



Brand Standards

The contents of this document are subject to change without notice.

For your protection and to maintain the maximum impact for LSUHS, approvals are for a single-use unless otherwise specified.

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Brand Standards



INTRODUCTION

LSU Health Shreveport (LSUHS) is one of two health sciences centers of the Louisiana State University (LSU) System and one of only 154 in the nation. LSUHS is home to the Schools of Medicine, Graduate Studies and Allied Health Professions, Graduate Medical Education, and a robust research enterprise.

The LSU Health Shreveport logo is a registered trademark. This provides protection against the manufacture, use, display, or sale of imitations of the logo without consent. Therefore, the logo must be used for approved purposes only and it may not be modified beyond the approved versions contained in this manual. *Use of LSU Health Shreveport protected marks without permission from the institution or its authorized trademark licensing representative, IMG College Licensing, LLC (IMGCL), may be subject to criminal and/or civil penalties.*

As part of our **public** branding, “Health Sciences Center” has been dropped. This forward-looking nomenclature designates all educational, clinical and outreach entities that fall under the LSU Health Shreveport brand. External/public branding does not change the legal name of our institution. The legal name remains Louisiana State University Health Sciences Center-Shreveport (LSUHSC-S).

This Brand Standards Guide provides information on graphic standards and identity guidelines for the LSU Health

Shreveport brand, and outlines the procedures for approval of all promotional and printed material. Approval of logo usage for merchandise/promotional items or retail is issued by Medical and Strategic Communications (MASC), a division of the Office of Communications and Public Affairs. In order to maintain compliance with our brand standards, MASC will not release editable files. The use of logos on any printed publications and electronic materials must be approved by MASC. LSUHS related printed materials that will be made available for sale must comply with printing policies, but must also comply with trademark licensing policies, **which require the printer of these materials to be licensed through the institution’s licensing agent, IMGCL.**

For additional information on LSU Trademark Licensing and to view the LSUHS licensee list, visit www.lsu.com or www.lsu.edu/administration/ofa/ (see: Trademark Licensing).

If you have any questions regarding usage of the LSU Health Shreveport logo, please contact LSUHS Medical and Strategic Communications at 318-675-5271.

This manual is updated periodically as needed. For the most up-to-date version, please see the Communications and Public Affairs Department page on the INSIDE (intranet).

Why We Have Brand Standards

LSU Health Shreveport is a respected and recognized institution in our community, state, country and beyond. Maintaining the integrity of our institution's identity and being consistent in the use of our visual brand elements is crucial protecting our image and growing our brand value. Our brand is more than just a name, logo or the colors purple and gold. Strong branding supports our institution's mission, values and goals, helps deliver a unified and clear message, builds recognition and institution loyalty, creates an emotional connection with our audiences, and upholds our credibility. Inconsistency threatens the integrity of our brand, lessens the value of our supporting visual brand elements, causes confusion, and gives the perception that our institution can become inconsistent.

This Brand Standards document is in place and should be followed to protect the institutions' patents, licenses, and trademarks, in addition to building consistency, growing recognition, and maintaining the value of the LSU Health Shreveport name, image and overall brand.



Color Palette

Adherence to a standard color palette is extremely important to the success of a unified graphics identity. In all applications, the LSU Health Shreveport logo must be printed as one of the color versions depicted in the Logo and Style Guideline sheet on the next page.

CMYK/PROCESS Color Palette Options For Full-Color Printing:

LSUHS Purple: C-82 M-98 Y-0 K-12

LSUHS Gold: C-0 M-19 Y-89 K-0

Black: C-0 M-0 Y-0 K-100

50% Gray: C-0 M-0 Y-0 K-50

RGB Color Palette Options For Web Or Video:

LSUHS Purple: R-70 G-29 B-124

LSUHS Gold: R-253 G-208 B-35

Black: R-0 G-0 B-0

50% Gray: R-153 G-153 B-153

PMS Color Palette Options For One Or Two Color Printing:

The Pantone Matching System (PMS) is to be used for production that is for one or two color printing. For example, specialty items, collateral materials, signage, etc., might use one-color printing and reference this palette. In all other instances, the logo will be printed in four-color offset or digital.

Pantone Spot Color—Uncoated Paper

LSUHS Purple: PMS 268U

LSUHS Gold: PMS 115U

Black: Process Black

50% Gray: PMS Cool Gray 8U

Pantone Spot Color—Coated Paper

LSUHS Purple: PMS 268C

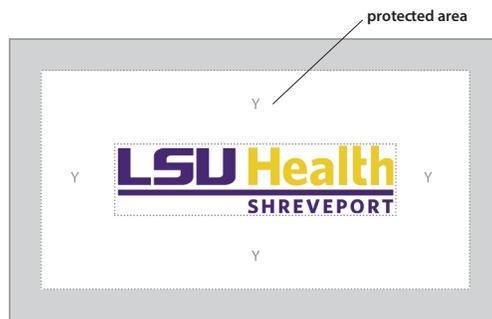
LSUHS Gold: PMS 123U

Black: Process Black

50% Gray: PMS Cool Gray 8U

LSU Health Shreveport LOGO AND STYLE GUIDELINES

- The LSU Health Shreveport [LSUHS] logo must appear on the front of all publications and websites representing any entity within LSU Health Shreveport’s organizational structure
- The LSUHS logo may not be incorporated into other logos or aligned with artwork to create a new logo. Borders, boxes, or shapes may not be placed around or behind the LSUHS logo, including a white box
- There must be a protected area surrounding the logo. The height of the logo should be the minimum space on all sides
- The LSUHS logo may only appear in the official LSU colors: purple, gold, black, white, and gray. The logo must appear using 100 percent full saturation of the official colors. Do not place the full color logo over black or any other dark or saturated color. Do not use the full color logo over shades of purple or gold. See the acceptable color variations listed below. Tinting is not allowed. The PMS, CMYK, and RGB mixes for the LSU colors are listed in the chart below
- Drop shadows and gradients should never be applied to the LSUHS logo
- The LSUHS logo should never appear smaller than 1 inch in width. The LSUHS logo with the full name should never appear smaller than 1.15 inches wide



Protected Area
The dotted line shows the protected area around the primary logo (where y = the height of two “S” in the LSUHS logo). This ensures that no other graphic elements interfere with the clarity and integrity of the LSUHS letters. At no time is placing anything in front of, adding a stroke or outline to, or adding gradients, patterns, or effects permissible for any logo on this sheet.



