

LSU



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



LSU



LSU



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



A vertical tabletop banner with a background of yellow and white tiger stripes. The text is centered and reads:

**PROGRAM
NAME HERE**

website
phone number
email address

LSU

A vertical tabletop banner with a yellow background and a faint image of a tower. The text is centered and reads:

**PROGRAM
NAME HERE**

website
phone number
email address

LSU

Tabletop Banners



Floor Banner

LSU

Stephenson National
Center for Security
Research & Training

A photograph of a tiger walking through a forest. The tiger is the central focus, moving towards the viewer. The background is filled with green foliage and trees, creating a natural, somewhat dark environment.

website
phone number
email address

Conference
Backdrop/Tablecloth





Official Name Badge Design



Name Goes Here

Department Goes Here



Name Goes Here



Jason Droddy

Division of Strategic Communications



Jason Droddy

Step and Repeat
Backdrop



LSU

More Than A College Campus



IT'S A LIVING LAB. A CULTURAL HUB. A WORLD ALL ITS OWN. With curricula designed for the changing global landscape. Athletic passion that rivals any European fanatic's. Music with roots on all seven continents. Research that tackles worldwide problems. And festivals—oh, the festivals—celebrating every occasion that you could possibly imagine.

Explore our campus. Soak in our culture. And uncover new paths to wherever you want to go—in a foreign land that will instantly feel like home. Discover LSU.

LSU

SOAK IT ALL IN
AT LSU.EDU

One-Sheet
Template
Example

LSU



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"



College of Science



LOUISIANA STATE UNIVERSITY
Department of Physics & Astronomy
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Baton Rouge, LA



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



A purple-tinted background image showing a group of graduates in caps and gowns, viewed from behind, walking in a procession. The text is overlaid in white.

**Call us anytime with
questions!**

578-3872

Thank you!