



# **VISUAL IDENTITY MANUAL**

**THE OFFICIAL GUIDE TO LSU'S COLLEGE OF ENGINEERING  
GRAPHIC IDENTITY STANDARDS**

**FALL 2015**



INTRODUCTION

IMPORTANCE OF A CONSISTENT BRAND

What is Branding.....	4
Using the Visual Identity Manual.....	5
The Office of External Relations.....	6
PS-10.....	7

SECTION ONE

THE LSU COLLEGE OF ENGINEERING BRAND

Primary Logo and Alternate Versions.....	10
File Formats.....	11
Measurement Guidelines.....	11
Examples of Placement.....	11
Unacceptable Uses of the Logo.....	12
Typesetting.....	13
LSU College of Engineering Images.....	14
LSU Primary Colors and Expanded Color Palette.....	14
Parent Signatures and Department Logos.....	15

SECTION TWO

INTERNET USAGE

Website Policy.....	18
Website Guidelines.....	21
Design Standards.....	21

SECTION THREE

SOCIAL MEDIA USAGE

Social Media Policy.....	24
Social Media Guidelines.....	25

SECTION FOUR

THE LSU OFFICE OF FINANCE AND ADMINISTRATIVE SERVICES

Trademark Licensing.....	28
Office of Purchasing.....	29

SECTION FIVE

WRITING STYLE GUIDE..... 32

## **IMPORTANCE OF BRANDING**

The Five-Year Strategic Plan of the College includes “Improving the College’s visibility locally, regionally, and nationally.” To do this, LSU’s College of Engineering must manage a strong and cohesive branding effort that raises the awareness and visibility of the college among multiple audiences.

As the Flagship engineering program in the state and a quickly growing and influential college in the nation, there has never been a more important time to stand out.

A brand is a single idea owned in the minds of our target markets. It is the culmination of our audience’s experiences with every point of contact with the college. Managing a strong brand is everyone’s job, whether it’s focusing on the critical mission of research and teaching or supplying support services...everyone is a brand manager.



## **BRANDING**

A consistent identity is a vital part of LSU's relationship with the public, and therefore the College of Engineering. Simple things like fonts, imagery, and colors, when used consistently, make for a stronger brand and add to the public's ability to identify the university and the college. By consistently producing high quality, smart communications, we show our commitment to preserving the integrity of LSU and ensure audiences that Louisiana's flagship university is a trusted, global, confident, and progressive institution now and in the future.

## **USING THE VISUAL IDENTITY MANUAL**

The LSU College of Engineering Visual Identity Program is an important part of the overall brand strategy for both LSU and the college. This visual identity allows the college to remain integrated with LSU's overall identity system and still have our own unique attributes.

The visual identity program empowers departments to create high quality material while maintaining the branding standards set by both the college and the university. This visual identity manual will serve as a roadmap for the departments and communication officers of the college.

## ABOUT THE COLLEGE’S OFFICE OF EXTERNAL RELATIONS

*Mission: Building public understanding and support for the college.*

The Office of External Relations focuses on building strong relationships and broad understanding of the many ways the College of Engineering is “Improving Lives. Transforming Louisiana. Changing the World.” From the management of the college’s communications strategies and social media to maintaining the college’s brand and fostering relationships with alumni, industries, and communities, the Office of External Relations serves the college and its eight departments in a variety of ways. The Office of External Relations is made up of four functional areas: Alumni & External Relations, Communications, Corporate Relations & Economic Development, and Strategic Partnerships & Recruiting.

### Services we provide

- Event and News Promotion
- Social Media Training
- Media Training and Interview Preparation
- Graphic Design and Print Process Management
- Digital Marketing
- Stewardship Support and Alumni Engagement
- Prospective Student Recruiting

### Branding Approvals Process

To ensure that all departments are creating work that falls within the branding guidelines, we ask that you send all materials that are meant for external audiences to External Relations for approval using this method:

Please email your final product to **approvals@eng.lsu.edu** for review. You will receive a response within 48-72 hours issuing either approval or needed edits from our communications office. Include in your email the audience, objective, and action plan for your piece. If no edits are needed, we will immediately forward your product to the university for their final approval. However if edits are needed, we will forward your product to the university as soon as those edits have been made. LSU will respond to you within 48-72 hours. Our team will help manage this process to ensure it is completed in a timely fashion.

### Work Request Process

External Relations is here to help you with you all of your media relations, marketing, and promotional efforts. We can guide you through the process of refining your message and reaching your audience in the most effective way. We ask that you use the following method to enlist our help to allow us to serve you and all the departments better:

Please provide **at least three weeks notice** for all requests. This allows us just enough time to do the most we possibly can for you. The more notice you provide us, the better we can help you! An online form is available to enter work requests to the communications team.

### Alternatives

If the External Relations Office is unable to assist you with a particular project, we are happy to connect you with an outside vendor or LSU’s Division of Strategic Communications (formerly the Office of Communications and University Relations). Please visit their website at **www.lsu.edu/stratcomm** for their contact information and all other information about their office.

**PS-10 INTERNAL & EXTERNAL COMMUNICATIONS, ADVERTISING & VISUAL IDENTITY** *(last updated Sept. 10, 2014)*

**PURPOSE**

This policy exists to preserve and enhance LSU’s brand and overall reputation by presenting the University in a clear, unified, consistent, and memorable manner, and to ensure that all areas of LSU comply with the University’s public relations, marketing, and communication policies in an effort to benefit from and contribute to the power of the LSU brand.

The policy regarding internal and external communications, advertising, and visual identity applies to all areas of the University, regardless of funding source (state, Foundation, grant, etc.).

**REQUIREMENTS**

All reputation-defining material must strictly adhere to the guidelines of the LSU Visual Identity Program and, for the Internet, the University’s Web Policies and Standards as set forth by the Office of Communications and University Relations (OCUR). All materials must be approved by OCUR to ensure that they reflect favorably upon the University and adhere to visual identity standards.

**MEDIA RELATIONS**

To provide accurate and timely information to the mass media, it is essential that LSU maintain a centralized news effort so there is an organized flow of information consistent in style, quality, and content. Therefore, the planning, research, writing, and distribution of reputation defining news stories, statements, public service announcements, feature articles, and other informational materials (including photos) released to the media must be coordinated by OCUR’s Media Relations staff. Faculty and staff who want news releases written and distributed to the media should contact Media Relations and provide full details to enable Media Relations editors to develop the releases and handle distribution. This contact should be made as soon as possible prior to any news event or announcement to

ensure that the release can be prepared and disseminated to the news media in a timely manner.

This policy is not intended to restrict faculty and staff from expressing opinions or providing information to media representatives regarding their research and/or areas of expertise. It does apply, however, to questions of university policy that should be referred to an appropriate administrator or the executive director (or associate director) of OCUR.

Faculty and staff are encouraged to notify and collaborate with Media Relations editors when a faculty member is asked to respond to a national media query, since positive national exposure is a critical part of the University’s strategic plan. Timeliness of the response is also important because most reporters have immediate deadlines.

If a reporter contacts a university employee directly, the faculty or staff member may ask to call the reporter back and then contact OCUR for advice and counsel before consenting to interviews, particularly on sensitive questions. Employees should always state that views given are their personal opinions and not necessarily those of their colleagues or the University. In an emergency situation, either the executive director or the associate director of OCUR will serve as the University’s spokesperson.

However, in some cases, it may be appropriate to also appoint an additional spokesperson with specialized knowledge of the issue at hand. In those instances, OCUR will refer the media calls to that specific spokesperson.

**PHOTOGRAPHY AND ELECTRONIC MEDIA**

The photographic and electronic media services provided by OCUR support the mission of OCUR and are used for visual and informational purposes. Photography taken by OCUR photographers is done to obtain high-quality photographs that will be used in reputation defining communications for

the University, e.g., for LSU Today, brochures, newsletters, Web sites, electronic media, or to support the efforts of Media Relations.

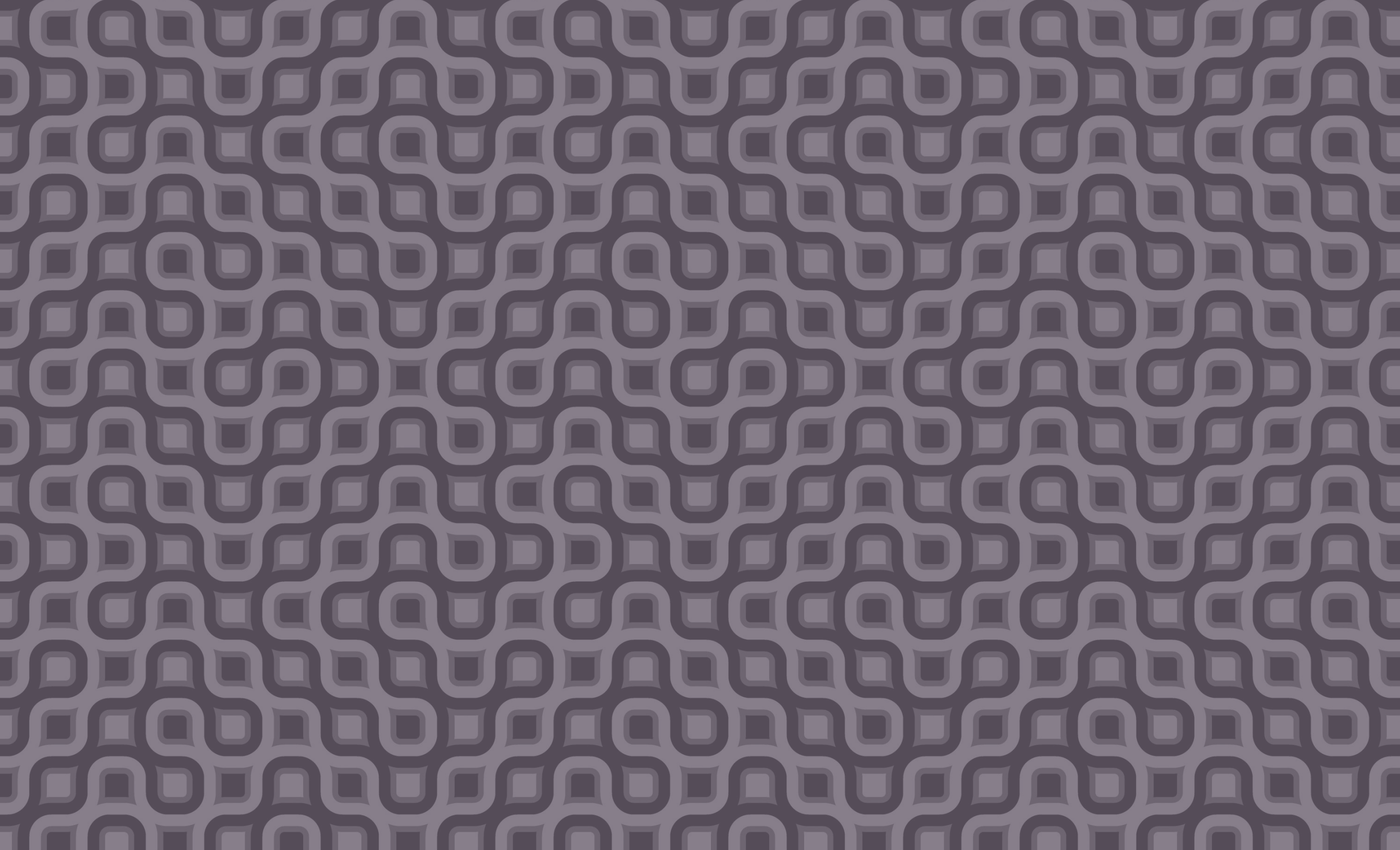
Similarly, electronic media productions are intended for use in coordinated strategic marketing campaigns or as important collateral devices to support those campaigns.

