

# LSUS<sup>TM</sup>

## SHREVEPORT



Style Guide & Identification Standards Manual

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# Introduction

## Why We Have Identity Standards

LSU Shreveport is known and recognized throughout our region. Therefore, it is critical that the visual elements that represent the institution and its image do so consistently and with integrity.

Institutions nationally have begun recognizing the importance of image consistency and are implementing cohesive standards to protect their images; therefore enhancing the value of their names and building a foundation for successful branding. Successful branding occurs when an entity presents itself consistently over time, creating an emotional connection with desired audiences.

A proliferation of independent, decentralized identities and symbols creates confusion in the minds of audiences whose support we seek: students, prospective students, parents, alumni, and supporters. While logos and symbols are not the sole elements of an institutional “brand,” they are its visual representation and extension. When that visual representation is disconnected or inconsistent, it follows that the perception of the institution can also become disconnected or inconsistent.

Conversely, research shows that a visual identity used consistently over time paves the way to an enhanced image, instant recognition, and higher recall among prospective students. It also provides more inclusion among the “choice set” of institutions from which students choose their higher education provider.

Getting inside that choice set is not just important – an institution’s long-term success depends on it. There are nearly 4,000 colleges and universities in the United States; differentiating, therefore, is a challenge not only because of the sheer number of institutions competing for students, but because of shrinking budgets that make it difficult to reach mass audiences. Hence, every message and every dollar that reinforces an institutional identity counts.

Finally, consistency in visual identity protects the institutions’ patents, licenses, and increases the value of its identity over the long term.

By following these standards, we build not only consistency, but protect our most valuable asset—the LSU Shreveport name.



## How to use this manual

Each area of the university has different needs and applications for print, web, and other types of media. This manual includes sections addressing the use of visual elements and styles across various types of mediums. It also contains examples of commonly-used materials, appropriate colors, logos and marks, fonts, and information about accessing the logos and marks.

While comprehensiveness was a goal in developing this manual, questions will arise. Please call the Office of Media and Public Relations. Contact information is in the final section of this manual. This office can provide approvals, resources, and answers to any question not specifically outlined in the guidelines.

This manual is also available online at: [www.lsus.edu/pr](http://www.lsus.edu/pr).

## Trademark Compliance Monitoring

This manual outlines the procedures for approval of all promotional and printed material. Approval of marks and logos for merchandise or retail is issued by the Office of Media and Public Relations; use of logos and marks on any printed publications and electronic materials must have the approval of the Office of Media and Public Relations. LSUS-related printed materials that will be made available for sale must comply with printing policies, but must also comply with trademark licensing policies which require the printer of these materials to be licensed through the university's licensing agent.

## LSUS Trademarks

A trademark is any word, name, symbol or device, or any combination thereof, used to identify or distinguish the source of a good from those of others. LSUS owns and protects multiple trademarks including, without limitation, its name, logos, colors, slogans, mascot and other indicia.

The unauthorized use of the University's protected marks in a manner that is likely to lead to consumer confusion as to source, affiliation, sponsorship, endorsement, approval, etc. or likely to dilute the strength of the University's mark may violate the University's trademark rights and may give rise to various causes of action under federal and state law. Use of the University's protected marks without permission from the University or its authorized trademark licensing representative, Strategic Marketing Affiliates, may subject you to criminal and/or civil penalties.

## Use of LSUS Trademarks

Purchase of any item displaying the University name or other indicia is governed by the following policies and procedures that are administered by the LSU Trademark Licensing office in the LSU Office of Finance and Administration.

- Vendors of items that are purchased by the University for resale must be licensed by the University and the specific manner in which indicia are used on or with the item must receive prior written approval of the Trademark Licensing office. Licensed vendors are

required to pay a royalty for the use of University indicia. In the case of registered student and employee organizations purchasing such items for their members only and not for fund-raising purposes, the royalty fee is waived.

