

# **EXHIBIT 3**

## LA Tech Athletics



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RUSTON -- With the constantly improving and ever-changing atmosphere in Louisiana Tech University's Athletics Department, new logos almost seem like an afterthought.

Now, thanks in part to the Tech administration and a design from Rickabaugh Graphics, Louisiana Tech athletics has adopted a new look to enhance its customer appeal.

"Developing consistent wordmarks for athletics has been embraced by everyone on campus," Tech athletics director [Derek Dooley](#) said. "It will allow our department to preserve and update some of our great traditions while also showing an institutional commitment to change."

Included in the redesign is the "State-T," which is Louisiana Tech's signature mark that is recognized all across the country. The logo is a refined with less detail to allow for more consistency in reproduction.

Also included is a new bulldog, the mascot for the men's athletic teams. The dog is unique to Tech and represents the class, discipline and competitive strength that embodies all of its teams and student-athletes.

Finally, Louisiana Tech has designed its unique "LATECH Font." The font is an updated script based on the classic "T."

"This is not a chosen font," Tech associate athletic director for external affairs [Eric Buskirk](#) said. "This font is hand drawn. Every letter is unique. We made modifications to each letter to fit the exact way we want it."

All of the designs were originated at Rickabaugh Graphics, a design company in Gahanna, Ohio.

"They are the re-branding and graphic design company for nearly all of college athletics," Buskirk said. "They did a magnificent job of moving away from the trendy, cookie-cutter graphics and creating something unique to Tech that will stand the test of time."

The Louisiana Tech bookstore will have the first line of clothing and miscellaneous items with the new brandings available in mid-July for purchase.

These new logos are for the marketing of and merchandising for Tech Athletics. The traditional marks will still be used for the marketing and branding of Tech as an institution and its academics.

All outlets that use the Louisiana Tech athletic logos for reproduction should contact the Tech Department of Marketing and Public Relations at 257-4854 to be sent the new logos. All old logos should then be deleted and removed from use.

The new logos can be viewed on the internet [here](#).

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