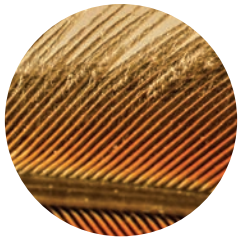
Permission to use the seal must be granted by Office of Marketing & Communications, Office of the Registrar, and the President's Office. The seal is to be reproduced in one-color versions only.

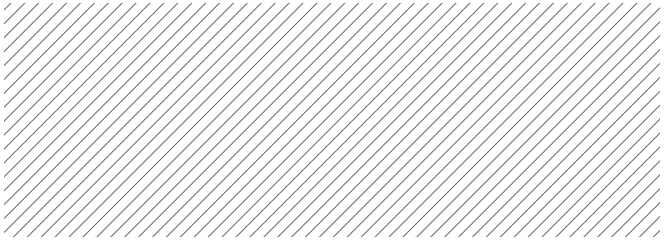
“TIME MOVES ON, CYCLE UPON CYCLE, AND LIFE MUST FIND ITS JUSTIFICATION IN ACCOMPLISHMENT.”

— GENERAL CLAIRE LEE CHENNAULT

As part of our visual identity, texture plays a key role in adding depth and character to our brand expression. One of our signature elements is the diagonal line pattern—an understated yet meaningful design detail inspired by nature. It reflects our values of elegance, precision, and forward momentum, and should be used thoughtfully to support and elevate the overall composition.

NOTE: This pattern serves as a quiet but powerful element in our visual language—rooted in nature, guided by structure, and always moving forward.





Line design element

HAWK'S FEATHER INSPIRATION: THE LINE DESIGN ELEMENT

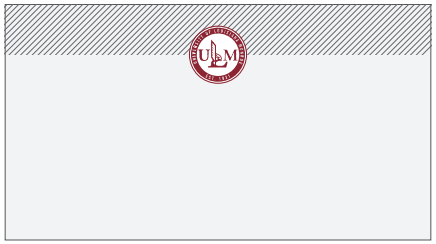
The diagonal line pattern is inspired by the fine feather details of the red-shouldered hawk, a symbol of sharp vision and natural elegance. This subtle texture honors the hawk's refined form while infusing our visual identity with depth and meaning.

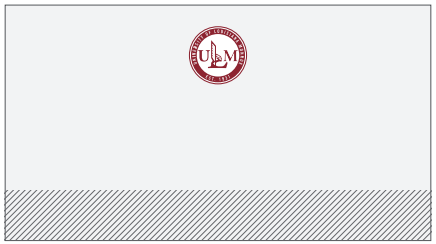
Designed to add subtle texture and visual depth, this pattern enhances flat color fields without overwhelming them. It is most effective when used to soften transitions between distinct elements or to add an organic layer of refinement to backgrounds.

The lines are set at a 45-degree angle.

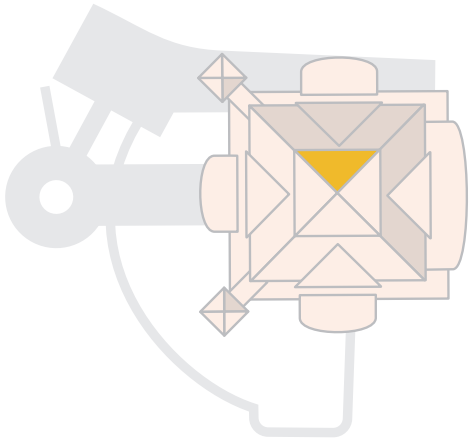
They must always be oriented so that they ascend from left to right.

Reversing this direction or altering the angle is not permitted, as the upward motion symbolizes forward movement and positive momentum.





In our brand, elements like the 45-degree angle are not just decorative—they are deeply connected to our architectural identity and our narrative of time: past, present, and future. They serve as visual shorthand for our values and origins, offering both practical function and symbolic depth.



University Library top view



ARCHITECTURAL INSPIRATION: THE TRIANGLE DESIGN ELEMENT

Our campus architecture reflects a unique Art Deco influence, and one of its most iconic features is the top view of our library. The roof forms a perfect square divided into four 45-degree triangles. These shapes symbolize the past, present, and future—core concepts that inform our identity and mission.

The 45-degree angle is a distinctive yet simple design element. It can be integrated across materials and applications, from notched containers to graphic motifs. This geometric feature serves as a visual shorthand for our brand's heritage, progress, and vision.



Triangle design element

NOTE: Design elements are the visual building blocks of a brand's identity. They include shapes, colors, patterns, typography, and imagery—each playing a critical role in how a brand is perceived and recognized.

Our brand architecture serves as a robust framework that enables us to unify the various entities within our University in a cohesive and organized manner. This system encompasses our campuses, colleges, administrative and academic units, institutes, departments, and areas of expertise, each represented with distinct entity marks that uphold our brand identity.

MASTER BRAND

The university's overall identity, including its name, logo, and core values, "University of Louisiana Monroe®."

CONSISTENT BRANDING ACROSS COMPONENTS

All colleges, schools, departments, and services within the university operate under the master brand's umbrella. For instance, "ULM® Kitty DeGree School of Nursing," ULM® School of Construction Management," and "ULM® School of Education" all use the ULM® name and visual identity.

ENHANCED COHESION

By using a single master brand, the university creates a strong and cohesive identity that simplifies marketing and communications. It helps in reinforcing the overall reputation of the institution and ensures that every component, from academic programs to administrative services, is clearly associated with the master brand.

STRENGTHENED BRAND RECOGNITION AND LOYALTY

This approach builds a unified brand image that enhances recognition and loyalty among students, alumni, faculty, and stakeholders. It leverages the university's reputation across all its offerings, creating a sense of belonging and affiliation.

NOTE: A "branded house" strategy involves using a single master brand to unify all aspects of the institution's various programs, schools, departments, and services. This approach emphasizes consistency and cohesion in branding across the entire university, rather than creating distinct brands for each component.

BENEFITS OF A MASTER BRAND

Strengthens Recall. Unifies ULM's programs and initiatives under a recognizable identity, enhancing brand recall and student loyalty.

Builds Brand Equity. Consistent promotion of the ULM brand increases its long-term value and reputation.

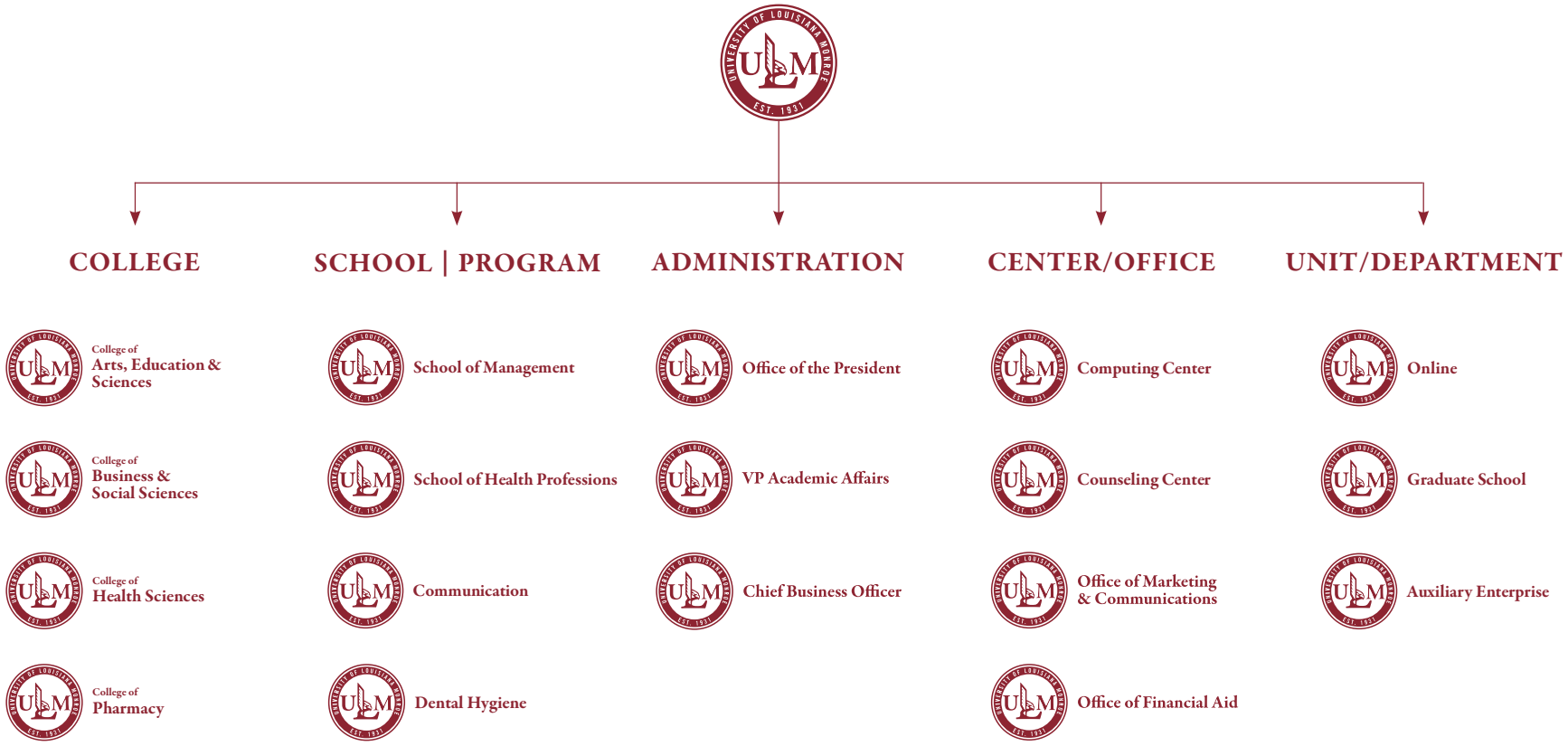
Highlights Expertise. Emphasizes ULM's strengths and areas of academic focus, differentiating it from other institutions.

Cuts Through Noise. Stands out in a crowded educational landscape, driving engagement from prospective students.

Streamlines Marketing. Consolidates marketing efforts, leading to cohesive campaigns and clear messaging for ULM.

Reduces Asset Management. Fewer visual assets simplify design processes and save time and resources.

Implementing a master brand strategy can significantly enhance ULM's perception and operational efficiency.



NOTE: In summary, a branded house strategy for a university uses a singular, unified brand identity to represent and support all its diverse academic and administrative entities, fostering a strong, consistent image and simplifying branding efforts.

College of
Arts, Education &
Sciences

Extended Learning/
Quality Enhancement

TIER 1

The **master brand** is primary brand that represents the overarching identity and values of the university. This tier 1 mark serves as the central hub connecting all other entities within our university framework.

TIER 2

Secondary brand leverages the master brand's reputation. Brand extensions can be a powerful strategy for growth, but they need to be managed carefully to avoid diluting the brand's identity or confusing consumers. Tier 2 marks encompass entities like all campuses, colleges, schools, programs, departments and approved administrative or academic units.

Secondary Brand (College or School Brand): These are the individual colleges or schools within the university. For example, "ULM School of Construction Management" or "ULM Kitty DeGree School of Nursing."

TIER 3

Tertiary brand are almost always units that report up to Tier 2. Tier 3 marks encompass entities within our campuses, colleges, and approved administrative/academic units, such as institutes, centers, grant or sponsored programs, and laboratories. Tier 3 receive logo lockups that almost always include both the Tier 1 and Tier 2.

Tertiary Brand (Department/Office or Program Brand): These are the more specialized units within the colleges or schools. They often represent specific academic departments, research centers, or specialized programs. For example, "ULM Office of Financial Aid" or "ULM Computer Center."

EXCLUSIONS

Certain entities and groups are not encompassed within the standard university brand architecture. This includes student-run organizations, primarily self-funded entities, and those partnered with the university. However, these groups are still required to adhere to the branding guidelines.

NOTE: The principles of University mark usage, including color guidelines, clear space requirements, minimum size specifications, etc., also apply to our entity marks.

Do not redraw or attempt to recreate any of our entity marks, including our typography or logotype. Any alteration diminishes its impact and weakens our legal protection. Use only authorized preset logo lockups.

Individual unit logos generally are not permissible. A distinctive "look" for communications may be achieved through the consistent use of color, design, and photographic style. Units should not develop any special symbols or wordmarks as a graphic identifier. All marks must use authorized preset logo lockups.

ULM frequently collaborates with external organizations, including businesses, nonprofits, and other institutions. Therefore, it is essential to use the ULM visual identity correctly to accurately represent the university's role in each of these partnerships.

TRIO

UNIVERSITY OF LOUISIANA MONROE ULM EST. 1931

VCOM
Edward Via College of Osteopathic Medicine
LOUISIANA

ENDORSED BRANDS

An endorsed brand does not exist under the university brand. The university grants an endorsed brand permission to use the university name only to express its endorsement of the entity or to express a business relationship with the entity. Endorsed brands do not use ULM logos in their materials and assets. An endorsed brand does not use the university brand guidelines. An individual brand has its own logo and brand guidelines, which must be reviewed by Office of Marketing and Communications. Endorsed brands must adhere to the university's licensing guidelines. Endorsed brands are required to use vendors licensed with the university to create branded products.

For example, a program like ULM TRIO Programs might have its own branding but clearly identifies as a program of ULM, often featuring the ULM logo prominently.

PARTNERSHIP LOGOS

Partnership logos are only approved when ULM and an external entity create a new initiative or entity that qualifies for a brand extension lockup logo if solely owned by ULM. These logos feature the ULM logo alongside the partner's main logo.

Approval for each partnership logo is required from both the Office of Marketing and Communications and the partner institution. The name of the new entity will appear under the partnership logo but will not include the college, program, or department name. That information can be included in editorial content.

The unique identity treatment supports specific initiatives, campaigns, and events that align with the university's goals. By integrating this approach, the university can create promotional materials that celebrate these initiatives while reinforcing its institutional identity. This strategy fosters a deeper connection with the audience, enhances community engagement, and strengthens the university's overall impact.

INITIATIVES, CAMPAIGNS, EVENTS

Initiatives, campaigns, and events at the university may create distinct identities, but these must be submitted for review before use. When developing promotional products, both the distinct identity and the university logo or the appropriate brand extension lockup logo should be included. The university logo, an appropriate primary or secondary lockup logo, or another reference to the university must always accompany the distinct identity on promotional materials, unless spacing constraints prevent this (e.g., lapel pins).

It is important to coordinate with university guidelines to ensure that all branding aligns with the overall university identity.

All distinct identities must be professionally designed and approved by Office of Marketing and Communications

For review, submit the design to ulm.edu/omctask. Only licensed vendors may produce promotional products with university trademarks. Find the list of licensed vendors at ulm.edu/omc.



initiative



campaign



event

To determine whether a distinct identity for an initiative, campaign, or event is approved, the following criteria should be considered.

ALIGNMENT WITH UNIVERSITY BRAND

Consistency - The identity should align with the university's overall brand values, mission, and messaging.

Relevance - It should reflect the goals and purpose of the initiative, campaign, or event in a way that supports the university's objectives.

VISUAL IDENTITY

Design Quality - The logo and other visual elements must be professionally designed and visually appealing.

Legibility - Text and imagery should be clear and easily readable across various formats and sizes.

INCLUSION OF UNIVERSITY BRANDING

Proper Use of Logos - The university logo or appropriate brand extension lockup logo must be included in all promotional materials alongside the distinct identity.

Spacing Considerations - If spacing issues arise, a clear rationale for why the university branding cannot be included must be provided.

PURPOSE AND AUDIENCE

Target Audience - The identity should resonate with the intended audience and effectively communicate the initiative's goals.

Clarity of Purpose - The identity should convey the specific purpose or theme of the initiative, campaign, or event.

COMPLIANCE WITH GUIDELINES

Adherence to Brand Guidelines - The proposed identity must comply with the university's branding and licensing guidelines.

Approval Process - The submission must follow the established review process set by the Office of Marketing and Communications.

FEEDBACK AND REVISIONS

Willingness to Revise - The submitting party should be open to feedback and willing to make necessary adjustments based on review comments.

IMPACT ASSESSMENT

Anticipated Reach - Consideration of how the identity will enhance visibility and engagement for the initiative, campaign, or event.

By evaluating proposals against these criteria, the university can ensure that all distinct identities are cohesive, professional, and supportive of its overall branding strategy.

Being part of a Registered Student Organization (RSO) opens doors to incredible opportunities for students, faculty, staff, and community members alike. To truly shine and showcase your connection to ULM, it is crucial to follow our brand guidelines. This ensures that your organization is instantly recognizable and aligns with the university's identity.

Once your student organization is registered with ULM, it will be classified as sponsored, affiliated, or general. The classification is based on the Student Affairs assessment of the organization's relationship to the university, the purpose and scope of its activities, and the audiences it serves. Understanding your organization's classification tier is important in order to know how brand guidelines apply to your organization. For detailed definitions, please refer to the Registration of Student Organizations policy.

Recognized Student Organizations
ulm.edu/studentdevelopment/rso-startup.html

STUDENT ORGANIZATION

RSOs play a key role in representing ULM on and off campus. Every event, post, or piece of apparel tied to an RSO reflects on the university. By using ULM's brand elements consistently and correctly, RSOs help strengthen school pride, increase recognition, and build a unified image that reinforces trust in the ULM community.

SPORT CLUB

To truly shine and showcase your connection to ULM, it's crucial to follow our brand guidelines. This ensures that your organization is instantly recognizable and aligns with the university's identity.

LET'S TAKE FLIGHT AS ONE

Embrace the brand guidelines to enhance your visibility and create a strong, unified presence. By staying consistent, you not only build recognition but also strengthen the community's connection to ULM.

LOGOS AND ARTWORK

Student groups may not use the university's trademarks as part of their identity.

Alterations of ULM's trademarks are not allowed.

All digital, print, or other visual materials must follow the ULM Brand Guidelines.

Student groups must comply with ULM brand guide of ULM's Name, Logos, Trademarks, and Marks.

MERCHANDISE

University trademarks may be used with previous approval. Naming may be simplified without a disclaimer.

Before proceeding with production, design approval is required. Please submit this graphic to Student Affairs at studentaffairs@ulm.edu for review.

COLLEGE-AFFILIATED STUDENT GROUPS

University and academic affiliate groups may use university branding with approval from Student Affairs - typically managed by Office of Marketing and Communications and/or Student Affairs in the respective area.

RSO TIER GUIDELINES FOR BRAND USAGE

Tier 1 – University Ambassadors: Spirit Groups, 31 Ambassadors, Title Holders, Wellness, and Water Ski Team. These groups have access to ULM's full brand elements and sub-logo treatments.

Tier 2 – Recognized Campus Organizations: CAB, SGA. These groups may use ULM's sub-logo treatments and design elements.

