



# VISUAL IDENTITY GUIDE

A GUIDE FOR ALL SOUTHERN UNIVERSITY AT SHREVEPORT  
FACULTY, STAFF, STUDENTS, PARTNERS, SPONSORS AND VENDORS

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### About this Guide...

*THE OFFICE OF GRAPHIC SERVICES / DOCUMENT MANAGEMENT CENTER (GS/DMC) in collaboration with the Division Institutional Advancement / University Relations has developed this Visual Identity Guide for Southern University at Shreveport (SUSLA) faculty and staff, partners, sponsors and vendors.*

*This guide is for SUSLA faculty, staff and students, especially those who represent, write, present for an internal, external or formal audience. Such documents include print and electronic materials designed to promote SUSLA, its departments and its programs; and materials providing information about the University and its activities.*

*Our primary focus with this guide is to provide University-specific information such as the official University colors, brand applications, and athletics logo and colors.*

## DIVISION PURPOSE and MISSION STATEMENT

**THE DIVISION OF INSTITUTIONAL ADVANCEMENT / UNIVERSITY RELATIONS**  
*seeks to advance the mission of the University by fostering a culture of philanthropy on and off-campus for the purpose of expanding opportunities for SUSLA students, business and industry partners, and for the community it serves.*

### GOALS:

- Enhance the University's image with campus-wide and external implementation of one SUSLA brand/logo.
- Positively promote the University's program, services, faculty and staff throughout the region via social media, print ads, design/layout, printing and finishing services more effectively.

### OBJECTIVES:

- Positively articulate the SUSLA brand
- Provide better, more courteous customer service as an institution
- Garner a reputation of being more professional and responsive both internally and externally
- Attract more students

## THE OFFICE OF GRAPHIC SERVICES / DOCUMENT MANAGEMENT CENTER

### MISSION STATEMENT

*The mission of the Office of Graphic Services / Document Management Center (GS/DMC) is to create, design and produce informative recruitment, marketing, event, program activities and web-based projects for the institution that are professional, successful, timely and on target with defined objectives.*

### GOAL 1:

*The Graphic Services/Document Management Center will continue to provide /create layouts, illustrations and publications for the University community.*

#### **OBJECTIVE:**

*To be consistent in our branding / image with information distributed for public consumption.*

### GOAL 2:

*Increase on-line job submissions; implement virtual private networks (VPN) for remote printing requests; increase number of print job orders to be produced digitally.*

#### **OBJECTIVE:**

*To provide a measurable instrument to monitor job request/work order processed with the unit*

### GOAL 3:

*The Graphic Services/Document Management Center will continue to enhance and provide high speed duplicating and finishing services for the University that can be achieved within the limits of the staffing, equipment and time availability.*

#### **OBJECTIVE:**

*To utilize equipment / peripherals on campus to down-size and / or eliminate using outside vendors as a measure to be more cost effective and efficient.*

*(The goals and objectives in the Guide are in alignment with Goal 4 of the SUSLA Strategic Plan - 2017-2021)*

## **WHAT IS A BRAND?**

**NAME. VISION. MISSION.** Design style of university publications. Logo usage. Colors. While these elements are all vital to upholding the University's brand, they are only part of the equation. The SUSLA brand involves much more than a visual identity.

## **WHAT IS THE SOUTHERN UNIVERSITY AT SHREVEPORT (SUSLA) BRAND?**

The Southern University at Shreveport (SUSLA) brand can be thought of as an image our constituents associate with our Institution. It is made up of definitions of who we are, what we do, and how we go about doing it.

When we incorporate SUSLA's brand consistently in our University communications - through print, social media, online marketing materials, news releases, educational delivery, outreach programs - we continue to improve our reputation. By adhering to the brand, we prove to the public that we can be trusted to deliver what we promise as suggested in our core values - **EXCELLENCE, INTEGRITY, ACCOUNTABILITY, SERVICE, DIVERSITY.**

The SUSLA brand is the bridge that connects us to our students, faculty, staff, community and stakeholders. Positively articulating the SUSLA mark yields both internal and external benefits. Within the University, the brand serves as an internal compass of focus. If the Institution is clearly branded, we have a collaborative understanding of who we are and what we are about. We have a self-awareness that dictates our actions. All decisions are in alignment with the brand. Consistently articulating our brand, we build a stronger University identity. Externally, we create an identity and relationship that resonates with stakeholders and partners.

