LSUA

LSU *of* ALEXANDRIA

BRAND GUIDELINES

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LSU of ALEXANDRIA

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LSU of ALEXANDRIA

SECTION 01

INTRODUCTION

LSU OF ALEXANDRIA

LSU of Alexandria is a publicly supported institution that provides undergraduate-level college education to the citizens of Central Louisiana. The university is a unit of the LSU System and operates under the auspices of the Louisiana Board of Regents.

The LSUA logo is a registered trademark. This protects the logo from unauthorized manufacture, use, display, or sale of imitations. Therefore, the logo must be used for approved purposes only. It may not be modified beyond the supported versions contained in this manual. Using LSUA protected marks without permission from the institution or its authorized trademark licensing representative, IMG College Licensing, LLC (IMGCL), may be subject to criminal and/or civil penalties.

This Brand Standards Guide provides information on graphic standards and identity guidelines for the LSUA brand. For additional information on LSU Trademark Licensing and to view the LSUA licensee list, visit www.lsu.com or www.lsu.edu/administration/ofa/ (see: Trademark Licensing).

If you have any questions regarding the usage of the LSUA logo, please contact the LSUA Division of Strategic Communications at 318-427-0132.

For the most up-to-date version of the Brand Guidelines, please visit the Division of the Strategic Communications webpage on the official LSUA website (www.lsua.edu/strategic-communications).

WHY WE HAVE BRAND STANDARDS

LSUA is a respected and recognized institution in our community, state, and beyond. Maintaining the integrity and consistency of our institution's identity is crucial to protecting our image and growing the brand's value. The brand is more than just a name, logo, or the colors purple and gold. Strong branding supports our mission, values, and goals. Additionally, it helps deliver a unified and clear message, builds recognition and institutional loyalty, creates an emotional connection with our audiences, and upholds our credibility. Inconsistency threatens the brand's integrity, lessens the value of supporting brand elements, causes confusion, and promotes a negative perception of the institution.

This Brand Standards document must be followed to protect the institutions' patents, licenses, and trademarks as well as build consistency, recognition, and value in the LSUA name, image, and overall brand.

BRAND IDENTITY GUIDELINES

A consistent identity is a vital part of LSUA'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 LSUA. Consistent, high-quality communications preserve the integrity of LSUA and maintain its stance as a trusted, confident, and progressive institution across future generations.

The business system sports a simple, streamlined design aimed at increasing the longevity and strength of the LSUA logo and the university's brand. This design continues the efforts of One LSU to bring all campuses closer together. The logo and brand must be used on all print, digital, written, or verbal mediums. Guidelines are subject to change without notice. For your protection and to maintain the maximum impact for LSUA, approvals are for a single-use unless otherwise specified.

MARKETING GOALS

Goals are specific, measurable, realistic, and time-bound metrics that should drive all communications and actions that support the university. Every campaign or strategic action must contribute to one of the established goals. Objectives are based on the current goals and details outlined in the LSUA Strategic Plan available online.

REPUTATION

Purpose: Increase the overall positive perception of LSUA
Objective: Improve awareness to growth-based endeavors, university achievements, and community outreach

LSUA is seen as a smaller, intimate campus with fewer course opportunities. In truth, the university holds the same level of programs as other popular institutes and has seen continuous growth and advancement over recent years. This goal is solely directed at shifting the outside perspectives and presenting LSUA as a prominent leader in the market. By increasing awareness to the university's pillars, opportunities, and growth, prospective students and influencers will know why LSUA should be their 'First Choice'

RECRUITMENT

Purpose: Increase lead generation for prospective students
Objective: Achieve an enrollment record of 5,000 students by the FY 2025-2026

Between the accredited academic departments, spread across five colleges, LSUA offers a wide range of degree programs on-campus and online that challenge and empower students. This goal should both capitalize on the top-performing offerings and increase awareness to new or critical programs. Actions that drive recruitment should highlight Student/Alumni experiences, unique career opportunities, and industry-standard qualities.

RETENTION

Purpose: Increase the quality of life and experiences of LSUA
Objective: Maintain or increase retention rates by FY 2024-2025

LSUA has maintained a small but welcoming environment for students to learn, thrive, and come together. As enrollment records and expectations rise, engagement will be even more critical. This goal represents the continued development, promotion, and analysis of actions that help students feel informed, engaged, and positive. Every experience has the potential to become an invaluable endorsement for LSUA.

LSU of ALEXANDRIA

SECTION 02

LOGO STANDARDS

REFERENCE GUIDELINES

LEGAL NAME

"Louisiana State University at Alexandria"

As indicated during the establishment of the institution by legislation, the official legal name of the university is "Louisiana State University at Alexandria." The legal name should presented when referring to the university in contracts, agreements, and other legal documents.

MARKETING NAME

"Louisiana State University of Alexandria"

When referring to the university in written and verbal communications for the purpose marketing or promotions, LSUA should presented as "Louisiana State University of Alexandria."