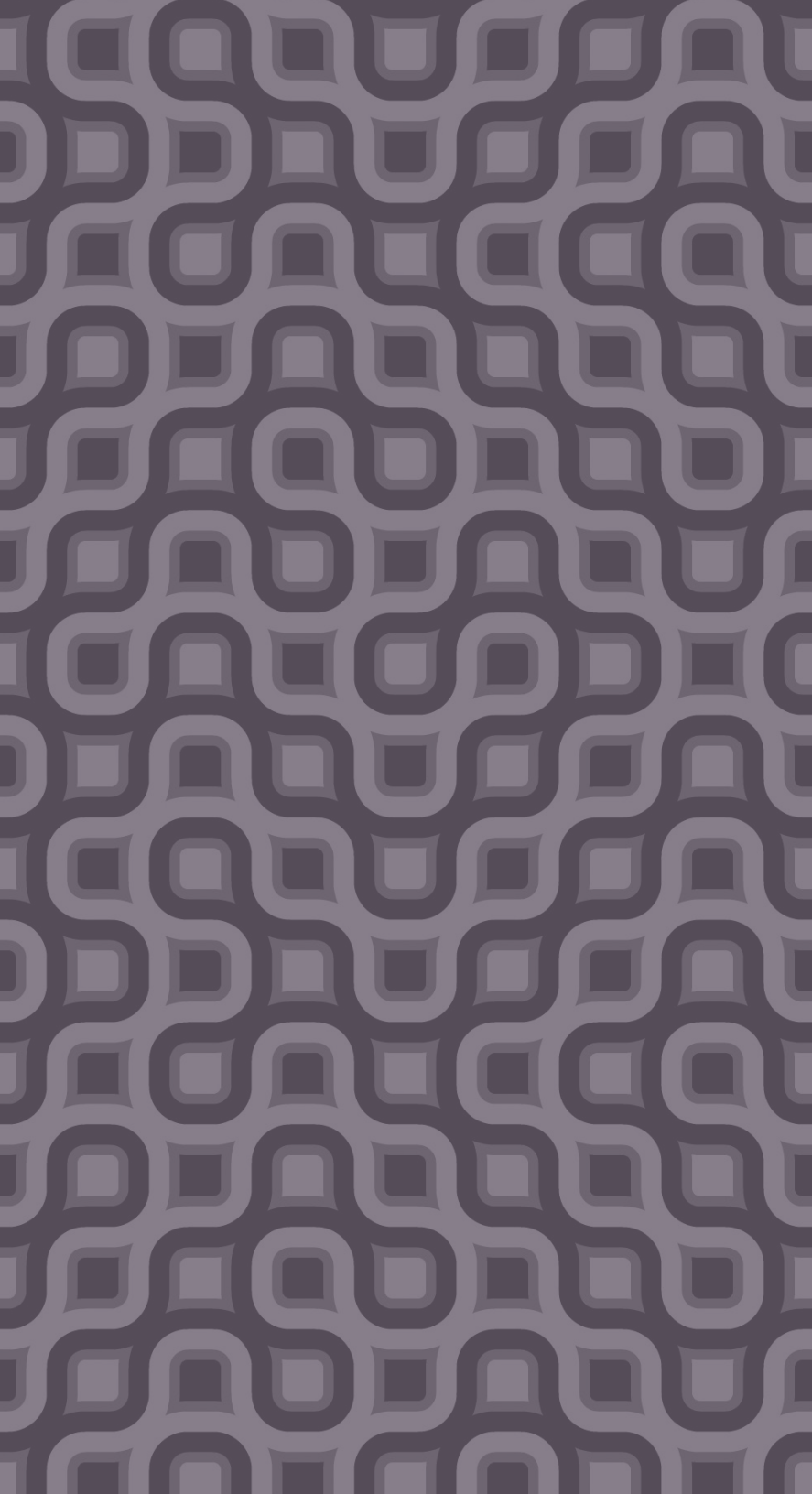
Photographs released by the University to the mass media must be for illustration of LSU-related news or feature stories. Any other use (including but not limited to use as a poster, on a sports event schedule, on a calendar, or otherwise as a product for sale or free distribution or in association with an advertising specialty or promotional product with or without the sale of advertisements) is expressly prohibited without written authorization from the Office of the Vice Chancellor for Finance & Administrative Services.

The rights of all photographs, video programs, and promotional spots produced by OCUR (or by contracted vendors) are held by LSU. The unauthorized sale of any such material is prohibited. This policy applies to photographs, news, public service, recruiting, and promotional radio and television programs originated by the University for internal or external use.

**POLICY MANAGEMENT**

The LSU Office of Communication and University Relations is charged with building positive support for LSU by creating and communicating the University’s key messages, and by preserving and advancing the image of LSU as Louisiana’s flagship institution on a national and international level. OCUR is responsible for reviewing and enforcing PS-10 concerning any and all communication materials produced on behalf of LSU. Non-compliance with PS-10 may result in action taken by the University administration. Visit [www.lsu.edu/stratcomm](http://www.lsu.edu/stratcomm) for more.





## **SECTION ONE**

### **THE LSU COLLEGE OF ENGINEERING BRAND**

Primary Logo and Alternate Versions

File Formats

Measurement Guidelines

Examples of Placement

Unacceptable Uses of the Logo

Typesetting

LSU College of Engineering Images

LSU Primary Colors and Expanded Color Palette

Parent Signatures and Department Logos

THE LSU COLLEGE OF  
ENGINEERING LOGO

As the primary visual symbol for the college, the logo must appear on all college publications, websites, and other forms of communication. The logo must be the dominant mark in the primary viewing area on all communication.

The logo may only appear in 100% black, 50% gray, 100% LSU Purple, 100% LSU Gold, or 100% white.

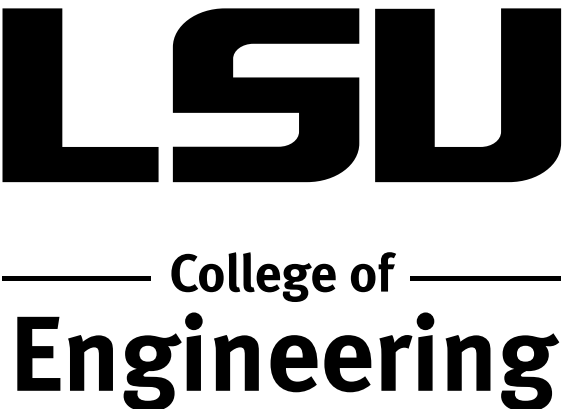
Use the electronic files provided to you by the Office of External Relations to reproduce the LSU College of Engineering logo.

The letters “LSU” are the official primary logo for the university. The written version, “Louisiana State University,” when used alone, is not considered a primary identifier.

PRIMARY LOGO



ALTERNATIVE VERTICAL LOGO





FILE FORMATS

The LSU College of Engineering logo is available to the LSU Engineering community in the following formats:

**Adobe Illustrator files** (.ai) – Print Usage Only  
Vector format usually requested by professional designers or outside vendors for replication.

**JPEG files** (.jpg) – Web Usage Only  
Use jpeg file when preserving multiple colors for web use only. This format should NEVER be used in print pieces.

**PNG files** (.png) – Web Usage Only  
Use png file when preserving multiple colors for web use only, particularly when needing to compress larger image data. This format should NEVER be used in print pieces.

**EPS files** (.eps) – Print Usage Only  
An EPS file can contain any combination of text, graphics, and images. Since it is actually a postscript file, it is the most versatile file format that is available.

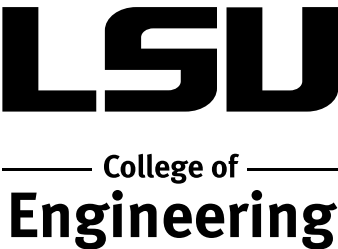
PRINTING TIPS: Printing tips here. Printing tips here.

MEASUREMENT GUIDELINES

The LSU College of Engineering logo must appear on all publications and websites representing any part of the college. It must be the dominant mark, and it may not be combined with other graphic marks or external logos.

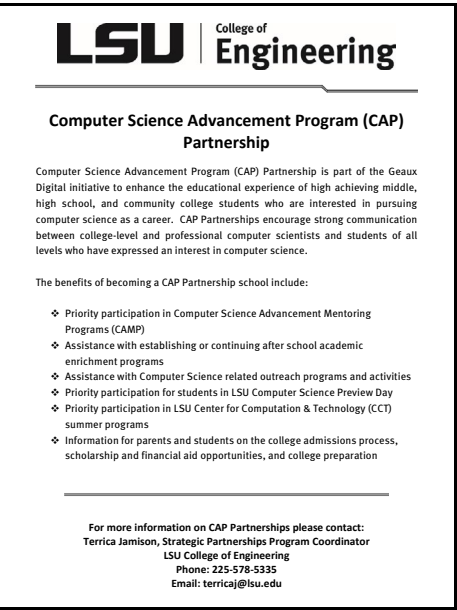




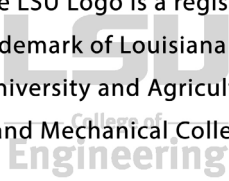
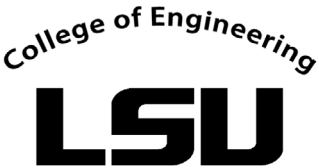




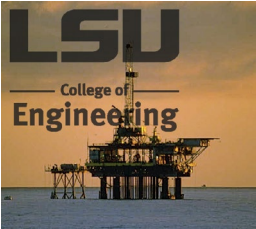
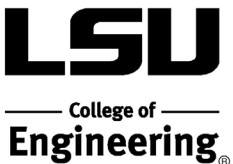




LSU College of Engineering primary horizontal logo at a minimum of 2.5 inches wide.



LSU College of Engineering vertical logo at minimum of 1 inch wide.

EXAMPLES OF PLACEMENT



UNACCEPTABLE LOGO TREATMENTS			UNACCEPTABLE USE OF GRAPHIC ELEMENTS
 <p><i>Do not enclose the logo with a border or other design element.</i></p>	 <p><i>Do not use drop shadow or a second color with any primary mark.</i></p>	<p>The LSU Logo is a registered trademark of Louisiana State University and Agricultural and Mechanical College.</p>  <p><i>Do not screen the logo behind a block of text.</i></p>	<p>WHAT IS A GRAPHIC ELEMENT? A graphic element is a texture or shape that is used as a design in the background of any communication tool.</p> <p>GUIDELINES: A graphic element is NOT a logo. To preserve the power of the LSU megabrand, parents, units, centers, and programs are NOT allowed to have a separate logo.</p> <p>A graphic element should never be used with, behind, or on top of the LSU logos (see below).</p>
 <p><i>Do not distort text around the logo.</i></p>	 <p><i>When used with the LSU or College mark, do not typeset the department name. Always use the digital artwork provided.</i></p>	 <p><i>Do not distort the logo horizontally or vertically.</i></p>	<div>  <p><i>The graphic element can never replace or be used with any LSU logos.</i></p> </div> <div>  <p><i>The LSU logo should never be placed behind the graphic element.</i></p> </div>
 <p><i>Do not change the opacity of the logo. Do not overlay the logo on a graphic or photo.</i></p>	 <p><i>Do not use the registered trademark on academic products. This is only used when an item is for sale.</i></p>	 <p><i>Do not use any athletic mark on non-athletic items.</i></p>	<h3>UPDATES TO LSU LOGO</h3> <p>On May 22, 2012, LSU launched a new business system, using a revised LSU logo that no longer includes an image of the Memorial Tower. While it is a beloved campus landmark and a fitting tribute to veterans of World War I, the tower is being phased out as a part of the LSU logo because so many other colleges and universities have similar looking towers. The new look is very LSU-specific, which is helpful in an effort to more effectively brand LSU.</p> <p>The redesign continues the effort to merge LSU academics and LSU athletics branding to present LSU to the world with one voice.</p>
 <p><i>Do not use discontinued logos.</i></p>	 <p><i>Do not use the University's official seal as a design element. Do not use the system logo.</i></p>	 <p><i>Taglines, such as "Geaux Engineering" can be used separately from the logo. Do not combine them. Always request approval of new taglines.</i></p>	



Myriad Pro (sans serif face)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
\$1234567890 . , ; ? ! &  
( ) - ' " % / [ ]

Tahoma (sans serif face)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
\$1234567890 . , ; ? ! &  
( ) - ' " % / [ ]

Cambria (serif face)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
\$1234567890 . , ; ? ! &  
( ) - ' " % / [ ]

**ONLY USE FOR HEADLINES**  
**BEBAS (SANS SERIF FACE)**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
\$1234567890 . , ; ? ! &  
( ) - % / [ ]

Meta (sans serif face)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
\$1234567890 . , ; ? ! &  
( ) - ' " % / [ ]

**ONLY USE FOR “GEAUX ENGINEERING”**  
**COLLEGIATE BLACK “GEAUX FONT”**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**\$1234567890 . , ; ? ! €**  
**- ' " /**

**TYPESETTING**  
**COMMON FONTS OF**  
**THE LSU COLLEGE OF**  
**ENGINEERING BRAND**

These are the common fonts used by the College of Engineering in both print and electronic formats. The font families work well together, for example using one for headlines and the other for body copy.

