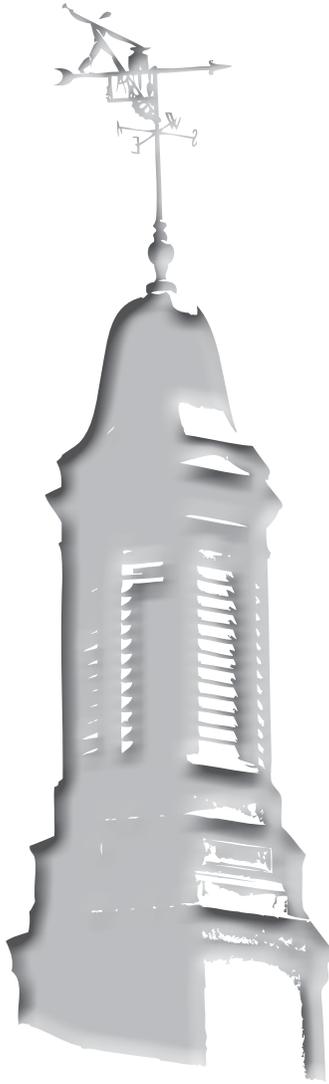


Identity Standards

University Communications



a user's guide



Louisiana Tech University

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Introduction

The visual presentation that Louisiana Tech University communicates to its stakeholders has been developed and refined through many years to ensure that the impact of its message is clear and consistent. The University Communications Department is responsible for working with the executive officers to maintain the integrity of the University's visual identity and to ensure that the message it conveys through its visual marks is one of organizational strength and academic excellence.

The purpose of the Identity Standards Manual is to assist both internal and external organizations in recognizing the official Louisiana Tech logos and word marks that uphold our graphical standards and advance the University's branding and imaging strategy. These visual marks are used to communicate instantly to any audience that we are Louisiana Tech University in a way that cannot be equaled by other complex or abstract designs. Therefore, **it is essential that the use of Louisiana Tech logos and word marks in ALL applications be consistent and accurate.**

Standards & Quality Oversight

The University Communications Department is responsible for preserving the University's identity standards and assisting internal and external entities requesting the use of all Louisiana Tech logos and word marks. It is tasked with providing guidelines for usage and the official logo and/or word mark files should the request adhere to accepted University standards. For additional usage guidelines and to request official logo/word mark files, please contact University Communications:

Louisiana Tech University
University Communications
PO Box 3172
Ruston, LA 71272
(318) 257-4854 – phone
(318) 257-4938 – fax
eparker@latech.edu

The name, marks and images of Louisiana Tech University cannot be used to suggest or imply endorsement of any commercial product or service not directly affiliated with Louisiana Tech or approved by the University's executive officers. The marks are also not to be used to endorse or promote illicit or illegal products. The use of any Louisiana Tech logos or word marks for promotional or charitable purposes must be approved by University Communications in accordance with University standards.

Louisiana Tech logos, word marks or graphical images must never be altered or incorporated into other logos.

Louisiana Tech identity marks are licensed through Collegiate Licensing Company (CLC). Reproduction of any Louisiana Tech logos, seals and/or word marks must be done through officially licensed vendors only. For information about fee assessments and a list of officially licensed vendors, contact the University Communications Department at (318) 257-4854 or Collegiate Licensing Company at (770) 956-0520.

The information contained in this manual attempts to identify as many scenarios as possible as they pertain to accepted and unaccepted usage of Louisiana Tech University identity marks. Examples that are not cited in this manual will be reviewed on a case-by-case basis and will be considered using the same standards. Louisiana Tech University reserves the right to restrict the use of these logos and/or word marks should it deem them detrimental to the University.

A Brief Discussion of Copyright Law

The following information is adapted from the Library of Congress/United States Copyright Office's homepage. Those looking for a more detailed explanation on copyright should consult the U.S. Copyright Office or, for legal advice, an attorney.

What is copyright law?