ALIAS USAGE

"LSUA"
"LSU of Alexandria"
"LSU Alexandria"
"Louisiana State University of Alexandria"
"www.lsua.edu"

"L.S.U.A."
"Louisiana State"
"louisiana state university of alexandria"
"lsua"

LSUA should never be referranced using aliases aside from the official names listed above.

LSUA should always appear in upper and lowercase letters or all uppercase letters.

LSUA should never appear in all lowercase letters (lsua) except for website URLs. (Ex: www.lsua.edu)

LOGO GUIDELINES

LSUA logos must appear on the front of all publications and websites representing any entity within LSUA's organizational structure.

LSUA logos may not be incorporated into other logos or aligned with artwork to create a new identifying marks. Borders, boxes, or shapes may not be placed around or behind LSUA logos, including a white box.

There must be a protected area surrounding the logo. The height of the logo is considered a measurement of the minimum space required on all sides.

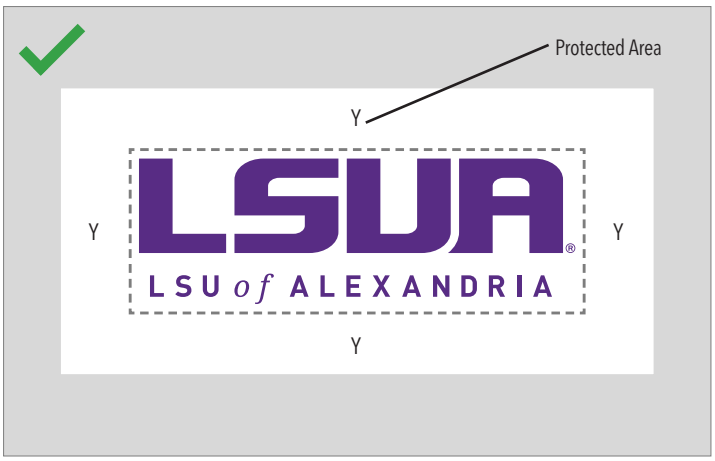
Drop shadows, gradients, and other effects should never be applied to LSUA logos.

LSUA logos may only appear in the official colors. Logos must appear using 100% full saturation of the official colors. Tinting is not allowed.

LSUA logos should appear no less than 1 inch in width as often as possible. Logos with the full name or title should appear no less than 1.15 inches wide as often as possible.

Use the official LSUA logo files provided instead of creating your own. Scans, recreations, or modified versions of the logo are not authorized for use.

PROTECTED SPACE



The dotted line shows the protected area around the primary logo (where y = the height of "A" in the LSUA logo). This ensures that no other graphic elements interfere with the clarity and integrity of the LSUA letters.

The LSUA logo is a stand-alone design element and must appear separately from other components. For example, it CANNOT be placed in a box, circle, or other graphic elements that are not part of the official logo.

IMPROPER USAGE

The LSUA logo must not be altered. It may not be shaded, shadowed, screened, used in outline form, or filled with a texture, photo, pattern, or gradient.

To ensure the integrity of the LSUA logo, words, designs, logos, or images MAY NOT crowd, overlap, merge, or obscure the mark.

Maintain the logo's correct proportions, whether reduced or enlarged.

The LSUA logo may not be used as a graphic element within a sentence, phrase, or headline.

Note: If you are uncertain about how to obtain or use the logo, please contact the Division of Strategic Communications for clarification or assistance.

STYLE FORMATS

Each logo includes various formats to cover a wide range of applications. In some circumstances, usage of alternate formats may be necessary to maintain the integrity and clarity of the brand.

PREFERRED FORMATS

Always use ***Preferred Formats*** when possible.

LSUA Academics Primary Logo

LSUA Athletics Primary Logo

ALTERNATE FORMATS

Alternate Formats are acceptable in applications with format limitations and if appropriate references to the university are simultaneously present.

LSUA Academics Primary Logo

LSUA Athletics Primary Logo

ACADEMICS LOGOS

LSUA Academic Logos are permitted for use on all applications related to academics or the university as a whole. Conversely, these marks are NOT AUTHORIZED for use in applications related to athletics.

Primary Logo

Secondary "Fountain" Logo

Program Logos

College Insignias

ATHLETICS LOGOS

LSUA Athletics Logos are permitted for use on all applications related to athletics or the university as a whole. These marks are permitted BY REQUEST ONLY for use in applications related to student services, events, or programs.

Primary Logo

Secondary "Mascot" Logo

Program Logos

STYLE FORMATS

Each logo includes various formats to cover a wide range of applications. In some circumstances, usage of alternate formats may be necessary to maintain the integrity and clarity of the brand. Always use *Preferred Formats* when possible. *Alternate Formats* are acceptable in applications with format limitations.

PREFERRED COLOR FORMATS

Purple on a solid white background

Purple on a solid yellow background

White on a solid black background

Gold and White on a solid purple background

White on a solid purple background

White on an image

Image backgrounds must have adequate contrast with the logo and maintain visibility.

