



UNIVERSITY BRAND STYLE GUIDE

VERSION 3.2

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THIS IS A LIVING DOCUMENT

Elements outlined within are subject to change.

IT'S TIME TO GET FIERCE FOR THE FUTURE

The LSU brand is more than a logo and school colors. It's what students, faculty, alumni, peers, and outside onlookers think, feel, and respond to when they encounter anything and everything LSU. This document outlines the system that was created based on a strategic communications platform and includes direction for elements specific to LSU's Fierce for the Future brand campaign. It is an extension of the LSU Brand Guide.

Adherence to these guidelines is mandatory to remain consistent in our communications.

To ensure proper usage of branding elements, we have developed this document of guidelines and a toolkit that consists of several source files.

To obtain the toolkit, please contact:

Division of Strategic Communications
approvals@lsu.edu
225-578-3874

*Disclaimer // Some of the photos in this guide are part of conceptual work and are not photographs shot by LSU.



BRAND CAMPAIGN PLATFORM

SECTION 01

POSITIONING

The brand campaign positioning is intended to leverage a core human value that represents the intersection between LSU's brand essence and those things that resonate on a personal level with our audience. It is meant to be meaningful, compelling, unique, and, ultimately, inspiring.

Identifying our core shared value begins with exploring our brand framework. Simply put: **what** we do, **how** we do it, and **why** we do it. Our **why**—that element that makes our what and how more meaningful—is our core value.

Our What: LSU is a preeminent university that drives solutions to global issues in Louisiana, impacting the world.

Our How: LSU possesses a deep commitment to positive transformation of opportunity, resources, and well-being for all.

Our Why: LSU exemplifies a spirit of unbreakable passion, ambition, and community that leads the change the world needs.

Though the LSU brand and our audience share many values born out of our competitive drive, our relentlessly joyful optimism, and our deep connection with our state and its people, the one value they all feed into is **spirit**. Spirit embodies our fierce determination, unwavering passion, and strong character.



PURPOSE

Developed to align with LSU's strategic plan challenges (lsu.edu/strategicplan), the brand campaign platform is intended to promote LSU's reputation as a leader and encourage enrollment of quality students, attraction of gifted faculty, and engagement with the community.

LSU is fiercely dedicated to bettering life for all citizens in Louisiana and the world.

THEME

A creative expression of the brand campaign platform, the brand campaign theme is a phrase that concisely captures the spirit of innovation and progress that defines LSU and makes it one of the nation's most revered educational brands. It is a statement that describes LSU as a whole and its persistent, passionate, fierce pursuit of achieving ambitious goals, which will result in a better world for all. Though just four words long, the theme should inspire and inform the creation of all campaign elements.

Fierce for the Future

When referred to in the context of the capital campaign, use the Fierce for the Future Advancement Campaign. When used as a stand-alone statement in body copy or as a primary headline, use Fierce for the Future.

ANTHEM

Our brand campaign anthem expresses our inspiration for tomorrow. It captures the LSU spirit and sets the stage for all the great things yet to come. Familiarity with it will help you craft campaign elements that resonate with our audience.

The world. It's a big place with big questions to answer and big secrets to unlock. That's where LSU comes in. We have a vision for tomorrow, one that shows what fierce can do.

Out of love for our neighbors and pride in our state, we will give all we have, because ours is a spirit without equal. Decode the DNA of LSU and you'll find a relentless drive that pushes us ever forward. Unyielding. Unstoppable.

Here in Louisiana and in the farthest reaches of the globe, we will not hesitate to answer the call. Conquering threats. Creating solutions. Making our big world a much better world.

Louisiana State University. Fierce minds. Fierce hearts. Fierce for the Future.



COPYWRITING

SECTION 02

UPDATED JANUARY 2021

BRAND VOICE

LSU's brand is about passion and perseverance. The brand voice echoes these sentiments. Language is spirited and aspirational, and comes together in a way that celebrates life and learning.

The copy should follow the brand tone: spirited and dedicated. The copy itself should invite the reader to learn more about LSU and discover the myriad opportunities and experiences only the university can offer.

HEADLINES

Headlines need to be intriguing, attention-grabbing, bold, interesting, and inviting. There are two distinct types of headlines: primary and secondary.

Primary headlines are to be used for high-profile elements and executions such as covers and divider pages in publications, website landing pages, and social media profiles, as well as print, out-of-home, and digital display ads. All primary headlines should begin with the word “fierce” and answer one of two questions: “What is LSU fierce for?” or “What does LSU do fiercely?”

Secondary headlines are to be used in places such as sections within brochures, trifold, reports, and web pages. They should not use the word “fierce” but should strive to convey the energy and urgency “fierce” implies. Try to make them single-minded and confident so even if someone reads nothing else on the page, they will come away with an important message.

Whether writing primary or secondary headlines, remember: be bold, be disruptive, and always, always be positive.

Sample primary headlines:

Fierce for the Future.

Fierce leads the charge.

Fierce inspires the next generation.

Fierce is what we are.

Sample secondary headlines:

The stakes are too great for cautious ideas.

Progress doesn't happen by accident.

No one outworks us. No one outdreams us.

BODY COPY

When writing body copy, keep in mind your audience and the marketing message you are ultimately attempting to communicate. Your writing style should be appropriate to that audience so it resonates and rings true. Remember your goal is not to put words on a page but rather to carry on a conversation.

Be clear and concise. Use enough words to engage and communicate your message without overexplaining. Most importantly, be assertive. Choose “do” and “will” over “can” and “might.” Fierce for the Future is about being bold and confident. Your goal is to generate enthusiasm, inspire, and ignite pride.

INCLUSIVE COMMUNICATIONS

One key thing to know when creating messages about sensitive subject matter is that it is important to be mindful of the language you are using, but that no message can ever be created so perfectly that no one is able to find some issue with it. If someone does object to a well-intentioned post, always begin by listening carefully to the issue raised as well as the worldview that it represents. The person speaking out may have good insight or may be feeling pain from a personal experience and simply needs the opportunity to be heard, but substantive and thoughtful revision may also be required.

Below are a few helpful tips that may help your communications team with drafting more inclusive messaging.

American Psychological Association (APA) Inclusive and Bias Free Language

Writing inclusively and without bias is the new standard, and APA’s new publication manual (7th edition) contains a separate chapter on this topic. The guidelines provided by APA help authors reduce bias around topics such as gender, age, disability, racial and ethnic identity, and sexual orientation, as well as being sensitive to labels and describing individuals at the appropriate level of specificity.

Some examples include:

- The singular “they” or “their” is accepted and endorsed as a gender-neutral pronoun.
 - Not Advised: A researcher’s career depends on how often he or she is cited.
 - Preferred: A researcher’s career depends on how often they are cited.
- Instead of using adjectives as nouns to label groups of people, descriptive phrases are preferred.
 - Not Advised: The poor
 - Preferred: People living in poverty
 - Not Advised: Blacks
 - Preferred: Black individuals, Black people, Black communities

- Instead of broad categories, you should use exact age ranges that are more relevant and specific.
 - Not Advised: People over 65 years old
 - Preferred: People in the age range of 65 to 75 years old

Members of Underrepresented Communities

When speaking of members of the university community, avoid using the term “minority”; this term can be received as micro-aggressive. One better phrase to describe someone might be “a person from an underrepresented community.” For example, “In seeking to diversify our faculty, we aim to increase the number of professors and instructors from underrepresented communities.”

Race and Ethnicity

When discussing race, the first letter should always be capitalized: for example, the “b” in Black.

Whenever possible, and when the person you are writing about is comfortable with doing so, use the most specific terms possible to describe an individual’s account of their ethnicity and use the term that individual has chosen to self-identify (for example Mexican American, or Brazilian American, or Uruguayan) to avoid flattening the distinct experiences of different communities.

The terms Hispanic, Latino/a/@/x, and Chicano/a/@/x are non-interchangeable, and care should be taken to ensure they are used appropriately.

The terms “Asian” and “Asian American” are very broad; Asia comprises numerous countries and is home to more than half the global population. Again, use more specific terms when possible to describe an individual’s account of their ethnicity: for example, refer to your subject as Pakistani American or as Japanese American, or Kazakhstani.

The terms “Native American” and “American Indian” are generally interchangeable, though “Native American” is preferred in federal communications. These terms, however, should only be used to describe two or more persons from different tribal affiliations; when writing about an individual or a specific tribe, use their preferred tribal affiliation.

When writing about a group of people under circumstances that make it important and relevant to describe the group members, while also making it impossible to ask each member how they self-identify, defer to the language used by representatives of the group to refer to the group members collectively, or the language used to refer to the members collectively in public-facing materials or media, or the relevant institutional or organizational aegis that has brought this gathering together (for example, “members and supporters of the Black Women’s Empowerment Initiative” or “leadership representatives from Asian American Ambassadors at LSU, Latinx at LSU, and the Native American Student Organization at LSU”). Depending on context, and if it is possible to solicit self-identifying language from some but not all participants, it might be appropriate to refer to the group

as including members who self-identify as "x, y, and z," so as to indicate that not every member of the group might identify in the same ways.

The Diversity Style Guide includes more than 700 terms related to race/ethnicity, disability, immigration, sexuality and gender identity, drugs and alcohol, and geography. It offers definitions of each term, with the understanding that the usage of these terms continues to evolve, and that one should always defer to how an individual self-identifies.

LGBTQ+

The language for describing the lives, identities, and experiences of members of the LGBTQ+ community continues to evolve, and regularly updated resources like the [LSU LGBTQ+ Project's terminology page](#) are helpful for understanding the nuances of specific terms. Here are a few guidelines for general usage, offered with the understanding that language is as alive as the people who use it to claim their true and authentic selves.

When writing about LGBTQ+ individuals, ask these individuals ahead of time how they would like to be identified within the text, what pronouns they use, and what courtesy title (if applicable) they prefer.

Persons with Disabilities

When writing about people with disabilities, use “people first” language, unless someone specifically prefers to self-identify with “identity-first” language: that is, write “a person with a disability,” instead of “a disabled person.” The “people first” convention is preferred in the U.S. and is the style prescribed by the APA and used by federal legislation including the Americans with Disabilities Act of 1990. Even though this is the preferred default in American contexts, there are members of the disabilities community (especially within the deaf community and among those with autism) who prefer “identity-first” language, and that preference should be respected. In text, with a phrase like, “[name], who identifies as a disabled person,” or, often, “[name], who identifies as autistic.”

Religion and Faith

When it is relevant and important to mention someone’s religious affiliation, defer to the way the individual self-identifies. In general, though, ensure that reference to religious affiliation is made only when necessary, and that the representation of religion or religious affiliation is as specific and precise as possible; there is much diversity of opinion and practice within any faith system, and within any congregation, and care should be taken to distinguish between individual members of a faith community and the faith or faith community as a whole. [The Diversity Style Guide](#) offers helpful usage recommendations for specific terms and vocabulary related to numerous faith systems, including on how to manage religious titles.

Additional Resources:

- [Diversity, Equity & Inclusion Recommended Reading List](#)
- [LSU Racial Equality Experts](#)

EDITORIAL STYLE GUIDELINES

Resources

Strategic Communications recommends the following publications as guides:

- The Associated Press Stylebook
- Merriam Webster's Collegiate Dictionary
- Strunk & White's Elements of Style

The following recommendations are LSU style as decided by Strategic Communications. Unless otherwise noted below, LSU style defaults to AP style.

University Style

- When referring to a college, it is acceptable to say either "The LSU College of Engineering" or "LSU's College of Engineering."
- Use an ampersand (&) instead of "and" within college/department/unit names: "Department of Geography & Anthropology." As a general rule, this is the only place where ampersands should be used in body copy.
- On first reference, use the full, official name of a unit, college, or department. If the same unit is frequently referenced, subsequent references may be abbreviated: "The College of Humanities & Social Sciences houses the Department of English. Humanities & Social Sciences also maintains research units like the English Language & Orientation Program."
- There are no periods or spaces in "LSU." Refer to the university as "LSU," not as "LSU and A&M College." When speaking to an international audience, use the full name "Louisiana State University."
- Unless it is within the full name of the university (i.e., Louisiana State University), lowercase "university" when referring to LSU (i.e., the university).
- Both Louisianan and Louisianian are acceptable. Whichever you prefer to use, be consistent within your document.
- Use "telephone" instead of "phone." Standard telephone structure is 225-578-1234. To indicate a facsimile number, specify "Fax" before the number.
- Avoid using courtesy titles (Mr., Mrs., Ms., Dr.) within paragraph text or cutlines. On first reference, use "PhD" or a professor's title to establish expertise. Use a husband's and a wife's first names: "John and Mary Smith," never "Mr. and Mrs. Smith." Courtesy titles are allowed in donor lists to satisfy donor wishes.
- When referring to grades, put letters in quotes to avoid confusing the reader. For example: He made an "A."
- Use "Did You Know?" rather than "Did U Know?"
- Use "first-year" or "first-time" student rather than "freshman."

- Use “advisor” rather than “adviser.”
- Use “students” rather than “coeds.”
- When addressing international students, be aware of cultural differences. While American students may identify with the Memorial Tower, Tiger, or school colors, for example, those symbols may have different meanings for international students.
- Use gender-neutral language such as “chair” or “chairperson” (rather than “chairman”), “police officers” (rather than “policemen”), and so forth.
- Use “people with disabilities” rather than “handicapped people.”

Internet Standards

- Correct spelling and capitalization standards are as follows:
 - email
 - home page
 - internet
 - online
 - web
 - website
 - web page
 - web address
 - webmaster
- As a general rule, use the shortest URL possible to link to your destination. For most web addresses, “www” is not required. When writing web addresses, you should include “http://” only if it is required in order for your link to work or if it includes a variation of “http://.” Examples: Did you know you can visit <https://www.google.com/accounts/> to register for a Google account? Students may complete applications for admission and student aid online at lsu.edu/admissions, the website for LSU’s prospective students.
- Check all website addresses for accuracy.
- Web addresses should always be lowercase and be clearly identifiable whether in a print document or a digital/online format. For print, bolding the URL is sufficient, provided you do not intend to generate a digital PDF. If your file is made digital or the URL is being used in a digital format, underline web addresses and set text in a color different than the body copy. This ensures accessibility standards are being met.
- Verify the suffix—.com, .edu, .gov, .net, .org—of websites before printing them.
- Web addresses should not be separated onto multiple lines of text. If a line break occurs at a web address, move the entire address to the following line or rewrite your sentence to avoid the line break.
- When writing a web address in your copy, avoid placing the address at the end of the sentence, as the end punctuation can confuse the reader: “Visit lsu.edu to learn more.”
- The @ symbol should only be used in association with e-mail addresses or social media account/user names, never as a substitution for the word “at” in general body copy or headers (e.g., “The forum is at LSU.” not “The forum is @ LSU.”).

Dates and Numbers

- For dates, use the following forms:
 - 2004–05; not 2004–2005
 - 4 p.m.; not 4 PM
 - May 10, 2005; not 10 May 2005
 - 1990s; not 1990's
 - avoid superscripts: 10; not 10th
- Spell out whole numbers below 10. Use numerals for 10 and above.
- Within text, spell out “percent” but use numerals: “7 percent.” For statistical data relayed in charts or graphs, the percentage symbol (%) is appropriate.