Copyright is a form of protection provided by the laws of the United States under Title 17 of the U.S. Code. The protection extends to authors of "original works of authorship," including literary, dramatic, musical, artistic, and certain other intellectual works. This protection is available to both published and unpublished works. It is illegal for anyone to violate any of the rights provided by the copyright law to the owner of copyright. Copyright protects "original works of authorship" that are fixed in a tangible form of expression.

Copyrightable works include the following categories:

- literary works
- musical works, including any accompanying words
- dramatic works, including any accompanying music
- pantomimes and choreographic works
- pictorial, graphic, and sculptural works
- motion pictures and other audiovisual works
- sound recordings
- architectural works

These categories should be viewed broadly. For example, computer programs and most "compilations" may be registered as "literary works"; maps and architectural plans may be registered as "pictorial, graphic, and sculptural works." A work that is created on or after January 1, 1978, is automatically protected from the moment of its creation and is ordinarily given a term enduring for the author's life plus an additional 70 years after the author's death (or, in the case of multiple authors, 70 years after the last surviving author's death). Copyright is secured automatically when the work is created. The work is considered created when it is fixed in a copy or phonorecord for the first time. Copies are material objects from which a work can be read or visually perceived either directly or with the aid of a machine or device, such as books, manuscripts, sheet music, film, videotape, or microfilm.

What is a trademark?

A trademark is a word, phrase, symbol, design, combination of letters or numbers, or other device that identifies and distinguishes products and services in the marketplace. A trademark is denoted by the trademark symbol, which is ™, or alternatively by the federal registration symbol, which is ®, if an actual registration filing has been approved by the United States Patent and Trademark Office (USPTO).

A service mark offers virtually the same protection as a trademark, but is used instead to identify and distinguish services, rather than products. When the term "trademark" or "mark" is used, it is understood to include service mark as well. Trademarks are usually synonymous with the brand name or design that is applied to a business or its products or used in connection with services.

Whereas patents and copyrights are basically used to protect the commercial rights of inventors and creators of artistic or literary works, respectively, the basic concept behind a trademark or service mark is to prevent unfair competition.

Trademark law provides protection from other organizations using the trademarked identity or using a name or symbol so similar that it could cause confusion to clients or customers. By identifying a product or service's source, a mark also serves to protect consumers from deception.

The difference between copyright and trademark

The purpose of a copyright is to protect works of authorship as fixed in a tangible form of expression (see examples in previous section). A copyright protects a form of expression, but not the subject matter of the work.

The purpose of a trademark is to protect words, phrases and logos used in federally regulated commerce to identify the source of goods and/or services. A trademark may also be used to prevent others from using a mark that might be confused with another.

Official University Colors

Color Sample	Color Name	HEX Code	RGB Code	CMYK Code
	Tech Red (official) - PMS 1797	#E31B23	255,0,0	0,100,99,4
	Tech Blue (Reflex - official) - PMS 287	#002F8B	0,47,139	100,70,0,5

Hex and RGB codes are used for Web production and Power Point presentations. Use PMS spot color and CMYK codes for printing collateral material (posters, brochures, fliers, and such) and promotional specialty items. Due to newer printing methods, use these codes for a more accurate color match. Note: When viewing colors on a computer monitor please keep in mind that differences in screen resolutions and calibrations can alter colors, shades and textures.

In order to provide graphic consistency, Tech's official red and blue should conform to official colors designated by printer's ink color designations as listed above. The University Communications department is available to assist with samples and codes for these and other color options.

University Logos and Word Marks

Louisiana Tech University's logos and word marks are the primary visual identifiers for the University and can be used in all printed and electronic communications pieces. These visual marks are the property of Louisiana Tech University and must be used in accordance with the University's identity standards. To maintain visual integrity, Tech's logos and word marks should appear consistently in application and never be used in an unorthodox manner that might compromise the basic configuration.

Private vendors wishing to use these visual marks on commercial merchandise must contact Collegiate Licensing Company for rights and terms of use.