Tier 3 – General RSOs and Professional/ Program Organizations: These groups (e.g., academic organizations, intramurals) must seek advisor endorsement to use ULM's official identity assets.

Tier 4 – Greek Life: Greek organizations must also seek advisor endorsement for using ULM's brand identity.

DESIGN REVIEW CRITERIA

When submitting your design, the ULM Branding Team will review:

- **Brand Alignment:** Does your design meet ULM's branding standards (colors, fonts, logos)?
- **Theme Appropriateness:** Does your design align with an approved theme?
- **Tag Placement:** Is the "AT ULM" tag placed correctly? (p. 124)
- **Intellectual Property:** Is the design original and free of third-party copyright violations?

If revisions are required, you will receive feedback to guide you through the process.

IMPORTANT CONSIDERATIONS

1. Timeline for Submission:
Submit designs at least three weeks before production to allow time for review.

2. Intellectual Property Compliance:
All designs must be original and free from any third-party copyrights or trademarks.

3. Design Rejection/Revision:
If rejected, you will receive feedback and must resubmit a revised design for approval.

STREAMLINED SUBMISSION FLOW

1. Initial Design Proposal: Submit your concept that aligns with ULM's brand standards (p.124).

2. Design Approval: The Branding Team reviews and either approves your design or provides feedback.

3. Vendor Selection: Once approved, select a licensed vendor for production.

4. Final Submission: Submit the finalized design (with "AT ULM" tag) to the vendor.

5. Production & Ordering: The vendor submits the design to the ULM Licensing Program for final approval.


68

Welcome to the ULM Warhawks athletics brand, where we proudly honor our rich heritage rooted in the legacy of the Flying Tigers. Just as the P-40 Warhawk fighter planes soared through the skies with unmatched prowess during World War II, our athletics program embodies the same spirit of resilience, determination, and excellence. We are inspired by the courage of General Claire Lee Chennault and the legendary team he led, and we strive to uphold these values in every competition, practice, and community engagement.

Our visual identity is a tribute to the powerful marks and symbols of the original P-40 Warhawk, reflecting not only our past but also our commitment to forging a bold future.

Together, we embrace the thrill of competition, the strength of teamwork, and the unwavering pride of being ULM Warhawks.

A comprehensive overview of the imagery and symbols associated with the P-40 Warhawk flown by the American Volunteer Group (AVG), known as the Flying Tigers.

PRIMARY LOGO

The ULM Warhawks logo is a central visual element of ULM Athletics' brand identity. This primary logo serves as the main identifier for the brand, representing the ULM Athletic Department and playing a vital role in building brand recognition.Consistent use of the logo will strengthen the brand's reputation.

SECONDARY LOGOS

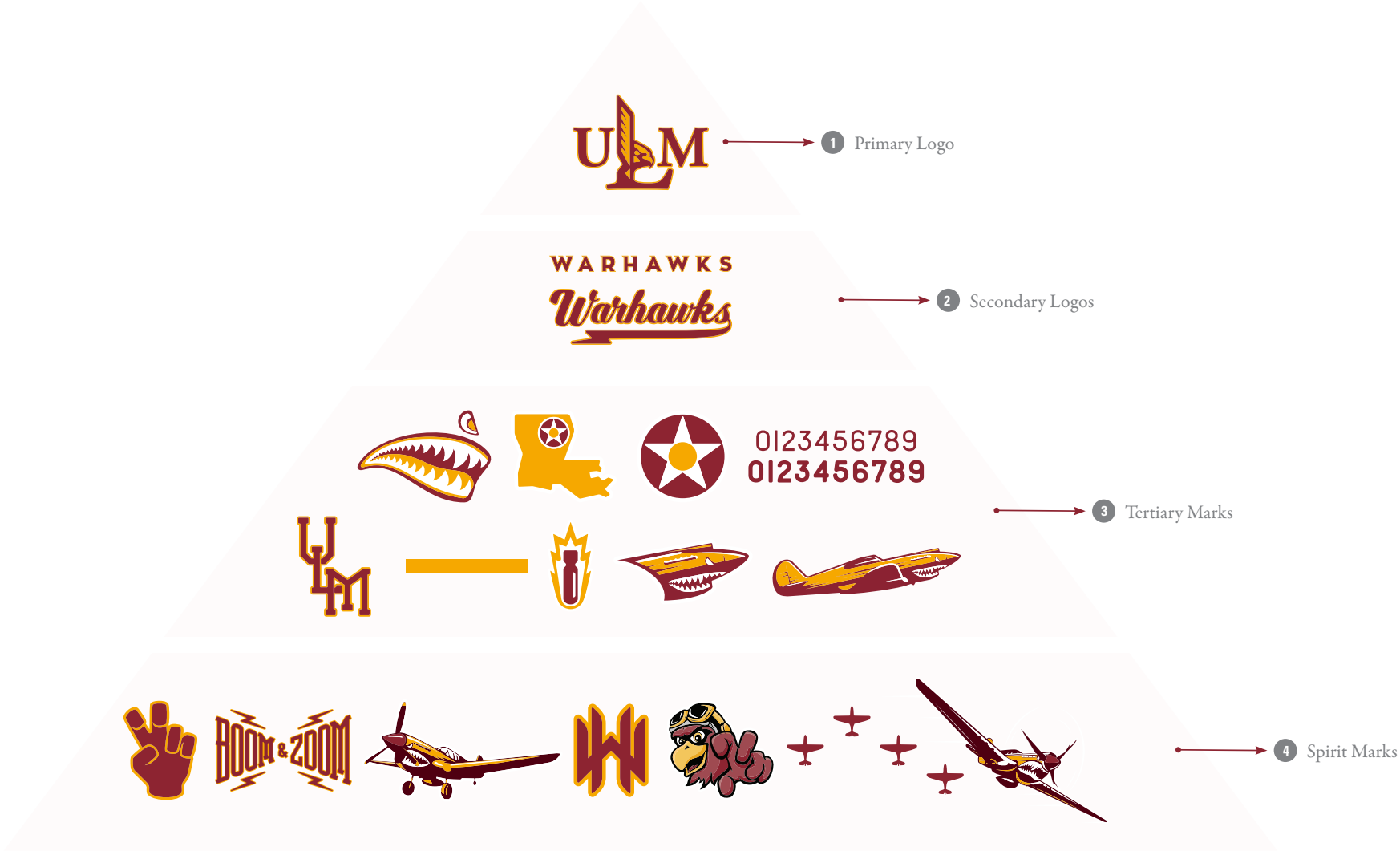
The wordmark or lettering "Warhawks" serves as the ULM Warhawks' secondary logo. A secondary logo is an alternative graphic representation used by a sports team to complement its primary logo. These secondary logos can be used for various purposes such as merchandise, branding, marketing, or special events. They help to create a more versatile visual identity system and can appeal to different audiences or contexts while still maintaining a connection to the team's overall brand identity.

TERTIARY MARKS

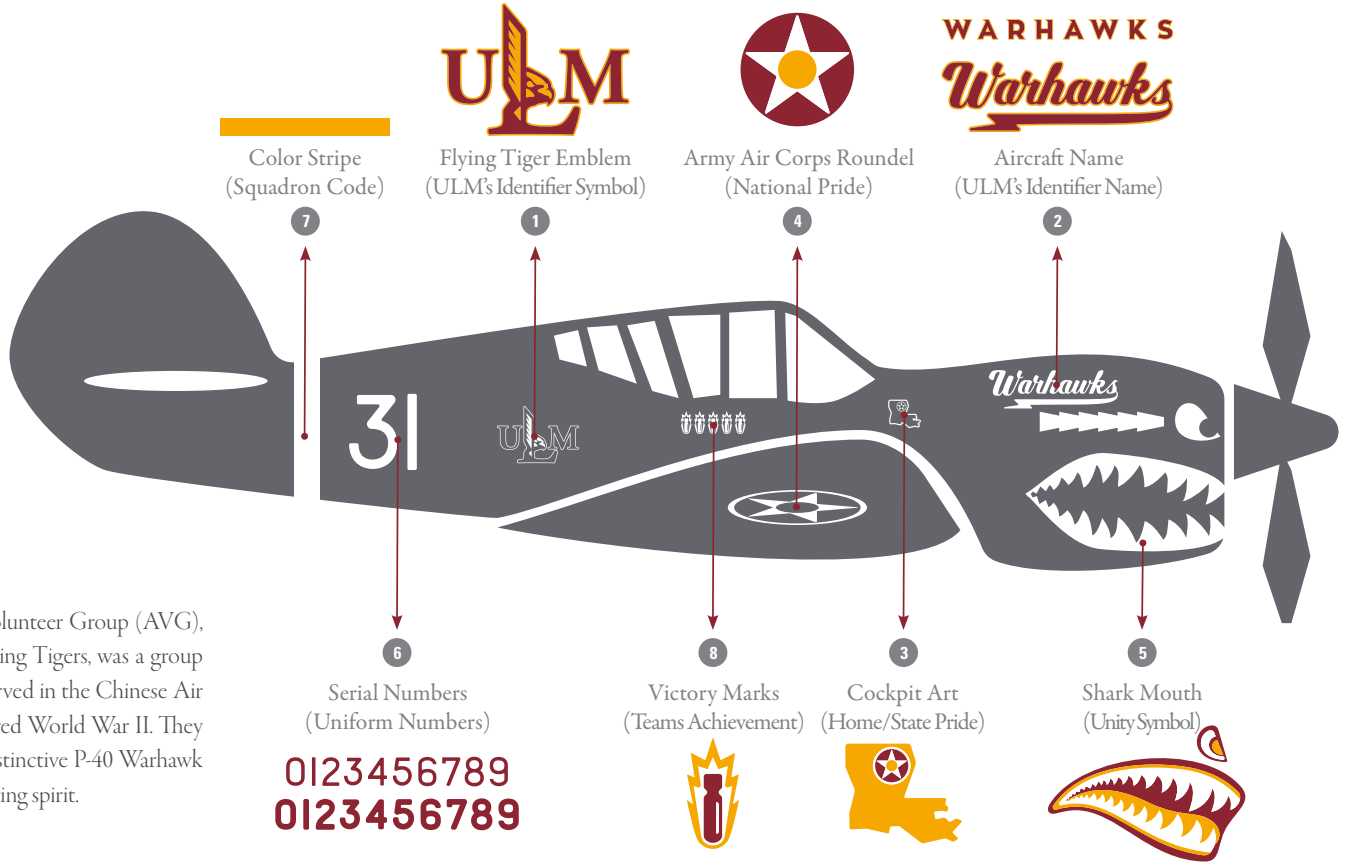
Tertiary marks are the third level of logo variation within the ULM Warhawks' brand identity system. A tertiary logo is typically a complementary or additional mark version to the primary logo, often used for specific applications or in limited contexts. A tertiary mark can serve as an engaging point of curiosity and discovery, enriching the viewer's understanding of the brand and making the brand's story feel more dynamic and intriguing.

SPIRIT MARKS

University spirit marks are visual representations of ULM's pride. They are symbols, emblems, or marks that represent the university's identity and culture. These marks are part of ULM's visual identity, embodying the spirit, energy, and brand. They are often used alongside primary, secondary, or tertiary marks, but they are designed to be more casual and versatile for various applications. By using spirit logos, universities can foster a stronger sense of community and loyalty among students, faculty, staff, alumni, and fans.


1 Primary Logo
WARHAWKS
Warhawks
2 Secondary Logos
0123456789
0123456789
3 Tertiary Marks
BOOM & ZOOM
4 Spirit Marks

A comprehensive overview of the imagery and symbols associated with the P-40 Warhawk flown by the American Volunteer Group (AVG), known as the Flying Tigers.



NOTE: The American Volunteer Group (AVG), famously known as the Flying Tigers, was a group of American pilots who served in the Chinese Air Force before the U.S. entered World War II. They are best known for their distinctive P-40 Warhawk aircraft and their fierce fighting spirit.

CULTURAL SIGNIFICANCE

The imagery and symbols of the Flying Tigers not only represented their identity but also served as inspiration for subsequent generations. The combination of fierce designs, personalized art, and strong emblems encapsulated the spirit of bravery and resilience.

Cultural Connection. Emphasizing the historical significance and cultural connections will resonate with fans and create a strong identity for the ULM Warhawks.

APPLICATION TO ULM WARHAWKS

Brand Inspiration. The ULM Warhawks can draw upon the Flying Tigers' legacy by incorporating similar elements of strength, individuality, and a fighting spirit in their branding, campus spirit, and athletic representation.

Visual Identity. Consider adopting color schemes, aggressive logos, and strong imagery that echo the fierce aesthetic of the P-40 Warhawk and the AVG's flying tiger emblem.

1. FLYING TIGER EMBLEM

The emblem of a flying tiger, created by Walt Disney Studios artist Claire S. "Bud" Anderson, symbolized strength and bravery.

Usage: The emblem was prominently displayed on the sides of the aircraft, near the cockpit or on the fuselage. Warbird mark serves as the ULM Warhawks' primary mark.

Symbolism: Represents strength, bravery, and the fighting spirit of the Warhawks, echoing the legacy of the Flying Tigers.

Legacy: This emblem remains a symbol of courage associated with the AVG and has influenced various sports teams and brands, including ULM Warhawks.

2. AIRCRAFT NAMES

Individual P-40 Warhawks often had unique names, which reflected the personality of the pilot or significant people in their lives. Names like "Lulu Belle," "Old 93," and "Nellie" were common.

Usage: The wordmark Warhawks is the ULM Warhawks' secondary mark.

Symbolism: Reflects the individual identity of each sports team, similar to the personalized names given to the P-40 aircraft.

Purpose: Naming the aircraft added a personal touch and made the planes more relatable to their pilots, fostering pride and attachment.

3. COCKPIT ART

Many pilots personalized their aircraft with names and illustrations.

Usage: Represented by the Louisiana map as a tertiary mark.

Symbolism: Highlights the connection to home and community, fostering pride among students and athletes.

Purpose: This practice fostered a personal connection to the aircraft and boosted morale, creating a sense of individuality and camaraderie among pilots.

4. ARMY AIR CORPS ROUNDEL

The Army Air Corps roundel featured a blue circle with a white star and red circle in the center, used for identification purposes on the wings and fuselage.

Usage: Serves as a symbol of patriotism and American spirit and as a tertiary mark.

Symbolism: Connects the Warhawks to national pride and unity similar to its role on the Flying Tigers' aircfaft.

Purpose: The roundel was crucial for the aircraft's identity, distinguishing Flying Tigers planes from other military aircraft.

5. SHARK MOUTH

The iconic shark mouth design was painted on the nose of the P-40 Warhawks, featuring fierce teeth and eyes that gave the aircraft an aggressive appearance.

Usage: Represents the unity of all athletic programs and students. The symbol is the ULM Warhawks' tertiary mark.

Symbolism: Embodies an aggressive and determined spirit, aligning with the ethos of teamwork and collective achievement.

Purpose: This unity symbol is bold, meant to intimidate enemies as one, became a trademark of the Flying Tigers.

6. SERIAL NUMBERS

Each aircraft had a unique serial number displayed prominently on the tail and sometimes on the fuselage.

Usage: Utilized for jersey design accross various sports teams. The symbol is the ULM Warhawks' tertiary mark.

Symbolism: Helps identify individual athletes, similar to the unique serial numbers on the P-40 Warhawks.

Purpose: The serial numbers helped identify individual aircraft and their respective pilots or units.

7. COLOR STRIPES

Color stripes were painted next to the aircraft's serial numbers to indicate squadron or unit identification.

Usage: Employed to differentiate between various sports teams. The symbol is a ULM Warhawks' tertiary mark.

Symbolism: Reflects the unit of the athletics programs while promoting a sense of unity under the Warhawks banner.

Purpose: Different colors corresponded to specific squadrons, allowing for quick recognition during missions.

8. VICTORY MARKS

Some P-40s displayed victory markings, which often included small symbols (like bombs or flags) indicating aerial victories achieved by the pilot.

Usage: Celebrates athlete's or individual program accomplishments. The symbol is a ULM Warhawks' tertiary mark.

Symbolism: Aknowledges the hard work and achievements of athletes and teams, similar to the victory markings on the P-40s.

Purpose: These markings served as a point of pride for pilots and highlighted their accomplishments in combat.

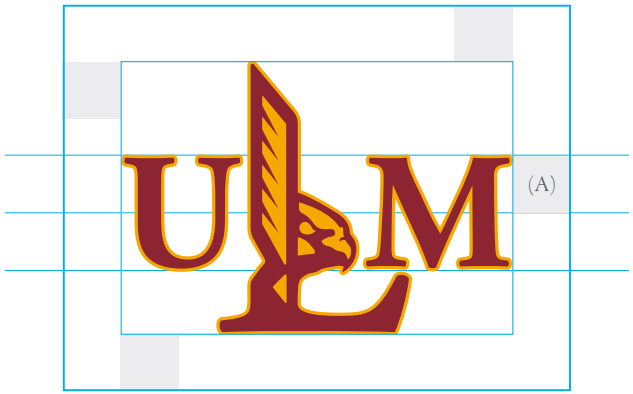
The ULM logo serves as the primary visual element of ULM Athletics' brand identity. It is a key representation of the ULM Athletic Department and plays a crucial role in establishing brand recognition. Consistent use of the logo will strengthen the brand's reputation.

YESTERDAY. TODAY. TOMORROW. – ATHLETICS LOGO

It is a simplified version of the academic logo, based on the Warhawk sculpture. The logo uses the concept of Northeast Louisiana University (NLU) at the center and an acronym typeface as a letter mark. It does not include the circular shape or the institution's full name. This concept is derived from previous logos used between 1931 and 2006.



