

Texas Lutheran University

BRAND REFRESH GUIDELINES



Updated 8/2025

ABOUT THE GUIDELINES:

We are all responsible for doing our part to maintain the integrity of our university and how it is represented across all of our official communications through writing and visuals. Adhering to our brand guidelines is the simplest way to ensure that we are acting as good stewards of our own brand and striving to present our brand consistently.

The intention of brand guidelines is not to dictate the creation and production of all materials, but rather to inform and guide our decision-making to ensure consistency.

Our guidelines are a great resource for proper usage and applications of our brand elements that consist of our logo, colors, fonts, and more.

Our brand guidelines cannot cover everything. It is each person's responsibility to carefully and thoughtfully consider using our brand, as we represent our university in all we do.

OUR FOUNDATION

Foundational elements influence the brand strategy.

OUR MISSION

As a community of faith and learning, Texas Lutheran University empowers a diverse student body through an education centered on the liberal arts and professional programs. In pursuit of a more just world, TLU is committed to academic excellence, servant leadership, and career development.

OUR VISION

Through innovative liberal arts and professional programs, Texas Lutheran University will engage the aspirations of our students in an inclusive, challenging, faith-based community. The impact of a TLU education will create bold and adaptable leaders who transform society.

OUR VALUES

EDUCATION, COMMUNITY, FAITH

Important Note:

Brand guidelines should be adhered to when representing our university in any official capacity, on any materials that are generated from our university, and for anything school sponsored. The TLU Bookstore is allowed more freedom so they can offer fresh merchandise for retail and keep up with seasonal trends in attire. Student groups, parents, and unofficial entities are outside of the jurisdiction of our brand guidelines. We hope they will treat our brand respectfully but we cannot control them and TLU Marketing does not create material for them.

TLU's Brand Voice and Tone

Traits that Describe Who We Are and the Values We Hold

Down-to-Earth

We are sincere and humble, grounded in our unwavering values.

Open-minded

We respect and value differing perspectives and experiences, and diverse backgrounds.

Tenacious

We're strong and courageous, exuding the relentless Bulldog spirit.

Committed

We see every individual fully, fostering an inclusive, compassionate community.

Welcoming

We're driven and determined to become our best selves as we lift each other up.

Celebratory

We recognize and rally around successes, supporting and empowering everyone around us.

TLU's Brand Pillars

Themes Showcasing the How and Why Behind What We Do

Fueling Personal Growth

We confidently and courageously embrace learning and intellectual challenge to foster personal growth, realizing individual potential, fulfillment, and success.

Impact Beyond Ourselves

Enriched by civic engagement and service, we develop leaders and service-oriented individuals committed to positively impacting and contributing to their communities.

With and For Each Other

We are all an invaluable part of our vibrant and inclusive campus culture, exemplified by respect and celebration of the diverse contributions of every individual.

TLU's Brand Platform

Brand Positioning: The Unique Value Proposition That Sets the Brand Apart From It's Competitors

**Inspired by a lifelong sense of
community,
Texas Lutheran University propels
leaders toward impactful lives,
continuous personal development, and
lasting connections.**

Words shape perception.

*To tell the TLU story authentically
across every channel, our language
must remain consistent.*

WHAT we say
and
HOW we say it

CARRY EQUAL WEIGHT.

New Fonts

Roca

OWNERS NARROW

Freight Sans Pro

All variations of these font families may be used.

Primary

TLU Gold
PMS 124

RGB: 234/171/0
CMYK: 0/27/100/0
#EAAB00

Black
PMS Black

RGB: 0/0/0
CMYK: 0/0/0/100
#000000

Neutral

TLU Light Gray
PMS Black 10%

RGB: 242/242/242
CMYK: 4/2/2/0
#F2F2F2

White

RGB: 255/255/255
CMYK: 0/0/0/0
#FFFFFF

Secondary

TLU Bulldog Blue
PMS 5523 60%

RGB: 214/226/234
CMYK: 15/6/4/0
#D6E2EA

TLU Light Gold
PMS 124 50%

RGB: 245/213/131
CMYK: 4/14/57/0
#f5d583

TLU Flame
PMS 1797

RGB: 203/51/64
CMYK: 0/92/72/6
#CB3340

TLU Gold

30%

Black

30%

White

RGB: 255/255/255

CMYK: 0/0/0/0

#FFFFFF

20%

TLU Bulldog Blue

5%

TLU Light Gold

5%

TLU Flame

5%

TLU Light Gray

5%

Suggestions for color combos

Web Content Accessibility Guidelines (WCAG)

