



# SOUTHERN UNIVERSITY

AND AGRICULTURAL & MECHANICAL COLLEGE

A scenic photograph of a sunset over a body of water. The sun is low on the horizon, creating a bright orange and yellow glow that reflects on the water. The sky is a mix of blue and purple. Silhouetted trees are visible in the foreground and background, framing the scene.

**SU Visual Identity Guide**



The Southern University Office of Communications in collaboration with the Division for Student Affairs and the Department of Athletics has developed this Visual and Editorial Style Guide for SU faculty and staff.

The editorial guide is for SU faculty and staff, especially those who write for an external or formal audience. Such documents include print and electronic materials designed to promote SU, 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, social media and web guidelines, and athletics logo and colors. In writing and editing materials for publication, the Office of Communications relies primarily upon *The Chicago Manual of Style*. *The Chicago* manual, widely used in publishing, is the preferred editing reference for materials directed at general audiences.

For any style questions not addressed in this guide, please refer to *The Chicago Manual of Style*. For other spelling or usage questions not addressed in the Chicago guide, we encourage you to refer to Webster's New World College Dictionary.

Our goal is to present a consistent and high-quality standard of writing and editing that appropriately reflects SU's standard of excellence. We encourage University faculty and staff to become familiar with these guidelines and to use them whenever possible. However, this guide is not intended to replace other writing style guides used for specific purposes, or for publications such as scholarly.



## University Name

The official name of the University is Southern University and Agricultural & Mechanical College. The official name can be shortened to:

- Southern University and A&M College
- Southern University

Do not refer to the University as:

- Southern University at Baton Rouge
- Southern University – Baton Rouge



## Hashtag

### We Are Southern

#WeAreSouthern creates brand awareness for Southern University and A&M College by providing an avenue for the University community to tell their story of who they are and what they represent. It promotes the Southern University brand to prospective students and instills excellence, pride, and tradition in students, faculty, staff, alumni.

#WeAreSouthern is the official social media hashtag for Southern University and A&M College



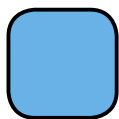
## Tagline

### Excellence, Pride, Tradition

Excellence defines us

Pride sustains us

Tradition guides us



Columbia Blue: PMS 292  
CMYK: 59, 11, 0, 0



Gold: PMS 123  
CMYK: 0, 19, 89, 00



Navy: PMS 2965  
CMYK: 100, 63, 16, 78

## Official University Colors

The official University colors are Columbia blue, and gold. In addition to our primary palette, we use navy blue for SU System-related materials and as a layering color. Secondary colors are gold, and navy.

PMS is an abbreviation for the Pantone Matching System, a set of industry standard ink colors. Columbia blue: PMS 292, Gold: PMS 123, and Navy: PMS 2965.

The University's wordmark may also print in process colors that match PMS equivalents. The wordmark should only be printed in the primary colors matching the PMS equivalents.



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CINZEL BOLD

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

FUTURA MEDIUM

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

## Academic and University Logo

The academic and University logo was created to establish a strong institutional brand for Southern University and A&M College to represent the visual identity of the University and its academic excellence, while staying true to the University’s tradition.

The Southern University wordmark is used to maintain recognition among our various publics with a consistent look throughout the University from individual departments and colleges, to student organizations, and the administration.

The logo will be used for general University use and for campus departments.

## The SU Academic Logo

Southern University’s logo is presented in six versions. Each has been designed using typed kerned to specific proportional measurement to allow for accurate print/ digital reproduction.

The stacked logo is to be used where a vertical design is required.

## Interlocking “SU” Logo

The “SU” logo has been adapted from the official athletic logo for all outgoing communication for Southern University. Also reserved for all departmental printed material including letter stationery, business cards, and envelopes. The interlocking “SU” logo is designed to stand alone without any other text, as well.

The academic interlocking SU does not have the shadow drop and will accompany the University wordmark.

Each academic division, administrative area or special program identifier for Southern University and A&M College has been created to represent its respective entity with clarity and words instead of initials. The combination of the logo and identifier reinforces association with the University.

The University has customized the individual font used for identifiers. All electronic and camera-ready versions of all logos will be available in the University’s Office of Communications.

The preferred typeface for the text of “Southern University” is Cinzel Bold and the text for “And Agricultural & Mechanical College” and other department script is Futura T Demi Bold. These typefaces were chosen for their similarity to the previous logo and its readability and classic design.