- Vendors of items that are purchased by the University for distribution to members of the public or others for promotional purposes must be licensed by the University and the specific manner in which indicia are used on or with the item must receive prior written approval of the Trademark Licensing office. Licensed vendors may be required to pay a royalty for the use of University indicia. In all cases, such items that carry the name of any non-LSUS entity, in addition to LSUS indicia, or which carry LSUS indicia and are provided to a non-LSUS entity for promotional use, shall be licensed under a separate promotional licensing agreement through the Trademark Licensing Office.
- The manner in which University indicia are to be used on all items requires the prior written approval of the Trademark Licensing office.

**For additional information on LSU Trademark Licensing and to view the LSUS licensee lists, please visit [www.LSU.com](http://www.LSU.com).**

## Graphic and Visual Elements

### Overview

This section deals with basic identity elements: the wordmark, logos, seal, university colors, and typefaces that are the foundation of visual identity. The university's name, wordmark, logos, and seal are property of LSU Shreveport. These elements may only be used by authorized units of Louisiana State University or through approval for external use. When in doubt about which mark to use for different types of mediums, please contact the Office of Media and Public Relations.

### Printing Procedures

Items to be printed by the LSU Shreveport Bookstore must follow the guidelines in this manual. Items for internal-use only, including PowerPoint presentations and classroom handouts, may be submitted directly to the LSU Shreveport Bookstore for processing. However items intended for public consumption or external use, including posters, flyers, brochures, booklets, presentations, must be approved in advance by Director prior to submittal to LSU Shreveport Bookstore. Please allow 2 business days for approval time.

These procedures and the adherence to the graphic standards outlined in this manual and online should be followed by all LSU Shreveport employees for the procurement of printed material designed and/or initiated by the university community. Following them helps ensure good stewardship of state funds in the area of publication and print material, and timely production and delivery of the material.

Our name is the primary means by which we are recognized; therefore, the **LSU Shreveport** name, in the appropriate font that constitutes our wordmark, must appear on the front and/or back of all forms of communication. Only approved text (see page 9) may be added to the

wordmark to form a customized wordmark for campus entities. The wordmark may not be visually altered, overprinted, paired with unapproved images, bordered, changed proportionally, or otherwise tampered with in any way.

## Design Parameters

LSU Shreveport reserves the right to disallow or request changes to LSU Shreveport designs that do not adhere to standards, that do not reflect an appropriate level of quality and design, that may conflict with current trademarks or that might be seen as offensive or in poor taste.

Sometimes, proposed designs fall into a “gray” area for which there is no firm standard, and in these cases LSU Shreveport reserves the right to approve or disallow a design and/or to recommend an appropriate alternative.

In general, items containing the LSU Shreveport name, logos, or other marks; items obviously connected with the university in some way or conveying or implying LSU Shreveport sanction, support or association; and items to be paid for by university funds, must follow these guidelines:

- LSU Shreveport logos, symbols, and marks may vary in size, but cannot otherwise be altered, tampered with, modified, incorporated into other marks, or overprinted with other words or design elements.
- Independently-created logos for LSU Shreveport colleges, schools, and departments are not permitted. Symbols recognized nationally for certification, associations, areas of study, or professional schools may be used to show such affiliation, but not with the LSUS name or college/school name inside them, and not exclusively. LSU Shreveport’s logo must be prominent and aligned visually with the college/area/department.
- The Seal is allowed only on official university documents and occasionally on upscale quality merchandise. This mark must be seen as something someone has earned, such as a distinction, diploma, or privilege.
- The artwork must be of appropriate taste, quality, and design that complement the type and style of merchandise on which is to be placed.
- Whenever an LSU Shreveport logo or mark is used, it must be prominent and separate from other designs or marks, including sponsor logos.
- Small items such as lapel pins should use a single design, in appropriate university colors. Longer or formal names for schools and colleges, departments, or events should be used on larger buttons or name badges, not lapel pins.
- Requests by campus departments for “paper” items such as brochures, flyers, banners, and napkins may be filled by approved printers with art approved by Office of Media and Public Relations.
- The LSU Shreveport name in text form on merchandise may be used with permission, when appropriate. Only those student organizations recognized by the Office of Student Affairs are allowed to use the university’s name.
- To avoid being perceived as an official university logo, student event logos cannot contain LSUS or the LSU Shreveport name within them. However, stating that an event or

organization is “at LSU Shreveport” in text may be acceptable. Separate, prominent, and clear use of an approved logo can be placed elsewhere on the item.