Logo and word mark files are easily download-able from the University Communications webpage.

- Go to latech.edu and search Tech Logos.
- Enter first and last name, organization, email address and reason for the request.
- Check the boxes for the logo and/or word mark files you need.
- After submitting the request, the items will be instantly sent to the email address you listed on the form.

Versions of the logos or word marks not specifically shown in the examples below must be approved by the Department of University Communications prior to being used.

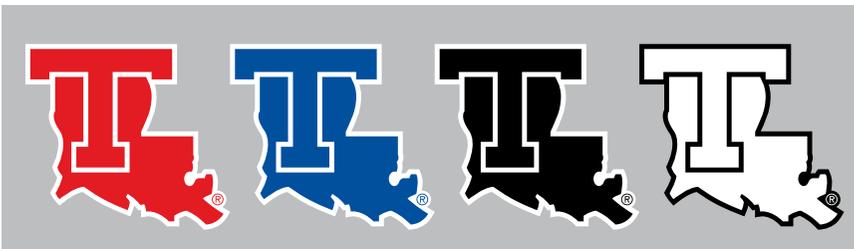
Samples of State-and-T Logo



Two-Color



College-specific



One-Color

Samples of Word Mark

LOUISIANA TECH
UNIVERSITY®

Two-Color

LOUISIANA TECH UNIVERSITY® LOUISIANA TECH UNIVERSITY®

One-Color



Samples of Logo with Word Mark



LOUISIANA TECH
UNIVERSITY®



LOUISIANA TECH
UNIVERSITY®



The State-and-T logo, used alone or with the word mark, is the primary, trademarked graphic standard for Louisiana Tech University. Unless specifically approved, when used in its two-color version, the state must be blue and the "T" must be red. A protected area of white space, as illustrated, is necessary around the State-and-T and/or word mark to obtain the symbols' integrity and visual impact. It should also be noted that there is always a small space between the state and the "T" and at no time do they touch.

The State-and-T logo can be used as a stand-alone mark in local or regional publications and presentations. For national and international purposes, however, the word mark will need to accompany the State-and-T logo so as to identify the mark as being representative of Louisiana Tech University.

Minimum sizes have been established to ensure that the symbols can be reproduced adequately. The minimum width of the word mark by itself is 1 ¼ inches. The minimum diameter of the State-and-T depends on the medium and its usage. The minimum width of the word mark with the State-and-T is 2 ½ inches (with the exception of business cards).

Athletics Logos and Word Marks

In addition to the traditional institutional marks, Louisiana Tech's Athletics Department also uses specially-designed logos and word marks in many of their administrative and promotional materials.

With the exception of the Bulldog logo, the following marks are used for the identification, promotion and/or advancement of the Louisiana Tech Athletics Department and its teams ONLY. They ARE NOT TO BE USED to brand or identify the University's academic or administrative departments, unless specifically approved by University Communications. Use of these athletics marks must also be done in accordance with the guidelines and standards set forth in this manual.



"LA Tech" State-&T Logo
(Athletics only)



Bulldog Logo



Lady Techsters Logo
(horizontal)



Lady Techsters Logo

IMPORTANT - The logo LA Tech is permitted only when referring to athletics dept or its NCAA sanctioned sports. IT MAY NOT BE USED when referring to academics.

Samples of Unacceptable Logos



Vertical Stretched



Horizontally Stretched



Incorrect State-&T



"T" placed directly on state



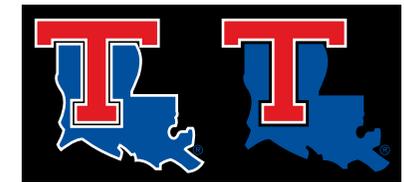
Blue "T" - Red State



Tech logo as part of another logo



Improper use of colors in logo



Outlining of "T" and/or State-&T



Old academic logo usage



Academic usage of Athletic Logo



Improper use of colors in logo

University Seal

The University's presidential seal (used as a silver or gold foil stamp) should be reserved for executive materials for the University's President and Vice-Presidents. Please note that the University seal and the State-and-T logo are not to be used together



The minimum diameter for the seal is 3/4 inch. When the seal and word mark are used together, the size of the seal in relation to the word mark should appear as shown above.