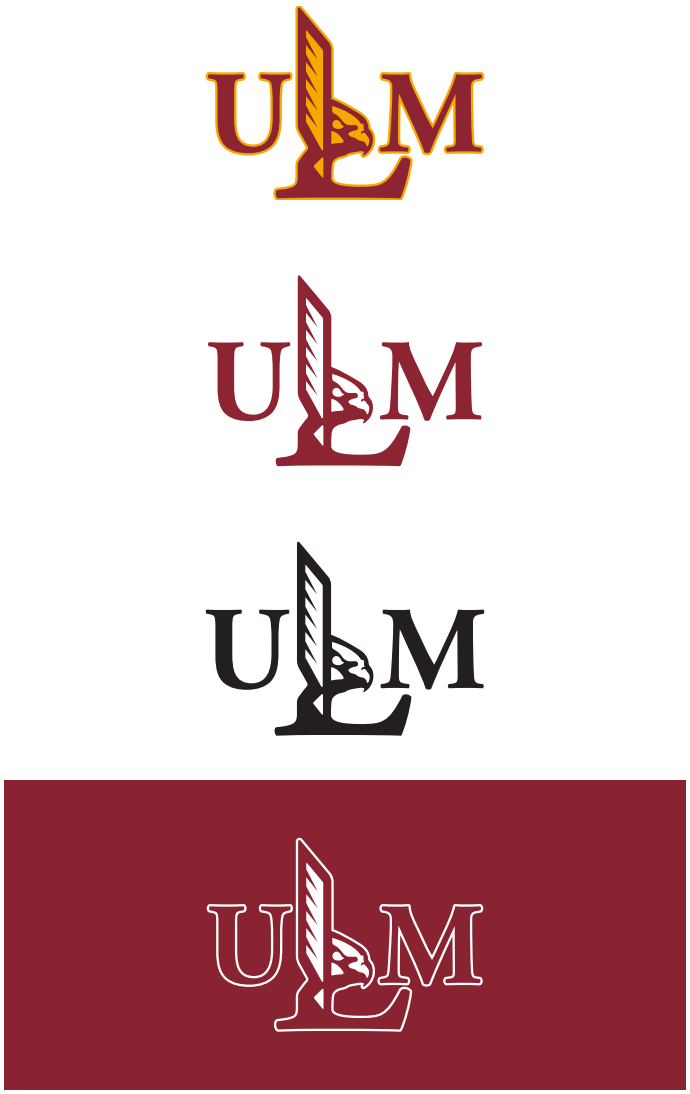
NOTE: As the primary visual identifier of ULM athletics, it is essential that the ULM primary athletics logo is never altered in any way. In all communications, such as print, digital and web applications, as well as all partnership and sponsorship programs, the ULM athletics logo must always be highly visible and unmistakable.



GIVE THE LOGO ITS OWN SPACE

Balance is an essential feature of good design. Graphics, imagery, and text must all be balanced on the page so each is able to speak clearly. Placing any element too close to the primary athletics logo diminishes its importance.

A mandatory "clear space" (A) around the logo equals half of the total height of the letters U and M on all sides of the logo.



variations

PRIMARY ATHLETICS LOGO VERSION

For external audiences, always use the full color version of the ULM primary athletics logo reinforcing brand positioning. The simplified version is appropriate for internal audiences who are already familiar with the breadth of ULM's athletic offerings.

The logo is displayed in Warhawk Maroon and Heritage Gold. It also can appear in maroon or white on solid colors and photos. The ULM athletics logo should only be displayed in one of these approved colors.

ELEMENTS

It is very important that designers do not attempt to construct the logo themselves, as the lettering in the logo has been sculpted especially for ULM.

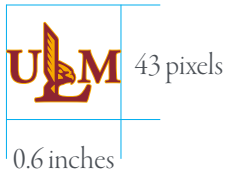
Please download authorized logo files with original art.

In addition, do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and perhaps alter the scale of the various elements.

MINIMUM SIZE

The ULM athletics logo can appear in a variety of sizes to accommodate a range of applications, but it must never be sized so small that it becomes illegible.

Because of the complexity of the design elements in the ULM athletics logo, it should never be reproduced so the optical height becomes less than 0.6 inches or 43 pixels.



minimum size



legal mark placement on athletics mark.

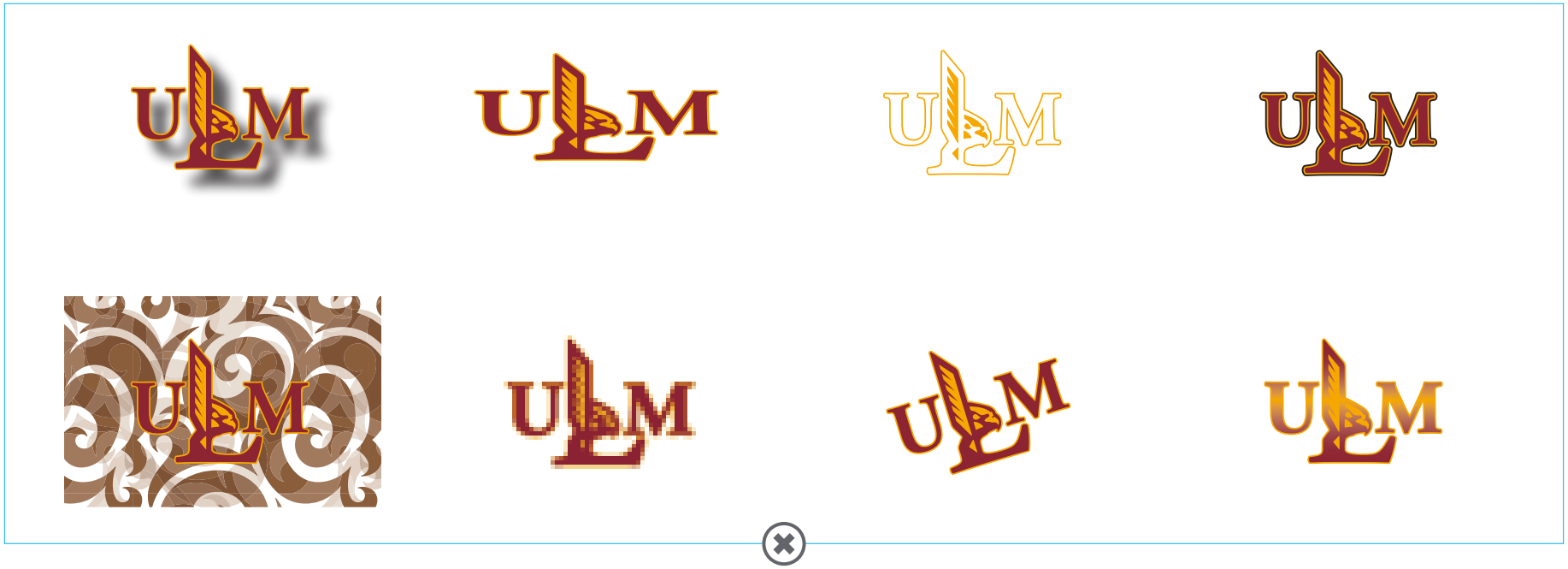
Examples of what NOT to do when using the primary logo: Do NOT manipulate the university logo in any way.

PROTECTING OUR LOGO

Do not place a drop shadow behind it, stretch it, put it on a distracting background, use a low-resolution version or web version on print (pixelated), put anything around it, modify or remove elements from the logo, tilt it or use it with another symbol incorporated.

NOTE: THESE ARE ALL INCORRECT

Partners, sponsors, and internal teams must receive approval from ULM's Office of Marketing & Communications before reproducing the ULM athletics logo.



The name "Warhawks" represents the legacy of the P-40 Warhawk fighter plane, which was linked to the local hero General Claire Lee Chennault and his innovative aerial combat tactics. These planes, part of the Curtiss Hawk series, were not only a formidable force in battle but also carried the symbolic strength and agility of their namesake, the hawk. The red-shouldered hawk, a revered creature native to our region, embodies qualities of vision, precision, and adaptability—traits that mirror the spirit of ULM and its community. At ULM, the Warhawk is more than a mascot; it is a symbol of pride and identity, a reminder of our roots, and a beacon of aspiration for all who seek to excel and make a difference in changing lives.



NOTE: The following sub-logos are approved for individual sports. The tag (e.g."Football") cannot be altered or modified.

The athletics sub-logos "endorse" and organize the sub-units and divisions, under a single athletics umbrella. Use athletics sub-logos on athletics and athletics-specific brochure covers and website home pages to provide clear emphasis on the sub-brands, while demonstrating their connection to the athletics division.

SUB-LOGO TREATMENT

Athletics sub-logos are complementary to the university logo. Each sub-logo must be treated as a unit and should not be modified or changed. This includes the size ratio of the athletics sub-logo to the sub-logo.

Athletics sub-logos can act as the primary mark on individual pieces. You may use the athletics sub-logo as primary branding on division level print collateral and websites. However, the athletics logo should appear on all print collateral in a secondary position, e.g., the back cover.

The athletics logo is to be printed in approved colors only or one solid color only from university primary colors.

GIVE THE SUB-LOGO ITS OWN SPACE

Balance is an essential feature of good design. Graphics, imagery and text must all be balanced on the page so that each is able to speak clearly. Placing any element too close to the signature diminishes its impact.

A safe zone around the logo will give it the room it needs to stand out. This safe zone should be at least as large as half of the total height of the letters U and M on all sides of the logo (A).

The wordmark or lettering "Warhawks" serves as the ULM Warhawks' secondary logo. A secondary logo is an alternative graphic representation used by a sports team to complement its primary logo. These secondary logos can be used for various purposes such as merchandise, branding, marketing, or special events. They help to create a more versatile visual identity system and can appeal to different audiences or contexts while still maintaining a connection to the team's overall branding.

WARHAWKS

Warhawks

SECONDARY LOGO

The distinction between a primary and secondary logo is primarily based on hierarchy and versatility. The primary logo is the cornerstone of the brand identity. It is the most prominent and recognizable version. It's the logo you want people to associate most strongly with your brand.

The secondary logo is designed to be more flexible. It can be used in situations where the primary logo might not be practical, such as smaller spaces or specific applications.

The primary logo is the main indentifier mark, while the secondary logo is a supporting mark. Both are essential to the overall brand story, but they play different roles. By having a clear distinction between the two, you can ensure that your brand is consistently represented across various platforms and applications.

While it often complements the primary logo, it is designed to be versatile and capable of standing on its own.

NOTE: The secondary athletics logos follow the same guidelines and color standards as the primary logo.

Key points to remember: Purpose: The secondary logo should have a clear purpose and target audience. Consistency: It should align with the overall brand's system. Versatility: It should be adaptable to different applications and sizes.



WARHAWKS WORDMARK

Warhawks wordmark is a custom-designed wordmark that has been officially used since 2018. It features a monospaced typeface inspired by typography from the 1950s. A distinctive aspect of this design is seen in the terminals of the letters, which resemble a hawk's talons.

NOTE: The secondary athletics logos follow the same guidelines and color standards as the primary logo.

Individual P-40 Warhawks often had unique names that reflected their pilot's personalities or important people in their lives, like "Lulu Belle" or "Old 93." Similarly, the ULM Warhawks' secondary mark represents each sports team's unique identity, much like the personalized names of the P-40s. Naming the aircraft added a personal touch, making them more relatable to their pilots and fostering pride and attachment.



WARHAWKS LETTERING

The custom-made lettering on the P-40 Warhawk aircraft was handcrafted to resemble the handwriting style of the lettering created by the pilot used on their own P-40 Warhawk aircraft's nose. Naming the aircraft added a personal touch and made the planes more relatable to their pilots, fostering pride and attachment.

The concept of the Warhawks lettering unique feature is represented by a strike symbol on the "s" tail of the letter, symbolizing the aggressive spirit of the P-40's attack.

NOTE: The secondary athletics logos follow the same guidelines and color standards as the primary logo.

A tertiary mark is the third level of logo variation within the ULM Warhawks' brand identity system. It is typically a complementary or additional mark version to the primary logo, often used for specific applications or in limited contexts.

NOTE: The tertiary athletics logos follow the same guidelines and color standards as the primary logo.







TERTIARY MARKS

Tertiary marks are supplementary visual elements that accompany the primary and secondary logos. They can include variations, icons, symbols, or patterns that are used to maintain brand consistency across various applications.

These marks are designed to be flexible and adaptable, often used in different contexts such as social media, merchandise, or promotional materials. They help reinforce the brand identity while allowing for a variety of uses.

A simplified version of a logo, an icon that represents the brand, or a unique pattern associated with the brand.







0123456789

0123456789



A tertiary mark is the third level of logo variation within the ULM Warhawks' brand identity system. It is typically a complementary or additional mark version to the primary logo, often used for specific applications or in limited contexts.



SHARK MOUTH

The P-40, identified by its shark teeth nose art, was a symbol that brought the squadron as one and became the ruler of the sky, a force to be reckoned with. This custom-designed tertiary mark was used on the noses of P-40 Warhawks, had fierce teeth and eyes that gave the aircraft an aggressive look. It represents unity among all athletic programs and students, serving as the ULM Warhawks' tertiary mark. This bold symbol embodies an aggressive spirit and teamwork, becoming a trademark of the Flying Tigers.

Emphasizing the historical significance and cultural connections will resonate with fans, creating a strong identity for the ULM Warhawks. The ULM Warhawks can draw upon the Flying Tigers' legacy by incorporating similar elements of strength, individuality, and a fighting spirit in their branding, campus spirit, and athletic representation.





LOUISIANA MARK

The Louisiana Roundel symbolizes the strong connection between the Warhawks brand and their home state of Louisiana. This mark helps people feel personally connected to the brand, boosts morale, and fosters a sense of unity and camaraderie among students, athletes, and other Warhawk supporters. Many AVG pilots personalized their aircraft with names and illustrations as a reminder of home.

A tertiary mark is the third level of logo variation within the ULM Warhawks' brand identity system. It is typically a complementary or additional mark version to the primary logo, often used for specific applications or in limited contexts.



WARHAWKS ROUNDEL

The Army Air Corps roundel is a retired official Air Force mark that has been granted to ULM for use as part of the visual identity of the ULM Warhawks. The original Army Air Corps roundel featured a blue circle (now referred to as warhawk maroon) with a white star at its center, surrounded by a red circle (now known as heritage gold). This design was used for identification on the wings and fuselage of the aircraft. The roundel symbolizes patriotism and the American spirit, connecting the Warhawks to national pride. It played a crucial role in distinguishing Flying Tigers planes from other military aircraft.

A strong numeral system is a critical component of athletic branding—it reflects the strength, discipline, and determination of our athletes, coaches, and fans. This custom display numeral set enhances the primary identity system, supporting a unified and impactful visual presence.

0123456789

0123456789

SERIAL NUMBERS P-40

Numbers tell a story—and for the Warhawks, they speak of grit, heritage, and individuality. The custom numeral set, "P-40," is inspired by the original AVG Flying Tigers. During WWII, each pilot painted their own numbers on their P-40 Warhawk aircraft, creating a unique and rugged style that defined an era. Our P-40 numbers draw directly from this 1940s inspiration, fusing history and aviation heritage into a bold and unmistakable design.

The "P-40" numerals not only capture the spirit of the Warhawks' legacy, but also serve as a distinctive visual element in our brand identity. When used consistently across uniforms, signage, and athletic communications, this custom number set becomes a powerful and recognizable marker of the Warhawks brand.

The colored stripe next to the aircraft's number served a very practical and organizational purpose. It was a squadron identification marking. The AVG was organized into three squadrons, and each squadron used a different color stripe to easily identify which aircraft (and pilot) belonged to which squadron.



SQUADRON STRIPE SYSTEM

The colored stripes featured next to aircraft numbers are a direct tribute to the Flying Tigers' squadron identification system from World War II. Just as those historic stripes fostered unity and identity among pilots, ULM Athletics uses them to represent and differentiate its various sports, groups, and sections.

This tertiary mark offers each team a unique opportunity to express its individuality while reinforcing a unified, competitive spirit across the entire athletics program. Subtle and abstract in design, the stripe system enhances team uniforms and other official applications—adding a layer of tradition, pride, and cohesion to the ULM brand.


Pilot: Bond
C.C.: Dolan
CURTISS P-40N WARHAWK
U.S. ARMY SERIAL 44473691
EMPTY WEIGHT 6,200
MAX. GROSS WEIGHT 8,850

Whether representing individual triumphs or team milestones, the victory mark reinforces the spirit of the Warhawks and highlights the legacy of achievement that defines ULM Athletics.



VICTORY MARK

Inspired by the iconic victory markings displayed on P-40 Warhawks—symbols of aerial victories in combat—ULM's tertiary mark honors the achievements of our student-athletes and athletic programs.

Just as pilots proudly showcased their triumphs, these marks serve as a visual celebration of excellence, determination, and success. They represent the hard work, discipline, and victories earned by our teams across all sports, and stand as a powerful symbol of Warhawk pride.

While a victory mark alone is just a symbol, when paired with the ULM brand, our marks, graphics, and uniforms, it becomes a bold testament to the programs that have persevered and reached the pinnacle of success.

Only sports and programs that have earned official team championships are permitted to display victory marks on their uniforms. Each mark represents a single championship, and teams may choose how best to incorporate them into marketing and uniform design—offering flexibility while preserving the integrity of what the marks represent.

Rooted in the legacy of the Curtiss P-40 Warhawk fighter plane—flown by Louisiana native General Claire Chennault and the legendary Flying Tigers—these marks serve as powerful storytelling tools.

P-40 NOSE MARK

This custom made P-40 nose mark is inspired by P-40 B model, the original aircraft used by the AVG. In addition, the stylization of the eye, shark mouth, body parts are depicted from already existent Warhawks' identity assets. The overall form of this mark is mimicking the form of the already retired tertiary mark the hawk head used in the past.



P-40 MARK

The P-40 mark is a fullbody representation of the P-40 B model, the original aircraft used by the AVG. Style-wise, is depicting the existent identity assets.



P-40 COMBINATION MARK

This P-40 combination mark is a mark combination of the P-40 and Warhawks wordmark to serve as a powerful storytelling mark. Its boldness combined with visual context creates a powerful visual statement.



The baseball lettermark is a typographic symbol or abbreviation using letters to represent a team. This baseball and softball symbol has a long, rich history closely tied to baseball's identity, especially in Major League Baseball (MLB).



ULM BASEBALL / SOFTBALL LETTERMARK

This custom ULM baseball/softball lettermark was initially requested by the baseball program in 2017. Over the years, the demand for this design has increased. With the introduction of the new P-40 identity assets, it was the ideal time to create the lettermark. During the design process, we considered previous attempts and various examples as reference materials, along with the existing brand identity.

University spirit marks are visual representations of ULM's pride. They are symbols, emblems, or marks that represent the university's identity and culture. These marks are part of ULM's visual identity, embodying the spirit, energy, and brand. They are often used alongside primary or secondary logos, but they are designed to be more casual and versatile for various applications. By using spirit logos, universities can foster a stronger sense of community and loyalty among students, alumni, and fans.



NOTE: The secondary athletics logos follow the same guidelines and color standards as the primary logo.

SPIRIT MARKS

Spirit marks, are abstract and conceptual representations of a brand's values, mission, or essence, rather than direct representations of the brand name or primary logo. These marks aim to evoke emotions, convey the brand's personality, or communicate its core message in a way that resonates with the audience. They are often used in marketing campaigns, storytelling, or to create a connection with consumers. A spirit mark can take the form of a graphic element that symbolizes the brand's core values, a unique illustration that captures the brand's essence, or a visual representation that conveys a specific mood or feeling.

In essence, while tertiary marks are practical and versatile extensions of the primary logo, spirit marks focus more on conveying the brand's identity and values emotionally. Both play important roles in a comprehensive branding strategy, but they serve different purposes and communicate in distinct ways.

Since its introduction, Talons Out has been widely embraced by students, alumni, faculty, and fans to connect and show collective pride for ULM. It is displayed at sporting events, pep rallies, and other university activities, becoming a signature part of ULM's culture and identity. In 2016, the Talons Out spirit mark was designed and officially applied to merchandise and promotional materials.