Capitalization

- Position and job titles of persons should be lowercase unless followed by a name: “The president,” “the dean,” “professor,” but “President Alexander,” “Dean Smith,” “Professor Jones.”
- Degrees should be capitalized when the complete name of the degree is given, as in “Bachelor of Arts, Master of Science, Doctor of Law, Doctor of Medicine.” If the complete name is not given, use lowercase: “He earned a bachelor’s degree.”
- Use lowercase “gpa,” without periods, or spell out “grade point average.”
- Use lowercase for seasons, as in “fall semester 2019.”
- Capitalize “residential college” only if the full name is given: “Mass Communication Residential College,” but “He is enrolled in a residential college.”
- When referring to academic disciplines, only names of languages are capitalized: “She’s an English major,” but “My major is chemistry.”

Punctuation

- For clarity, use an Oxford or serial comma before the conjunction in a series of three or more items: “LSU, North Carolina State, and Auburn.” Exception: If you are writing for news media (e.g., press releases), it is acceptable to forgo Oxford commas, as is the standard for such communication.
- No comma is necessary before an ampersand, even if it is the serial comma before the last item in a list.
- No comma is necessary before “Jr.,” “Sr.,” or any numeral suffix.
- There should only be one space after periods and colons.
- When abbreviating academic degrees, do not use periods: “BA, PhD, MS, MBA, JD.”
- It is not necessary to write “degree” if the full name of the degree is given. For example, it is sufficient to say “Master of Science” rather than “Master of Science degree.”
- “African American” and “Native American” do not need hyphens.

- The following words should be hyphenated:
 - first-year or first-time students
 - on-campus and off-campus (as adjectives)
 - pre-professional and other academic fields beginning with “pre”
- “ly” compounds are not hyphenated: “recently written” (as adjective) not “recently-written.”
- Use a colon to introduce items in a series that rename or amplify material that precedes the colon. If the items are lengthy, use a semicolon to separate them; otherwise, use the semicolon only as a “weak period” to separate closely related independent clauses (as in this sentence).
- When hyphenating words, the second word should only be capitalized if it is a proper noun (e.g., non-Louisiana).
- Commas and periods are placed inside quotation marks; colons and semicolons are placed outside. Depending on meaning, question marks can appear either inside or outside quotation marks.
- When using a dash to amplify a phrase or show a break in thought, use an em dash (—) rather than an en dash (–) or hyphen (-).
- No space is needed between dashes or slashes and surrounding text. For example, use “and/or” rather than “and / or”; “Alzheimer’s disease destroys many lives—and families—every day” rather than “Alzheimer’s disease destroys many lives — and families — every day.”

Word Choice and Sentence Structure

- Whether you write in second person (you) or third person (he or she) depends on your audience. Whatever the case, be consistent throughout your document.
- Whatever the purpose of your publication, assume an audience of intelligent nonspecialists. Avoid technical jargon and abbreviations (unless identified at least once in the beginning of the document). When a specialized vocabulary is unavoidable, be sure to define terms clearly in lay language.
- Avoid redundancy. State your message once in the strongest, most precise language possible.
- Remove unnecessary phrases from your copy. For example, there is no need for the phrase “in order” in this sentence: “In order to participate, students must attend the informational workshop.”

University Approval

If your publication contains academic course or degree information, text should be approved by the Office of the University Registrar. Reputation-defining materials (as outlined in PS-10) should be sent to approvals@lsu.edu for review and approval prior to printing. A minimum of two to three business days are required for review; longer items may require more time.



PERSONAS

SECTION 03

PROSPECTIVE UNDERGRADUATE STUDENTS

Audience Summary

Prospective undergraduate students are actively engaged and incredibly independent. They are at a turning point in their lives as they prepare to surge into adulthood. Master multitaskers with short attention spans, they are open to taking risks and are eager to get out into the world and start making a change. Prospective undergraduate students come from a generation of problem solvers who are entrepreneurial go-getters who value being part of a bigger purpose.

Primary Messaging

We will employ the communications themes of elite academics, value, favorable outcomes, ideal location, infinite possibilities for exploration, and a space to form endless connections.

LSU offers a campus unparalleled to any other, a genuine desire for student success, unwavering support, and unique resources dedicated to our students.

How We Talk to Them

When communicating with prospective students, be open and enthusiastic. This is an audience that lives and breathes social media and is used to skimming content for pertinent information, so you need to capture and hold their attention. Use fewer words and make powerful statements. Chances are, prospective students are both excited and apprehensive about navigating newfound freedom and responsibility. Be sure to let them know about all the exciting opportunities for LSU students to get involved, make connections, and have an impact.

We want prospective students to know **Fierce for the Future** is all about them. We understand they have big dreams and we will do all we can to make them real. Choosing LSU means becoming part of something larger than oneself—a family with a proud heritage of leading meaningful lives.

Headline examples

Fierce is who you are.

Fierce knows big dreams lead to better realities.

Fierce can't wait to show the world what it can do.

CURRENT UNDERGRADUATE STUDENTS

Audience Summary

Undergraduate students are in the midst of navigating a newfound independence, new friendships, and new responsibilities. The journey from freshman year to senior year tends to bring a greater preparedness for adulthood. Master multitaskers with short attention spans, they are open to taking risks and are eager to get out into the world and start making a change. Current undergraduate students come from a generation of problem solvers who are entrepreneurial go-getters who value being part of a bigger purpose.

Primary Messaging

As an LSU student, you are part of a great tradition of excellence. We are committed to your success and will do all we can to provide you with the instruction, support, and resources you need to earn an education that prepares you to achieve your goals in life and make a difference in the world.

How We Talk to Them

When communicating with undergraduate students, be open and enthusiastic. This is an audience that lives and breathes social media and is used to skimming content for pertinent information, so you need to make an effort to capture and hold their attention. Use fewer words and make powerful statements. Because LSU is a large, dynamic place, it's nearly impossible for students to know all that's going on; take every opportunity to inform them about new ways they can get involved, make connections, and have an impact.

We want undergraduate students to know **Fierce for the Future** is all about them. We understand they have big dreams and we will do all we can to make them real. Being an LSU student means being part of something larger than oneself—a family with a proud heritage of leading meaningful lives.

Headline examples

Fierce stays curious.

Fierce is a force to be reckoned with.

Fierce is driven by a bigger purpose.

PROSPECTIVE GRADUATE STUDENTS

Audience Summary

Prospective graduate students are driven, outcomes-oriented, and balancing busy lives. They are seeking a program that offers flexibility and makes it possible for them to balance the work it takes to pursue an advanced degree while working or raising a family. Three key priorities they value are the quality of the academic program, affordability, and the impact earning a degree will have on reaching their career goals.

Primary Messaging

We will employ the communication themes of elite academics, value, convenience, and career growth and development.

LSU offers the opportunity to advance your education and further pursue your passion. We are committed to your success and will do all we can to ensure you have access to the world-class instruction, resources, and support you need as you continue your professional journey.

How We Talk to Them

Because prospective graduate students lead busy lives, be clear and concise when you communicate with them. They want useful information about LSU programs and the benefits of an advanced degree. Let them know we are committed to helping them achieve a balance between work and life as they take their education to the next level. Use a conversational yet business-like tone when you write, and equip them with knowledge and insights to help them make their decision.

We want prospective graduate students to know **Fierce for the Future** means we are passionate about helping them differentiate themselves from the competition and providing them with opportunities for advancing their careers.

Headline examples

Fierce commands respect.

Fierce has a vision for a brighter tomorrow.

Fierce is the first to recognize opportunities.

CURRENT GRADUATE STUDENTS

Audience Summary

Graduate students are driven, outcomes-oriented, and balancing busy lives. They are, by and large, top achievers. Though committed to making sacrifices to pursue an advanced degree, many fear being transformed into an academic machine. Their performance is integral to their personal identity and they aspire to attain positions of responsibility, leadership, and influence. Graduate students also recognize the importance of establishing professional relationships.

Primary Messaging

LSU is committed to your success and we will do all we can to ensure you have access to the world-class instruction, resources, and support you need as you pursue your passion. We respect your self-reliance and the commitment you have made to advancing your education and your career.

How We Talk to Them

Because graduate students lead busy lives, be clear and concise when you communicate with them. They want useful information about LSU services and resources. Let them know we are committed to helping them achieve a balance between work and life as they take their education to the next level. Use a conversational yet business-like tone when you write. Because graduate students tend to be skeptical, do your best to substantiate claims and statements.

We want graduate students to know Fierce for the Future means we are passionate about helping them differentiate themselves from the competition and providing them with opportunities for advancing their careers.

Headline examples

Fierce is taller than any obstacle.

Fierce gives momentum to forward thinking.

Fierce listens before it leads.

PROSPECTIVE INTERNATIONAL STUDENTS

Audience Summary

Prospective international students are motivated to attend a university abroad because they seek the opportunity to study in a specialized field or enter a program with worldwide recognition. They consider studying in the United States because there is a wide range of schools/programs available here and the quality of our higher education system is often better than that of their home country. Many of them also welcome the opportunity to immerse themselves in a culture different from their own.

Primary Messaging

LSU is a premier institution in the southern United States offering a broad range of top-rated programs, partnered with world-renowned faculty who are leaders and experts in their fields. An LSU degree will provide you with countless opportunities and advancements post-graduation.

How We Talk to Them

When communicating with international students, take their aspirations into account. They likely want to hear about highly ranked programs, notable professors, and pioneering research that has been internationally recognized. Obviously, most prospective international students will not have visited LSU, or even the United States. Prior to making a decision, try to paint a vivid, accurate picture of campus life and the many opportunities available to them here to quickly feel connected.

Though there are language nuances, which could get lost in translation, our goal is to help prospective international students understand **Fierce for the Future** means LSU is an institution on a mission to help them earn a prestigious degree that opens a new world of opportunities.

Headline examples

Fierce seeks out new perspectives.

Fierce creates global leaders for a complex world.

Fierce works harder and dreams bigger.

CURRENT INTERNATIONAL STUDENTS

Audience Summary

International students have chosen to attend a university abroad because they seek the opportunity to study in a specialized field or enter a program with worldwide recognition. Attending LSU provides access to a quality of higher education that is often better than that of their home country. Immersing themselves in a culture different from their own offers opportunity for personal and professional growth. It also presents challenges such as learning English and acclimating to American culture.

Primary Messaging

LSU is here to help you reach your educational goals and achieve lifelong success. We understand you face unique cultural and language barriers and are committed to providing resources and services that will help you navigate the challenges of living abroad as you pursue your degree.

How We Talk to Them

When communicating with international students, be sure to consider the situation they are in. Like all students, they are faced with balancing newfound freedom with academic responsibilities. But they are also adapting to a new culture, language, and customs. So express understanding and an eagerness to help and engage. Make them feel connected and included. Also, take special care not to use idioms or slang that would not be easily understood.

Though there are language nuances which could get lost in translation, our goal is to help international students understand **Fierce for the Future** means LSU is an institution on a mission to help them earn a prestigious degree that opens a new world of opportunities.

Headline examples

Fierce generates ideas that move the world forward.

Fierce makes progress possible.

Fierce believes our differences can unite us.

NONTRADITIONAL: ONLINE

Audience Summary

Online students are composed of several distinct subcategories of students, including those determined to graduate, knowledge seekers, time-strapped workers, career builders, and members of the military, both active-duty and retired. Though they may have different backgrounds and be on different paths, they are united by the fact that they are making a proactive decision to earn their education. They typically go online because it is more convenient, flexible, and affordable.

Primary Messaging

Like you, LSU believes in the power of education and the value of a degree. We are committed to designing programs and providing tools that will help you balance school, work, and life as you pursue your degree. Your classes might be online, but you are a valued member of the LSU family and we will do all we can to help you reach your personal and career goals.

How We Talk to Them

When communicating with online students, make them feel connected. Because they have less face-to-face contact with fellow students, faculty, and staff than traditional students, it is important to let them know they are a vital part of our university. Be personal and write as if you were writing to someone you know. Also, because many online students go above and beyond to pursue their education, look for opportunities to recognize their determination.

We want online students to know **Fierce for the Future** means we believe in their ability to reach their potential and we're committed to doing everything possible to help them achieve their personal and professional goals.

Headline examples

Fierce is always moving forward.

Fierce rises to the challenge.

Fierce sees a better tomorrow.

NONTRADITIONAL: VETERAN

Audience Summary

Veterans enter college with a military background as well as very different needs than traditional college-age students. They have chosen to earn a degree because they are committed to achieving a career objective. Veterans typically have a high success rate in college because they have been tested in ways others have not and have a greater handle on self-discipline. Similarly, veterans tend to be goal-oriented and appreciate a clearly defined structure.

Primary Messaging

LSU offers a wide range of resources and facilities along with friendly staff who specialize in VA benefits and are eager to assist students in navigating the process. We admire both your service to our country and your decision to advance your education. We are committed to providing tools and guidance that helps you balance school, work, and life as you pursue your professional goals.

How We Talk to Them

When communicating with veterans, be direct and precise. You can inject style or personality into your writing; just make sure your intention is always clear to the reader. On average, veterans are 25 years old when they begin their post-secondary education and have a considerable amount of life experience. So write to them as if you were speaking with a respected colleague. While veterans come to LSU in pursuit of a career goal, they also thrive when they feel they are part of something larger than themselves, so be sure to find ways to make them feel connected and part of our community.

Fierce for the Future is an expression that likely resonates with veterans, as they have direct experience dedicating themselves to making a positive impact on the world. It's also our way of communicating we are committed to doing all we can to help them continue to attain their goals.

Headline examples

Fierce makes an impact.

Fierce unleashes true potential.

Fierce adapts and overcomes.

TRANSFER STUDENT

Audience Summary

Transfer students are a motivated yet somewhat apprehensive audience. Most of them begin their collegiate career with the intention of transferring due primarily to financial considerations. Many also feel unsure of their major or unprepared for a four-year school. Their decision to transfer is generally made with no specific school in mind and they are hesitant to reach out to admissions offices because they don't want to be actively recruited. A primary concern for this audience is the transferability of credits they have already earned.

Primary Messaging

We understand finding the right school is important and we want to help you determine if LSU is a good fit. Our admissions counselors are ready to help you understand the transfer process and make the most of the hard work you've invested in your education. As you make your decision, keep in mind LSU offers a campus unparalleled to any other, a genuine desire for student success, unwavering support, and unique resources dedicated to our students.

How We Talk to Them

When communicating with transfer students, be direct and helpful but not so much that they feel they are being pressured. We are here to explain the process of transferring, not necessarily persuade them to attend LSU. Though transfer students might only be looking for information, the encouragement we demonstrate as we provide information will go a long way toward building confidence in LSU. The more we treat them with the same respect we give our students, the more likely they are to actually become one.

We want transfer students to understand **Fierce for the Future** is not just something we say—it's the way we live our lives. Enrolling at LSU means becoming a part of something special. Here, you will be surrounded by people and resources committed to your success.

Headline examples

Fierce finds the courage to blaze a new trail.

Fierce follows its instincts.

Fierce uses setbacks to fuel success.

COUNSELORS

Audience Summary

Counselors are a highly informed and engaged audience. They consume most of their content via the web and are typically seeking details about the admissions process, degree programs, entrance requirements, and affordability. Because students and parents turn to them for their expertise, they expect us to provide information that is accurate, up-to-date, and easy to find.

Primary Messaging

LSU is committed to providing you with the tools needed to help you and your students navigate through the college planning and admissions process. As an institution committed to academic excellence, LSU wants to be a partner in your and your students' success.

How We Talk to Them

When communicating with counselors, get to the point quickly and be as clear as possible. This audience is primarily seeking facts and figures; the information we provide can meet this need while showcasing the LSU spirit. Look for opportunities to describe life on the LSU campus, the enthusiasm we share, and our optimism for tomorrow. A simple method to use when writing for counselors is to say things you would want them to say to students.

