Identity Standards Manual

Department of Marketing and Public Relations
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One way to achieve broader awareness and comprehension of Louisiana Tech University, and to help distinguish Tech, is through consistent use of a distinct visual identity. The appearance of our publications, our correspondence, our signs, and the visual marks that we use all help shape attitudes about Louisiana Tech.

The Identity Standards Manual has been created to assist our constituents in communicating this consistent message and visual presentation of the University. This effort helps to ensure that the message being presented through our logos, word marks, and other graphical images is one of organizational strength and excellence.

I ask everyone who develops or uses materials that represent Louisiana Tech to cooperate in this effort to establish and maintain a consistent visual image for our University. The Department of Marketing and Public Relations is available to assist you in this area and to answer any questions you might have regarding the Identity Standards Manual.

Sincerely,

Daniel D. Reneau
President
Introduction

The visual presentation that Louisiana Tech University communicates to its stakeholders has been developed and refined over many years to ensure that the impact of its message is clear and consistent. The Marketing and Public Relations 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 and Quality Oversight

The Marketing and Public Relations 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 Marketing and Public Relations at:

Louisiana Tech University
Marketing and Public Relations
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 alcohol, drug or tobacco related products. The use of any Louisiana Tech logos or word marks for promotional or charitable purposes must be approved by the Marketing and Public Relations Department 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 Marketing and Public Relations 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

<table>
<thead>
<tr>
<th>Color Sample</th>
<th>Color Name</th>
<th>HEX Code</th>
<th>RGB Code</th>
<th>CMYK Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tech Red (official) – PMS 1797</td>
<td>#C31B23</td>
<td>195,27,35</td>
<td>0,100,99,5</td>
<td></td>
</tr>
<tr>
<td>Tech Blue (Reflex - official) – PMS 287</td>
<td>#002F8B</td>
<td>0,47,139</td>
<td>100,70,0,5</td>
<td></td>
</tr>
</tbody>
</table>

Hex and RGB codes are used for Web production and PowerPoint presentations. Use PMS spot color and CMYK codes for printing collateral material (posters, brochures, flyers, and such) and promotional specialty items. Due to newer printing methods, use these codes for a more accurate color match.

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 Marketing and Public Relations 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 work mark files are easily downloadable from the Department of Marketing and Public Relations webpage.

- 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 Marketing and Public Relations prior to being used.

**Samples of Approved State-and-T Logo**

![Samples of Approved State-and-T Logo](image)

College-specific State-&-T logo

**Samples of Approved Word Mark**

![Samples of Approved Word Mark](image)

Two-Color

One-Color
Samples of Approved Logo with Word Mark

The T-and-state 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 T-and-state 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 1/4 inches. The minimum diameter of the T-and-state depends on the medium and its usage. The minimum width of the word mark with the T-and-state is 2 1/2 inches (with the exception of business cards).
**Athletics Logos and Work 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 Marketing and Public Relations. 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)](image1)

![Bulldog Logo](image2)

![Lady Techsters Word Mark](image3)

![Lady Techsters Word Mark (Horizontal)](image4)

**IMPORTANT** - The term LA Tech is only permitted when referring to athletics. It may not be used when referring to academics. LA Tech can only be used in font and word mark shown above. No other interpretation or font is acceptable.
**Samples of Unacceptable Logos**

- Vertically Stretched
- Horizontally Stretched
- Incorrect State-&-T
- "T" placed directly on state

- Blue "T" - Red State
- Tech logo as part of another logo
- Changing verbiage of word mark

- 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 T-and-state logo are not to be used together.

The minimum diameter for the seal is ¾ 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 materials should be used according to the guidelines in the following section.

Accepted Usage:
- Louisiana Tech University
- Louisiana Tech
- Tech
- Bulldogs
- Dawgs
- Lady Techsters
- LA Tech (athletics only)

Unacceptable Usage:
- La (LA) Tech University
- La Tech (using lowercase ‘a’)
- Tech University
- Louisiana Polytechnic Institute
- Louisiana Technical University
- Louisiana Technical College
- Louisiana Technical
- La (LA) Technical
- LT University
- LTU
- Techsters (w/o Lady)
- Lady Bulldogs
Letterhead and Business Cards

University stationery sends a powerful visual message about the writer and the institution. A consistent visual image provided by the T-and-state logo is needed to project institutional unity. An example of stationery using the word mark and logo is shown below. The Marketing Team 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.
University envelopes in various sizes are printed with the word mark in a one- or two-color standard. (A one-color envelope is set in blue or black). Other information in the envelope return address should be patterned after the companion stationery.

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. On Tech business cards, the T-and-state logo and word mark must be used as a unit. Business cards can be set horizontally or vertically.

Louisiana 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. The secure online ordering process requires a user ID and password which can be obtained by contacting the Department of Marketing and Public Relations at 257-4854. It also requires payment with a Louisiana “La Carte” Purchasing Card or a personal credit card.
To start the electronic ordering process:

- Contact Department of Marketing and Public Relations for user ID and password.
- Go to http://www.latech.edu/faculty-staff/
- Click on the “Order Business Cards” link. You will find detailed instructions for ordering, as well as frequently asked questions.
- Fill in required information to place your order (or group of orders).

Contact the Marketing and Public Relations department at 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 T-and-state logo with the wordmark or the T-and-state by itself.

ON PUBLICATIONS
The wordmark and T-and-state logo must appear prominently on all university publications, although not necessarily as the predominant design element. The wordmark and the T-and-state 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 Marketing and Public Relations 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 (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 and (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: Louisiana Tech University awarded degrees to graduates of the College of Engineering and Science. 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 decase 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, E-mail or e-mail, home page, Web site, 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 the plural forms: emeriti when referring to males; emeritae (pronounced E-meri-tee) when referring to females; and 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)

**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: 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
Dawgs, not 'Dawgs when referring to the Louisiana Tech Bulldogs
President Daniel D. Reneau <or> Dr. Daniel D. Reneau, president on first reference. Reneau 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.