As a standard serif font, Cambria is generally easier to read as a body text.

Sans serif fonts, such as Tahoma, may be used as body text in print materials, but they usually require more leading, or spacing, between text lines. Myriad Pro provides great variation as it can be used in bold, semi-bold, italic, condensed, and more.

Sans serif fonts are well-suited for electronic materials, such as websites and PowerPoint presentations, and in reverse (white lettering on a dark background).

Note: Bebas should only be used for headlines. Meta works well for headlines and subtitles. Myriad Pro-Regular can be substituted for Meta when necessary. Collegiate Black should only be used for the “Geaux Engineering” tagline.

Cambria, Myriad Pro, and Tahoma are all standard fonts that you can find on most computers. Bebas, Meta, and Collegiate Black will be provided to you by the Office of External Relations and are also available for download online.

# THE LSU COLLEGE OF ENGINEERING IMAGES AND COLORS

When choosing your own original photography, remember to use high-resolution files to ensure image clarity. High resolution files measure at least the size you wish them to appear at 300 dpi or higher. For websites, low-resolution images at 72 dpi can be used.

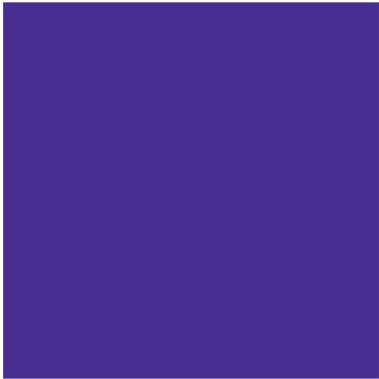
Always obtain written permission from the owner of an image when using photography or graphics that neither you, the Office of External Relations, or LSU’s DSC has provided. This rule also applies to images captured from other websites. Always obtain written permission from your subjects using the Publicity Consent Form provided to you.

## OFFICIAL COLORS

LSU’s official colors are purple and gold. An expanded color palette has been created using similar colors commonly used by the college.



## OFFICIAL LSU COLORS



LSU PURPLE  
PMS 268  
Web #461D7C  
C-90 M-100 Y-0 K-0  
R-70 G-29 B-124



LSU GOLD  
PMS 123  
Web #FDD023  
C-0 M-24 Y-94 K-0  
R-253 G-208 B-35

## EXPANDED COLOR PALETTE



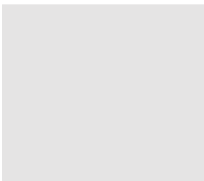
Light Gold  
Web #fdeba6  
C-2 M-5 Y-42 K-0  
R-253 G-235 B-166



Light Bronze  
Web #d6ac6a  
C-16 M-32 Y-67 K-1  
R-214 G-172 B-106



Dark Gold  
Web #e7b030  
C-10 M-31 Y-95 K-0  
R-231 G-176 B-48



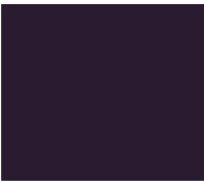
Light Gray  
Web #e4e3e3  
C-9 M-7 Y-7 K-0  
R-228 G-227 B-227



Medium Gray  
Web #cccccc  
C-19 M-15 Y-16 K-0  
R-204 G-204 B-204



Dark Gray  
Web #545454  
C-64 M-56 Y-56 K-32  
R-84 G-84 B-84



Dark Plum  
Web #2a1a30  
C-76 M-83 Y-50 K-63  
R-42 G-26 B-48

**WHO CAN HAVE THEIR OWN COLLEGE OF  
ENGINEERING DEPARTMENT LOGO AND WHY?**

These were chosen by the Office of the Dean and the Office of External Relations based on the current visibility of the department with the public and the need to maintain a cohesive brand for the college.

**Academic Departments**

- Biological & Agricultural Engineering
- Cain Department of Chemical Engineering
- Civil & Environmental Engineering
- Bert S. Turner Department of Construction Management
- Electrical Engineering & Computer Science
- Mechanical & Industrial Engineering
- Craft & Hawkins Petroleum Engineering

**Non-Academic Departments**

- Office of the Dean
- Office of Development
- Student Services & Diversity Initiatives

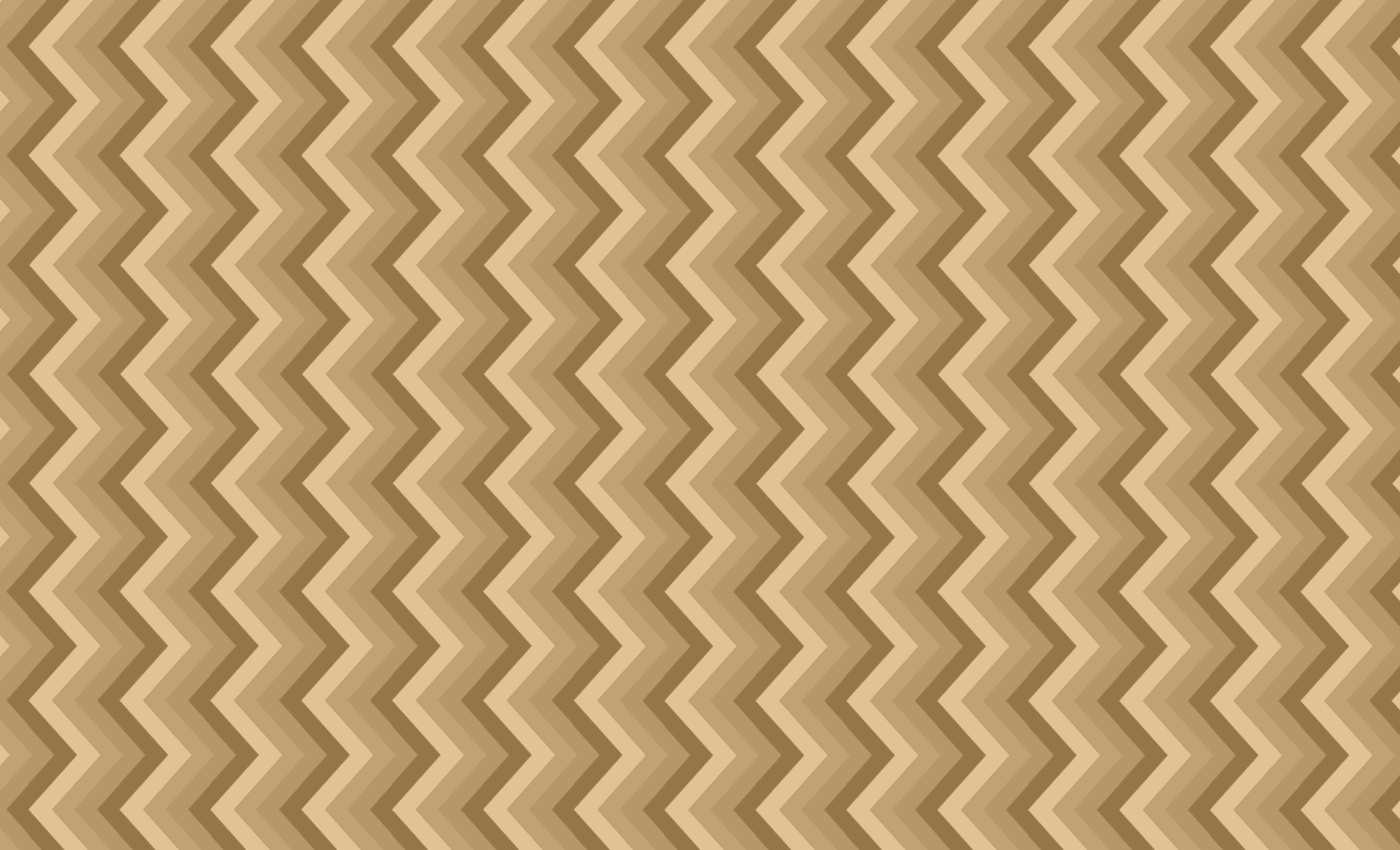
**GUIDELINES**

- Department logos (or parent signatures) are artwork and should never be typeset or altered in any way.
- Using the parent signature is mandatory on all business system items such as official LSU letterhead, envelopes, and business cards.
- The unit name should never replace the parent or be larger than the parent. For example: “LSU” will always be larger than the “College of Engineering” and the “College of Engineering” will always be larger than the department name.
- The unit name should always be the official name as listed in the LSU General Catalog or the LSU Faculty, Staff, and Student Directory. For example: “Bert S. Turner Department of Construction Management” not “Construction Management Department.”
- All College of Engineering department logos will use an “&” symbol instead of the word “and” to maintain consistency and allow for a cleaner look.
- Any previous logos that do not follow these guidelines must be discontinued. Current logos will be provided for each department.

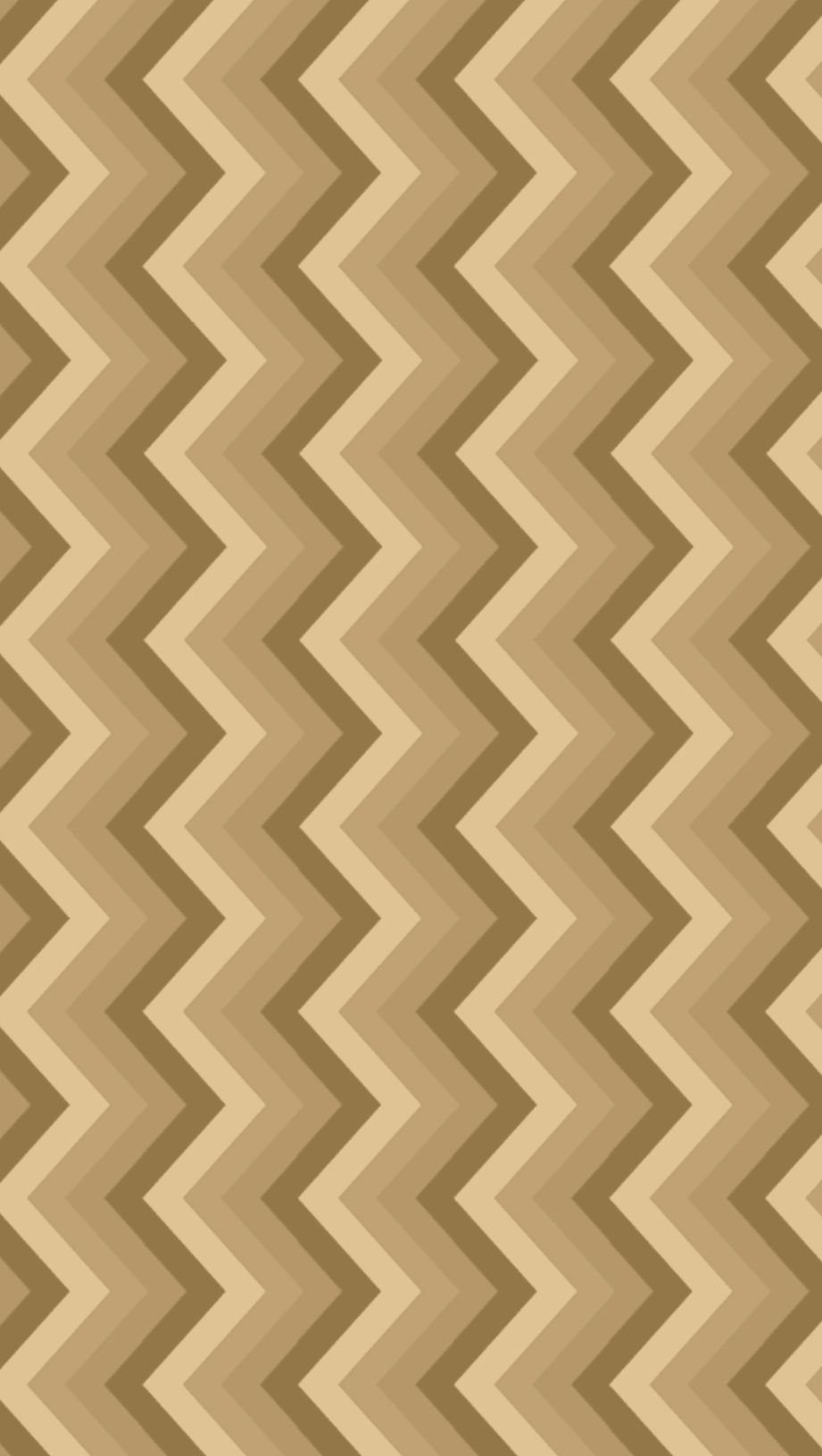
**DEPARTMENT LOGOS**

Parent signatures are the identifier most campus units will use as a logo. These signatures incorporate the LSU logo and the unit’s name along with the parent organization.