- If a student organization is a financed division or department of student affairs, then those organizations, like all campus departments, must adhere to the Style Guide, which allows individual logo options, as described on page 9.
- Use of art or other intellectual property owned by a third party must be approved by that entity in writing and submitted to LSUS Office of Media and Public Relations along with the desired artwork.
- Student organizations and campus departments may include a sponsor name/logo along with university marks on products and some advertising. However, the student organization/department’s name must be included in such a way as to convey the relationship is a partnership and not an endorsement by LSU Shreveport. University departments will need to secure approval of any joint advertisement from the Office of Media and Public Relations.

## **Merchandise and Promotional Items**


Campus departments and student organizations frequently purchase merchandise for promotions or events that include university logos. Requests can include lapel pins, cups, mugs, hats, apparel, bags, purses, umbrellas, coasters, photo frames, and other items. Each of these items is an extension of the university’s brand or image. Just as there are branding guidelines for printing purposes, similar policies are in place for merchandise.

Since use of LSU Shreveport’s name or other LSU Shreveport logos with an organization name implies association with the university, only campus departments and student organizations that are recognized by the Office of Student Affairs are allowed to use LSU Shreveport logos in conjunction with their name.

# LSUS LOGO AND STYLE GUIDELINES

- The LSUS logo must appear on the front of all publications and websites representing any entity within Louisiana State University Shreveport's organizational structure.
- The LSUS logo may not be incorporated into other logos or aligned with artwork to create a new logo. Borders, boxes, or shapes may not be placed around or behind the LSUS logo, including a white box.
- There must be a protected area surrounding the logo. The height of the logo should be the minimum space on all sides.
- The LSUS logo may only appear in the official 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. The PMS, CMYK, and RGB mixes for the LSU colors are listed in the chart below.
- Drop shadows and gradients should never be applied to the LSUS logo.
- The LSUS logo should never appear smaller than 1 inch in width. The LSUS logo with the full name should never appear smaller than 1.15 inches wide.
- The official name of the university is Louisiana State University Shreveport as indicated in the original legislation establishing the institution. However, when referring to the university in written and verbal communications, LSUS should always be referred to as Louisiana State University Shreveport, LSU Shreveport, or LSUS.
- LSUS should never be referred to as Louisiana State, L.S.U.S., or other aliases different from the official names listed above.
- Louisiana State University Shreveport should always be in upper and lowercase letters or all uppercase letters. Never all lowercase letters.
- LSUS should always appear in all uppercase letters. It should never appear in lowercase letters (lsus) except for URLs.

**PRIMARY LOGO**

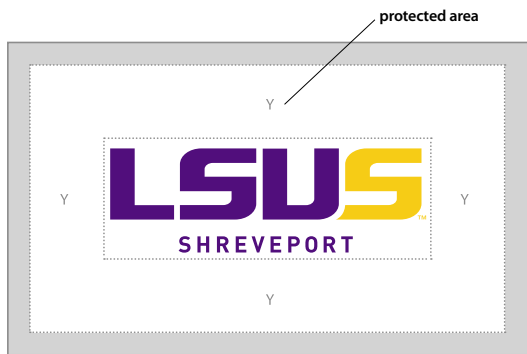


**SECONDARY LOGO**



This logo version is to be used when the space available is too small to include the tagline. Usage is acceptable when "LSU Shreveport" is simultaneously stated.

This logo version may only be used in a second location after use of the primary logo.



The dotted line shows the protected area around the primary logo (where y = the height of the "S" in the LSUS logo). This ensures that no other graphic elements interfere with the clarity and integrity of the LSUS letters. At no time is placing anything in front of, adding a stroke or outline to, or adding gradients, patterns, or effects permissible for any logo on this sheet.

