



## **VISUAL IDENTITY PROGRAM**

**THE OFFICIAL GUIDE TO LSU'S GRAPHIC IDENTITY STANDARDS**

**JANUARY 2009**

**[WWW.LSU.EDU/PA/IDENTITY](http://WWW.LSU.EDU/PA/IDENTITY)**

### **A PROMISE MADE**

A brand is more than a look or a logo—it's a collection of words, images, ideas, and emotions that comes immediately to mind when someone thinks about your institution. In short, your brand is the promise you make to stakeholders (and prospective stakeholders) that expresses your school's core values. A promise that, if applied effectively, can help increase enrollment, boost giving, create awareness, and deliver relevance to the people who matter most to your school.—STAMATS

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#### **A WORD ABOUT BRANDING**

In the increasingly complex world of issues facing higher education, differentiating our brand from other institutions is critical to LSU's success. The competition for students, faculty, staff, research dollars, governmental funding, and private donations is intense. Shifting demographics, advancements in technology and research, and the effects of globalization will only magnify this competition.

It has never been more imperative for LSU to stand out in the noisy marketplace. If we are to succeed in advancing the National Flagship Agenda, then LSU must manage a strong and cohesive branding effort that will raise the University's visibility among multiple audiences.

A brand is the single idea owned in the minds of our target markets. It is the culmination of our audience's experiences with every point of contact with LSU. Managing a strong brand is everyone's job, whether it's focusing on the critical mission of research and teaching, supplying support services, or preserving the physical beauty of LSU's landscape or facilities. Everyone is a brand manager.

Protecting and preserving the integrity of LSU's brand identity is one of the most important things we can do as an organization.

## OUR BRAND ARCHITECTURE

It has taken nearly 150 years to build the LSU megabrand, a brand that has grown to compete with other national megabrands including the University of Michigan, the University of Texas, and the University of Florida. Building strong brand equity takes a great deal of time, money, and resources.

Like other large research universities, LSU is a collection of decentralized organizations (colleges, schools, centers) each with its own mission and vision. Because of this organizational dynamic, the LSU megabrand has the potential to become diluted if individual units create separate identities and logos.

Rather than presenting a fragmented view of the institution, a more unified and integrated brand approach will allow LSU to be presented as one cohesive organization pursuing national prominence.

Individual units can still make their own offerings meaningful by leveraging the power of the LSU megabrand and building on it with unit specifics. By using the LSU brand, your individual communications can more deeply connect to a more specific target need. You do not have to expend the necessary resources or time to effectively build a unique, national brand. It's already done for you.