Official LSUHS Colors	Pantone Coated	Pantone Uncoated	CMYK	RGB	Hexadecimal
LSUHS Purple	PMS 268C	PMS 268U	C-82 M-98 Y-0 K-12	R-70 G-29 B-124	#461d7c
LSUHS Gold	PMS 123C	PMS 115U	C-0 M-19 Y-89 K-0	R-253 G-208 B-35	#FDD023
Black	Process Black	Process Black	C-0 M-0 Y-0 K-100	R-0 G-0 B-0	#000000
50% Gray	PMS Cool Gray 8C	PMS Cool Gray 8U	C-0 M-0 Y-0 K-50	R-153 G-153 B-153	#999999

BRAND IDENTITY GUIDELINES

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

The business system sports a simple, streamlined design that is aimed at increasing the longevity and strength of the LSUHS logo and the university’s brand. This design continues the efforts of One LSU to bring all the campuses closer together. This effort means a similar look and feel between all of the campuses within the LSU system.

The logo and brand is to be used on all stationery, business cards, websites, signs, social media, etc., going forward.

Guidelines are subject to change without notice. For your protection and to maintain the maximum impact for LSUHS, approvals are for a single-use unless otherwise specified.

Institutional Logo – Primary Logo Format (horizontal)

The primary LSU Health Shreveport logo format is the **first choice** to use. The Institutional logo is the only logo allowed for use on the LSUHS.edu website, lab coats, and scrubs. Use on academic presentations is also required.



Institutional Logo – Secondary Logo Format (vertical)

When the primary LSU Health Shreveport logo will not work for formatting or legibility reasons, the secondary logo format can be used.



Area specific logo creation is reserved for Parent Signatures, Departments, Divisions, Centers, Library and Office of Diversity Affairs.

Parent Signatures — Primary Logo Formats (horizontal)

Parent Signatures refer to the logos for our three professional schools: the School of Medicine, the School of Graduate Studies and the School of Allied Health Professions. The Institutional logo is the only logo allowed for use on the LSUHS.edu website, lab coats, and scrubs. The primary Parent Signature logo format is the **first choice** to use.

Examples of Parent Signatures primary logo formats.



School of Medicine



School of Graduate Studies



School of Allied Health Professions

Parent Signatures — Secondary Logo Formats (vertical)

When the primary Parent Signature logo will not work for formatting or legibility reasons, the secondary logo format can be used.

Examples of Parent Signatures secondary logo formats.



Text references to our three professional schools should be as follows:

The School of Medicine at LSU Health Shreveport

The School of Graduate Studies at LSU Health Shreveport

The School of Allied Health Professions at LSU Health Shreveport

Department Logos – Primary Logo Formats (horizontal)

Each department of LSUHS has the option of using a department specific version of the logo, however, the Institutional logo is the only logo allowed for use on the LSUHS.edu website, lab coats, and scrubs. The primary Department logo format is the **first choice** to use.

A department logo can be created by Medical and Strategic Communications, if one does not already exist for the department, and must comply with all logo and graphic standards outlined in this document.

Examples of Department primary logo formats.



Department Logos – Secondary Logo Formats (vertical)

When the primary Department logo will not work for formatting or legibility reasons, the secondary logo format can be used.

Examples of Department secondary logo formats.



Division Logos — Primary Logo Formats (horizontal)

Each division of Internal Medicine has the option of using a division specific version of the Internal Medicine department logo. The Institutional logo is the only logo allowed for use on the LSUHS.edu website, lab coats, and scrubs. The primary Division logo format is the **first choice** to use.

A division logo can be created by Medical and Strategic Communications, if one does not already exist, and must comply with all logo and graphic standards outlined in this document.

Division Logos — Secondary Logo Formats (vertical)

When the primary Division logo will not work for formatting or legibility reasons, the secondary logo format can be used.

Example of Division primary logo format.



Example of Division secondary logo formats.



Residencies and Fellowships

Residencies and fellowships may use the Institutional logo or the logo of their department. Logos may NOT be created specifically for residencies or fellowships. A residency or fellowship type treatment can be created by Medical and Strategic Communications, if one does not already exist, and must comply with all logo and graphic standards outlined in this document.

Final authority for interpreting and implementing the guidelines concerning the LSU Health Shreveport logo and other graphic standard applications, including but not limited to letterhead and business cards, has been placed with the Communications Director or the assigned designee.

Example of Residency or Fellowship type treatments.

LSU Health Shreveport
Department of Internal Medicine

CLINICAL INFORMATICS FELLOWSHIP

LSU Health Shreveport
Department of Surgery

COLON AND RECTAL SURGERY
FELLOWSHIP

Avoiding Incorrect Usage

- The LSU Health Shreveport logo is a stand-alone design element and must appear separately from other elements. For example, it cannot be placed in a box or circle or other graphic element that is not part of the official logo
- The LSU Health Shreveport logo may not be used as a graphic element within a sentence, phrase or headline
- To ensure the integrity of the LSU Health Shreveport logo, no words, designs, logos or images may crowd, overlap, merge or obscure the graphic image or words
- The LSU Health Shreveport logo is a copyrighted image and must not be altered. It may not be shaded, shadowed, screened, used in outline form or filled with a texture or photo
- Use this LSU Health Shreveport logo instead of creating your own, and do not use a scanned, recreated, skewed or otherwise modified version of the logo
- Maintain the logo’s correct proportions. Do not stretch the logo. Proportions of the LSU Health Shreveport logo must remain the same whether reduced or enlarged. In most cases, holding down the shift key while resizing the logo will maintain the proportions

If you have any uncertainties about using or to obtain the logo, please contact LSUHS Medical Communications, 318-675-5271 for clarification or assistance.



Do not place the logo inside any graphic element that is not part of the logo.



Do not distort the proportions of the logo.



Do not change the color of any graphic elements of the logo.



Do not rearrange any elements of the logo.



Do not create a “look alike” version of official logos.



Do not shade or fill.



Do not remove any graphic element.

