



## Division of Strategic Communications

Answers to Your Questions about LSU Visual Identity and More!





#### **About the New Brand Assets**

- Fonts (font licenses)
- Filters
- Textures (canvas, tiger stripe)
- Brush strokes, squiggles
- Expanded color palette (purple & gold)
- Photographic style
- Icon library







#### **Several Easy Ways You Can Help Us**

- Sunset old logos
- Send appropriate materials to approvals for review
- Educate coworkers about template resources
- Upload StratComm approvals with requisitions & in Workday expense reports
- Call us anytime with questions

















Non-Compliant logos: Do not use!



#### **Send Appropriate Materials to us for Review**

- approvals@lsu.edu: PRIOR APPROVAL, PLEASE!
- 72 hours (3 business days)
- Writer/designer
- Reputation-defining
- Brochure designs; direct mail (postcards); newsletter designs; banner designs; advertisements (print/digital); radio scripts; videos; social media icons; backdrops; fleet signage; branding for uniforms
- Source of funds does not matter
- Expiration date







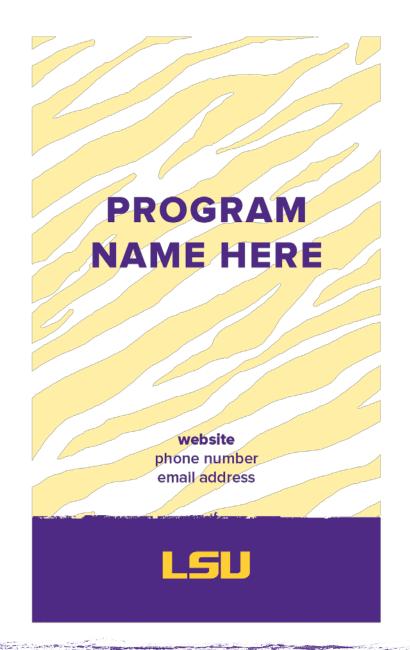
#### Resources

- PowerPoint, flier, ad, academic poster templates
- Tablecloth/runner standards
  - Official LSU events
  - Purchase & rental
- Banner stand standards; large and small
- Generic, LSU backdrops
  - Step and repeat; multi-dimensional; A-frame
- New name badge standard
- Accolade slides
- Unit signatures
- Email signature generator
- Photo database









Tabletop Banners





Floor Banner







## Official Name Badge Design





Name Goes Here





**Jason Droddy** 









One-Sheeter Template Example



### Signatures

#### **Everyone Gets a VERTICAL SIGNATURE**

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



## **College of Science**



Department of Physics & Astronomy





## Signatures

#### Only Parent Units get a HORIZONTAL SIGNATURE

- REQUIRED: Return Address
- You must use your parent for return address
- Typeset unit names underneath
- Include "Louisiana State University"





LOUISIANA STATE UNIVERSITY

**Department of Physics & Astronomy** 

124 Hatcher Hall - Baton Rouge, LA 70803

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#### Other Important Items

- Working with outside design firms
  - University contracts
  - Other firms-scope of work
- StratComm website revisions
- Signage & wayfinding
- Prospective students
- Pocket folders
- News & Notes
- Campus Communicators







#### **KEY TAKEAWAYS**

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

Call us anytime with questions

Remember to include your approval with your requisition or expense report





# Call us anytime with questions! 578-3872 Thank you!