Reference to University Name

References made to Louisiana Tech University, by name, in promotional or fund-raising materials should be used according to the guidelines in the following section.

Accepted Usage:

Louisiana Tech University
 Louisiana Tech
 Tech
 Bulldogs
 Dogs
 Lady Techsters
 LA Tech (athletics only)
 Pronunciation - "LAH Tech"

Unacceptable Usage:

La (LA) Tech University
 Louisiana Polytechnic Institute
 Louisiana Technical College
 La (LA) Technical
 LT University
 LTU

Tech University
 Louisiana Technical University
 Louisiana Technical
 L.A. Tech
 Pronunciation - "EL-AYE Tech"
 Techsters (w/o Lady)
 Lady Bulldogs
 Dawgs

Use of Images

Louisiana Tech makes available to its approved stakeholders a variety of official logos and photographic images for use in branding and promotional campaigns. It is essential that those who use these logos and images obtain them through University Communications or its website (latech.edu/mpr/tech-logos-print) Use of images from external or unauthorized sources can result in violations of federal copyright and trademark laws leading to possible litigation and damages being pursued against the University.

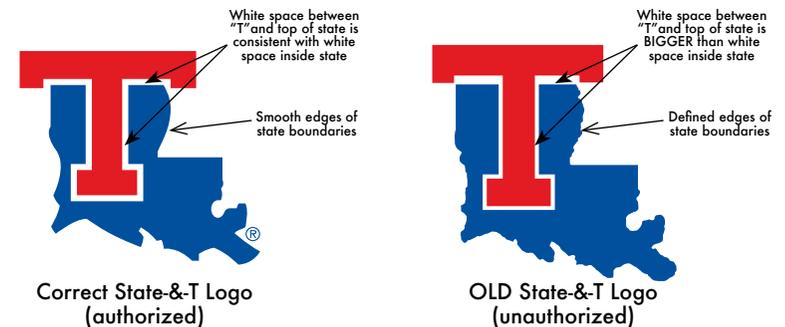
It is also essential that only high-resolution images be used in all Louisiana Tech marketing and communications mediums. Do not pull images (i.e. "right click and copy/save image") directly from websites, online publications, electronic documents, Power Point presentations, or any other secondary sources. This results in a low-resolution image that will often be too small or "pixilated" for professional use.

Email Signatures

All Louisiana Tech email signatures must use official and high-resolution Tech logos and/or images as presented in the Identity Standards Manual. Please refrain from using outdated and/or unauthorized logos and images, or logos that are not affiliated with or a sponsor of Louisiana Tech University.