Research Centers Logos

The following logos are approved for use by NIH/BOR approved research centers at LSU Health Shreveport. These logos are not permitted for use on business cards, letterhead or envelopes in lieu of the parent LSU Health Shreveport logo.



LSU Health Shreveport

CENTER OF EXCELLENCE
ARTHRITIS & RHEUMATOLOGY



LSU Health Shreveport

CENTER OF EXCELLENCE
FEIST-WEILLER CANCER CENTER



LSU Health Shreveport

CENTER FOR BRAIN HEALTH



LSU Health Shreveport

CENTER FOR CARDIOVASCULAR
DISEASES AND SCIENCES



LSU Health Shreveport

LOUISIANA ADDICTION
RESEARCH CENTER



LSU Health Shreveport

CENTER OF EXCELLENCE
FOR EMERGING VIRAL THREATS

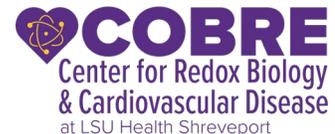


LSU Health Shreveport

CENTER FOR APPLIED
IMMUNOLOGY AND
PATHOLOGICAL PROCESSES



CMTV
Center for Molecular
& Tumor Virology
at LSU Health Shreveport



COBRE
Center for Redox Biology
& Cardiovascular Disease
at LSU Health Shreveport

Logo Format for Divisions or Units Based Outside the Shreveport Metropolitan Area

The LSU Health Shreveport logo designates where the headquarters are located. LSUHS programs and/or operations which are based and operate outside the Shreveport metropolitan area are to use the LSU Health Shreveport logo and are subject to the same brand standards and guidelines.

For example, this includes, but is not limited to:
Family Medicine Residency Program in Alexandria.



**Family Medicine Clinic
in Alexandria**

TEXT AND STYLE GUIDELINES

- When referring to the university in written and verbal communications, LSUHS should always be referred to as Louisiana State University Health Shreveport, LSU Health Shreveport, or LSUHS
- LSUHS should never be referred to as Louisiana State, L.S.U.H.S., LSU, LSUS or other aliases different from the official names listed above
- LSU Health Shreveport should always be in upper and lowercase letters or all uppercase letters. Never all lowercase letters
- LSUHS should always appear in all uppercase letters. It should never appear in lowercase letters (LSUHS) except for URLs

PRINTED MATERIALS

When creating printed materials, use sans serif fonts. Headlines should be created using **BOLD** fonts while body copy should use Regular or Book weight.

If suggested fonts listed to the right are not available, Arial, Calibri, or Helvetica are appropriate substitutions.

Suggested fonts for use:

Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()-=_+<>?;:;''''

This is a sample text in English!

The quick brown fox jumps over the lazy dog

Proxima Nova

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()-=_+<>?;:;''''

This is a sample text in English!

The quick brown fox jumps over the lazy dog

Brown Standard

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()-=_+<>?;:;''''

This is a sample text in English!

The quick brown fox jumps over the lazy dog

Whitney Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()-=_+<>?;:;''''

This is a sample text in English!

The quick brown fox jumps over the lazy dog

Swiss 921 BT

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()-=_+<>?;:;''''

This is a sample text in English!

The quick brown fox jumps over the lazy dog

Lab Coats and Monogramming – Faculty

LOGO

Placement: **Left** side of the lab coat above the left pocket.

Total dimensions: 3.625" x .875"

Madeira Polyester thread color: Purple – 1922, Gold - 1725

MONOGRAM

Placement: Right side of the lab coat

Font: Block style, Centered, All caps

Total width: 5.3"

Madeira Polyester thread color: Purple – 1922

Top Line: Faculty members name with post-nominal initials. Post-nominal initials may be placed on the second line if necessary.

Total dimensions: 0.5 x 5.3"

Second Line: Department name (*the words "Department of" may be omitted on extra long department names and the name may be placed on two lines, if necessary*)

Total dimensions: 0.5 x 5.3"

Third Line: Titles may be included for the Chancellor, Department Heads, Section Chiefs or Clinical Faculty who also hold leadership positions.

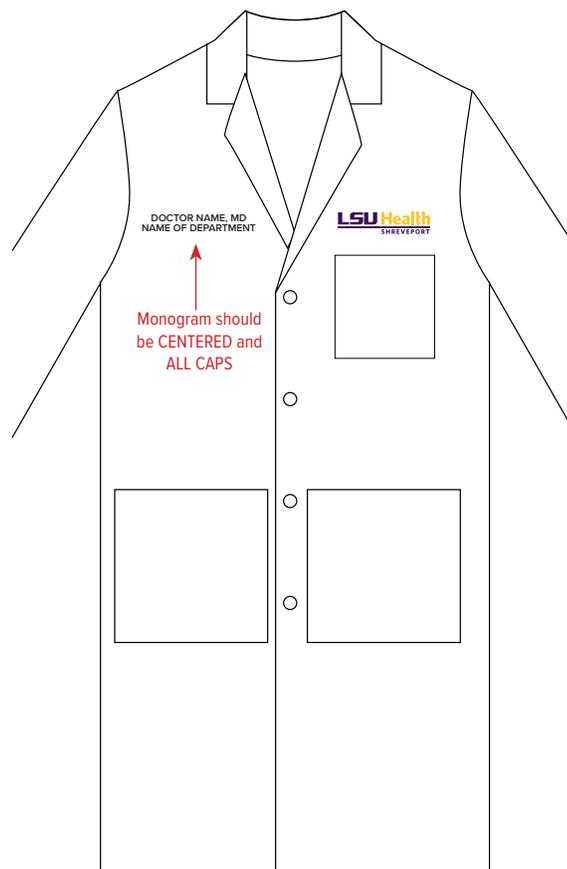
Total dimensions: 0.5 x 5.3"

Note: When using post-nominal letters/initials, omit periods and separate by commas. (Example: MD, PhD, MPH)

Under the current contract, the coats are Landau with embroidery by Sports World

Mens: White, knee length with three large pockets, reinforced side slits for two inside pockets, lightweight (65 % poly / 35% cotton poplin) or comparable blend, four standard buttons, size 32 – 52

Ladies: White, staff length with three pockets, side slits for two inside pockets, lightweight (65% poly / 35% cotton poplin) or comparable blend, four standard buttons sizes 2 – 24



To Order Lab Coats contact:

LSUHS BOOK STORE

Phone: 318-675-5020

Toll free: 888-475-5020

Location: The LSU Health Medical Bookstore is located on the ground floor of the School of Medicine, in room G-209, adjacent to the student lounge.