We want counselors to know **Fierce for the Future** means we are committed to creating an environment where their students can pursue their academic goals, have a fulfilling college experience, explore new opportunities, and establish the foundation for a meaningful future.

Headline examples

Fierce finds the perfect fit.

Fierce makes a difference.

Fierce seeks out the next level.

PARENTS AND FAMILIES

Audience Summary

Parents and family members are interested in planning for the future, saving for and affording college, and most of all, the happiness and well-being of their children. They want to help give their children the best chance for success and tend to understand that will be achieved by finding a school offering not only a quality education, but also a safe and stimulating environment where their children can thrive.

Primary Messaging

Your kids are in the best hands you could hope for that aren't your own. Touch on the themes we communicate to prospective students but from a parent's point of view.

Elite academics – Your child will have the best of the best academic preparation, resources, and experience.

Value – We know this is a big financial decision: LSU is dedicated to making this a decision that works for your family. Not only is LSU the best monetary value, but the value an LSU degree holds is second to none.

Favorable outcomes – Your children will be set up for success during their time at LSU and well beyond the classroom. Access to a vast alumni base who are actively engaged and excited to jump-start careers of new Tigers entering the workforce with a degree people/companies recognize and are eager to bring on board.

Ideal location – This is a great city for young professionals—in close proximity to research facilities, abundant internship and work opportunities, and a plethora of cultural experiences. Baton Rouge has it all.

Exploration – Research opportunities, study abroad, service learning—LSU opens the door on a world of possibilities to explore.

Connections – Students make connections on and off campus that will last a lifetime. LSU offers a vast network.

PARENTS AND FAMILIES

How We Talk to Them

Above all, communication with parents and families should be honest. Those who have been actively involved with the college have certainly seen and heard volumes of information from various schools and have probably grown tired of hearing clichéd boasts and promises. They will welcome authenticity and genuine portrayals of campus life and school experiences. Write conversationally as if you were talking with a friend and do your best to avoid simply saying what you think they would want to hear. After all, they're parents and are exceptional at detecting insincerity.

We want parents to realize **Fierce for the Future** embodies our commitment to preparing their children for success and providing an environment where they can grow into their best selves—it also means we respect and support every child's potential and ambition.

Headline examples

Fierce thrives on the journey.

Fierce inspires ideas that will power tomorrow.

Fierce embraces new challenges.

CORPORATE/RESEARCH

Audience Summary

Corporate partners engage with universities who can provide solutions to their challenges and objectives. These partnerships take many forms and produce benefits such as future employees, sponsored research, new technologies, scientific consultants, employee training/executive education, economic development, and joint proposals for federal funding. Because corporations are turning to us for help executing big solutions, we must demonstrate to them that we are in position to solve big challenges.

Primary Messaging

LSU has expertise and assets. You (companies) have the capabilities to maximize those assets to the fullest potential. Partner with us and we can create a dynamic and mutually beneficial partnership which will be a driving force to move your industry and our research forward for the greater good.

How We Talk to Them

When communicating with corporate partners and potential corporate partners, be confident and assertive. They expect us to clearly express the strategic benefits of a partnership with LSU and to demonstrate our plan for achieving shared success. To help build trust, write using specifics and avoid hyperbole. As for tone, speak as if you were addressing senior leadership. Whenever possible, attempt to characterize objectives in human terms—what success will mean to individuals and the community.

We want corporate partners to understand **Fierce for the Future** is an articulation of LSU's relentless drive to create solutions that make a meaningful impact on the world and shape a better tomorrow.

Headline examples

Fierce is the lifeblood of progress.

Fierce never loses focus.

Fierce is the key that unlocks a better tomorrow.



TYPOGRAPHY

SECTION 04

TYPEFACE PROXIMA NOVA

Proxima Nova is a versatile sans-serif font that can work for anything from headlines to body copy. It can be pushed and manipulated to work in various ways—or it can simply be used for utility. Use Proxima Nova in print and on the web.

Please note: there are alternate versions of Proxima Nova available that are appended with the letters A or S. **Do not use Proxima Nova A or Proxima Nova S.**

Proxima Nova Brand Fonts

Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0123456789

Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0123456789

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
 Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
 Ww Xx Yy Zz 0123456789

Thin

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
 Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
 Ww Xx Yy Zz 0123456789

Proxima Nova Copy Styles

The samples and descriptions below provide clear definitions of specialty styles that can be applied within the brand. Proxima Nova may also be used on its own for a clean, elegant, and modern look. An InDesign document containing paragraph and character styles that can be imported into your working InDesign document is available for download to faculty and staff members on our website.



Box Header

The box header style is a useful and elegant way to incorporate a section header. Box Headers are always set in all capital letters but may be set in any weight of Proxima Nova. Regardless of the letter weight, the border should remain at 1 pt. in width.



Highlight Call-out

The Highlight Call-out style is ideal for highlighting important text that is not necessarily the largest text on the page. It can be scaled up to be headline size, but it doesn't have to be in order to be effective.

PREAMBLE LEAD-IN TEXT

prem simodi de litatem-
pero derfercit rat et magnati
onsenderiam volotionse sime
cus ped quia con rectae expli-
busa iniet dolestis illit inverun
tissundit labo. Bea voloren
dandes sit et est volorem
fugit dolupta sincit, nobit
estibusae naturi ommod unt
et occat.

Preamble Lead-in Text

Bold preamble lead-in text can be used to attract attention to the opening line of the copy, but only use Proxima Nova. The font size of the preamble should always be the same size as the rest of the copy. Do not make a preamble longer than one sentence or phrase. Do not use initial caps.

TYPEFACE ITC CASLON 224

Caslon 224 is a traditional and elegant serif font that can be used for pull quotes, featured numbers like bold statistics or a great ranking, or in the creation of infographics. The numbers and symbols for this font are particularly elegant when used in small quantities. When you have a need for a more “traditionally academic” feel, the typeface ITC Caslon 224 Black as an accent will help to achieve that look. This font should never be used in advertising.

ITC Caslon Brand Fonts

Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9
\$ ¢ £ ¥ € % @ # & ! ? “ ”

ITC Caslon 224 Examples

The examples below show how ITC Caslon has been used to create infographics by highlighting prominent numbers or to create an effective pull quote.

4^{OUT} OF 5
STUDENTS
ARE EMPLOYED, PURSUING
EDUCATION, OR IN SERVICE
UPON GRADUATION

Example of an infographic using ITC Caslon

**“Studying abroad
is an amazing
adventure. Go with
the mindset of
learning something
new. Take that
step.”**

SAKEENAH ASHIRU
Textiles, Apparel, and Merchandising major
Entrepreneurship minor

Example of a pull quote using ITC Caslon

ELITE
1%

LAND-, SEA-, AND
SPACE-GRANT
DESIGNATION
MORE THAN
2,000 RESEARCH
PROJECTS
AT ANY GIVEN TIME
\$150 MILLION IN
GRANTS

Example of an infographic using ITC Caslon

TOTAL ECONOMIC IMPACT
\$2.8
BILLION
LSU
FLAGSHIP

Example of a social media post using ITC Caslon



GRAPHIC ELEMENTS



SECTION 05

HOW TO USE GRAPHIC ELEMENTS

The LSU brand toolkit is made up of elements that help us communicate with a cohesive visual vocabulary. The graphic library uses design elements that speak to the personality of the school. Bold strokes reflect fierce leaders and an engaged citizenry, while an illustrated tiger stripe pattern represents school pride. In addition, the tree textures give the brand a sense of place.

These assets are available by subscribing to our LSU Adobe CC Libraries, or the package can be downloaded by LSU faculty and staff via links on the Strategic Communications website.

These elements should be used one at a time. Choose the element that identifies most with your message and use just that one. Do not layer multiple graphic elements.

At the end of this section, we share examples of these graphic elements in use.

Tiger Stripes

The tiger stripe pattern is a prideful element that can be used in any application. Feel free to rotate, scale, or change the color of the pattern to best fit your design. Do not stretch, warp, or outline the pattern.



Example of tiger stripes used in a layout.

Live Oak Scans

The live oaks that surround LSU's campus are the perfect representation of the unique environment on our campus and provide a direct nod to our location in south Louisiana. Use the live oak scans as a textural background element.

This element should be used for text-only projects where a texture is needed. It is ideal for framing text set in Proxima Nova on brochure covers, certificates, programs, or any project where you need the copy to look “fierce” but don’t want to add a portrait. This element should always be corporate purple and white for a high contrast effect. It should never be used in advertising or paired with photography, tiger stripes, or brush strokes.

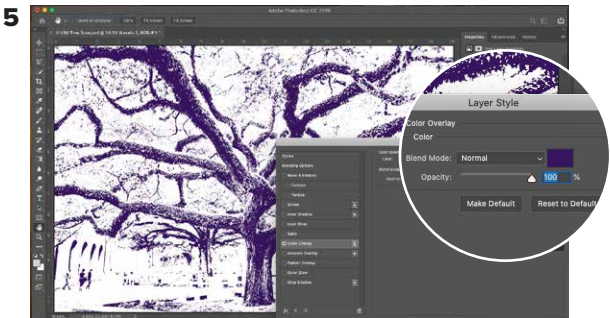
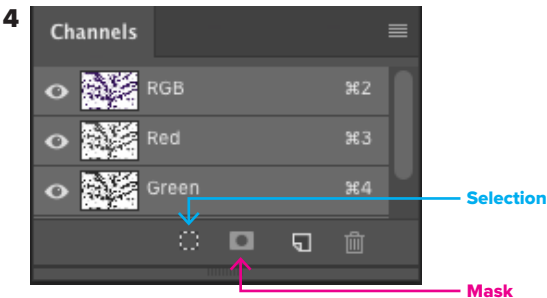
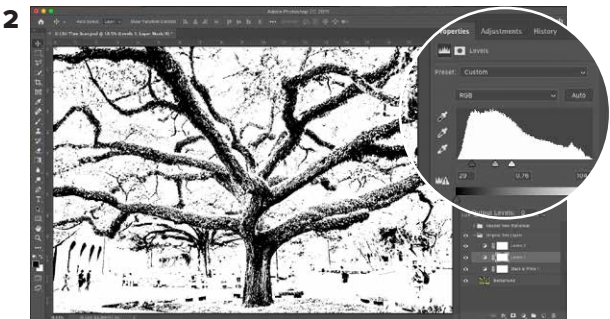


Example of live oak scan used to frame text.

Creating Live Oak Scans

Pre-created live oak scans are available for Adobe users via the LSU CC Libraries or in the assets available for download on the Strategic Communications website. However, if you are a moderate/advanced Photoshop user and would like to create this effect yourself featuring a specific tree on campus, instructions on how to do so in Adobe Photoshop are outlined below.

- 1. Bring your image into Photoshop and make it black and white using a “Black & White” adjustment layer.
- 2. Make a “Levels” adjustment layer. Adjust levels so that the contrast is extreme. You may need to apply this effect twice to force a solid black and white contrast with no grays.
- 3. Select all your layers in the “Layers” panel and convert them to a “Smart Object.”
- 4. In the “Channels” panel click the “Selection” button. Then go to the “Selection” menu and choose “Select Inverse” to select every black pixel in the document. Then, in the “Channels” panel click the “Mask” button to create a mask on your image so that only the blacks are left.
- 5. Add a “Color Overlay” from the “Layer Styles” menu to the tree scan and set the color to r60/g16/b83. If you are creating this for a print project first convert your document from RGB to CMYK, and then add a “Color Overlay” and set the color to 91c/93m/41y/61k.



Brand Brush Strokes

Pre-created brush strokes are available via the LSU CC Libraries or in the assets available for download on the Strategic Communications website.



Old Stiff Brush

Old Stiff Brush

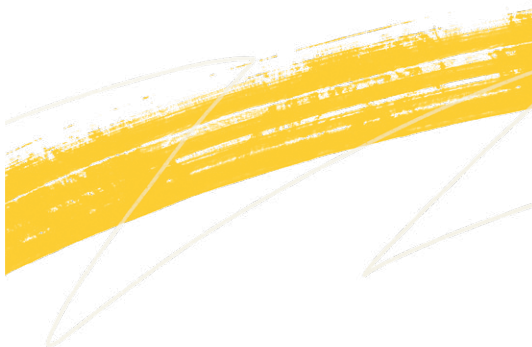
This is a thick, textural brush that imitates drawing with a strong, quick gesture. This element lends a bold and assertive tone to the brand visuals. The old stiff brush should be used to create a very broad and heavy stroke. It should never be delicately or lightly applied. It may be used on its own or in conjunction with the ballpoint pen brush as described below.



Ballpoint Pen Brush

Ballpoint Pen Brush

This brush stroke may be applied alone or paired with a bold stroke (see below). It should always be a very thin, wiry stroke. If a heavier stroke is required, use the old stiff brush. The ballpoint pen should not be used to cross out or underline any copy and should not be used on its own.



Combination Brush Stroke

Combination Brush Strokes

The combination brush stroke is used to give your bold brush graphics a high-energy, “kinetic” feel. This thin stroke is inspired by the pervasive energy across campus that is generated by our school spirit. Create this look by layering a single ballpoint pen brush stroke across a broad old stiff brush stroke.

Silhouetted Figures with Brush Strokes

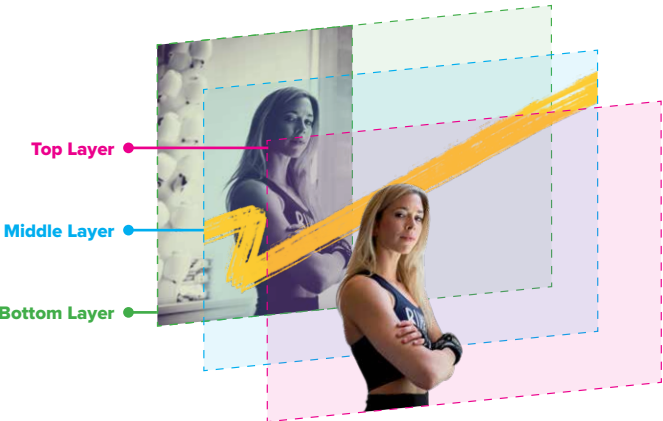
Using a bold single or combination brush stroke across a page that runs *behind* a featured person is a treatment used to draw the viewer’s eye and give focus to the visual story being told. If the person in the photograph is in action or working on something, the stroke can be used to follow their gesture and lead the viewer’s eye to what they are working on (see below). This graphic treatment is intended for use in brochure spreads and web or social graphics. It should not be used in advertising.



Example of a brush stroke behind a silhouetted figure.

