

SUNO

SOUTHERN UNIVERSITY *at* NEW ORLEANS

SUNO Visual Identity Guide

The Southern University Office of Community Outreach, University Advancement, Public Relations & Alumni Affairs has developed this Visual and Editorial Style Guide for SUNO faculty and staff.

The editorial guide is for SUNO faculty and staff, especially those who write for an external or formal audience. Such documents include print and electronic materials designed to promote SUNO, 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. In writing and editing materials for publication, the Office of Community Outreach relies primarily upon *The Associated Press Style*. *The Associated Press* manual, widely used in publishing, is the standard style guide for most U.S. newspapers, magazines and public relations firms.

For any style questions not addressed in this guide, please refer to *The Associated Press Style*. For other spelling or usage questions not addressed in *The Associated Press*, 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 SUNO'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 Letter Mark
Master Logo



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



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



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

University Name

The official name of the University is Southern University at New Orleans. The official name can be shortened to:

- SUNO
- SU at New Orleans

Do not refer to the University as:

- Southern University of New Orleans
- Southern University – New Orleans

Hashtag

#comebesouthernneworleansstyle

#comebesouthernneworleansstyle creates brand awareness for Southern University at New Orleans 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 at New Orleans brand to prospective students and instills honor, dignity, and tradition in students, faculty, staff, and alumni.

#comebesouthernneworleansstyle is the official social media hashtag for Southern University at New Orleans.

Tagline

SUNO Today, SUNO Tomorrow, SUNO Forever

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 equivalent

University Letter Marks



SOUTHERN UNIVERSITY *at* NEW ORLEANS

University Letter Mark
White and Blue



SOUTHERN UNIVERSITY *at* NEW ORLEANS

University Letter Mark
All White

University Word Marks



Official University Seal

University Spirit Marks



University Spirit Mark
Blue



University Spirit Mark
Gold/Reversed



University Alternate Spirit Mark
White and Blue



University Alternate Spirit Mark
White and Gold



University Alternate Spirit Mark
White and Gold w/Blue Trim



University Alternate Spirit Mark
White and Blue w/Gold Trim

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 at New Orleans to represent the visual identity of the University and its academic excellence, while staying true to the University's tradition.

The Southern University at New Orleans 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 SUNO Academic/Spirit Logo

Southern University at New Orleans's logo is presented in ten versions. Each has been designed using typed kerned to specific proportional measurement to allow for accurate print/ digital reproduction.

The "SUNO" Academic and/or Spirit Logo

The "SUNO" logo has been adapted from the official academic & spirit logo for all outgoing communication for Southern University. Also reserved for all departmental printed material including letter stationery, business cards, and envelopes. The spirit "SUNO" logo is designed to stand alone without any other text, as well.

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

Each academic division, administrative area or special program identifier for Southern University at New Orleans 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 Community Outreach, University Advancement, Public Relations & Alumni Affairs.

The preferred typeface for the text of "Southern University at New Orleans" is Cinzel Bold.

Identifiers

Each Southern University at New Orleans 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 at New Orleans. Do not attempt to typeset or re-create the artwork. Electronic and camera-ready versions of all logos are available through Office of Community Outreach, University Advancement, Public Relations & Alumni Affairs.

The Office of Community Outreach, University Advancement, Public Relations & Alumni Affairs will provide electronic templates for specific department letterheads.

The Seal

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

- Diplomas
- Certificates
- Chancellors' stationery
- Formal Chancellor's invitations and initiatives
- Official reports

Mark Integrity and Placement

The Southern University at New Orleans 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 stationary are some of the most distributed printed materials of Southern University at New Orleans. 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 SignaturesPage

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

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

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

For assistance in setting up your email signature please contact the SUNO Information Technology Center.

Name Title
Unit or Department Name
Southern University at New Orleans 000 Bldg Name
6400 Press Drive
office 504-###-####
email@suno.edu | www.suno.edu

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 Community Outreach, University Advancement, Public Relations, and Alumni Affairs.

Chancellor Letterhead

The Chancellor's 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 Chancellor."

The same will apply for the office of the Vice Chancellor for Academic Affairs.

News Releases:

The University's official news release stationery is restricted for use only by the Office of Community Outreach, University Advancement, Public Relations, and Alumni Affairs.

University Typeface: Cinzel Bold and Futura

To request a version or to order any stationery please contact the Office of Community Outreach, University Advancement, Public Relations, and Alumni Affairs at 504-286-5342.

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 SUNO 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 at New Orleans 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.

All web pages must be created through the University's Web Services and coordinated with the Office of Community Outreach, University Advancement, Public Relations, and Alumni Affairs. 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 The Office of Community Outreach, University Advancement, Public Relations, & Alumni Affairs. Chauncey Cammon at ccammon@suno.edu

Advertising

All advertising designs must be approved through the Office of Community Outreach & University Advancement, Public Relations and Alumni Affairs. 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 Community Outreach, University Advancement & Public Relations at 504-286-5341

Photography/Filming Page

When submitting photographs to the Office of Community Outreach, University Advancement, Public Relations and Alumni Affairs, 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 (Electronic Marquee)

The Southern University marquee is used to promote Southern University campus/System events and recognition. The Community Outreach, University Advancement & Public Relations has set requirements in order to keep SUNO's brand consistent. The guidelines below are used to help ensure all messages are legible and visible for viewing.

- Font size at least 20pts.
- 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 Community Outreach, University Advancement & Public Relations to request graphic design and photography services.

Social Media

Southern University at New Orleans stays connected with our students, parents, prospective students, faculty, and staff through a number of social media channels. Individual departments and SUNO organizations use social media to connect to the Knights Community. On the SUNO webpage please find a list of all the official accounts associated with Southern University at New Orleans

All social media accounts for departments and organizations should be registered through the Office of Community Outreach, University Advancement, Public Relations & Alumni Affairs.

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 Office of Community Outreach, University Advancement, Public Relations & Alumni Affairs.

Social Media Guidelines:

Social media has become the go-to tool for Southern University at New Orleans to deliver its message to broad audience. SUNO encourages students, faculty, and staff to embrace social media to spread the good word of Southern University at New Orleans 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 copy written images or audio (Contact Community Outreach, University Advancement & Public Relations 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 Office of Community Outreach, University Advancement, Public Relations & Alumni Affairs 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.

The Office of Community Outreach, University Advancement, Public Relations & Alumni Affairs 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 Human Resources any time an admin is removed or added.

Proper Branding should abide by the University Identity Standards.

Apparel and Signage

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

SUNO 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 SUNO logo

To register as a licensed vendor, please register through the Southern University System Foundation or visit www.clc.com

Signage and promotional items

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

Official colors must be used. If a variation is needed to meet the vendor’s request, please contact the Office of Community Outreach, University Advancement & Public Relations.

If you have questions or concerns regarding the logo and usage of the logo, please contact the Office of

Community Outreach, University Advancement & Public Relations.

Logos Not Permitted

All unofficial logos should be removed from all Southern University at New Orleans 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.