Online order form:

<http://sh-aux.lsuhs.edu/bookstore/LabCoats/Orderform.asp>

Lab Coats and Monogramming – Students

LOGO

Placement: **Right** side of the lab coat

Total dimensions: 3.625" x .875"

Madeira Polyester thread color: Purple – 1922, Gold - 1725

MONOGRAM

Placement: Left side of the lab coat, centered

Font: Block style, upper and lower case

Total width: 5.3"

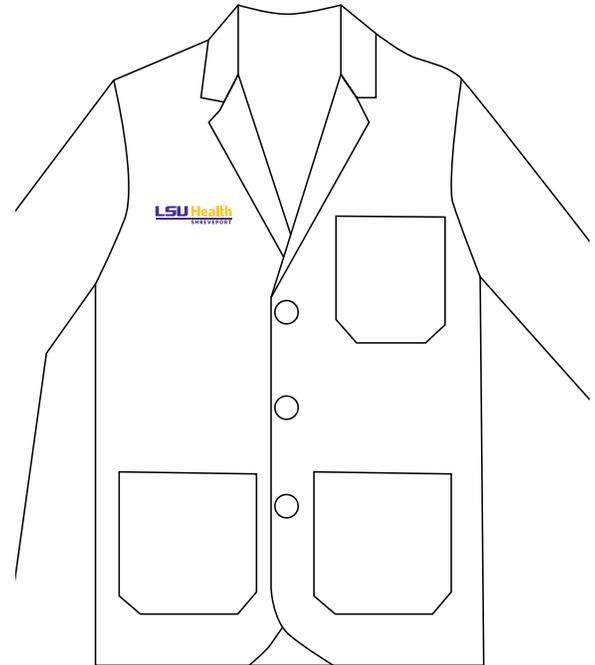
Madeira Polyester thread color: Purple – 1922

Top Line: Student name

Total dimensions: 0.5 x 5.3"

Second Line: Medical Student or Physician Assistant
Student when applicable, otherwise leave blank.

Total dimensions: 0.25 x 5.3"



Under the current contract, the coats are Landau with embroidery by Sports World

Mens: White, three pockets, lightweight (65 % poly / 35% cotton poplin) or comparable blend, three standard buttons, size 32 – 52, length 30.25" - 32.75"

Ladies: White, three pockets, lightweight (65% poly / 35% cotton poplin) or comparable blend, three standard buttons sizes 0 – 20, 40-44, length 28.5"

To Order Lab Coats contact:

LSUHS BOOK STORE

Phone: 318-675-5020

Toll free: 888-475-5020

Location: The LSU Health Medical Bookstore is located on the ground floor of the School of Medicine, in room G-209, adjacent to the student lounge.

Online ordering:

<https://www.lsuhs.edu/our-schools/bookstore>

Scrubs

LOGO

School of Medicine

Placement: No logo used

School of Graduate Studies

Placement: No logo used

School of Allied Health Professions

Placement: Front left chest

Total dimensions: 2.125" x 3"

Thread color: white or black depending on scrub color



To Order Scrubs contact:

LSUHS BOOK STORE

Phone: 318-675-5020

Toll free: 888-475-5020

Location: The LSU Health Medical Bookstore is located on the ground floor of the School of Medicine, in room G-209, adjacent to the student lounge.

Online ordering:

<https://www.lsuhs.edu/our-schools/bookstore>

LOCAL LICENSED VENDOR

MAGNOLIA MARKS

Corinne Carroll, Owner

Email: corinne@magnoliamarks.com

Website: <http://magnoliamarks.com/>

Phone: 318-606-4404

Sales Dept. E-mail: sales@magnoliamarks.com

Address: 3825 Gilbert Drive, Ste 142 Shreveport, LA 71104

Usage Options

FUNDRAISING AND PROMOTIONAL ITEMS

All designs/artwork produced for promotional or fundraising items must be approved by Medical and Strategic Communications and/or the Office of Communications and Public Affairs. **Designs/artwork cannot be sent to vendor for production until they are approved.**

For your protection and to maintain the maximum impact for LSUHS, approvals are for a single-use unless otherwise specified. All artwork must comply with the logo usage guidelines outlined in this document. In addition, creation of a “look alike” version of LSUHS or the LSU Athletics department official logos or brands is not acceptable (see page 19).

All promotional items must be produced by a vendor licensed by IMG College Licensing (IMGCL). Magnolia Marks along with Lamb Associates are approved, licensed vendors, and the only licensed vendors located in Shreveport.

Note: When using post-nominal letters/initials, omit periods and separate by commas. (Example: MD, PhD, MPH)

LOCAL LICENSED VENDORS

MAGNOLIA MARKS

Corinne Carroll, Owner

Email: corinne@magnoliamarks.com

Website: <http://magnoliamarks.com/>

Phone: 318-606-4404

LAMB AND ASSOCIATES

Scott Bates, President

Email: scottb@lambandassociates.com

Website: www.lambandassociates.com

Phone: 318-221-3596 x 102

For a complete list of licensed vendors, go to <https://www.lsu.edu/trademark/lsu-products/licensee-lists.php>



Logo Usage Options

FUNDRAISING AND PROMOTIONAL ITEMS

Official Departmental logos, as provided by Medical and Strategic Communications (MASC), should be used when creating promotional items and apparel. New unofficial department logos cannot be created as of March 2011 (see page 30).

When using LSU Health Shreveport as text in lieu of the logo, graphic elements may NOT be placed in between LSU, Health, and Shreveport. LSU Health Shreveport may be typeset on one, two, or three lines and must be broken in the following manner:

ONE LINE:
LSU Health Shreveport

TWO LINES:
LSU Health
Shreveport

THREE LINES:
LSU
Health
Shreveport

See the suggested fonts for use on promotional items listed here, do not use META OT or any variant of this font. It has been designated for use only in the LSUHS logo.

