Southern University
Agricultural Research &
Extension Center *and the*
College of Agricultural,
Human & Environmental Sciences

Brand
Identity
STYLE GUIDE

Intro

The Southern University Agricultural Research and Extension Center's Office of Communications, Technology and Advancement has developed this Brand Identity Style Guide for the faculty and staff of the SU Ag Center and the College of Agricultural, Human and Environmental Sciences.

Our primary focus with this guide is to provide University-specific information such as the official SU Ag Center and College of Ag colors, brand applications, video, social media, HelpDesk, and web guidelines.

Our goal is to present a consistent and high-quality standard that appropriately reflects the SU Ag Center and College of Ag standard of excellence. We encourage faculty and staff to become familiar with these guidelines and to use them whenever possible. When executed well, branding can tell the story of an institution without the use of words. It serves as a visual representation of the soul and spirit of our university, helping to showcase our character and core values to a growing audience. The more consistent brand, the greater its power.

We offer you this manual to be used both as a helpful reference guide and practical tool for unifying and building the the SU Ag Center and College of Ag brand moving forward. We urge you to follow it closely and if there are questions, please contact the Office of Communications, Technology and Advancement.

Institutional
Branding

What is a Brand?

NAME   **TERM**   **SIGN**   **SYMBOL**   **DESIGN**

A brand is a name, term, sign, symbol or design that identifies goods or services of a seller or sellers to distinguish them from their competitors.

Institutional branding is the marketing practice of shaping the perception of the college. Institutions use elements like logos, colors, and voice to influence experiences. Perception is also influenced by interactions both online and in-person. Students invest time researching a college's principles and behavior; therefore, a strong brand ensures one cohesive message/identity that is shared across all mediums.

Why is Instutional Branding Important?

College branding can deepen relationships with current students and alumni. A well-developed brand will:

• **Elevate recognition**
• **Gain a competitive edge**
• **Develop loyalty**
• **Build trust**
• **Spark deeper emotional connections**
• **Enhance credibility**

Institutional Branding

Build a Compelling College Brand

Integrate mission with messaging: The mission statement and values are the foundation of the brand. The mission establishes the brand's identity.

Develop strategic value propositions: This can strengthen branding by emphasizing a program's unique offerings. These propositions are research-based and tailored to students' needs, interests and preferences.

Establish a distinctive voice and tone: A strong, consistent voice helps distinguish the brand and form an impression. Voice and tone can shape a brand by impacting how a college is perceived.

Create a strong visual identity: Logo and colors are the foundation of visual identity. Both should reflect overall brand personality and be easy to apply across various media.

Create a comprehensive style guide: A style guide helps ensure uniform branding. It provides resources to apply consistent branding practices.

Why is a Logo Important for Branding Purposes?

A logo is a graphic element that represents the brand, while a brand is a combination of all tangible and intangible aspects that represent the organization. The logo will most likely appear on the institution's website, social media, mobile apps, advertisements, commercials, billboards, brochures, stationery, packaging, apparel, facilities, and so on. But without the brand, the logo would not have a real meaning… it would just be a graphical element. So, why is a logo so important? It is important because:

It's part of the brand identity.

It creates consistency over different communication channels.

It fosters a professional image and raises expectations.

It will distinguish your brand from the competition.

It can facilitate an emotional connection with your stakeholders and boost brand loyalty.

Southern University Agricultural Research & Extension Center

and the

College of Agricultural, Human and Environmental Sciences

LOGOS

SU Ag Center
Logos

Logo Policy

There will be a uniform and consistent presentation of the Southern University Agricultural Research and Extension Center's (Southern University Ag Center) print and electronic publications, materials, and products for distribution both on and off campus. All materials and products prepared by the Office of Communications, Technology and Advancement or faculty and staff of Southern University Ag Center, will display the logo and identifier in accordance with the following procedures.

Usage & Procedures

The Southern University Agricultural Research and Extension Center's Office of Communications, Technology and Advancement is responsible for assisting faculty and staff in using the Center's logos. The logo files can be requested via phone or through HelpDesk. Do not alter the logo type or rearrange any of the elements. Be sure that the logo is always crisply reproduced from authorized proofs provided.

1. *The logo must include all elements, the border, trademark symbol, text and logo type.*

2. *Keep the logo proportionate when re-sizing it to fit your needs, keep its horizontal and vertical proportions intact. Do not distort it. If so, it's not the official logo.*

Any questions concerning usage should be directed to the Creative Specialist/Graphic & Digital Designer or by emailing at communcations@suagcenter.com.

Tag Name

We are the Southern University Ag Center, while our official name is the Southern University Agricultural Research and Extension Center and we operate through the Louisiana Cooperative Extension Service and Southern University and A&M College System. We intend to project a single, unified image and identity. That means identifying our people and our programs as being from the Southern University Ag Center in all public references. Write Ag Center separately as two words:

Correct way: **SU Ag Center**   ✓
Incorrect way: **SU AgCenter**   ✗

SU Ag Center
Logos

Primary Logo Fonts

- The "SU" is set in:
  ### Gill Sans MT Condensed

- The words "Ag" and "Center" are set in:
  ### *Vladimir Script*

- The words "Southern University" and the words "Research & Extension Center" are set in:
  ### Futura T Book

- The word "Agricultural" is set in:
  ### Century School Book

SOUTHERN UNIVERSITY
AGRICULTURAL
RESEARCH & EXTENSION
C E N T E R
™

Colors

Navy
C:100 M:85 Y:33 K:21
R:27 G:57 B:103
#1b3967

Gold
C:0 M:28 Y:76 K:0
R:253 G:190 B:87
#fdbe57

Secondary Logo

SU Ag Center
Logos

Color Options

Full Color

Grayscale
(Use on black and white documents)

White Against Dark Backgrounds
(Use on top of a solid color that contrasts well with white)

SU Ag Center
Logos

Sub-branding is an important element of maintaining uniformity across multiple departments to ensure consistency and quality.

Primary Signature/Department Unit Logo Examples *(Vertical & Horizontal)*

SU Ag Center
Logos

Sub-branding is an important element of maintaining uniformity across multiple departments to ensure consistency and quality.

Primary Signature/Department Unit Logo Examples (Vertical & Horizontal)

SU Ag Center
Logos

Sub-branding is an important element of maintaining uniformity across multiple departments to ensure consistency and quality.

Primary Signature/Department Unit Logo Examples *(Vertical & Horizontal)*

SU Ag Center
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Sub-branding is an important element of maintaining uniformity across multiple departments to ensure consistency and quality.

Primary Signature/Department Unit Logo Examples *(Vertical & Horizontal)*

SU Ag Center
Logos

Secondary Signature/Department Unit Logo Examples (Vertical & Horizontal)

SU Ag Center
Logos

Sub-branding is an important element of maintaining uniformity across multiple departments to ensure consistency and quality.

Secondary Signature/Department Unit Logo Examples *(Vertical & Horizontal)*

SU Ag Center
Logos

Sub-branding is an important element of maintaining uniformity across multiple departments to ensure consistency and quality.

Secondary Signature/Department Unit Logo Examples (Vertical & Horizontal)

SU Ag Center
Logos

Sub-branding is an important element of maintaining uniformity across multiple departments to ensure consistency and quality.