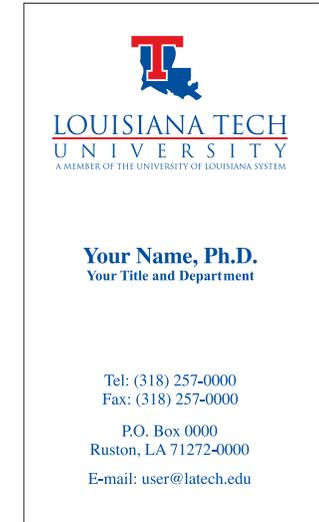
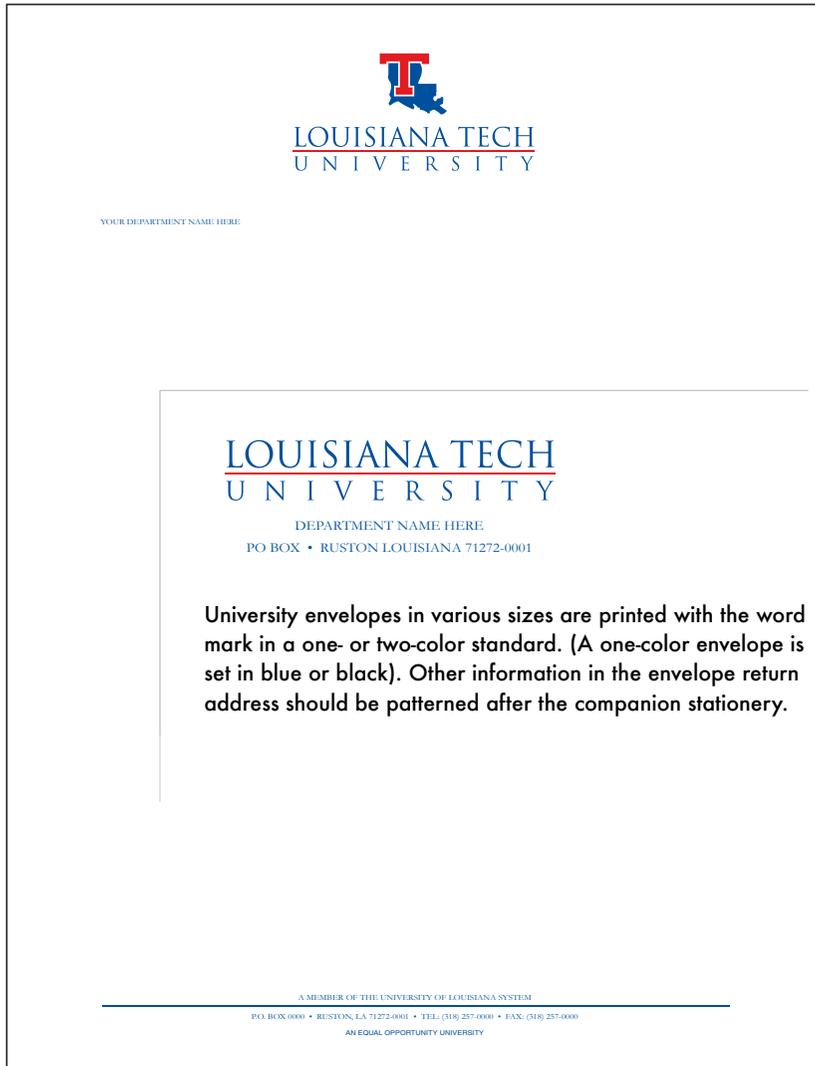
Identifying old logos vs new logos

Over the past several years, subtle changes have been made to some of Louisiana Tech's official logos and marks to ensure consistency in reproduction and presentation of our brand. In order to assist our stakeholders in identifying the official and current version of our "State-&-T" versus the old and unauthorized version, here are a few key distinguishing characteristics.



Letterhead and Business Cards

University stationery sends a powerful visual message about the writer and the institution. A consistent visual image provided by the State-and-T logo is needed to project institutional unity. An example of stationery using the word mark and logo is shown below. University Communications will assist you in preparing stationery. The stationery may be printed in black or blue ink (one color) for an inexpensive product. The standard, acceptable two-color product is shown here.



Business cards often introduce Tech to people who are not familiar with us. It is important that this visual contact convey an identity that can be reinforced in subsequent contacts through consistent use. To ensure consistency in the appearance of business cards and in accordance with Louisiana Tech's Identity Standards, Tech has a blanket bid to cover business card ordering needs. Our vendor uses an online ordering system that allows Tech faculty and staff to order business cards through a Web-based template that will accept user-specific information, and requires payment with a Louisiana "La Carte" Purchasing Card or a personal credit card.

Business cards used by Louisiana Tech employees and ordered through the online system should contain the official Louisiana Tech "State-&-T" logo and word mark only. Multiple logos, altered logo designs, modifications to the template, and/or information not associated with the University are not permitted. The only exception is if you have multiple titles that will require more lines. In this case, please contact University Communications. Your layout will need to be sent as a special order via email.