The goal of parent signatures is to offer transparency to the LSU organizational structure through the visual identity system. Parent signatures allow customers interacting with LSU to know what department they are dealing with at-a-glance.







## **SECTION TWO**

### INTERNET USAGE

Website Policy

Website Guidelines

Design Standards

**LSU ONLINE  
COMMUNICATION**

The LSU website strives to attract prospective students; market the university; facilitate effective communication between students, faculty, staff, and researchers; and effectively guide all users to university resources. A coordinated and consistent identity is essential to the success of LSU’s website.

LSU activities related to the web and all forms of online communication must be consistent with LSU policies and procedures. All individuals involved in the development and/or maintenance of an LSU website are encouraged to familiarize themselves with all applicable web policies, standards, and guidelines.

Department websites residing on www.lsu.edu or other university controlled resources will be subject to periodic review by the LSU Division of Strategic Communications, and units may be asked to make updates in order to be compliant with PS-10 or other relevant policies.

**LSU WEB POLICY**

**WEB OVERSIGHT**

OCUR and Information Technology Services (ITS) are charged with oversight of lsu.edu and are responsible for supporting and maintaining official sites.

Units, schools, departments, and individuals residing on university servers or requesting links to sites maintained outside of university servers, must abide by university guidelines. LSU websites will be monitored for compliance. Failure to comply with policies, procedures, and requirements can result in the removal of pages, removal of links, or loss of access to systems as deemed necessary.

**CONDITIONS OF USE**

LSU provides servers, communication networks, and workstations to support and promote the mission of the University: teaching, research, and public service. These guidelines, policies, and laws emphasize the public nature all online communication and the responsibility of publishers and users. At the same time the University recognizes and supports the First Amendment rights of its students, staff, and faculty.

**COMPUTER USAGE POLICY**

Appropriate use of university resources: The University provides access to Internet resources to conduct university business. Incidental and occasional personal use is permitted within the University so long as such use does not disrupt or distract the conduct of university business (due to volume or frequency). Incidental and occasional personal use of Internet resources is subject to university policy. See “Use of Computing Resources,” LSU PS-107.

**USE OF UNIVERSITY NAME AND INDICIA**

The University actively manages the use of its trademarks, tradenames, logos and other indicia. Any commercial use of university indicia must be approved by the appropriate department. See “Use of University Name and Indicia,” LSU PS-93 and the LSU Visual Identity Program.

**COPYRIGHT**

Web publishers are responsible for compliance with current copyright laws and relevant university policies. (See PM-17, “Fair Use of Copyrighted Material”). Copyrighted information may not be posted without permission of the copyright holder (owner). Individuals transmitting or extracting information from LSU units are responsible for investigating copyright issues. Publication in electronic format, rather than in print, in no way changes the underlying (copyright) issues.

Digital Millennium Copyright Act. The DCMA represents the most comprehensive reform of United States copyright law in a generation. The Act seeks to update U.S. copyright law for the digital age in preparation for ratification of the World Intellectual Property Organization (WIPO) treaties. Key among the topics included in the DMCA are provisions concerning the circumvention of copyright protection systems, fair use in a digital environment, and online service provider (OSP) liability.

**COMMERCIAL AND PROMOTIONAL  
ACTIVITIES**

*Personal Financial Gain.* Commercial activity for personal financial gain is not permitted. Advertising services and programs, within the purview of the LSU Board of Supervisors, is permissible.

*Advertising.* Web publishers may acknowledge donations/contributions by creating links to selected organizations/ corporations that are primary contributors to the campus.

*Banner Advertising.* LSU will permit banner advertisements in accordance with all applicable university policies. For specific guidelines see the LSU Web Banner Advertising Policy.

**CONFIDENTIAL INFORMATION**

You are required to use all information, in particular, confidential, medical or personal data, in accordance with university policy and to obtain permission when required, (see PS-30, “Student Privacy Rights”). See the Web Privacy Policy.

**ACCESSIBILITY REQUIREMENTS**

In order to comply with Section 508 of the Rehabilitation Act of 1998, websites developed by LSU units should make every attempt to ensure that pages are accessible to individuals using a variety of browsing methods. LSU websites incorporating multimedia, extensive scripting, and/ or interactive applications must provide important information contained in those features in an alternate text form in order for the information to be accessible to users with hearing or sight impairments. See the “LSU Web Standards Manual-Accessibility Guidelines” for more information.

**OTHER INSTITUTIONAL POLICIES**

Permanent administrative units and committees may adopt additional requirements and/or suggestions for their units’ web pages. These additional

requirements/suggestions must comply with LSU policies and procedures.

**CLASSIFICATION OF LSU WEBSITES**

The University seeks to provide an environment that encourages access to knowledge and the sharing of information. The University has an obligation to maintain conditions under which the work of the University can go forward freely, in accordance with the highest standards of quality, institutional integrity, and freedom of expression, with full recognition by all concerned of the rights and privileges, as well as the responsibilities, of those who comprise the University community. Three classes of LSU websites have been established:

- Official websites
- Affiliated websites
- Unofficial websites

For more information about classification of websites, see the LSU Web Standards Manual-Classes of LSU websites.

*Official*

Official pages are created and maintained by official LSU units and departments to disseminate information deemed contributive to the goals and objectives of individual LSU units. The Office of Communications & University Relations and Information Technology Services facilitate web page creation, maintenance, evaluation, and updating of official pages.

Official pages include, the LSU homepage and gateway pages, Chancellor’s Office, administrative units and committees directly supervised by the Chancellor’s office, the Executive Vice Chancellor and Provost, the Vice-Chancellor for Financial and Administrative Services, the Vice Chancellor for Research and Graduate Studies, the Vice Chancellor for Strategic Initiatives, the Vice Chancellor for Student Life and Academic Services; academic units supervised by deans, the Faculty Senate, and the Staff Senate. Exceptions to this classification include the LSU Athletic Department.

These sites must adhere to the PS-10, PS-30, PS-93, PS-107, LSU Visual Identity Program, and the LSU Online Communications Policy.

*Affiliated*

Affiliated pages are those created by university recognized student, faculty, or staff organizations. These pages are created and maintained by these units.

The Vice Chancellor for the Division of Student Life determines which student organizations are recognized by the University. (See requirements related to affiliated pages).

*Unofficial*

Faculty, staff, and student pages created to present personal and professional interests. These pages are created and maintained by individuals. (See requirements related to unofficial pages).

**REQUIREMENTS**

When the Web Working Group is notified via the LSU web registry of a new or changed URL for an official website, a link to the website will be established on Isu.edu where appropriate, provided that all university policies and procedures have been adhered to. If a link cannot be established the unit webmaster and contact person will be notified.

When the Web Working Group receives a notice to establish a link to an affiliated or unofficial website, the appropriate campus unit will be notified of the link request, provided that the “Standard Disclaimer for Affiliated and Unofficial websites” appears on the homepage.

*Linkage (official, affiliated, and unofficial)*

Any individual or unit wishing to have a link established on any Isu.edu website must adhere to the policies and procedures relating to the classification of the website being linked to (i.e., official pages must follow all policies and guidelines established for official pages). When unit sites provide links to affiliated and/or unofficial LSU websites, the

unit providing linkage should verify that the site displays the required disclaimer.

Affiliated and unofficial websites residing on Isu.edu servers and all LSU Student Organizations, must contain the Standard Disclaimer for Affiliated and Unofficial LSU Web pages. Before linking official unit websites to affiliated or unofficial websites, verify that the disclaimer is in place.

*Linking to external sites*

External sites are defined as websites that do not reside on servers owned by Louisiana State University or websites that are not managed by a university department. Servers residing in department locations outside of the Office of Computing Services are considered university servers.

When linking to external sites, all official unit websites must alert the site user that the selected link is no longer an Isu.edu website. For specific suggestions on external linking, see the “LSU Web Standards Manual.”

Linking to external websites is permitted in the following situations:

The link is to a professional association, governmental agency, educational institution, non-profit agency, etc. For a for-profit business that has a recognized relationship with the University, the link must be approved by LSU Purchasing.

When creating the link, the following conditions must be adhered to:

External links must be identified and identified consistently within a unit website. Notification of leaving Isu.edu can be provided to the site user in several ways: text indicating a series of links are outside of Isu.edu forcing a new browser window to open when a link is selected. Note: If this method is being used to alert users that they are being linked to different unit site at Isu.edu, then another mechanism should be used to alert users that they are being linked to a site outside Isu.edu. A pop-up window with text indicating the selected link is outside of

lsu.edu placing icons next to external links and providing a site legend explaining the purpose of the icon.

Only text links are allowed. The use of logos on web pages is prohibited unless a vendor contract has been approved through the LSU Office of the Vice Chancellor for Finance and Administrative Services.

**REQUIREMENTS OF OFFICIAL LSU WEBSITES**

LSU websites adhering to the following criteria may be linked from the official LSU website. All official departmental websites are subject to periodic review by OCUR. Developers are encouraged to review guidelines and adhere to specifications. Any questions, comments, or concerns, should be addressed to OCUR through at [urelat1@lsu.edu](mailto:urelat1@lsu.edu).

**REQUIRED INFORMATION**

The following information must appear on every webpage of an official LSU website, specific information for using these items follows:

*The LSU Logo*

Unit contact information including but not limited to, the name of the unit, telephone, and e-mail. A convenient way to incorporate this information is by applying a footer to all site pages. Link to LSU homepage (<http://www.lsu.edu/>). Convenient methods of linking to the homepage are by using the LSU logo to link to the homepage or by including a link to the homepage in the footer. Link to unit homepage. Copyright designation. (Copyright © YYYY. All Rights Reserved. Official webpage of Louisiana State University). (Optional) Date page if the information is time sensitive and/or of a nature that lack of date would cause users concern over whether the information is reliable or not.

*Linkage*

Please review the guidelines in “Linkage” for requirements related to linking to external websites and affiliated and unofficial websites.

*Intellectual property ownership*

LSU owns the copyright and/or trademark rights to any content of official and professional outreach pages.

Copyright and trademark of content on affiliated pages is determined by the affiliated organization.

Copyright and trademark content on unofficial pages are owned by the individual unit that creates such pages unless otherwise noted.

**REQUIREMENTS OF AFFILIATED AND UNOFFICIAL PAGES**

Affiliated and unofficial pages linked from any official LSU department site will not be monitored for content or design and are not subject to the LSU Web Guidelines and Standards or PS-10. Developers of these sites are encouraged to comply with applicable laws and policies (i.e., Student Organizations must adhere to guidelines set forth in the Student Organization Handbook).

Any affiliated and unofficial website linked from an official LSU website is required to have the “Standard Disclaimer for Affiliated and Unofficial Pages” placed on the homepage of the site. Failure to post the disclaimer will result in the deactivation of links from the LSU website. (See the “Standard Disclaimer for Affiliated and Unofficial pages”).