Secondary Signature/Department Unit Logo Examples *(Vertical & Horizontal)*

SU College of Ag
Logos

Tag Name

There will be a uniform and consistent presentation of the Southern University College of Agricultural, Human and Environmental Sciences (Southern University College of Ag) print and electronic publications, materials, and products for distribution both on and off campus. All materials and products prepared by the Office of Communications, Technology and Advancement or faculty and staff of Southern University College of Ag, will display the logo and identifier in accordance with the following procedures.

Usage & Procedures

The Southern University Agricultural Research and Extension Center's Office of Communications, Technology and Advancement is responsible for assisting faculty and staff in using the College's logos. The logo files can be requested via phone or through HelpDesk. Do not alter the logo type or rearrange any of the elements. Be sure that the logo is always crisply reproduced from authorized proofs provided.

1. The logo must include all elements, the border, trademark symbol, text and logo type.

2. Keep the logo proportionate when re-sizing it to fit your needs, keep its horizontal and vertical proportions intact. Do not distort it. If so, it's not the official logo.

3. The College of Agricultural, Human and Environmental Sciences logo's purpose is to display a sleek and appealing design that encompasses the relevance and progression of the College.

4. Being aware of agriculture stereotypes, the College of Ag has made it a point to include research, technology and STEM when marketing to new generations.

5. The College of Ag has elected to allow the SU System color palette to stand dominant.

Any questions concerning usage should be directed to the Creative Specialist/Graphic & Digital Designer or by emailing at communcations@suagcenter.com.

Hashtag

SU College of Ag
Logos

Primary Logo Fonts

- The "SU" is from the interlocking "SU" logo used as the official logo for all outgoing communication for Southern University on printed material including letter stationery, business cards, and envelopes. Interlocking "SU" logo is designed to stand alone without any other text.

- The word "Ag" is set in:

Vladimir Script

- The words "Southern University Agricultural" are set in:

Mr Eaves Mod OT - Heavy

Secondary Logo

Colors

Columbia Blue (PMS 292)	Gold (PMS 123)	Navy (PMS 2965)
C:59 M:11 Y:0 K:0	C:0 M:19 Y:89 K:0	C:100 M:63 Y:16 K:78
R:87 G:183 B:231	R:255 G:205 B:52	R:0 G:21 B:56
#57b7e7	#ffcd34	#001538

SU College of Ag
Logos

Color Options

Full Color

Grayscale
(Use on black and white documents)

White Against Dark Backgrounds
(Use on top of a solid color that contrasts well with white)

COLLEGE OF
Agricultural, Human and Environmental Sciences

COLLEGE OF
Agricultural, Human and Environmental Sciences

COLLEGE OF
Agricultural, Human and Environmental Sciences

SU College of Ag
Logos

Sub-branding is an important element of maintaining uniformity across multiple departments to ensure consistency and quality.

Primary Signature/Department Unit Logo Examples *(Vertical & Horizontal)*

Department of
Agricultural Sciences

Department of
AGRICULTURAL SCIENCES

Department of
Agricultural Sciences
Agricultural Economics Program

Department of
AGRICULTURAL SCIENCES
Agricultural Economics Program

Department of
Agricultural Sciences
Agricultural Business Program

Department of
AGRICULTURAL SCIENCES
Agricultural Business Program

Department of
Agricultural Sciences
Animal Sciences Program

Department of
AGRICULTURAL SCIENCES
Animal Sciences Program

Department of
Agricultural Sciences
Plant and Soil Sciences Program

Department of
AGRICULTURAL SCIENCES
Plant and Soil Sciences Program

Department of
Agricultural Sciences
Pre-Veterinary Sciences Program

Department of
AGRICULTURAL SCIENCES
Pre-Veterinary Sciences Program

Department of
Agricultural Sciences
Sustainable Agriculture Program

Department of
AGRICULTURAL SCIENCES
Sustainable Agriculture Program

Department of
Family & Consumer Sciences

Department of
FAMILY & CONSUMER SCIENCES

SU College of Ag
Logos

Sub-branding is an important element of maintaining uniformity across multiple departments to ensure consistency and quality.

Primary Signature/Department Unit Logo Examples *(Vertical & Horizontal)*

Department of
Family & Consumer Sciences
Apparel, Merchandising & Textiles Program

Department of
FAMILY & CONSUMER SCIENCES
Apparel, Merchandising & Textiles Program

Department of
Family & Consumer Sciences
Child Development & Family Life Program

Department of
FAMILY & CONSUMER SCIENCES
Child Development & Family Life Program

Department of
Family & Consumer Sciences
Human Nutrition & Food Program

Department of
FAMILY & CONSUMER SCIENCES
Human Nutrition & Food Program

Department of
Urban Foresty & Natural Resources

Department of
URBAN FORESTRY & NATURAL RESOURCES

Department of
Urban Foresty & Natural Resources
Environmental Studies Program

Department of
URBAN FORESTRY & NATURAL RESOURCES
Environmental Studies Program

Department of
Urban Foresty & Natural Resources
Urban Forestry Program

Department of
URBAN FORESTRY & NATURAL RESOURCES
Urban Forestry Program

Department of
Urban Foresty & Natural Resources
Geo-Spatial Technologies Program

Department of
URBAN FORESTRY & NATURAL RESOURCES
Geo-Spatial Technologies Program

Department of
Urban Foresty & Natural Resources
Natural Resources Program

Department of
URBAN FORESTRY & NATURAL RESOURCES
Natural Resources Program

Logos

Sub-branding is an important element of maintaining uniformity across multiple departments to ensure consistency and quality.

Primary Signature/Department Unit Logo Examples *(Vertical & Horizontal)*

SU College of Ag
Logos

Sub-branding is an important element of maintaining uniformity across multiple departments to ensure consistency and quality.

Secondary Signature/Department Unit Logo Examples *(Vertical & Horizontal)*

SU Ag College of Ag
Department of
Agricultural Sciences

SU Ag
College of Agricultural, Human and Environmental Sciences
Department of
Agricultural Sciences

SU Ag College of Ag
Department of
Agricultural Sciences
Agricultural Economics Program

SU Ag
College of Agricultural, Human and Environmental Sciences
Department of
Agricultural Sciences
Agricultural Economics Program

SU Ag College of Ag
Department of
Agricultural Sciences
Agricultural Business Program

SU Ag
College of Agricultural, Human and Environmental Sciences
Department of
Agricultural Sciences
Agricultural Business Program

SU Ag College of Ag
Department of
Agricultural Sciences
Animal Sciences Program

SU Ag
College of Agricultural, Human and Environmental Sciences
Department of
Agricultural Sciences
Animal Sciences Program

SU Ag College of Ag
Department of
Agricultural Sciences
Plant and Soil Sciences Program

SU Ag
College of Agricultural, Human and Environmental Sciences
Department of
Agricultural Sciences
Plant and Soil Sciences Program

SU Ag College of Ag
Department of
Agricultural Sciences
Pre-Veterinary Sciences Program

SU Ag
College of Agricultural, Human and Environmental Sciences
Department of
Agricultural Sciences
Pre-Veterinary Sciences Program

SU Ag College of Ag
Department of
Agricultural Sciences
Sustainable Agriculture Program