When producing apparel with the logo on the front pocket area, it is recommended to place any personalized text, such as name and title, on the opposite side of the garment centerline. This minimizes the issues that arise from placing text into the required protected area around the LSUHS logo. When using the secondary logo (vertical) in this area, be aware that the protected area around this logo is much larger than that set aside for the horizontal version and must equal to the height of “LSU Health”, together, in the logo.

Suggested fonts for use on promotional items:

Century Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnop-
ghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-=_+<>?;:;”
This is a sample text in English!
The quick brown fox jumps over the lazy dog

Proxima Nova

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopghi-
jklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-=_+<>?;:;”
This is a sample text in English!
The quick brown fox jumps over the lazy dog

Brown Standard

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnop-
ghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-=_+<>?;:;”
This is a sample text in English!
The quick brown fox jumps over the lazy dog

Whitney Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopghi-
jklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-=_+<>?;:;”
This is a sample text in English!
The quick brown fox jumps over the lazy dog

Swiss 921 BT

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnop-
nopqrstuvwxyz
1234567890 !@#\$%^&*()-=_+<>?;:;”
This is a sample text in English!
The quick brown fox jumps over the lazy dog

Logo Usage Options

EMAIL SIGNATURES

- When communicating via your @lsuhs.edu email, it is important to present yourself in a professional manner that is consistent with the LSU Health Shreveport brand.
- **Email signatures should be in 11-point Calibri font (or a sans serif equivalent such as Arial) in the format shown in the examples on the following page. The font color should be black with the exception of the hyperlinks. Do not change or use any other colors.**
- Only name should be in **bold**. No other information in the email signature should be in bold.
- Personal pronouns may be shared after your name in *italics*, set in regular weight (un-bolded). Learn more at mypronouns.org. No other information in the email signature should be in italics.
- Email signatures should include your full name, title, department name, important phone numbers, and link to the LSUHS website. Depending on the role of the employee, links to approved LSUHS webpages/social media profiles may also be allowed to be included in email signatures if applicable. Links to multiple webpages should be hyperlinked.
- Individuals who may deviate from the standard web address on their email signature are:
 - Chancellor
 - Vice-Chancellors
 - Department Chairs
 - Program and Center Directors

If the above individuals choose to have a web address linking to their program or department, please make sure you are using an abbreviated link which can be obtained by contacting Julia Foley Bey at julia.foleybey@lsuhs.edu. Those outside of the positions above may petition Lisa Babin to use a web address other than www.lsuhs.edu. Please share justification as to why a variance to this policy is being requested.

- You may also choose to include a disclaimer or confidentiality statement at the bottom of your signature if appropriate for the type of work you do. This disclaimer must be approved before being included in your email signature.
- **Do not paste images such as the logo into your signature.** Many email clients may flag emails with embedded graphics as spam or junk mail, or handle the graphics as attachments that may cause confusion to the recipient. Mobile devices may block the images.
- Do not include philosophical statements or inspirational quotes to avoid any potential confusion in representation of the LSUHS mission, vision or brand identity.
- For step-by-step instructions on how to create and add a signature to your email messages in Outlook, visit support.microsoft.com.

Logo Usage Options

EMAIL SIGNATURES EXAMPLE

FACULTY/STAFF EXAMPLE:

Example 1:

First-Name Last-Name (*personal pronouns*)

Title

Department/Program/School/Center

LSU Health Shreveport

Office: XXX-XXX-XXXX

Cell/Fax/Main Number: XXX-XXX-XXXX

www.lsuhs.edu

Example 2:

First-Name Last-Name (*personal pronouns*)

Title 1, Department/Program/School/Center

Title 2, Department/Program/School/Center

LSU Health Shreveport

Office: XXX-XXX-XXXX

Cell/Fax/Main Number: XXX-XXX-XXXX

www.lsuhs.edu

SCHOOL OF MEDICINE STUDENT EXAMPLE:

First-Name Last-Name (*personal pronouns*)

School of Medicine, Class of XXXX

LSU Health Shreveport

Phone: XXX-XXX-XXXX

Email: username@lsuhs.edu

www.lsuhs.edu

SCHOOL OF ALLIED HEALTH PROFESSIONS STUDENT EXAMPLE:

First-Name Last-Name (*personal pronouns*)

School of Allied Health Professions, Class of XXXX

[Program Name]

LSU Health Shreveport

Phone: XXX-XXX-XXXX

Email: username@lsuhs.edu

www.lsuhs.edu

SCHOOL OF GRADUATE STUDIES STUDENT EXAMPLE:

First-Name Last-Name (*personal pronouns*)

School of Graduate Studies, [Title (student, fellow, PhD candidate, etc.)]

[Department Name – Lab Name]

LSU Health Shreveport

Phone: XXX-XXX-XXXX

Email: username@lsuhs.edu

www.lsuhs.edu

GRADUATE MEDICAL EDUCATION – RESIDENTS AND FELLOWS:

First-Name Last-Name (*personal pronouns*)

[Department Residency Program] Resident, Class of XXXX or PGY-X

LSU Health Shreveport

Phone: XXX-XXX-XXXX

Email: username@lsuhs.edu

www.lsuhs.edu

First-Name Last-Name (*personal pronouns*)

[Department Fellowship Program] Fellow, Class of XXXX or PGY-X

LSU Health Shreveport

Phone: XXX-XXX-XXXX

Email: username@lsuhs.edu

www.lsuhs.edu

Department links can be added to your email signature with approval from the Office of Communications and Public Affairs.

**Note: When using post-nominal letters/initials, omit periods and separate by commas.
(Example: MD, PhD, MPH)**

LSU Sport Team Logos

LSUHS is not licensed or authorized to use any of the LSU Athletic Department’s branding marks and logos.

Tiger photos or artwork is not to be used on any promotional items or printed materials promoting departments or organizations associated with LSUHS. The only exceptions are Camp Tiger and Tiger Ambassadors as approved by LSU.

Use of any LSU athletic logos on LSUHS publications, posters, garments, brochures, stickers, toys, patches or collateral materials is strictly forbidden and could result in confiscation of materials that bear these marks.

Integration of any element from the LSU Athletic department logos into LSUHS logos is also forbidden.

Below is an excerpt directly from the official LSU Athletics Brand Identity Guidelines.

