Introduction
The Fighting Knights brand has been developed in conjunction with student athletes, students, coaches, faculty and the Lynn community to champion our champions and extend our winning legacy.

This guide provides the building blocks for communicating about the Lynn University Fighting Knights in a unified and consistent way. It includes the following core elements of our visual identity: logo and logo variations, championship icon, color and typography, uniform guidelines and apparel and merchandise treatments. Each element is designed to be distinctive and immediately recognizable as the Lynn Fighting Knights.

Purpose of this guide
Lynn’s communication strategy begins with consistent application of our visual identity. The Fighting Knights brand guide and Lynn University brand guide, which can be found at lynn.edu/brand, provides information to ensure accuracy and consistency in the execution of our athletics brand. All staff or vendors affiliated with Lynn University who use the athletics brand marks should follow these guidelines. Contact the Office of Marketing and Communication at +1 561-237-7779 if you have questions or feedback.
Brand attributes
Brand attributes represent the essence of the Lynn Fighting Knights. They identify our personality traits and provide the foundation for the visual identity of the Fighting Knights. When you encounter the brand, you’ll experience:

**Spirit**
Fighting Knights are proud to be part of the Lynn family. We are loyal, honorable and fun.

**Service**
Fighting Knights use their talents to build a better world. Lynn athletes strive to fulfill their potential, achieve success and leave their mark.

**Strength**
Fighting Knights play to win. Lynn athletes are champions both on and off the field. Brains and brawn are a formidable combination. Each element of the visual identity symbolizes our brand attributes and tells a story about the Fighting Knights.

Symbols
**The sword**
An emblem of victory in battle, the sword represents our national championships.

**The shield**
Carried by warriors who have defended life and cause throughout history, the shield is a symbol of service. Adorned with the marks of a knight’s battalion, it also represents team spirit.

**The helmet**
The Fighting Knights helmet symbolizes nobility and leadership. Facing forward, it greets opponents with confidence. Its blue-and-white face signifies physical and mental strength, intimidating with both brains and brawn.
**Color**

The Fighting Knights color palette is blue, white and gray.

**Blue**
signifies confidence and integrity

**White**
stands for good and represents humility

**Gray**
conveys maturity and intelligence

In all designs, white should be the predominant color in order to create a blank canvas to accentuate Lynn Blue in the logo and photography of Lynn athletes. When white is not practical (for high-traffic areas or apparel durability), light grays from the Lynn University color palette may be used.

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**Lynn Blue**
Pantone® 293  
CMYK 100.68.2.2  
RGB 0.61.165  
Web #003DA5

**Gray**
Pantone® Cool Gray 5  
CMYK 13.9.10.27  
RGB 177.179.179  
Web #B1B3B3

**White**
CMYK 0.0.0.0  
RGB 255.255.255  
Web #FFFFFF
Approved logos

The Fighting Knights logos and marks all share a combination of the following components:

- The official Lynn University Fighting Knights color palette
- The Lynn University Fighting Knights typography
- The official Lynn University Fighting Knights primary visual mark of the knight’s helmet

The Lynn University Fighting Knights logo should never be altered or changed in any way. The logo should never be typeset. Use only approved art downloaded from lynn.edu/brand or provided by the Office of Marketing and Communication.
Lynn Fighting Knights primary logo

The primary logo is for use only by Lynn University Athletics and the Office of Marketing and Communication. Other departments, staff, student organizations or outside parties may not use these logos unless authorized by the Office of Marketing and Communication. The primary logo is the main athletic mark for Lynn University, and it should be used whenever officially referencing the Lynn University Fighting Knights.
Primary logo against background colors

To ensure the most impactful presentation of the Fighting Knights identity, only these background variations are approved for use with the primary logo. No other graphic interpretation or application of colors is allowed unless authorized by the Office of Marketing and Communication.

Backgrounds include:
PMS 293 (Lynn Blue), white, light gray
Secondary logos

The secondary logo is for use only by Lynn University Athletics and the Office of Marketing and Communication. Other departments, staff, student organizations or outside parties may not use these logos unless authorized by the Office of Marketing and Communication. Note that the primary logo should be used whenever possible as the formal and first reference of the brand. Secondary logos should NOT be used in place of the primary logo on official documents (letterhead, business cards, websites, etc.). The secondary logo may be used on second reference or when the specific application requires it. For example, the secondary logos may be used in situations:

1. that are already well branded with the primary logo
2. where the primary logo will not fit due to space or shape constraints
3. where it is necessary to lead with the Lynn name instead of the team name

- Lynn University Fighting Knights style guide
Secondary logo against background colors

To ensure the most impactful presentation of the Fighting Knights identity, only these background variations are approved for the secondary logos. No other graphic interpretation or application of colors should be used unless authorized by the Office of Marketing and Communication.