SU Ag
College of Agricultural, Human and Environmental Sciences
Department of
Agricultural Sciences
Sustainable Agriculture Program

SU Ag College of Ag
Department of
Family & Consumer Sciences

SU Ag
College of Agricultural, Human and Environmental Sciences
Department of
Family & Consumer Sciences

SU College of Ag

Logos

Sub-branding is an important element of maintaining uniformity across multiple departments to ensure consistency and quality.
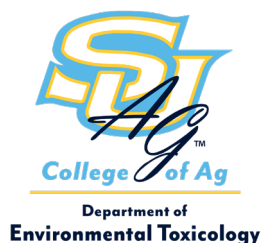
Secondary Signature/Department Unit Logo Examples *(Vertical & Horizontal)*

Department of
Family & Consumer Sciences
Apparel, Merchandising & Textiles Program

College of Agricultural, Human and Environmental Sciences
Department of
Family & Consumer Sciences
Apparel, Merchandising & Textiles Program

Department of
Family & Consumer Sciences
Child Development & Family Life Program

College of Agricultural, Human and Environmental Sciences
Department of
Family & Consumer Sciences
Child Development & Family Life Program

Department of
Family & Consumer Sciences
Human Nutrition & Food Program

College of Agricultural, Human and Environmental Sciences
Department of
Family & Consumer Sciences
Human Nutrition & Food Program

Department of
Urban Foresty & Natural Resources

College of Agricultural, Human and Environmental Sciences
Department of
Urban Foresty & Natural Resources

Department of
Urban Foresty & Natural Resources
Environmental Studies Program

College of Agricultural, Human and Environmental Sciences
Department of
Urban Foresty & Natural Resources
Environmental Studies Program

Department of
Urban Foresty & Natural Resources
Urban Forestry Program

College of Agricultural, Human and Environmental Sciences
Department of
Urban Foresty & Natural Resources
Urban Forestry Program

Department of
Urban Foresty & Natural Resources
Geo-Spatial Technologies Program

College of Agricultural, Human and Environmental Sciences
Department of
Urban Foresty & Natural Resources
Geo-Spatial Technologies Program

Department of
Urban Foresty & Natural Resources
Natural Resources Program

College of Agricultural, Human and Environmental Sciences
Department of
Urban Foresty & Natural Resources
Natural Resources Program

Logos

Sub-branding is an important element of maintaining uniformity across multiple departments to ensure consistency and quality.

Secondary Signature/Department Unit Logo Examples *(Vertical & Horizontal)*

Special Initiative
Logos

Special Initiative Logos are custom designed for the branding of annual conferences, federal funded programs, and other special initiative programs/clubs. These logos MUST be used in conjunction with the SU Ag Center and the College of Ag official logos on all advertisements.

SU Ag Center Special Initiative Logo Examples

SU College of Ag Special Initiative Logo Examples

File Formats for Logos

File Formats for Print Production & Digital Usage

PDF – Portable Document Format

PDF is a versatile file format created by Adobe that gives people an easy, reliable way to present and exchange documents, regardless of their software, hardware, or operating systems. They can be edited/viewed with the Adobe Acrobat software. It is by far the best universal tool for sharing graphics. PDF files may contain a variety of content besides flat text, graphics, interactive elements such as form-fields, layers and rich media.

EPS – Encapsulated Postscript

EPS is a file in vector format that has been designed to produce high-resolution graphics for print. It can be used to open vector-based artwork indesign software. PostScript printers and image setters typically use EPS to produce vast, detailed images — such as billboard advertising, large posters, and attention-grabbing marketing collateral.

JPEG (or JPG) - Joint Photographic Experts Group

A JPEG file supports up to 24-bit color and uses lossy compression to compress images for more convenient storage and sending. This may make JPEGs better for web publishing and other digital use. Photographers tend to shoot in a raw format, but then save their photos in JPEG formats. The smaller size opens faster on most browsers (including mobile) without sacrificing too much quality.

PNG – Portable Network Graphics

PNGs are ideal for interactive documents such as web projects. It allows saving your image with more colors on a transparent or semi-transparent backgrounds. PNG files, can handle 16 million colors.

Lauryn Jackson
Electronic Content Development
Communications Specialist

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Follow Us: @suagcenter
www.suagcenter

Southern University Agricultural
Research & Extension Center
and the
College of Agricultural, Human
and Environmental Sciences

STATIONARY

Stationary Design
Standards

Business Cards

All business cards are designed **ONLY** by the Office of Communications, Technology and Advancement. Business card designs can be requested by submitting a HelpDesk ticket.

Letterhead & Envelopes

All individual departments within the Southern University Agricultural Research and Extension Center and the College of Agricultural, Human and Environmental Sciences are required to use the primary secondary logo or department unit wordmark/logo which must be placed on the top corner of letterheads and/or envelopes. The Chancellor-Dean's executive office has a distinct letterhead that is similar to the primaryversion. All templates will be provided by the SU Ag Center's Office of Communications, Technology and Advancement.

PowerPoint Templates

Power Point templates are provided on the SU Ag Center's Office of Communications, Technology and Advancement webpage for faculty, staff and students who are preparing presentations for conferences, meetings, etc. The templates will provide the official logos and colors for the SU Ag Center and the College of Ag.

News Releases

The the SU Ag Center and the College of Ag official news release stationery is restricted for use **ONLY** by the SU Ag Center's Office of Communications, Technology and Advancement.

Southern University
Agricultural Research
and Extension Center

Jane Doe
P.O. Box 10010
Baton Rouge, LA 70813

COLLEGE OF
Agricultural, Human and
Environmental Sciences

Jane Doe
P.O. Box 10010
Baton Rouge, LA 70813

Brian K. Phillips, Ph.D.
Associate Specialist
Small Farms, ANR
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Baton Rouge, LA 70813
Phone: (225) 771-3522
Email: brian_phillips@suagcenter.com
www.suagcenter.com

Letterhead
Stationary

College of Agricultural, Human and Environmental Sciences

Office of Academic & Student Support Services

P.O. Box 10010, Baton Rouge, LA 70813
Pinkie Thrift Hall, Room 151
Ph: (225) 000-0000
Email: growjags@subr.edu
Website: www.suagcenter.com

Date: Wednesday, June 28, 2023
To: Jane Doe
From: John Doe, Student Support Coordinator/Research Associate
Subject: Subject of letter goes here

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tinciduntut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tinciduntut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tinciduntut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tinciduntut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tinciduntut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tinciduntut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tinciduntut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Sincerely,