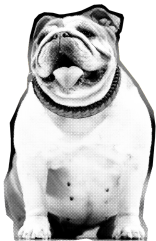
	Text	#EAAB00	#000000	#F2F2F3	#FFFFFF	#D6E2EA	#F5D583	#CB3340
Background								
TLU Gold #EAAB00			Text	Text	Text	Text	Text	Text
			AAA 10	DNP 1.8	DNP 2	DNP 1.5	DNP 1.4	DNP 2.5
Black #000000	Text			Text	Text	Text	Text	Text
	AAA 10		AAA 18.7	AAA 21	AAA 15.9	AAA 14.7	AA18	4
TLU Light Gray #F2F2F3	Text	Text			Text	Text	Text	Text
	DNP 1.8	AAA 18.7		DNP 1.1	DNP 1.1	DNP 1.2	AA	4.5
White #FFFFFF	Text	Text	Text		Text	Text	Text	Text
	DNP 2	AAA 21	DNP 1.1		DNP 1.3	DNP 1.4	AA	5.1
TLU Bulldog Blue #D6E2EA	Text	Text	Text	Text		Text	Text	Text
	DNP 1.5	AAA 15.9	DNP 1.1	DNP 1.3		DNP 1	AA18	3.9
TLU Light Gold #F5D583	Text	Text	Text	Text	Text		Text	Text
	DNP 1.4	AAA 14.7	DNP 1.2	DNP 1.4	DNP 1		AA18	3.6
TLU Flame #CB3340	Text	Text	Text	Text	Text	Text		
	DNP 2.5	AA18 4	AA 4.5	AA 5.1	AA18 3.9	AA18 3.6		

Preferred Color Combinations





New Elements



[illegible]

The logo consists of the letters 'TLU' in a white, serif font. The letters are positioned on a yellow triangle that points downwards and to the right. Below this, the letters 'TLU' are repeated in the same white, serif font, but they are positioned on a black triangle that points downwards and to the right. The two triangles are offset from each other, with the black triangle being further to the right and slightly lower.

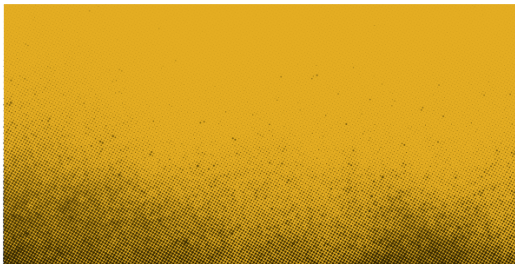
3D TLU



TLU Flame



Halftone Texture



TLU Pattern



Center for
Servant Leadership
TEXAS LUTHERAN UNIVERSITY



Texas Lutheran
University



Texas Lutheran
University



TEXAS LUTHERAN UNIVERSITY



Please contact TLU Marketing for help building Logos

Traditional Elements



Athletic Elements



Stay Fiery

Time to Shine

Stay GOLD!

**We all have
work to do.
Let's make it
good.**

Be Indomitable

Find Your Vision

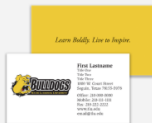
**GOOD IN
BRINGS
PROGRESS
OUT.**

Tell your true story.

Bring out your fire.

Business Cards

To Order Business Cards Email:
Your Academic Assistant (Faculty)
marcom@tlu.edu (Staff)



Athletics Business Card

[VIEW DETAILS](#)



Athletic Training Business C...

[VIEW DETAILS](#)



Faculty & Staff Business Card

[VIEW DETAILS](#)



Music Business Card

[VIEW DETAILS](#)



Nursing Business Card

[VIEW DETAILS](#)

Name Tags

To Order Nametags Email:

Your Academic Assistant (Faculty)

marcom@tlu.edu (Staff)

Susan Rinn

Marketing & Communications

TEXAS LUTHERAN UNIVERSITY



Email Signatures

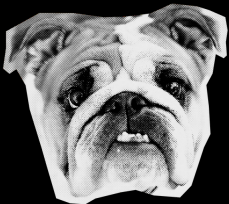


If you need assistance in
creating a new signature,
please reach out to
marcom@tlu.edu

Letterhead

For downloadable electronic letterhead,
please find both traditional and branded
versions on the Marketing and
Communications page on the TLU Portal.

https://my.tlu.edu/ICS/TLU_INFO/Marketing_and_Communications/



Thank you for adhering to the TLU Brand Guidelines!