TRADEMARK LICENSING

LSU Trademark Licensing was instituted in 1981 to protect the University’s indicia, promote the University, and generate funds which are used for general University endeavors including scholarships, construction projects, athletic programs and various other needs. LSU owns and protects multiple trademarks including, without limitation, its name, logos, colors combinations, slogans, mascot and other indicia. **Use of LSU’s protected marks without permission from the University may be subject to criminal and/or civil penalties.**

To learn more about the licensing process, contact:

LSU Trademark Licensing
330 Thomas Boyd Hall, Baton Rouge, LA
70803, 225-578-3386,
trademark@lsu.edu or LSU.com.



Example of unauthorized use



Social Media

LSU Health Shreveport graphic standards and brand guidelines extend to use on social media and the website as well. Existing school, office, program and department-specific social media pages (Facebook, Instagram, etc.) should state affiliation with LSU Health Shreveport and adhere to LSUHS Brand Standards. Social media pages also play a role in promoting LSU Health Shreveport and our mission, and are an extension of our brand and directly reflect our institution as a whole.



Please refer to these related policies and guidelines for additional details:

AD 6.17 - Website/Online Communications

AD 6.18 - Social Media Use: Personal and Professional Communications

AD 6.19 - Internal and External Communications

Per Administrative Directive 6.18, all social media channels used for official LSU Health Shreveport communications must be approved in advance by the Office of Communications and Public Affairs. The Office of Communications and Public Affairs maintains a directory of all LSUHS social media channels and all social media channels must be approved by the Office of Communications and Public Affairs prior to being established.

SUBMIT REQUESTS FOR NEW ACCOUNTS

https://lsuhealthshreveport.formstack.com/forms/social_media_form.

IF YOU HAVE QUESTIONS email ShvCommunications@lsuhs.edu.

In the event of changes, the college, department, or unit is responsible for updating this information with the Office of Communications and Public Affairs. Maintaining accurate information on file helps ensure that all LSUHS channels are publicized effectively, allows any urgent campus messages to employees to be passed along quickly, and provides a way for our office to assist if their designated contact is unavailable for any reason.

Website

Web use of the LSU Health Shreveport logo must comply with the standards set forth in this document.

FOR GUIDELINES please contact: ShvWebmaster@lsuhs.edu

TO REPORT WEBSITE BEING DOWN, please contact: LSUHS Help Desk 318-675-6506

Alumni Associations and Foundations

The brand guidelines extend throughout the system of alumni associations and foundations, and must comply with all of the specifications already set forth in this document.



Business Cards and Stationery General Information

In order to retain the visual integrity of the business cards and stationery, our printer is:

LSUHS Auxiliary Services Print Shop
318-675-5040

If you have any questions regarding usage of the LSU Health Shreveport logo, please contact:

LSUHS Medical and Strategic Communications
318-675-5271

- All specs based on four-color logo or two-spot Pantone
- Business cards and stationery should use only the primary institutional logo format (horizontal)
- Logos should not be altered or distorted
- No secondary logos are to be used in conjunction with the LSU Health Shreveport logo other than is specifically addressed in this Graphic Standards Manual
- The specifications for layout cannot be altered

Business Cards

- To be used by employees of all official organizational units
- Digital printing or four-color process or Pantone spot color
- Only Vice Chancellors, Deans, Department/ Division Chairs and NIH/BOR approved Center Directors are authorized to have personalized references to individual web pages

Stationery

- To be used by all official organizational units
- Only Vice Chancellors, Deans, Department/ Division Chairs and NIH/BOR approved Center Directors are authorized to have personalized references, including individual names, e-mails or web pages
- Pantone spot-color printing

Note Cards and Pads

- May contain personalized references, such as individual names

Digital Letterhead

Digital letterhead is approved for use only when attached or used in the body of an email.

Digital letterhead must NOT be printed and used in place of professionally printed paper stock. Office printers lack the ability to accurately and consistently reproduce the colors used in our logo and therefore prints made on them do not meet the high standards set forth in this document.

Due to this fact, only professionally printed letterhead stock should be used for printed communication purposes.

Digital letterhead may be requested by submitting a work request to Medical and Strategic Communications (MASC). The MASC work request may be accessed by going to inside.lsuhs.edu. Go to Departments, choose Communications and Public Affairs, and select Medical and Strategic Communications on the left. Click the link for the work request.

Note: When using post-nominal letters/ initials, omit periods and separate by commas. (Example: MD, PhD, MPH)

Business Cards

Shown here are business card samples for LSU Health Shreveport, using the same graphic elements and color palette as other items in the new LSU Health Shreveport identity.

Note: When using post-nominal letters/ initials, omit periods and separate by commas. (Example: MD, PhD, MPH)

- The MASC work request may be accessed by going to inside.lsuhs.edu. Go to Departments, choose Communications and Public Affairs, and select Medical and Strategic Communications on the left. Click the link for the work request.
- See page 25 on ordering process

Enlarged sizes shown.

LSU Health
SHREVEPORT

Person's Name
Personal Pronouns (Optional)
Title
Parent (Optional)
Department/Section

