



STYLE GUIDE  
DRAFTED JULY 2025

A woman with short dark hair and glasses is smiling at the camera. She is wearing a dark blue dress and a necklace. In the foreground, a blue street sign-like banner is angled across the frame, reading "SUNO Knights". The background shows a formal event with tables, chairs, and a large white floral arrangement.

BE A PART OF SOMETHING *Great.*

# CONTENTS



# WELCOME

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The Office of Institutional Advancement and the Office of Communications at Southern University at New Orleans (SUNO) has developed this Visual and Editorial Style Guide to support faculty and staff in producing clear, consistent, and professional communications.

This guide is designed especially for those creating content for external or formal audiences, including print and digital materials that promote SUNO, its departments, programs, and initiatives. It provides University-specific guidance on visual branding, official colors, logo usage, social media standards, and web protocols.

For editorial style, SUNO follows The Associated Press (AP) Stylebook, the widely accepted standard across journalism and public relations. When a question arises that is not addressed by the AP Stylebook, we recommend consulting Webster's New World College Dictionary.

Our goal is to maintain a unified and high-quality representation of SUNO's voice and identity. While this guide is not a replacement for discipline-specific or scholarly style guides, we strongly encourage all faculty and staff to become familiar with its contents and use it whenever possible.

Together, let's ensure our communications reflect the excellence, pride, and professionalism of SUNO—*Where Champions Rise*.

# MESSAGE FROM COMMUNICATIONS

The Southern University at New Orleans (SUNO) brand is a powerful expression of our mission, our legacy, and our aspirations. As we continue to advance SUNO's role as a leading institution of higher learning and community impact, it is imperative that our communications reflect a unified, professional, and distinguished identity.

The Visual and Editorial Identity Guide has been developed by the Office of Communications to provide clear standards for the appropriate use of SUNO's visual and written brand elements. This resource is intended to assist faculty, staff, and campus stakeholders in producing materials that accurately and consistently represent the University across all platforms and audiences.

Whether crafting publications, digital content, or promotional materials, adherence to these guidelines ensures that SUNO's voice remains strong, cohesive, and aligned with our institutional values. In doing so, we reinforce SUNO's commitment to academic excellence, access, and service.

We invite you to use this guide as a reference in all official University communications, and to take pride in contributing to a brand that reflects who we are—a place *“Where Champions Rise”* and a community where you can truly *“Be a Part of Something Great.”*

Office of Communications  
Southern University at New Orleans



# COPYWRITING

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## BRAND VOICE

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Southern University at New Orleans (SUNO) is a place where legacy meets progress, and where every voice matters. Our brand voice reflects a commitment to access, ambition, and empowerment. It's bold, confident, and forward-thinking—always infused with the pride, culture, and strength of our students, faculty, alumni, and community.

SUNO's voice is shaped by its role as an HBCU and urban anchor institution. Our language should inspire belief in opportunity, equity, and transformation. Copy should be purpose-driven, aspirational, and grounded in impact. Whether we're speaking to prospective students, donors, or the greater New Orleans community, we speak with clarity, conviction, and heart.

We are Where Champions Rise. Our stories should reflect that.

## TONE

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SUNO's tone is:

- Confident, not boastful
- Empowering, not exclusive
- Rooted, but visionary
- Culturally aware, unapologetically authentic

Copy should always invite the reader to take action, explore possibilities, and join a movement of purpose. SUNO is not just a university — it's a call to *rise*.

# COPYWRITING (CONT'D)

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## HEADLINES

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Headlines are where SUNO's personality shines. They should be bold, energetic, and inviting, with a tone that blends ambition with authenticity. SUNO headlines should reflect urgency, culture, excellence, and our unique New Orleans identity.

### PRIMARY HEADLINES

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Used for: landing pages, ads, posters, major publications, and campaign materials.

All primary headlines should begin with the word “RISE.” They should answer: *What does SUNO rise for? or How does SUNO help others rise?*

Sample Primary Headlines:

- Rise with Purpose.
- Rise to the Challenge.
- Rise Beyond Limits.
- Rise as One.
- Rise from Right Here.

### SECONDARY HEADLINES

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Used for: brochures, program pages, digital sections, and internal communications.

They should convey urgency and pride without using “Rise,” but still align with the energy and vision of the brand.

Sample Secondary Headlines:

- SUNO Yesterday, SUNO Today, SUNO Forever
- Where dreams transform into degrees.
- We don't wait for opportunity. We create it.
- We've got history—and a future to match.