To create the silhouetted figure with brush strokes, organize your layers in the following order:

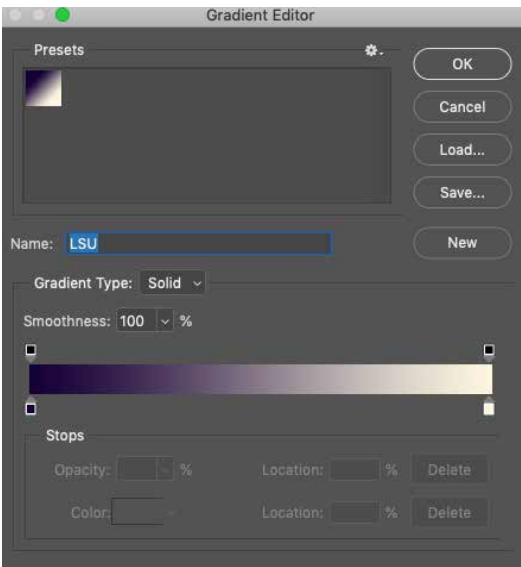
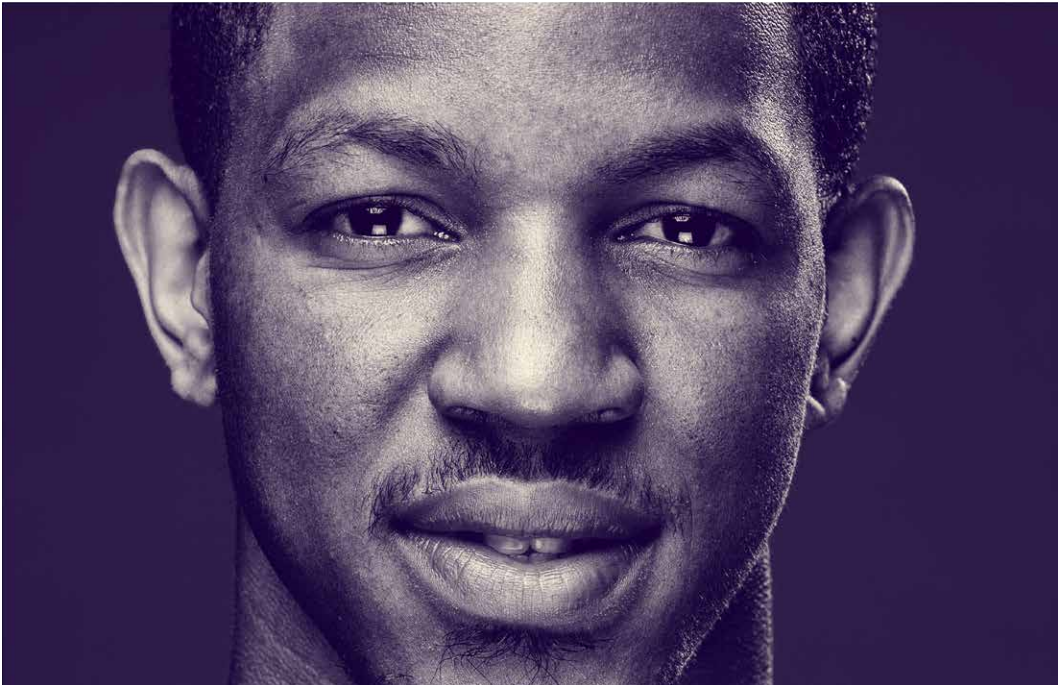
- **Bottom Layer**—duotone image (see page 22 for instructions on creating duotones using a gradient map.)
- **Middle Layer**—bold brush stroke
- **Top Layer**—same image as the bottom layer, but leave it full color and mask the featured person, creating a silhouette of just that person in full color



Example of combination brush stroke silhouetted behind a figure used on a website

Gradient Map Photo Treatment

The LSU brand is made up of elements that help us communicate in a visual way. There are instances when the LSU fierce/gradient map photo treatment should be used and instances when usage of four-color photographs is acceptable. The LSU fierce/gradient map photo treatment should be used in all communications pieces when there is a dominant or single page. Examples of this would be ads, outdoor, websites, social posts, brochure covers, and interior spreads.



Gradient Map Photo Treatment Setting

The desired photo effect can be achieved in Photoshop by creating a gradient map layer with two colors: 91c/93m/41y/61k and 1c/2m/12y.

The gradient map layer should be set to normal with 100% opacity and be placed directly above the photo layer.

Iconography

Iconography largely plays a utilitarian role in the brand, helping add visual aid to copy in both digital and print mediums. No icon should ever be used as a logo or primary visual element. Iconography is available via the LSU CC Libraries or in the assets available for download on the Strategic Communications website. If you have specific icon needs not addressed in this library, Strategic Communications will gladly collaborate with you to expand these offerings for the campus. Simply create or sketch your icon in the same style shown here, and submit it to approvals@lsu.edu to begin the collaborative process. Once we've worked together to create an icon that uniformly represents an idea for you and the entire campus, we will add that icon to the resources available to everyone. Working together, we can ensure there will not be multiple icons for the same concept in circulation.



Agriculture



Astronomy/
Research



Award



Botany



Checklist



Children



Coastal



Communication



DNA/Science



Education/
Graduation



Engineering



Event Tickets



Financial
Document



FAQs



Green
Energy



Health



Help



Information



Live Oak



Mail



Math/
Measurement



Money



Music



Oil Rig



Online Learning



Online/
Research



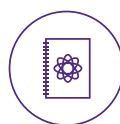
Partnership



Philanthropy



Presentation/
Research



Published
Research



Search



Study
Abroad



Tech Support



Veterinary
Medicine



Water Cycle



Weather

GRAPHIC ELEMENTS APPLIED

This is how the graphic elements have been used throughout conceptual work.



Example of combination brush stroke behind a silhouetted figure

ONE LSU

Eight Institutions

LSU

LSU researchers across Louisiana are working on developing a wide-range of innovations to improve quality of life by studying issues such as disease management, advanced medical treatments, obesity, coastal protection, hurricane preparedness, energy, natural resource management, and agriculture.

DEDICATED TO EXCELLENCE

The LSU Department of Petroleum Engineering has developed the Gas-assisted Gravity Drainage enhanced oil recovery method, which can **extract more oil at a lower cost** than traditional methods.

LSU engineering, architecture, and agricultural economics faculty are testing **new low-cost, hurricane-resistant residential construction materials** that would help protect the homes of low-income families living in hurricane-prone coastal areas.

LSU Health New Orleans and Shreveport are involved in research using genomic sequencing to match the specific DNA of a patient's tumor to the **most effective chemotherapy** to treat it.

Research conducted at Pennington Biomedical showed that a 7 percent loss of an individual's body weight in addition to 150 minutes of physical activity per week produced a **58 percent reduction** in the conversion to diabetes.

At the LSU AgCenter Audubon Sugar Institute, researchers received a \$17 million USDA grant to **develop new processes in biofuels** from Energy Cane (high-fiber sugarcane) and sweet sorghum, using existing Louisiana sugarcane factory infrastructure.

The **world's only operating infant metabolic chamber**, housed at Pennington Biomedical, was designed to collect information about a baby's metabolism.

Through the LSU Coastal Roots program more than 15,000 youth have planted 127,365 seedlings and grass plugs on **309 coastal restoration** trips.

LSU geologists conduct research on where Mississippi River mud moves to speed up land growth and slow down erosion. This research informs coastal planners on current and future erosion, sediment deposits, and plant growth to **mitigate land loss**.

QUICK FACTS

CAMPUSES

- LSU the flagship campus
- LSU Agricultural Center
- LSU Alexandria
- LSU Eunice
- LSU Shreveport
- LSU Health Sciences Center New Orleans
- LSU Health Sciences Center Shreveport
- Pennington Biomedical Research Center

LSU is Louisiana's most important economic asset.

\$5.1 BILLION

TOTAL LOUISIANA ASSETS

AN ESTIMATED 41,006 JOBS

TOTAL DIRECT AND INDIRECT EMPLOYMENT

\$1.9 BILLION

NEW ECONOMIC GROWTH

For more information, visit lsu.edu.

Example of iconography and various type styles

ADAPT AND THRIVE

2011 LSU graduate Ashley Wilking always knew she was destined for big things, moving to the Big Apple shortly after graduating.

"I studied organizational and workforce development and to me it was such a niche degree that not a lot of colleges offered and the whole idea was that you worked within the HR realm but it was bettering people," Wilking said. Even while working in the corporate world, she focused on helping others, too.

"When I was working full time, I started as a fitness instructor just on the side for fun and when I started my social media it was just a place for me to say I want to eventually help people," she said.

She said her LSU degree helped her to create her dream job.

"The best thing they always taught us was if you don't matter what your degree is. Figure out how you can utilize the skills you learned and put them into what you want to do. So, whether you completely change career paths once you started searching for jobs you can always still use a lot of those skills, both from classes and being involved," said Wilking.

Example of old stiff brush stroke and a gradient map photo treatment applied in a layout

FIERCE FOR THE FUTURE CAMPAIGN

On March 28, 2019, LSU launched the largest advancement campaign in university history, with a goal of raising \$1.5 billion by 2025. The Fierce for the Future Campaign is the advertising and communication standard for all development efforts directed to current and prospective donors. For resources and details regarding the campaign, visit the LSU Foundation resources website at lsufoundation.org/resources.

The Fierce for the Future Campaign and the LSU brand are operating in sync to achieve the maximum impact from our communication efforts during the campaign. Because of this, the logo developed for the campaign is also available for use with the LSU brand.

Fierce for the Future Logo

The Fierce for the Future Campaign logo can be used as a high impact punctuation at the end of body copy paragraphs (shown at right). It can also be used as a stand-alone item but should not be attached to headlines or photographs or placed in the middle of body copy paragraphs.

The preferred look of the Fierce for the Future logo is white and gold, horizontal orientation. Alternate options are all LSU corporate purple and all black. For details on the standards for use of this logo and the logo files, contact the LSU Foundation communications team or Strategic Communications.



FIERCE FOR THE **FUTURE**

FIERCE FOR THE **FUTURE**

LSU

Campaign Logo Standards

- The campaign logo must be used in conjunction with the LSU logo. This logo does not stand alone. The sample ad above illustrates one way the two logos may be used.
- When using the campaign logo with the LSU logo in close proximity there are horizontal and vertical versions of the Fierce for the Future logo that already have LSU included. The vertical version is shown above on the right.
- When using the campaign logo, corporate purple should be used. The LSU logo should be set in white or LSU gold on the corporate purple background as shown in the examples above.

LSU

PHOTOGRAPHY

SECTION 06

The brand supports two styles of photography.

STUDIO PHOTOGRAPHY

Portraits should be photographed in studio in color on a medium to dark gray neutral background (they can be converted to duotones later). Backgrounds should be soft, if possible, and a slight gradient of lighting is preferred. Photography should include a range of emotions, including serious, proud, tough, confident, pleasant, slightly smiley, and really happy. It's important to have people looking straight at the camera, and lighting should allow “catch light” (i.e., light reflection) to be visible in the eyes and on camera. It's also a good idea to shoot a range of compositions from tight to medium to wider. If time is limited, shooting medium is the best, most flexible option—providing the image will be able to be enlarged and cropped tightly. Wider compositions allow for bodies to be turned, arms folded, hands on hips, etc.

“Fierce” photography should be more tightly defined. The subject’s head should be chin down, and eyes should be open (eyes forward is optimal, but peering into the distance is acceptable). It is preferable to have no teeth, as “fierce” is more serious. Body should be slightly turned.

If arms are crossed, the subject should cross them lower on the body (‘U’ shape).



Example for lighting on person and tight composition



Example for medium composition



Example for wider composition



Examples of poses for wider composition

EDITORIAL PHOTOGRAPHY

The goal is to achieve captured moments on location using available light. Avoid setups that feel staged. It's a good idea to photograph people "doing what they do" so that photos feel natural. It's acceptable for photos to be shot with shallow depth of field and shot through the foreground of out-of-focus objects. When framing up photos, look for compositions that allow for negative space, and shoot a range of compositions, from tight to medium to wider. This style also allows for environmental portraits, with side profiles or people looking at the camera.



Example of captured moment



Example of negative space framing



Example of shooting through foreground object



Example of side profile portrait



Example of shooting through foreground object



Example of shooting through foreground object

Editorial Photography, continued



Example of environmental portrait



Example of environmental portrait



Example of environmental portrait



Example of environmental portrait



COLOR PALETTE



SECTION 07

LSU BRAND COLORS

The updated LSU color palette reduces the number of colors officially tied to the LSU brand and helps to provide a consistent and simple brand presentation. There are now three colors in each purple and gold spectrum. These are not interchangeable with the primary color palette but instead are available to give the brand flexibility when it comes to editorial design and web design. The LSU logo may only appear in the official LSU Purple, LSU Gold, black, gray, or white. The LSU logos on the swatches below indicate approved logo colors. See the [Logo Usage Guide](#) section for details.

Primary Colors

Official LSU Purple

Pantone 268c / 268u
C 82 - M 98 - Y 0 - K 12
R 70 - G 29 - B 124
#461D7C



Official LSU Gold

Pantone 123c / 115u
c: C 0 - M 19 - Y 89 - K 0
u: C 0 - M 11 - Y 94 - K 0
R 253 - G 208 - B 35
#FDD023



Tonal Palette

Corporate Purple

Pantone 2627c / 269u
C 85 - M 100 - Y 6 - K 38
R 60 - G 16 - B 83
#3C1053

Light Purple

Pantone 7660c/ 7660u
C 37 - M 37 - Y 17 - K 0
R 163 - G 154 - B 172
#A39AAC

Corporate Gold

Pantone 7555c / 7555u
C 0 - M 28 - Y 98 - K 11
R 210 - G 159 - B 19
#D29F13

Light Gold

(NO SOLID VERSION)
C 5 - M 4 Y 14 - K 0
R 241 - G 238 - B 219
#F1EEDB

Neutral Palette

Light Gray

Pantone Cool Gray 2c/2u
C 0 - M 0 - Y 0 - K 20
R 208 - G 208 - B 208
#D0D0CE

50% Gray

Pantone Cool Gray 8c/8u
C 0 - M 0 - Y 0 - K 50
R 153 - G 153 - B 153
#999999

LSU

Process Black

C 0 - M 0 - Y 0 - K 100
R 0 - G 0 - B 0
#333333

LSU

LSU Metallic Gold

Pantone 872

LSU

Metallic Foils

Purple: Crown 61216

Gold: API California Gold or Crown 410

Adobe Creative Cloud Libraries

If you have an Adobe Creative Cloud subscription, click to the links below to follow CC Libraries managed by LSU Strategic Communications:

- [LSU Colors CMYK Coated](#)
- [LSU Colors CMYK Uncoated](#)
- [LSU Colors RGB](#)
- [LSU Brush Strokes CMYK](#)
- [LSU Brush Strokes RGB](#)
- [LSU Tiger Stripes CMYK](#)
- [LSU Tiger Stripes RGB](#)
- [LSU Icons CMYK](#)

ACCESSIBLE COLOR COMBINATIONS

Of the LSU color palette, only the following color combinations of background and foreground colors meet WCAG 2.0 Level AA and AAA standards. The samples below show the stated color applied to the typographic characters on the stated background color. Please note, the text color combinations below are for non-linked text only. The specifications for linked text include contrast ratios for linked text, body copy, and background color. For hexadecimal numbers and RGB color configurations, see the [Color Palette](#) section.

| | | |
|--|--|---|
| Official LSU purple characters on an LSU light gold background is WCAG AAA compliant. | LSU corporate purple characters on an LSU light gold background is WCAG AAA compliant. | Black characters on an LSU light gold background is WCAG AAA compliant. |
| Official LSU gold characters on an official LSU purple background is WCAG AAA compliant. | Official LSU gold characters on an LSU corporate purple background is WCAG AAA compliant. | Official LSU purple characters on an official LSU gold background is WCAG AAA compliant. |
| LSU light gold characters on an official LSU purple background is WCAG AAA compliant. | LSU light gold characters on an LSU corporate purple background is WCAG AAA compliant. | LSU corporate purple characters on an official LSU gold background is WCAG AAA compliant. |
| White characters on an official LSU purple background is WCAG AAA compliant. | White characters on an LSU corporate purple background is WCAG AAA compliant. | Black characters on an official LSU gold background is WCAG AAA compliant. |
| LSU corporate purple characters on an LSU light purple background is WCAG AA compliant. | LSU light purple characters on an LSU corporate purple background is WCAG AA compliant. | Black characters on an LSU corporate gold background is WCAG AAA compliant. |
| Black characters on an LSU light purple background is WCAG AAA compliant. | Official LSU purple characters on a white background is WCAG AAA compliant. | LSU corporate purple characters on a white background is WCAG AAA compliant. |



LOGOS & USAGE

SECTION 08

OFFICIAL LSU LOGOS

LSU logos are the cornerstone of the LSU brand. Their use represents our excellence in academics, research, outreach, and athletics to audiences worldwide. These logos are distributed by both the LSU Division of Strategic Communications, which manages the use of the logo by campus communities and external consultants providing professional services to the university, and the LSU Office of Trademark Licensing, which manages the use of LSU marks for retail sales and by entities in contractual partnerships with LSU.