## COLOR VARIATIONS



Official LSUS Colors	Pantone Coated	Pantone Uncoated	CMYK	RGB	Hexadecimal
LSUS Purple	PMS 268C	PMS 268U	C-90 M-100 Y-0 K-0	R-70 G-29 B-124	#461D7C
LSUS Gold	PMS 123C	PMS 115U	C-0 M-24 Y-94 K-0	R-253 G-208 B-35	#FDD023
Black	Process Black	Process Black	C-0 M-0 Y-0 K-100	R-0 G-0 B-0	#000000
50% Gray	PMS Cool Gray 8C	PMS Cool Gray 8U	C-0 M-0 Y-0 K-50	R-153 G-153 B-153	#999999

## BRAND IDENTITY GUIDELINES

A consistent identity is a vital part of LSUS's relationship with the public. Simple things like fonts, imagery, and colors, when used consistently, make for a stronger brand and add to the public's ability to identify LSUS. By consistently producing high-quality, smart communications, we show our commitment to preserving the integrity of LSUS and ensure audiences that the university is a trusted, global, confident, and progressive institution now and in the future.

The new business system sports a simpler, streamlined design that is aimed at increasing the longevity and strength of the LSUS logo and the university's

brand. This redesign continues the efforts of One LSU to bring all the campuses closer together. This new effort means a similar look and feel between all of the campuses within the LSU system.

The new logo and brand is to be used on all stationary, business cards, websites, signs, social media, etc., going forward.

A full update to the brand manual will be released as soon as possible.



## For Schools, Colleges, and Departments

Independent logos for university-supported units, departments, colleges and schools are not approved for publication or merchandise use. Symbols representing professional affiliation or vision/mission of an area may be used, but separately from the university, school or college, or department name, which should be aligned with the LSUS name whenever possible.

Colleges and schools should align their areas to the university visually. The Office of Media and Public Relations can offer guidance with publications and materials that are graphically complex, however design services are not currently offered by the office. However, every school, college and department is allowed to request their official logo on a one-time basis from the Department of Media and Public Relations. This logo should be retained and filed away for future use.

For letterhead, the logo may reflect university-sanctioned academic schools, departments, centers, and offices, as seen below. However for LSU Shreveport marketing collateral, the primary university wordmark must be used. (see previous page)



## The Louisiana State University Shreveport Seal

The seal should be used only for official or ceremonial documents, or on prestigious gift items. Any other usage must be approved by Office of Media and Public Relations. When reproduced in color the seal should always appear in LSUS Purple and LSUS Gold (see color chart on page 8 for more information) if printed in more than one color. Black is acceptable if color printing is unavailable. Any manipulation or alteration to the seal is strictly prohibited.



Full-color seal



One-color seal

## Spirit Logo

The spirit logo and other related marks are used primarily by student organizations, intercollegiate athletics, and on merchandise regulated by the LSU Shreveport Bookstore and the Office of Media and Public Relations. These marks are not appropriate for academic unit publications or web sites.

Full-color spirit logo



One-color spirit logos



## Student Organization Logos

Student organizations may choose to create their own wordmark or logo, however each logo must incorporate the LSU Shreveport name. If an organization chooses to use the university spirit logo, the Faculty Advisor may contact the Office of Media and Public Relations to request a custom logo.



## Wordmark Typography

The typeface used in the wordmark is ITC Galliard. For "Shreveport" and in the cases where a second line of text is used under the wordmark, apply small caps to the text.

**It is not necessary or recommended to use a Galliard font for support type and body copy.** It is preferable to use contrasting styles in your documents for the title, headline and body copy.

## Logo Files

All logos, wordmarks, and visual elements are available by request. File format, size, and color must be specified. Camera-ready files are available, which will provide a higher quality image than scanning the logo from already-printed pieces, which is prohibited for external publications due to the poor quality image resulting from scans. Likewise, since logos and marks

on the Web are of much less density (72 dpi, typically, as opposed to 300 dpi for print quality), do not use any LSU Shreveport Web logos or marks for external printed publications.

## Stationery

### Official Letterhead, Personal Stationery, and Envelopes

Only administrative offices, academic departments, and established centers that have been approved through appropriate administrative channels can use university stationery. The logo may reflect university-sanctioned academic schools, departments, centers, and offices.

However for LSU Shreveport marketing collateral, the primary university wordmark must be used. Care should always be exercised to avoid ordering large quantities of stock that may become obsolete or otherwise unused.