*Standard Disclaimer for Affiliated and Unofficial LSU Webpages*

Information published by student organizations and by individual faculty, students, and staff is considered unofficial and is not subject to PS-10. Additional guidelines have been added for unofficial information published using Louisiana State University equipment. The information published on electronic media will not be edited or censored for content, but the homepage must contain a disclaimer stating the following:

The statements and opinions included in \_ webpages are those of \_ only. Any statements and opinions included in these webpages are not those of Louisiana State University or the LSU Board of Supervisors.

**Example:**

The statements and opinions included in Mike the Tiger’s webpages are those of Mike the Tiger only. Any statements and opinions included in these webpages are not those of Louisiana State University or the LSU Board of Supervisors.

Any affiliated or unofficial website that does not have the disclaimer posted will have its link removed from the official LSU website.

Any official LSU website linking to unofficial pages should verify that the standard disclaimer appears on the affiliated or unofficial website prior to establishing a link to the website.

**LSU WEBSITE PRIVACY POLICY**

The lsu.edu homepage and its upper tier pages (i.e., resource pages for Students, Faculty and Staff, Prospective Students, Alumni, Researchers, and Visitors) collect no personal, identifiable information about site users.

Some non-personal information is collected from site users: time of access IP address accessed from pages accessed from the lsu.edu homepage or a gateway page browser type and configuration. The information gathered is used to help improve the functionality of the lsu.edu website.

If you choose to share information with us, we will not sell that information to other entities.

Students, faculty, and staff agree to use this site under the governance of the LSU Computer Policy.

The lsu.edu homepage and the gateway pages provide links to other websites within the LSU network and to some outside the lsu.edu domain. The LSU privacy policy applies only to lsu.edu homepage and the gateway pages.

Visit **[www.lsu.edu/stratcomm](http://www.lsu.edu/stratcomm)** for the full version of the University website policies.



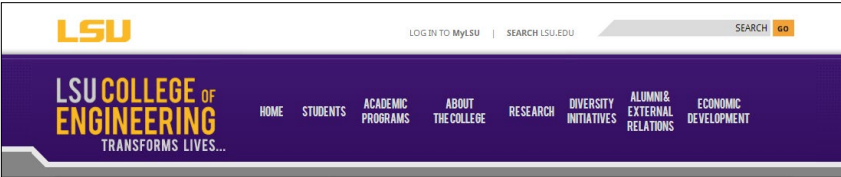
WEBSITE GUIDELINES

It’s important to structure your online communications in a thoughtful and consistent manner. By properly coding your webpages, reviewing and updating content on a regular schedule, and reinforcing the LSU brand you are helping to promote LSU as a trustworthy and reliable institution.

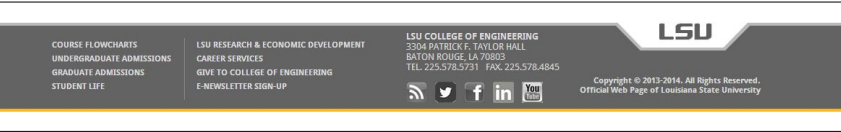
- The following guidelines will assist you in developing your department’s online materials.
- Identify the Content Provider
    - Each webpage or social media service must include the name of the department responsible for maintaining it.
    - The LSU logo should prominently appear on every page in a departmental website and, when possible, should be included in social media environments.
    - Each webpage or social media service should provide contact information in the form of a department email address that is monitored on a daily basis.
  - Provide Institutional Links and Email Addresses
    - All “official” university webpages must have a link to the lsu.edu homepage. An easy and effective way to do this is in the website footer. “Louisiana State University” should be included in your office contact information and can be used as a link to the LSU homepage.
    - Each department may also be required to link to its administrative parent’s homepage (i.e., accounting services would provide a link to the Finance and Administrative services homepage).
    - All pages must have a link to the website unit’s homepage so that users entering any page will be able to navigate to other portions of that unit’s website.
    - When directing users to resources outside of lsu.edu, you may wish to alert users that they are leaving the LSU website. There are a number of ways to do this, the important thing is to be consistent across your departments’ websites so that users know what to expect each time they select this type of link. Here are some common methods:
      - formatting the link in a different way
      - providing verbage on the actual link that tells the

- user they are leaving lsu.edu
  - providing an invasive pop-up window that alerts the user they are leaving
  - forcing the browser to open a new window or tab
- Maintenance Schedule
- It is recommended that units schedule regular website click-thrus. In most cases, a quarterly click-thru of all pages in the site is sufficient. When doing a site click-thru, the following procedures should be followed:
    - Click all links in the site, it may be helpful to break this down into several steps:
      - all links in top nav
      - all links in side nav
      - all internal links in content pages
      - all external links in content pages
      - all links to documents or multimedia files
    - Look at the names of all departments referenced in the site and verify that office names, addresses, and telephone numbers are still accurate
    - Look at all staff members referenced in the site, verify that staff names and titles are accurate
    - Look at all images used on the site; remove any images that are outdated
  - Make sure other units are linking to your site properly. Check LSU A-Z, to verify that your department name and URL are presented correctly in the index. Consider checking other units’ websites if there is a strong chance they have links to your site—for example, colleges and academic units are likely to “deep link” to each others content.
  - Remove old files from the server
    - If a unit builds an entirely new site, the old website should be completely removed from a server. Updating the vanity URL to point to the new server does not prevent individuals with old links or search engines from finding the old content.
    - Removing links from navigation is not the same as archiving or deleting a file. The only way to completely prevent a user or search engine from finding old pages or old files (HTML, PDF, DOC, PPT, JPG, GIF, etc.) is to delete or archive the file.

DESIGN STANDARDS



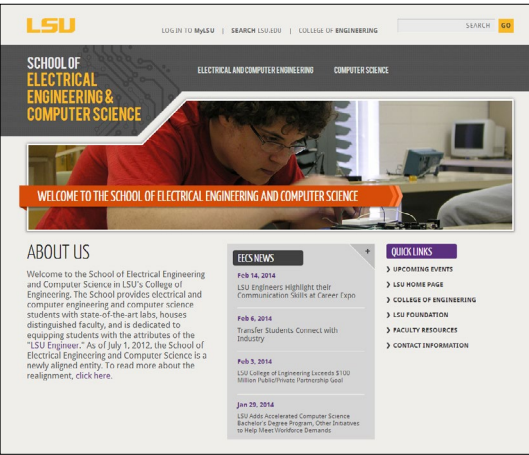
**Headers should always include:** LSU logo with linkage, Login to MyLSU, Search LSU.EDU, and a search box.



**Footers should always include:** Name of college or department, contact information, copyright information, and social media icons with linkage (if applicable).

Body Text should be:

- Left-justified
- No hyphenation
- Bolding and italics should only be used to highlight a word or phrase, not an entire paragraph
- Hyperlinks should be LSU Purple only



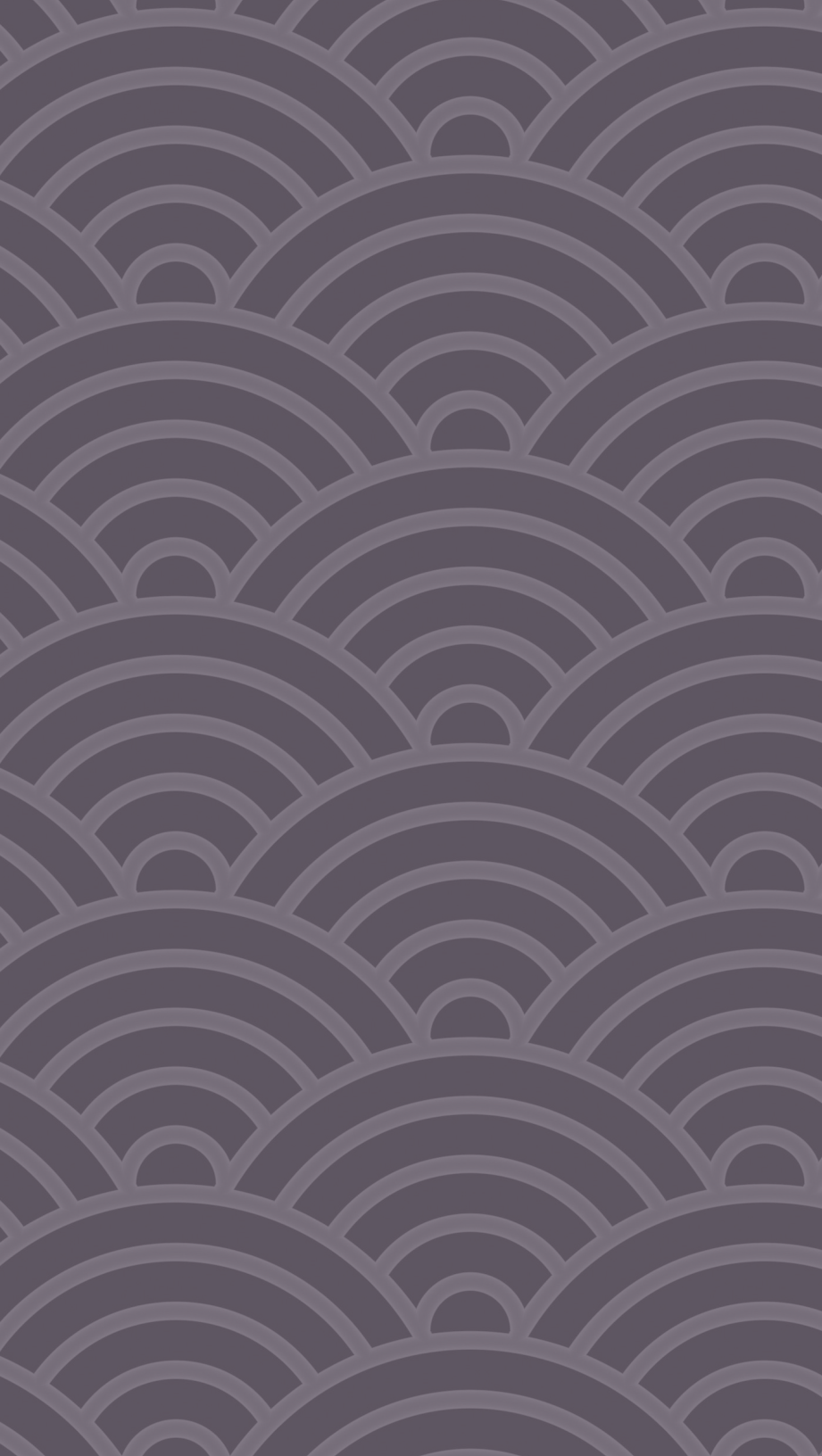
Photos should be:

- At least 72 pixels per inch (ppi)
- RGB color mode
- Have text wrap around when appropriate, with at least 10 pixels of space on each side









## **SECTION THREE**

### SOCIAL MEDIA USAGE

Social Media Policy

Social Media Guidelines

**SOCIAL MEDIA**  
THE LSU COLLEGE OF  
ENGINEERING SOCIAL  
MEDIA PHILOSOPHY

**Cultivate relationships.** While there are many reasons why we should invest our time in social media, the most important outcome to remember is that we’re creating and cultivating relationships and that is the longest lasting ROI you can get!

**Work together toward a common goal.** Build a team of constituents to spearhead social media best practices and assist one another, always including students whenever possible in this process.

**Empower departments.** Inspire employees to take a sense of ownership in the college’s social media and branding strategy by giving them the information and resources they need to succeed.

**Do what works.** We can’t be everywhere at once, so we must be willing to let go of the projects that aren’t working or no longer serve our goals.

**COLLEGE OF ENGINEERING SOCIAL  
MEDIA POLICY**

**INTRODUCTION**

The purpose of this policy is to define the terms and circumstances under which LSU College of Engineering employees, including faculty, staff and students may use social media to represent the college; communicate college policy, or represent an official college position. In addition, this policy applies to personal use of social media to the extent that such activities are covered by existing college policies, take place during work hours, involve the use of college resources, or may be construed as official representations of the college.

The term “social media” refers to any web-based and mobile technologies that enable individuals or entities to disseminate or receive information, communicate, or otherwise interact. The term includes email, texting, messaging, social networking, blogging, micro-blogging, bulletin boards, and so on, through providers such as Facebook, LinkedIn, MySpace, Twitter, YouTube, Instagram, or others.