The Primary and Full Name LSU logos are available via myLSU to LSU faculty and staff. Visit the [Strategic Communications](#) website to download the primary LSU logos shown below. You will be prompted to provide your myLSU login ID and password in order to access the files.

If you are an external consultant, vendor, or any entity not directly affiliated with LSU, please contact us or [Trademark Licensing](#) to inquire about obtaining permission to use the LSU logo.

Students and student groups are not permitted to use the LSU logo. For information on how student organizations may affiliate with LSU, visit the [Campus Life](#) website.

Primary University Logos



LSU Logo

This is the main identifier for all campus communications and LSU branding.



LOUISIANA STATE UNIVERSITY

Full Name LSU Logo

This is also a main identifier for the university and must be used on any materials intended for international audiences.

Athletics Marks & University Seal

The use of the athletics marks is restricted to LSU Athletics and is managed by Trademark Licensing. The university seal is limited for use on commencement and official documents (i.e., diplomas, certificates, legal documents, etc.) The seal is managed by Strategic Communications in coordination with the Office of the Registrar.



Athletics Logo: Eye of the Tiger



Athletics Logo: Tiger Head



Louisiana State University Seal

Logo Usage Guidelines

These guidelines are offered as a resource to help LSU faculty and staff correctly use the LSU logo in their communication efforts on behalf of the university. Please note that this document is focused on branding applications for marketing collateral including print, digital, and environmental graphics. If you are ordering promotional items, please contact the LSU Trademark Licensing office for special instructions regarding use of the logos with the registered trademark symbol (®) and ordering from licensed vendors.

Basic Requirements

- The LSU logo is primary for all campus communication pieces.
- The LSU logo must appear as the dominant mark on the front of all publications and websites representing any entity within the Louisiana State University organizational structure.
- The LSU logo should never appear smaller than 1 inch in width. The LSU logo with the accompanying full name should never appear smaller than 1.5 inches in width.

Limited Color Palette

The LSU logo may only appear in the following approved LSU colors: purple, gold, black, white, and gray. The logo must appear using 100 percent full saturation of the official colors. Tinting is not allowed.



Official LSU Purple



Official LSU Gold



50% Gray



Black



White

Do Not Crowd the Logo

There must be a protected area surrounding the logo. This ensures no other graphic elements interfere with the clarity and integrity of the LSU letters.

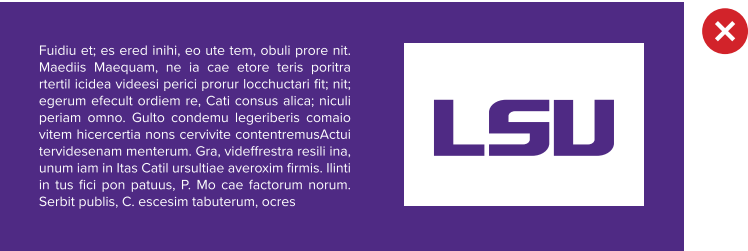
**Do Not Edit the Logo**

Placing anything in front of, adding a stroke or outline to, or adding gradients, patterns, or effects to any official LSU logos is prohibited.



Do Not Enclose the Logo in a Box

Borders, boxes, or shapes may not be placed around or behind the LSU logo, including a white box.



LSU Stands Alone

The LSU logo may not be combined with other graphic marks or logos to create a sub-brand.



UNIT SIGNATURES

The LSU signatures provide unit-specific branding for colleges, divisions, departments, and offices across the campus. These are your logos and should be used in lieu of creating unique logos for your departments. There are two variations of the LSU signature: the horizontal and the vertical. All campus departments will receive a vertical unit signature. Only parent departments will receive a horizontal unit signature. These marks are set up exclusively by the LSU Division of Strategic Communications to ensure consistency.

Signature Requests

Signatures set up in all of the approved colors are available for download on the Strategic Communications website. If you have a new department or your unit has undergone a name change, contact Strategic Communications at approvals@lsu.edu with your updated or new information to submit your request.

Please note, unit signatures are not provided for programs. If you are promoting a program held by your department, use either the LSU logo on its own or your department signature. The headline of your document or the main title of your design can then be the name of your program.

Signature Usage Guidelines

All the LSU logo usage guidelines in the previous section apply to the LSU signatures.

Horizontal Unit Signature



Vertical Unit Signature





WEBSITES & DIGITAL CONTENT

SECTION 09

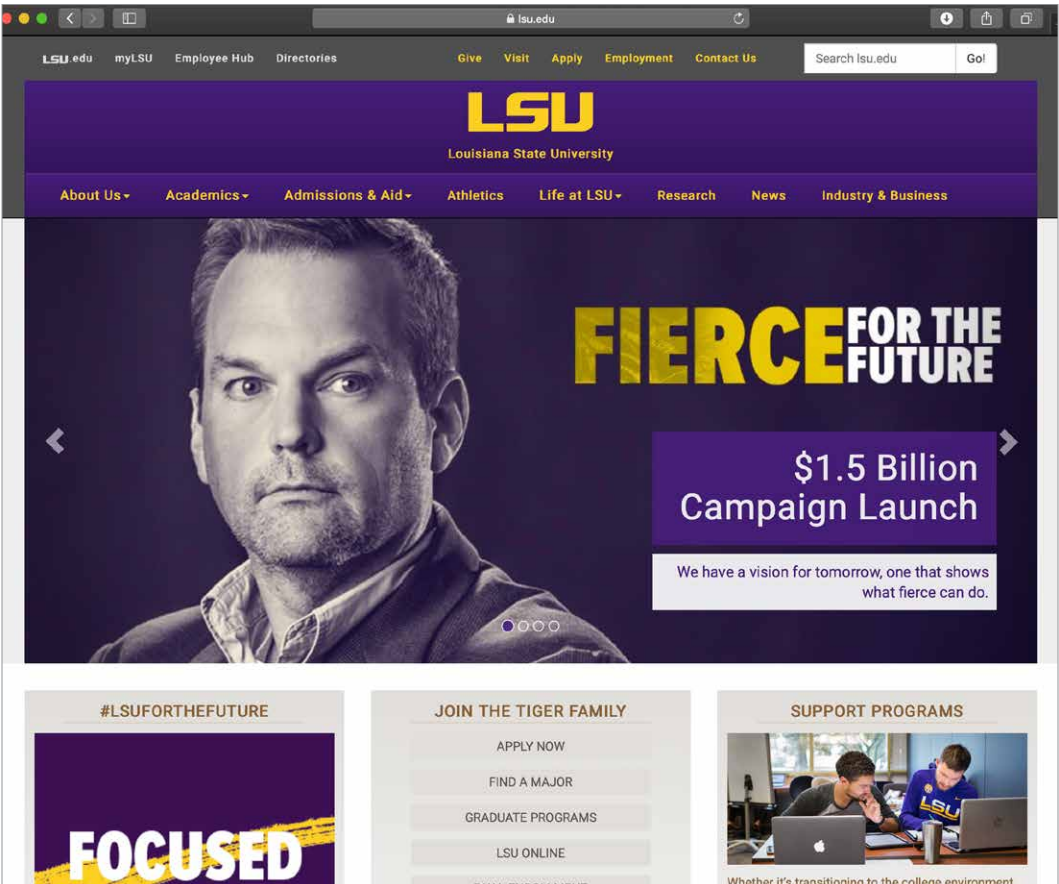
UNIVERSITY SUPPORTED WEBSITE DEVELOPMENT

Strategic Communications and Information and Technology Services (ITS) offer services to assist campus units in the development of websites. We currently develop websites using the content management solution (CMS) OU Campus. This solution provides a comprehensive approach to website accessibility, ease of updates, and LSU brand management. Units unable to develop a site within OU Campus for technical reasons must obtain permission prior to seeking web development services outside of the CMS.

For more information about LSU websites, visit lsu.edu/web-support.

LSU ACCESSIBILITY

LSU is committed to ensuring its websites are accessible to people with disabilities. All digital content posted on official university websites must meet ADA Title II requirements. The university is legally required to measure compliance according to the W3C's Web Content Accessibility Guidelines (WCAG) and to follow the specifications in the Web Accessibility Initiative - Accessible Rich Internet Applications Suite (WAI-ARIA). Detailed and up-to-date information about these requirements is found at lsu.edu/accessibility.



The LSU CMS has a variety of layout options available, and LSU will launch a new site design including a variety of branded template options in 2019. All sites in the CMS will be converted to the updated look with LSU support.

NON-CMS WEBSITE DEVELOPMENT

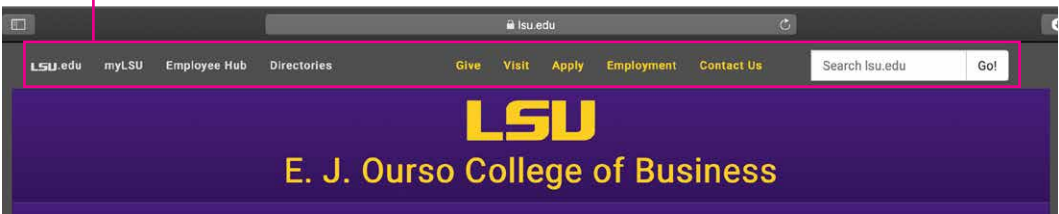
The process for seeking exemptions from the university CMS is outlined on the Strategic Communications website. After your request has been reviewed and approved, you are responsible for ensuring the following brand components are included and maintained on your LSU site.

Please note, the benefit of building your website in the LSU CMS is all the following brand and privacy requirements are incorporated and maintained by the LSU web support team.

Brand Requirements

- The LSU logo should appear in the masthead of every web page. See [Logo Guidelines](#) for colors and sizing requirement.
- Official LSU colors should be prominently used in the design. If a neutral gray color palette is used for the site, either purple or gold should be incorporated into the color palette as an LSU identifier.
- To align with WCAG standards, sites built outside of the LSU CMS should mirror the entire top navigation and the footer on lsu.edu.
- All website footers must contain contact information, links to the university's accessibility statement and privacy statement, and the copyright statement.
- Non-CMS sites must maintain consistency with any design updates made to the LSU CMS sites.

All non-CMS LSU websites should mirror the top navigation bar in the LSU CMS.



Contact information, links to the university's accessibility statement and privacy statement, and the copyright statement are required on all LSU website footers.



Brand Recommendations

In addition to the required components, the following branded inclusions are recommended but not yet required:

- The use of brand fonts
- Inclusion of brand graphic elements to tie your site visually to the LSU brand
- Use of the brand duo-tone photo treatment on images and brand resonant imagery on your site.

Privacy Requirements

For complete information on LSU privacy requirements, visit lsu.edu/privacy.

- The consent overlay for compliance with the European Union General Data Protection Regulation (GDPR) must be applied any time you are tracking site analytics and/or collecting information via forms.
- Forms must include a statement that explicitly reveals how the information submitted may be used. More information may be found at lsu.edu/web-support.

I authorize that all information provided on this application, including any and all personal data may be shared with ITS to maintain training records. This data will be retained indefinitely.

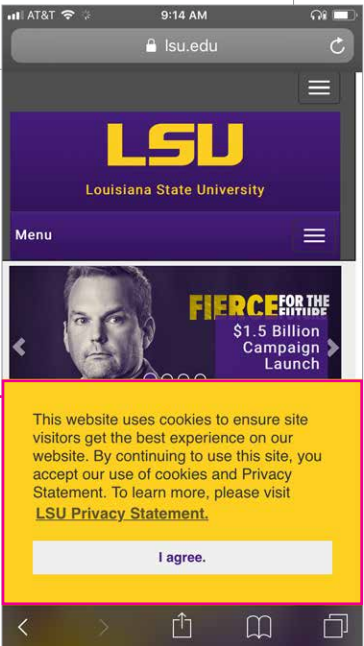
To learn more about privacy at LSU, please see the [LSU Privacy Statement](#).

***Data Consent**

☐ I Authorize

Above is one example of a data consent statement with a link to the LSU privacy statement on a web form.

This shows how the LSU CMS handles GDPR consent.

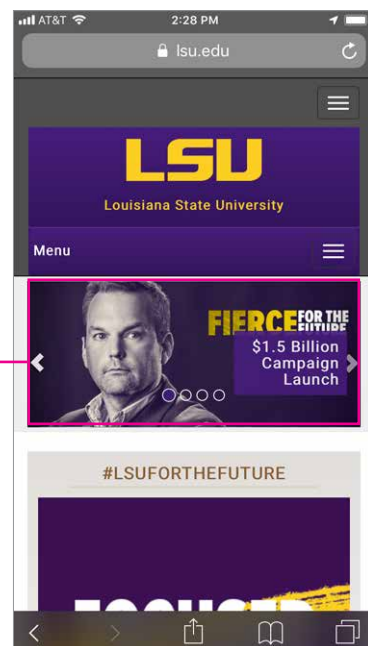
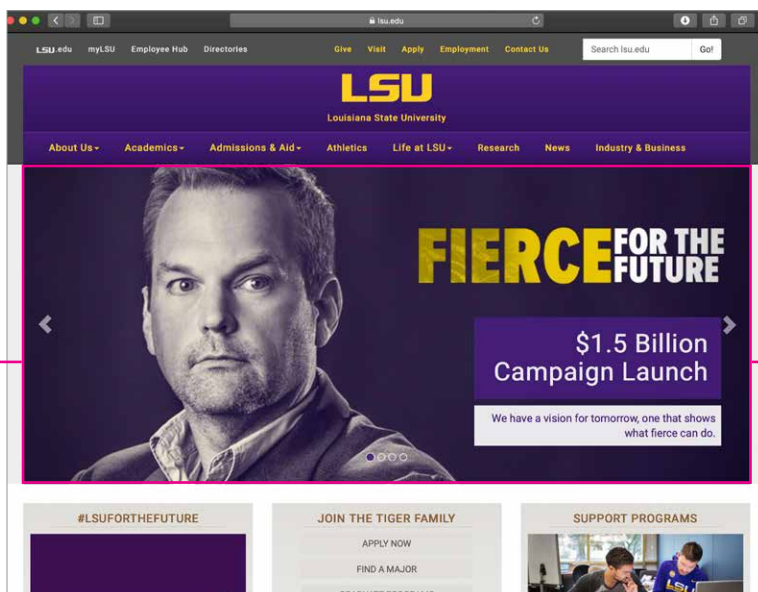


DIGITAL CONTENT

It is common practice to create graphics that include text and multiple visual elements and colors, then post the graphic to a website or on social media as a JPEG or PNG file.