Each time faculty, staff, students and constituents come in contact with a SUSLA brochure, event announcement, social media platform, web page, etc., they form an opinion of our Institution. When they encounter consistent approaches, messaging and delivery of services, they feel a sense of familiarity and confidence. The end result is increased credibility and university standing.

Upholding the University's brand does not start and stop with the Offices of Institutional Advancement / University Relation and Graphic Services. All employees shape the SUSLA brand through their actions, comments, and messages both internally and externally.

Our goal is to present a consistent high-quality image that appropriately reflects SUSLA's standard of excellence. We encourage the University's faculty and staff to become familiar with these guidelines and to use them whenever possible.

## GRAPHIC STANDARDS

This section provides standards for use of many of the specific communications components that represent the SUSLA brand - including our name, trademarks, logos, and other marks. These graphic standards are designed to ensure accurate, consistent, and responsible use of these components.

Consistency, good visibility, and legibility are key elements to ensure proper use. Do not modify or distort the logo, wordmark, mascot or in any way. The logos and wordmark should only be reproduced using official university downloadable files.

All print media which will be displayed in representation of SUSLA **MUST BE REVIEWED** by the Office of Graphic Services.

Graphic illustrations in this manual are available in the Office of Graphic Services to assist with your specific needs. For assistance - call, (318) 670-9359 or email: [baustin@susla.edu](mailto:baustin@susla.edu) for assistance.

## OFFICIAL UNIVERSITY NAME

The official name of the University is **SOUTHERN UNIVERSITY AT SHREVEPORT.**

The official name can be shortened to: **SUSLA**

*Do not refer to the University as:*

- **SOUTHERN UNIVERSITY SHREVEPORT**
- **SOUTHERN UNIVERSITY – SHREVEPORT-BOSSIER**
- **SUSBO**

## SOCIAL MEDIA

Consult SUSLA Social Media Policy at [www.susla.edu](http://www.susla.edu)

## CORE VALUES

**EXCELLENCE, INTEGRITY, ACCOUNTABILITY, SERVICE, DIVERSITY**

- **EXCELLENCE** - *defines us.*
- **INTEGRITY** - *having consistent moral and ethical standards.*
- **ACCOUNTABILITY** - *being answerable, responsible.*
- **SERVICE** - *professionalism and meeting the needs of our customers.*
- **DIVERSITY** - *Inclusion of individuals.*

**OFFICIAL UNIVERSITY COLORS**

The official University colors are Columbia Blue, and Gold. In addition to our primary palette, we use navy blue for Southern University System and SUSLA athletic related materials, and as a layering or secondary color. Secondary colors are navy, gray, white and black.

Consistent use of the University's official colors is critical to building brand consistency and awareness in the marketplace.

The Pantone Matching System (PMS), a set of industry standard ink colors. SUSLA's colors are - **Columbia Blue: PMS 292, Gold: PMS 123.**

The University's logos / wordmark should be printed in process colors that match the PMS solid coated equivalents. The wordmark should only be printed in the primary colors matching the PMS equivalents.

**PRIMARY COLORS**

The university's primary colors must be a prominent and integral part of all university communications produced in color.

**COLUMBIA BLUE: PMS 292**

	<b>FORMULA (CYMK):</b>	Cyan	59
		Magenta	11
		Yellow	0
		K (Black)	0


**GOLD: PMS 123**

	<b>FORMULA (CYMK):</b>	Cyan	0
		Magenta	19
		Yellow	89
		K (Black)	0


**ACCENT / SECONDARY COLORS**

Illustrated below are PMS accent colors to augment SUSLA's blue and gold. Acceptable colors are navy, gray, white and black. This range of colors may be used in limited quantities and should never appear as the dominant color in any communication component. The intended use of the accent colors is to provide highlight options for text and graphics.