ALTERNATE COLOR FORMATS

Purple and Gold on a solid white background

This format is only acceptable on applications with high visibility. This format often limits awareness to the "A" mark creating confusion between the LSU and LSUA brands.

Gold on a solid purple background

This format is only acceptable on applications with limited visibility.

Black on a solid white background

This format is only acceptable on applications with limited color.

ACADEMICS PRIMARY LOGO

The *LSUA Academics Primary Logo* is permitted for use on all applications related to academics or the university as a whole. Academic logos are NOT AUTHORIZED for use in applications related to athletics. The boxes displayed around each logo are for demonstration purposes only and should not be included with official logos. ***All logo formats are available for download at*** [www.lsua.edu/logos.](www.lsua.edu/logos)

PREFERRED FORMAT

ALTERNATE FORMAT

This format is acceptable on applications with limited visibility.

ACADEMICS SECONDARY "FOUNTAIN" LOGO

The *LSUA Academics Secondary "Fountain" Logo* is permitted for use on all applications related to academics or the university as a whole. Academic logos are NOT AUTHORIZED for use in applications related to athletics. The boxes displayed around each logo are for demonstration purposes only and should not be included with official logos. ***All logo formats are available for download at*** [www.lsua.edu/logos.](www.lsua.edu/logos)

PREFERRED HORIZONTAL FORMAT

ALTERNATE HORIZONTAL FORMAT

This format is only acceptable on applications with limited visibility.

ACADEMICS SECONDARY "FOUNTAIN" LOGO

The *LSUA Academics Secondary "Fountain" Logo* is permitted for use on all applications related to academics or the university as a whole. Academic logos are NOT AUTHORIZED for use in applications related to athletics. The boxes displayed around each logo are for demonstration purposes only and should not be included with official logos. ***All logo formats are available for download at*** [www.lsua.edu/logos.](www.lsua.edu/logos)

PREFERRED VERTICAL FORMAT

ALTERNATE VERTICAL FORMAT

This format is only acceptable on applications with limited visibility.

ACADEMICS SECONDARY "FOUNTAIN" ILLUSTRATION

The *LSUA Academics Secondary "Fountain" Illustration* is permitted for use as an illustration on all applications related to academics or the university as a whole. Academic logos are NOT AUTHORIZED for use in applications related to athletics. The boxes displayed around each logo are for demonstration purposes only and should not be included with official logos. *All logo formats are available for download at [www.lsua.edu/logos.](www.lsua.edu/logos)*

The illustration is intended for use as a graphic treatment in print, web or social graphics. When used for supplementary applications, the LSUA Primary logo must also be present. The images below provide examples of appropriate usage:

ACADEMICS PROGRAM LOGOS

Each college, department, office or division of LSUA has the option of using an alternate version of the LSUA Primary Logo called the *Academics Program Logo*. These variations are considered the official primary logos for programs and departments across campus. Program Logos are intended for any applications where the university and college are referenced. Academic logos are NOT AUTHORIZED for use in applications related to athletics.

An *Academics Program Logo* can be created by request if one does not already exist for the department. The boxes displayed around each logo are for demonstration purposes only and should not be included with official logos. *All logo formats are available for download at www.lsua.edu/logos.*

Preferred Use: These formats are preferred for internal applications including but not limited to letterheads, envelopes, email signatures, documentation, and other common stationary.

VERTICAL FORMAT

LSUA
Division of Strategic Communications

LSUA
Division of Strategic Communications

LSUA
Division of Strategic Communications

LSUA
Division of Strategic Communications

HORIZONTAL FORMAT

LSUA | Division of Strategic Communications

LSUA | Division of Strategic Communications

LSUA | Division of Strategic Communications

LSUA | Division of Strategic Communications

ACADEMICS COLLEGE INSIGNIAS

Each college of LSUA has the option of using a unique mark called the "College Insignia." These variations are considered the official secondary logos for the LSUA colleges. The LSUA Primary Logo should be present, space permitting, on any applications where the College Insignias are utilized. The College Insignias were designed to elevate external communications and marketing while maintaining the integrity of the university's brand. The boxes displayed around each logo are for demonstration purposes only and should not be included with official logos. *Logo formats for each college are available for download at www.lsua.edu/logos.*

Preferred Use: These formats are preferred for marketing or promotional applications including but not limited to brochures, promotional collateral, advertising, social media, or web content.