Address Line
Shreveport, LA 7XXXX
www.lsuhs.edu
first.lastname@lsuhs.edu

← Four lines maximum

O 318-XXX-XXXX
C 318-XXX-XXXX
F 318-XXX-XXXX
P 318-XXX-XXXX

@lsuhs.edu email address only

Up to 4 lines permitted
Office, Cell, Fax, Pager

APPOINTMENT
Clinic • 1234 Main Street

Your appointment is scheduled for

Day: _____ Date: _____

Time: _____ AM/PM

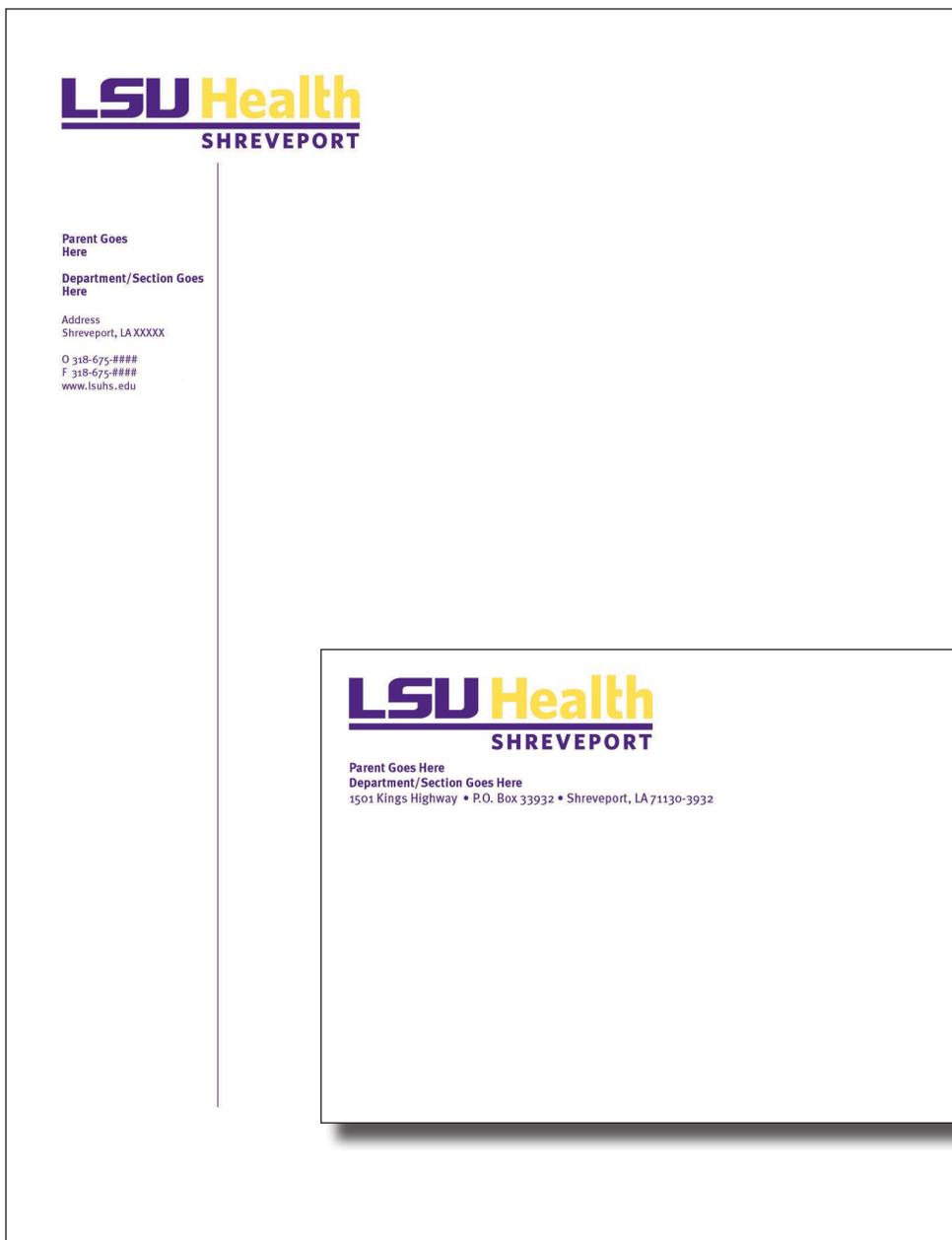
If you are unable to keep this appointment, please call (318) 123-4567 so that your appointment can be rescheduled.

Stationery

- The MASC work request may be accessed by going to inside.lsuhs.edu. Go to Departments, choose Communications and Public Affairs, and select Medical and Strategic Communications on the left. Click the link for the work request.
- See page 25 on ordering process

**Note: When using post-nominal letters/initials, omit periods and separate by commas.
(Example: MD, PhD, MPH)**

Reduced sizes shown.



Door Name Plates

Please note:

ALL building signage must be requested from Medical and Strategic Communications to ensue consistency and adherence to our wayfinding standards.

- The MASC work request may be accessed by going to inside.lsuhs.edu. Go to Departments, choose Communications and Public Affairs, and select Medical and Strategic Communications on the left. Click the link for the work request..

Size and type of name plate will limit the amount of information that can be included. 15” x 7” signs are limited to a maximum of three lines. 10” x 2” signs are limited to a maximum of two lines. Nicknames may be included within quotation marks if size of name plate permits.

**Note: When using post-nominal letters/initials, omit periods and separate by commas.
(Example: MD, PhD, MPH)**

Actual size is 15” x 7”



Actual size is 10” x 2”



Placing Work Requests for Medical and Strategic Communications (MASC) and the Print Shop

- The MASC work request may be accessed by going to inside.lsuhs.edu. Go to Departments, choose Communications and Public Affairs, and select Medical and Strategic Communications on the left. Click the link for the work request.

In order to retain the visual integrity of the business cards and stationery, submit a work request to Medical and Strategic Communications for design. Once artwork is approved, it will be sent directly to the Print Shop which is a separate department from Medical and Strategic Communications. The individual requesting proof is then responsible for submitting a work request to the Print Shop.

LSUHS Logo vs LSUHSC-S Seal usage

The LSU Health Shreveport logo and LSUHSC-S seal have different uses. **They are not interchangeable.** The logo is the official symbol that conveys the identity of the LSUHS. The seal provides a traditional embellishment associated with universities and substitutes for the logo in a narrow range of applications. Guidelines for use of both graphics follow.

The LSU Health Shreveport logo is to be used:

- on all LSUHS exterior signage
- on all LSUHS stationery
- on all LSUHS campus correspondence stationery
- on all LSUHS business cards.
- on all LSUHS official publications, if a graphic is required
- on all LSUHS websites and web pages
- on merchandise for resale
- on all LSUHS school promotional items (posters, exhibits, balloons, banners, flags, notebooks, binders, clothing)
- on materials also bearing the logo of affiliated entities

Note: The LSU Health Shreveport logo cannot be used with any secondary symbol, logo, etc. except where noted in this document.

Note: Requests for the LSU Health Shreveport logo files must be generated by or approved by an LSUHS department, office or organizational unit.

LSUHS logo



LSUHSC-S seal



Seal Usage

Use of the LSUHSC-S seal is reserved for:

- formal invitations
- institutional certificates
- composite photographs
- diplomas
- on formal commencement programs
- merchandise for resale where the logo is inappropriate (jewelry, desk sets, leather, etched items)

The seal may not be altered. It may not be shaded, shadowed or filled with a texture or photo.

