



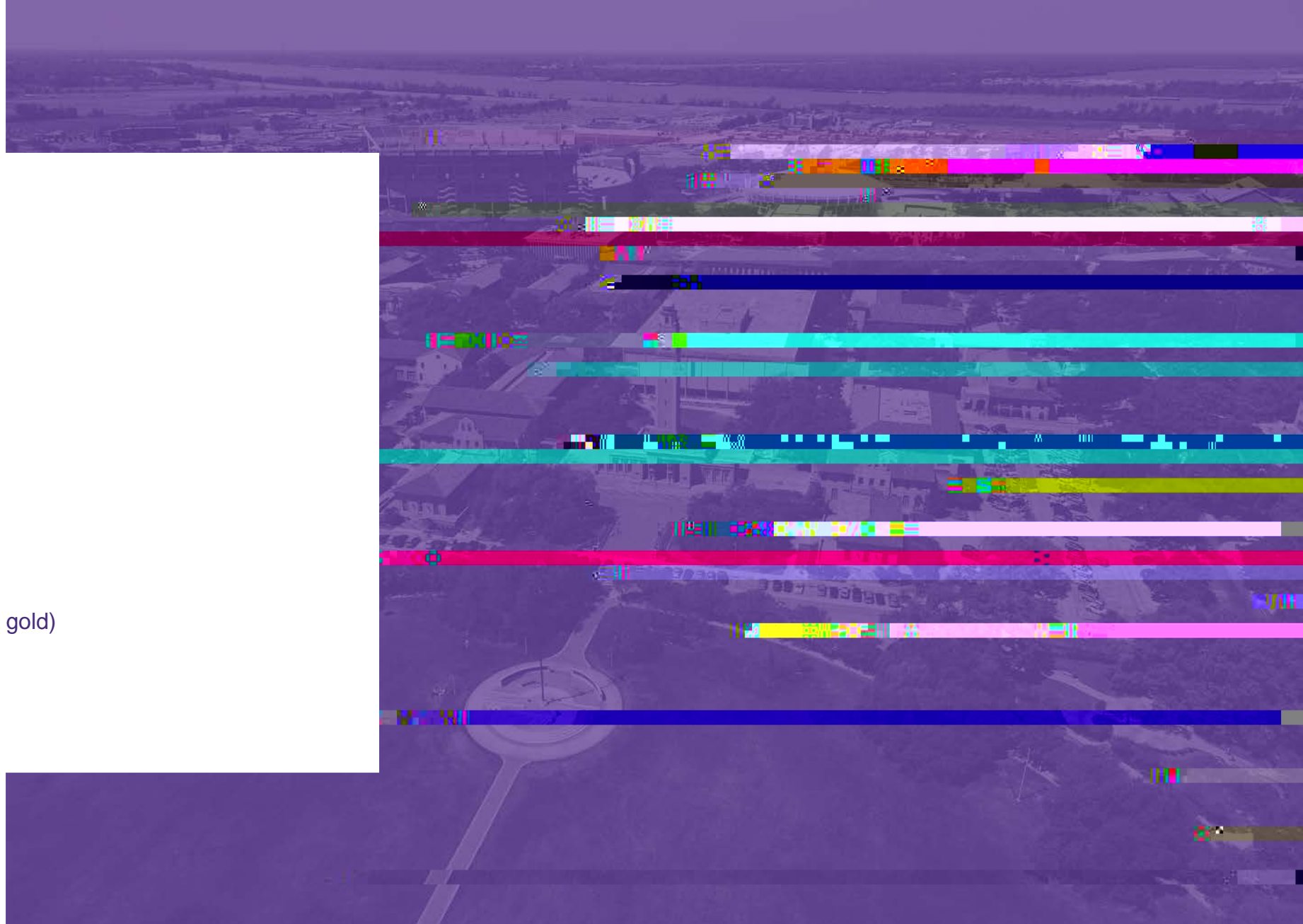
# Division of Strategic Communications

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





**Non-Compliant logos: Do not use!**

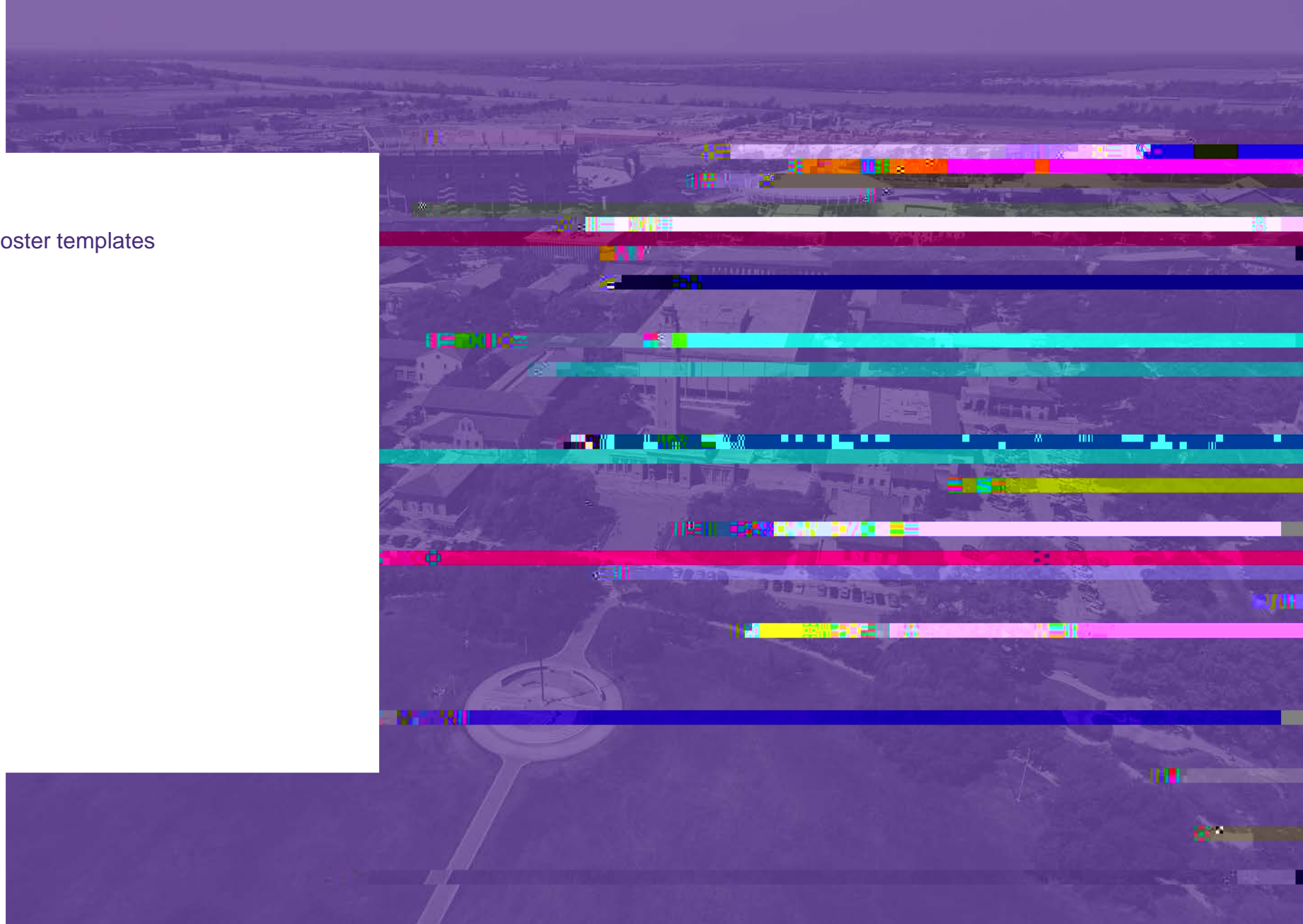


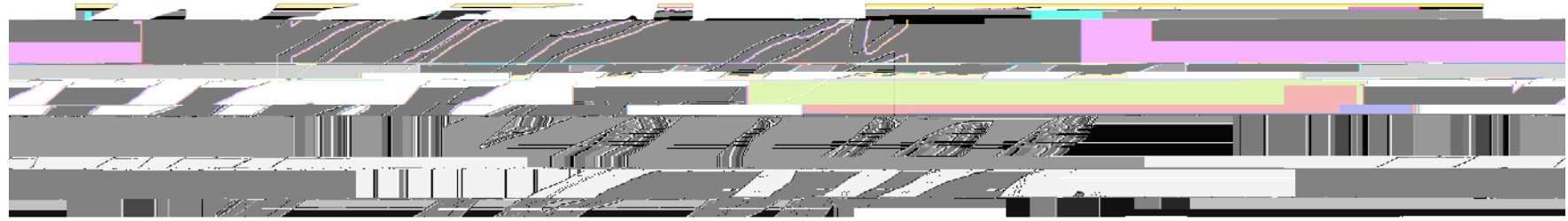
Send Appropriate Materials to us for Review

- [approvals@lsu.edu](mailto: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

- PowerPoint, flier, ad, academic poster templates

- ...



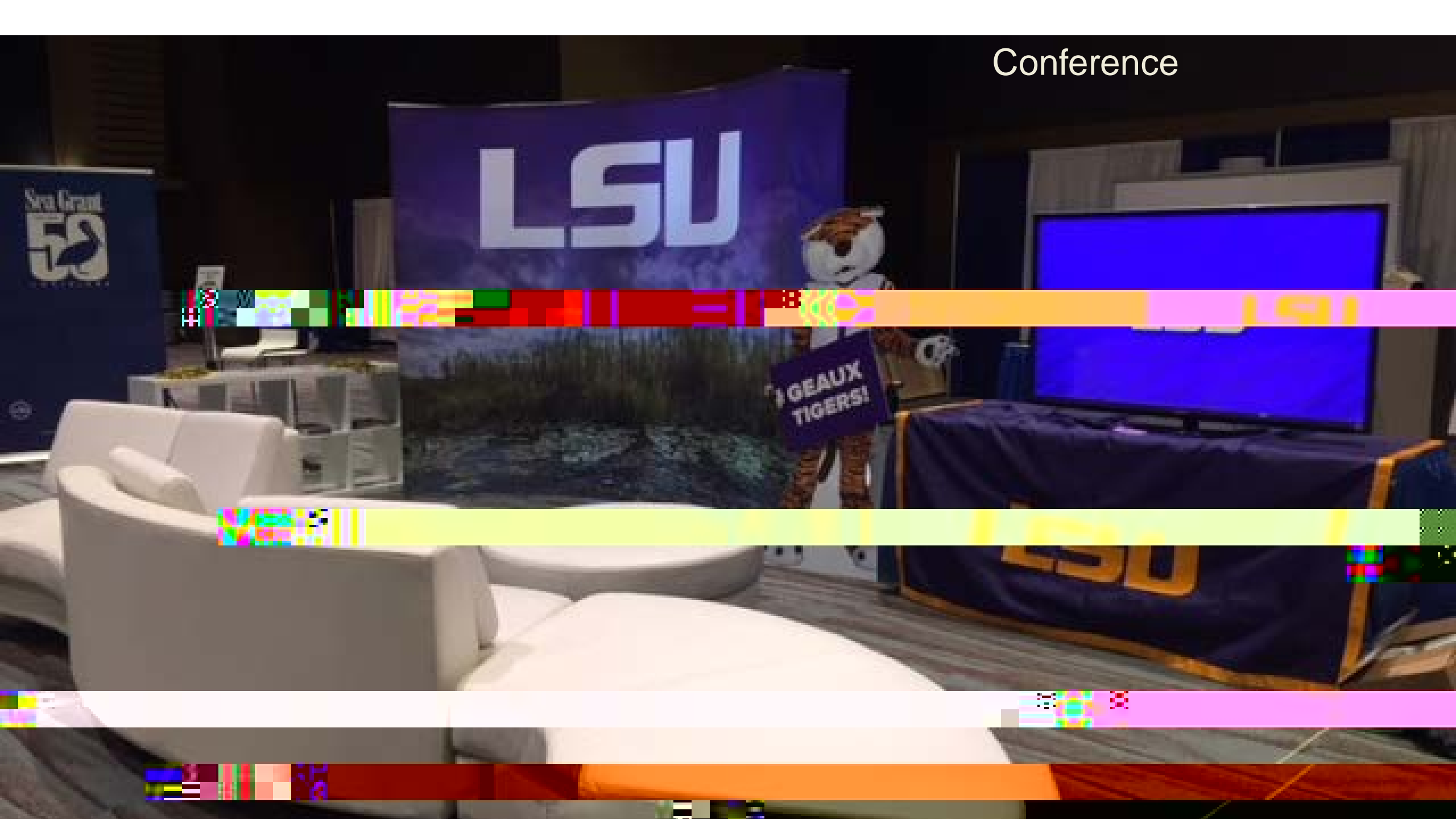


Tabletop Banners





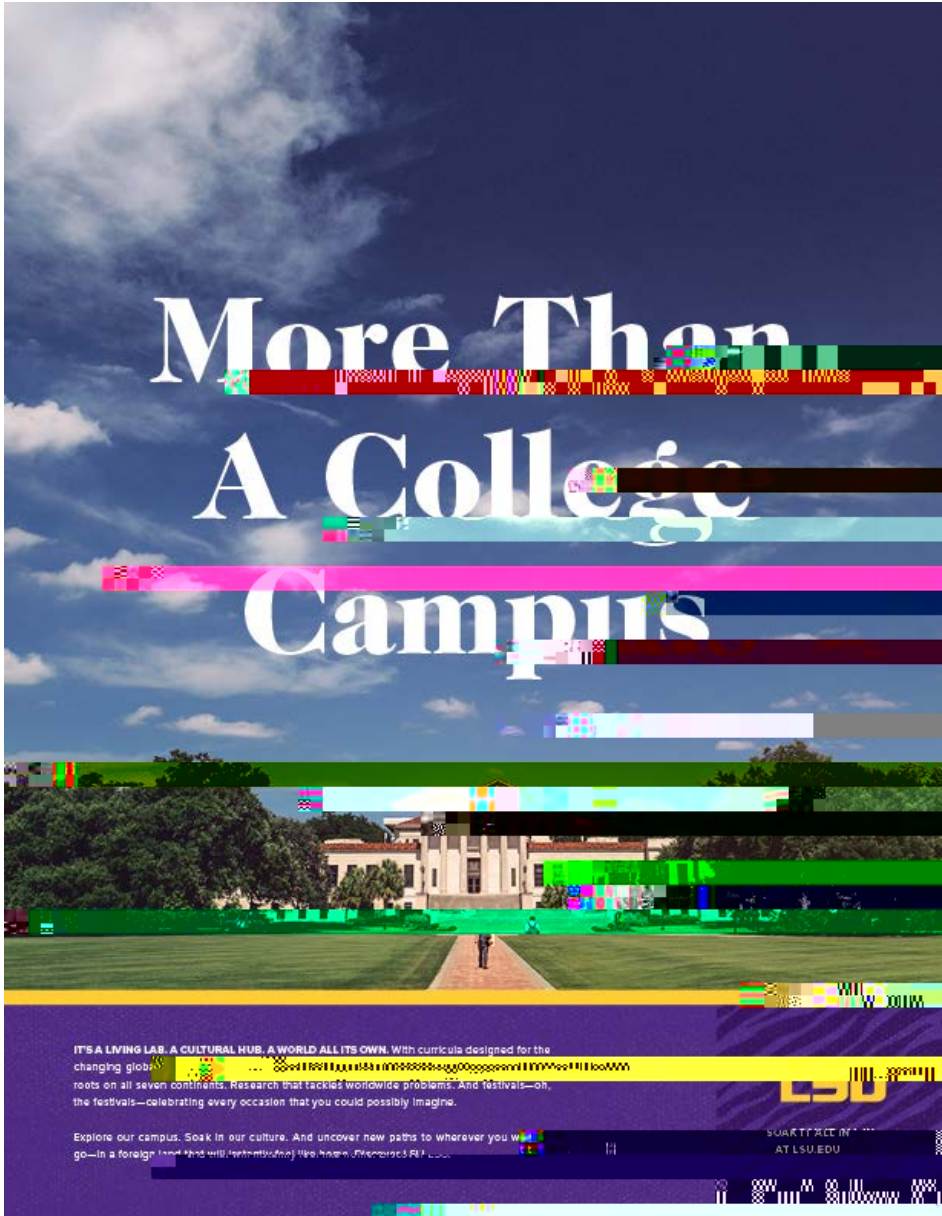
# Conference



# Official Name Badge Design

Step and Repeat  
Backdrop





One-Sheet  
Template  
Example

# Signatures

Everyone Gets a VERTICAL SIGNATURE

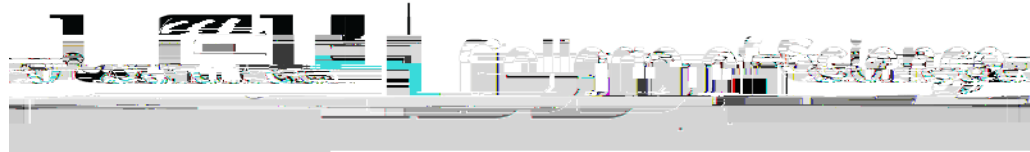
- All LSU Units can use the LSU logo on its own
- All LSU Units have at least a vertical signature available to them
- Units must include the LSU logo, but may choose whether to use the main logo, their parent's logo, or their own logo.
- Programs do not get signatures and must use their parent logo

The image shows the LSU logo, which consists of the letters 'LSU' in a bold, black, sans-serif font. The letters are slightly shadowed, giving them a three-dimensional appearance.

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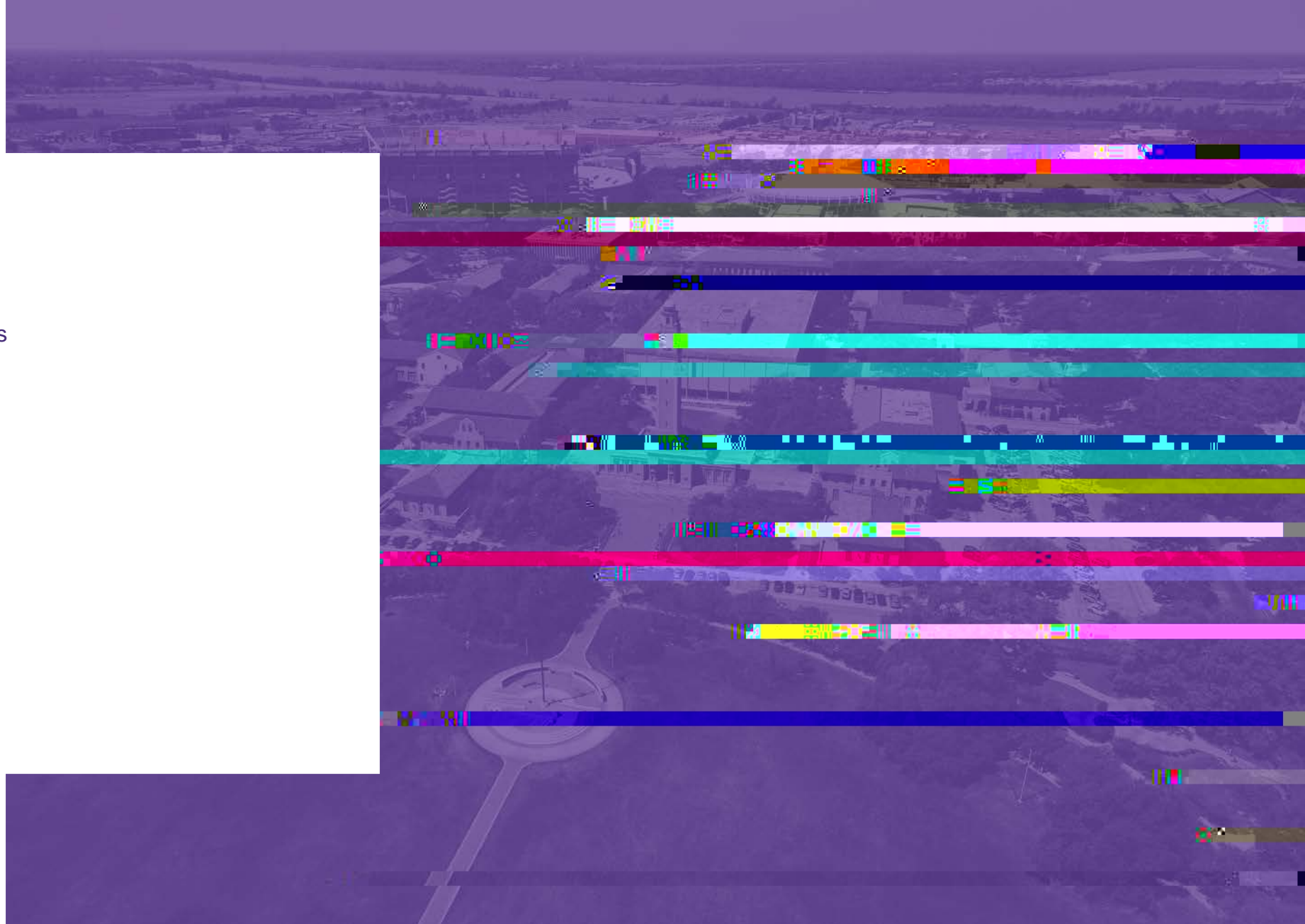
**Department of**  
**Physics & Astronomy**    **Phy**

- REQUIRED: Return Address
- You must use your parent for return address
- Typeset unit names underneath
- 



## 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







Call us anytime with  
questions!

578-3872

Thank you!