

## What is the branding initiative?

The University of Louisiana at Lafayette has developed a brand positioning strategy that will help differentiate the University from competitors.

Lipman Hearne, a Chicago-based firm that specializes in marketing and communications for higher education and other non-profits, has worked with members of the University Council, academic deans and a 35-member Branding Project Task Force, which includes broad representation from our university community and supporters. It conducted extensive research on campus and in other parts of Louisiana. Its research findings provided insight needed to develop an effective brand positioning strategy.

That strategy will now be integrated into communications and marketing efforts throughout the university. Implementing a branding strategy of this scope typically takes three to five years.

## Is the university changing its logos?

For more than 15 years, the University has had a strong visual identity expressed through academic and athletic logos. At the heart of our visual identity is our own federally protected fleur-de-lis.

A logo visually communicates a company or organization's identity.

The key to any successful branding initiative is consistency. Consistency builds awareness and repetition reinforces recognition. That's why major, successful companies such as Coca Cola, McDonald's or Nike do not often change or alter their logos.

The popularity of the University's academic and athletics logos continues to grow. There are no plans to change the university's logos.

## Where can I download logos?

To obtain permission to use a university logo, university staff and faculty should e-mail the Office of Communications and Marketing at [branding@louisiana.edu](mailto:branding@louisiana.edu). The e-mail request should indicate the person and university department making the request, which logo is being requested and how the logo will be used. The trademark licensing staff will respond to the e-mail with a one-page form for the individual making the request to complete. Once the form is completed and

returned to the licensing staff via e-mail or fax, the requested logo will be sent to the person making the request.

## What's in the branding toolkit? Why should we use it?

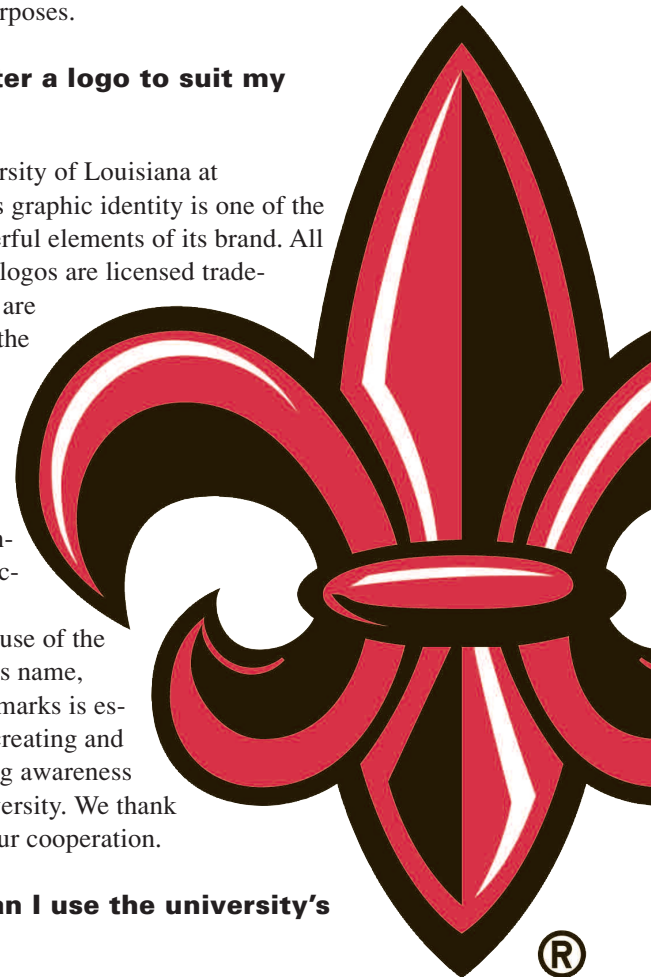
It has tools that will help faculty, staff and students convey accurate, cohesive information about the University of Louisiana at Lafayette and to correctly convey the university's image visually. Those tools include a graphic standards manual, which shows how to correctly use the university's logos and marks; a collection of slides that can be used for noncommercial presentations; and some photographs that reflect the university's identity and can be used for noncommercial purposes.

## Can I alter a logo to suit my needs?

The University of Louisiana at Lafayette's graphic identity is one of the most powerful elements of its brand. All university logos are licensed trademarks and are owned by the university. They cannot be altered or modified in any manner. The accurate and consistent use of the university's name, logos and marks is essential to creating and maintaining awareness of the university. We thank you for your cooperation.

## When can I use the university's seal?

The university seal is used primarily for presidential correspondence; commencement related items, such as diplomas and invitations; and select consumer products related to academic success.





## Frequently Asked Questions

### How can I obtain photos of the University?

This branding toolkit contains some photos of the University of Louisiana at Lafayette that can be used for editorial use at no cost. In other words, you can use them for PowerPoint presentations, on university websites, or to illustrate reports that are not sold. If you intend to use these photos for commercial purposes, such as on the cover of a book or on a poster that will be sold, please contact the Office of Communications and Marketing. We intend to periodically add photos to this collection, which will be available online soon.

### Who can produce merchandise that has University or Ragin' Cajuns ® logos?

A list of licensed manufacturers is posted at <http://www.louisiana.edu/Advancement/PRNS/licensing/>.

### Where can I purchase licensed University or Ragin' Cajuns ® apparel?

An up-to-date list of licensed retailers is posted at <http://www.louisiana.edu/Advancement/PRNS/licensing/>.

### What's the next step in this branding effort?

The Office of Communications and Marketing will assist with the implementation of the university's strategic branding initiative. We will add to branding resources available to faculty, staff and students and partner with the University Alumni Association to develop a program that will enable alumni to help the university expand its branding efforts. The Office of Communications and Marketing will work closely with the University's Office of Information Technology to update and improve the University's website and ensure that it conveys the University of Louisiana at Lafayette's brand.

### What are the correct colors to use in printed documents, visual promotion, and electronic media such as websites?

The official University colors are vermilion (red) and white. Black may be used as an accent color. Approved colors for use in various applications are:

#### Print

Red-PANTONE 186

White

Black-PANTONE Process Black

#### Electronic Web

Red-#a00b0b

White #ffffff

Black-#322222

For more information, please review the graphic standards manual provided in the branding toolkit.