Keandrys M. Dalton
Student Support Coordinator/Research Associate

PowerPoint
Templates
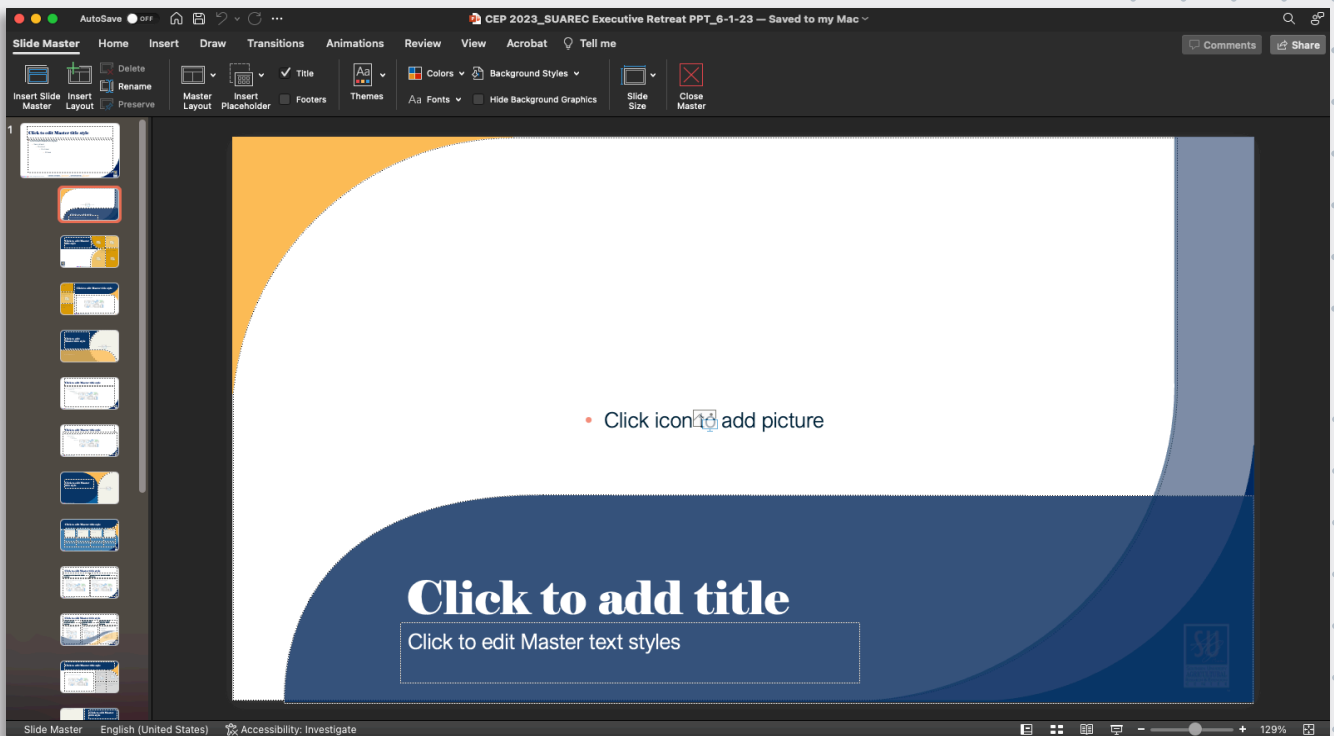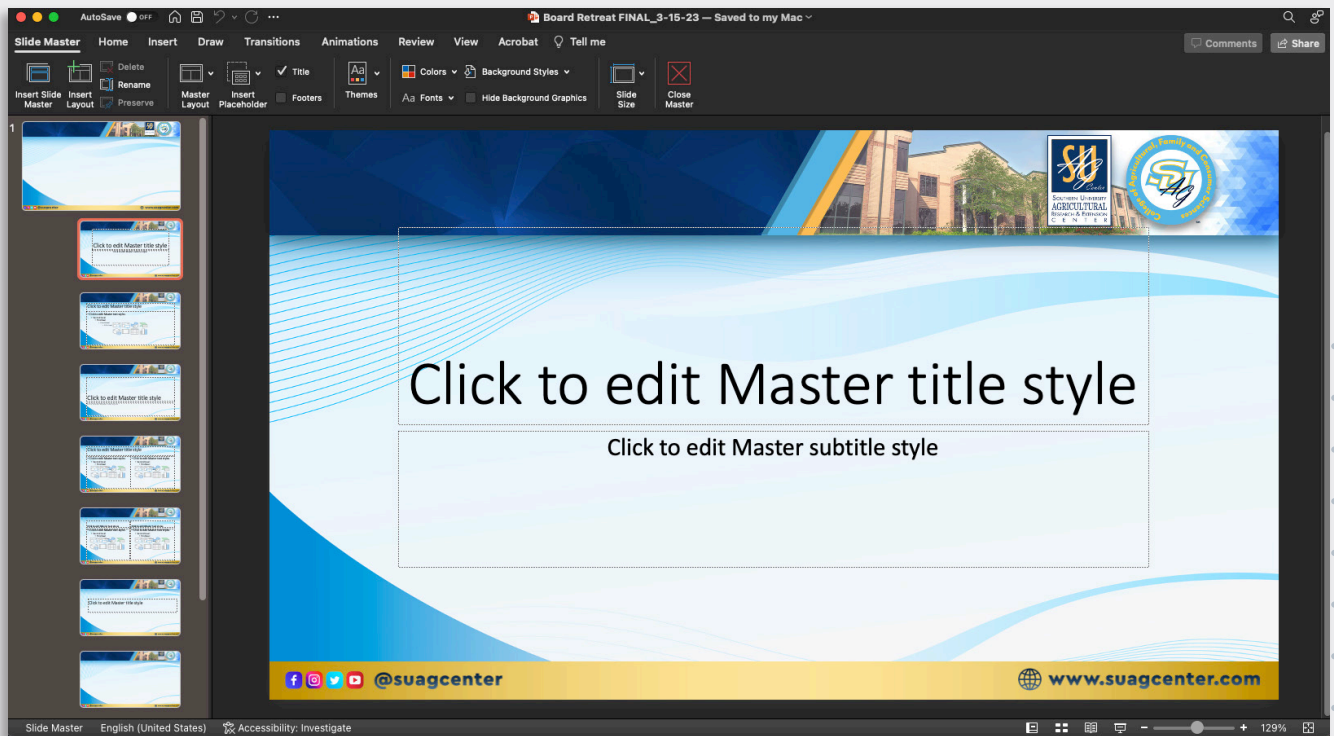
Southern University Agricultural Research & Extension Center

and the

College of Agricultural, Human and Environmental Sciences

Graphic Design &
ADVERTISING

Graphic Design &
Advertising

Policy

All flyers, brochures, publications, fact sheets, infographic sheets, agendas, invitations, folders, forms, banners, yard signs, billboards, digital ads, and other advertising designs for the Southern University Agricultural Research and Extension Center and the College of Agricultural, Human and Environmental Sciences must be designed or approved by SU Ag Center's Office of Communications, Technology and Advancement before releasing for advertisement on social media platforms and print material.

If there are special elements requested to be used in the design (such as logos, photos, or any artwork or graphics), please provide those items along with any other ideas. In order to deliver the best possible quality, please provide clean, readable graphics and original photos whenever feasible. The Creative Specialist/Graphic & Digital Designer can build on these ideas or come up with a whole new concept.

When submitting images or photographs to the Office of Communications, Technology and Advancement for publication, all images must be sent at the highest quality resolution.

- **Print Material: 300-600 dpi**
- **Web & Social Media: 72-150 dpi**
- **Largest possible file sizes produce best results.**
- **Photos not meeting content/technical guidelines will not be used.**

Disclaimer

The SU Ag Center's disclaimer (along with official logos) must be placed on advertising, editorial, web, and other print material.