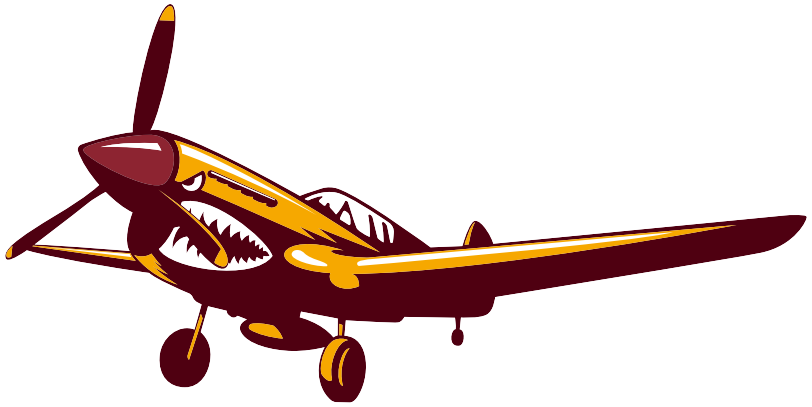
TALONS OUT

The Talons Out gesture was introduced in 2007 during the university's annual Convocation. This gesture and the accompanying phrase have become defining symbols of Warhawk spirit. Created to unite ULM supporters, Talons Out embodies the strength, unity, and pride of the university community.

The Talons Out gesture is made by curling the thumb, index, and middle fingers into the shape of a talon, mirroring the claws of the Warhawk mascot. This simple, three-fingered symbol serves as a powerful expression of ULM pride and is often paired with the phrase "Talons Out!" to rally support at events both on and off campus.

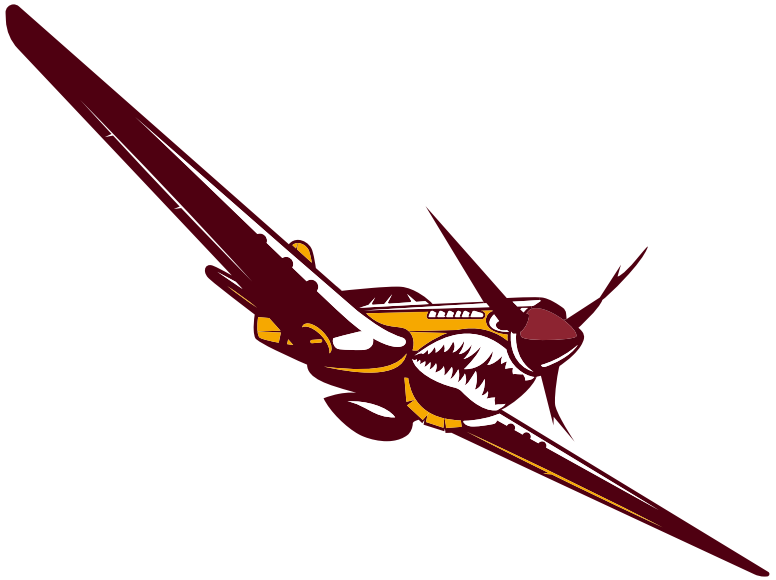
This spirit mark aims to reinforce ULM's brand identity across all events, marketing materials, and social media. Whether raising your talons at a game or sharing your Warhawk pride online, Talons Out is the unmistakable symbol of ULM unity. It is more than just a gesture; it's a salute to the strength, unity, and pride of the Warhawk family.

Whether representing individual triumphs or team milestones, the tertiary mark reinforces the spirit of the Warhawks and highlights the legacy of achievement that defines ULM Athletics.



P-40 PLANE MARK

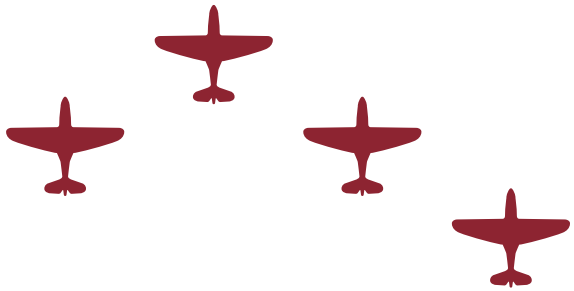
In 2016 the inaugural event named "The Pursuit" marked the launch of a new athletic and academic year. Over time, its identity system gained popularity, especially through merchandise. As a result, the design evolved into a standard identity asset and is now used as a recognized spirit mark.



P-40 PLANE FLYING

In 2022, the demand for the P-40 Warhawk imagery from the students and Preview Registration Enrollment Program (PREP) leaders grew, and it was noted. As a result, this full body aircraft in flight was the desired outcome that was launched that same year at PREP and Parent Orientation Program (POP) events with great success. The demand grew over the next few months, and this spirt mark was selected as an official brand asset as spirit mark.

General Claire Lee Chennault, leader of the American Volunteer Group (AVG), famously known as the Flying Tigers, was indeed a pioneer in air combat strategy — especially in the use of aggressive, hit-and-run tactics in the early stages of World War II.





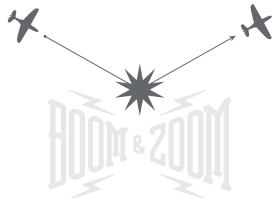
P-40 FINGER-TIP FORMATION MARK

The P-40 Finger-Tip Formation Mark is a symbol of precision, unity, and resilience—core traits of what it means to be a Warhawk. Inspired by the aerial formations flown by General Claire Chennault's squadrons, this mark honors his legacy as a master strategist who thrived under pressure.

Facing constant limitations in both resources and manpower, Chennault relied on two unshakable principles: teamwork and discipline. These values allowed his pilots to punch far above their weight, flying in tight formation with unmatched coordination and purpose.

The mark visually echoes that same spirit—where every element supports the whole, and excellence is achieved through collective effort. It serves as a reminder that true strength lies not in numbers, but in unity of mission, clarity of intent, and the relentless pursuit of excellence.

General Claire Lee Chennault, was a strategic innovator in how he adapted air combat to the specific strengths of the P-40 fighters and weaknesses of the enemies aircrafts.



BOOM & ZOOM MARK

The Boom & Zoom Mark represents a defining mindset of the Warhawk spirit: strike with purpose, rise with discipline.

Inspired by the legendary combat tactics of the American Volunteer Group (AVG), this mark reflects the strategic brilliance that turned limitations into legacy. Instead of engaging in drawn-out dogfights, AVG pilots—flying the P-40 Warhawk—used superior dive speed and discipline to execute swift, high-impact strikes before climbing out of reach. This "boom-and-zoom" tactic became a symbol of smart aggression, precision timing, and collective execution.

For Warhawk Athletics, the Boom & Zoom Mark is more than a nod to history—it's a rallying cry. It reminds us that even in the face of adversity, success comes from understanding your strengths, playing as one, and making every move count.

The spirit of the ULM Warhawks is deeply rooted in the legacy of the AVG—the legendary Flying Tigers who flew the P-40 Warhawk. Though small in number and facing overwhelming odds, the AVG forged a reputation that lives on today: not through sheer power, but through discipline, strategy, and unity.



WARHAWK WAY MARK

The interlocked two "W" letters inspired by the aircrafts wings is a lettermark that stands for Warhawk Way, a philosophy and cultural foundation of the University of Louisiana Monroe Warhawks. It encapsulates the values, behaviors, and mindset expected of everyone associated with Warhawk family, from student, faculty, staff, to fans and alumni.

The Warhawk Way means: Lead with integrity; Work with discipline; Compete as one; Respect all; Never back down.

Ace the Warhawk embodies the fearless spirit and heritage of ULM. As a symbol of school pride, he combines the bravery of a WWII flying ace with the energy of the red-shouldered hawk. With his bomber jacket and Acemobile, Ace is not just a mascot–he is an ambassador for ULM's traditions and Warhawk spirit.



ACE THE WARHAWK

Ace the Warhawk is ULM's spirited blend of history and fun! Debuting on June 26, 2006, Ace became the University's second official mascot, quickly soaring in popularity.

His name pays tribute to a "flying ace"—a military aviator credited with shooting down five or more enemy aircraft in aerial combat. It's a fitting title for a mascot who represents courage, excellence, and pride.

Ace's look is inspired by both the red-shouldered hawk—ULM's live mascot, Warhawk II—and the bold styling of a World War II pilot. Decked out in a leather bomber jacket and aviator goggles, he's always ready for action in his signature ride, the Acemobile—a replica of the iconic P-40 Warhawk planes flown by General Claire Chennault and his Flying Tigers.

Whether he's firing up the crowd at athletic events or playing with children at campus gatherings, Ace brings energy and spirit wherever he goes. More than just a mascot, Ace is a symbol of ULM's proud legacy and its ongoing strength—both on the field and in the classroom.

"IT IS MY FONDEST HOPE THAT THE SIGN OF THE FLYING TIGER WILL REMAIN ALOFT JUST AS LONG AS IT IS NEEDED AND THAT IT WILL ALWAYS BE REMEMBERED ON BOTH SHORES OF THE PACIFIC AS THE SYMBOL OF TWO GREAT PEOPLES WORKING TOWARD A COMMON GOAL IN WAR AND PEACE."

— GENERAL CLAIRE LEE CHENNAULT

We have provided a variety of patterns that serve to create a unique look and make us recognizable. These elements shouldn't be combined, but can be emphasized or played down individually to add visual interest and enhance our storytelling.

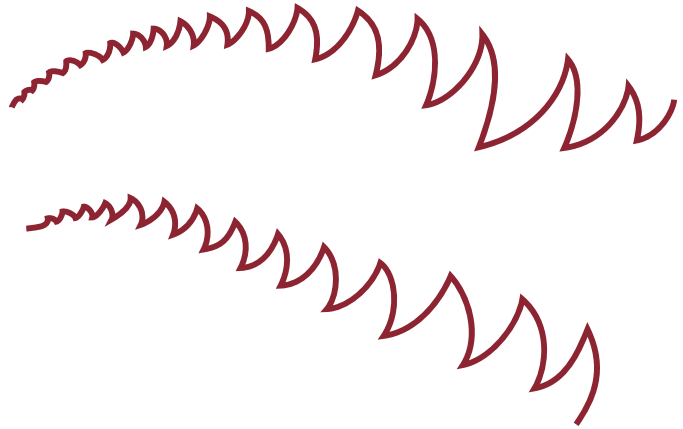
A pattern in design refers to a repeated graphic element that enhances visual identity and cohesion. In athletics branding, patterns add texture, movement, and personality to materials while reinforcing school spirit and team identity.

Patterns are a key design element in university athletics branding, serving to enhance visual identity, unify materials, and convey energy and tradition. Used consistently, patterns create a distinct and memorable look that reinforces school spirit across uniforms, facilities, digital media, and merchandise.

They can take many forms—geometric for a modern aesthetic, textural to add depth, symbolic to reference mascots or icons, or abstract to suggest motion and intensity. Effective patterns are typically subtle, layered with transparency or tonal variation, and designed to support—not overpower—other visual elements. Staying within brand colors and applying patterns consistently across platforms helps build recognition and cohesion.

Whether on a jersey, social post, arena wall, or fan gear, a well-designed pattern adds visual interest while tying every touchpoint back to the core identity of the athletics program.

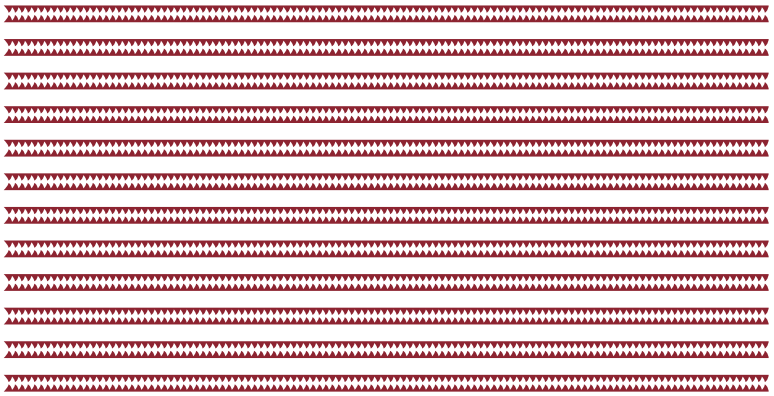
NOTE: These pattern files are intended to serve as templates and may require modifications to meet the specific requirements and specifications of the application they are being used for. Users should adapt the files accordingly to ensure proper integration and functionality within their particular project context.



SHARK TEETH ORGANIC LINE PATTERN

This shark teeth organic line pattern is directly derived from the tertiary markings of a shark's mouth. It is intended to serve as a complementary background element when used as a continuous line, though it is often employed to divide a flat plane into two distinct sections. As a design element, this pattern can be modified—split into two independent lines or reshaped—to suit the specific parameters of the application.





SHARK TEETH STRIPES PATTERN

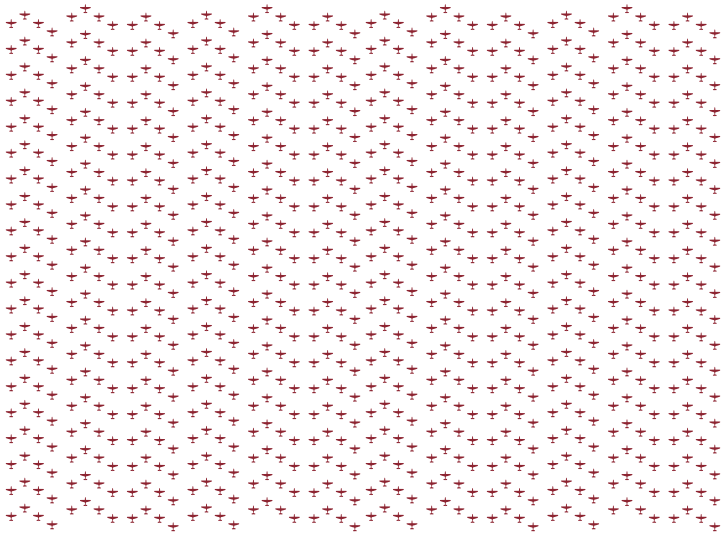
This shark teeth stripe pattern reinterprets the iconic shape in a more controlled and inverted form. Its bold appearance makes it most effective as a feature element within a design composition. It is intended to be used at varying scales or in isolated sections for maximum impact.



SHARK TEETH LINE PATTERN

This pattern is a sub-variation of the shark teeth stripe design, maintaining its controlled form with a more subtle appearance. It serves well as a complementary design element and offers flexibility—usable at various scales or in isolated parts.





P-40 FINGER-TIP FORMATION PATTERN

This pattern draws inspiration from the P-40 fingertip formation spirit mark. Its iconic symbolism, visual simplicity, and strong design presence offer a wide range of possibilities to enhance any design application. The goal of using this pattern is to break away from flat, static surfaces and transform them into more dynamic and engaging visual compositions.

Color is an essential design element that has the power to evoke emotion, communicate messages, and set the mood within a visual composition. Consistent use of color supports visual cohesion across our communications, leverages emotional resonance with our brand, and increases the impact of our storytelling.

WARHAWK MAROON

PRINT
PANTONE® **202 C**
CMYK **9/100/64/48**
DIGITAL
RGB **134/0/41**
HEX **#840029**

HERITAGE GOLD

PRINT
PANTONE® **124 C**
CMYK **0/30/100/0**
DIGITAL
RGB **253/185/19**
HEX **#FDB913**

PRIMARY COLORS

Our maroon (Warhawk Maroon) and gold (Heritage Gold) are integral parts of our visual identity. Not only do they help us distinguish ourselves from other institutions, but they are also deeply embedded in our campus culture. We proudly don these colors, recognizing their ability to connect us across our history, present, and future.

Ensuring consistent use of color is crucial to our brand. It helps maintain visual coherence across our communications and invokes emotional resonance with our brand, thereby amplifying the impact of our storytelling.

DARK GREY

PRINT
PANTONE® **COOL GREY 10 C**
CMYK **61/53/48/19**
DIGITAL
RGB **100/101/105**
HEX **#646469**

MID DARK GREY

PRINT
PANTONE® **COOL GREY 6 C**
CMYK **35/29/28/0**
DIGITAL
RGB **169/168/169**
HEX **#a9a8a9**

MID LIGHT GREY

PRINT
PANTONE® **COOL GREY 3 C**
CMYK **8/5/7/16**
DIGITAL
RGB **200/201/199**
HEX **#C8C9C7**

LIGHT GREY

PRINT
PANTONE® **COOL GREY 1 C**
CMYK **13/11/12/0**
DIGITAL
RGB **219/217/214**
HEX **#dad8d6**

NEUTRAL COLORS

The neutral color palette plays a supporting role to our primary colors, enhancing them by creating white space. This white space establishes a clean, intimate backdrop against which our primary colors, photography, and copy can be highlighted. Additionally, the use of neutrals and/or white space contributes to visual consistency across all marketing materials through their use as full bleed colors.

PMS (Pantone®), CMYK (Cyan, Magenta, Yellow, Black), RGB (Red, Green, Blue), and HEX (Hexadecimal) color values are meant for specific uses. Used improperly, these color systems can result in inaccurate color reproduction that degrades the ULM brand.

PANTONE MATCHING SYSTEM (PMS)

The Pantone Matching System is a standardized color reproduction system. Pantone colors are used across various industries, including print, fashion, and product design.

Print: Ensures color accuracy in printed materials like brochures, business cards, and packaging.

Branding: Provides a consistent color reference across different media and manufacturers.

Design: Widely used in graphic design and product design to maintain color consistency.

Pros: High color accuracy and consistency. Extensive range of colors.

Cons: Can be expensive for small runs or custom colors.

CMYK (CYAN, MAGENTA, YELLOW, BLACK)

CMYK is a subtractive color model used in color printing. It describes the process of combining inks in different proportions to produce a wide range of colors.

Print: Commonly used for printing materials such as brochures, posters, and magazines.

Design: Useful for designers when creating artwork intended for physical print.

Pros: Suitable for full-color printing. Widely used in commercial printing.

Cons: Color reproduction can vary between printers. Not ideal for digital screens.

RGB (RED, GREEN, BLUE)

RGB is an additive color model used for digital screens and displays. Colors are created by combining red, green, and blue light at various intensities.

Digital: Ideal for web design, digital displays, and any screen-based media.

Design: Useful for creating content that will be viewed on screens.

Pros: Suitable for digital formats and screens. Directly correlates with how screens display colors.

Cons: Colors may look different in print compared to screens. Limited to digital media.

HEX (HEXADECIMAL)

Hex is a color system used in web design and digital graphics. It represents colors using a six-digit hexadecimal code.

Web Design: Essential for specifying colors in HTML and CSS.

