



School Logo & Brand Usage Guidelines

For Parents, Students, Alumni & Community Supporters

We love the pride and passion shown by our families, students, alumni, and youth programs. To protect and strengthen our brand, please follow the guidelines below when creating apparel, graphics, signage, or digital content. Please know all logos are property of Louisiana State University and the LSU Laboratory School. Logos that are posted online or social media may not be used to produce apparel or products without the school's administration approval.

1. Show Your Pride • The Right Way

We encourage everyone to proudly support the school through:

- Wearing school colors
- Using approved spirit phrases
- Supporting teams at games and events
- Strong brands are built through consistency. Protecting our logos ensures the integrity of our school identity for generations to come.

2. Official Logos Are Not Permitted for Public Use

Our official logos, wordmarks, mascots, and brand marks:

- ✗ May NOT be used on custom apparel
- ✗ May NOT be used on social media graphics
- ✗ May NOT be altered or recreated
- ✗ May NOT be placed on merchandise for sale
- ✗ May NOT be used by youth or feeder programs

These marks are reserved for official school use only.

3. Youth Sports & Spirit Teams

Youth and feeder programs may use the following names and must operate as independent organizations.:

- Bengals
- Cubs

- ✗ Cannot use official school fonts, marks, or mascot artwork
- ✗ Designs cannot replicate or closely resemble school branding
- ✗ No language may imply official affiliation with the school
- ✗ Cannot suggest official partnership or endorsement
- ✗ Cannot imply the team is directly affiliated with the school

Examples of what is NOT allowed:

- "Official Future [School Name] Cubs"
- Use of the official mascot artwork

Examples of what IS allowed:

- Cubs Soccer, Bengals Cheer

5. No Implied Affiliation

Materials may not include phrases such as:

- "Official"
- "Affiliated with"
- "Sponsored by"
- "Future [School Name]"

6. When in Doubt, Ask

If you are unsure whether a design or name use is permitted, please contact the school before printing or publishing. Protecting our brand protects our reputation. Thank you for supporting our school the right way — with pride, respect, and integrity.

Questions - universitylab@lsu.edu