HORIZONTAL FORMAT

LSU OF ALEXANDRIA
COLLEGE OF BUSINESS

LSU OF ALEXANDRIA
COLLEGE OF SOCIAL SCIENCES

LSU OF ALEXANDRIA
COLLEGE OF HEALTH & HUMAN SERVICES

LSU OF ALEXANDRIA
COLLEGE OF LIBERAL ARTS

LSU OF ALEXANDRIA
COLLEGE OF NATURAL SCIENCES & MATHEMATICS

VERTICAL FORMAT

LSU OF ALEXANDRIA
COLLEGE OF BUSINESS

ICON FORMAT

SECONDARY PROGRAM LOGOS

Alternate logos or symbols not included within the official Brand Guidelines cannot be used without the prior approval of the Division of Strategic Communications. Each college, department, office, or division of LSUA has a designated *Primary Logo* suited for all applications. Upon request, a secondary insignia format can be designed for a department or program if deemed necessary. ***Use of unauthorized institution or program logos is strictly prohibited.*** All secondary marks must compliment the LSUA identity and maintain brand integrity. *To request a secondary format visit the Division of the Strategic Communications at www.lsua.edu/strategic-communications.*

EXAMPLES OF APPROVED MARKS

LSU OF ALEXANDRIA
CAREER CENTER

LSU OF ALEXANDRIA
INTERNATIONAL PROGRAMS

LSU OF ALEXANDRIA
DIVERSITY, EQUITY, & INCLUSION

LSU OF ALEXANDRIA
TEACHING EXCELLENCE

LSU OF ALEXANDRIA
TECHNOVATION CENTER

LSUA ATHLETICS PRIMARY LOGO

The *LSUA Athletics Primary Logo* is permitted for use on all applications related to athletics. These marks are permitted BY REQUEST ONLY for use in applications related to student services, events, or programs. The boxes displayed around each logo are for demonstration purposes only and should not be included with official logos. ***All logo formats are available for download at***

PREFERRED FORMAT

ALTERNATE "LSUA" FORMAT

This format is acceptable on applications with limited visibility.

LSUA ATHLETICS PRIMARY LOGO

The *LSUA Athletics Primary Logo* is permitted for use on all applications related to athletics. These marks are permitted BY REQUEST ONLY for use in applications related to student services, events, or programs. The boxes displayed around each logo are for demonstration purposes only and should not be included with official logos. ***All logo formats are available for download at***

ALTERNATE "GENERALS" FORMAT

This format is only acceptable on merchandise or applications where the Alternate "LSUA" Format is also present.

ALTERNATE "A" FORMAT

This format is only acceptable on merchandise or applications where the Preferred Format is also present.

ATHLETICS SECONDARY "MASCOT" LOGO

The *LSUA Athletics "Mascot" Logo* is permitted for use on all applications related to athletics. These marks are permitted BY REQUEST ONLY for use in applications related to student services, events, or programs. The boxes displayed around each logo are for demonstration purposes only and should not be included with official logos. *All logo formats are available for download at*

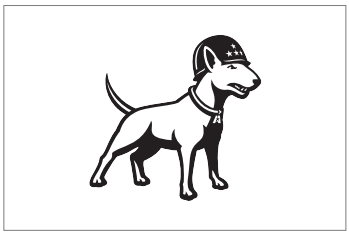
PREFERRED HORIZONTAL FORMAT

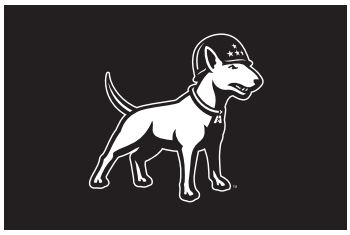
PREFERRED VERTICAL FORMAT

ATHLETICS SECONDARY "MASCOT" LOGO

The *LSUA Athletics "Mascot" Logo* is permitted for use on all applications related to athletics. These marks are permitted BY REQUEST ONLY for use in applications related to student services, events, or programs. The boxes displayed around each logo are for demonstration purposes only and should not be included with official logos. ***All logo formats are available for download at***

ALTERNATE "ICON" FORMAT





This format is only acceptable on merchandise or applications where the Preferred Format or Alternate "LSUA" Format is simultaneously present.

ALTERNATE "BUST" FORMAT

This format is only acceptable on merchandise or applications where the Preferred Format or Alternate "LSUA" Format is simultaneously present.

LSUA ATHLETICS - PROGRAM LOGOS

Each athletics program of LSUA has the option of using designated *Athletics Program Logos*. These marks are permitted BY REQUEST ONLY for use in applications related to student services, events, or programs. Athletics logos are NOT AUTHORIZED for use in applications related to academics.

An *Athletics Program Logo* can be created by request if one does not already exist for the department. The boxes displayed around each logo are for demonstration purposes only and should not be included with official logos. *All logo formats are available for download at www.lsua.edu/logos.*

VERTICAL FORMAT

HORIZONTAL FORMAT

MASCOT FORMAT

RESTRICTED LOGOS

LSUA STUDENT GOVERNMENT LOGO

The *LSUA Student Government Logo* is reserved exclusively for active program members and authorized parties. ***Use of this format without approval is strictly prohibited.*** The boxes displayed around each logo are for demonstration purposes only and should not be included with official logos. *All logo formats are available for download at [www.lsua.edu/logos.](www.lsua.edu/logos)*

LSUA SEAL

The *LSUA Seal* provides a traditional embellishment associated with universities and substitutes for the logo in a limited range of applications. The *LSUA Seal* is reserved exclusively for the Office of the Chancellor and Commencement. ***Use of this format without approval is strictly prohibited.*** The boxes displayed around each logo are for demonstration purposes only and should not be included with official logos. *The LSUA Seal is available by request through the Division of the Strategic Communications at www.lsua.edu/strategic-communications.*

PROHIBITED LOGOS

All official units of LSUA must adhere to guidelines pertaining to use of official logos. Logos, marks, and indicia developed and used by various units in the past are subject to review and modification. ***Use of any legacy or unauthorized institution logos is strictly prohibited.*** Final authority for interpreting and implementing the guidelines concerning logos and other graphic applications has been placed with the Division of Strategic Communications or assigned constituents.

EXAMPLES OF PROHIBITED MARKS

LSU of ALEXANDRIA

SECTION 03

COLOR

COLOR PALETTE

Adherence to a standard color palette is essential to the success of a unified graphics identity. In all applications, the LSUA logo must be displayed in accordance with the Logo and Style Guidelines.

PRIMARY COLORS

Colors	Pantone Coated	Pantone Uncoated	CMYK	RGB	Hexadecimal
LSUA Purple	PMS 268C	PMS 268U	C82 M100 Y12 K2	R88 G45 B130	#582d83
LSUA Gold	PMS 123C	PMS 115U	C0 M22 Y92 K0	R255 G200 B44	#ffc82c
Black	Process Black	Process Black	C0 M0 Y0 K100	R0 G0 B0	#000000

SECONDARY COLORS

Colors	Pantone Coated	Pantone Uncoated	CMYK	RGB	Hexadecimal
Gray	PMS Cool Gray 8C	PMS Cool Gray 8U	C49 M40 Y38 K4	R137 G138 B141	#898a8d
Medium Purple	PMS 2627 C	PMS 2627 U	C85 M100 Y31 K34	R59 G26 B83	# 3b1a53
Medium Purple	PMS 265 C	PMS 265 U	C54 M69 Y0 K0	R144 G99 B205	#9063cd
Light Purple	PMS 263 C	PMS 263 U	C13 M22 Y0 K0	R215 G198 B230	#d7c6e6
Dark Gold	PMS 7555 C	PMS 7555 U	C19 M37 Y100 K1	R210 G159 B19	#d29f13
Light Gold	PMS 1205 C	PMS 1205 U	C3 M9 Y53 K0	R248 G224 B142	#f8e08e

COLOR FORMATS

Pantone Coated/Uncoated (PMS) - Used for One/Two Color Printing
CMYK (Process) - Used for Full-Color Printing
RGB - Primary method used for Digital, Web, and Video
Hexadecimal - Secondary method used for Digital, Web, and Video

The Pantone Matching System (PMS) is to be used for production that is for one or two color printing. For example, specialty items, collateral materials, or signage may use one-color printing and reference this palette. In all other instances, the logo will be printed in four-color offset or digital.

LSU of ALEXANDRIA

SECTION 04

TYPOGRAPHY

USAGE GUIDELINES

Typography plays a critical role in all communications. The typefaces below were selected based on their effectiveness across the entire range of applications regardless of scale. All branded materials and communications should consistently use the typefaces provided in the selected suite below.

HEADER ONE USED FOR MAIN TITLES

HEADER TWO USED FOR SECONDARY TITLES

Header Three Used For Tertiary Section Titles

Pit autem liciatemo omnis consequidunt eliant voles as aliqui omnis vid quunt lant odipsae doluptatem nonsequatur molut poruptaepudi dolessit lacium volor sitatint, volorerio. Et quatia volorios explabore eatur, quist lam quibus cus inctiostrum soluptatur? Di dolo omnis experum fuga. Erisit, sitiaspiet in ni ut esto ercilit, nobis illupta tibusti onsequo tet arunt aditaeris dolore is sequos sitis nullores nus et excesseri.

Pit autem liciatemo omnis consequidunt eliant voles as aliqui omnis vid quunt lant odipsae doluptatem nonsequatur molut poruptaepudi dolessit lacium volor sitatint, volorerio. Et quatia volorios explabore eatur, quist lam quibus.

HEADER 1

Bebas Neue Pro Bold
or Caudex Regular (for Formal Applications)
UPPERCASE
Size: **34pt** Leading: **30pt**
Text Color on white: **Purple** **or Black**
Text Color on solid color/image: **White**

HEADER 2

Bebas Neue Pro Regular
UPPERCASE or Sentence Case
Size: **26pt** Leading: **28pt**
Text Color on white: Purple **or Black**
Text Color on solid color/image: **White** or Gold

HEADER 3

Bebas Neue Pro Expanded Middle
Sentence Case
Size: **16pt** Leading: **18pt**
Text Color on white: Light Purple **or Black**
Text Color on solid color/image: **White** or Gold

BODY

Bebas Neue Pro Expanded Middle
Sentence Case
Size: **12pt** Leading: **16pt**
Text Color on white: Purple **or Black**
Text Color on solid color/image: **White**

Note: These type specifications are based on typical formating principles and serve strictly as an example only.

TYPE SUITES

The typefaces below were selected based on their effectiveness across the entire range of applications regardless of scale. All branded materials and communications should consistently use the typefaces provided in the selected suite below. Access to licensed typefaces is available through various platforms, including Adobe Creative Cloud and Google Fonts, or by request through the Division of Strategic Communications.

PRIMARY SUITES

Bebas Neue Pro is considered the primary font suite for all applications. These font families are available through Adobe Creative Cloud. If access to Adobe Creative Cloud is limited, font downloads are available on a limited basis and by request only. Please visit www.lsua.edu/fonts to request access.

Bebas Neue Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()-=_+<>?:;"'

Bebas Neue Pro Semi-Expanded

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()-=_+<>?:;"'

Bebas Neue Pro Expanded

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()-=_+<>?:;"'

SECONDARY SUITES

Caudex and Spartan are considered secondary font suites to be used strictly for commencement, the Office of the Chancellor, and other formal applications. These font families are available for download via fonts.google.com.

Caudex

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()-=_+<>?:;"'

Spartan

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()-=_+<>?:;"'

ALTERNATIVE TYPOGRAPHY

All university communications and materials should consistently use preferred typefaces. In the event that the preferred typefaces are unavailable, it is recommended to use a common, brand-supported font. This may include one of the alternatives below:

Proxima Nova
Offical LSU System Typeface | Desktop Use: Adobe Creative Cloud | Licence: www.marksimonson.com

Roboto Condensed
Download: fonts.google.com

Open Sans
Download: fonts.google.com

Helvetica Neue
Available on most PC & Mac desktops | Licence: www.myfonts.com

NAME USAGE

Official logos, as depicted in the Brand Guidelines, should be used for all print and digital applications. When using LSUA as text in lieu of the logo, graphic elements may not be placed in between LSU and Alexandria. LSUA may be typeset on one or two lines and must be broken in the following manners:

One line:

LSUA
LSU of Alexandria -or- LSU OF ALEXANDRIA
Louisiana State University of Alexandria -or- LOUISIANA STATE UNIVERSITY OF ALEXANDRIA

Two lines:

Louisiana State University
of Alexandria

LOUISIANA STATE UNIVERSITY
OF ALEXANDRIA

LSU of ALEXANDRIA

SECTION 05

COMMUNICATION

BRAND PILLARS

Messaging describes the language used to express the university's goals, intentions, and values to wider audiences. The messaging of LSUA is supported by its pillars that accurately describe the culture, people, and benefits of the campus. It is highly encouraged to utilize these principles as a framework for any written or verbal communications.

LSUA upholds five Brand Pillars that briefly describe the critical values of the university. This language should be used as often as possible in all applications that contribute to external and internal communications.

- ACADEMIC EXCELLENCE
- CAREER DEVELOPMENT
- COMPETITIVE TUITION
- COMMUNITY INVESTMENT
- VIBRANT CAMPUS

BRAND PILLARS

Academic Excellence

LSUA offers a wide range of degree programs on-campus and online that challenge and empower students. Between the accredited academic departments spread across five colleges, students have the opportunity to study and research in an environment of excellence.

Topics: Degree Programs / Colleges & Schools / Accreditation / Faculty & Staff

Career Development

LSUA is devoted to the growth and success of the future workforce by empowering students through career development. Every student has access to personalized resources that can help them find direction, gain real-work experience, and discover opportunities beyond graduation.

Topics: Job Placement Success / Job & Internship Discovery / Career Services & Development / Personal & Academic Counseling / Advising

Competitive Tuition

Our university is ranked among the best colleges in Louisiana, with the advantage of having the lowest in-state tuition! At LSUA, students can graduate career-ready and debt-free through exceptional academic programs and affordable rates.

Topics: National & State Rankings / Lowest In-State Tuition / Graduate with zero debt

Community Investment

The economic, cultural, and intellectual development of the campus and local area is vital to the success of LSUA. With the overwhelming support of the community, beneficiaries, and legislation, LSUA continues to see campus growth and recognition across the state.

Topics: Ongoing Community Involvement / Campus Improvements / New Program Development / External Sponsorships, Fundraising, and Grants / National & State Recognition

Vibrant Campus

LSUA's charming campus is conveniently located in central Louisiana, with quick access to local amenities and major cities. Between the many events, activities, and partnerships, every student, employee, and visitor can have an unforgettable experience on-campus. LSUA has worked hard to create a safe, scenic, and welcoming environment for all!

Topics: Central Louisiana / Only a few hours from most major cities / Local Amenities / Campus Amenities / Student Organizations & Activities / International Student Services / The Oaks Residence Hall

HOW WE TALK ABOUT LSUA

The messaging provided below was developed to align with the LSUA Strategic Plan and compliment the brand's voice and tone. Each message can be used across any applications that reference LSUA.