Use the official LSUHSC-S seal instead of creating your own, and do not use a scanned, recreated, re-proportioned or otherwise modified version of the logo.

Maintain the seal's correct proportions. Do not stretch the seal. Proportions of the LSUHSC-S seal must remain the same whether reduced or enlarged.

Use of any and all previous seals is prohibited once existing stocks are depleted - or unless specifically authorized in writing by the Communications Director or the assigned designee.

Note: Requests for the LSUHSC-S seal files must be generated by or approved by an LSUHS department, office or organizational unit.

The Secondary Seal was used prior to 2007 by the institution and has been reinstated. This seal has been approved for use in place of the LSUHS Official Seal for the School of Medicine.

Seal

LSUHSC-S Official Seal



LSUHSC-S Secondary Seal



Seal Usage

COLOR PALETTE

Adherence to a standard color palette is extremely important to the success of a unified graphics identity. In all applications, the LSU Health Shreveport logo must be printed as one of the color versions depicted in the Logo and Style Guideline sheet on the next page.

CMYK/PROCESS Color Palette Options For Full-Color Printing:

LSUHS Purple: C-82 M-98 Y-0 K-12

LSUHS Gold: C-0 M-19 Y-89 K-0

Black: C-0 M-0 Y-0 K-100

50% Gray: C-0 M-0 Y-0 K-50

RGB Color Palette Options For Web Or Video:

LSUHS Purple: R-70 G-29 B-124

LSUHS Gold: R-253 G-208 B-35

Black: R-0 G-0 B-0

50% Gray: R-153 G-153 B-153

PMS Color Palette Options For One Or Two Color Printing:

The Pantone Matching System (PMS) is to be used for production that is for one or two color printing. For example, specialty items, collateral materials, signage, etc., might use one-color printing and reference this palette. In all other instances, the logo will be printed in four-color offset or digital.

Pantone Spot Color—Uncoated Paper

LSUHS Purple: PMS 268U

LSUHS Gold: PMS 115U

Black: Process Black

50% Gray: PMS Cool Gray 8U

Pantone Spot Color—Coated Paper

LSUHS Purple: PMS 268C

LSUHS Gold: PMS 123U

Black: Process Black

50% Gray: PMS Cool Gray 8U

Approved color/format



Examples of incorrect usage



Alternate Logos within LSUHS

Use of internal alternate symbols is not encouraged, and alternate logos / symbols cannot be used without the prior approval of the Communications Director or assigned designees.

All official units of LSUHS must adhere to guidelines pertaining to use of the logo. Identifying logos, marks, and indicia developed and used by various units in the past are subject to review and modification.

Final authority for interpreting and implementing the guidelines concerning the LSU Health Shreveport logo and other graphic standard applications, including but not limited to letterhead and business cards, has been placed with the Communications Director or the assigned designee.

Use of any and all previous institution logos is prohibited and efforts should be made to be compliant with the current logo in all applications.

Outdated logos:



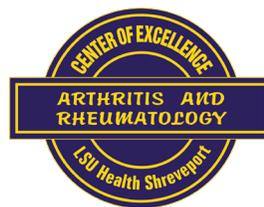
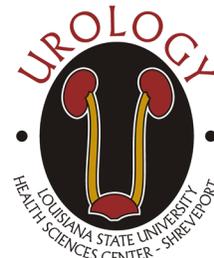
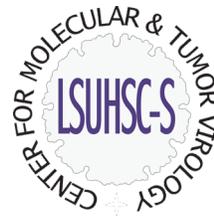
Current logo:



Alternate Logos within LSUHS

The images on this page are not official LSUHS Department logos, but are grandfathered in for use internally and for use on patches or certain approved promotional items. **At no time are they to be used on official documents, posters or publications.**

No new departmental images will be created as directed in March 2011.



Contacts for Questions/Assistance:

OFFICE OF COMMUNICATIONS AND PUBLIC AFFAIRS

Lisa Babin

*Executive Director of Communications,
Public Affairs and Development*

Office: 318-675-8769

Email: lisa.babin@lsuhs.edu

Shelby McCarty

Public Relations Coordinator

Office: 318-675-8789

Email: shelby.mccarty@lsuhs.edu

ShvCommunications@lsuhs.edu

Tracy McGill

*Medical and Strategic Communications,
Admin.*

Office: 318-675-5260

Email: tracy.mcgill@lsuhs.edu

Darlene Whitaker, MPH

*Medical and Strategic Communications,
Manager*

Office: 318-675-5271

Email: darlene.whitaker@lsuhs.edu

ShvMedComm@lsuhs.edu

Location: The Medical and Strategic Communications Office is located in Building C of the Medical School, Room #2-418 and is not accessible from Building B. To access, use Building C elevators.

Business Hours:

Monday - Friday | 8:00am to 4:30pm

PRINT SHOP**Kevin Hayes**

Email: kevin.hayes@lsuhs.edu

Phone: 318-675-5041

Becky Salter-Menard

Email: mary.saltermenard@lsuhs.edu

Phone: 318-675-7889

ShvPrintshop@lsuhs.edu

Location: Behind K Wing of the hospital

LSU TRADEMARK LICENSING

Website: www.lsu.edu/administration/ofa/
and www.lsu.com

Phone: 225-578-3386

Email: trademark@lsu.edu

Contacts for Questions/Assistance:

LOCAL LICENSED VENDORS

LAMB AND ASSOCIATES

Scott Bates, President

Email: scottb@lambandassociates.com

Website: www.lambandassociates.com

Phone: 318-221-3596 x 102

Address: 2315 Line Avenue; Shreveport, LA 71104

MAGNOLIA MARKS

Corinne Carroll, Owner

Email: corinne@magnoliamarks.com

Website: <http://magnoliamarks.com/>

Phone: 318-606-4404

Sales Dept. E-mail: sales@magnoliamarks.com

Address: 3825 Gilbert Drive, Ste 142; Shreveport, LA 71104

For a complete list of licensed vendors, go to

<https://www.lsu.edu/trademark/lsu-products/licensee-lists.php>

and choose LSU Health Shreveport Licensee List