## Identifiers

Each Southern University academic department, administrative area, or special program identifiers have been created to represent its respective entity with distinction and clarity. The combination of the logo and the identifier reinforces the association with the University.

The logos and identifiers have been created with specific letterforms customized to Southern University. Do not attempt to typeset or re-create the artwork. Electronic and camera-ready versions of all logos are available through the SU Office of Communications.

The SU Office of Communications will provide electronic templates for specific department letterheads.

## The Seal

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

- Diplomas
- Certificates
- President's and Board's stationery
- Formal presidential invitations and initiatives
- Official reports

## Mark Integrity and Placement

The Southern University logo 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.

Department logos and University's seal must be an approved configuration and should appear on all University affiliated communications in a size appropriate to the overall piece. Mark placement included 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 college and/or department logo with the name must appear at the beginning of a piece when the logo is elsewhere in the material.

The University, college, and or department stationery are some of the most distributed printed materials of Southern University and A&M College. In order to continue a consistent brand among the campus to represent the University, all letterhead, envelopes, and business cards will be uniformed to carry out an impactful positive image of the University for all faculty and staff. Having a consistent look allow each member of the University to carry out the brand in all aspects.



## Email Signatures Page

In order to continue the Southern University branding within the University and externally all SU faculty, and staff are required to use the same email signature. This will allow SU alumni, constituents, stakeholders, donors, and the community to know when something is official from Southern University.

In order to maintain a consistent visual image all SU employees will use one of the following options for their email signatures.

No personal information or quotes will be allowed in Southern University email signatures.

For assistance in setting up your email signature please contact the SU Office of Communications at 771-3216.

Name  
Title  
Unit or DepartmentName  
Southern University and A&M College  
000 Bldg Name  
PO Box 000, Baton Rouge, LA 70813  
office 225-771-#### | fax 225-555-####  
email@subr.edu| subr.edu | subr.edu/unitwebsite



or



Name  
Title  
Unit or DepartmentName  
Southern University and A&M College  
000 Bldg Name  
PO Box 000, Baton Rouge, LA 70813  
office 225-771-#### | fax 225-555-####  
email@subr.edu| subr.edu | subr.edu/unitwebsite



## Stationery System Design

### Primary Letterhead:

- 8 ½ x 11 size
- Type: Cinzel Bold
- Color: black

### Department Letterhead

All individual departments within the University are required to use the academic wordmark with their description underneath and must be placed on the left top corner of the paper. If a department wants another specific designation for the logo, it must be approved by the Office of Communications.

### Presidential Letterhead

The President-Chancellor office has a distinct letterhead that is similar to the primary version. The exception is the placement of the seal and the designation line “Office of the President-Chancellor.”

The same will apply for the office of the Executive Vice-President for Academic Affairs and Provost.

### News Releases:

The University’s official news release stationery is restricted for use only by the Office of Communications.

### University Typeface: Cinzel Bold and Futura

To request a version or to order any stationery please contact the SU Office of Communications at 225-771-4545 or visit our approved vendor list at [www.subr.edu/communications](http://www.subr.edu/communications)

### Power Point Template

Power Point templates are provided on the SU Office of Communications webpage for faculty, staff and students who are preparing presentations on behalf of Southern University for conferences, or meetings.


The templates will provide the official logo and colors for the University.

For assistance with Power Points please contact the SU Office of Communications.





Letterhead


 **SOUTHERN UNIVERSITY**  
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P.O. Box 10400  
Baton Rouge, LA 70813

225) 771-2680 Voice  
(225) 771-5617 Fax  
[www.subr.edu](http://www.subr.edu)

Envelope

 **SOUTHERN UNIVERSITY**  
AND AGRICULTURAL & MECHANICAL COLLEGE

P.O. Box 10400  
Baton Rouge, LA 70813

Business Cards

 **SOUTHERN UNIVERSITY**  
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**John Smith**  
*Director*  
*Office of Student Financial Aid*

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T. H. Harris Annex Bldg 139  
Post Office Box 9961  
Baton Rouge, LA 70813  
Email: [john\\_smith@subr.edu](mailto:john_smith@subr.edu)

Office: 225 771.4550  
Fax: 225 771.5228  
[www.subr.edu](http://www.subr.edu)

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**John Smith**  
*Director*  
*Office of Student Financial Aid*

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**John Smith**  
*Associate Director*  
*Office of Student Financial Aid*

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Fax: 225 771.5228  
[www.subr.edu](http://www.subr.edu)

## Athletics Logo and Colors



### INTERLOCKING "SU" LOGO

Used as the official logo for all outgoing communication for Southern University Athletics. Also reserved for all athletic departmental printed material including letter stationery, business cards, and envelopes. Interlocking "SU" logo is designed to stand alone without any other text.