**FOR ALL EMPLOYEES**

As an employee of the college, you are personally responsible for any social media activity you conduct using a college email address or on a college website; and/or which can be traced back to a college domain; and/or which uses the college’s Information Systems; and/or which expressly or implicitly identifies you as a college staff person or faculty member.

You must observe and follow, if applicable, (i) existing college policy and agreements, such as the LSU Web Policy, PS-10, and the university’s anti-harassment and discrimination policies,

(ii) the policies of the particular online/social networking venue governing the use and activity conducted on their sites, such as Facebook, which are sometimes referred to as “Terms of Use”, and (iii) applicable law.

You may not use social media to post or display comments about coworkers or supervisors or the college that are vulgar, obscene, threatening, intimidating, or that violate the university’s workplace policies against discrimination, harassment, or hostility on account of age, race, religion, sex, ethnicity, nationality, disability, or other protected class, status, or characteristic.

When posting to social media sites, you must honor the copyright and intellectual property rights of others, including the college.

Do not post any information or conduct any online activity that may violate local, state, or federal laws and regulations. Any conduct that is impermissible under the law if expressed in any other form or forum is impermissible if expressed through social media.

If, from your social media post, it is clear you are a college employee, or if you mention the college, or it is reasonably clear you are referring to the college or a position taken by the college, and also express a political opinion or an opinion regarding the college’s positions or actions, you must specifically note that the opinion expressed is your personal opinion and not the college’s position.

In any use of social media, employees - including faculty, staff, and students - must follow applicable state and federal requirements including, but not limited to, FERPA and HIPAA privacy statutes and NCAA regulations.

You may not use or disclose personal information about another individual or use or disclose the college’s confidential or proprietary information in any form of social media. Personal information includes an individual’s Social Security number, financial account number, driver’s license number, medical information (including family medical history), and other highly sensitive information.

College confidential or proprietary information includes but is not limited to financial information, future business performance and business plans, business and brand strategies, and information that is or relates to college trade secrets. All college rules regarding college confidential or proprietary information and personal information apply in full to social media, such as blogs or social networking sites. For example, any information that cannot be disclosed through a conversation, a note, a letter or an e-mail also cannot be disclosed through a social media outlet.

**FOR EMPLOYEES WHO POST ON BEHALF  
OF A COLLEGE DEPARTMENT OR UNIT**

If you are creating, managing, or posting to a social media site on behalf of an LSU College of Engineering division, department or unit, you are considered to be acting in an official capacity, and the following rules apply:

Social media accounts that represent an official LSU College of Engineering entity (e.g. a department or unit) are considered to be college-sponsored social media. Creation of a college-sponsored social media site requires sign-off from the senior administrator in that area.

External Relations will maintain a list of college-sponsored social media pages and sites. Departments or units that have a social media presence or would like to start one must notify External Relations so that they can be included on this list.

All college-sponsored social media sites must designate a full-time employee responsible for monitoring the site and ensuring that the content is accurate and reasonably current. Out-of-date or unmonitored social media sites should be removed (External Relations can assist and advise you with your social media planning).

College-sponsored pages or posts on social media sites should be professional in tone and in good taste. No individual LSU College of Engineering unit should construe its social media site as representing the college as a whole. Consider this when naming college-sponsored pages or accounts, selecting a profile picture or icon, and selecting content to post. Names, profile images, and posts for college-sponsored social media should all be clearly linked to the particular department or unit rather than to the institution as a whole.

Units that wish to use the college logo or other graphics in college-sponsored social media should consult with and obtain permission from External Relations prior to use. In these cases, the College's Visual Identity Program should be followed. College-sponsored accounts are bound by FERPA and other privacy regulations. For this reason, any students who are individually publicized through social media - including students identified in photo captions - must have a signed Publicity Consent Form on file (form provided).

All social media accounts created by college employees on behalf of the college remain the property of the LSU College of Engineering. Account information, including passwords and email addresses linked to a specific social media account, should be stored in a secured location that your supervisor is aware of and has access to.

## SOCIAL MEDIA GUIDELINES

### *Creating your social media account*

- Before creating a social media account, please reach out to the College's Office of External Relations so we can assist in planning and add you to our directory of social media accounts. Our social media expert will help you determine who should be responsible for planning and posting content on your account(s), what your goals and objectives are for social media, and how you will measure success.
- Should you wish to use the college logo or other college iconography on your social media account, please consult with External Relations prior to use. In all cases, the College's Visual Identity Program should be followed.
- Naming conventions in social media are very important. External Relations can help you choose appropriate names for your social media accounts. Names should, when practical, reference both LSU and the unit or department. This will help your audience see your account both as connected to the college and specific to your unit.
- Choose your platform(s) wisely. Each social media platform has its own strengths and weaknesses. External Relations can assist in this process.
- Think about how your social media account relates to the college's website, to other institutional social media accounts, and to other outreach efforts.

### *Planning social media content*

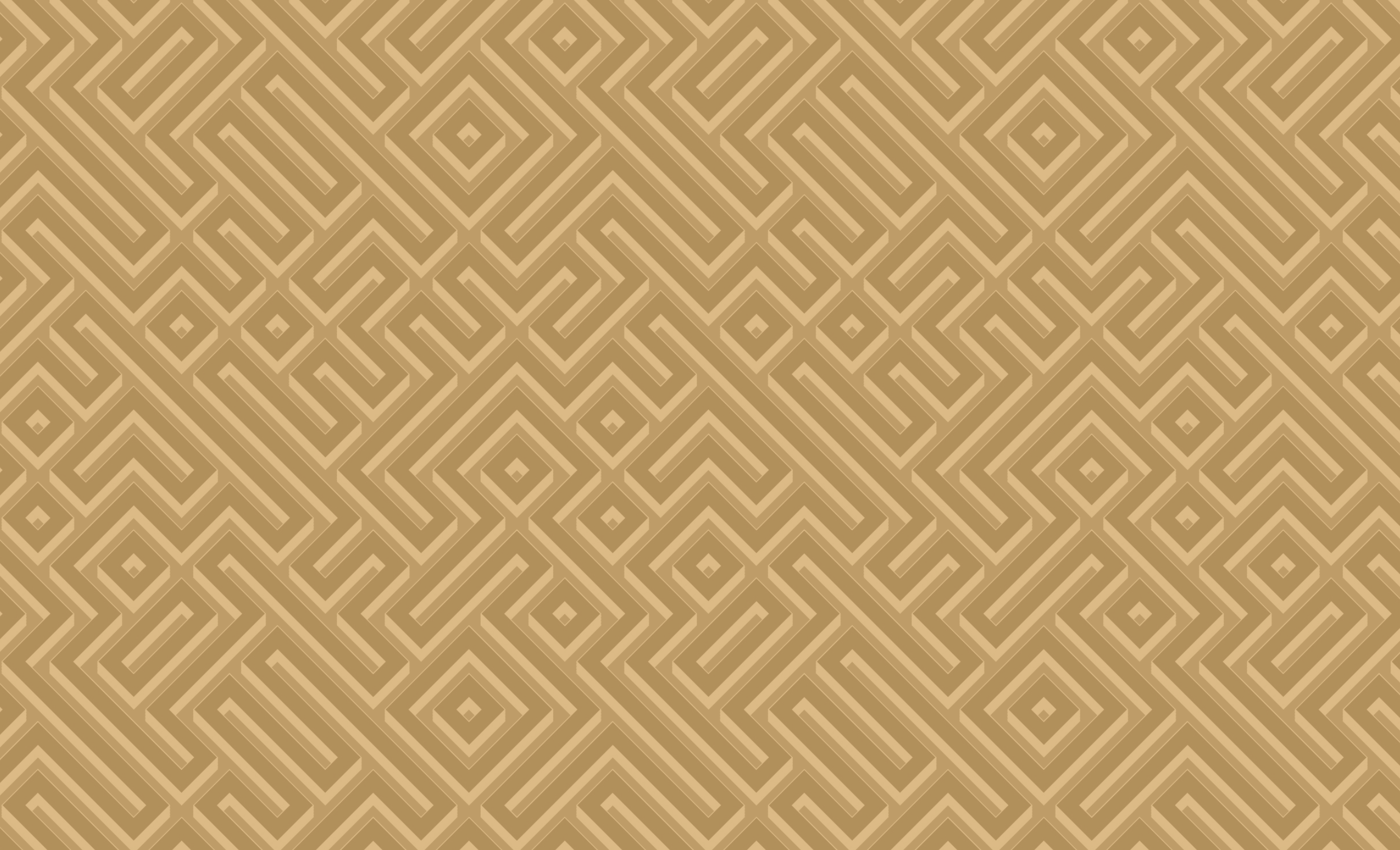
- Achieving your goals through social media requires planning, monitoring and measurement. External Relations can provide tools that will help you achieve your goals on social media. However, you first need to commit to the planning process.
- Social media should be social! As you think about posting on social media, plan content that asks and encourages your audience to engage in a dialogue, not just absorb information.
- Once you create a community on social media, it reflects on you even when people outside of the college community participate in a discussion or post a comment. For this reason, all college social media accounts/pages/sites should

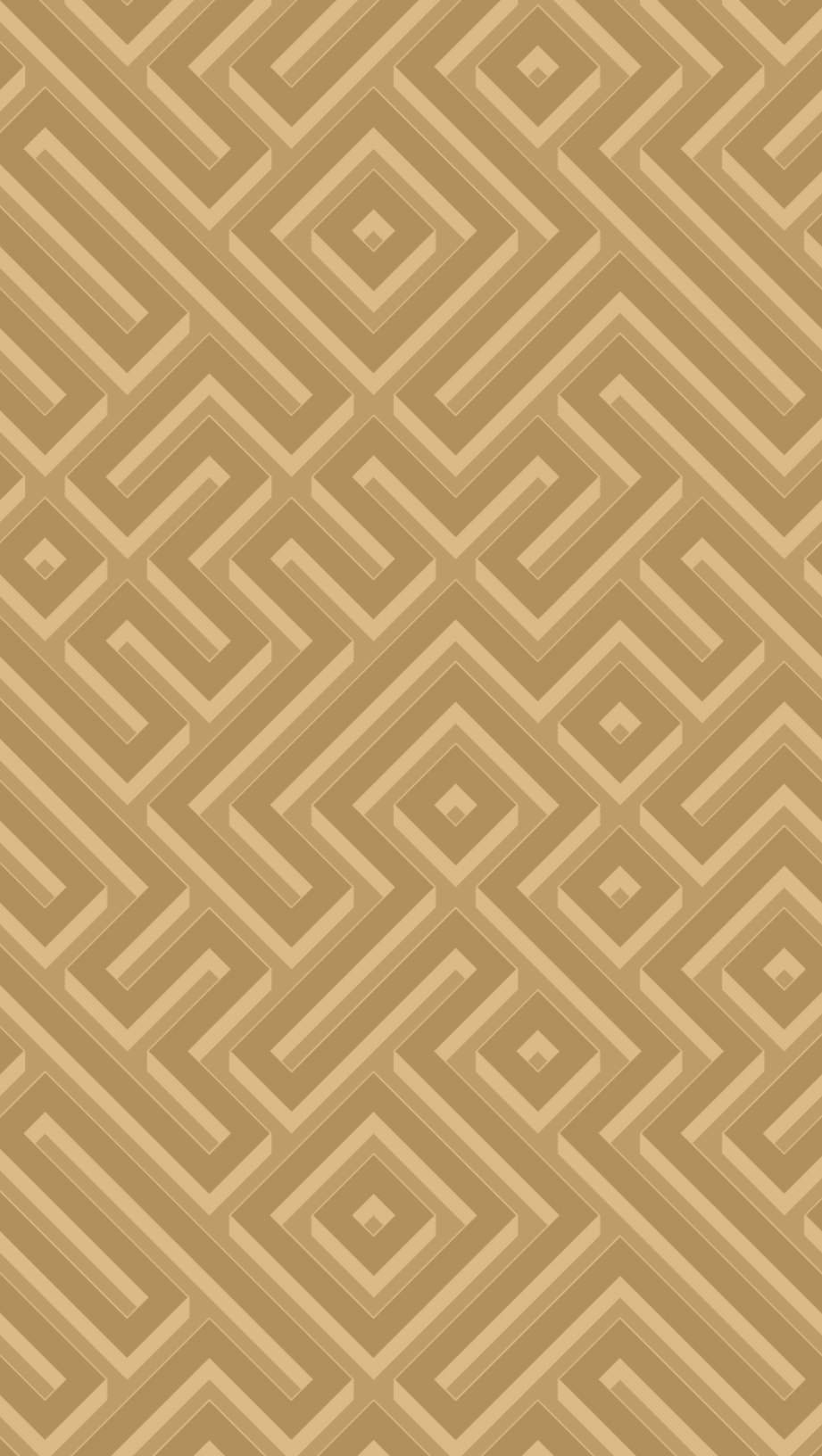
be monitored - and moderated, where appropriate - to ensure that posts meet our community standards and social media policy.