This online ordering system is for use by Louisiana Tech faculty and staff only. If there is a need for Graduate Assistants or students to have a Louisiana Tech business card, University Communications requires a letter of approval from the student's advisor or department head.

Contact University Communications if you have questions not answered by the Web instructions.

When given the opportunity to view your proof during the online ordering process, be sure to print out your order confirmation so you can attach it to your purchasing card statement at a later date.

Writing Style Guide

ON FORMS

For consistency and identity, external University forms must include the State-&T logo with the wordmark or the State-&T by itself.

ON PUBLICATIONS

The wordmark and State-&T logo must appear prominently on all University publications, although not necessarily as the predominant design element. The wordmark and the State-&T logo may be used as additional graphic elements in publication.

ON WRITING STYLE

Consistency of writing style is as important to Tech's identity as consistency of design. This section is not a comprehensive text but is designed to address some of the diversity of writing style at Tech.

The University Communications team uses and recommends The Associated Press Stylebook. There are always some exceptions to the rules; such exceptions are included in this guide as recommended style for use at Tech.

ABBREVIATION

Use abbreviations sparingly in correspondence or in text material; in all cases, spell out any word when meaning may be obscured by abbreviation.

In first reference, spell out the name of an organization that may be abbreviated in subsequent references. Also in first reference, identify in parentheses the abbreviation to be used later: Louisiana Tech Concert Association (LTCA), Student Government Association (SGA), Bulldog Online Student System (BOSS).

The initials "LTU" or "LA TECH" should not be used in publications. Instead, use "Louisiana Tech University" on first reference and "Louisiana Tech" on second reference. "Louisiana Tech" or "Tech" are appropriate in subsequent references.

ACADEMIC DEGREES

Spell out when possible: bachelor's degree, master's degree, doctorate or doctoral degree. Abbreviate specific degrees with periods and without spaces between the letters and periods: B.A.; M.S.; Ph.D.; M.B.A.; J.D.; M.D. Set off an abbreviated degree with commas after a full name: Mary Jones, Ph.D., spoke. Refer to a person with a doctoral degree as Dr. on first reference only: Dr. Jane Smith spoke (first reference). Smith spoke (all other references).

ADDRESS

In the inside address of a letter, spell out such words as street, road, or drive, as well as North, East, South, or West. Also spell out the names of states. Note that Tech post office boxes are unique to Ruston, therefore the use of "Tech Station" or "T.S." is unnecessary.

Address Example:

Louisiana Tech University
P.O. Box 3178
Ruston, Louisiana 71272-0001

AGES

Always use numerical figures.

ALUMNAE/I

Use alumna when referring to one female graduate (alumnae in the plural), and alumnus for one male graduate (alumni in the plural). Use alumni when referring to a group of men and women.

AMONG/BETWEEN

Among implies a relationship between more than two objects: *There is an academic code of honor among the students.* Between implies a relationship between two objects: *The College of Business divided the scholarship between John Smith and Jane Adams.*

AMPERSAND / AND

Use the ampersand (&) for "and" only as part of an official corporate name: Deloitte & Touche.

ANNUAL

Do not use the term "first annual." An event cannot be described as annual until it has been held in at least two successive years.

APOSTROPHE

Omit an apostrophe when referring to a decade as a single period of time. Omit an apostrophe if the decade is abbreviated. John attended college in the 50s. He taught in the 1920s.

CAPITALIZATION

Use uppercase for the proper names of Tech's academic colleges, schools, departments and offices. Use uppercase to specify programs: Tech's Professional Aviation program. Use lowercase when non-specific: the aviation program. Use lowercase for seasons of the year, except when referring to Tech's academic quarters: The program was held in the spring. The Fall Quarter begins in September. Use lowercase for first-year students (or freshmen), sophomores, juniors or seniors when referring to individuals. But capitalize names of organized entities: Class of 1920, the Senior Class. Use lowercase for majors and degrees, including graduate degrees: She is earning a master's degree in physics. She is a biomedical engineering major. Capitalize specific course titles only; do not use quotation marks: History of European Political Theory; a course in psychology. Capitalize University when referring directly to Louisiana Tech University: The University was awarded \$12 million by the state legislature to establish a research park.