Three options for official university letterhead are shown below: Style # 1 is the generic LSU Shreveport option, Style # 2 is primarily intended for colleges, schools, departments, and centers, and Style # 3 is only permitted for colleges, schools or departments that have names too long to use Style # 2. All letterhead is printed on special paper stock approved by the university. Because desk printers typically cannot reproduce the specific purple and gold accurately, they should not be used to print full-color letterhead.



## Business Cards

A business card format approved for official university use is shown below. The standard academic business card accommodates up to six lines of text on the left and up to eight lines of text on the right. The athletics business card can accommodate 10 lines of text. Lines in the business card may be omitted, based upon the request.

Name and Degree..... **Dr. John S. Vassar**  
 Primary Title ..... *Interim Provost & Vice Chancellor of Academic Affairs*  
 up to 2 lines  
 Secondary Title..... *Professor of Humanities*  
 up to 2 lines

**LSUS**  
 One University Place  
 Shreveport, LA 71115-2399  
 318-797-5000 .....LSUS Main Line  
 Office: 318-797-5167 .....Direct Office Number  
 Cell: 318-555-5555 .....Cell Number (Optional)  
 Fax: 318-798-4120 .....Fax Number  
 jsvassar@lsus.edu .....E-mail address  
 Second web address or other .....Secondary info, department or personal web address  
 www.lsus.edu

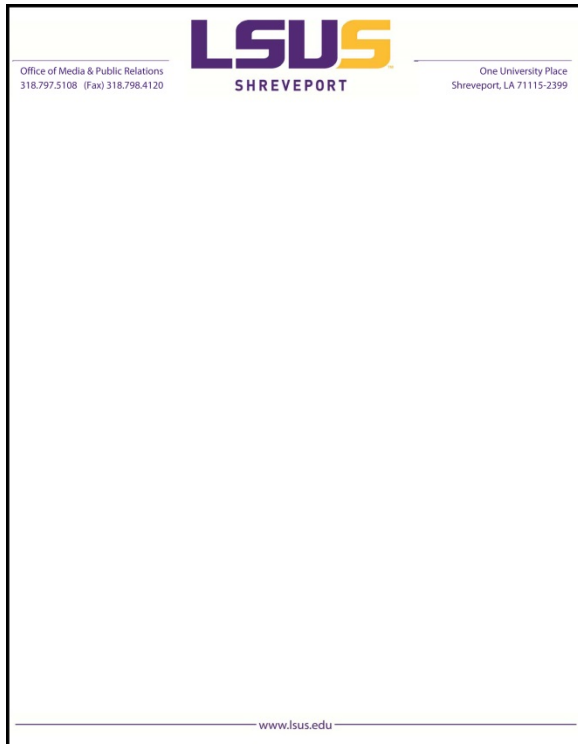
f LSUSPilots    @LSU\_Shreveport    in Louisiana State University Shreveport

**LSU**  
**SHREVEPORT**  
 LSUS.EDU

**Chad McDowell**..... Name  
*Head Coach*..... Primary Title  
*Mens's Basketball*..... up to 2 lines  
 HEALTH & PHYSICAL EDUCATION..... Location  
 ROOM 108  
 ONE UNIVERSITY PLACE .....LSUS Main Address  
 SHREVEPORT, LA 71115-2399  
 OFFICE: 318-798-4110 ..... Office Number  
 FAX: 318-798-4179 ..... Fax Number  
 chad.mcdowell@lsus.edu..... E-mail address

## Electronic Letterhead

Only administrative offices, academic departments, and established centers that have been approved through appropriate administrative channels may use electronic letterhead for e-mail memos and electronic letters. The preferred method of official university communication is official printed stationery; however approved electronic letterhead may be used.



## How to Order Letterhead/Business Cards /Stationery Items

To order letterhead, business cards, and stationery items, submit a requisition for the items, which will be sent directly to the Purchasing Department in the Office of Business Affairs. Based on a previous business card, provide a mock up of the information required on your business card, letterhead or stationery items. A proof will be developed based on your request, approved by the Office of Media and Public Relations, and be printed by a university-contracted printing company. Please allow ample time for ordering, approval, and delivery.

### Example of Available Memo and Fax Templates

While it is acceptable to print memorandums on letterhead, here is an example of an inexpensive, alternative design for internal use. Contact Office of Media and Public Relations for a template that you may easily customize for your department or area.