### REMEMBER:

Whether writing a tweet or a billboard—

Be clear, not cluttered.

Be bold, not brash.

Be true to the voice of SUNO: resilient, committed, and ever rising.

# UNIVERSITY NAME & OFFICIAL LOGO

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## UNIVERSITY NAME

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The official name of the University is Southern University at New Orleans.

Acceptable shortened forms include:

- SUNO
- SU at New Orleans

To maintain brand consistency and accuracy, do not use the following incorrect variations:

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

Always use the approved names in all formal, academic, marketing, and public communications to uphold the integrity of the University's identity.

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**SOUTHERN UNIVERSITY *at* NEW ORLEANS**

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## OFFICIAL UNIVERSITY LOGO

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The SUNO logo is the primary symbol of the University's identity and must be used consistently and appropriately across all official materials. This includes print, digital, promotional, and branded communications.

Usage Guidelines:

- Use only approved logo files from the Office of Communications.
- Do not alter, stretch, recolor, or add effects to the logo.
- Maintain clear space around the logo for visibility.
- Ensure proper contrast for legibility.
- Approval is required for external use, co-branding, or merchandise.

Improper use of the logo is prohibited. For questions, logo files, or usage approvals, contact the Office of Communications at [public\\_relations@suno.edu](mailto:public_relations@suno.edu).



# OFFICIAL UNIVERSITY SEAL

## UNIVERSITY SEAL

The Southern University at New Orleans seal is the University's official, legally registered emblem and is reserved for formal and ceremonial use only. It represents the highest level of institutional authority and should not be used in general marketing or everyday materials.

Approved uses include:

- Diplomas and certificates
- Chancellor's stationery and official memos
- Formal invitations or initiatives issued by the Chancellor
- Official University reports and programs

All uses of the seal must be approved and produced by the Office of Communications to ensure proper formatting and brand integrity.

## BRAND INTEGRITY AND USAGE

The SUNO logo and seal must be used in approved configurations only. They may not be altered, distorted, or combined with other elements, and must appear in official colors at the appropriate size.

Logos should be placed prominently on all University-affiliated materials—such as covers, title pages, and digital content—and must reflect the correct department or unit when applicable.

All official stationery, including letterhead, envelopes, and business cards, must follow SUNO's standardized design to maintain a consistent and professional brand image.



# UNIVERSITY COLORS

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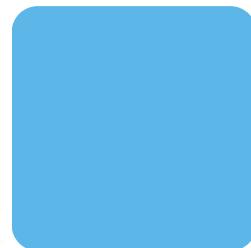
The official colors of Southern University at New Orleans are Columbia Blue and Gold. These primary colors represent SUNO's identity and should be used prominently across all official materials.

Navy Blue serves as a secondary color and is primarily used for Southern University System-related materials or as a complementary accent.

Color Specifications (PMS):

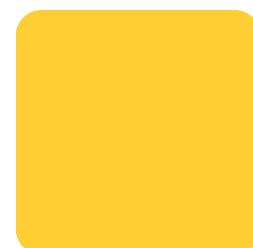
- Columbia Blue: PMS 292
- Gold: PMS 123
- Navy: PMS 2965

The SUNO wordmark should be printed only in these approved colors or their process color equivalents. Consistent use of the color palette helps strengthen and unify the University's visual identity.