HISTORY

In the fall of 1960, LSUA held its first college classes for central Louisiana students right here on the LSUA campus. In those 61 years, much has changed. In 1960, LSUA began as a two-year institution. After 40 years of educational success, the University was elevated to a four-year university in 2001 – granting bachelor's degrees and expanding its importance to the educational advancement of many across CENLA and beyond. Today, LSUA not only serves students from this region but also students from across the nation and world. "We are standing on the shoulders of many central Louisiana leaders who built this university and had the foresight to see the tremendous value an LSU System campus would have in this region, and the mission of LSUA continues today," said LSUA Chancellor Dr. Paul Coreil. "We appreciate how far we have come and are looking forward to the next 60+ years."

ACADEMIC COLLEGES

LSUA consists of five academic colleges led by their own deans and department chairs. The university upholds a strong commitment to academic excellence and expanding its engagement with students, scholars, and the larger community.

COMMUNITY OUTREACH

LSUA is committed to ongoing investment and success in central Louisiana's economic, cultural, and intellectual development. With the overwhelming support of the community, beneficiaries, and legislation, LSUA continues to see campus growth and recognition across the state.

COMPETITIVE TUITION

LSUA ranks among the best colleges in Louisiana, with the advantage of having the lowest in-state tuition! LSUA students can graduate career-ready and debt-free through exceptional programs and affordable rates. Additionally, the university offers multiple scholarship opportunities based on academic performance, leadership, or community involvement.

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COMMITTED TO STUDENT SUCCESS

The LSUA staff and faculty are devoted to every student's career from start to finish. As a result, every student has access to a full range of services and resources to help them achieve success. Our focus is empowering students to find direction, gain real-work experience, and discover opportunities beyond graduation.

CONVENIENTLY LOCATED IN CENTRAL LOUISIANA

Our charming campus is located in Alexandria, LA, with quick access to local amenities and most major cities. Our campus is a beautiful 245 acres filled with places for students to relax, eat, study, and spend time with friends. LSUA campus is a safe, scenic, and welcoming environment for all!

ACADEMIC EXCELLENCE ACROSS FIVE COLLEGES

LSUA offers degree programs both on-campus and 100% online! Between our accredited academic departments spread across five colleges, our students have the opportunity to study and research in an environment of excellence. Students have access to a wide range of exceptional programs, including Nursing, Allied Health, Business, Professional Aviation, Disaster Science & Emergency Management, and many more. Our focus is YOU, your academic success, and your personal development.

RESIDENTIAL LIFE AT LSUA

On-campus living at The Oaks Residence Hall has all you will ever need in a college experience. In many ways, college is a new beginning - a chance to meet new people, build relationships, and re-define yourself as a person. The average college student spends twice as much time in their residence hall as they will in the classroom - and so choosing the right community to live in is an important decision.

HOW WE TALK ABOUT LSUA

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QUICK STATS* (2021-2022 ACADEMIC YEAR)

100% job placement in Allied Health, Nursing, and Education
42% of LSUA students graduate with zero debt! (Fall 2017)
LSUA ranks as one of the best colleges, with the lowest in-state tuition.
LSUA is diverse campus with student representing 28 countries, 45 states, and 63 parishes (Spring 2022)
Historic Record Enrollments for the 5th Semester in a row with 3,770 students enrolled
39 Athletic conference and regional championships
23:1 student to faculty ratio for smaller, personalized classes
Over 30 student organizations and activities across multiple fields and programs

**The data provided in the "Quick Stats" is for demonstration purposes only. Please contact the Division of Strategic Communications to obtain the most recent figures available.*

CAMPUS SAFETY

LSUA is consistently ranked one of the safest universities in the state! LSUA University Police is a 24/7 full service public safety agency with officers that meet and exceed the standards set by the Louisiana Police Officers Standards and Training Council (P.O.S.T.). Officers are commissioned by the Louisiana Department of Public Safety as State Police Officers and have full police and arrest authority.

LSUA ATHLETICS - HOME OF THE GENERALS

LSUA Athletics is committed first and foremost to the success and well-being of all of its student-athletes. Each student's academic and athletic success is the focal point of the coaches and administrators. Our program strives to develop character, integrity, and leadership skills in all student-athletes. In addition, LSUA athletes have the opportunity to form a good sportsmanship mentality, which will play a vital role in their career and personal development. Through distinguished coaching, facilities, and conference/ association affiliation, LSUA athletes have the chance to elevate their athletic careers.

SOCIAL MEDIA

LSUA graphic standards and brand guidelines extend to use on social media and the website as well. Existing school, office, program, and department-specific social media pages (Facebook, Twitter, etc.) should state affiliation with LSUA and adhere to LSUA Standards. Please refer to the following for policies, guidelines, and additional details.

BRAND TAGLINE

"Within Reach. Without Limits."

A powerful, but simple way to say LSUA is accessible and affordable, while playing up the current and future opportunities for students. It allows us to focus on the key reason current students are choosing LSUA — differentiating us from the competition — without giving the message that students are "settling" by choosing a local option. "Within Reach" can apply to both proximity and accessibility, depending on the student. "Without Limits" can apply to both the student and the university.