All designed web content published by LSU must comply with our brand and event standards and also be accessible. Here are some guidelines for making certain your content is compliant:

- Design for mobile first. Most web visitors and social media users are on mobile devices.
- Make sure your graphics are created in the right color space. Graphics and documents created specifically for web publishing should be RGB to ensure color accuracy.
- Keep your designs simple and easy to digest without having to enlarge an image to see small details.
- Avoid embedding text in graphics; instead, alternate techniques utilizing CSS should be used to add text over images. If text is embedded in a graphic, it should be a single, simple statement of no more than five words. All words embedded in the graphic must appear in the alt text description.
- Color contrast standards for accessibility should be applied to graphics designed for screen viewing.
- All PDF and MS Word documents posted to any page on the LSU website must pass accessibility testing.



The graphic above is an example of a well-designed image appropriate for digital publishing. There is minimal text, no more than five words, and the text has enough color contrast to meet accessibility standards. The design works on both desktop and mobile devices. A simple alt tag transcribing the embedded text makes this compliant with accessibility standards.



SOCIAL MEDIA

SECTION 10

BRANDING SOCIAL MEDIA PAGES

Profile Pictures

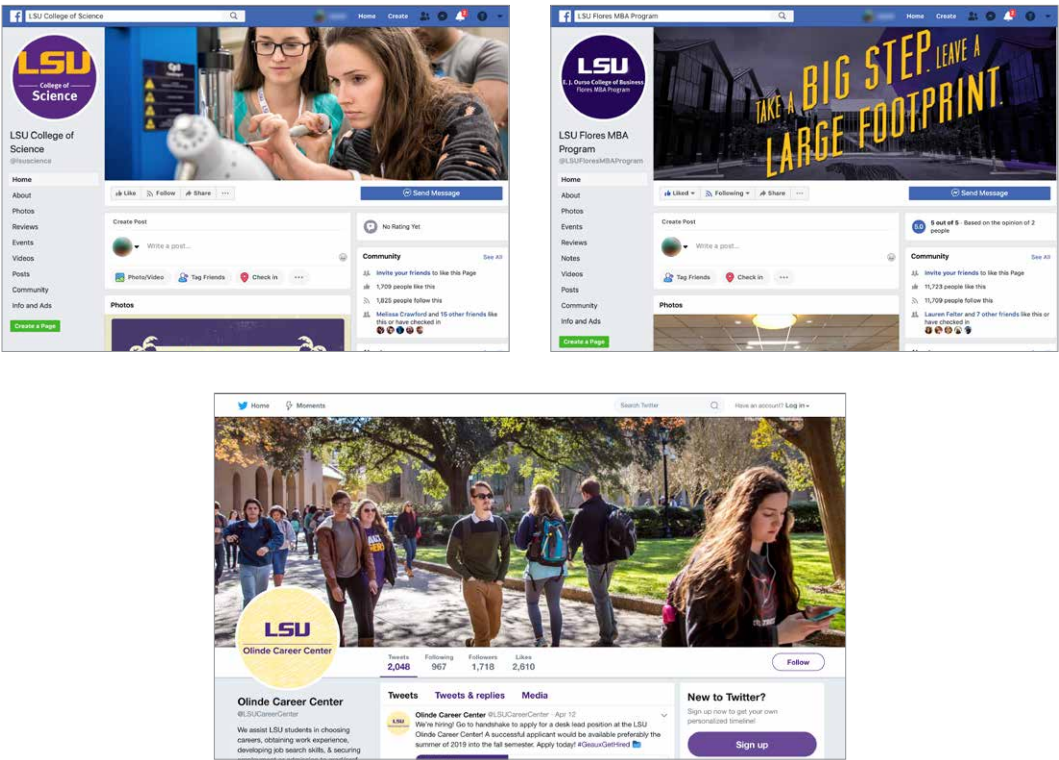
Profile images on your social media accounts are seen with every post and interaction. Branding your profile image ensures that the power of social media is leveraged when your account appears in the news feeds of followers and friends of followers. Your profile image should always contain the LSU logo and be as legible as possible.

Templates for your social media profiles will soon be available in the web-based template tool when it launches this summer. Until then, make sure the LSU logo is in your profile image and the official LSU colors are used. Examples of acceptable profile images are below.



Cover Images

The cover image is an opportunity for showcasing campus beauty, student and faculty interaction, state-of-the-art facilities, or any number of features of your unit. Depending on the platform, the use of photography, video, or the insertion of a graphic may be appropriate. Keep in mind that your images should never contain more embedded copy than 140 characters and a caption or alt text should be provided. Examples of successful cover images are shown below.



SOCIAL MEDIA BEST PRACTICES

As a major touch point with potential students, current students, parents, alumni, and fans, LSU's social media accounts are where the university interacts directly with audiences. With this in mind, it is important to follow best practices to help better communicate with and inform your audiences.

How to Choose a Social Media Platform?

- Define your overall purpose.
- Define your audience.
- Define your level of commitment.
- Choose social media platforms that align with your goals.

Facebook

- 2.01 billion active monthly users
- 47.5% of users are ages 35-64
- 43.5% of users are ages 18-34

Instagram

- 700 million active monthly users
- 250 million active daily users of stories
- 59% of users are ages 18-29

Twitter

- 328 million active monthly users
- 37% of Twitter users are 18-29 years old
- 42% of 15- to 17-year-olds use Twitter

Snapchat

- 301 million active monthly users
- 3.5 billion snaps sent per day
- 79% of 13- to 18-year-olds use Snapchat

What Visual Content Works Best on Social Media?

- **Gifs** are repeating loops of video clips lasting 1 to 3 seconds before repeating.
- **Images** are worth a thousand words. They compel a viewer to stop and pay attention. Add a great caption for the specifics and you're done!
- **Videos** 15 to 45 seconds in length are a great way to engage your audience and tell a story. See the video section for details on how to appropriately brand your video content.



What Copy Works Best on Social Media?

- Use short, concise copy.
- Make sure your copy is grammatically correct.
- Follow the brand voice of LSU and your department.
- Use a clear call to action in your posts.
- Tailor your message to each social media platform, keeping the audience in mind.

Copy length

Optimal copy length is different for every social media platform:

- **Facebook** - 280 characters (MAX – 5,000 characters)
- **Instagram** - 80 characters (MAX – 2,200 characters)
- **Twitter** - 140 characters (MAX – 280 characters)

Post Frequency

Optimal posting frequency is different for every social media platform:

- **Facebook** - 1-4 posts per day of different topics
- **Instagram** - 1-2 posts per day of different topics
- **Twitter** - 3-10 tweets per day, retweets included

When is the Best Time to Post?

While it is different for every social media account, there are general times to post:

Facebook & Instagram

- Lunch Hours: 11 a.m.-2 p.m.
- After-Work Hours: 7 p.m.-10 p.m.

Twitter

- Work Hours: 8 a.m.-7 p.m.

Best Practices for Live Content

- Plan out stories that make sense to all users (Facebook/Instagram/Snapchat). For example, if you are covering an event for an Instagram story, set the scene at the start (either verbally or through text) and post items in chronological order. Setting the scene can be as simple as adding text to the start that says, “LSU Fall Fest 2020.”
- Make sure stories are concise – no more than 15 individual story posts in a day.
- Be mindful of audio and visuals (e.g., no foul language, no obscene gestures).
- Close caption Facebook live content after the broadcast has ended.

Common Mistakes to Avoid

- **Do not link social media accounts.** For example, do not push your Facebook posts to Twitter; your text would be cut off due to differences in character limits between social media platforms.
- **Do not use the same copy on every platform.** Adapt your copy based on platform, character restrictions, and target audience. Also be mindful of differing account/user names across platforms for tagging or other purposes.
- **Be sure your images are not blurry or too small.** Image size/dimensions should be at least 900 pixels x 600 pixels at 72 pixels per inch.
- **Avoid using the same promotional image in consecutive posts.** Audiences will begin to tune you out if you do not keep your content fresh. At the very least, alternate graphic images with similar copy. Keep the platform in mind; duplicative images would be obvious to users on Instagram because the repetitive content will be displayed in your grid.



VIDEO PRODUCTION

SECTION 11

BRANDING VIDEO CONTENT

LSU has a fan base of millions, inclusive of alumni, students, family, and friends. As a result, there is a tremendous amount of LSU Tiger fan-generated video content on the internet.

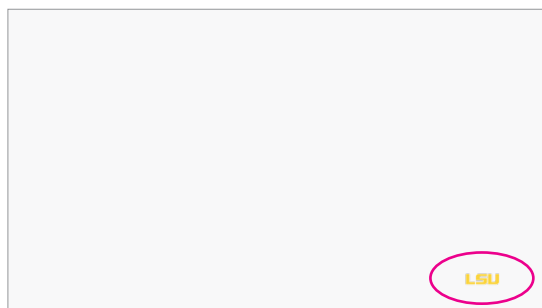
LSU has set a few brand standards for official videos to ensure they are recognized as official LSU communiqués. When you are creating video content for your unit, the following brand components must be included:

Accessibility Requirements

All brand compliant LSU videos must be accessible with the inclusion of either closed captioning or by providing a written transcript of the audio. This includes videos posted on social media and YouTube. Most social media platforms provide automatic captioning, but it is important to manually check the accuracy of these captions after your video is posted.

LSU Logo Bug

A gold LSU logo must be placed on the lower right-hand corner of the screen, within the title safe area, for the entire duration of your video. This is called the **LSU bug**. For brand consistency, we have an LSU bug file that is scaled and positioned for you to overlay on your video (shown at right). The file is available for download on the Strategic Communications website. This may not be replaced with your unit signature.

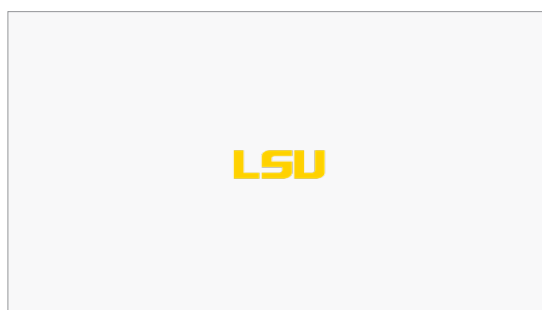


Above: The LSU bug is shown at the correct scale and in the specified position relative to the proportion of a TV screen.

Below: The LSU end card is also shown at the correct scale and position.

LSU Logo End Card

The LSU logo is also required to be the last screen of your video. This is called the **LSU end card**. For brand consistency, we have an LSU end card file that is scaled and positioned for you to overlay on your video (shown at right). The file is available for download on the Strategic Communications website.



If you choose, you may incorporate your department or unit name by using your official LSU signature to create a custom end screen. All custom end screens must be scaled so that the LSU logo portion of your signature, at a minimum, is the same size as the LSU logo in the LSU end card. Download the end card to use as a guide.

Lower Thirds

The captions used to identify people, locations, or otherwise provide context on screen are called the lower thirds. This is another opportunity to brand official LSU video content. The following typographic standards should be applied for your video's lower thirds.

LSU **lower thirds** are typically two-tiered but can be three-tiered. This means that there are two to three levels possible, with each level having a specific typographic style.

- **The first tier** should consist of only one line of text. In most cases, the first tier is a person's name.
 - **Use Proxima Nova Bold** set in all capital letters at approximately 60 pixels high.
- **The second tier** can be multiple lines of text, but more than two would be unusual. This tier is used to explain the first tier and is usually a title, department, or some other identifier for the person or featured subject matter.
 - **Use Proxima Nova Regular** at approximately 30 pixels high, or roughly half the height of the first tier text.
 - For small amounts of copy, use all capital letters. If your second tier consists of multiple lines of text, you should use uppercase and lowercase letters for better legibility.
 - Consider the length of time your information will be on screen when composing second and third tier information. Make sure it's not more information than an average person can read in the time allotted.
- Lower thirds may be located in any corner of the title-safe area. (In spite of the name, they are not restricted to the lower portion of the screen.)
- LSU lower thirds should always be white with a soft drop shadow as shown in the illustration below.
- **Soft drop shadow settings in Adobe software** (see inset image below for example):

| | | |
|-----------------------|---------------------|---|
| Mode: Multiply | Opacity: 60% | X Offset: 0 px |
| Y Offset: 0 px | Blur: 10 px | Color: Black (Hexadecimal #000000) |



In this illustration the lower thirds consists of the name, Stewart Lockett, on the first tier, and the title, LSU Student Body President, on the second tier. Note the pink rectangle indicating the title-safe area. The title safe visibility feature can be turned on with most editing software to ensure proper text placement within the video.

TIPS FOR SHOOTING ON YOUR PHONE (OR CAMERA)

Turn your phone **SIDEWAYS**.

- If filming with your phone, **film horizontally** and not vertically to achieve the most natural-looking and cinematic footage. The exception is if the platform where you are premiering your footage is mainly vertical, shoot vertically (Snapchat, Instagram stories, etc.)

Keep it steady.

- **Use both hands** to film with your phone.
- **Lock your elbows** into your body. Your body will then act as a tripod, and you will have much more stabilization in your shot.
- If you want the shot to have motion, **with locked elbows**, move your entire upper body with the camera while keeping your feet locked to the ground.

Use the Rule of Thirds.

- Divide your image up into nine equal parts, like a grid (most phones and cameras have a grid feature you can turn on). The theory is that if you place points of interest in the intersections, or along the lines, your photo becomes more balanced and will enable a viewer of the image to interact with it more naturally, rather than a center-framed shot.



In the image above, the name and title in the lower thirds, “Cindy Carter, Professional-in-Residence, Tiger TV Adviser,” is positioned at the intersection of the upper-right quadrant of the pink, nine-part grid overlaying the image. The type is neatly right-aligned with LSU bug in the lower right-hand corner of the screen. The woman featured is positioned so that her eyes, looking directly at the camera, are at the upper-left hand quadrant intersection. The net effect is a well-balanced composition!

Work *with* light, not against it.

- When outdoors, try and find a position where the sun is evenly lighting the scene you want to record. If some parts of the shot are looking too bright or too dark, change your position or angle to achieve the shot you want.

Strive for shot variety.

- A video made up of many shorter clips often makes a more interesting watch. You can highlight smaller details, not just the overall scene.
- Think about what other shots you can get to complement your master shot. It can be as simple as shooting your subject both from close up and farther away, or getting someone to repeat a performance (like a cartwheel) so you can capture it from a variety of angles.

Manually set exposure and focus.

- Press and hold an area of the screen to activate the **AE/AF Lock** function.
- With a smartphone, the most important is the **AE (Auto Exposure) Lock**, because you don't want the smartphone to keep changing the exposure while you're filming.

Check your mic.

- Move close to your subject to **avoid picking up ambient noise** as much as possible.
- Most cameras and phones have on-board audio recording capabilities, so hold your camera or phone delicately so you do not cover up any mic spots on the device.
- If using your phone to film, turn to airplane mode to **avoid notification noises while recording**.

EDITING TOOLS

For basic, user-friendly editing apps, try iMovie or Premiere Pro. iMovie provides an easy-to-use linear and non-linear editing interface with a variety of transitions, text options, and the option to import music for your video. It is available in the App Store for free. For more advanced non-linear editing software, Adobe Premiere Pro and Final Cut Pro are excellent tools to create videos.

YOUTUBE

YouTube is the platform used by LSU to post and share videos. LSU units are allowed to either set up their own YouTube channel. Once your channel is set up, it can be added as an "LSU Related" channel, which is visible on the main LSU YouTube page. For requirements and tips on branding your unit's YouTube page, see the social media branding section or visit the Strategic Communications website for information on sharing videos via the main LSU channel.



