



LSU

Current Revision Date: 07/19/24

Established: 1860 (University), 1893 (Athletics)

Location: Baton Rouge, LA

Mascot: Tigers

Mascot Name: Mike the Tiger

Conference: SEC

Verbiage

LSU®
Louisiana State University®
LSU Tigers®
Fighting Tigers™
Tigers™
Lady Tigers™

Bayou Bengals™
Geaux Tigers®
Tiger Bait®
Mike the Tiger™
Tiger Stadium™
Death Valley™

Love Purple Live Gold™
Stand Right Up and Roar™
Pete Maravich Assembly Center™
PMAC™
Alex Box Stadium™

Purple	Gold	White	Gray (Mascot and Win Bar Only)	Brown (Mascot Only)	Black
PANTONE 268 C MADEIRA: 1122 RA: 2430	PANTONE 123 C MADEIRA: 1024 RA: 2558	WHITE MADEIRA: White RA: White	PANTONE Cool Gray 3 C MADEIRA: 1087 RA: 1283	PANTONE 153 C MADEIRA: 1257 RA: 2231	PANTONE Process Black C MADEIRA: Black RA: Black

Approved University colors or the *PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.

Primary Marks



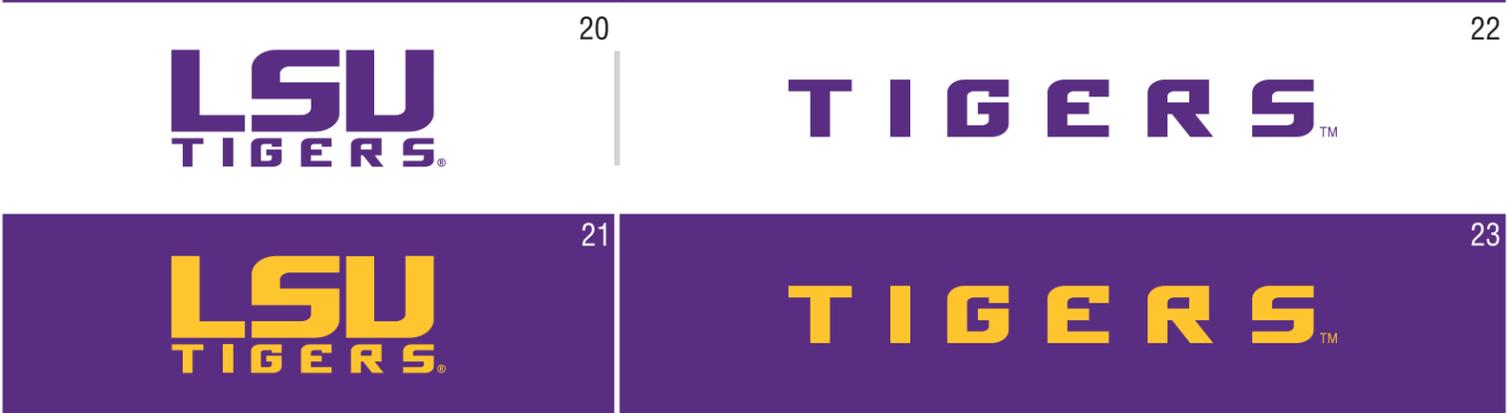
Secondary Marks



Secondary Marks



Word Marks





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State Marks



24



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Helmet Marks



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31

A non-shaded version of this helmet mark is available on the LSU Football art sheet

Mascot Marks



32



33



34



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36



37

Win Bar Marks



38



39



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Baseball Marks



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Mike Over Death Valley Marks



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ADDITIONAL PERTINENT INFORMATION

- University seal not permitted on products for resale (graduation products only).
- No alterations or overlaying graphics to seal.
- University licenses consumables (must have expiration date on packaging).
- University licenses health and beauty products.
- University permits numbers on products for resale.
- Mascot caricatures permitted.
- Cross licensing with other marks may be permitted with an additional agreement.
- Fashion colors permitted.

- No use of current players' name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.
- Any reference deemed by the University to be of a questionable nature will not be permitted for use in conjunction with University marks.
- "LOUISIANA STATE" is an unacceptable reference to LSU. Proper reference is LSU or LOUISIANA STATE UNIVERSITY.
- LOUISIANA STATE UNIVERSITY must be in the same font size throughout the lettering (including font height, width, and spacing between the letters).