### *Posting and interacting on social media*

- Think twice before posting: Privacy does not exist in the world of social media. If you are unsure about posting something or responding to a comment, ask your supervisor for input or contact External Relations.
- Strive for accuracy: Get the facts straight before posting them on social media. If you find that you've made a mistake, admit it, apologize, correct it, and move on. Review content for grammatical and spelling errors.
- Be respectful: Understand that content contributed to a social media site could encourage comments or discussion of opposing ideas. Responses should be considered carefully in light of how they would reflect on the poster and/or the college and its institutional voice.
- Remember your audience: Be aware that a presence in the social media world is or easily can be available to the public at large. Consider this before publishing to ensure the post will not alienate, harm, or provoke any group.
- Use your true identity: When participating in any social media, be completely transparent and disclose your true identity for your personal protection.
- Identify your views as your own: If you identify yourself as an LSU faculty or staff member, you should make clear that the views expressed are not necessarily those of the institution.
- Photography: Ensure that you have the right to post photos on social media before posting, from the owner of the original image and/or the subject in the photo (Use the Publicity Consent Form when appropriate). Remember that photos posted on social media sites can easily be appropriated by visitors. Consider posting images at 72 dpi and approximately 800 x 600 resolution to protect your intellectual property. Images at that size are sufficient for viewing on the web, but not suitable for printing.
- Whenever possible, link back to the LSU College of Engineering website. Ideally, posts should be very brief and redirect a visitor to content that resides within the college web environment.







## **SECTION FOUR**

THE LSU OFFICE OF FINANCE AND ADMINISTRATIVE SERVICES

Trademark Licensing

Office of Purchasing



**OFFICE OF TRADEMARK LICENSING**

LSU’s Trademark Licensing program began in 1981. The three purposes of the program are to protect the university’s indicia, promote the university, and to generate funds which are used for general university endeavors including scholarships, construction projects, athletic programs and various other needs.

*What is an LSU Trademark?*  
A trademark is any word, name, symbol or device, or any combination thereof, used to identify or distinguish the source of a good from those of others. LSU owns and protects multiple trademarks including, without limitation, its name, logos, colors, slogans, mascot and other indicia.

**MISSION & POLICY STATEMENT**

In response to the demand for merchandise bearing LSU indicia, LSU Trademark Licensing was instituted in 1981 to establish standards for the commercial use of its name, logos, trademarks, colors, slogans and symbols. The Trademark Licensing program was approved by the authority of the LSU Board of Supervisors and provided for in the Constitution and Revised Statutes (R. S. 51:224) of the State of Louisiana. “No person shall use for any commercial purpose any name, work, symbol, or device or any combination thereof which resembles the official name, symbol, seal, or logo of a public or accredited private educational institution except with the written consent of the public or private educational institution.”

Formal licensing procedures enables the university to share in the benefit derived from the commercial use of its name and logo.

Policy Statement 93 states the specifics regarding the use of the university’s name, registered marks, logos and other indicia.

**PROTECTING THE BRAND**

The unauthorized use of the university’s protected marks in a manner that is likely to lead to consumer confusion as to source, affiliation, sponsorship, endorsement, approval, etc. or is likely to dilute the strength of the university’s mark may violate the university’s trademark rights and may give rise to various causes of action under federal and state law. Use of the university’s protected marks without permission from the university or its authorized trademark licensing representative, The Collegiate Licensing Company, may subject you to criminal and/or civil penalties.

**LOOK FOR THE LABEL**

One of the most recognized licensed product authenticators in the licensing business is the “Officially Licensed Collegiate Products” (OLCP) label. Each year, this label is affixed to more than 100 million collegiate products in the U.S. and it serves as a quality seal of approval in representing the authenticity of licensed collegiate products. LSU Licensees are required to use an OLCP hologram hangtag or affix an OLCP hologram sticker to all Officially Licensed LSU products.

When shopping for LSU merchandise, look for the “Officially Licensed Collegiate Products” label. This label is your assurance that the product you are purchasing is authentic and represents the goodwill of the university. When you see this label on a product, it signifies that the merchandise has passed the standards set forth by LSU and guarantees that a portion of the purchase is returned to the university in the form of a royalty. At LSU, revenues generated through the sale of licensed LSU merchandise support the university’s general fund and athletic programs. Products that do not bear the label, but use the marks of LSU, may represent an infringement of trademark laws.