**GRAY: PMS 421**

	<b>FORMULA (CYMK):</b>	Cyan	31
		Magenta	24
		Yellow	25
		K (Black)	0


**BLACK:**

	<b>FORMULA (CYMK):</b>	Cyan	0
		Magenta	0
		Yellow	0
		K (Black)	100

**WHITE:**

	<b>FORMULA (CYMK):</b>	Cyan	0
		Magenta	0
		Yellow	0
		K (Black)	0

**NAVY: PMS 289**

	<b>FORMULA (CYMK):</b>	Cyan	100
		Magenta	76
		Yellow	10
		K (Black)	65

**COLOR USAGE**

SUSLA's official logos should always maintain maximum visibility over any background color or image. Where the color contrast is not high enough to distinguish the logo clearly, using the outline version of any logo is acceptable.

- Use the SUSLA brand colors only according to the formulas provided in this manual.
- For printed documents, never rely on the output produced by a desktop color printer or by the appearance of colors on a computer monitor for true color accuracy. Pantone Matching System (PMS) colors should be used whenever possible.
- Lighting conditions in offices in addition to printers, copiers and monitor calibration typically do not match the PMS colors used by offset printers and production equipment.

## UNIVERSITY LOGO

The SUSLA logo was created to establish a strong institutional brand for Southern University at Shreveport to represent the visual identity of the University and its academic excellence, while staying true to its tradition.

The Southern University at Shreveport wordmark is used to maintain an identity and recognition among our employees, students, sponsors, various partners and vendors with a consistent look throughout the campus community from individual departments, to student organizations, and the administration. The logo illustrated with the core values will be used for general University use, campus departments, student activities and events.

The SUSLA logo is presented in three versions. Each has been designed using typed kerned to specific proportional measurement to allow for accurate print/ digital reproduction.



## THE OFFICIAL SEAL

The Southern University at Shreveport seal is the official, legally registered symbol of the University and should appear in formal uses, including:

- **Chancellor, President's and Board's stationery**
- **Degrees**
- **Diplomas**
- **Certificates**
- **Formal chancellor invitations and initiatives**
- **Official reports**



\* *Official seal of the Chancellor*

\*\* *Used for campus signage*

## MARK INTEGRITY AND PLACEMENT

The SUSLA logo / wordmark and seal should always be used in an approved configuration. They may not be manipulated, rotated, or distorted into components or combined with any other elements. They must be used with official colors in at least their minimum size.

Mark placement include prominent positions such as the front and back cover or title page of publications, the beginning of advertisements and web sites, and the opening and closing of videos and films. The name of institution must appear at the beginning of a piece when the logo or seal is elsewhere in the material.

University departmental stationery, brochures, flyers, special events posters are some of the most distributed printed materials of SUSLA. In order to continue a consistent brand among the campus - internally and externally to represent the University, all forms of print media, video, website, etc., will be uniformed to carry out an impactful positive image of the University for all faculty, staff, students, stakeholders and vendors. Having a consistent look allow each member of the University to carry out the brand in all aspects.

## STUDENT WORDMARK AND LOGO

### APPROVED WORDMARK FOR DIVISION OF STUDENT AFFAIRS ONLY



### OFFICIAL ATHLETICS LOGO



The student wordmark and athletic logos are adopted as the official logos by Southern University at Shreveport's athletic department and the Division of Student Affairs and Enrollment Management for promotional items including - athletic wear, pens, cups, backpacks, posters, brochures, flyers, and advertisements, etc. The logos can also be used for large scale banners on and off campus and in the athletic facility.

The wordmark IS NOT TO BE USED on any official athletics documents reserved for press releases, division letterhead, policy and procedures manual, or any other forms pertaining to official University business. The wordmark logo can also be use with text when identifying a specific SUSLA sports event or activity.

## THE MASCOT

The SUSLA mascot is the **JAGUAR**. The mascot symbol is important to the University, and the Athletic Department. It portrays a distinct representation of the University's athletic spirit.

The jaguar mascot head is used as a secondary logo for use by the athletic department for promotional items including athletic shirts, gym wear, posters, brochures, flyers, special events and advertisements. The jaguar mascot head is not used on any official athletics documents reserved for press releases, fax cover sheets, business cards, policy and procedures manual or any other forms pertaining to official university correspondences.



Jaguar head logo can be used with text when identifying a specific Southern University at Shreveport sport.