Digital Graphics: Used for designing user interfaces and digital assets.

Pros: Directly used in coding for websites. Consistent and easy to use for digital projects.

Cons: Not applicable for physical print.

NOTE: Choosing the right color system depends on the medium and purpose of your materials. For print, PMS and CMYK are ideal, while RGB and HEX are best for digital media. Understanding these systems helps ensure brand's colors are represented consistently and effectively across all channels.

The ULM official fonts fit a variety of communications needs for digital and print environments. These typefaces are required and complement the university logo. Each family of fonts has a large range of weights and style options, including light, regular, bold and italics.



Notice the difference between the two types of fonts depicted above.

WORKING WITH TYPE

Typography should work in context with the overall design, photography, and editorial writing to help describe and define the university brand. Since the intent is to depict the University of Louisiana Monroe as a 21st-century university – modern, confident, diverse, and dynamic – choosing the right style of type is critical. There are two acceptable font families available – Garamond and Univers.

- It is permissable to combine serif and sans serif.
- Don't use type with drop shadows.
- Don't use outlined type.
- Avoid condensing, excessive tracking or horizontal scaling.
- Use italicized styles sparingly.

FONT LICENSES

ULM has a limited number of licenses to use the Garamond and Univers fonts. Priority is given to university-wide projects. However, you — or the department with which you're working — may contact the Office of Marketing and Communications at ulm.edu/omc for font licenses, or you may purchase the font directly from AdobeType.

These fonts and sizes are for TITLES or SUBTITLES.

1. Univers 85 Extra Black Oblique - Size 44pt

TEXT SIZE FOR TITLES

2. Univers 59 Ultra Condensed - Size 68pt

TEXT SIZE FOR TITLES

3. Univers 67 Bold Condensed - Size 26pt

TEXT SIZE FOR SUB TITLES

4. Univers 47 Light Condensed - Size 28pt

Text size for sub or titles

5. Univers 67 Bold Condensed - Size 16pt

TEXT SIZE FOR SUB OR TITLES

6. Garamond Bold - Size 24pt

Text size for sub or titles

These fonts and sizes are for LARGE COPY.

7. Univers 47 Light Condensed - Size 14pt

Um consulinti, me terratia quam sed C. Aperei sedius; esulocc huita, qui te perio, nin Itandit peris, quamquidi publicam et octum unum tertem inessoltus octamdit. Illem avolut fir que nenimmolus.

8. Garamond Light Display - Size 9pt

Ti. Fui priteritiem invermanum de face tra vervirtis confit con vocatui ssupimum, dum oc, consuam. Pimustri patis ia? iliam elabem quam incupio rtistratorei iae quam oc, tanum tamplis num det veniciendem tam usse te auconem omnest gracta Sciemque norum fuidet quius noximmo veridem niquit videmei consult ordiost atatatum porudam in.

9. Univers 47 Light Condensed - Size 9pt

Um consulinti, me terratia quam sed C. Aperei sedius; esulocc huita, qui te perio, nin Itandit peris, quamquidi publicam et octum unum tertem inessoltus octamdit. Illem avolut fir que nenimmolus re alabus publicae te ia? Am patre tabis consimus pro intre terictere facci pra que cre fur horum delina, nost?

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Garamond Premier Pro Light Display

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Garamond Premier Pro Light Italic Display

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Garamond Premier Pro Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Garamond Premier Pro Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Garamond Premier Pro Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Garamond Premier Pro Bold Italic

Garamond

USAGE

Adobe Premier Pro Garamond is primarily for text (not headlines). If this font is not available, please use Times.

This serif typeface is for special uses such as letters, books or other publications with an extensive amount of body copy. This font also can be used to add formality to a publication.

The Garamond type family is an elegant, classic typeface that contrasts with Univers. Use it when a serif font is more appropriate than a sans serif font.

TYPEFACE USE

Please do not alter the typeface you have chosen by altering the vertical or horizontal scale. For example, if you need a narrow typeface do not stretch it. Choose a different typeface.

FONT LICENSES

ULM has a limited number of licenses to use the Garamond and Univers fonts. Priority is given to university-wide projects. However, you — or the department with which you are working — may contact the Office of Marketing and Communications at ulm.edu/omc for font licenses, or you may purchase the font directly from AdobeType.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Univers 47 Light Condensed

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Univers 47 Light Condensed Oblique

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Univers 59 Ultra Condensed

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Univers 67 Bold Condensed

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Univers 67 Bold Condensed Oblique

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Univers 85 Extra Black

Univers

USAGE

The Univers family is our primary font for headlines. If this font is not available, please use Arial.

Univers is used for dramatic and powerful headline structures. Only use capital letters from this typeface in our headlines. The Univers family is a simple, modern and versatile font that is the driving typeface of the ULM brand platform.

Univers 47 Light Condensed is the primary font for body text. A mix of Univers 67 Bold Condensed and Univers 67 Bold Condensed Oblique is used for headlines and subheads. Univers 47 Light Condensed Oblique and Univers 55 Ultra Condensed are used as complementary typefaces. Arial and Arial Bold are used for website headlines and body copy.

HEADLINE STRUCTURE

Large type is part of our brand, and it's great for communicating short and powerful messages. Use this type execution to make bold, declarative statements about who we are and what we stand for — especially when it's something unique to ULM. In layout, keep it simple and don't clutter the page with too many elements. Using both brand typefaces, we can create a hierarchy for content that draws the reader in and reinforces the main point in headlines.

At the University of Louisiana Monroe, our campus is more than a backdrop—it's a living, breathing part of the student experience. Nestled along the scenic Bayou DeSiard, our distinct campus offers a unique sense of place, and our photography should reflect that richness.

CAPTURING THE SPIRIT OF ULM

Our visual storytelling should be immersive, authentic, and dynamic—designed to showcase the natural beauty of our surroundings and the vibrant energy of our academic and social environments. We emphasize wide, expansive aerial imagery that captures the scope and setting of our campus, paired with candid, in-the-moment photography that reveals what it truly feels like to live and learn at ULM.

Our images show ULM students, faculty, and staff in real-life situations. They should convey emotions, atmosphere, and engage the audience. Images should feel observational and spontaneous rather than staged, and show the energy of the people who interact with ULM. Only use images that are relevant and add value. Ensure the content does not offend or alienate. Avoid clichés, and racial and gender stereotyping.

KEY PHOTOGRAPHY PRINCIPLES

Our photography style is light, airy and natural. We use natural light whenever possible. Light also is used as an active element in our photography, sometimes to the point of slight overexposure.

- **Authenticity:** Prioritize real moments over staged scenes. Let students and faculty shine in their natural environments—whether in classrooms, labs, outdoor spaces, or during campus events.
- **Sense of Place:** Use environmental cues—like the bayou, architectural elements, and natural lighting—to firmly ground images in the ULM experience.
- **Diverse:** Ensure that imagery reflects the diverse disciplines, cultures, and activities.
- **Energy & Engagement:** Showcase students actively learning, collaborating, creating, and enjoying life on campus. Movement, expression, and interaction bring photos to life.
- **Balance:** Pair wide, atmospheric shots with close-up moments that reveal personal stories and emotions.

By adhering to this visual style, ULM's photography will consistently communicate the warmth, excellence, and vibrancy of our university community—inviting prospective students, families, and partners to see themselves here.

Our photography can be broken down into three subject categories: program specific, cultural, and historical.

ULM Library Archives Photograph Collection and ULM Photo Gallery resources embodies an invaluable visual chronicle of ULM's heritage and student life, while also fostering collaboration and community engagement.

ARCHIVES PHOTOGRAPH COLLECTION

A curated, growing archive of 14,000+ photographs capturing ULM's evolution—spanning aerial views, buildings, people, and sporting moments at repository.ulm.edu.

ULM PHOTO GALLERY

A dynamic, curated showcase of university life—featuring themed collections like 'Campus Beauty,' 'Warhawk Life,' commencement ceremonies, community engagement, and more at photos.ulm.edu.

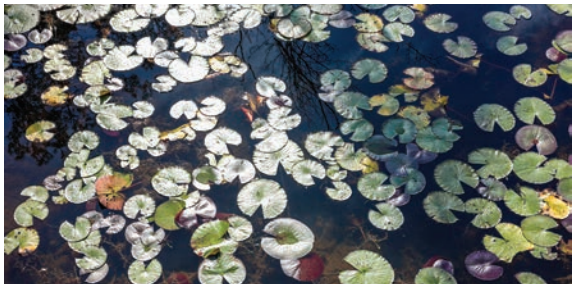
NOTE: Share your own photos and use those from other campus units by contacting OMC at **omc@ulm.edu**. In instances where photos could be used for commercial purposes, it is strongly recommended that campus departments receive signed photo releases from identifiable individuals, especially those who may be the focus of the photos, authorizing the use of their likenesses. An approved photo release form is available at **ulm.edu/omc**.

Photography is more than a visual record. It is a mirror of identity, a storyteller without words, and a bridge between perception and reality. At the University of Louisiana Monroe, every image we share is a window into our world: the passion of our people, the richness of our culture, and the spirit of discovery that drives us forward. A single photograph has the power to freeze a moment and make it eternal. It can evoke belonging, spark curiosity, and inspire action. It allows prospective students to imagine themselves walking our bayou-lined paths, engaging in transformational learning, and finding their place within our rich and dynamic community.

In an age of constant influx of information, it is authenticity that resonates. Through intentional, human-centered photography, we don't just show our campus—we invite others to feel it.







PROGRAM SPECIFIC THEME

Program specific theme photography is the best way to capture the impact and passion unique to ULM. These photos are specific — relating directly to the content of what is being communicated.

People play a key role in defining the subject matter of our topical photography. Finding the humanity in our stories helps us connect to our audience in a powerful way.

Object shots or shots of projects and innovations can and should be used in a supporting role.





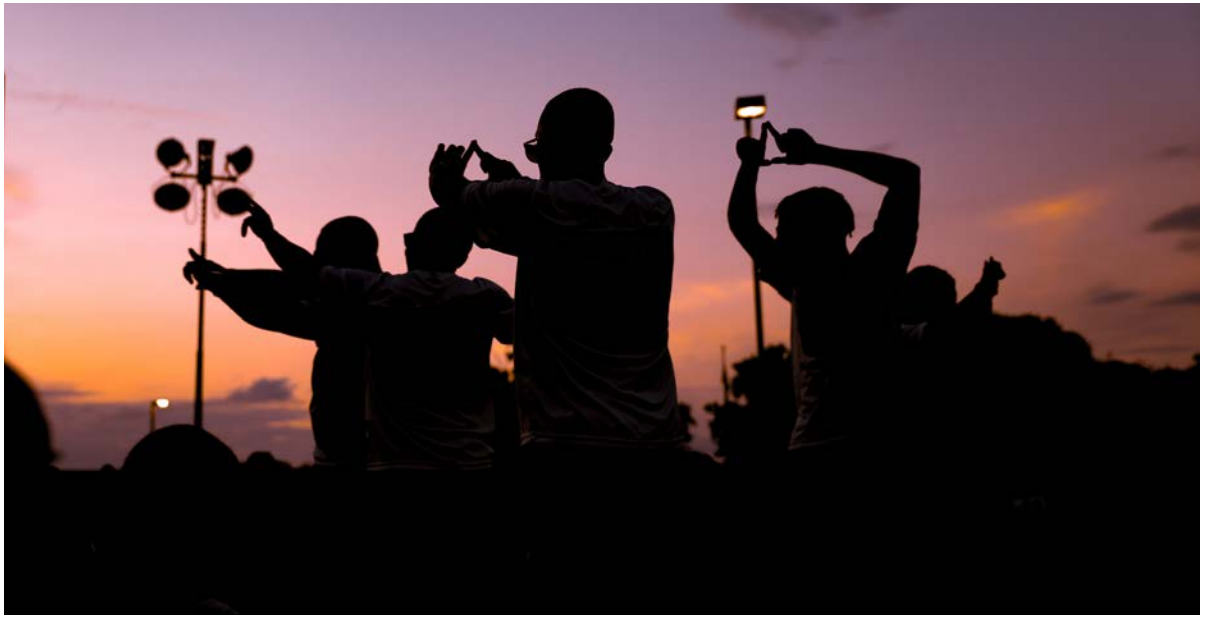


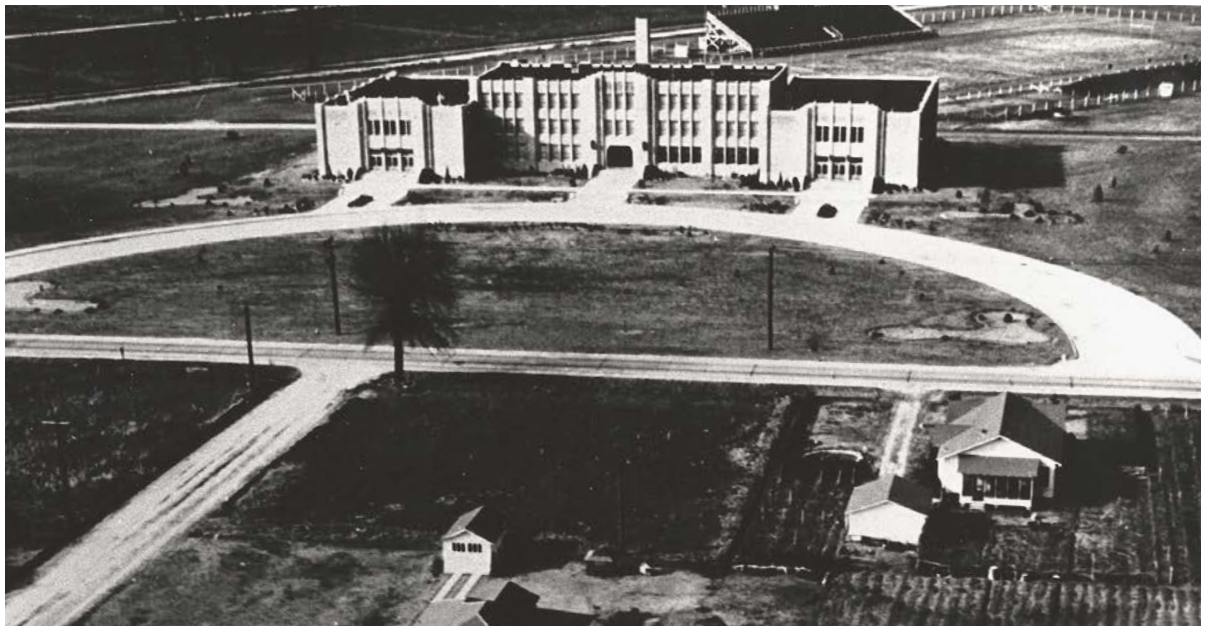


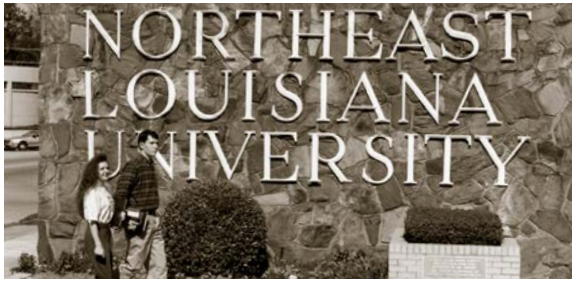
CULTURAL

People also play a key role in our cultural photography. This is how we show our energy, diversity and spirit. We also can use beautiful shots of our environment.

Use architecture photography sparingly. Not only is it hard to communicate the energy and dynamic community of ULM through architecture, but our publications also begin to look the same when using similar photos of our tower or gate.











HISTORICAL

Use historical photography to put the present in the context of the past.

Historical photography works best when it subtly complements topical and cultural photography.



before



after

CROPPING

Carefully crop images to focus on the subject and communicate with the audience more effectively.





DIPTYCHS

Placing two complementary photos next to each other in a layout is called a diptych. Use diptychs when multiple photos help tell a more complete story. Consider mixing photos from multiple categories, such as a topical photo of a person and a cultural photo of a location. Diptychs also are more effective when one image is wide-angle or more abstract and the other is more close-up or specific. Never align two photos directly against each other; diptychs should always use a dividing line (which may be white) between photographs.

Photography is a key tool for showing our beautiful and diverse campus. Photography can capture ULM and connect with people in ways that words alone can't.

TECHNICAL CONSIDERATIONS

When working with any of our images, you must not manipulate or distort them in any way. Images that are for use in printed materials should be sufficiently high resolution, 300 pixels per inch and converted to CMYK color mode.

Most campus photography is in a public setting and, therefore, legal to be photographed. If there is any question as to the legal standing to use the likeness of your subject, have him or her sign a release form, found at ulm.edu/omc (under the Forms tab). Exceptions to this practice include crowd scenes with no prominent person featured, event coverage and breaking news.

If you require a specific photoshoot or would like advice on the selection of images appropriate for your needs, please submit your request at ulm.edu/omctask.

IMAGE QUALITY STANDARDS

Image resulution for print media is 300 DPI or PPI.

Image resolution for digital media is 72 DPI or PPI.

Consistency is key. All edited images should have a similar tone (color correction, contrast, saturation levels).

WHAT NOT TO DO

Don't use stock images because these feel generic or unrepresentative of our campus or student body.

Avoid staged or unnatural poses. Aim for candid and engaging shots.

No outdated branding. Ensure logos, banners, apparel in photos match current brand identity.

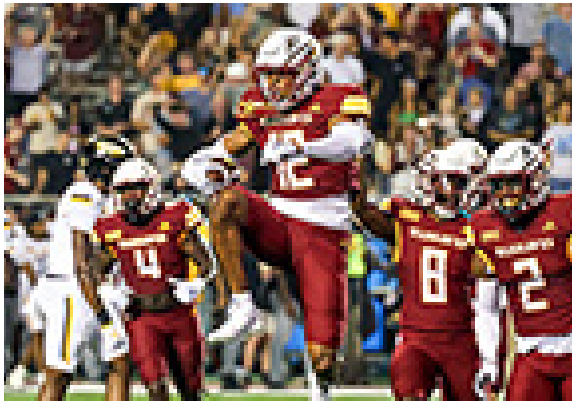
Avoid cluttered backgrounds, especially when the focus should be on a person or interaction.

Do not stretch or distort, or pixelate images by resizing incorrectly.

Don't mix inconsistent filters or styles – e.g., avoid switching between moody black & white and bright, high-saturation images without purpose.



Never stretch or distort the images.



Don't use low resolution images.



Don't use filters on images.



Don't over edit images.



Don't apply shadow effects.



Don't use clip art on images.

The OMC helps share the great things happening at ULM — from student success stories and faculty achievements to upcoming events and exciting initiatives. We also serve as the go-to team for media relations.

SUBMITTING A NEWS STORY

Use the OMC News Ticket System and submit all news stories through: **ulm.edu/omctask**

Email or phone submissions will be directed to the online system.