### LaCumba (The Mascot)

The Southern University mascot is the Jaguar. Mascot symbols are important to the University, and the Athletic Department, and it portrays a distinct representation of the University.



The Jaguar mascot head logo is used as a secondary logo for use by the University's athletic department for promotional items including posters, camp brochures, flyers, 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 NCAA compliance.

Jaguar Head logo can be used with text when identifying a specific Southern University sport.

The mascot logo with the Jaguar over the interlocking SU will be allowed for promotional items for the academic departments and student organizations. It is a secondary logo to the Jaguar mascot head logo.

### "SOUTHERN JAGUARS" WORD LOGO



The word logo is used as the official word logo by Southern University Athletics for promotional items including posters, camp brochures, flyers, and advertisements. The logo can also be used for large scale banners for all athletic facilities.

The word logo is not to be 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 NCAA compliance. The word logo can be use with text when identify a specific Southern University sport. Use Mister Belvedere Font for sport name.



Secondary SU Crawl Logo

### Athletic Colors



Columbia Blue: PMS 292  
CMYK: 59, 11, 0, 0



Gold: PMS 123  
CMYK: 0, 19, 89, 0



Navy: PMS 539  
CMYK: 98, 76, 51, 57



Gray: PMS 421  
CMYK: 31, 24, 25, 0



White  
CMYK: 0, 0, 0, 0



Black: PMS black  
CMYK: 82, 71, 59, 75



## Web Application

The graphics and web content for the University page, all sub-pages for individual departments, and the intranet communication portals must abide by the same guidelines as printed material in order to maintain a consistent visual image connecting to the University.

Each SU Academic department has access to operate its own webpage within the University's Web Content Management system (CMS). As we strive to maintain the University's visual image and branding, we must seek to adopt some basic guidelines and standards that will be followed through all webpages connected to the University.

The diverse content on each page will reach internal and external clients, so we must ensure that all content and graphics fulfills the recruitment, marketing, and news broadcasting functions that all external visitors, and some internal clients, are seeking when they access the website. The branding must be consistent throughout.

The Southern University website is the first point of reference for potential students, alumni, and stakeholders; this requires that all pages and sections be on one accord visually with logos and colors, and robustly updated with key information.

Messages and content exclusive to internal audience are inappropriate because they alienate the non-student-faculty-staff visitors. In an effort to maintain consistent messages, it is being requested that death notices, condolences, weddings, and HR-related memos are posted on internal pages or become the content for the *Bluff Staff: Campus Notes* newsletters, memos, and internal email blasts.

Cross-communication is encouraged between the departments, and the SU Office of Communications.

All web pages must be created through the University's web CMS and coordinated with the SU Office of Communications and the Division of Information Technology (DoIT) Web Services. Individual departments are not permitted to create their own site through a third party. Any such site found will not be allowed to link with the University's webpage and asked to be deactivated.

Department and organization webpages connected to the University's webpage must be continuously updated. An administrator must be assigned to the webpage and all contact info must be submitted to Rachel Carriere at [rachel\\_carriere@subr.edu](mailto:rachel_carriere@subr.edu).



## Advertising

All advertising designs must be approved through the SU Office of Communications. In placement advertisement, the University wordmark must be placed in the advertisement somewhere at the top of the ad or at the bottom.

For assistances in developing and creating a University ad, contact the SU Office of Communications at 771-4545. Student organizations may contact Student Media, Jermaine Proshee, publication assistant/magazine adviser, [Jermaine\\_proshee@subr.edu](mailto:Jermaine_proshee@subr.edu).

## Photography/Filming Page

When submitting photographs to the SU Office of Communications 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 University photographer and/or 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

The Southern University marquee is used to promote Southern University campus/System events and recognition. The Office of Communications has set requirements in order to keep SU'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
- Entire graphic should be at least 800 pixels

If you need assistance with any marquee designs, please contact the Office of Communications at 771-5499.