**LSUS**  
SHREVEPORT

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**FAX TRANSMISSION**

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<b>Office of Media and Public Relations</b> P 318-797-5108 • F 318-798-4120	<b>One University Place</b> Shreveport, LA, 71115-2399
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<b>To:</b>	<b>Date:</b>
<b>From:</b>	<b>No. of Pages:</b>
<b>Subject:</b>	
<b>Comments:</b>	

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Confidentiality Notice: This Facsimile transmission and the documents accompanying it may contain privileged and confidential information intended only for the use of the individual or entity named above. If the message is not the intended recipient, you are hereby notified that any dissemination, distribution, or copy of this strictly prohibited. If you have received this facsimile in error, please immediately notify us by telephone and return message to the above address via campus mail or the U.S. Postal Service.

**LSUS**  
SHREVEPORT

"Click here and type office name"

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<b>TO:</b>	"Click here and type name"
<b>FROM:</b>	"Click here and type name"
<b>SUBJECT:</b>	"Click here and type subject"
<b>DATE:</b>	1/26/2010 9:37:00 AM
<b>CC:</b>	"Click here and type name"

---

Notes/Comments:

**Example of fax transmittal sheet and memo sheet (not shown to scale).**

# News Releases

To avoid confusion among the university’s media contacts, news releases should follow the same format. Any news releases distributed by the Office of Media and Public Relations on behalf of other campus areas or departments will list the date and contain two contacts for media inquiries, as shown below. Of the two contacts, one is typically from the department that contributed the news item and the other typically from the Office of Media and Public Relations. This procedure ensures media contacts will always be able to reach someone to follow up on a story, and that the Office of Media and Public Relations can provide backup support for colleges, schools, and areas on campus. All news releases will be placed on the university’s homepage in the news section.

**All news releases must have the approval of the dean or chair of the area the news release represents. It is the responsibility of the department or area issuing the news release to obtain this approval.**

Below is the appropriate format for a news release. Associated Press style, as the style of choice for most newspapers, is the only acceptable news style for LSU Shreveport. Note that news releases sent electronically are not on letterhead to enable fast and thorough dissemination.

**LSUS NEWS**  
SHREVEPORT Office of Media & Public Relations  
318.797.5108 • www.lsus.edu/pr

Date → Date  
Two contacts → Primary contact here, 318.797.5108 (jennifer.lapierre@lsus.edu)  
Other contact as here, 318.797.XXXX (name@lsus.edu)

**Headline Goes Here**

Body of release goes here. Body of release goes here. Body of release goes here. Body of release goes here. Body of release goes here. Body of release goes here. Body of release goes here. Body of release goes here. Body of release goes here. Body of release goes here.

Body of release goes here. Body of release goes here. Body of release goes here. Body of release goes here. Body of release goes here. Body of release goes here. Body of release goes here. Body of release goes here. Body of release goes here. Body of release goes here.