OMC Ticket Stystem
ulm.edu/omctask



Include the Basics:

When filling out the ticket, make sure to provide:

- Who, What, When, Where, and Why
- A clear goal (e.g., promoting an event or sharing highlights afterward)
- 1–2 quotes (or contact info if quotes aren't available)
- A brief summary of your program, department, or college

STORY TYPES

- **News Story:** Appears on the ULM website
- **Press Release:** Sent to local news media

Not all stories will become press releases, and some may be published only on department pages

TURNAROUND TIME

Please plan ahead!

- **Press Releases: Minimum 2 weeks**
- **Feature Stories: Minimum 4 weeks**
- **Pre-written stories may be faster**

Timing depends on our current workload, urgency, and content uniqueness.

PUBLISHING & PRIORITIZATION

Stories on the ULM homepage must have broad appeal and support ULM's mission.

Requests are placed in a queue, but urgency or similarity to other stories may shift timing.

Submitting a request doesn't guarantee it will be published.

WORKING WITH THE MEDIA

OMC coordinates all media contact:

- If you're contacted by the media, notify OMC immediately
- OMC will help arrange interviews and attend when needed
- If the media needs a comment from an expert, we'll connect them with the right faculty/staff

HELPFUL TIPS

- Be clear and concise
- Submit early
- Use strong quotes
- Highlight accomplishments or timely events
- Make sure your submission is complete — it speeds things up!

For more detailed information about news media, please refer to the ULM News Policy at **ulmapps.ulm.edu/policies/policy/887.**


31
WE ARE THE
WARHAWKS

ULM uses group e-mail as an official method to communicate important information to students, faculty, and staff. This guidelines ensures that messages are professional, accurate, and relevant to the university community.

Group e-mail refers specifically to messages distributed through designated university listservs, such as: ulmstudents@ulm.edu; employees@ulm.edu

All members of the ULM community—including students, faculty, and staff—are subject to these guidelines. Group e-mail participation is mandatory, and there is no opt-out option.

ELIGIBILITY & SUBMISSION

Only employees of ULM may submit group e-mails directly.

Students may not send group e-mails. Requests must go through a Registered Student Organization (RSO) advisor, faculty member, or staff representative.

Submissions must be:

- Finalized prior to sending
- Free of typos and grammatical errors
- Complete with all relevant details (e.g., date, time, location, contact information)

Important: Once submitted, messages cannot be edited. The Office of Marketing and Communications does not revise or fact-check submitted content.

REVIEW & APPROVAL PROCESS

All group e-mails are reviewed by a designated moderator to ensure appropriateness and alignment with university priorities. Messages may be denied if they are:

- Inappropriate in tone or content
- Unclear or poorly written
- Unrelated to official university business

If a message is denied, the sender will receive a notification with an explanation.

CONTENT GUIDELINES

Messages must be relevant to the intended audience.

- Use the employee listserv for university-wide faculty/staff updates.
- Use student-specific listservs for messages targeted to the student body.

Prohibited content includes:

- Personal sales or promotions
- Lost and found notices
- Office supply exchanges
- Events not affiliated with ULM
- Repeated reminders (only one reminder per event is permitted)

Maintain a professional tone, use approved logos and fonts, and avoid unofficial signatures or color schemes. Group emails should reflect the university's voice, clear, respectful, and consistent with brand identity.

For ongoing or recurring events, consider alternative communication platforms:

- ULM Event Calendar
- Digital Signage (AXIS TV)
- Official press releases coordinated through the Office of Marketing and Communications

TIMING & SCHEDULING

Submit messages at least 24 hours in advance, and ideally 48–72 hours before time-sensitive events.

Submissions made outside of business hours will be reviewed on the next business day.

MESSAGE FORMATTING STANDARDS

Subject lines must be concise and specific (e.g., "Update on Campus-Wide ID Migration").

Each message must have a signature which includes:

- Sender's full name
- Department or office affiliation

If using forms or surveys, ensure compliance with ULM's data security policies.

BEST PRACTICES FOR SENDERS

Review messages for grammar, tone, clarity, and factual accuracy.

When possible, ask a colleague to proofread before submission.

Consider your audience carefully: tailor your tone and content accordingly.

Be mindful of message frequency—avoid excessive communication.

Never "reply all" or forward group e-mails unless clearly instructed to do so.

RECIPIENT EXPECTATIONS

Not all messages will apply to all recipients. Group e-mails should be viewed as official but not necessarily personally relevant. Irrelevant e-mails should simply be deleted and are not considered spam.

Contact the Office of Marketing and Communications for guidance on group e-mail protocol or support with alternative promotional channels.

For more detailed information about news media, please refer to the ULM Group E-Mail Policy at **ulmapps.ulm.edu/policies/policy/447**

Contact does not equal connection. True connections—whether among students and staff or between the community and the university—go beyond mere interaction. In a time when superficiality is common, we strive for honest, reliable, and sincere relationships. Strong connections arise from shared interests and mutual understanding. We build lasting connections that extend deeper and wider than surface-level interactions.

Having a standard email signature block allows ULM to maintain its brand message and deliver brand consistency. View your email signature block as an electronic business card. It upholds an identity standard, and email signature blocks should follow the same conventions.



To promote a consistent and trustworthy public image, the University of Louisiana Monroe has implemented a standardized digital email signature. This signature is designed to unify communication and reinforce the ULM brand.

STANDARD EMAIL SIGNATURE

- The official signature includes the ULM logo and editable HTML text.
- Personal contact information is automatically generated from Banner records.
- Some abbreviations may appear and should be spelled out or adjusted after pasting into Outlook.
- This signature ensures consistency in all university email communications.

HOW TO ACCESS AND APPLY IT

Follow these steps to retrieve and install your official email signature:

1. Log into your **MyULM account**.
2. Navigate to the "Utilities" section in the left-hand navigation menu.
3. Click "Get Signature."
4. Once your signature is displayed, click "Copy Signature."
5. Open Microsoft Outlook, paste the signature into your email settings, and make any necessary adjustments.
6. Click "Save" to apply your new signature.

BEST PRACTICES

- Use the official signature in all professional correspondence.
- Ensure all information remains current and spelled correctly.
- Refrain from altering the ULM logo or structure of the layout.
- Do not add additional information, quotes, graphics, social media icons, different fonts, or colors not specified by the brand.

Social media is an essential tool for ULM to communicate, build relationships, and share its story. It helps us connect in real time with students, faculty, staff, alumni, and community. Anyone managing ULM-affiliated accounts or posting about ULM in a professional or personal capacity represents the University online and serves as an ambassador for the University.

These guidelines are designed to ensure all official ULM social media accounts support the university's brand, values, and communication goals.

CORE VALUES

All content should reflect the following ULM values:

- Intellectual exchange
- Open dialogue
- Honest and respectful communication
- Professionalism

GETTING STARTED WITH SOCIAL MEDIA

- All ULM-affiliated social media accounts must be approved by the Office of Marketing and Communications (OMC).
- Submit an application before launching any new account or continuing with an existing one.
- Applications are available at ulm.edu/omc and must be submitted to Library 205.
- Initial approval from your school or college director is required.

ACCOUNT CREATION & ACCESS

Before creating a new social media account on behalf of a ULM department or unit:

- Use an official departmental ULM email address—not a personal email—for registration.
- All account login credentials must be shared with the Office of Marketing and Communications (OMC) to ensure continuity and oversight.
- Each Facebook page (or comparable platform) must have at least two full-time ULM employees assigned with administrative access.
- The ULM Office of Marketing and Communications must be granted administrative access to all official accounts.
- These requirements are in place to ensure proper security, consistent brand management, and seamless administrative transitions when personnel changes occur

ADMINISTRATOR REQUIREMENTS

Each account must have two full-time ULM employees assigned:

- One primary moderator
- One backup moderator
- Notify OMC when administrators change. It is the department's responsibility to manage this transition.
- Training
- Social media administrators must attend periodic training provided by OMC.

OMC staff must be granted administrative access to official ULM accounts for emergency use.

VISUAL AND BRANDING STANDARDS

- Use the approved college or department logo.
- Do not use ULM logos for commercial endorsements, political causes, or personal promotion.
- Profile and cover photos must be approved by OMC.
- Whenever possible, use photos taken by the ULM photographer.

These guidelines are designed to help ensure that all ULM-related social media activity is consistent, respectful, and aligned with the University's values and brand. Whether you are posting on behalf of a department or as a proud member of the Warhawk family, it is important to uphold these standards to help strengthen ULM's reputation and foster a positive, engaging online presence.

CONTENT GUIDELINES: TONE AND STYLE

- Be clear, positive, and conversational.
- Status updates should be concise.
- Post fresh content 3–4 times per week (limit to 2 posts per day).
- Share favorable news and re-share content from: facebook.com/universitylouisianamonroe; ulm.edu/news

ENGAGEMENT AND MODERATION

- Foster honest dialogue. Respond respectfully to concerns.
- Do not delete comments solely for being negative—engage with transparency.
- Do delete comments that contain hate speech, personal attacks, swearing, sexually explicit content, product solicitations

PRIVACY AND ETHICS

- Protect confidential information (FERPA, HIPAA, NCAA, etc.).
- Avoid ethnic slurs, personal insults, profanity, or any discriminatory remarks.
- Do not post private information about students or employees.
- Always show respect for differing viewpoints and sensitive topics.

CRISIS COMMUNICATION

In emergencies, use and share only information from ULM's official channels:

X: @ULMonroe

Facebook: @universitylouisianamonroe

Share/retweet directly from these sources to ensure message consistency.

PERSONAL SOCIAL MEDIA USE

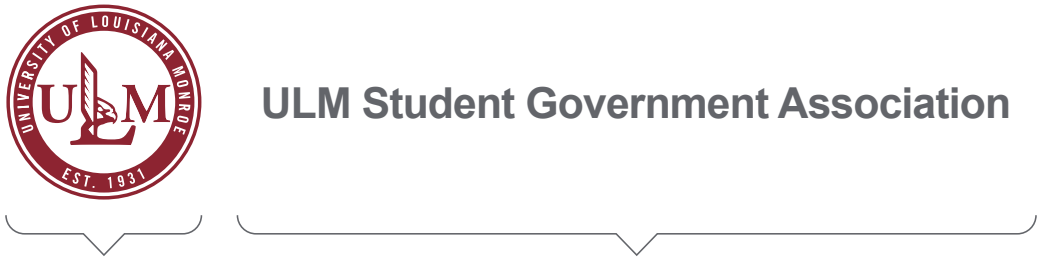
- If you identify yourself as a ULM employee on personal platforms, clearly state that your views are your own.
- Be thoughtful and avoid content that could damage your professional reputation or ULM's image.
- When in doubt: If you wouldn't say it publicly at a conference or to media, don't post it online.

BEST PRACTICES CHECKLIST

- Keep content aligned with ULM's mission and values
- Use branded logos and approved visuals
- Post regularly but not excessively
- Respond, don't delete, when faced with criticism
- Protect privacy and comply with federal regulations
- Attend required training and maintain up-to-date administrator infofrmation
- Link to ulm.edu and provide contact info in your bio/about section

For more detailed information about news media, please refer to the ULM Social Media Policy at **ulm.edu/socialmedia.**

Use of standard graphic elements throughout social media platforms such as Facebook, X, Instagram and others will assist in identifying to the user that the account is an official social media account of the University.



STANDARDIZED ACCOUNT NAMING

Standardized account names are designed to enhance brand recognition and reinforce our institutional brand identity on all official social media accounts. Adhering to these naming conventions ensures brand recognition.

Page names must always lead with ULM.

@ULM + college, school, program, department, office, institute and initiatives

PROFILE IMAGE

The profile image is a key element for audiences and is accompanied by your account name. By using an official social media profile image that features the ULM logo, we create consistency across all our social media channels. This approach enhances recognition and builds trust among users.

COVER IMAGES

The cover image is a great opportunity to showcase the beauty of your campus, highlight student and faculty interactions, display state-of-the-art facilities, or feature other aspects of your unit. Depending on the platform, you may use photography, video, or graphics as appropriate. Be sure to download social media assets from dropbox.com.

Maintaining a strong and unified presence on social media is not just about posting frequently. It is about communicating clearly, professionally, and with purpose.

BIO AND ABOUT SECTION

A clear, standardized bio reinforces ULM's brand identity, helps users quickly recognize official accounts, and improves searchability and legitimacy on each platform.

Always include the phrase:

"The official ULM account for [name of the college, school, program, department, office, etc.]."

When mentioning ULM in posts or bios, tag the official ULM account instead of just typing the name to increase visibility and engagement.

TAGGING AND COLLABORATION

Tagging relevant accounts and using collaboration features (e.g., Instagram Collab, Facebook Page tagging, reposting on X) is essential for: expanding reach to broader, relevant audiences, building relationships within the ULM community, and encouraging shared visibility and engagement across departments and programs.

The goal is to maximize reach and visibility by including as many relevant people and accounts as possible in each post.

Always tag ULM's main account and other relevant entities when mentioned, rather than just typing the name. This ensures connections are recognized by the platform and your content is more discoverable.

Instagram: Tag all relevant accounts and use the Collab feature when appropriate.

Facebook: Tag individuals and organizations, and add the post to associated pages.

X: Tag relevant accounts and repost (retweet) as needed to amplify reach.

HASHTAGS

Hashtags are a powerful tool for our campus and this tool facilitates us to reach and engage our potential students, donors, partners, etc. ULM official accounts should use one of the branded hashtags for your posts. Always capitalize first letter of every word in hashtag.

Hashtags help categorize your content and make it discoverable by new audiences. Effective hashtag use increases visibility beyond your current followers; aligns your content with trending or institutional conversations (e.g., #ULM, #WarhawkNation); and connects your post to campaigns, events, or broader topics.

Avoid overloading posts with unrelated hashtags. Instead, focus on 3–5 purposeful, relevant tags per post that reflect the content and intended audience.

University Standard Hashtags

#ULMWarhawks #WeAreTheWarhawks #ULM #TheBestIsOnTheBayou #TalonsOut #TakeFlight #Warhawks

Academic Hashtags

#ULMPharmacy #ULMHealthStudies #ULMCommunications

Student Life/Admissions

#ULMAccepted #ULMClassOf2025 (etc. for all class years) #Move2ULM #MoveInMania #ULMHomecoming #ULMChristmas #ULMSpringFever #ULMConvocation

Graduation/Alumni

#ULMCommencement #ULMGrad #ULMAlumni #ULMAlum

All units, including schools, colleges, offices, programs, labs, institutes, and centers must use official stationery for maintaining a cohesive and recognizable identity. The stationery set includes letterhead, e-letterhead, business cards, envelopes, and name tags.

All stationery must be ordered directly through the storefront at **ulm.edu/businesscards**. ULM has partnered with print vendors to offer an online storefront for ordering standard business cards, letterhead, notecards and envelopes. These partnership provides consistency, flexibility, and cost savings to the university and offers live proofing for a user of items within the system.

- Users must create an account prior to placing an order, and the individual that places the order will receive the invoice.
- Orders should be placed at the department/office level.
- An invoice will be sent to the individual that placed the order. Please pay according to standard university procedures.

For Name Tag orders:
Unique Trophies, 318.322.2444 (1000 Cypress St., West Monroe, LA 71291)

For Quick-Print and Digital Print jobs:
Sir Speedy, 318.323.2679 or sirspeedy.com/monroela030/ (1825 Avenue of America, Monroe, LA 71201)

For Large-Print quantity orders (offset printing):
Hederman Brothers, 601.853.7300 or hederman.com (247 Industrial Drive North, Madison, MS 39110)

EmPrint Moran, 318.387.1725 or emprint.com (2830 Breard St., Monroe, LA 71201)

Service Printers, 601.939.4910 or serviceprintersinc.com (1014 N Flowood Dr., Flowood, MS 39232)

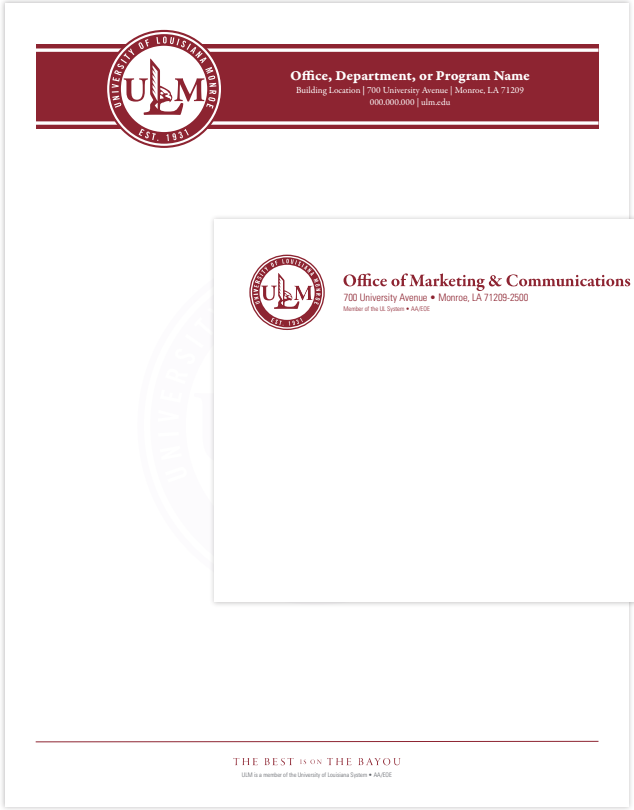
Business Card





ULM Business Cards
ulm.edu/businesscards/businesscards.html

Letterhead



Envelope









Name Tag



ULM Letterhead & Envelopes
ulm.edu/businesscards/letterhead.html

As part of our commitment to strengthening the university's brand and streamlining communication across campus, the Office of Marketing and Communications provides a suite of ready-to-use templates for departments, programs, faculty, staff, and student groups.

ULM TEMPLATES

The ULM Office of Marketing and Communications (OMC) is excited to offer university-branded templates through Canva, a versatile online design platform. Canva empowers faculty and staff to easily create a wide range of promotional materials, including flyers, social media graphics, posters, brochures, and more—making it simpler than ever to share ULM's message with the community.

ULM Templates
ulm.edu/omc/templates.html

HOW TO ACCESS AND USE THE TEMPLATES

To explore our growing library of templates, start by signing up for a free Canva account. Once logged in, you can browse the template options below to find the design that fits your project needs. Each template comes with a sample completed design and helpful tips to guide you through the customization process.

NEW TO CANVA?

No problem! We recommend beginning with Canva's free Design School, which offers a comprehensive introduction to Canva's tools, helping you get started quickly.

SUBMITTING YOUR DESIGNS

After personalizing a template with your content, simply submit your artwork through our ticketing system for final approval before moving forward with production.