Backgrounds include:
PMS 293 (Lynn Blue), white, dark gray, light gray

For all variations please see Uniform and merchandise assets document
Mask and shield logo

The mask and shield logo should never be used by itself. It is intended to be used in conjunction with other visual elements that clearly identify Lynn University. For example the mask and shield logo may be used on the front of a hat when the Fighting Knights secondary logo without the shield is on the back.
Lynn Fighting Knights champion sword

The champion sword is for use only by Lynn University Athletics and the Office of Marketing and Communication. Other departments, staff, student organizations or outside parties may not use this icon unless authorized by the Office of Marketing and Communication. The sword indicates the number of national championships for the university as a whole. Variations are also provided with the number of championships for each sport.
Lynn spirit logo

The Lynn spirit logo may be used by other departments, staff or student organizations, with prior approval from Marketing, to demonstrate team spirit on appropriate materials including promotional items.

1 2C: PMS 293, CG 5

6 2C: CG 5, White

11 1C: PMS 293

11 1C: PMS 293

16 1C: White
Logo usage rules
The logos used in this guide should be used as is. The variety of configurations and color options provided should accommodate all usage needs. The following guidelines should be followed in order to use the logos correctly.

**Logo should be left aligned in stationery as well as email and online.**

### Stationery
![Stationery example]

### Email
![Email example]

### Online
![Online example]
Do not alter
The logos should not be angled, outlined, shadowed, stylized or distorted in any way. Do not use parts of the logo to create other graphics.

Do not place on busy backgrounds
The logos should never be reproduced on backgrounds that distract, clash with or overpower the logo.

Do not place on color backgrounds other than those provided in this guide (white, blue and gray)
Do not print logos on background colors that compete with the logo or cause elements of the artwork to disappear. Logos should not be placed over images.
Do not place inside another shape
The logos should never be contained by another shape.

Do not recolor the logo
The logos should never be reproduced in colors that are not in the Fighting Knights color palette.
Logo size
The minimum size of the logos is 1.5” wide. All logos should include an exclusion zone of .25” on all sides. (The exclusion zone is the specific amount of empty space to be maintained around the logo.)
Logo usage examples

The following are best practices for executing the logo in various design projects.

Primary logo is left justified on printed materials.

Mask and shield logo may be used on its own only in cases where Lynn University is clearly identified. Usage in this case is acceptable because these signs are located on campus.
**Typography**

The Fighting Knight font slants forward, rushing headlong into battle. Its sense of motion represents our agility, speed and forward-thinking culture.

The Fighting Knight font (NHL Font, with shear angle -20) is used in the logo and may also be used in moderation on headlines and other assets that require minimal use of type. Do not use this font for large bodies of copy and never more than a headline or short phrase.

In the logo, the Fighting Knight font is used in conjunction with Adobe Garamond for the Lynn University name. Adobe Garamond should be used only for the Lynn University name in the logo.

The font for uniform numbers is Rockwell Extra bold. Everywhere else, the primary font should be Helvetica Neue Light in Cool Gray #9. Please refer to Lynn University typography guidelines at [http://brand.lynn.edu/identity/typography](http://brand.lynn.edu/identity/typography).
What to do:

- The Fighting Knight font can be used in moderation for a call out in a promo or a headline.
- The primary font should be Helvetica Neue in sentence case format.
- Spirit. Service. Strength. should only be executed in the Helvetica Neue font in order to not compete with the logo.

What not to do:

- Do not ghost logos or text in the background
- Do not use all capital letters
Brand name

Do not refer to Lynn University or Lynn University Athletics as LU. Only the following names are to be used when describing, referring to, listing or referencing the athletics teams:

Lynn University

Lynn University Fighting Knights

Fighting Knights (team name)

Fighting Knight (when referring to an individual athlete)

Lynn University Athletics (department name)
**Grammar and punctuation**

In written communication, Lynn University follows the Associated Press Stylebook and its accepted reference sources. We cover exceptions and Lynn-specific items in our custom stylebook, Lynn University Editorial Style Guide. You’ll find this guide on myLynn, or if you’re one of Lynn’s registered users of AP Stylebook online, you’ll find our guide in the “Custom Stylebook” section. Lynn’s AP Stylebook online site license permits a limited number of users. To subscribe or for more information, contact the editorial director, +1 561-237-7876.