CMYK: 59, 11, 0, 0

CMYK: 59, 11, 0, 0



CMYK: 0, 19, 89, 0

CMYK: 59, 11, 0, 0



CMYK: 100, 63, 16, 78

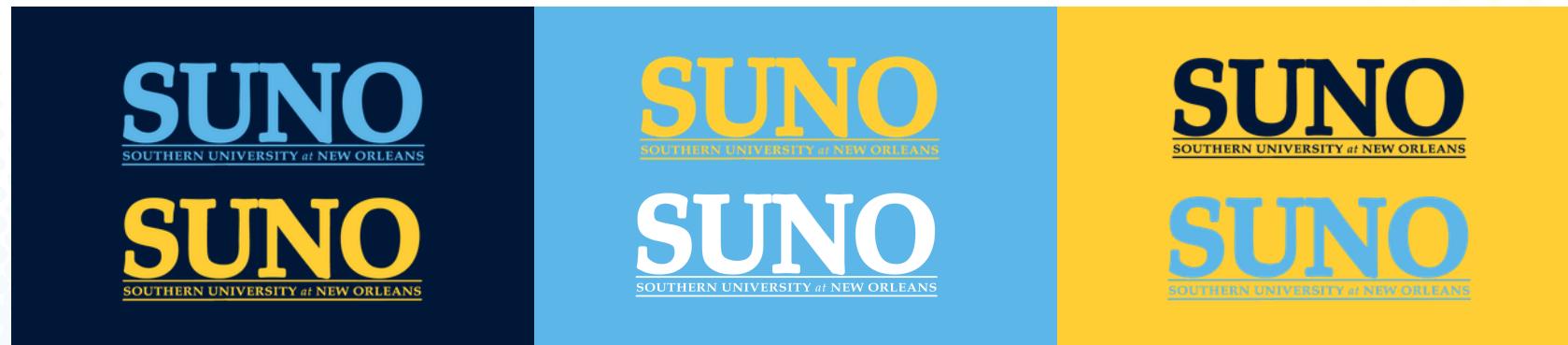
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# SINGLE COLOR USAGE

In certain cases, the SUNO logo may be used in a single color for clarity or design flexibility. Approved single-color versions include black, white (reversed), or official SUNO colors (Columbia Blue, Gold, or Navy).

Single-color logos should only be used when full-color application is not possible and must maintain sufficient contrast for visibility. Use only the approved files provided by the Office of Communications—do not recolor or modify the logo in any way.

Color	Example Use	Background
Columbia Blue	For light backgrounds in SUNO official docs	White or light gray
Gold (PMS 123)	Limited use for dark print or ceremonial docs	Navy or black
Navy (PMS 2965)	General use for high contrast or formality	White or light blue
White (Reversed)	For use on dark backgrounds or photos	Columbia Blue, Navy



# DIVISION AND PROGRAM LOGOS

Each University division has an official logo aligned with the office of its respective Vice Chancellor to ensure consistency and alignment with SUNO's brand identity.

Academic programs or departments seeking program-specific logos must submit a request through the Office of Communications' [Graphic Design Request Form](#), available on the University website.

All new logos must either be created by the Office of Communications or receive formal approval prior to use if developed externally. Unauthorized or unapproved logos may not be used on University materials or platforms.



# KNIGHT HEAD SPIRIT LOGO

The Knight Head serves as the official spirit logo for Southern University at New Orleans, symbolizing pride, strength, and school spirit. There are two approved versions of the Knight Head logo.

Both versions must be used as provided and should not be altered, redrawn, or combined with other elements. Usage is reserved for officially approved apparel, merchandise, and promotional materials that represent campus pride and student engagement.

For approval or access to logo files, contact the Office of Communications.



Knight Prime – A new modern, stylized mark used for university marketing and communications across all departments.



The Legacy Knight – A legacy version used selectively to honor SUNO's history and traditions.

# UNIVERSITY TAGLINES

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Taglines and slogans are key elements of SUNO's brand voice, used to convey the spirit, mission, and identity of the University in a memorable and impactful way.

The University's primary taglines are:

- "Be a Part of Something Great."
- "Where Champions Rise."

These statements should be used consistently across marketing, communications, and promotional materials to reinforce SUNO's message of excellence, opportunity, and empowerment.

Use of additional slogans or campaign-specific phrases should align with SUNO's core brand values and must be approved by the Office of Communications before publication.

Maintaining consistency in our taglines helps strengthen SUNO's identity and ensures our message resonates with all audiences—from prospective students to alumni and community partners.

# TYPOGRAPHY

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Typography plays a key role in communicating SUNO's visual identity with clarity and consistency. The University's official typefaces were selected to reflect a balance of tradition, strength, and modernity.

## Primary Fonts:

- **Cinzel Bold** – A classic serif font used for formal headings, titles, and ceremonial materials. It conveys prestige and institutional legacy.
- **Futura Medium** – A clean, modern sans-serif font ideal for body text and general communications. It offers readability and a contemporary feel.

## Accent Font:

- **Machinery Script** – A stylized script used sparingly for special campaigns, spirit materials, or headlines that call for a bold and expressive touch. It adds energy and flair when appropriate.

These fonts should be used consistently across SUNO materials to preserve the integrity of the brand. Substitutions should only be made when approved by the Office of Communications or when technical limitations require alternate fonts.