ALIGNING WITH ULM'S BRAND

Each template is crafted using key elements that reflect ULM's brand identity—our colors, typography, photography, graphic elements, and tone that are all designed to create a cohesive and impactful image for the university. By using these templates, your designs will contribute to a unified visual presence that strengthens ULM's overall brand.

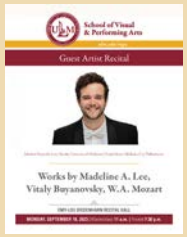
Canva
ULM BRAND TEMPLATES:



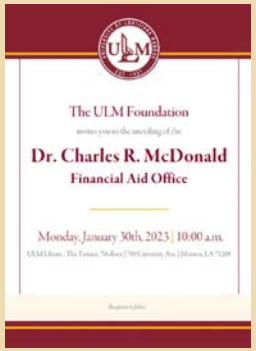
EVENT FLYER 1
8.5 x 11 in



EVENT FLYER 2
8.5 x 11 in



EVENT FLYER 3
8.5 x 11 in



INVITATION
5 x 7in



SAVE THE DATE
7 x 5in





TRIFOLD BROCHURE/FLYER - HORIZONTAL
8.5 x 11 in - Double-Sided





TRIFOLD BROCHURE - VERTICAL
11 x 8.5 in - Double-Sided

Academic
BROCHURES



5 SOCIAL /AXIS



6 SOCIAL /AXIS



7 SOCIAL /AXIS

Academic

DIGITAL



TRIFOLD PRESENTATION BOARDS

22.8 X 34.8 in each



Academic

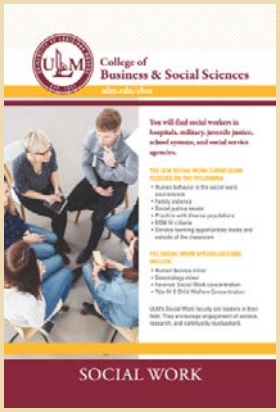
EVENT DISPLAYS



Tabletop

RETRACTABLE BANNERS

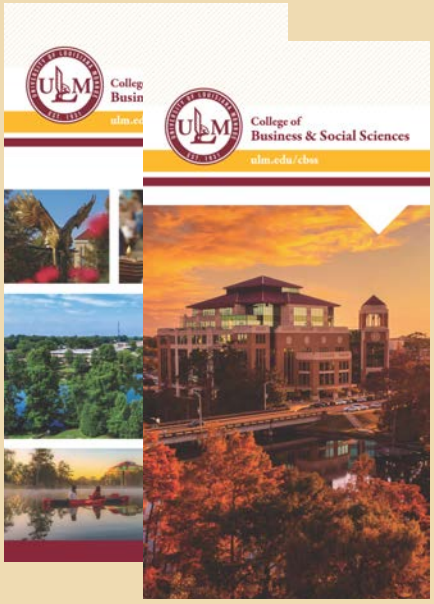
11 x 17 in



Tabletop

RETRACTABLE BANNERS

24 x 42 in



Floor

RETRACTABLE BANNERS

33 x 81 in

Academic

EVENT DISPLAYS

WHY USE TEMPLATES?

Using templates has many benefits for communication across the university. First, templates help keep our brand consistent. All materials—digital or print—will have the same look. This makes it easier for people to recognize official communications and strengthens the university's public image.

Templates also save time and are easy to use. They come with customizable layouts and pre-set designs. This allows users to focus on their message rather than on formatting. Even if you have no graphic design experience, you can create polished materials easily.

By using templates, campus communicators can produce professional-looking materials, from event flyers to presentation slides. Each template follows the university's brand guidelines. This ensures correct use of logos, fonts, colors, and other visual identity assets. Templates also include accessibility features, like readable fonts and good contrast.

Finally, templates empower departments, programs, and individuals to create high-quality materials independently, reducing the need for hands-on support from the central marketing team while maintaining high standards of quality and consistency.

The Office of Marketing and Communications and Facilities work together to review and approve all requests to install permanent and semi-permanent exterior and interior signage on campus, including directional and identifying signage, decorative graphics, wall paintings, and vinyl wall coverings. Approval is not required for framed artwork, canvas prints, awards, temporary informational signs, etc.

LOGOS, FONTS, AND COLORS

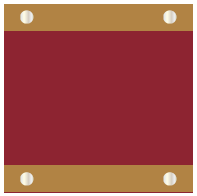
Only official university-issued logos, fonts, and the two brand colors, Warhawks Maroon, and Heritage Gold combined with neutral colors are used on university signage.

DIRECTIONAL AND INDENTIFICATION SIGN FAMILIES

There are three signage families to choose from for building directories, door identification signs, and nameplates: **Basic and Framed.** OMC and Facilities review each signage request with the client and select the most appropriate option, taking into consideration both budget requirements and current building signage. All sign families are ADA compliant.



Basic



Framed

BASIC SIGN FAMILY

It is minimalistic and simple, supplied and installed by facilities, more economical, and involves a faster installation time.

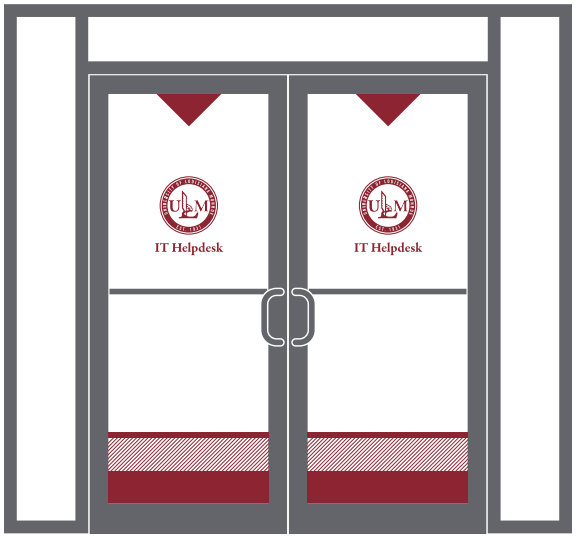


Basic Sign Samples and Sizes

The 10”x 10” size is appropriate for the entry into a suite of rooms or a room with larger occupancy, such as a large classroom or conference room. The 8”x 8” size is used for rooms opening on to a corridor. The 6”x 6” size is used for rooms within a suite. The smallest size, 4”x 2”, is used for service and utitlity spaces.

BUILDING ENTRY DOOR VINYL SIGNS

Door graphics will be applied to building entrances and interior glass doors to identify the building or the name of a department or office.



Gloss white or maroon vinyl lettering will be used. The unit name will be displayed using a sub-logo that features a triangle design element at the top and a line element at the bottom.

DEPARTMENT ENTRY SIGNS

The unit sub-logo is used on department/office entry signs. These signs are typically made out of clear or frosted acrylic and silver metal panels that stand off from the wall. White vinyl is used for the department sub-logo name.



DIRECTORY SIGNAGE

Directories are most often placed in building entries, lobbies, and elevators. The most common sizes for directories are 11”x 17” and 24”x 36”. Logos are not used on directory signage; individual names should only be used on printable paper insert directories. The building representative is responsible for updating the paper directories; facilities will update other types of directories by request.



DONOR RECOGNITION SIGNAGE

Donor recognitions, including plaques, walls, and signage, must adhere to campus design branding guidelines and receive approval from the ULM Foundation. Artwork for these items must be reviewed before finalization. OMC will ensure design consistency and submit artwork to vendors in consultation with ULM Facilities, which will also assist with placement and installation.

All donor recognitions must feature the University logo, except for ULM Athletics, which may use its primary Athletics mark. Cast bronze plaques are for outdoor use, while clear acrylic is preferred indoors.

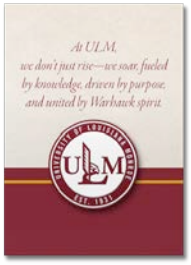


Donors cannot dictate designs, logos, or symbols. The preferred plaque size is 12”x 10”. For donor names, use Times, Bold, at 52-point type size, and Arial Regular at 28-point type size for all other text.

Close collaboration with the ULM Foundation, OMC, and Facilities is essential to ensure compliance with these guidelines.


ULM
WARHAWKS

The ULM brand is based on a collection of elements that create the look and feel of the entire brand experience. Our colors, typography, photography, graphic elements and voice all combine to create a strong, unique image for the university. By tailoring these elements for each piece we create, and by using these tools consistently, each piece we design contributes to a much larger whole.













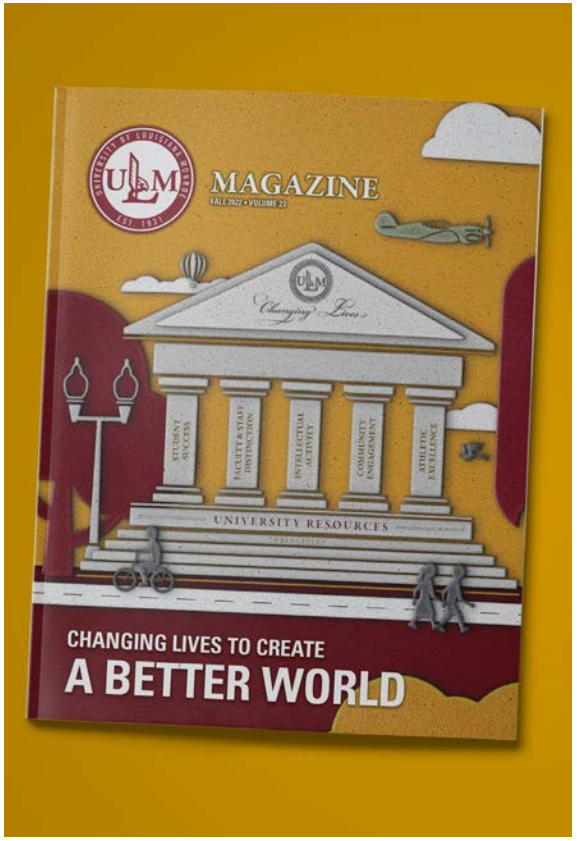



UNIVERSITY OF LOUISIANA MONROE
ULM
EST. 1931
THE BEST
IS ON
THE BAYOU


UNIVERSITY OF LOUISIANA MONROE
ULM
EST. 1931


ULM
THE BEST IS ON THE BAYOU
ulm.edu


UNIVERSITY OF LOUISIANA MONROE
ULM
EST. 1931
College of
Pharmacy
ulm.edu/apply


ULM
MAGAZINE
FALL 2027 • VOLUME 23
Changing Lives
STUDENT SUCCESS
FACULTY & STAFF DISTINCTION
INTELLECTUAL ACTIVITY
COMMUNITY ENGAGEMENT
ATHLETIC EXCELLENCE
UNIVERSITY RESOURCES
CHANGING LIVES TO CREATE
A BETTER WORLD


ULM
THE BEST IN THE BAYOU

ULM's trademarks are licensed through Collegiate Licensing Company (CLC). Through the collegiate licensing program, the University maintains ownership of its various marks and identifiers in a way that helps ensure the integrity of its brand. The program also insures that a portion of any profits derived from the use of ULM logos and marks benefits the institution.

TRADEMARK

A trademark is a word, name, phrase, symbol or any combination thereof that identifies and distinguishes goods or services of one party from those of others. A trademark is a brand name. Rights in trademarks arise as a result of the use of the marks in commerce to identify the source or origin of goods and services. In addition, a trademark remains the property of the owner as long as the owner continues to use it properly and protects its authenticity as a trademark.

Any mark, name, logo, symbol, nickname, abbreviation, word, mascot, slogan, uniform insignia or landmark that is associated with the University of Louisiana Monroe and is distinguishable from any other university, team or organization may qualify as a trademark. Any individual or company that desires to utilize ULM trademarks/logos on products or services sold in the marketplace, whether wholesale, retail, or online, MUST be licensed. Goods produced for internal consumption (promotional, departmental use, giveaway, etc.) require a restricted license and must follow the same approval process.

ULM will not license activity which it believes would disparage the University or any of its trademarks, or would be libelous, slanderous, scandalous, offensive, and vulgar or constitute an unfair trade practice, or otherwise reflect negatively on the University.

VENDORS

Vendors can obtain an application for a License Agreement directly from Collegiate Licensing Company (CLC). This application can be downloaded from clc.com/home/get-licensed under the "Apply Now" button.

LICENSING FAQ

Q. Does artwork have to be submitted for approval?

A. Yes. All artwork/designs must be submitted by the vendor to CLC for approval by the ULM Licensing Program prior to production. The vendor is responsible for submitting the design to CLC.

Q. If I am a student or employee at ULM, do I need to ask permission to use a trademark?

A. Yes. All uses of the school's trademarks on merchandise require approval through the licensing program. It is important for ULM to protect the trademarks, because controlling their use helps maintain their value.

Q. If the product is not going to be resold, does it have to be produced by a licensed vendor?

A. Yes. All items bearing the ULM name or marks must be produced by a licensed vendor whether they are for resale or promotional use. Goods produced for internal consumption (promotional, give-away, etc.) require a restricted license and are expected to follow the same approval procedures (vendor submits to CLC).

Q. What does ULM do if unlicensed merchandise is discovered in the marketplace or on campus?

A. Merchandise produced without authorization should be reported to CLC Licensing legal team that manages numerous infringement actions each year and is well-versed in identifying the source of the infringement and drafting notices that result in swift and effective action.

Q. How can I obtain a list of licensees?

A. A list of our approved licensed vendors can be found at **ulm.edu/omc/licensing.html**. (This list is kept current, so please check before ordering to verify the vendor is still licensed.)

Products purchased for either internal or external distribution with the university name or any ULM logo or mark must follow the licensing process.

STEP 1

All vendors MUST be licensed with Collegiate Licensing Company (CLC). In order to obtain a license, vendors may complete the licensing application at clc.com/home/get-licensed. The application is found under the "Apply Now" button.

Get Licensed
clc.com/home/get-licensed

STEP 2

For internal orders, which are those ordered by a University department or registered student organization, preapproval for an idea or design must be obtained through the respective department director. Members of the Office of Marketing & Communications staff are available to consult with those who need additional assistance.

STEP 3

Once you have received internal approval from the appropriate person(s), your design may be submitted to vendors for production through the proper purchasing mechanism.

STEP 4

The vendor will submit artwork/design to CLC for final approval by the ULM Licensing Program.

ULM TRADEMARK

The mark "ULM" is a trade/service mark owned and used in commerce by the University of Louisiana Monroe. ULM owns and protects multiple trademarks including, without limitation, its name, acronym, logos, colors, slogans, mascot and other indicia. The unauthorized use of the University's protected marks in a manner that is likely to lead to consumer confusion as to source, affiliation, sponsorship, endorsement, approval, etc. or likely to dilute the strength of the University's mark may violate the University's trademark rights and may give rise to various causes of action under federal and state law. Use of the University's protected marks without permission from the University or its authorized trademark licensing representative, Collegiate Licensing Company (CLC), may subject you to criminal and/or civil penalties.

By following these guidelines, you will help ensure that your merchandise and promotional materials are professional, aligned with ULM's brand, and contribute to a unified visual identity for the university.

ULM BRAND GUIDELINES FOR MERCHANDISE AND PROMOTIONAL MATERIALS

These guidelines ensure that all merchandise and promotional materials that reference or use the University of Louisiana Monroe (ULM) brand elements (including logos, colors, and other trademarks) align with the university's branding standards. Consistent use of these elements enhances brand recognition, strengthens community pride, and reinforces the university's identity.

APPROVAL PROCESS OVERVIEW

To use ULM's brand for merchandise or promotional materials (including but not limited to t-shirts, posters, banners, and other items), follow these steps:

1. Brand Identity Usage Approval

2. Color Selection

3. Theme Selection

4. Student-Led Initiatives: Use "AT ULM" or "AT UNIVERSITY OF LOUISIANA MONROE" in promotional materials.

Faculty and Staff Communications: Use official ULM identity marks, or refer to the institution as "ULM" or "University of Louisiana Monroe" in written content.

5. Vendor Selection

6. Final Design Submission

STEP 1: BRAND IDENTITY USAGE APPROVAL

Before using any ULM brand elements (name, logo, etc.) in your merchandise or promotional materials:

Do you intend to use ULM's brand in any form (e.g., logos, name, trademarks)?

Yes: Continue to the next step.

No: No approval needed.

Are you affiliated with ULM as a faculty, staff member, or a member of a recognized group (e.g., Spirit Groups, 31 Ambassadors, Water Ski, etc.)?

Yes: Continue to the next step.

No: Contact OMC at omc@ulm.edu.

STEP 2: COLOR SELECTION

Your design must align with ULM's official brand colors to maintain consistency and recognition.

Does your design incorporate ULM's primary colors (maroon or gold), or neutral colors (white, grey, black)?

Yes: Proceed to the next step.

No: Modify your design to include one of the primary or neutral colors.

STEP 3: THEME SELECTION

Select one of ULM's approved themes to ensure your design aligns with our university's identity:

Approved Themes:

1. Warhawk Theme: Military, aviation, or Warhawk-inspired elements.

2. The Bayou Theme: Louisiana's natural beauty (bayous, cypress trees, etc.).

3. Program-Specific Theme: Relevant to specific programs (e.g., Nursing, Business).

4. University Event Theme: Inspired by ULM events (e.g., Convocation, Spring Fever).

Your efforts reinforce our commitment to brand integrity, pride, and recognition both on campus and beyond.

Does your design reflect one of the approved themes?

Yes: Continue to the next step.

No: Adjust your design to align with an approved theme.

STEP 4: TAGGING WITH "AT ULM"

To identify merchandise as student-led initiatives and differentiate it from official ULM-branded merchandise, all designs should include the tag "AT ULM" or "AT UNIVERSITY OF LOUISIANA MONROE" beneath the design.

This tag helps to internally recognize the initiative as student-led and affiliated with the university, ensuring that it is clearly associated with ULM while distinguishing the efforts of student organizations and RSOs.

Does your design include the "AT ULM" or "AT UNIVERSITY OF LOUISIANA MONROE" tag?

Yes: Proceed to the next step.

No: Add the tag underneath your design to clarify that the initiative is student-led.

STEP 5: VENDOR SELECTION

To ensure high-quality production and consistency, choose an approved vendor from ULM's list for all merchandise and promotional items.

Have you selected an approved vendor?

Yes: Continue to the next step.

No: Check the approved vendor list on ULM's website and select a vendor.

STEP 6: FINAL DESIGN SUBMISSION

Once your design is complete and aligns with the guidelines:

For Staff and Faculty: Submit to the Office of Marketing and Communications at ulm.edu/omctask for approval.

For Students and RSO Advisors: Submit to the Office of Student Affairs at studentaffairs@ulm.edu.

SUBMISSION REQUIREMENTS

- **File Format:** Vector files (AI, EPS, or PDF).
- **Placement:** Ensure the "AT ULM" tag is placed beneath the design.

Approval Timeline:

- Submit at least three weeks before your intended event or production date.

- Expect 5-7 business days for feedback.

