WE ARE NO LONGER THE LOGO POLICE!

- Approvals@lsu.edu
  - Send advertising and printed collateral for our records only.
  - Approvals are no longer required for procurement purposes.
- PS-10 governs LSU Communications, Marketing, and Brand Identity.
  - Communications & University Relations oversees the updates and implementation of PS-10.
  - Currently with Academic Affairs to begin the process of university review and will soon be updated.
ARE APPROVALS REQUIRED?

• **Video:** Yes
  • The video team wants to support your initial efforts and get you started on the right foot. Once you have a solid understanding of best practices in branding video content for LSU, their review is no longer required.
  • They are always happy when people share videos for awareness and possible cross-promotion.

• **Contact:** Elizabeth Perez [eshaw3@lsu.edu](mailto:eshaw3@lsu.edu)
ARE APPROVALS REQUIRED?

• **Social Media**: No
  • Approvals for paid social media advertising is no longer required.
  • The social media team is always available for consultation and advising on best practices across the various platforms.

• **Contact**: Jake Terry jterry9@lsu.edu
ARE APPROVALS REQUIRED?

• **Websites:** No, but…
  • Always think about accessibility when developing content for publishing on lsu.edu.
  • If you outsource web development projects, the ITS Portfolio Management Office (PMO) is a required step in procurement, and they will loop in our web team for review of the project when necessary.

• **Contact:** Lori Martin lkemp1@lsu.edu
ARE APPROVALS REQUIRED?

• **Paid or In-Kind Advertising**: No, but…
  - Our marketing team would like to know about advertising buys or in-kind placements however, approval is not required.
  - Please send information on the advertising placement and cost along with the artwork to Michelle Spielman and cc approvals@lsu.edu for our records.

• Contact: Michelle Spielman mspielm@lsu.edu
ARE APPROVALS REQUIRED?

• **Design**: No, but…
  • Approval is no longer required for print collateral or spending state funds.
  • Departments and campus communicators are responsible for following the LSU Brand Guide.
  • Please send printed brochures and marketing collateral to approvals@lsu.edu for our records.

• Contact: Jewel Hampton jewel@lsu.edu
ADDITIONAL RESOURCES

• Copywriting: Tamara Mizell tmizell@lsu.edu

• Content Development: Rachel Holland rachelsp@lsu.edu

• Photography: Eddy Perez eperez2@lsu.edu

• Media Relations: Ernie Ballard eballa1@lsu.edu

• Community University Partnerships: Brandon Smith bsmitt31@lsu.edu
THANK YOU!