## THE LSU VISUAL IDENTITY PROGRAM

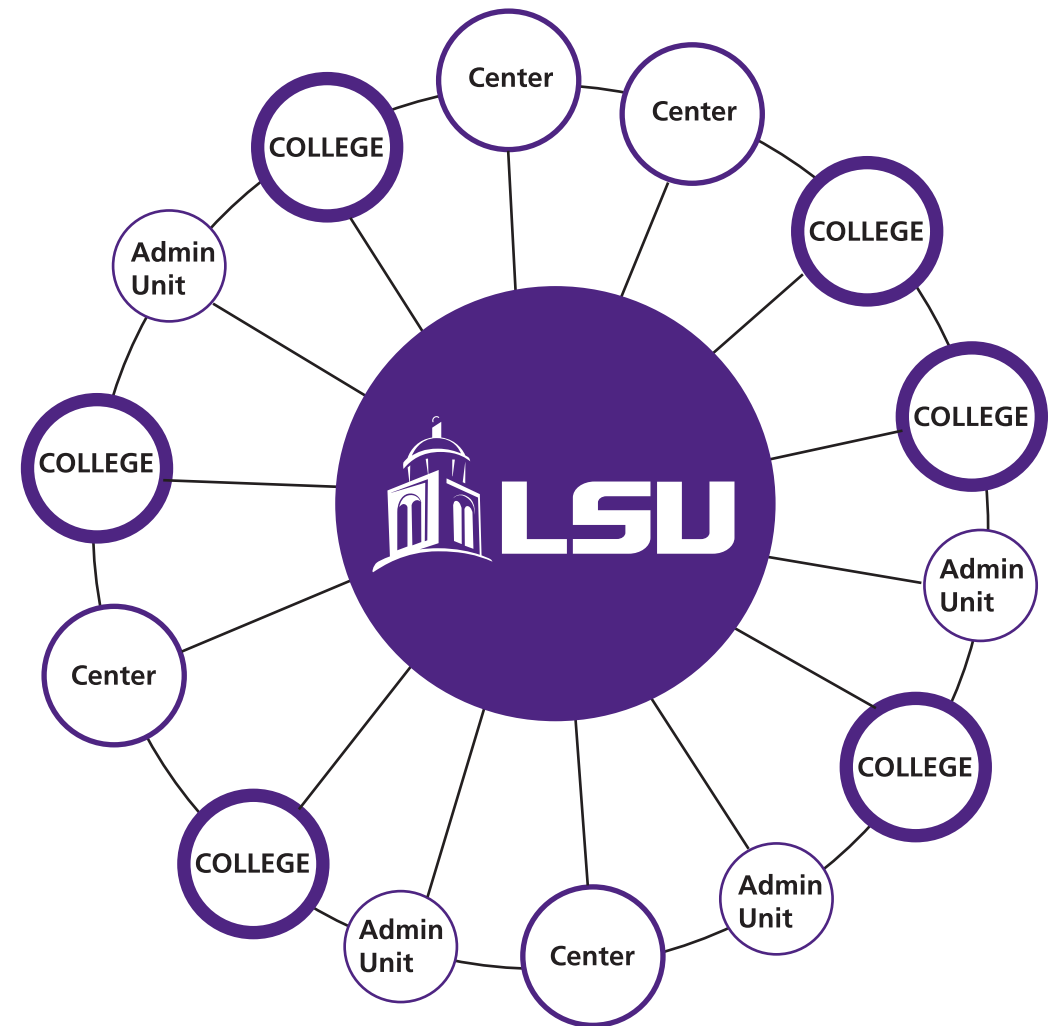
LSU's visual identity program is a small, but important, part of the overall brand strategy for LSU.

Having a cohesive and integrated visual identity system allows the University to be visually referenced as a single, powerful, and easily recognizable brand.

The visual identity program is not designed to be restrictive. In fact, the system was created to be flexible, easy to use, and accommodating for schools and colleges who wish to simultaneously market their own individual attributes.

The University reserves the right to create artwork that uses the LSU logo in a manner that may be inconsistent with some standards. This exception will only be granted to University-wide programs or events of exceptional historical significance.

The initial program has undergone several revisions based on campus feedback and suggestions. Campus input and collaboration are critical to making the program work. Communications & University Relations is here to help answer questions and/or provide guidance in how LSU's branding efforts can strengthen your own. Please feel free to call 225-578-8654.



## PS-10 INTERNAL & EXTERNAL COMMUNICATIONS, ADVERTISING & VISUAL IDENTITY

### I. PURPOSE

This policy exists to preserve, protect, and enhance LSU's brand image and visual identity by presenting the University in a clear, unified, consistent, and memorable manner. Its purpose is to establish the lines of responsibility for the University's public relations and marketing communication efforts.

The policy governs 1) the design and content of messages, 2) the process of approval for all communication materials including, but not limited to, electronic, video, printed media relations, and environmental graphic material, and 3) production of "reputation-defining" University communications.

The policy regarding internal and external communication, advertising, and visual identity applies to all areas of the University.

### II. STRATEGIC DIRECTION

Effective communication is central to the success of any enterprise, and LSU is no exception. Communications & University Relations is charged with building positive support for LSU by creating and communicating the University's key messages, and by preserving and advancing the image of LSU as a national flagship institution.

### III. BACKGROUND

The decentralized structure of the University creates many administrative units with communication needs. Uncoordinated efforts can lead to confusing, inconsistent, and conflicting messages being presented to the public and internal audiences within LSU. If the University is to achieve its goals, it is essential that the University communicate consistent messages; therefore, it is in the University's best interests to coordinate communication activities through one central office, Communications & University Relations.

Communications & University Relations engages primarily in the production of strategic campaigns and materials that support the University's most significant objectives, as defined in the University's Strategic Plan. To ensure that all University materials intended for external distribution accurately reflect the goals, image, and policies of LSU, it is essential that uniform practices be followed in planning, editing, designing, and producing marketing communication materials.

### IV. POLICY

All strategic communication activities at Louisiana State University will be coordinated through and approved by Communications & University Relations. These reputation-defining<sup>1</sup> materials include, but are not restricted to the following:

- Recruitment materials targeted to prospective students and faculty, including LSU and/or department listings in professional/discipline-specific directories (print and electronic/Web).
- Advertisements for statutorily authorized purposes pursuant to R.S. 43:111, regardless of media type (print, broadcast, posters, outdoor billboard, Web, etc.).
- Fundraising events and materials.
- Promotional materials.
- Direct mail materials.
- Electronic media productions for the purpose of recruiting, fundraising, or promoting LSU or any of its departments, units, programs, or people (video, CDs, DVDs, etc.).
- Online publishing via the World Wide Web.
- Press releases.
- Photography.
- Business Systems (letterhead, envelopes, business cards, mailing labels, fax cover sheets, etc.)
- Annual reports, newsletters, magazines, and similar publications.
- Environmental graphics and banners.
- Use of University logos and symbols.
- Uniforms and apparel.

**Exemptions from PS-10:** The following items or units are exempt from PS-10 and Communications & University Relations approval and release authorization. However, any expenditure of funds to place or advertise any such materials with external media remain subject to purchasing rules and regulations and require prior approval from the Office of Purchasing.

- Books published by the LSU Press, as well as press releases, advertisements to promote book sales, and other information issued by the LSU Press regarding its publications.
- Scholarly publications by members of the faculty and staff.
- Official publications produced and released by the Office of Student Media.
- Publications produced and released by students for student organizations or as learning experiences.
- Publications and other materials produced by *The Southern Review*.
- Press releases and publications produced by LSU Sports Information.  
(Note: This exemption does not apply to the University's overall visual identity policies, to which Athletics must adhere.)

### V. REQUIREMENTS

All reputation-defining material must strictly adhere to the guidelines of the LSU Visual Identity Program ([www.lsu.edu/palidentity](http://www.lsu.edu/palidentity)) and, for the Internet, the University's Web Policies and Standards ([www.lsu.edu/pa/web](http://www.lsu.edu/pa/web)) as set forth by Communications & University Relations. All materials must be approved by Communications & University Relations to ensure that they reflect favorably upon the University and adhere to visual identity standards.

### VI. MEDIA RELATIONS

To provide accurate and timely information to the mass media, it is essential that LSU maintain a centralized news effort so there is an organized flow of information consistent in style, quality, and content. Therefore, the planning, research, writing, and distribution of reputation-defining news stories, statements, public service announcements, feature articles, and other informational materials (including photographs) released to the media must be coordinated by Communications & University Relations Media Relations staff. Faculty and staff who want a news release written and distributed to the media should contact Media Relations and provide full details to enable Media Relations editors to develop the release and handle distribution. This contact should be made as soon as possible prior to any news event or announcement to ensure that the release can be prepared and disseminated to the news media in a timely manner.

This policy is not intended to restrict faculty and staff from expressing opinions or providing information to media representatives regarding their research and/or areas of expertise. It does apply, however, to questions of University policy or incidents that should be referred to an appropriate LSU administrator or spokesperson.

Faculty and staff are encouraged to notify and collaborate with Media Relations editors when asked to respond to media queries, since positive media exposure is a critical component of the University's strategic plan. Timeliness of the response is also important because most reporters have pressing deadlines.

If a reporter contacts a University employee directly, the faculty or staff member may wish to request to call the reporter back, and then contact Media Relations for advice and counsel before consenting to interviews, particularly on sensitive questions. Employees should always state that views given are their personal opinions and not necessarily those of their colleagues or the University. In an emergency situation, either the chancellor or vice chancellor for Communications and University Relations will serve as the University's spokesperson. However, in some cases, it may

be appropriate to also appoint an additional spokesperson with specialized knowledge of the issue at hand. In those instances, Media Relations will refer the media calls to that specific spokesperson. (Media Relations will remain engaged in the process and, when appropriate, will assist the spokesperson in responding to the media query.)