## PRIMARY COLORS AND ACCENT COLORS

### COLUMBIA BLUE: PMS 292

#### FORMULA (CYMK):

Cyan	59
Magenta	11
Yellow	0
K (Black)	0



### GOLD: PMS 123

#### FORMULA (CYMK):

Cyan	0
Magenta	19
Yellow	89
K (Black)	0



### NAVY: PMS 289

#### FORMULA (CYMK):

Cyan	100
Magenta	76
Yellow	10
K (Black)	65



### GRAY: PMS 421

#### FORMULA (CYMK):

Cyan	31
Magenta	24
Yellow	25
K (Black)	0





## **PERMISSION FOR USE**

The SUSLA logo, University's name or images cannot be used to imply or suggest endorsements of any product or service not provided by the Institution. Individuals or organizations outside the University that wish to use the SUSLA logos should request in writing to the Office of Institutional Advancement / University Relations and agree to the usage standards. The usage is for the stated purpose only.

## **SPECIALTY ITEMS**

Any specialty items (t-shirts, cups, pens, caps, banners, etc.) should include the correct logo as stated in the Visual Identity Guide. All items **MUST BE APPROVED** by the Office of Graphic Services containing the SUSLA logo.

A request for a logo for specialty item printing should be made to the Office of Graphic Services. Specialty item vendors use a wide variety of processes for imprinting logos. With accurate information, the Office of Graphic Services can provide the logo that will offer the best reproduction.

The SUSLA logos are available in several file formats. Digital files with a .jpg extension (*for most applications*) or .png extensions (*for transparency*) should be used for online projects. Digital files with an .eps extension should be used for printed materials such as brochures, flyers, annual reports, giveaways, banners, etc.

## **STATIONERY DESIGN**

### **DEPARTMENT LETTERHEAD**

All individual departments within the University are required to use the SUSLA wordmark with their department / unit description underneath and must be placed in the center of the paper. If a department wants another specific designation for the logo, it must be approved by the Office of Institutional Advancement / University Relations (i.e., Foundation, non-profits, fund raising campaigns, etc.).

### **CHANCELLOR'S LETTERHEAD**

The chancellor's office has a distinct letterhead version. The exception is the placement of the seal and the designation lines of title, phone number and email and website address.

### **NEWS RELEASES**

The SUSLA official news release stationery is restricted for use only by the Office of University Relations.

### **PRIMARY LETTERHEAD LAYOUT**

- 8 ½ x 11 size
- Type: Trajan Bold (May be substituted with Times New Roman - bold)
- Color: Columbia Blue
- Lines and other elements in gold
- 24 lb. to 32 lb. weight paper

### **UNIVERSITY TYPEFACES**

The typefaces used on the SUSLA logo, wordmark and stationery is Trajan Pro. It may be substituted with Times New Roman (bold). To request a version or to order any stationery, contact the Office of Graphic Services / Document Management Center at (318) 670-9359 or contact [baustin@susla.edu](mailto:baustin@susla.edu).

# STATIONERY DESIGN



NAME  
TITLE

(Metallic gold - raised lettering)  
**Office of the Chancellor**

(PHONE NUMBER  
EMAIL)



ADDRESS LINE



NAME  
TITLE

ADDRESS LINE

CONTACT LINE

(ADDRESS LINE  
EQUAL OPPORTUNITY STATEMENT LINE)



(DIVISION / DEPARTMENT NAME)



ADDRESS LINE



NAME  
TITLE

ADDRESS LINE

CONTACT LINE

(PHONE NUMBER, ADDRESS LINE, EMAIL)  
EQUAL OPPORTUNITY STATEMENT LINE)

**LOGOS NOT PERMITTED**

All unofficial logos should be removed from all Southern University at Shreveport stationery, promotional material, websites, digital media, or any other items associated with the University. Only the official logo and seal may be used in the proper form as stated previously.

Academic and support departments and student organizations are not allowed to create their own logos. All requested variations for a logo must be submitted to the Office of Institutional Advancement / University Relations for approval.