COMPOSITION TITLES

Italicize the names of books, newspapers, journals, films, full-length plays, symphonies, operas, ships and airplanes. Use quotation marks around articles, poems, songs, one-act plays, television programs and sculptures.

COMPUTER TERMS

CD-ROM, database, download, email, home page, website, the Internet, online (no dash), World Wide Web or Web, not WWW.

CONTINUAL/CONTINUOUS

Continual means a steady repetition: The merger has been the source of continual litigation. Continuous means uninterrupted, steady, unbroken: All she saw ahead was a continuous stretch of road to Shreveport.

DATES

For days of the month, omit "rd," "th," "st," "nd."
The event is scheduled for August 6.

EMERITAE/I

Use *emerita* when referring to one female retired professor or trustee, and *emeritus* for one male retired professor or trustee. Use of the plural forms: *emeriti* when referring to males; *emeritae* (pronounced E-meri-tee) when referring to females; *emeritae/i* when referring to males and females.

HYPHENS

Hyphenate part time and full time only when used as adjectives: He is a part-time instructor in the English department. She works full time in the music department.

Don't hyphenate vice president (or any other compound titles) in any reference.

LOUISIANA TECH UNIVERSITY

In first reference always: Louisiana Tech University. Second reference: Louisiana Tech. Subsequent references: Louisiana Tech or Tech. (see abbreviations)

Accepted Usage:

Pronunciation - "LAH Tech"

Unaccepted Usage:

L.A. Tech

Pronunciation - "EL-AYE Tech"

MORE THAN/OVER

When referring to something that can be counted, use "more than" rather than "over." The word over generally refers to spatial relationships: More than 50 attended. The plane flew over Ruston.

NUMBERS/NUMERALS

Spell out one to nine; use numerals for 10 and above. Use numerals even for numbers below 10, when indicating the following: age, course credit hours, statistics, ratios, percentages and amounts of money. Use a comma after digits that signify thousands except when referring to temperature, year or SAT score: Tech enrolls more than 11,000 students.

PERCENT

Spell out percent in text, and always use numerals: Our retention rate is 85 percent.

PREFERRED SPELLINGS AND TERMS

advisor, not adviser

catalog, not catalogue or bulletin

coeducational, not co-educational

ensure, not insure (except for insurance)

health care (two words)

College of Business, not College of Administration and Business

Dogs, not 'Dawgs when referring to the Louisiana Tech Bulldogs

President Leslie K. Guice <or> Dr. Leslie K. Guice, president on first reference. Guice on subsequent references.

QUOTATION MARKS

Set periods and commas within quotation marks.

SPACING

Use single spaces between sentences or after colons. In printed material, one space is inserted between sentences.

TELEPHONE NUMBERS

(318) 257-1234

1-800-LATECH-1

TIME

Use lowercase letters and periods to designate morning or afternoon: 8 a.m., 2 p.m.

TITLES

Capitalize titles when they appear before a name. Don't capitalize titles that follow a name. Use lowercase letters for unofficial titles preceding a name: The exhibit featured artist Mary Smith. Use lowercase letters when titles are used without the name: For information, see the registrar. A professor of history will be in attendance.

Louisiana Tech University Mission Statement

As a selective-admissions, comprehensive public university, Louisiana Tech is committed to quality in teaching, research, creative activity, public service, and economic development. Louisiana Tech maintains as its highest priority the education and development of its students in a challenging, yet safe and supportive, community of learners. Louisiana Tech provides a technology-rich, interdisciplinary teaching, learning, and research environment to ensure student and faculty success.

University Communications Mission Statement

To provide opportunities for advancing Louisiana Tech University through the dissemination of timely and accurate information, and to act as a catalyst for communicating the strengths and contributions of the institution to internal and external audiences.