**student athlete (noun), student-athlete (adjective)**

Examples:
- Read about the accomplishments of our student athletes.
- Commit to improving the student-athlete experience.

**blue and white**

- Uppercase when referring to the Fighting Knights.
  Example:
  - Come cheer for the Blue and White this Saturday.
- Uppercase and use the ampersand when referring to the group that supports Lynn University athletics: the Blue & White Club.
- Lowercase when referring generally to the colors, and hyphenate when used as a compound modifier.
  Examples:
  - Chloe wore blue and white to the basketball game.
  - Jared’s blue-and-white convertible is the most popular car on campus.
Video

The following requirements must be achieved by any university-produced video project.

**Bumpers and lower-third titles**

- A relevant introduction bumper must be used at the beginning of a piece, and the single end bumper must be applied at the end.
- These animate and fold down over the first shot. They have a transparent background and should be overlaid on the first and last video shots. Folding down a black screen before a shot begins is incorrect.
- Special music may not be added to the introduction or end bumpers. The main audio track should begin as the piece appears.
- A person’s name and title fades in on the square white background for a lower-thirds title, then fades out before the animated white square recedes. The person’s name is in Lynn Blue, and their title is in Lynn Gray.

These files can be downloaded at brand.lynn.edu
Video continued

Music
- Music must appeal to the university brand guidelines. Lynn University’s brand is mature, modern and sophisticated.
- Royalty-free music must be used. This means music that is clear to use on YouTube and will not activate advertisements or playback restrictions. Download royalty-free music here: audiojungle.com, freemusicarchive.org, Vimeo music store, YouTube music library, The Music Bed.
- Occasionally Marketing may purchase music. This is managed on a case-by-case basis.
- Music levels should not interfere with dialogue.

Character and graphic generation
The main title font is Helvetica Neue Light. Any graphical text should be Helvetica Neue Light in Lynn Blue (RGB 0.61, 0.165) on a white background. The printed graphic design guidelines found elsewhere in this document otherwise apply to graphics in videos.

Other tips and tricks
Do:
- Execute well-framed, nicely lit shots with clean audio. Subtle and natural color-grading is acceptable.
- Film in 24 FPS (23.976) if camera allows. If not, 30 FPS is acceptable.
- Make sure exposure, focus and white balance are correct. For more information, visit exposureguide.com/white-balance.htm

Don't:
- Stay on an interview subject for more than 6–7 seconds unless what the person is saying is incredibly interesting. Shoot artful b-roll to fill your pieces.
- Make up your own graphics. If your video requires graphics, they must fulfill the graphic design university brand guidelines. (Note: This may require support from the creative director.)
- Include a lot of shaky camera movements unless it is vital to the message.
- Backlight your subjects in front of a bright window or the sun. Make sure their faces are exposed properly.
Social media

All university social media platforms—including channels opened by employees, departments, services or students—are required to adhere to university brand guidelines. Doing so helps keep our brand consistent across all platforms, which reduces confusion among our social media consumers.

- No one other than authorized Lynn University employees may use the Lynn University or Fighting Knights logos on social media accounts.
- Lynn University social media pages should be appropriate for all ages. They cannot show bias. Avoid commenting or posting any content that serves an agenda that doesn’t uphold Lynn’s standards.
- Platforms must use the proper name
  - For your service or college: e.g.: Lynn University’s Burton D. Morgan School of Aeronautics or @LynnAeronautics
  - For your event or campaign: Department or service name, followed by title of the event and year

Photos, general

- Profile photos: Contact Marketing to receive yours. It will be the white background with the blue Lynn logo with the department listed underneath.
- Cover photos: Do not overlay text over a photo. Follow the university’s photography guidelines. If you want to include text in your cover photo, push it down or off to the side.
- Infographics: Informational graphics should be used sparingly.
- As a general rule, we do not encourage text in the image space.
- If text is required in the image space — to share information, to include a team logo or to denote a mark of excellence (i.e. NCAA Player of the Year) — we would decrease the image space by employing a white bar (in an attractive proportion to the total image space). The text in that white space should apply Headline and Subhead brand guidance.
What to do:

- Use photos in their original state
- Keep text on a clean white background

What not to do:

- Do not place text over photos
- Do not create graphic backgrounds or apply Photoshop filters to photography
- Do not silhouette people out of the original photo background
- Do not use drop shadows or outer glows
- Do not layer or montage photos
Hashtags

To ensure consistency and allow accurate tracking and measurement:

- Use the following Marketing-approved university-wide hashtags: #Lynning #Lynn4Life #LynnGrad #LynnFamily #LynnUniversity #LynnBound #LynnTravel #AroundLynn

- Athletics hashtag examples:

<table>
<thead>
<tr>
<th>Sport specific</th>
<th>Primary</th>
<th>Specialty</th>
</tr>
</thead>
<tbody>
<tr>
<td># LynnBaseball</td>
<td>#Lynning</td>
<td>#LynnTitles</td>
</tr>
<tr>
<td>#LynnSoftball</td>
<td>#LynnPride</td>
<td>#LynnChampionship</td>
</tr>
<tr>
<td>#LynnXC</td>
<td>#Lynntimidation</td>
<td>#GetYourRunOn</td>
</tr>
<tr>
<td>#LynnSwim</td>
<td>#AllWeDolsLynn</td>
<td></td>
</tr>
<tr>
<td>#LynnLax</td>
<td>#WePlayToWin</td>
<td></td>
</tr>
<tr>
<td>#LynnMTennis</td>
<td>#AllBlue</td>
<td></td>
</tr>
<tr>
<td>#LynnWTennis</td>
<td>#WeAreLynn</td>
<td></td>
</tr>
</tbody>
</table>

- Capitalize the first letter of each word in each hashtag. #LynnIsAwesome is easier to read than #lynnisawesome

- Use the following naming device for all events: #LynnEventNameYear or #EventNameYear (e.g. #LynnMCC14 #FoundersDay14)

- If your event or campaign hashtag does not include “Lynn” you must use your event hashtag and the #LynnUniversity hashtag. (e.g. #LynnUniversity #FoundersDay14)

- Engage Marketing to help generate campaign-specific hashtags (and to be sure no one else is using them!)

- For athletics-related hashtags, please contact the sports communication director

Fonts and colors

Whenever a platform allows it, users should follow the typography and color guidelines. Lynn Blue, Lynn Gray, and Lynn white are always the preferred colors.

Creating groups

Sometimes opening groups within existing Lynn University social media channels is more impactful than opening an entirely new channel. Please contact Marketing before pursuing such activities.

Marketing reserves the right to suspend, take over or terminate any user not adhering to brand guidelines or university policy. Should a page become inactive, Marketing will flag this to the page’s owner; upon continued misuse or lack of use, the page will be deleted.
Vendors

Creation, application or any use of the Lynn University Fighting Knights brand images must conform to approved standards as authorized by the Office of Marketing and Communication and the Director of Athletics. It is important that all Fighting Knights marks and colors are used properly on all merchandise and in a quality manner. College departments, staff and student organizations are required to use approved vendors to produce merchandise bearing the Fighting Knights marks. The use of approved vendors will ensure that the Fighting Knights’ name, colors and symbols are used correctly and on items of the highest quality. The Office of Marketing and Communication or the Director of Athletics can verify which vendors are licensed or approved.

All vendors who manufacture and sell items with the Fighting Knights marks are required to be licensed or approved by the Office of Marketing and Communication and the Director of Athletics.

Licensees or approved vendors must operate under specific guidelines including the following:

• The Office of Marketing and Communication must approve in writing all products and designs using the Fighting Knights marks.

• Lynn University does not permit the use of its name or the Fighting Knights name or graphics in any announcement, advertisement, publication or report in any way that implies university endorsement of any product or service without approval of the Office of Marketing and Communication.

For additional information regarding the use of Lynn University Fighting Knights marks, contact:

Lynn University Office of Marketing and Communication
3601 N. Military Trail, Boca Raton, FL 33431
Phone: +1 561-237-7779
Email: marketing@lynn.edu
Uniform and merchandise

When using logos on apparel, uniforms and merchandise, please refer to the ‘Uniform and Merchandise Assets’ document for more details on the various Fighting Knights logos as well as executing specific logos on specific backgrounds. There should always be sufficient contrast between imprint and fabric color. You can download this document at brand.lynn.edu

When embroidering the logo use Robinson Anton Royal Blue Thread # 5736 and Skylight Gray Thread #5782

Examples: