Division of Strategic Communications

Answers to Your Questions about LSU Visual Identity and More!

6/12/18 Business Managers’ Meeting
About the New Brand Assets

- Fonts (font licenses)
- Filters
- Textures (canvas, tiger stripe)
- Brush strokes, squiggles
- Expanded color palette (purple & gold)
- Photographic style
- Icon library
Several Easy Ways You Can Help Us

- Sunset old logos
- Send appropriate materials to approvals for review
- Educate coworkers about template resources
- Upload StratComm approvals with requisitions & in Workday expense reports
- Call us anytime with questions
Non-Compliant logos: Do not use!
Send Appropriate Materials to us for Review

- approvals@lsu.edu: PRIOR APPROVAL, PLEASE!
- 72 hours (3 business days)
- Writer/designer
- Reputation-defining
- Brochure designs; direct mail (postcards); newsletter designs; banner designs; advertisements (print/digital); radio scripts; videos; social media icons; backdrops; fleet signage; branding for uniforms
- Source of funds does not matter
- Expiration date
- PowerPoint, flier, ad, academic poster templates
- Tablecloth/runner standards
  - Official LSU events
  - Purchase & rental
- Banner stand standards; large and small
- Generic, LSU backdrops
  - Step and repeat; multi-dimensional; A-frame
- New name badge standard
- Accolade slides
- Unit signatures
- Email signature generator
- Photo database
Tabletop Banners
Floor Banner
Official Name Badge Design

Name Goes Here
Department Goes Here

Name Goes Here

Jason Droddy
Division of Strategic Communications

Jason Droddy
More Than A College Campus

LSU
Signatures

Everyone Gets a VERTICAL SIGNATURE

- All LSU Units can use the LSU logo on its own
- All LSU Units have at least a vertical signature available to them
- Units must include the LSU logo, but may choose whether to use the main logo, their parent’s logo, or their own logo.
- Programs do not get signatures and must use their parent logo
• REQUIRED: Return Address

• You must use your parent for return address

• Typeset unit names underneath

• Include “Louisiana State University”
Other Important Items

• Working with outside design firms
  • University contracts
  • Other firms-scope of work

• StratComm website revisions

• Signage & wayfinding

• Prospective students

• Pocket folders

• News & Notes

• Campus Communicators
Send items to StratComm and Trademark Licensing BEFORE production for feedback/approval

Call us anytime with questions

Remember to include your approval with your requisition or expense report
Call us anytime with questions!
578-3872
Thank you!