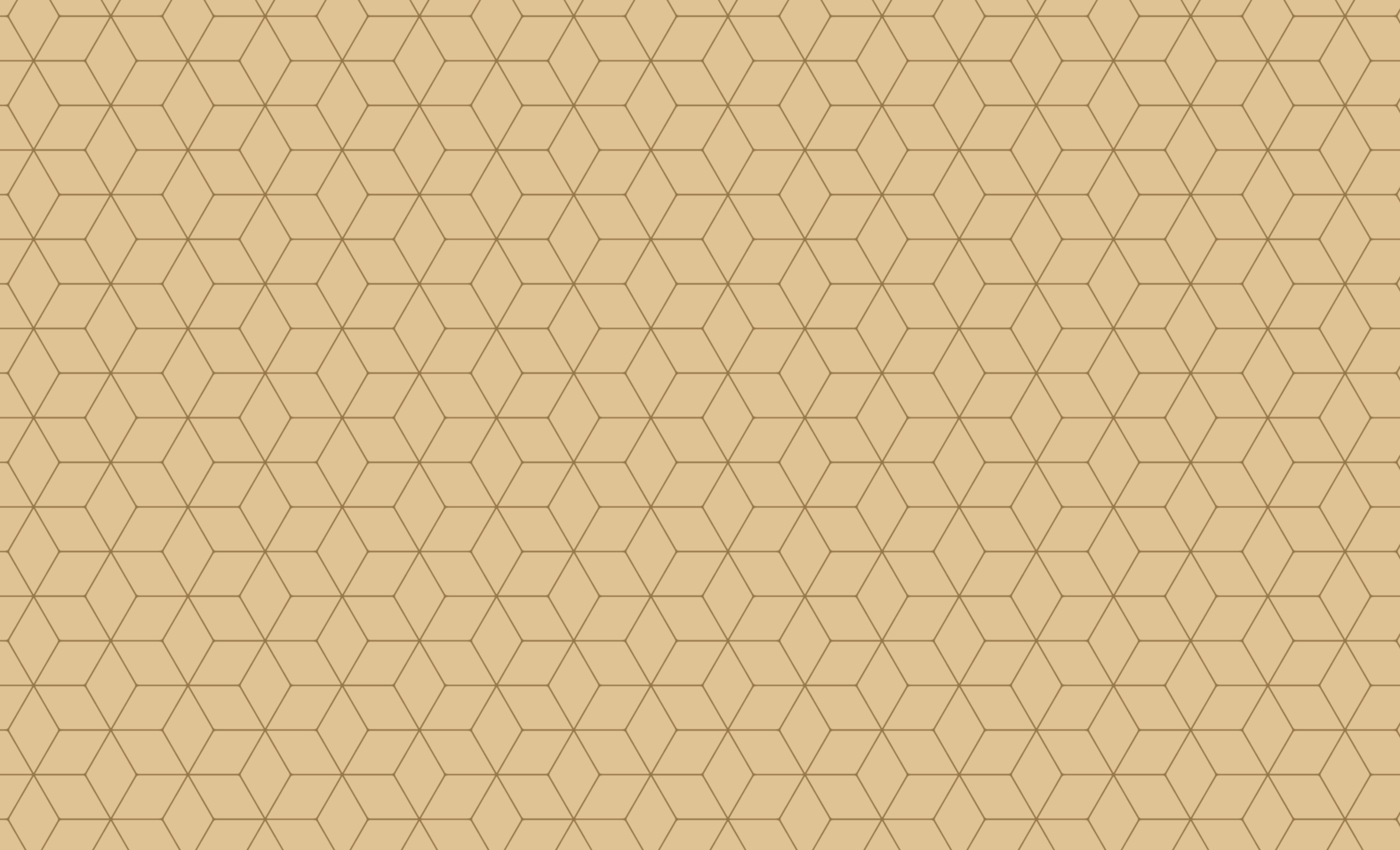


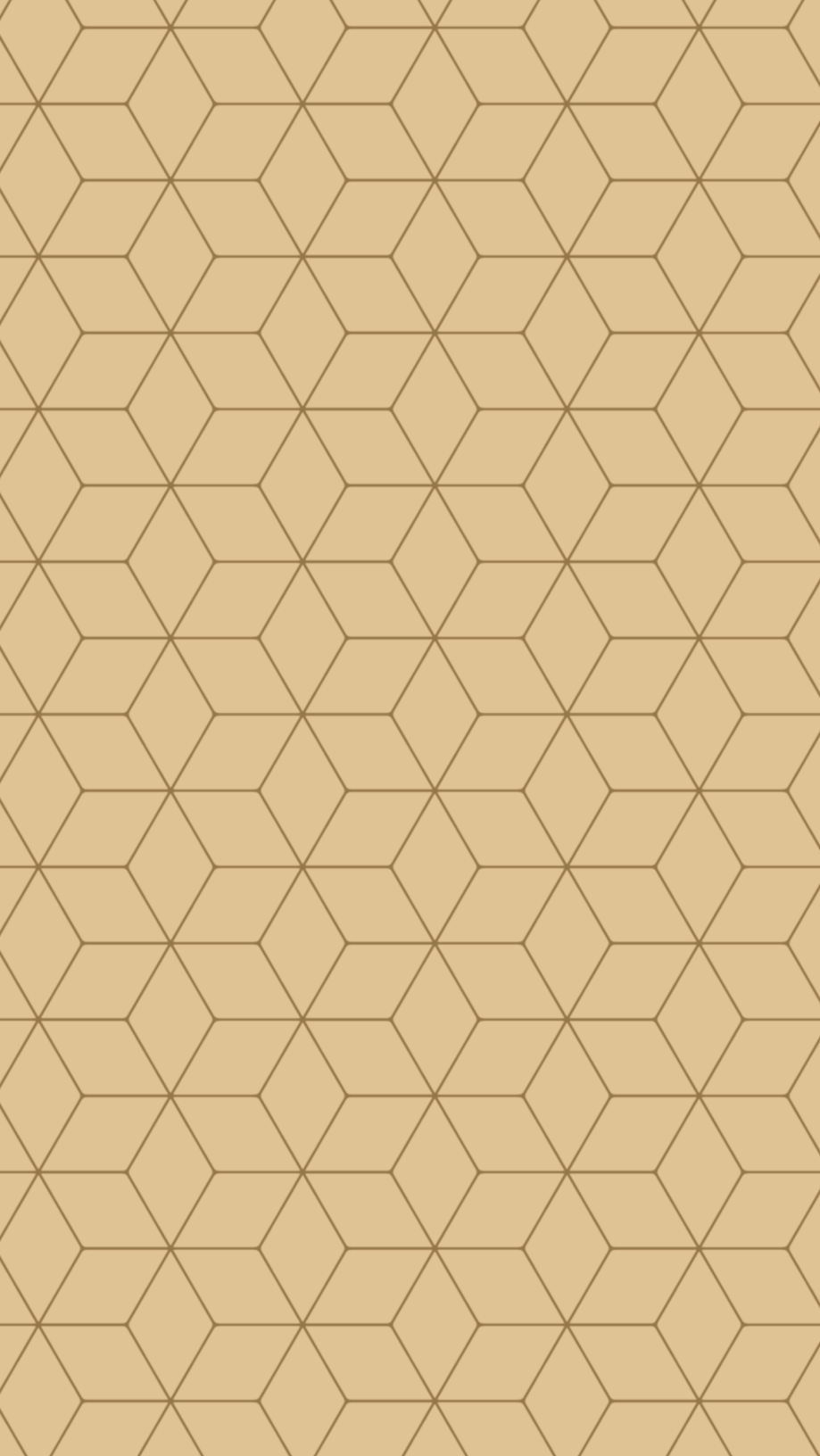
CONSIDER BUYING ON CAMPUS FIRST	ADVERTISING PROCEDURE / PROCESS FLOW	UNIVERSITY POLICY AND APPROVALS
<p>All departments are directed to utilize the university resources for all services and items relating to PS-10 and the LSU brand.</p> <p><b>Division of Strategic Communications</b>            Communications &amp; Research Communications            Marketing &amp; Media Relations            Photography &amp; Video Production            Web &amp; New Media Development</p> <p><b>Procurement Auxilliary Services</b>            Printing Services &amp; Copier Mangement            Courier &amp; Mailing Services</p>	<p>The process flow for the request, approval and purchase of advertising is outlined below. Your adherence will expedite and avoid unnecessary delays in processing your advertising needs.</p> <ol style="list-style-type: none"> <li>1. Department identifies a ‘need’ for an advertisement that complies with a statutorily defined and authorized purpose. [Department is instructed to consult with Purchasing if unsure of ad’s legal authority under R.S. 43:111].</li> <li>2. Department secures prior approval from the Office of Communications and University Relations (OCUR) or Human Resource Management (HRM) as applicable for the advertisement relative to content. Approval requests shall be sent to OCUR via <a href="mailto:approvals@lsu.edu">approvals@lsu.edu</a>.</li> <li>3. Upon OCUR/HRM approval, the department secures a signed price quote or published rate card/insertion order form from the vendor.  <i>Note: A vendor’s pre-printed advertising agreement/insertion order form which requires signature cannot be signed by the department, and must be forwarded to Purchasing for review, edit, and signature.</i></li> <li>4. Department submits to Purchasing a complete package consisting of: an approved Requisition*, evidence of OCUR or HRM approval, price source, any applicable vendor advertising agreement/insertion order form, and any other relative supporting documents.</li> <li>5. Purchasing reviews requisition package, and if in order, denotes statutory authority and issues a purchase order or LaCarte/Direct Charge approval.</li> </ol>	<p>Per policy, departments must secure prior approval from:</p> <ul style="list-style-type: none"> <li>• Office of Communications and University Relations for any university or department related ads, regardless of the media type or form in which the ad appears (see PS-10).</li> <li>• Human Resource Management (HRM) for employment ads (see PS-1).</li> <li>• Office of Purchasing to determine ad’s legal authority.</li> </ul> <p>The department is responsible for securing applicable OCUR or HRM approval prior to submitting a requisition to the Office of Purchasing.</p> <p>Communications and University Relations must review, edit, and approve all non-employment ads, whether general or department specific in nature and purpose.</p> <p>Per PS-10, OCUR is charged with ensuring that all advertisements contribute favorably to the image of the University and are consistent with LSU visual identity standards, regardless of media type.</p> <p>HRM must review, edit, and approve employment ads for content, format and language per PS-1, to ensure protection and legal compliance with all current federal, state, and local employment requirements.</p> <p>Visit <a href="http://www.fas.lsu.edu/purchasing">www.fas.lsu.edu/purchasing</a> for more detailed information on advertising.</p>
<b>DEFINITION OF “ADVERTISEMENT”</b>		
State law and university policy apply to any type of advertisement or external communication, regardless of the intended purpose and regardless of media type.		
<b>STATE ADVERTISING LAW</b>		
<p>R.S. 43:111 expressly prohibits the expenditure of public funds for advertising in any media except for limited, statutorily defined purposes.</p> <p>Therefore, all advertising expenditures must have the prior review and approval of the Office of Purchasing and are subject to close scrutiny by Legislative Auditors.</p> <p>Purchasing is responsible for ensuring legal compliance by denoting all advertisement purchases with the applicable state law of authority. Additionally, we require evidence that the department has secured approvals per university policies.</p>		

OFFICE OF PURCHASING

The objective of the Office of Procurement Services is to procure goods and services to sustain, foster, and support the administrative, educational, and research missions of the university. We strive to maintain the most efficient operations possible, while adhering to the requirements of state and federal laws, rules, and regulations, as well as to university policy. It is our goal to serve our customers in the most timely, economical, and transparent means possible.

The Office of Procurement Services operates under the Office of the Vice Chancellor for Finance and Administrative Services and CFO. Purchasing Policy is based on procedures established by the State of Louisiana and on Rules and Regulations promulgated by the Commissioner of Administration.





## **SECTION FIVE**

### WRITING STYLE GUIDE

RESOURCES

The LSU Division of Strategic Communications recommends the following publications as guides:

- “The Associated Press Stylebook” (2015 edition)
- “Merriam Webster’s Collegiate Dictionary”
- “Strunk & White’s Elements of Style”

The following recommendations are LSU style as decided by Strategic Communications. Unless otherwise noted below, LSU style defaults to AP Style.

UNIVERSITY STYLE

- When referring to a college, it is acceptable to say either “The College of Engineering” or “LSU’s College of Engineering.”
- On first reference, use the full, official name of a unit, college or department. If the same unit is frequently referenced, subsequent references may be abbreviated: “The College of Humanities & Social Sciences houses the Department of English. Humanities & Social Sciences also maintains research units like the English Language & Orientation Program.”
- There are no periods or spaces in “LSU.” Refer to the university as “LSU,” not as “LSU and A&M College.” “LSU” includes the School of Veterinary Medicine but excludes the Hebert Law Center, the LSU Agricultural Center and the System administration.
- When referring to grades, put letters in quotes to avoid confusing the reader. For example: He made an “A.”
- Use “Did You Know?” rather than “Did U Know?”
- Unless it is within the full name of the university (i.e., Louisiana State University), lowercase “university” when referring to LSU (e.g., the university).
- When referring to the LSU System, differentiation between the System administration and the collection of all component units or campuses in the System should be made clear by sentence structure and meaning. The word

- “system” is always capitalized when referring to the LSU System.
- The LSU Agricultural Center is the unit administratively responsible for the Louisiana Agricultural Experiment Station and the Louisiana Cooperative Extension Service; the College of Agriculture is an administrative unit of LSU. Sentence structure should clearly indicate this differentiation.
  - Both Louisianan and Louisianian are acceptable. Whichever you prefer to use, be consistent within your document.
  - Within a document, list only one telephone number when possible (unless different extensions bring different options).
  - Use “telephone” instead of “phone.” Standard telephone structure is 225-578-1234. To indicate a facsimile number, specify “Fax” before the number.
  - Avoid using courtesy titles (Mr., Mrs., Ms., Dr.) within paragraph text or cutlines. On first reference, use “PhD” or a professor’s title to establish expertise. Use a husband’s and a wife’s first names: “John and Mary Smith,” never “Mr. and Mrs. Smith.” Courtesy titles are allowed in donor lists to satisfy donor wishes.
  - Use “first-year” or “first-time” student rather than “freshman.”
  - Use “advisor” rather than “adviser.”
  - Use “students” rather than “coeds.”
  - When addressing international students, be aware of cultural differences. While American students may identify with the Memorial Tower, Tiger or school colors, for example, those symbols may have different meanings for international students.
  - Use gender-neutral language such as “chair” or “chairperson” (rather than “chairman”), “police officers” (rather than “policemen”), and so forth.
  - Use “people with disabilities” rather than “handicapped

people.”

WORD CHOICE & SENTENCE STRUCTURE

- Whether you write in second person (you) or third person (he or she) depends on your audience. Whatever the case, be consistent throughout your document.
- Whatever the purpose of your publication, assume an audience of intelligent nonspecialists. Avoid technical jargon and abbreviations (unless identified at least once in the beginning of the document). When a specialized vocabulary is unavoidable, be sure to define terms clearly in lay language.
- Avoid redundancy. State your message once in the strongest, most precise language possible.

INTERNET STANDARDS

- Correct spelling and capitalization standards are as follows:
  - email
  - home page
  - Internet
  - online
- Capitalize “Web” when used as an abbreviation of World Wide Web, but not in website, web page, web address, webmaster.
- Not all addresses begin with “www” or “http.” When writing web addresses, you should include “http://” only if the address does not begin with “www” or if it includes a variation of “http://.” Examples: Did you know you can visit <https://www.google.com/accounts/> to register for a Google account? Students may complete applications for admission and student aid online at [www.lsu.edu/admissions](http://www.lsu.edu/admissions), the website for LSU’s prospective students.
- Check all website addresses for accuracy.
- Do not underline web addresses. You may bold the

address if you find that it is “buried” in the copy.

- Verify the suffix—.com, .edu, .gov, .net, .org—of websites before printing them.
- Web addresses should not be separated onto multiple lines of text. If a line break occurs at a web address, move the entire address to the following line.
- When writing a web address in your copy, avoid placing the address at the end of the sentence, as the end punctuation can confuse the reader: “Visit [www.lsu.edu](http://www.lsu.edu) to view the latest LSU Highlights.”
- The @ symbol should only be used in association with e-mail addresses or Twitter handles, never as a substitution for the word “at” in general body copy or headers (e.g., “The forum is at LSU.” not “The forum is @ LSU.”).

## PUNCTUATION

- No comma is necessary before an ampersand, even if it is the serial comma before the last item in a list.
- No comma is necessary before “Jr.,” “Sr.,” or any numeral suffix.
- There should only be one space after periods and colons.
- When abbreviating academic degrees, do not use periods: “BA, PhD, MS, MBA, JD.”
- It is not necessary to write “degree” if the full name of the degree is given. For example, it is sufficient to say “Master of Science” rather than “Master of Science degree.”
- “African American” and “Native American” do not need hyphens.
- The following words should be hyphenated:
  - first-year or first-time students
  - on-campus and off-campus (as adjectives)
  - pre-professional and other academic fields beginning with “pre”
- Use a colon to introduce items in a series that rename or amplify material that precedes the colon. If the items are

lengthy, use a semicolon to separate them; otherwise, use the semicolon only as a “weak period” to separate closely related independent clauses (as in this sentence).

- When hyphenating words, the second word should only be capitalized if it is a proper noun (i.e., non-Louisiana). (Chicago 8.169)
- Commas and periods are placed inside quotation marks; colons and semicolons are placed outside. Depending on meaning, question marks can appear either inside or outside quotation marks.
- When using a dash to amplify a phrase or show a break in thought, use an em dash (—) rather than an en dash (–) or hyphen (-).
- No space is needed between dashes or slashes and surrounding text. For example, use “and/or” rather than “and / or”; “Alzheimer’s disease destroys many lives—and families—every day” rather than “Alzheimer’s disease destroys many lives — and families — every day.”

## COLLEGE OF ENGINEERING ADDITIONAL STYLES

*Scholarships:* A complete list of scholarships offered by the College of Engineering is available online ([www.eng.lsu.edu](http://www.eng.lsu.edu)). As a general rule, the scholarship discipline and department should not be used in the same sentence.

- Amy and Zeke Zeringue Endowed Scholarship recipient
- Amy and Zeke Zeringue Endowed Scholarship in Petroleum Engineering
- Amy and Zeke Zeringue Endowed Scholarship in the Craft & Hawkins Department of Petroleum Engineering
- ~~Amy and Zeke Zeringue Endowed Scholarship in Petroleum Engineering in the Craft & Hawkins Department of Petroleum Engineering~~

*Professorships:* The Office of External Relations maintains the list of professorships and their proper names. If you have a question about the name of the professorship, please contact

External Relations for clarification. As a general rule, the professorship discipline and department should not be used in the same sentence. The name of the professorship should be shortened for titles.

- Jerry Trahan, Chevron Professor in Electrical Engineering
- Jerry Trahan holds the Chevron Professorship in the Division of Electrical and Computer Engineering.
- ~~Jerry Trahan, Chevron Professor in Electrical Engineering in the Division of Electrical and Computer Engineering.~~