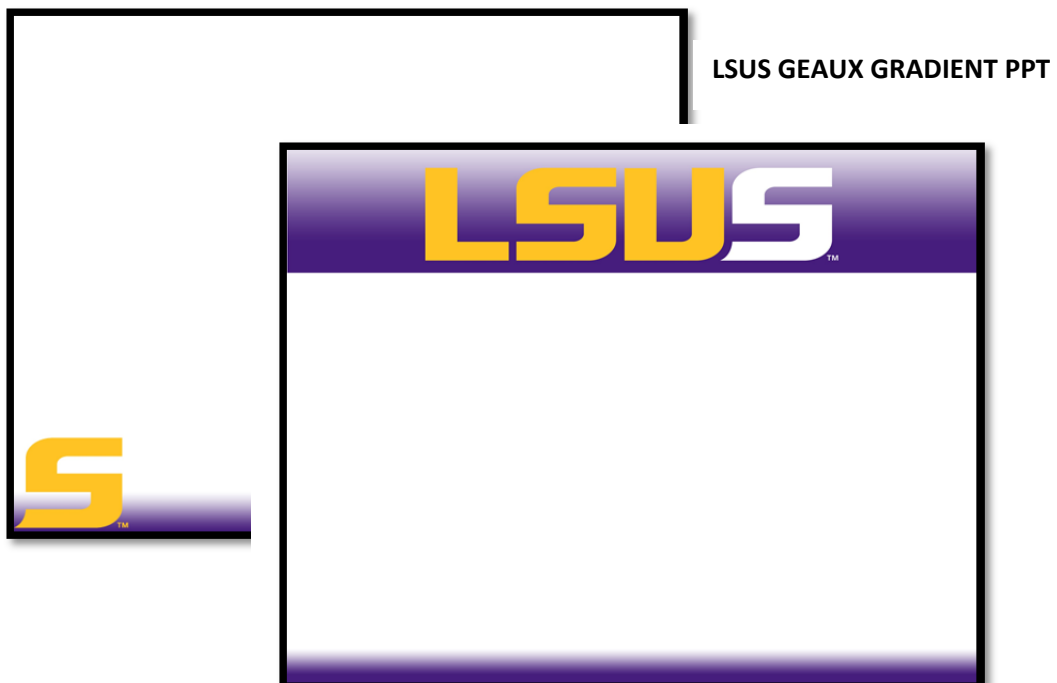
Body of release goes here. Body of release goes here.

Contributing writer acknowledged in italics → *(Contributed by "name of writer")*  
####

**For a copy of the news release template, contact the Office of Media and Public Relations.**

## PowerPoint Style Guides

PowerPoint templates are available for on- and off-campus use. Two styles are available with a title page style and slightly varying style for subsequent pages.





## Contacts for Assistance

### Office of Media and Public Relations

[www.lsus.edu/pr](http://www.lsus.edu/pr)

318-797-5108

Administration Building Room 276

Director of Media & PR:

Brooke Rinaudo, [Brooke.Rinaudo@lsus.edu](mailto:Brooke.Rinaudo@lsus.edu)

### Purchasing Department

[www.lsus.edu/purchasing](http://www.lsus.edu/purchasing)

office : 318-797-5272

fax : 318-795-4242

[purchasing@lsus.edu](mailto:purchasing@lsus.edu)

### LSU Trademark Licensing

[www.lsu.com](http://www.lsu.com)

225-578-3386

[trademark@lsu.edu](mailto:trademark@lsu.edu)