## VII. PHOTOGRAPHY AND ELECTRONIC MEDIA

The photographic and electronic media services provided by Communications & University Relations support the mission of LSU and are used for visual and informational purposes. Photography by Communications & University Relations photographers is done to obtain high-quality photographs that will be used in reputation-defining communications for the University, e.g., for *LSU Today*, brochures, newsletters, Web sites, electronic media, advertising, or to support the efforts of Media Relations. Similarly, electronic media productions are intended for use in coordinated strategic marketing campaigns or as important collateral devices to support those campaigns. Photographs released by the University to the mass media must be for illustration of LSU-related news or feature stories. Any other use (including but not limited to use on a poster, sports event schedule or calendars, products for sale or free distribution, or on materials in association with an advertising specialty or promotional product with or without the sale of advertisements) is expressly prohibited without written authorization from the vice chancellor for Finance & Administrative Services. Please refer to [www.fas.lsu.edu/fas/forms/](http://www.fas.lsu.edu/fas/forms/) for authorization forms related to filming or videotaping on campus and use of LSU images. The rights of all photographs, video programs, and promotional spots produced by Communications & University Relations (or by contracted vendors) are held by LSU. The unauthorized sale of any such material is prohibited. This policy applies to all photographs; news; public service; recruiting; and promotional radio, Internet, and television programs originated by any LSU unit for internal or external use.

<sup>1</sup> *Reputation-defining work reflects, supports, or promotes the comprehensive mission and vision of LSU regardless of media type. These projects typically include key messages targeted to a wide audience. Any questions about what constitutes reputation-defining communications should be directed to Communications & University Relations.*

## ABOUT THE LSU OFFICE OF COMMUNICATIONS & UNIVERSITY RELATIONS

The **vision** of Communications & University Relations is to provide results-oriented, comprehensive strategic direction and brand-centered integrated communications support for LSU as the University seeks to differentiate and reposition itself as a leading, nationally competitive research institution.

The **mission** of Communications & University Relations is to build informed support of LSU by creating and communicating the University's key messages to targeted audiences, while advancing the image of LSU.

Communications and University Relations directs the communications strategy for the University; manages all marketing and advertising efforts; handles media relations between the University and its internal/external audiences; provides creative services to members of the University community; and conceives and produces radio, TV, photography, and film for promotional use.

### Communications

The Communications staff research and write text for electronic and print publications. Our staff strives to provide clear, accurate, and consistent messages on behalf of the University and its individual units. Pieces range from small-scale items, including invitations and posters, to comprehensive campaigns, such as student recruiting and fund-raising efforts. Following the principles of the LSU Style Guide and the *Chicago Manual of Style*, we employ stringent editing procedures to ensure that copy meets the highest standards. We are available to write major speeches, provide talking points, and assist with select presentations.

### Marketing

The Marketing staff manages, protects, and promotes the University's brand to advance the image of LSU. This unit provides integrated marketing planning and services to both the University and individual units. We use data to develop an understanding of the needs, attitudes, and desires of those who directly influence the success of LSU. We understand how campus units fit into the big picture and can help that unit leverage and harness the power of a near 150-year-old institutional brand. In addition, we can assist the campus community with their advertising needs.

### Media Relations

The Media Relations staff publicizes the University by pitching news and feature stories to the press, providing the media with scientists and researchers who can provide expert opinions, and disseminating information to media representatives for their respective assignments. The department's goal is to work with media in promoting LSU and informing the University's local, state, and national publics about research, teaching, programs, and events taking place on campus.

### Creative Services

The Creative Services area of Communications & University Relations specializes in producing high-quality marketing, promotional, recruitment, fund-raising, and informational communications for LSU. Comprised of graphic design and multimedia professionals, the staff coordinates their talents to provide full services for planning, developing, and producing a wide range of communications—brochures, Web sites, computer-based presentations, and the like. Print and electronic projects produced by Creative Services preserve the integrity of LSU's brand and convey the character of individual departments while maintaining a connection to the larger LSU identity.

### Radio, TV, Photography, and Film

Radio, TV, Photography, and Film is responsible for producing audio and visual messages on behalf of LSU. Our talented team of photographers, videographers, filmmakers, and script writers use video and photography to support the creative and informative functions within Communications & University Relations. Projects include broadcast TV and radio, print and news photography, DVD production, and photography and streaming video for LSU's Web site.