HASHTAGS

#withinreach
#withoutlimits
#lsua
#bringyourAgame (if using athletics or athletes)

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 1,000 pixels x 1,000 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.

VOICE & TONE

LSUA's voice is energetic, authentic, and approachable. It is meant to showcase the university's culture and history of creating local opportunities for Central Louisiana. We are not pretentious, sarcastic, or distasteful. We are proud of our rich history but even more thrilled for the future. Above all, we seek to empower our students, staff, faculty, and community through inclusive, thoughtful language throughout all communication.

Post Examples:

EMAIL SIGNATURES

When communicating via your @lsua.edu email, it is important to present yourself in a professional manner that is consistent with the LSUA brand. Only the name should be in bold. No other information in the email signature should be in bold. Personal pronouns may be shared after your name in italics, set in regular weight (un-bolded). Learn more at mypronouns.org. No other information in the email signature should be in italics.

Email signatures should include your full name, title, department name, important phone numbers, and link to the LSUA website. Depending on the role of the employee, links to approved LSUA webpages/social media profiles may also be allowed to be included in email signatures if applicable. Links to multiple web pages should be hyperlinked.

You may also choose to include a disclaimer or confidentiality statement at the bottom of your signature if appropriate for the type of work you do. This disclaimer must be approved before being included in your email signature. For step-by-step instructions on how to create and add a signature to your email messages in Outlook, visit support.microsoft.com.

Sample Email Signature

First-Name Last-Name (*Personal Pronouns*)
Title
Department / Program / School / College
Louisiana State University of Alexandria
email@lsua.edu
Office XXX.XXX.XXXX
Cell/Fax/Main Number XXX.XXX.XXXX
www.lsua.edu | www.lsua.edu/departmentwebpage

Note: This e-mail may contain PRIVILEGED and CONFIDENTIAL information intended only for the use of the specific individual or entity named above. If you or your employer is not the intended recipient of this e-mail or an employee or agent responsible for delivering it to the intended recipient, you are hereby notified that any unauthorized dissemination or copying of this e-mail is strictly prohibited. If you have received this transmission in error, please immediately delete the message.

The Email Signature template is available for download at www.lsua.edu/email-signature

Note: When formating your email signature, it is recommended to use the LSUA Primary Logo and a common, brand-supported font as described in the Alternative Typography section.

ASSOCIATED PRESS (AP) STYLE GUIDE

LSUA follows Associated Press (AP) style guidelines. Since LSUA is an institution of higher learning, consistency and accuracy are important. All faculty, staff and students should use AP style in all official communication.

Key reminders:

Use LSUA on routine correspondence and for communication targeted locally (Central Louisiana). Use Louisiana State University of Alexandria for all other communication.

Never use "LSU-A."

The word "university" is not capitalized when it stands alone.

Use figures for time except for noon and midnight.

Use lower case letters with periods to designate a.m. and p.m.

Avoid redundancies when listing times such as "10 a.m. this morning" and unnecessary ciphers (Use 1 p.m., not 1:00 p.m.).

When listing dates, use numbers without adding st, nd, rd or th.

Capitalize the names of months in all uses.

When a month is used with a specific date, abbreviate only the following months: Jan., Feb., Aug., Sept., Oct., Nov. and Dec.

Spell out the names of all months when using alone or with a year only.

Limit capitalization to titles used directly before an individual's name. Lowercase titles that follow a name should be set off with commas. (Examples: Chancellor John Smith vs. John Smith, chancellor of LSU of Alexandria.)

Use an apostrophe in bachelor's degree and master's degree.

Capitalize and do not use possessive in Bachelor of Arts or Master of Science.

Use abbreviations after names, such as B.A., M.A., Ph.D.

When listing addresses, place the number before the building name. Do not abbreviate building names. Use correct building names (See LSUA website).

When discussing books, movies, articles, etc., list title in quotes—do not use italics. Capitalize the principal words, including prepositions and conjunctions of four or more letters. Capitalize an article—the, an, a—or words of fewer than for letters only if it is the first or last word in the title.

When discussing books, movies, articles, etc., list title in quotes—do not use italics. Capitalize the principal words, including prepositions and conjunctions of four or more letters. Capitalize an article—the, an, a—or words of fewer than four letters only if it is the first or last word in the title.

LSU of ALEXANDRIA

SECTION 06

APPENDIX

GLOSSARY

RGB

RGB (Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ads, and any other design created for electronic use.

CMYK

CMYK (Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging, and any other designs used for print.

Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry photos.

Lossless

Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term “lossless.” The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

Lossy

Lossy image formats approximate the appearance of your original image. For example, a lossy image might reduce the number of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.

JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics, and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously but increases artifacts or pixelation the more the image is compressed.

AI - Adobe Illustrator Document

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

PDF

PDF (Portable Document Format) is a file format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production.

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

CONTACTS FOR QUESTIONS & ASSISTANCE

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LSU TRADEMARK LICENSING

Website: www.lsu.edu/administration/ofa/
and www.lsu.com
Phone: 225-578-3386
Email: trademark@lsu.edu