



## I. PURPOSE

To state the policy governing the design, content, approval and production of “reputation-defining” University communications (such as communication with the mass media, marketing, graphic design, photography, Web sites, and messages generated through electronic media) that reflect, support, or promote the mission and vision of LSU as a whole, or with regard to specific departmental programs, regardless of media type.

This policy exists to preserve, protect, and enhance LSU’s image by presenting the University in a clear, unified, consistent, and memorable manner, and to ensure compliance with state law (R.S. 43:111) regarding the expenditure of funds for advertising.

The mission of the Division of Strategic Communications is to build informed support for LSU by creating and communicating the University’s key messages to targeted audiences, while preserving and advancing the image of LSU. The Division of Strategic Communications strives to provide strategic communication direction and support as LSU seeks to become a nationally recognized flagship university.

## II. SCOPE

This policy applies to all materials classified as “reputation defining,” and may include, but is not restricted to the following:

- B. Advertisements for statutorily authorized purposes pursuant to R.S. 43:111, regardless of media type (print, broadcast, posters, outdoor (billboard), etc.).
- C. Fundraising events and materials.



(\*Reputation-defining work produced by Strategic Communications may include, but is not limited to, major strategic programs and campaigns, as well as projects for the Office of the

Specific procedures regarding the Internet, Media Relations, Photography, and Electronic Media, and Stationery follow below.

#### A. Internet

The University's official Web site ([www.lsu.edu](http://www.lsu.edu)) serves as a centralized repository to provide electronic access to a wealth of information and related web links for use by LSU students, prospective students, faculty, staff, and the general public. As such, colleges, schools, and departments should be aware that their Web sites and content therein are subject to review and approval by Strategic Communications. Note: Personal Web sites of faculty, staff, and students are not subject to this policy or Strategic Communications review and approval.)

In order to ensure that LSU has a single, responsible, consistent, and official source of information for publication on the Internet, and to avoid misrepresentation of information or unauthorized material, Strategic Communications serves as the official clearinghouse for the design and editorial content of Web sites for colleges, schools, and departments designated as reputation-defining. Strategic Communications reserves the right to evaluate design and content of sites that are not specifically designated as "reputation- defining," yet still have a bearing on the image and perception of the University.

All new requests for Web design, editing of material, or use of new technology (including multimedia or proprietary software programs) to be placed on the Web should be submitted initially to Strategic Communications. Strategic Communications will evaluate the request and handle or refer the request to the Office of Computing Services. To ensure brand reinforcement, Strategic Communications will determine the type of multimedia technology that is appropriate for a particular site(s) during the design process (e.g., use of animation, video, panoramic photography, etc.), as well as design templates to be used.

It is the responsibility of colleges, schools, and departments to review their sites' information on a frequent basis to ensure that the information remains valid, accurate, and current. Additionally, all colleges, schools, departments, or other units contacting with an independent Web-hosting service or content provider must consult with Strategic Communications prior to negotiating the final contracts. Many campus units use the Internet for information dissemination and recruitment. Any



University standards and guidelines exist to ensure uniformity in stationery items (e.g., LSU/department letterhead, envelopes, business cards, mailing labels, etc.) to visibly portray instantaneous authenticity and recognition of LSU.

The LSU Graphic Standards Manual may be accessed electronically at [www.lsu.edu/university\\_relations/standards](http://www.lsu.edu/university_relations/standards). A hard copy is available from Strategic Communications upon request. Departments/units should contact LSU Graphic Services for all stationery needs.

## V. ADDENDUM A

### Guidelines for Promoting and Maintaining Brand Identity at Louisiana State University

Administrative offices and academic departments represent integral units of the University, and, therefore, are required to use the LSU wordmark and/or tower logo, and only these two symbols, on all University publications.

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required to follow the guidelines for uniform wear as adopted by the Division of Strategic Communications, the Vice President for Finance & Administration and CFO, and the Office of Procurement. Regardless of how shirts are paid for, if worn to work as a uniform shirt, the shirt must conform to the strict guidelines established by Strategic Communications and the Vice President for Finance & Administration and CFO. See the LSU Graphic Standards Manual, Addendum B, for more information and examples of how the University logo and departmental name must appear on uniform shirts worn to work.