**THE FOLLOWING LOGOS WILL NOT BE USED AS SOUTHERN UNIVERSITY AT SHREVEPORT LOGOS**

**DON'TS**



**DON'TS**



## APPAREL AND SIGNAGE

Vendors who produce t-shirts, uniforms, hats, athletic wear, cups, signs, bags, etc. with the SUSLA or athletic logos should be requested and approved according to policy and procedures for purchasing guidelines set forth by the State of Louisiana.

SUSLA faculty, employees and students when creating apparel for their departments or organizations must use approved vendors.

Guidelines and considerations when requesting promotional merchandise with the University logo and athletic logo. Ask:

- Is a trademark used?
- Are official university colors used?
- Where is the merchandise to be used on or off campus?
- Does the content of the design stay consistent with the brand of the University and comply?
- Does the design include statements or other materials that suggest making fun or ridicule the University?
- Do not distort the logo or wordmark in any way.
- No graphic can be placed on top of the logo.



**NOTE:** When ordering shirts of various colors for special events, promotions, activities, etc., - the logos should be inverted to black and white, and NOT processed in any other colors other than PMS color formula or equivalent as outlined in this guide.

## CAMPUS SIGNAGE PROMOTIONAL ITEMS

Campus signage created using the SUSLA or athletic logos must comply with the guidelines stated in this guide. Official colors or equivalents must be used.

Events signs (paper or vinyl) should be approved by the Office of Institutional Advancement or Graphic Services to assure they meet the graphic standards. Placement of these signs should also be approved by the Office of Institutional Advancement.

**NOTE:** Temporary signs (paper) are discouraged; however, if they should be created for and used in a division department, for emergencies - they should:

- Include the logo for a more professional appearance.
- Limit the number of temporary signs and use only if absolutely necessary.
- Avoid using excess tape to post the sign.
- With advance notice, the Office of Graphic Services can assist and / on design temporary signage.



All permanent interior signs are ordered by Facilities / Plant Maintenance.

**Contact: (318) 670-9377**

## ADVERTISING

All advertising designs must be approved through the Office of Graphic Services prior to production. In placement advertisement, the University wordmark or athletic logo must be placed in the advertisement somewhere visible on the promotional item.

## PHOTOGRAPHY

When submitting photographs to the Office of Graphic Services for publication, all images must be sent at the highest quality and highest resolution (300 dpi) possible. We recommend using a five megapixel digital camera or better and use the highest quality setting when shooting photographs.

In the use of a camera phone, change the camera settings to the highest possible quality and export the image off your phone at full size. Do not distort the image using filters or software. This will not improve the quality and if any adjustments are required, the graphic designer will do so. (Photos may need to be resized / edited for news outlets, magazines, printed materials or web use).

- Pixel sizes: Minimum of 1800 pixels x 2000 pixels.
- DPI: (Resolution) should be 72 dpi for screen/web and 300 dpi for printed materials
- Largest possible file sizes produce best results
- Photos not meeting content/technical guidelines will not be used

## MARQUEE, DIGITAL BOARDS AND AXIS MONITORS

The Southern University at Shreveport campus marquee, digital boards, AXIS TV monitors are used to promote SUSLA campus / System, Foundation, community, etc., events and recognitions. The Office of Graphic Services in collaboration with the Office of Institutional Advancement / University / Relations has set requirements in order to keep SUSLA's brand consistent. The guidelines below are used to help ensure all messages are legible and visible for viewing.

- Font size at least 20 pts.
- No more than 5 lines of text
- No borders
- No unnecessary graphics
- Photos must be 72 dpi (minimum)
- Entire graphic should be at least 800 pixels

If you need assistance, with any marquee / monitor designs or announcement, contact the Offices of Graphic Services at (318) 670-9359 or Director of Marketing / University Relations at (318) 670-9472.

## REQUIRED STATEMENTS

*The following information is required to be placed on information for distribution internally and externally:*

- SUSLA logo / wordmark
- Equal Opportunity Statement
- Publications, flyers, brochures, etc., that are supported with federal fund and grants
- Additional disclaimers may be required based on funding source

## COPYRIGHT LAW

Educational institutions are not exempt from the laws covering copyrights. The copyright law grants owners of copyright (authors and other creators and publishers) the sole right to do or allow others to do each of the following acts with regard to their copyrighted work: *to reproduce all or part of the work; to distribute copies; to prepare new (derivative) versions based on the original work; and to perform and display the work publicly.*

Copyright protection is available for “original works of authorship fixed in a tangible medium of expression.” Copyright protection exists from the time the work is created in a fixed, tangible form of expression. The copyright in the work of authorship immediately becomes the property of the author who created the work.