**CINZEL BOLD**  
**AA BB CC DD EE FF GG**  
**HH II JJ KK LL MM NN**

**Futura Medium**  
**Aa Bb Cc Dd Ee Ff Gg**  
**Hh Ii Jj Kk Ll Mm Nn**

**Machinery Script**  
**Aa Bb Cc Dd Ee Ff Gg**  
**Hh Ii Jj Kk Ll Mm Nn**

# EMAIL SIGNATURES

To maintain a consistent and professional brand identity across all communications, all SUNO faculty and staff are required to use the official University email signature template. This standardized signature reinforces the credibility and authenticity of SUNO communications—internally and externally—and ensures that alumni, stakeholders, donors, and community partners can easily recognize official correspondence from Southern University at New Orleans.

The new email signature template aligns with approved departmental and program logos, further strengthening SUNO's visual identity across platforms. All units must use the designated logos and formats provided by the Office of Communications.

## **ONLY PROFESSIONAL HEADSHOTS WILL BE UTILIZED IN EMAIL SIGNATURES.**

To obtain and implement the official email signature, please contact [public\\_relations@suno.edu](mailto:public_relations@suno.edu) for assistance.



# SOCIAL MEDIA GUIDELINES

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Southern University at New Orleans (SUNO) connects with students, parents, prospective students, alumni, faculty, staff, and the broader community through an active and engaging social media presence. Our official channels serve as trusted sources for news, events, and stories that highlight the SUNO experience— to *Be A Part of Something Great*.

SUNO's official social media handles are:

- Facebook: [@SouthernUniversityatNewOrleans](https://www.facebook.com/SouthernUniversityatNewOrleans)
- Instagram: [@southernu\\_nola](https://www.instagram.com/southernu_nola)
- X (formerly Twitter): [@SUNOKnights](https://twitter.com/SUNOKnights)
- YouTube: [SouthernU\\_Nola](https://www.youtube.com/SouthernU_Nola)

Departments, programs, and student organizations may maintain their own social media accounts; however, all such accounts must be registered with the Office of Communications. Information can be submitted via the [social media directory form](#).

## FREQUENCY

All SUNO social media accounts must be regularly updated, with at least 5 to 7 posts per month. Each account should have a minimum of two administrators. Student organization pages must include a staff advisor with access. Posts that violate University guidelines may be removed by the Office of Communications.

# SOCIAL MEDIA GUIDELINES (CONT'D)

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## SUNO Social Media Guidelines (Quick Reference):

- Promote SUNO positively – Share achievements, events, and campus life in alignment with SUNO's mission.
- Be mindful of your message – Know your audience, purpose, and platform when posting.
- Protect confidentiality – Never share private or sensitive University information.
- Think before you post – You represent SUNO as a faculty, staff member, or student leader.
- Stay professional – Avoid political content on official University or departmental accounts.
- Be accurate – Double-check facts, spelling, and grammar before posting.
- Screenshots are forever – Deleted posts may still live online; post wisely.
- Respect copyrights – Don't post copyrighted images, videos, or music without approval.
- Need permission? – Contact [public\\_relations@suno.edu](mailto:public_relations@suno.edu) for licensed content support.

# SIGNAGE AND PROMOTIONAL ITEMS

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All signage featuring the University's logos must follow the guidelines outlined in the Official Logo section of this guide. Only approved logos and official University colors may be used.

If a design variation is required to meet a vendor's specifications, or if you have questions about proper logo usage, please contact the Office of Communications at [public\\_relations@suno.edu](mailto:public_relations@suno.edu) for review and approval.

## APPAREL

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All signage featuring the University's logos must follow the guidelines outlined in the Official Logo section of this guide. Only approved logos and official University colors may be used.

If a design variation is required to meet a vendor's specifications, or if you have questions about proper logo usage, please contact the Office of Communications at [public\\_relations@suno.edu](mailto:public_relations@suno.edu) for review and approval.

## ADVERTISING

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All advertising designs must be approved by the Office of Communications, which is the only unit authorized to coordinate directly with advertisers and maintain full creative control over University advertisements.

The official SUNO wordmark must appear prominently in all ads—either at the top or bottom of the design—to ensure brand consistency and recognition.

A group of diverse women in white medical scrubs are clapping and cheering. They are all wearing white shirts and white skirts or shorts. Some are wearing white sneakers, while others are wearing white loafers. They are all smiling and looking towards the camera. The background is a plain white wall.

WHERE CHAMPIONS *Rise.*



SOUTHERN UNIVERSITY at NEW ORLEANS