To request graphic design and photography services, please submit a request by clicking [here](#).

## Social Media

Southern University stays connected with our students, parents, prospective students, faculty, and staff through a number of social media channels. Individual departments and SU organizations use social media to connect to the Jaguar Community. On the SU Office of Communications' webpage please find a list of all the official accounts associated with Southern University and A&M College.

All social media accounts for departments and organizations should be registered through the SU Office of Communications. The SU Office of Communications will need the contact information of the sites administrator and login information.

The following information should be submitted:

- Name of Unit
- Social Media Channels – Facebook, Twitter, Pinterest, SnapChat, etc.
- Social Media URL for each channel
- Email account tied to the channel – must be a university-provided email account
- Name of department/contact responsible for account

For assistance with social media accounts or questions regarding an account, contact the SU Office of Communications at 225-771-4545.

### Social Media Guidelines:

Social media has become the go-to tool for Southern University to deliver its message to broad audience. Southern encourages our students, faculty, and staff to embrace social media to spread the good word of Southern University and what they have accomplished.

In conducting individual and organizational social media post, faculty, staff, student leaders, and administrators of departments' accounts must be aware of their messages, audience, and goals when creating social media accounts or postings.

When posting on University accounts and personal accounts, faculty, staff and student leaders are encouraged to use the following guidelines.

- Maintain the University's confidentiality: Do not post any confidential information
- Think before posting. As an employee or student leaders, you are representing the University at all

times and your message should always be aligned with the University's mission.

- Be responsible!
- Political views should not be shared on a University account, i.e. a department account or the University's main account.
- Be accurate: Check and double-check your facts, spelling and grammar before pressing send. Although post can be removed, it only takes one screenshot from a follower to be forever in the Cloud. Be sure to cite whenever borrowing or using someone else's content.
- Avoid posting copywrited images or audio (Contact SU Office of Communications for assistance in obtaining permission for posting approved licensed material).

### Frequency

All social media sites should be created with the intent to be regularly updated. Depending on the social media channel, posting at least three times a week will help to keep the page active. At least two administrators should be assigned to regularly monitor post, content, and comments. For student organization pages, a staff member/advisor must have access and help monitor the post, images, and comments by students. The SU Office of Communications or the appropriate administrator will remove posts that do not follow the guidelines of the University.

Content calendars can be used to help pre-plan content for slow times. There are also other tools to use such as Hootsuite to schedule post within certain platforms.

For a tutorial or assistance on social media, please contact Erin Fulbright at 225-771-3216.

The SU Office of Communications reserves the right to disable or temporarily deactivate social media accounts that are dormant (no posts, no activity) for more than four months, as such stagnancy reflects poorly on the University.

When page editors and administrators, especially students, have left the college and no longer require access to social media accounts, you must update/adjust your page roles immediately. Please contact Erin Fulbright any time an admin is removed or added.

Proper Branding should abide by the University Identity Standards.



## Logos Not Permitted

All unofficial logos should be removed from all Southern University 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 departments and SU student organizations are not allowed to create their own logos. All requested variations for a logo must be submitted to the Office of Communications for approval.

The following logos will not be used as Southern University logos:





## Apparel and Signage

Vendors who produce t-shirts, polos, hats, sweatshirts, bags, etc. with the Southern University academic or athletic logos must be licensed vendors through Collegiate Licensing Company (CLC) and the Southern University System Foundation.

SU faculty, employees, and students, when creating apparel for their departments or organizations, must use approved vendors who are licensed through CLC.

Violators of this guideline will be subject to seizure.

Guidelines that should be followed when creating merchandise with the University logo.

- Is a trademark used?
- Are official school colors used?
- Where is the product being sold or used on or around campus?
- Does the context of the design stay consist with the brand of the University and comply?
- Does the design include statements or other materials that suggest making fun of or “parodying” the school?
- Do not distort the logo or wordmark of the University in any other way.
- No graphic can be placed on top of the interlocking SU.

To register as a licensed vendor, please register through the Southern University System Foundation or visit [www.clc.com](http://www.clc.com)

## Signage and promotional items

All signage created with the use of the University academic or athletic logos must apply to guidelines stated under the Official Logo page.

Official colors must be used. If a variation is needed to meet the vendors request, please contact the Office of Communications.

If you have questions or concerns regarding the logo and usage of the logo, please contact the Office of Communications at 225-771-4545.