"Southern University Agricultural Research and Extension Center and the College of Agricultural, Human and Environmental Sciences is an entity of the Southern University System, Orlando F. McMeans, Chancellor-Dean, Dennis J. Shields, System President, Myron K. Lawson, Chairman, Board of Supervisors. It is issued in furtherance of the Cooperative Extension Work Act of December 1971, in cooperation with the U. S. Department of Agriculture. All educational programs conducted by the Southern University Agricultural Research and Extension Center and the College of Agricultural, Human and Environmental Sciences are provided to people of all ages regardless of race, national origin, or disability."

(This disclaimer changes over time and will have to be updated periodically.)

Requesting Design
Services

How to Submit a Request for Design Services

To submit a request for design services, either email **helpdesk@suagcenter.com** or visit **https://helpdesk.suagcenter.com** to submit your request through the web portal.

If submitting through email, use the name of the request as the subject and include your request's details in the email's body.

Your project will be assigned an official job number and everything that is received pertaining to that project will be placed in a folder. The job folder has been designed to write or type all pertinent information on the outside along with a place for additional comments to keep track of progress.

1. All major artwork must be approved and cleared through the appropriate Vice-Chancellor and then through the Office of Communications, Technology and Advancement.

2. All major publications created by the Office of Communications, Technology and Advancement will be assigned an official job number.

3. Please submit your HelpDesk ticket for design services two weeks prior to the date of the event. This will give enough time for designing, proofing, editing, and advertising on the web and social media platforms before the event takes place.

4. All designs will receive at least three guaranteed revisions. Sending multiple revisions after the third update, may result in the artwork being delayed or placed after other tickets. Please locate all revisions and combine them in the three guaranteed proofs. Not adhering to rules may force the consequnece of having to submit a new ticket for that particular job.

Whether recruiting students, providing information about programs or services, recognizing high achievers and program supporters, or simply inviting participants to share in a center-related event, the communications team will help you find the best ways to present your educational program for ultimate impact. The goal is to produce publications and media promotions that are of the highe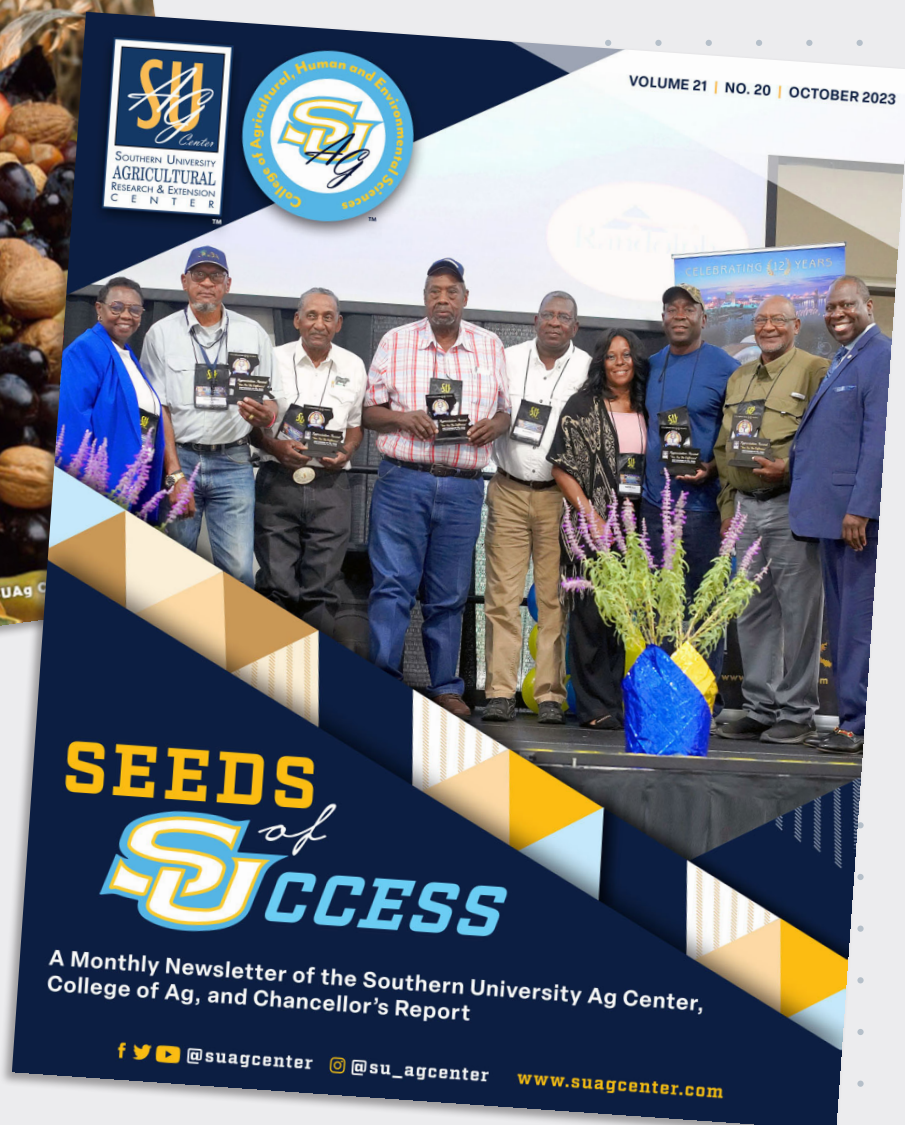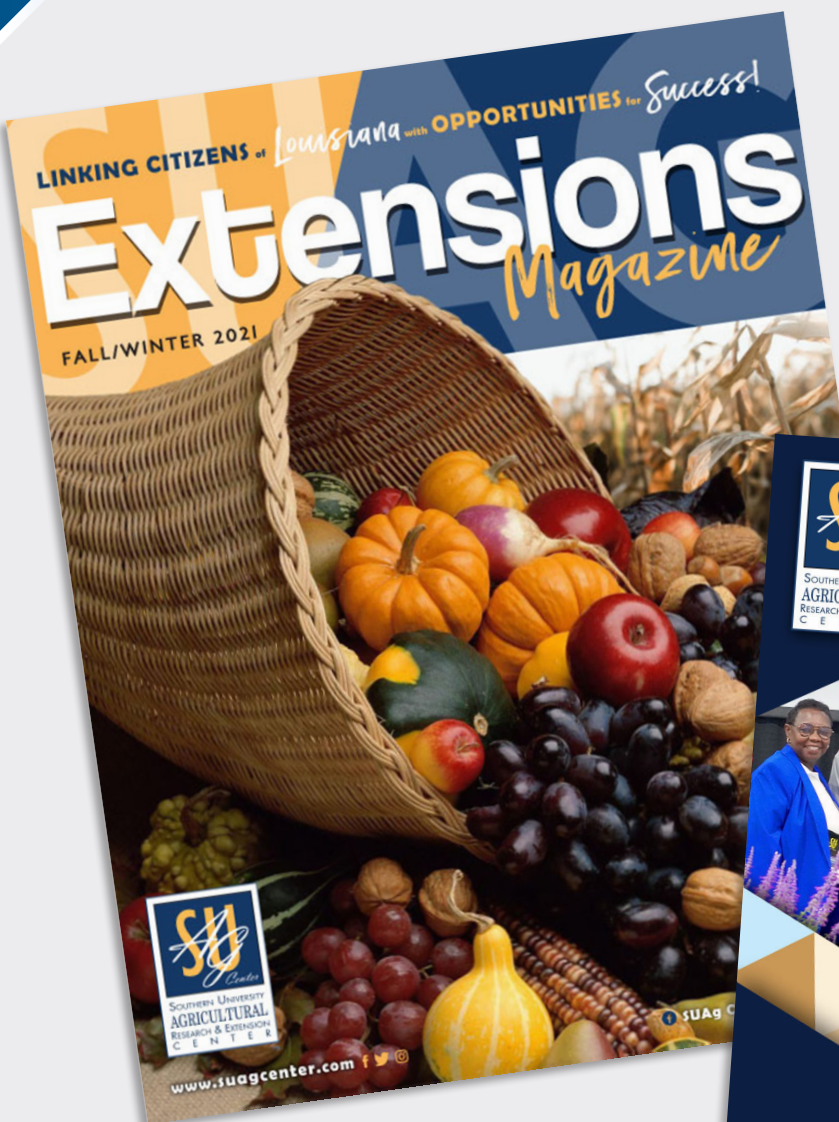st quality and remain consistent with the branding standards of the Southern University Agricultural Research and Extension Center and the College of Agricultural, Human and Environmental Sciences.