EVENT BRANDING

SECTION 12

DEFINING AN EVENT

A campus event is a planned occasion put on by an official LSU unit and attended by an audience segment outlined in this section. Some event examples include, but are not limited to, productions, exhibitions, camps, symposia, and conferences.

This section of the brand guide defines standards that apply to all events, and then separates events by category with specific allowances and restrictions for each.

Review each event type thoroughly to determine where your event belongs. If you have any questions, contact Strategic Communications via the approvals@lsu.edu email account.

EVENT BRANDING GUIDELINES

These guidelines apply to all event categories.

- **Branding for all events must include the LSU logo and adhere to the LSU logo usage guidelines** found in this LSU Brand Style Guide.
- **The Division of Strategic Communications will need to review and approve the event's branding prior to its implementation.** Approvals are valid for one year; after that date has passed, branding will need to be reviewed and approved again.
- **The event may not share a name with another separate event on campus.** It is up to the unit putting on the event to ensure there is no duplication prior to finalizing the branding.
- **It must be clear on your materials who is hosting the event.** The LSU logo or unit signature must be present, prominent, and displayed with enough contrast to be easily visible so that LSU maintains a presence in connection with the event and is not getting lost on the event materials. Efforts to minimize the LSU logo or unit signature may result in delays in the approval process.
- **There should be cohesion across your event's materials.** Understanding there are different guidelines for apparel, there should still be a connection between your event materials (i.e., t-shirt → print → digital).
- **Event branding elements should never be embedded into email signatures.** Doing so negatively impacts email accessibility. See recommendations for email accessibility best practices found on the Strategic Communications website and use the email signature generator in all messages sent from your LSU email account.
- If you are creating a brand graphic for your event, **a year must be incorporated** into the graphic.
- **Acronyms or abbreviations are not allowed to identify your event.** They require explanation and mean little to those without prior knowledge of the event.
- **The brand icons from the [brand icon library](#) should not be used to create marks for your event.** These are intended to be used as icons on LSU branded materials and should be used consistently to represent the universal themes identified.

How is an Event Brand Different From a Logo?

LSU logo refers to the Louisiana State University logo—primary and full name versions. (See [Logo Usage Guidelines](#) for details.)

Signature or **Unit Signature** refers to the unit-specific branding for colleges, divisions, departments, and offices across the campus, and is also considered an official LSU logo. (See [Unit Signatures](#) for details.)

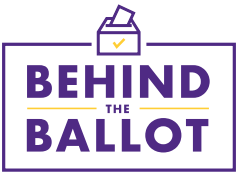
Event Brand refers to the typographic treatment or graphic element being used to brand the event.



LSU Logo: Primary



Unit Signature



Event Brand

Incorporating the LSU logo with Event Brands



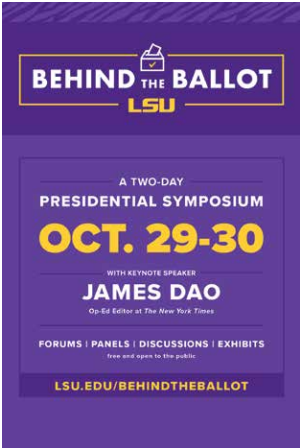
Event brand used in conjunction with an LSU logo



Event brand used without an LSU logo



Event brand incorporating an LSU logo into it



UNIVERSITY-WIDE EVENTS

University-wide events are defined as those put on by LSU as a whole. These events represent the entire university as a single unit and are outward facing, meaning they are highly visible to the off-campus community, so an overarching LSU brand presence is necessary for this level of event.

The following guidelines must be followed when developing branding for university-wide events:

- The creation of an event mark is permitted for events that qualify as a university-wide level event. The Division of Strategic Communications determines what qualifies as a university-wide event and is responsible for the development of all university-wide marks.* Contact Strategic Communications in the beginning of your event planning process to determine if your event falls into this tier and to initiate a logo development project.
- University-wide event marks are developed and distributed with their own set of brand guidelines that must be followed.
- University-wide event marks are temporary and must have a designated start and end date for their usage.
- University-wide events are always branded exclusively using the LSU color palette.
- University-wide event marks may incorporate the LSU logo into them; in these cases, it may be determined that the event mark may replace the LSU logo or unit signature, rather than being used in conjunction with it. These parameters will be outlined in the branding guidelines for the event mark.

Examples of University-wide Event Marks



Logo for LSU's year-long sesquicentennial celebration and signature events



*The Homecoming logo is redesigned annually by an LSU student in close collaboration with Strategic Communications and Campus Life. This is the only university-wide event logo not designed by Strategic Communications.



Logo for an open-house event that invited the Baton Rouge community to the campus for an exhibition of LSU academics

PUBLIC EVENTS

Public events are open to the off-campus community including prospective students, parents, and alumni. When inviting external audiences to campus or any location where LSU is hosting an event, it is important for LSU to be united in its presentation and messaging; therefore, a strong brand presence is necessary for this level of event.

Brand guidelines for public events are defined by the LSU brand as outlined in the previous sections. This includes Copywriting, Typography, Graphic Elements, Photography, and Color Palette. With the exception of events held specifically for prospective students and alumni, the Universal Event Brand Standards, including the creation of an event brand, are also applicable.

While conferences and academic consortium events are, in most cases, open to the public, the specific nature of those events necessitate different brand standards. See the Conferences & Consortium Events section for details.

Alumni Events

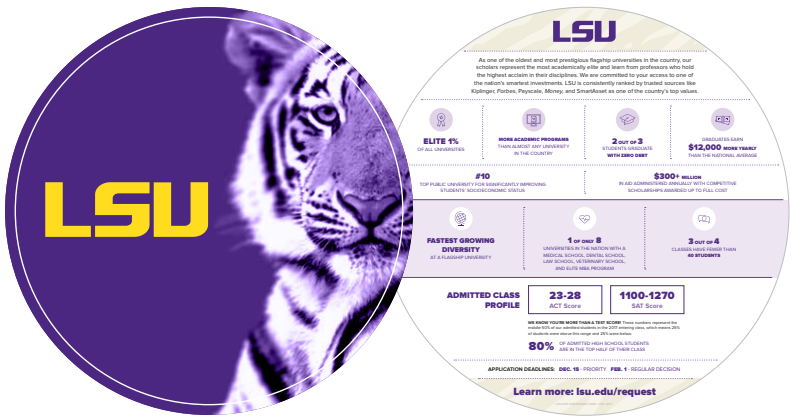
Events for the alumni audience, especially as it pertains to donors, exclusively follow the current development campaign brand created in coordination with Strategic Communications and administered by the LSU Foundation. Contact the LSU Foundation for resources and guidance on all fundraising efforts. Templates to help the campus consistently execute the development campaign design, and pieces intended for LSU alumni and alumni events will soon be available in the web-based template tool when it launches this summer.



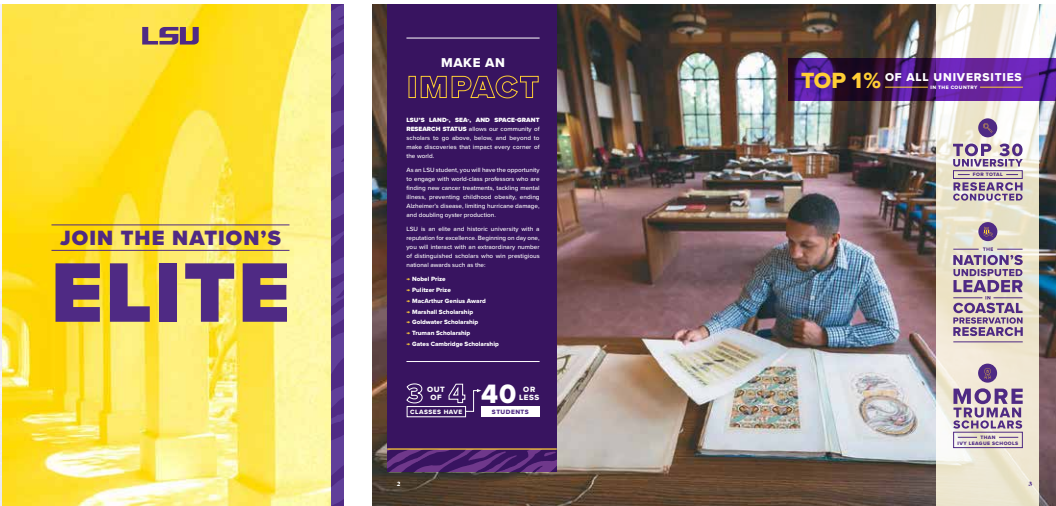
Prospective Student Events

Events for the traditional (high school) and nontraditional (transfer, military, etc.) prospective student audience, should take a spirited, yet restrained and prestigious, visual tone with very clear and concise, bold message points. The goal for prospective student events is to maintain consistency with the tone set by Strategic Communications in collaboration with the Division of Enrollment Management. LSU branding must be applied exclusively.

Examples of Prospective Student Event Materials



Above: Front and back of the brochure given to high school students at college fairs
Below: Campus visit brochure given to high school students on campus tours



CAMPUS EVENTS

Campus events are attended by the internal campus community including incoming (see definition below) and current students, faculty, and staff. In order to keep the brand experience fresh for the campus community, a relaxed brand presence is permitted in this category. While the event must still be clearly affiliated with LSU, a consistent presentation of LSU by way of brand elements (brand fonts and graphic elements) is not required.

The following guidelines are available to help brand events for the campus community:

- While a complete branded look is not required, the colors purple and gold must maintain a dominant presence in the branding of these events.
- LSU logo usage guidelines must be followed.
- ONE accent color of your choice may be used in your compositions.
- Should you choose not to use the official brand fonts, a recommended list of well-designed fonts is available for reference.

Incoming Students

A person is considered an incoming student during the period after attending orientation through to Move-in Day. These events may have their own look that follows campus event guidelines defined in this section. However, given that incoming students may still be making a decision and that LSU is still technically recruiting them, a branded band that is consistent with prospective student branding will need to be present. Templates for this brand element, which helps bridge the visual gap between prospective and current student event branding, can be found on the Strategic Communications website.



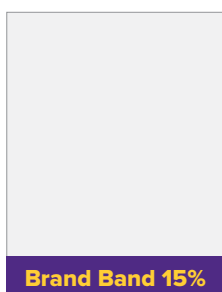
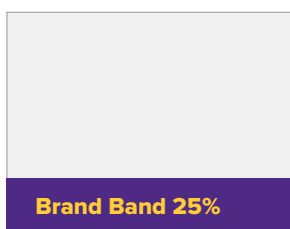
A branded band element found in the brand templates on the Strategic Communications website may be used in conjunction with the event's unique branding. This allows for event branding flexibility while maintaining a strong connection to the LSU brand.

Campus Event Graphic Elements

Campus Event Accent Colors

The use of accent colors is intended to supplement purple and gold and provide some brand flexibility in branding campus events. Accent colors are not considered official LSU colors, nor should they be used in place of purple and gold. If an accent color is used, the following conditions must be met:

- **ONE** accent color of your choice may be used in your compositions.
- The accent color may be a maximum **15 percent** of each composition.
- Official LSU purple and gold must be incorporated in your composition in one of two proportions:
 - Official LSU purple and gold must be a minimum 40 percent of each composition with an accent color,
 - OR**
 - Brand bands in the following proportions:
Vertical compositions: 15 percent of the height is dedicated to the LSU brand band.
Horizontal compositions: 25 percent of the height is dedicated to the LSU brand band.



Above: Illustrations of the vertical and horizontal brand band proportion requirements.

Below: 1.5 inch squares with 40% purple and gold, and 15% recommended accent color used to illustrate the required proportions



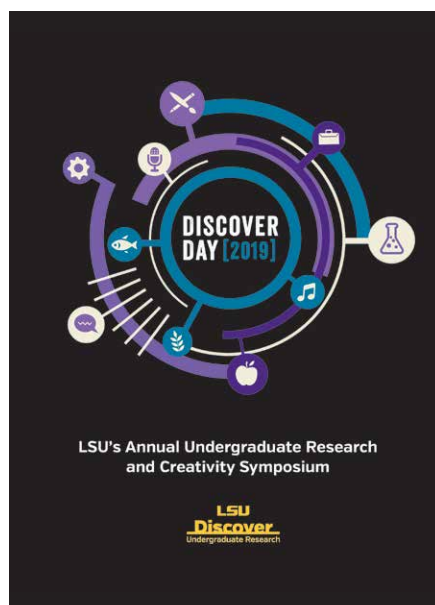
PANTONE 7417
R 224 - G 78 - B 57
C 1 - M 83 - Y 85 - K 0
#E04E39



PANTONE 7468
R 0 - G 117 - B 154
C 94 - M 16 - Y 7 - K 28
#00759A



PANTONE 376
R 122 - G 184 - B 0
C 53 - M 0 - Y 96 - K 0
#7AB800



Above: This event promotion adds an accent color to brand the event more distinctly. It uses academic imagery in a refined way to communicate the educational nature of the event. It uses an alternate font, but maintains a predominant purple and gold presence for brand compliance. The official LSU purple and LSU gold are incorporated into the design to forge a strong visual tie back to the LSU brand.

Campus Event Typography

In addition to the overall [brand typography](#) options, the following type treatments may also be incorporated into your campus event branding materials.



Campus Event Stylized Font Selection

The fonts listed below are a selection of well-designed, stylized fonts that can help to set a distinct tone for your campus event. Your unit is responsible for purchasing the appropriate licenses for any fonts listed below.



Campus Event Iconography

A wider variation of icon styles and color combinations are available for campus events.



Campus Event Photo Treatment

In addition to the overall [brand photography](#) and [photo treatment](#) guidelines, framing an image with its own image or a related texture may also be incorporated into your campus event branding materials. Play with scale, color, and opacity to set it apart.



CONFERENCES & CONSORTIUM EVENTS

Even though these events are open to the public, they deviate from public events in their scope and mission, and require special parameters.

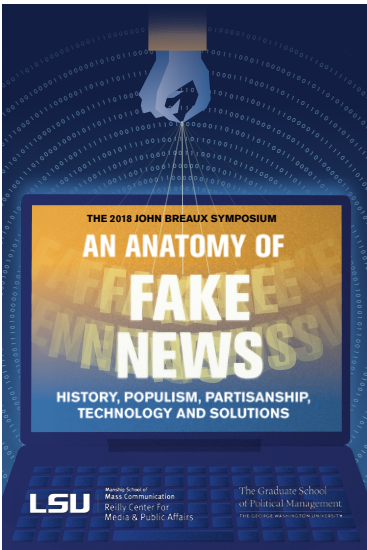
Conferences

Academic conferences put on by LSU units help to spread the academic mission of the university beyond the gates of the campus. They are competing in the open market both for attendees and to represent LSU academics as innovative, rigorous, and relevant among our peer institutions. In order to meet the marketing needs for these events, they are permitted the use of guidelines in the Campus Event section, rather than those set for public events.



Academic Consortium Events

In the case of public-facing events held on the LSU campus and conducted by an academic consortium in which other university members contribute both intellectual property and financial support in collaboration with LSU, the publications and collateral materials developed are exempted from compliance with these event standards. Materials for these events simply must include the LSU logo in a manner that is compliant with university brand standards and/or provide representation equal to other consortium members.



Please note that if LSU is the sole funding source for an event held on the LSU campus that presents intellectual property from a consortium, LSU should be recognized appropriately as the event host.