Where the creator of a work is an employee or in certain cases where the work has been specially commissioned as an instructional text, as a test, as answer material for a test, or for other purposes, copyright protection lasts for 75 years from the date of first publication or 100 years from its date of creation, whichever date expires first.

Copyright protection covers both published and unpublished works. The fact that a previously published work is out of print does not affect its copyright.

## HOW TO REQUEST GRAPHIC SERVICES

The Office of Graphic Services provides support, production services to three (3) campuses and the Small Business Incubator.

Requests must be received in writing via work order request forms. Requests must be received two weeks prior to date needed to ensure delivery. Emergency requests must be approved by the Vice Chancellor of the respective departments.

## HOURS OF OPERATION / LOCATION

The Office of Graphic Services / Document Management Center is located in the **FINE ARTS BLDG., RM. C-19**. Office hours are from **8:00 a.m. to 6:00 p.m. MONDAY** thru **THURSDAY** and **8:00 am – 12 noon FRIDAY**. In the event an area requires emergency duplicating /copying services outside normal work hours, request for services will be authorized through the Chief Advancement Officer and / or the Office of the Chancellor.

***In all that is done in the Office of Graphic Services / Document Management Center (GS/DMC) we will:***

- ***Have a passion for and commitment to excellence.***
- ***Be flexible, responsive and innovative.***
- ***Be high performing.***
- ***Exhibit loyalty and commitment to the mission of SUSLA.***
- ***Value people and be inclusive.***
- ***Respect others' beliefs and abilities.***
- ***Perform with excellence, integrity, accountability and service.***
- ***Seek and welcome feedback for continuous improvement.***
- ***Value engagement.***

# REMEMBER



## DO

- Use only the approved and current seals, wordmarks and logos as shown in this publication.
- Consider the appropriate uses for the wordmark (general) and seal (formal use).
- Logos and wordmarks can be requested through the Office of Graphic Services and via website.
- Make sure when using multiple logos that the SUSLA image supersedes all others in size and proportion.
- Use only approved PMS equivalents in four-color CMYK process.
- Use only approved designs for letterhead, envelopes, business cards, promotions and other template materials.

## DO'S

## DON'T

- Use any obsolete or old logos.
- Attempt to scan the images from printed materials.
- Attempt to recreate the wordmark using similar fonts.
- Modify the images in any way.
- Alter the proportions of the images by stretching, squeezing or otherwise distorting.
- Crowd the logo with text or place the logo inside a shape (square, circle, oval, etc.).
- Place text or graphics over or behind the logo.
- Change the logo to an unauthorized color
- Stretch the logo – always keep the proportions equal.
- Use the logo against a heavily-textured or patterned background.
- Do not use unlicensed / unauthorized artwork, stock photography, clipart, logos or other graphics elements.
- Hesitate to contact the Office of Institutional Advancement or Graphic Services if you have questions.

## DON'TS

**FOR QUESTIONS OR A COPY OF THIS GUIDE, CONTACT -**

**Office of Graphic Services / Document Management Center  
(318) 670-9359 or email: [baustin@susla.edu](mailto:baustin@susla.edu)**

*The Office of Graphic Services/Document Management understand, respect and conforms with the confidentiality, sensitive nature and integrity of materials / information submitted to the office.*

*The guidelines set forth in this Visual Identity Guide are with the approval of the Office of Institutional Advancement / University Relations.*



“Southern University at Shreveport does not discriminate on the basis of race, color, age, national origin, gender, disability or any other protected class”.

Title IX Coordinator: Tilisha Bryant, Adm. Bldg., Office of Admissions, (318) 670-9210  
Section 504 Coordinator: Jerushka Ellis, Fine Arts Bldg., Student Success Center, (318) 670-9285

Southern University at Shreveport’s Visual Identity Guide is provided through the  
Office of Graphic Services / Document Management Center • Fine Arts Bldg., Rm. C-19  
A unit of the Division of Institutional Advancement / University Relations

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