

QUICK TIPS

Call anytime for help or with questions: **Holly Cullen, 578-3872**

The LSU brand is more than our logo and the colors purple and gold. It's what you, our students, faculty, staff, alumni, corporations, peers, donors, and outside onlookers all think, feel, and respond to when they encounter anything and everything LSU. We appreciate your help in maintaining and enhancing the LSU brand. With consistent use, our brand grows stronger and allows LSU to put its best foot forward in everything we do as an institution.

Use The Templates On StratComm Website

lsu.edu/stratcomm

- Ads
- PowerPoint templates
- Academic poster templates
- Overview PowerPoint and One-sheeter
- One-sheeter/flier template
- Tri-fold templates
- Banner stand templates

Use The StratComm Photo Database

Below is a download link to free images that can be used for any LSU promotional materials.

- <http://wp002.lsu.edu/share/LSUUR/public/CampusCommunicatorsGallery/>
- Password: *LSU1860*

What Needs StratComm Prior Approval?

We need to review communication items for internal and external audiences. Communication going to external audiences is a priority, particularly prospective students, donors, parents, alumni, business and industry, legislators, media, and members of the general public.

Brochures, newsletter designs, postcards, posters, radio ad scripts, print and digital advertisements, video scripts, videos, banner stands, annual reports, social media icons, backdrops, tablecloths, fleet signage, branding for uniforms, contracts with outside design/video firms.

When In Doubt, Email It To Approvals

Send your designs to approvals@lsu.edu. If we don't need to review it, we'll let you know.

Join/Participate In Campus Communicators

shartmann1@lsu.edu

What Needs Trademark Licensing Approval?

All promotional items, no matter the cost and whether or not they include the LSU name or indicia. Use the LSU licensee list at the Trademark Licensing website (www.LSU.com) to purchase promotional items. Complete the approval form at www.LSUform.com prior to purchase.

Need A Website?

Email stratcomm@lsu.edu to see if our free web solution will work for you.

Social Media Accounts

Email social_media@lsu.edu to get your accounts listed in our social media directory.

To Purchase Or Check Out

Call 578-3861 to order pocket folders, visitor guides, check out generic tablecloths/runners, backdrops, and A-frame signs.

For Assistance With Ordering

Name tags, official event banner stands, go to: lsu.edu/stratcomm or call 578-4473.

Online Accessibility

Make your digital materials ADA compliant; email stratcomm@lsu.edu for information. For video, email eshaw3@lsu.edu for video captioning options.

Media Relations

Press releases should be sent through LSU Media Relations. Send to eballa1@lsu.edu. If media call or request an interview, please contact Media Relations at 225-578-5685.