Print Production Procedures

For All Forms of Artwork

Based on the initial planning meeting, the Creative Specialist/Graphic & Digital Designer, will start by generating printer specifications, which involves identifying the quantity needed, the dimensions or size of the piece, selection of paper and ink colors, the number of pages (if it is in booklet form), and determining what additional services will be required from the vendor. Once this information is compiled, a quote will be obtained for the cost of production. This is standard procedure when making any purchase.

Once the client has received the quote(s), it is then the client's responsibility to prepare a requisition for obtaining the purchase order. Jobs will not be released to the vendor without the proper paper work and final approval by the requested client.

During the design and production phases, artwork can take anywhere from two-four weeks to produce. This time frame includes the editing and concept stages through the actual delivery of the final printed piece. Once the job has been designed and edited, a mockup, or draft will be presented to the client for review. If there are any changes, the client will check and sign in the appropriate place and revisions will be made. The client will be presented with a final draft for approval. If there are no corrections or changes, the client will sign off giving approval to proceed with the print production.

Once the job is submitted to the vendor, the designer will closely monitor the final stages from blue-line proofs, to press checks to the final delivery of the job. A Portable Document Format (PDF) will be generated for archival, email, or web publishing.

Flyers for
Advertising

LOGO

LOGO

DISCLAIMER

f 🐦 📷 *@sucollegeofag* • • • CONNECT WITH US • • • *www.suagcenter.com*

Publicatons for
Advertising

Banners for
Advertising

Brochures for
Advertising

Yard Signs for
Advertising

Fact & Infographic Sheets for
Advertising

Dietary Supplements

WHAT IS A DIETARY SUPPLEMENT?

A dietary supplement is a product *(other than tobacco)* that...

- is intended to supplement the diet;
- contains one or more dietary ingredients *(including vitamins; minerals; herbs or other botanicals; amino acids; and other substances)* or their constituents;
- is intended to be taken by mouth such as a pill, capsule, tablet, or liquid.

EFFECTIVENESS

Some dietary supplements can help us get adequate amounts of essential nutrients if we don't eat nutritious foods. However, supplements can't take the place of the variety of foods that are important to a healthy diet. To learn more about what makes a healthy diet, the Dietary Guidelines for Americans and ChooseMyPlate are good sources of information.

Some dietary supplements can

improve overall health and help manage some health conditions. For example:

- Calcium and vita help keep bones and reduce bone
- Folic acid decreas the risk of certai defects.
- Omega-3 fatty ac from fish oils mig help some people with heart disease.

Healthy **LIVING.** *Healthy* **C**

f ⊙ 𝕏 **@suagnutrition** • •• CONNECT WITH

ENHANCING CAPACITY OF
Louisiana's Small Farms & Businesses

CERTIFICATION PROGRAMS

The Enhancing Capacity of Louisiana's Small Farms and Businesses is an Agricultural Education Technical Assistance certification training program offered by the Southern University Agricultural Research and Extension Center. The program is free of charge to Louisiana residents. We provide face-to-face and virtual science-based training and education to individuals, small businesses, and communities through the Master Small Ruminant, Food Safety Modernization, Sustainable Agriculture, or Small Business Development Training Programs.

18 TEAM MEMBERS

EDUCATED OVER 2,500 PARTICIPANTS

SERVED 35 PARISHES

CONDUCTED 17 ONSITE SESSIONS

CONDUCTED 24 VIRTUAL SESSIONS

24 VIRTUAL GRADUATIONS

17 ONSITE GRADUATIONS

Enhancing Capacity of Louisiana's Small Farms and Businesses

Billboards for
Advertising

Southern University Agricultural Research & Extension Center

and the

College of Agricultural, Human and Environmental Sciences

Apparel & Promotional
SIGNAGE

Apparel & Promotional
Signage

All department shirts/polos, hats, sweats, totes, backpacks, kitchen tools, water bottles, mugs, and other promotional items for the Southern University Agricultural Research and Extension Center and the College of Agricultural, Human and Environmental Sciences must be approved by SU Ag Center's Office of Communications, Technology and Advancement before sending a request to vendors for mass production. Silk screening, embroidery or vinyl applications will require Adobe Illustrator or EPS vector files to be supplied to the vendor. Please contact the SU Ag Center's Office of Communications, Technology and Advancement to obtain these files.

Southern University Agricultural Research & Extension Center

and the

College of Agricultural, Human and Environmental Sciences

Video
PRODUCTION

Video
Production

The SU Ag Center's Office of Communications, Technology and Advancement can help:

1. Edit, write/rewrite copy or video scripts
2. Provide video or photographs
3. Make photo suggestions
4. Design and layout material
5. Develop public service announcements
6. Edit video production
7. Monitor the progression of the project from conception to delivery
8. Plan and complete promotional campaigns *(including newspaper ads, outdoor signs, and billboards, radio and TV spots)* for special events, programs, or media interviews.

Each video production project will be assigned an official job number and folder to hold drafts and correspondence pertaining to the project. The job folder has been designed to write or type all pertinent information on the outside along with a place for additional comments to keep track of progress.

Studio & Equipment Rules:

1. Studio facilities and production equipment are available Monday-Thursday, 8:00AM-5:00PM.

2. All equipment and studio facilities must be reserved at least two weeks in advance by completing a reservation form and obtaining approval from the Facilities Coordinator and the Office of Communications, Technology and Advancement.

3. Requests for production time will be made using the reservation form provided by the Facility Coordinator and/or OTCA. Production time is logged into the master schedule and is subject to the and regulations developed by the SU Ag Center.

4. Video production personnel for the SU Ag Center must be present at the beginning and end of studio session. Those persons requesting the studio facility, must be finished by the designated time or opt to re-schedule the facilities for a later date. (NO EXCEPTIONS).

Only people directly involved in the studio production are allowed in the facility at any time; visits or tours by non-employees or those not involved with the production must be scheduled in advance at the discretion of the facility coordinator. NO FOOD OR DRINKS ARE ALLOWED in the PRODUCTION STUDIO or the CONTROL ROOM except for bottled water. No Exceptions!

