

# LC STATE<sup>TM</sup> WARRIORS

ATHLETICS **QUICK** BRANDING GUIDE

SUMMER 2025

A blue-tinted photograph of a baseball team celebrating on the field. Several players are visible, some wearing jerseys with 'LC STATE' and 'WARREN' on them. One player in the foreground has the number '42' on his back. They are in various poses of excitement, with some jumping and others running.

# *THE* **LC STATE** *BRAND*

*Our brand is much more than a logo.  
It's who we are and what we aspire to be.  
It speaks to our rich history and bright future.  
It's how we're viewed, remembered and recognized.*

*Our brand is bold, persistent, consistent and distinct.  
It has high expectations and growing self-esteem.  
Our brand is as strong as we are, collectively.  
There's only one LC State brand.  
Let's build it together.*

# COLOR PALETTE

## PRIMARY COLOR

### Warrior Blue (Navy)

Pantone (Merchandise): 2955C  
CMYK (Print): 100, 60, 10, 53  
RGB (Digital): 0, 56, 101  
Hex (Web): #003865

### Energy Blue

To add depth to your design, place a grayscale image on top of a Warrior Blue background and drop its opacity to 10-20%.

### Color Usage

Nothing is more recognizable than a brand's primary color. LC State's primary color is Warrior Blue. It should be used consistently and predominantly. How often should you use a color?

75% – Warrior Blue  
20% – Red, White, Gray  
5% – Custom (with approval only)



## SECONDARY COLORS

### Warrior Red

Pantone: 186C  
CMYK: 0, 100, 81, 4  
RGB: 204, 0, 0  
Hex: #CC0000

### White

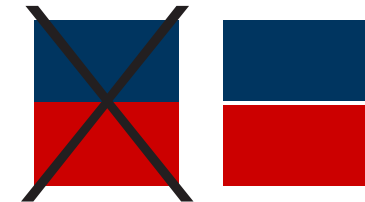
RGB: 255, 255, 255  
CMYK: 0, 0, 0, 0  
Hex: #FFFFFF

### Gray

Pantone: Cool Gray 4C  
CMYK: 12, 8, 9, 23  
RGB: 180, 180, 180  
Hex: #BBBCBC  
40% Black

### Color Clash

Warrior Blue and Warrior Red are two very strong colors that tend to clash when put side-by-side. Use white to separate them.



# PRIMARY MARK

**LC STATE**  
**WARRIORS**

The primary athletics mark should be the first choice for most LC State athletics designs.

The logo can be used in the variations shown here depending on the background color.

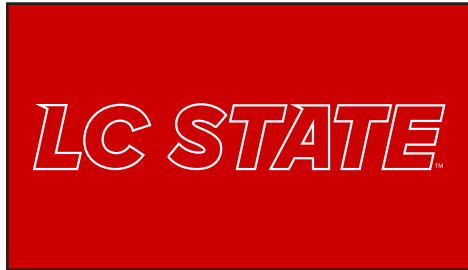
TWO-COLOR

ONE-COLOR



# SECONDARY: LC STATE

ONE-COLOR STROKE



ONE-COLOR SOLID



TWO-COLOR



## LC STATE

The “LC State” secondary mark is a great standalone option for apparel, merchandise, publications and more.

The logo can be used in the variations shown here depending on the background color.

# SECONDARY: WARRIORS

## WARRIORS

The “Warriors” secondary mark is a great standalone option for apparel, merchandise, and publications.

The logo can be used in the variations shown here depending on the background color.

ONE-COLOR STROKE



ONE-COLOR SOLID



TWO-COLOR



# SECONDARY: INTERLOCKING LC

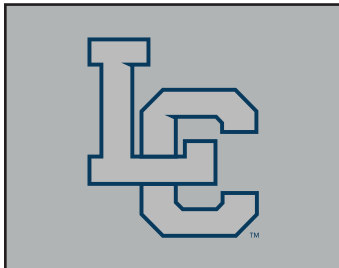
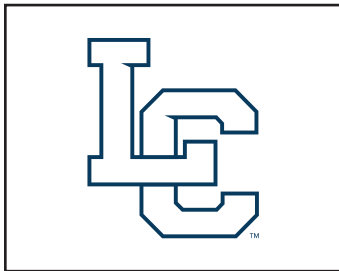
ONE-COLOR STROKE



ONE-COLOR SOLID



TWO-COLOR



The “Interlocking LC” secondary mark has decades of rich history. As such, it is an important and versatile part of the visual brand.

The logo can be used in the variations shown here depending on the background color.

# LOCKUPS: LC STATE

**LC STATE**  
**VOLLEYBALL**

Logo “Lockups” have been developed using the LC State mark to identify programs, events, offices, etc.

To request a lockup variation, contact the Communications & Marketing Office.

The lockups can be used in the variations shown here depending on the background color. The color of the stroke on top should always match the color of the wording on the bottom.

TWO-COLOR

ONE-COLOR

**LC STATE**  
**VOLLEYBALL**

**LC STATE**  
**VOLLEYBALL**

**LC STATE**  
**VOLLEYBALL**

**LC STATE**  
**VOLLEYBALL**

**LC STATE**  
**VOLLEYBALL**

**LC STATE**  
**VOLLEYBALL**

TWO-COLOR

**LC STATE**  
**VOLLEYBALL**

**LC STATE**  
**VOLLEYBALL**

**LC STATE**  
**VOLLEYBALL**



# LOCKUPS: INTERLOCKING LC

ONE-COLOR SOLID



ONE-COLOR STROKE



TWO-COLOR



TWO-COLOR



Interlocking LC “Lockups” can be utilized to identify programs, events, offices, etc.

To request a lockup variation, contact the Communications & Marketing Office.

The lockups can be used in the variations shown here depending on the background color.

# LICENSING

The LC State trademark licensing program, overseen by the Office of Communications & Marketing, exists to protect and promote institution trademarks in advancement of the school's brand and mission. LC State partners with CORE81, a division of CLC, to help in the administration of its program.

## **Becoming Licensed**

Any person or company that wishes to produce items bearing LC State's name, images, likeness, or logos, must be a licensed vendor through CORE81.

If you are interested in obtaining an LC State license you may access the CORE81 application at [login.CORE81.com](https://login.CORE81.com).

If you are already licensed in CORE81 with another institution, please submit a new request by going to License Management and Submit New Request → Select Request Type → New institution Request. Make sure to click box "select trademark".

For more information or questions about CORE81, please contact [licensing@CORE81.com](mailto:licensing@CORE81.com).

## **Look for the Label**

When you purchase an LC State product that bears the "Collegiate Licensed Product" label, hang tag, or hologram, you are supporting the institution.

The trademarks and logos that represent LC State are the property of LC State. Use of these trademarks without permission from LC State is illegal.

The "Collegiate Licensed Product" label, hang tag, or hologram signifies that LC State has granted the manufacturer the right to use its trademarks.