E. Bert Kouns Industrial Loop

# LSUS<sup>TM</sup>



21

E. Kings Hwy

14

15

University Pl

20

19

Younce Dr

Younce Dr

Stillmore Way

University Pl

8

6

7

4

5

9

2

3

1

10

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18

E. Kings Hwy

16

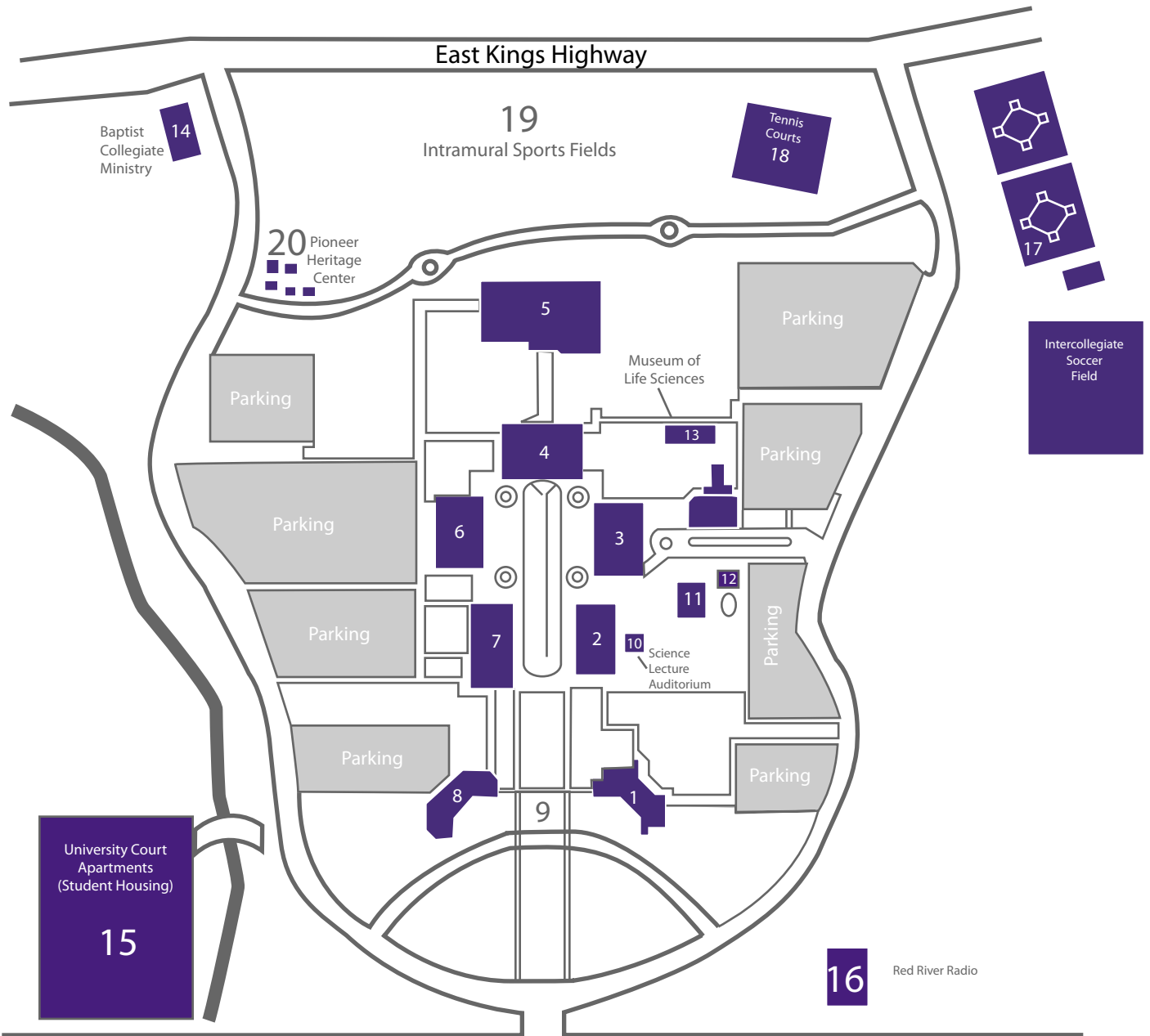
University Pl

17

## Campus Map

- 1 - Administrative Building
- 2 - Science Building
- 3 - Technology Center & Bookstore
- 4 - Univeristy Center
- 5 - Health & Physical Education
- 6 - Business and Education Building
- 7 - Bronson Hall
- 8 - Noel Memorial Library
- 9 - Circle of Excellence Plaza
- 10 - Science Lecture Auditorium
- 11 - Power Plant
- 12 - Physical Plant
- 13 - Museum of Life Sciences
- 14 - Baptist Collegiate Ministry
- 15 - University Court Apartments
- 16 - Red River Radio
- 17 - Pilot Baseball Field
- 18 - Tennis Courts
- 19 - Intramural Sports Fields
- 20 - Pioneer Heritage Center
- 21 - Red River Watershed Management Institute

# LSUS



Youree Dr. / LA Hwy. 1 (8500 Block)

- 1 - Administration Building
- 2 - Science Building
- 3 - Technology Center and Bookstore
- 4 - University Center
- 5 - Health and Physical Education
- 6 - Business and Education Building
- 7 - Bronson Hall
- 8 - Noel Memorial Library
- 9 - Circle of Excellence Plaza
- 10 - Science Lecture Auditorium
- 11 - Power Plant

Millicent Way

- 12 - Physical Plant
- 13 - Museum of Life Sciences
- 14 - Baptist Collegiate Ministry
- 15 - University Court Apartments (Student Housing)
- 16 - Red River Radio
- 17 - Baseball Field
- 18 - Tennis Courts
- 19 - Intramural Sports Fields
- 20 - Pioneer Heritage Center
- 21 - Red River Watershed Management Institute



Created by the Office of Media and Public Relations  
This manual is available online at [www.lsus.edu/pr](http://www.lsus.edu/pr)