Southern University Agricultural Research & Extension Center

and the

College of Agricultural, Human and Environmental Sciences

Social Media

ACCOUNTS

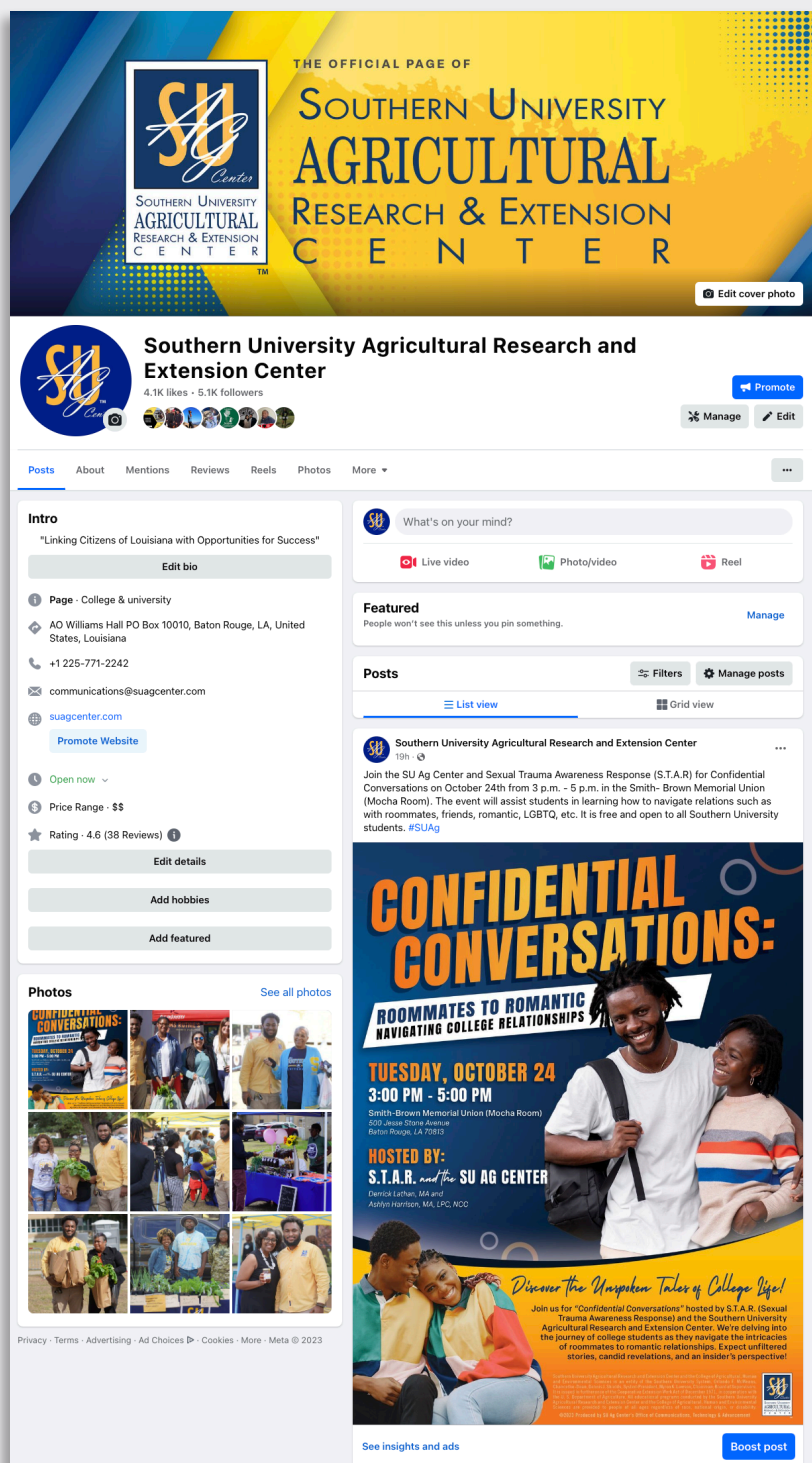# Social Media
Accounts

What is Social Media?

Social media is a general term used to reference sites and activity on sites like Facebook, Twitter, YouTube, or any other virtual hub where users interact. Other popular social media sites include Instagram, Tumblr, TikTok, Snapchat, LinkedIn, Wikipedia, WhatsApp, Reddit, Flickr, WordPress, FourSquare and the list grows daily.

Here at the Office of Communications, Technology and Advancement, we aim to "offer opportunities for learning, discovery and engagement." With this in mind, we encourage our employees to embrace social media sites as easy-access venues for streamlining processes and enriching communications and engagement.

While we are excited about these resources, we want to make sure that you - our social media users - are aware of your rights and boundaries.

Policy

This policy includes legal information you NEED to know, along with supplementary tips to aid your SUccess. Social media has given the Southern University Ag Center (SU Ag Center), the Southern University System (SUS) and its various campuses, colleges, and

Social Media
Accounts

departments the opportunity to use technology to network with several current and future clientele, i.e., students, faculty and staff, parents, alumni, clients, stakeholders, donors and supporters. The field of social media continues to grow, and because of this, it is imperative that we understand how to correctly and appropriately use social media to create strong relationships, share information, advance knowledge, raise awareness, build support, participate in important conversations and collaborate on new ideas.

The SU Ag Center supports the use of social media by its research and extension units in the course of their work to connect with faculty, staff, clients, colleagues, and more, sharing the sense of community present on campus with a much broader array of people. However, keep in mind that social media should only serve to supplement and not replace the official channels of communicating with your audiences. This document is designed to provide guidance, advice, and tips on how to do so safely, effectively, and within the SU Ag Center's guidelines.

This policy establishes the criteria and procedure for creating the SU Ag Center's presence or participation on social media sites on behalf of the SU Ag Center. It also offers "best practices" for the successful management of these endeavors.

SU Ag Center's presence or participation on social media sites is defined as:

1. Media sites established by the Center on University-owned domains
    (Policy Statement on Website Hosting and URL Addressing, 2004).

2. Accounts on external sites such as Facebook, Twitter, Instagram, etc.,
    on behalf of the University.

3. Personal accounts on external sites that are approved for use or participation
    by university employees as part of their job duties.

This policy applies to faculty and staff, including student employees, who engage in social media for work-related purposes or who are asked by supervisors to use or participate in social media as part of his or her job responsibilities.

Social Media
Accounts

Things to Consider Before Engaging in Social Media

Creating a successful social media page requires careful planning and resource allocation. Before you begin to use social media on behalf of the SU Ag Center, please remember the following:

Keep in Mind Other Southern University Policies

This document does not affect other University policies that might apply to the use of social media, including (but not limited to) the Harassment policy, Computer Use policy, Logo Usage policy, Workplace Violence policy and University Web Policy. If your use of social media would violate any of the Institution's policies in another forum, it will also violate them in an online forum.

Get Necessary Approval

Only authorized employees may be a "content owner" or "administrator" for the SU Ag Center's social media websites. Social media accounts that are being set up to represent an overall Southern University Agricultural Research and Extension Center and College of Agricultural, Human and Environmental Sciences "voice" or initiative must first be approved through the Office of Communications, Technology and Advancement.

Approval Process

All SU Ag Center related social media initiatives must first be approved by the proper authorities. Submit an explanation of the proposed social media initiative with all required signatures to the Electronic Content Development Specialist or designee via the SU Ag Center's Social Media Request Form.