RSO TIER GUIDELINES FOR BRAND USAGE

ULM student organizations are categorized into four tiers for brand approval:

Tier 1 – University Ambassadors: Spirit Groups, 31 Ambassadors, Title Holders, Wellness, and Water Ski Team. These groups have access to ULM's full brand elements and sub-logo treatments.

Tier 2 – Recognized Campus Organizations: CAB, SGA. These groups may use ULM's sub-logo treatments and design elements.

Tier 3 – RSOs and Program Organizations: These groups (e.g., academic organizations, intramurals) must seek advisor endorsement to use ULM's official identity assets.

Tier 4 – Greek Life: Greek organizations must also seek advisor endorsement for using ULM's brand identity.

Van Wagner is the exclusive multimedia rights partner of the University of Louisiana Monroe Athletics. This strategic partnership supports the university's mission to elevate the ULM brand, enhance fan engagement, and generate sustainable revenue through integrated marketing and sponsorship solutions.

SCOPE OF WORK

Van Wagner is responsible for the management and execution of ULM Athletics' multimedia rights program, which includes:

- Corporate sponsorship sales and activation
- Radio and television broadcast rights
- In-venue and on-field signage
- Digital and social media integrations
- Naming rights and campus-wide partnership opportunities

BRAND ALIGNMENT

All activations and sponsor integrations are designed to align with ULM's brand identity and core values, ensuring consistency across all media platforms and enhancing the university's visibility at regional and national levels.

CONTACT INFORMATION

All inquiries related to sponsorships, media rights, or advertising opportunities through ULM Athletics should be directed to Van Wagner's local or national team.

For more information, visit vanwagner.com

The Office of Marketing and Communications serves as the university's voice and guardian of its brand. OMC plays a vital role in shaping and managing the university's public perception, reputation, and communication strategy. Its responsibility includes developing strategic actions that align with the institution's mission and vision.

OMC provides a wide range of services, including: branding and integrated marketing, media relations and crisis communications, print and digital publications, social media and website (ulm.edu) management, graphic design, video production, photography, and licensing.

MEETING CAMPUS DEMAND

There is a high demand across campus for services like media outreach, graphic design, photography, videography, and social media. To manage this effectively, formal requests must be submitted through the OMC Ticketing System at ulm.edu/omctask.

Use your ULM credentials to log in.

RSOs must submit requests through a faculty member or adviser to the Office of Student Affairs.

There are three tabs: News, Graphic Design, and Photography. Click the appropriate tab, complete the form, and submit your request. You will receive a follow-up response via email.

NEWS & MEDIA RELATIONS

We promote ULM's academic programs, research, and achievements. Our media services include: press releases and media outreach, press conference coordination, and crisis communication support.

Turnaround time for press releases is 2 weeks, and feature stories is 4 weeks.

Need a photo with your story? Submit a separate Photography request.

Note: Media coverage is not guaranteed. Reporters are more likely to cover stories that are timely, relevant, and broadly impactful. If a reporter contacts you directly, call OMC before commenting.

GRAPHIC DESIGN

All design requests must follow ULM's branding and editorial standards. Final materials must be approved by OMC before publication or production.

Turnaround time for new projects is minimum 4 weeks. Updates to previous projects is 2 weeks. Project review is only 1 week. Design projects are handled on a first-come, first-served basis. If our team is at capacity, we can recommend freelance design vendors.

PHOTOGRAPHY

Priority is given to media/public relations events, student recruitment, faculty/staff headshots, events promoting ULM's strategic goals

Submit requests at least 2 weeks in advance. Photos will be delivered within 2 weeks after the shoot. Include a brief description of the event or need. After-hours or weekend events are considered case by case.

You will receive email confirmation if your event is scheduled. If not, we will notify you.

OMC STAFF

Executive Director of Marketing and Communications Brice Jones, Ph.D., Executive Creative Director Srdjan Marjanovic, MFA, Assistant Director of Media Relations Adam McDonald, Graphic Design Coordinator Mandy Strickland, Digital Media Specialist Molly Masters, and Digital Content Specialist Skylar Henry.

OMC operates under President Carrie L. Castille, Ph.D.

For more questions contact us at omc@ulm.edu.

For maximum clarity, a technical vocabulary has been established. Familiarity with the following key terms will aid interpretation of this document.

BRAND - The sum impression derived from a consumer's experience of the university's products, services, communications and people.

UNIVERSITY LOGO - The University's official visual mark and is the primary visual representation of a brand.

ATHLETIC LOGO - The athletic mark is primarily reserved for Intercollegiate Athletics and student spirit booster.

SUB LOGOS - A visually distinctive arrangement of the university or athletic logo that brands an individual school, college or other sub-entity.

LETTERMARK - Lettermark is an exclusively typographic mark. It is a mark, representing the institution through the use of its initials or the brand's first letter. It is an alternate method of identifying the university graphically. It is less formal than the primary logo.

WORDMARK - A text-only typographic representation of a mark which involves the creative arrangement and modification of words to present a visual identity for a brand. The representation of the word becomes a visual mark of the organization or product.

RGB - Refers to a system of red, green, and blue for representing the colors to be used on a digital media.

CMYK - The four-color printing process in print media uses cyan, magenta, yellow, and black inks to create a wide range of colors including photographs.

PMS - Pantone Matching System. A set of standard color system for print media, each of which is specified by a single number or formula.

COPY - Words used in communications encompassing headlines, paragraphs (body copy) and more.

RESOLUTION - Refers to the number of pixels in an inch of a digital image. A high-resolution image, 300dpi or greater, is recommended for all printed material.

VECTOR ARTWORK - Artwork created using mathematically plotted points instead of pixels, allowing it to be reproduced at any size without compromising the image quality.

BLEED - A printing term that is used to describe a document which has images or elements that touch the edge of the page, extending beyond the trim edge and leaving no white margin. When a document has bleed, it must be printed on a larger sheet of paper and then trimmed down.

COATED PAPER - A specialized printing paper with a smooth finish or surface.

SPREAD - Two pages that face each other and are created as one visual or production unit.

TEMPLATE - A design layout that is created to be used to hold non-specific content which has certain design elements already set up.

CROP - To cut off parts of an image.

OFFSET PRINTING - A method of mass-production printing in which the images on metal plates are transferred (offset) to rubber blankets or rollers and then to the print media.

It is important to use these terms accurately and consistently in all written and oral communications related to design.

FOUR-COLOR PROCESS - Is a method used in printing to create full-color images using just four ink colors: cyan, magenta, yellow, black (CMYK).

REVERSING - Process of printing light colored or white text on a dark or black background.

SERIF - A stroke added as a stop to the beginning and end of the main strokes of a character.

SANS SERIF - A category of typefaces that do not use serifs, small lines at the ends of characters.

JPG - A raster image (pixel-based) used for web and print. The quality of the image decreases as the file size decreases. Paying attention to the resolution and file size is essential in order to produce a quality project. It is resolution-dependent file.

GIF - A raster image generally used for animation and transparency in limited colors. It is resolution-dependent file.

PNG - A raster image that is a standard for web purposes. It is not suitable for print. You can save your image with more colors on a transparent background. It is resolution-dependent file.

TIFF - A large raster file that doesn't lose quality when it's resized. Usually it is used when saving photographs for print. This type of file is not for web purposes. It is a resolution-dependent file.

PSD (Adobe Photoshop) - Layered Adobe Photoshop design file.

PDF - A vector image (curve-based graphic). This type of file is by far the best universal tool for sharing graphics that captures and reviews rich information from any application, on any computer, with anyone, anywhere. It is resolution independent.

EPS - A file in vector format that has been designed to produce high-resolution graphics for print. It is more of a universal file type (much like the PDF) that can be used to open vector-based artwork in any design editor, not just the Adobe software. It is resolution independent.

AI (Adobe Illustrator) - This is by far the most preferred image format among designers and the most reliable type of file format for using artwork across all types of projects, from digital to print. The AI file is the industry standard for creating vector graphics. It is fully resolution independent, meaning it can be scaled infinitely without any loss of quality.

INDD (Adobe InDesign) - InDesign document is a type of file commonly used to create larger publications, such as newspapers, magazines, etc.

These standards have been developed for use as a resource by anyone responsible for the creation or implementation of communication materials. During that process, those creating the materials are responsible for managing the identity elements and ULM's overall message effectively within the guidelines presented in the University of Louisiana Monroe Brand Guide.

Q. What are brand guidelines?

A. Brand guidelines are a set of rules and standards that define how a university's brand should be represented visually and verbally. They cover qualities such as about the university history, mission, vision, values, campus culture, logo usage, color schemes, typography, imagery, and tone of voice to ensure a consistent and professional appearance across all communications and materials.

Q. Why are brand guidelines important?

A. Brand guidelines are crucial for maintaining a cohesive and recognizable identity. They help ensure that all communications and materials align with the university's values and messaging, which reinforces the institution's reputation and credibility.

Q. Who should use the university brand guidelines?

A. All stakeholders, including administration, marketing teams, faculty, student organizations, alumni relations, web and IT teams, should follow university brand guidelines. This also applies to external partners like designers, content creators, and external agencies. Adhering to these guidelines ensures consistent messaging and materials, strengthening the university's brand across all platforms.

Q. What is a university brand?

A. A university brand encompasses the institution's identity, values, and reputation as perceived by students, faculty, administration, alumni, partners, community, and the public. It includes elements like the university's name, logos, typography, colors, patterns, taglines, voice and tone, values, story, identity system, as well as the overall messaging and image presented through communications, marketing, and interactions. A strong university brand reflects its mission, academic strengths, and community culture, helping to attract students, faculty, and funding while fostering pride among alumni and current members.

Q. How are brand guidelines enforced?

A. Enforcement typically involves regular reviews of communications and materials, feedback mechanisms, and potentially training sessions for staff. The brand management ambassadors often oversee compliance and provides support to ensure guidelines are followed.

Q. What are the consequences of not following the brand guidelines?

A. Not following university brand guidelines can lead to inconsistent messaging and damage the institution's reputation, resulting in confusion among stakeholders and potential legal issues. This inconsistency can also waste resources and undermine marketing efforts, ultimately harming the university's credibility and identity.

Q. What should I do if I see incorrect use of the university's branding?

A. ULM is looking for ambassadors like YOU! If you notice any misuse of the ULM brand identity assets, please contact the Office of Marketing and Communications. Provide specific details and evidence of the misuse so that appropriate actions can be taken to address the issue. Thank you for being ULM's ambassador!

Q. Should I throw away existing stationery and business cards without current branding?

A. Yes. Please recycle all stationery and business cards or any promotional materials in general with outdated identity. Outdated stationery, business cards, or promotional materials can cause confusion and devalue the ULM brand. These elements influence public perception of ULM. It's important to present a cohesive and current image to clients and partners. Recycling these items helps ensure that you're only using materials that reflect your current branding and values.

Q. How does an individual or department gain permission to use the ULM logo?

A. The ULM logos are located on the university website at ulm.edu/logos and can be obtained by clicking the download link. A client can access various formats and colors of the ULM logo for academics and athletics.

Q. Will templates be available for download?

A. Templates, including social media graphics, push cards, flyers, invitations, tri-folded brochures, poster boards, popup banners, tablecloths, and annual reports guidelines are available for use via Canva link or download from the OMC site under Templates.

Q. What is an university Canva template?

A. A university Canva template is a pre-designed graphic layout created using Canva. Canva is a user-friendly online design and publishing software that utilizes branded templates, allowing users without design experience or software to create digital or print materials. These templates are tailored for university branding and can include various materials such as posters, flyers, social media posts, presentations, and more.

Q. I have personal Canva account, can I use university Canva account?

A. Yes. You can use a university Canva account alongside your personal Canva account.

Q. What are the key features of university Canva templates?

A. The key features of university Canva templates are incorporation of the university's brand identity system to ensure consistency with the university's brand guidelines. Users can easily edit text, images, and layouts to fit specific needs while maintain the overall design system. A variety of template formats are offered and easy to use. Canva's drag-and-drop interface makes it accessible for users with varying levels of design experience.

Overall, university Canva templates streamline the design process, helping departments and organizations within the university create professional-looking materials that align with the institution's branding.

Q. Can a department design its own print material?

A. An individual or department may design its own print material in advance of printing. Nevertheless, all materials officially representing ULM and/or containing the ULM logo or mascot in any form must follow the ULM Brand Guide and be approved by the Office of Marketing & Communications before being printed.

Q. I've designed a logo for my department and want to use it with the ULM logo. Is that, OK?

A. The ULM logo is the only mark generally used to represent the University and must appear prominently in all ULM visual communications (print, online and multimedia). Using multiple logos can result in visual confusion and dilutes the ULM brand.

As a general rule, ULM schools, colleges, academic units and departments are not permitted to have a logo. Individual logos at this level reduce the impact and effectiveness of the University's brand identity.

Q. When do I need to use the University or sub-logos?

A. The University and sub-logos are the official visual representation of the University and its major divisions—a visual shorthand of the University brand, so they should be used like you would use your signature to represent yourself on a document. The marks should be applied to all forms of communication with the general public. In most cases, the marks will appear small and unobtrusive. When they are the only image on a printed piece or merchandise, they could have a more prominent visual treatment and placement.

Q. My department / office has an existing logo/artwork that is not directly tied to the ULM brand. Can I still use it?

A. The ULM brand identity system is intended to

strategically align all ULM's communications and programs. As such, we expect that you will update your materials as soon as it is possible. This applies to both the academic as well as the athletics visual identity.

Q. I want to produce a T-shirt and some give-away items with a university mark. Do I need approval from someone?

A. Yes. For departments / offices contact Office of Marketing and Communications at ulm.edu/omctask for approval and guidance.

For students / student organizations contact Student Affairs for approval and guidance.

Q. Is it okay for my vendor to alter the logo or unit marks in any way to allow the vendor to fit their imprint area or to reproduce the logo well using their special production process?

A. The short answer is "No." Office of Marketing & Communications has experience working with vendors to resolve such issues. Embroidering the marks well is a common difficulty, and they have developed embroidery-optimized versions for this use. Contact Office of Marketing & Communications for help at ulm.edu/omctask

Q. I want to put a logo on glass or something else that is transparent. What version should I use?

A. Remember to treat any transparent object as a dark background and use the appropriate logo file, reverse (white) version. This rule applies to any application with a dark background, such as engraving or plaques. Avoid using a solid color logo in black or maroon and changing it to white, as this creates a "ghost" or negative effect.

Q How should ULM's branding be used in student-run publications or events?

A. Student-run publications or events must adhere to the ULM's brand guidelines and receive approval from the Office of Student Affairs before publication or production. This ensures brand consistency and compliance.

Q. Are there specific guidelines for using the university's branding in internal documents?

A. Yes, internal documents should follow the same branding guidelines as external materials. Use official templates and ensure all brand elements are correctly applied. By ensuring that internal or external documents follow the same brand guidelines, we create a strong, unified presence that enhances both internal and external perception.

Q. Can I use ULM's branding on personal social media profiles?

A. No, the university's branding should not be used on personal social media profiles. Use is restricted to official university communications and materials only.

Q. How should I handle branding in materials for non-university events?

A. Materials for non-university events should be reviewed and approved by the OMC. Ensure that branding is used appropriately and does not imply university endorsement.

Q. Can I use the university logo or any other assets for a personal project?

A. The university branding assets are protected and should be used only for official university projects and materials. Generally, using a university logo or other branding assets for a personal project is not permitted unless you have explicit permission from the university. These assets are protected by copyright and trademark laws, and unauthorized use can lead to legal issues. It's best to consult with OMC to understand your need and potential approval.

Q. Do guidelines exist for campus and vehicle signage?

A. Yes, contact Office of Marketing and Communications, 318.342.5440 or ulm.edu/omc, for guidelines and approval.

Q. What are the rules regarding advertising?

A. University of Louisiana Monroe must be identified in all university-generated advertising that promotes any unit of the institution. This applies to all online ads, magazine and newspaper advertising, posters, banners, and billboards. When advertising is used to promote an event, university identification must appear prominently, but sizing should reflect the relative roles of the event, the sponsoring unit, and the university.

Q. Can I use multiple marks together to represent outside partnerships?

A. Yes, but certain guidelines apply. For more information, contact the Office of Marketing and Communications at ulm.edu/omc or 318.342.5440.

Q. How does the Office of Marketing & Communications choose a project?

A. Office of Marketing & Communications promotes aspects of the university based on the university's strategic priorities. All requests from the university community are honored on a first-come, first-served basis. If the office is unable to meet a request, a staff member may recommend a freelance professional, who may be hired by the requesting department to complete the project.

Q. How long does it take to produce a new brochure or print project?

A. New projects require approximately four to six weeks to design. This turnaround time varies depending on the size and complexity of the project.

Q. May an individual or department use a photo taken by the university photographer for purposes other than those associated with the college?

A. All requests to use a photograph taken by the university photographer must be approved in advance and in writing by the Executive Director of the Office of Marketing & Communications or the photography editor. Photographs taken by the university photographer may not be used for personal gain. All images are owned and copyrighted by University of Louisiana Monroe and are taken to promote the university. Any reproduction, duplication, transmission or publication of material without permission from the Office of Marketing & Communications is strictly prohibited.

Q: What is the difference between trademarks and multimedia licensing at ULM?

A: Trademarks are official symbols, logos, names, and slogans that represent the University of Louisiana Monroe. They are legally protected and owned by the university to maintain brand identity and prevent unauthorized use.

Multimedia licensing, on the other hand, refers to the rights granted to third-party partners—such as Van Wagner—to manage and sell advertising, sponsorships, and media content related to ULM Athletics. This includes in-stadium signage, radio and TV broadcasts, digital ads, and naming rights. While multimedia partners may use ULM trademarks as part of their activations, they do not own them.

In short, trademarks protect the ULM brand, while multimedia licensing helps promote and monetize it.

As ULM ambassadors and proud Warhawks, we must project our love for this campus through a collective effort to promote and preserve our history and traditions. These elements are the essence of ULM's pride.

Change is inevitable. The constant influx of new ideas, whether through technology, changes in personnel, or evolving social and political landscapes, should be thoughtfully and selflessly integrated into ULM's culture. We must look ahead and assess how these changes can add cohesive value to our past and present beliefs, customs, and practices. The power of tradition lies in its ability to transcend time. For example, a graduate from the 1970s can still share a meaningful bond with a recent graduate through common experiences and cherished customs. This connection, built across generations, is the strength of our Warhawk identity.

Therefore, it is our responsibility and pledge to integrate all members of the ULM community—students, faculty, alumni, and staff—into the life of the university. By participating and contributing in meaningful ways, we protect the legacy of our past, engage fully in our present, and secure the foundation for our future.



Yesterday. Today. Tomorrow.

700 University Avenue, Monroe, LA 71209 | 318.342.1000 | ulm.edu