

QUICK TIPS

Call anytime for help or with questions: Holly Cullen, 578-3872

The LSU brand is more than our logo and the colors purple and gold. It's what you, our students, faculty, staff, alumni, corporations, peers, donors, and outside onlookers all think, feel, and respond to when they encounter anything and everything LSU. We appreciate your help in maintaining and enhancing the LSU brand. With consistent use, our brand grows stronger and allows LSU to put its best foot forward in everything we do as an institution.

Use The Design Templates On StratComm's Website

lsu.edu/stratcomm

- Ads
- PowerPoint templates
- Academic poster templates
- Overview PowerPoint and one-sheeter
- One-sheeter/flier template
- Tri-fold templates
- Banner stand templates

Use The StratComm Photo Database

Below is a download link to free images that can be used for any LSU promotional materials.

- <http://wp002.lsu.edu/share/LSUUR/public/CampusCommunicatorsGallery/>
- Password: *LSU1860*

Follow Writing Style Guidelines

lsu.edu/stratcomm/online-brand-guide/editorial-style-guide

What Needs StratComm Prior Approval?

We need to review communication items for internal and external audiences. Communication going to external audiences is a priority, particularly prospective students, donors, parents, alumni, business and industry, legislators, media, and members of the general public.

This includes, but is not limited to, brochures, newsletter designs, postcards, posters, radio ad scripts, print and digital advertisements, video scripts, videos, banner stands, annual reports, social media icons, backdrops, tablecloths, fleet signage, branding for uniforms, and contracts with outside design/video firms.

When In Doubt, Email It To Approvals

Send your projects to *approvals@lsu.edu*. If we don't need to review it, we'll let you know.

Want to Share?

Have a great story idea? Want to tell the world?

Email *rachelsp@lsu.edu*.

What Needs Trademark Licensing Approval?

All promotional items, no matter the cost and whether or not they include the LSU name or indicia. Use the LSU licensee list at the Trademark Licensing website (*LSU.com*) to purchase promotional items. Complete the approval form at *LSUform.com* prior to purchase.

Need A Website?

Email *stratcomm@lsu.edu* to see if our free web solution will work for you.

Social Media Accounts

Email *socialmedia@lsu.edu* to get your accounts listed in our social media directory.

To Purchase Or Check Out

Call 578-3861 to order pocket folders, visitor guides, check out generic tablecloths/runners, backdrops, and A-frame signs.

For Assistance With Ordering

Name tags, official event banner stands, go to *lsu.edu/stratcomm* or call 578-4473.

Online Accessibility

Make your digital materials ADA compliant; email *stratcomm@lsu.edu* for information. For video, email *eshaw3@lsu.edu* for video captioning options.

Media Relations

Press releases should be sent through LSU Media Relations at *eballa1@lsu.edu*. If media call or request an interview, please contact us at 225-578-5685.

Join/Participate In Campus Communicators

shartmann1@lsu.edu



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Audience Definitions

Prospective Student

Any person seeking an education from initial contact with LSU through to the 14th day of enrollment in class. Initial contact includes direct inquiries, purchased lists, school visits, campus visitors, etc. Students are considered prospective all the way through orientation and their first two weeks of enrollment. Students include individuals undertaking any course work including undergraduate, graduate, continuing education, online education, certificate programs, and leisure classes.

External Audience

Anyone who is not a regular campus citizen. This audience is very broad and can be broken into subsets that include: Baton Rouge community members, current and prospective student parents and families, graduate and undergraduate prospective students, alumni, donors, retirees, businesses, media, etc.

Internal Audience

All main campus citizens including currently employed faculty and staff, and current students. This does not include retirees, alumni, or anyone visiting the campus that is not normally here. All campus visitors are considered external audience members and should be communicated with as such.