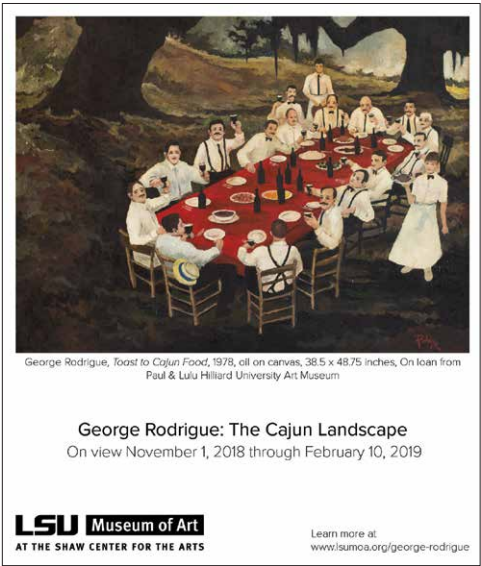
The 2018 Breaux Symposium was co-produced by LSU and The George Washington University (GWU). Because of the shared intellectual property, shared cost, and collaboration, the cover design for book documenting the event (left) is branded with a neutral color palette and design approved by the consortium. The LSU logo and the GWU logo are both displayed on the bottom of the piece.

ART EXHIBITS

This event category is intended to address the specific needs of the College of Art & Design and other units across campus that deal with exhibiting original works of art as part of the university’s academic mission. Anything outside of the academic mission of creative scholarship, in all likelihood, falls under Campus Events, outlined previously.

Understanding that works of art are intended to be appreciated as they were created, the following guidelines have been established:

- Art exhibitions are defined as an event displaying original artwork in a gallery-like setting. The featured artist’s unaltered artwork may be used for promotion of the event.
- Colors used in place of purple and gold must either be derived from the featured artwork or be black, white, or gray.
- Brand fonts must be used exclusively and logo usage guidelines must be adhered to.
- Graphic design work created for the promotion of an event does not qualify as original artwork.
- This category does not include promoting performances, speakers/lecture series, or compilations of events being presented by campus units over the course of a semester. Compilation pieces should comply with public event guidelines.



In the above example, the unaltered original artwork being showcased is the primary visual, supported by a color palette of black and white, and the use of Proxima Nova.

ANNIVERSARY LOGOS

Occasionally, LSU will celebrate anniversaries that merit their own logo. In these cases, special marks are developed by the Division of Strategic Communications to facilitate consistent presentation and promotion across the university. So as to not confuse the community outside of LSU or undermine the goal of celebrating a university anniversary, it is necessary that these logos leverage the LSU brand and work within the LSU brand guidelines.

The following must be followed when developing a logo of this kind:

- LSU departments celebrating quarterly anniversaries (e.g., 25th, 50th, 75th, 100th, etc.) are permitted to have a customized anniversary logo. They may also opt to use the pre-designed anniversary logos (see below).
- LSU programs conducted by a department celebrating a quarterly anniversary may use a pre-designed logo that can be customized with the program name.
- Non-quarterly anniversaries (e.g., 30th, 27th, 45th, etc.) may be celebrated and noted in copy or with a tagline, but a logo may not be created for those events.
- The Division of Strategic Communications is responsible for the development of all anniversary logos. Contact Strategic Communications at the beginning of your planning process to initiate a logo development project.
- Anniversary logos are developed and distributed with their own set of brand guidelines that must be followed.
- Logos for anniversaries are temporary and must have a designated start and end date for their usage.
- Anniversary logos are not meant replace the LSU or departmental logo, but to be used in conjunction with them.



EVENT SPONSORSHIP

For resources on how to obtain sponsors, there is a Sponsorship Toolkit available from the LSU Foundation at lsufoundation.org/resources. This toolkit provides LSU process related forms and documents, communication templates, and direction for contacting, soliciting, and thanking prospective event sponsors.

Finance & Administration

Please note that as campus units seek sponsors unaffiliated with LSU for their event, whether via cash or in-kind contributions, departments should contact Finance & Administration regarding the required LSU Event Sponsorship Agreement. Once the agreement is signed, recognition for sponsors needs to be event specific through the marketing materials for the event (e.g., website, brochures, social media, promotional products, etc.) and is reviewed by Finance & Administration on a case-by-case basis.

In addition, as campus units seek promotional opportunities by becoming sponsors, the sponsorship agreement provided by the outside entity hosting the event may only be signed by the LSU Executive Vice President of Finance & Administration/CFO.

Visit the Finance & Administration website for more information.

A Note About Co-branding

LSU defines a co-brand as a partnership codified by LSU Finance & Administration where both entities are equally represented. Co-branding at the departmental level is not permitted as it can cause sponsor conflicts with existing partners. Please visit the Finance & Administration website for more information.



RECOGNIZING EVENT SPONSORS

LSU units often find they need to either recognize unaffiliated off-campus entities or fellow campus units that have provided support or resources to help make their event possible. This section provides guidance on how to appropriately incorporate brand recognition for sponsors in your event materials.

Recognition of sponsors may be handled in any number of ways. Some examples include:

- “Thank you to our generous sponsor [insert single sponsor name].”
- “Thank you to our generous sponsors:” Follow this statement with a written list of multiple sponsors.
- “Thank you to our generous sponsor(s).” Follow this statement with placement of one or more sponsor logos.

Recognizing Multiple LSU Sponsors

As campus units partner with one another to host events, a need may arise to acknowledge multiple campus units on the same piece of collateral material. These materials should not repeat the LSU logo by placing multiple unit signatures. Instead the following multi-unit signature should be used.

The multi-unit signature must be set up using the web-based template tool that will launch this summer. . To access it visit the Strategic Communications website for a link to the appropriate template. You will need to login using your MyLSU user name and password.

Horizontal Multi-Unit Signature

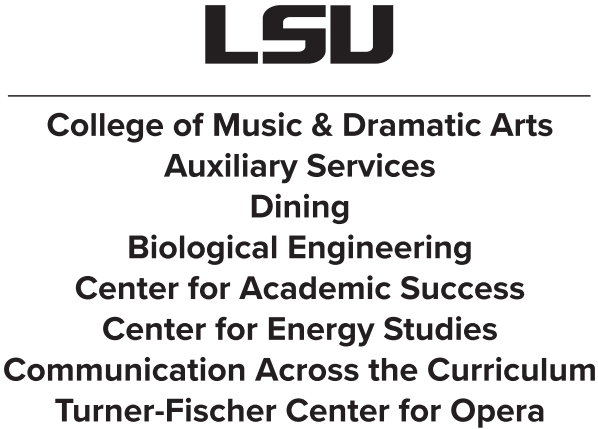
No more than three units may be listed on the horizontal version of this signature.



Vertical Multi-Unit Signature

For longer listings of supporting units, use the vertical signature.

Note, it is never permissible to list entities unrelated to LSU in this signature.



Social Media Sponsor Recognition

When recognizing sponsors on social media, it is important that your unit does not inadvertently or intentionally recommend or endorse a sponsor's product or service rather than thanking them for their support of LSU. For that reason we recommend the following guidelines:

Twitter

- Tag a sponsor in the image used for the tweet about your event. You can see in the LSU tweet below that we tagged College of Science and three other accounts in the image. This allowed us to use fewer characters in the copy of the tweet, keeping it cleaner and easier for consumption but still providing visibility for a sponsor.
- Directly @mentioning a sponsor may be appropriate in some circumstances, but please be aware that you are not permitted to endorse or recommend sponsor products or services.



Facebook & Instagram

- Facebook has made it very easy for page operators to include paid sponsors in a post. The sponsor is clearly identified as a “Paid Partnership.” See the attached LSU Basketball Facebook page post.



Being Recognized as an Event Sponsor

Once Finance & Administration has signed off on your unit sponsoring an event unaffiliated with LSU, the LSU logo, if used for recognition, will need to be present at a scale that is appropriate for the university's involvement in that event.

The following represent possible scenarios and treatments for those executions:

- If LSU is the primary sponsor of the event, the LSU logo or unit signature should hold a greater prominence than the secondary sponsors, be that through size, positioning, or both.
- If LSU is at an equal sponsorship level with other entities, the LSU logo or unit signature should be comparable in size and position to the other logos.

Logo usage guidelines should be adhered to at all times, with special attention paid to the logo clear space guidelines found in the Do Not Crowd The Logo section of the brand guide.

If you have questions about a particular off-campus partnership and the presence of the LSU logo in those event materials, please contact LSU Strategic Communications at approvals@lsu.edu.

ADDITIONAL RESOURCES

Strategic Communications has several resources—including table covers, backdrops, sandwich boards, and table runners—that faculty and staff can check out to use for events in order to give your exhibit space a branded LSU look. These are available on a first-come, first-served basis. In addition, there are resources you can purchase, including lapel pins, name tags, small and large retractable banners, table cloths and runners, and pocket folders. Visit the Strategic Communications website, under Service Areas and Operations, to checkout or purchase items.



UNIFORMS



SECTION 13

SHIRTS FOR STAFF AND STUDENT WORKERS

There are a wide variety of circumstances that may necessitate ordering shirts to serve as official uniforms for your team. It may be for a specific, time-bound event involving multiple layers of your organization from students to leadership, or it may be a long-term position interfacing with the campus and campus visitors on behalf of your department.

The decision of whether or not to purchase uniform shirts is up to the units on campus unless specified by Human Resource Management; however, if you do choose to order uniforms the following best practices should be considered.



General Uniform Shirts

- **Shirt Color**—From a brand perspective, we recommend shirts be ordered in shades of purple or gold or a neutral color like white, gray, or khaki. Doing this keeps photographs in mind. You want images shot of your team to show LSU branding and easily identify your connection to our university. Ordering shirts in red, green, blue, or other colors places that immediate brand connection out of reach. We understand that sometimes a staff member needs to be easily identified in a crowd. If that's the case consider ordering your shirts in a brand color, but use a bright contrasting ink color. Shirt color is ultimately your decision, just be mindful of the brand during your design process.
- **Logo/Signature Placement**—Either the LSU logo or your unit signature must be placed exclusively on the front of your shirts in the right or left pocket area. If your team members are working in a public interfacing role, their uniform must identify them as an LSU employee, and you are required to use your unit signature to identify your unit as their specific employer. An example of someone in a public role would be a person who is tasked with shooting photos or capturing footage for social media.
- **Other Graphics**—The shirt back and sleeves are open to other graphics, as determined by your unit, or may be left blank. Again, if your team members are working in a public interfacing role, consider placing their role on the sleeve or on the back of their shirt, e.g., STAFF, VOLUNTEER, TOUR GUIDE, PHOTOGRAPHER, MEDIA, etc.

Event Specific Uniform Shirts

When hosting an event on behalf of LSU, guidelines for shirts given to volunteers to wear during the event allow for the inclusion of your event’s branding. For details on event branding guidelines, please see the addendum to this document available on the Strategic Communications website.



Uniform Front
REQUIRED



Uniform Back
OPTIONAL



Uniform Sleeve
OPTIONAL



VEHICLE GRAPHICS

SECTION 14

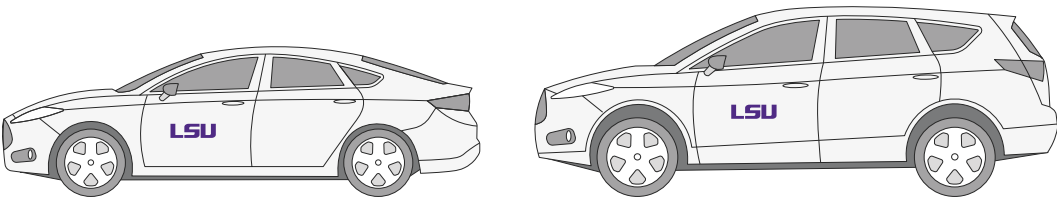
Presentation of the LSU logo is just as important on university vehicles as it is in other communications. There are two common types of graphic application of LSU marks related to campus vehicles.

- Simple logo placement to reflect vehicle ownership and inclusion in the campus fleet as indicated in the illustrations (see below)
- Vehicle wraps that highlight a specific university program (e.g., Coastal Roots, Physics & Astronomy’s MARS van, etc.).

The primary objective, regardless of application, is to communicate the university’s identity clearly and to present a professional, consistent face to the community as our vehicles travel throughout Louisiana and beyond.

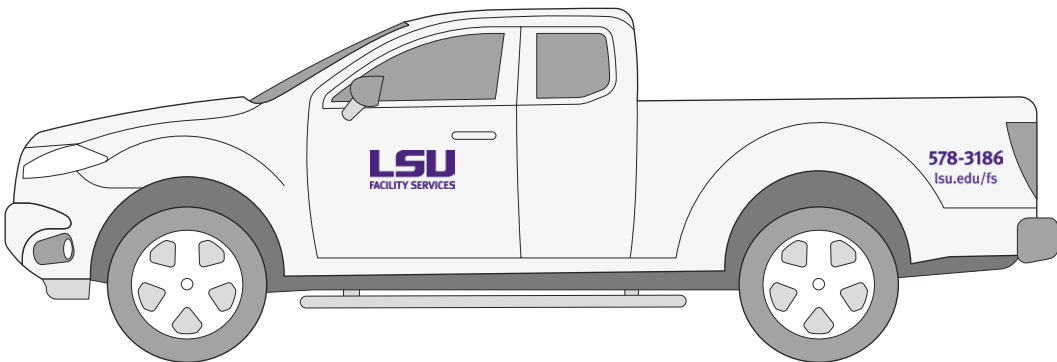
VEHICLE DECALS

Before any university-owned vehicle is placed into service by Property Management, identity graphics in the form of a simple decal featuring the LSU logo in the Geaux font in purple must be applied as per guidelines on front driver and passenger doors. This standard exists for all university vehicles, with the exception of those owned and operated by LSUPD, LSU FETI, the LSU AgCenter, and LSU Facility Services.



Vehicle Typeface Meta

When there is a need to add unit names or other information to vehicles, Meta should be used. Meta is the font used for semi-permanent applications like this that require pairing with the LSU logo, but need to outlast the sometimes frequent transitions of branding trends.



VEHICLE WRAPS

Wrapping a vehicle can be an effective promotional technique in your marketing toolkit. If you elect to wrap your department’s vehicle, you are also committing to the care and maintenance required to keep the wrap in good condition and up-to-date with current brand standards. When a wrap is no longer viable or begins to look worn, it must be removed immediately.

Vehicle wraps intended for marketing purposes may be designed to align with the trendier aspects of the brand, and are not restricted to the use of the font Meta in LSU purple. However, LSU branding must be the basis for the wrap design. All vehicle wrap designs, along with planned obsolescence, must be approved by the Division of Strategic Communications prior to application to ensure proper placement of the LSU logo and/or department signature and protection of the brand.

Large Trucks & Mobile Classrooms

For oversized vehicles, the LSU logo must also be placed on the driver and passenger doors. The font Meta should be used for any general branding. If the truck is wrapped for marketing purposes, the bottom 25 percent of the wrap must be LSU purple with a gold LSU logo as shown below.



Above: Box truck illustration with general LSU branding inclusive of department specific information typeset in Meta

Below: Box truck illustration showing a vehicle wrap with the 25% portion of required LSU branding



Any request for exceptions to these guidelines must be discussed with the Division of Strategic Communications.

Please refer people with questions about
the brand guide to:

Division of Strategic Communications
approvals@lsu.edu
225-578-3874