Use of the SU Ag Center Brand

Any use of University marks, such as logos and graphics, shall comply with the SU Ag Center Brand and Graphic Identity policies. Please use official logos and graphics that represent and adhere to the University's guidelines. Do not use logos, word marks, or any other brand's artifacts for personal use on social media. If you choose to promote a product, cause, political party, or candidate on social media sites, do so via your own, personal account.

The SU Ag Center does not monitor the personal social media sites of its employees; however, the University reserves the right to review any site or activity deemed as potentially in violation of the guidelines listed here where the University is in any way affiliated. On personal sites, identify your views as your own. If you identify yourself as an SU Ag Center faculty or staff member online, it should be clear that the views expressed are not necessarily those of the institution. Ensure that your personal social media sites contain content that is appropriate.

Social Media
Accounts

Posting on Behalf of the SU Ag Center

Sharing SU Ag Center news, events or promoting faculty, staff, and student work through social media is an effective and low-cost way to engage various audiences of the campus. In addition to the general guidelines discussed above, employees creating or posting on social media sites on behalf of the SU Ag Center should remember to:

Be Accurate

Make sure you have all the facts before you post. All research, data reporting, and analysis made public on the web should be verified for accuracy. Cite and link to your sources whenever possible. That is how you build the trust of your community.

Realize Your Posts Are Public

Remember your audience. Your online presence is available to the public at large. This includes prospective clients, students, colleagues, alumni, and other stakeholders. Consider this in the content selection before publishing to ensure the post will not alienate, harm, or provoke any of these groups. When you find yourself disagreeing with others, keep your comments appropriate and polite. If you find yourself in a position where the communication becomes antagonistic, avoid being defensive. Please be respectful of other people's opinions. Do not publish content containing slurs, personal insults or attacks, profanity or obscenity, and do not engage in any conduct on a social media site that would not be acceptable in Southern University workplaces or classrooms.

Keep Confidential Matters Private

Do not post proprietary information about the SU Ag Center, including information about clients, students, alumni, or employees. Information collected in connection with research may be protected under a nondisclosure agreement, research protocol, or other applicable law or agreement. Any protected information must not be disclosed through social media.

Be Transparent

If you are posting as a representative of the SU Ag Center, your posts are viewed as representing the views of the SU Ag Center, so make sure to post responsibly and with respect to others in your community. Your posts directly reflect upon the Center.

Social Media
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An Overview of Social Networking Sites

Facebook

An online social networking service in which "Pages" representing individuals, businesses, organizations, and brands share their story, interacting with an audience of "Friends." Viewers may "like" or comment to support a status.

Twitter

A real-time information network that connects the user to the latest stories, ideas, opinions, and news in a "Tweet" of 140 characters or less.

Instagram

A fun way to share and experience moments as they happen with the SU Ag Center community through a series of pictures, videos, and captions.

YouTube

A social platform that allows billions of people to discover, watch, and share originally-created videos. YouTube provides a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small.

Blogs

A website (such as Tumblr) on which an individual or group of users record opinions, information, etc., typically in the form of a short article.

LinkedIn

A business-oriented social networking site encouraging brand awareness, development of professional identity, professional opportunities, business deals, as well as new ventures.

Pinterest

A content sharing service that allows members to "pin" images, videos, and other objects to a virtual bulletin board. Users can create an unlimited number of boards, each on a different topic.

Southern University Agricultural Research & Extension Center

and the

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How to Submit HelpDesk

REQUESTS

Submitting Requests to the
HelpDesk

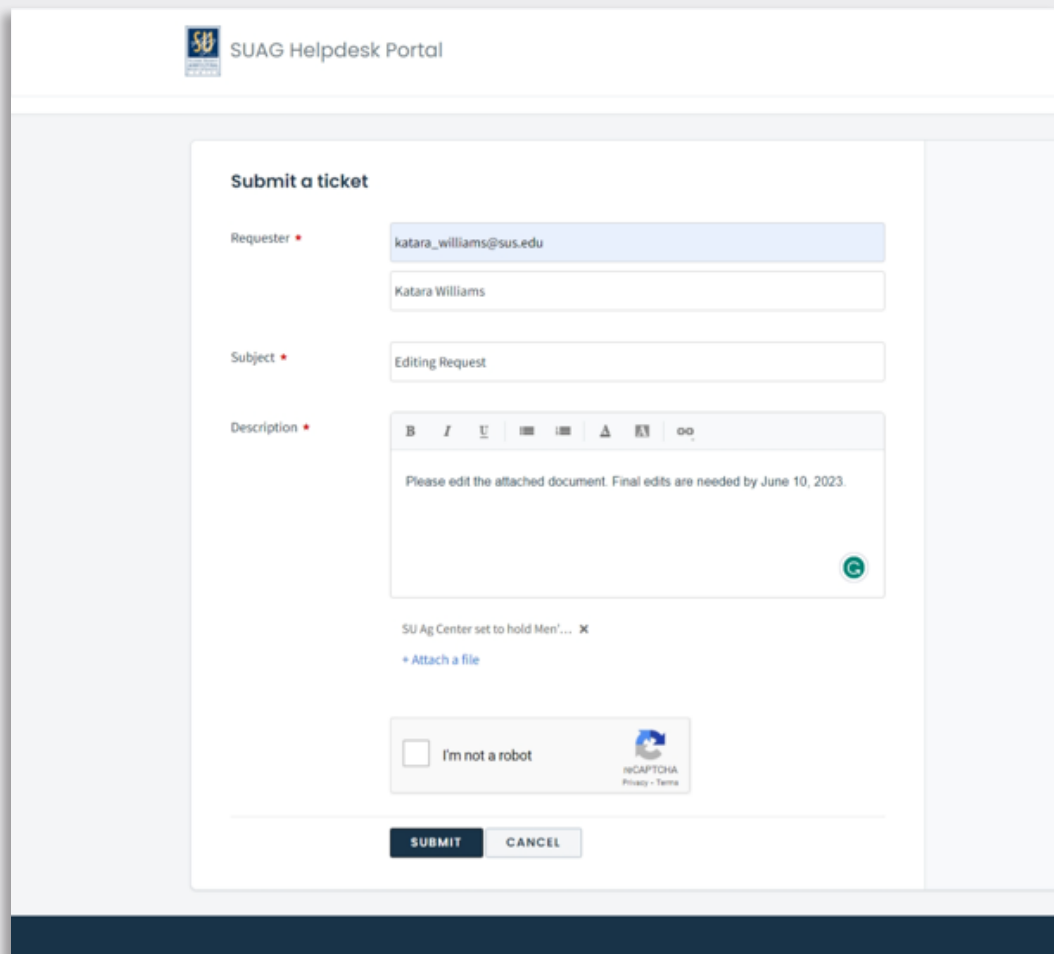## How to Submit a HelpDesk Request to the Office of Communications, Technology & Advancement

To best serve the three areas of the Southern University Agricultural Research and Extension Center and the College of Agricultural, Human and Environmental Sciences, the Office of Technology and Communications Services has implemented a helpdesk for the submission of requests and services from this office.

To submit a request, either email **helpdesk@suagcenter.com** or visit **https://helpdesk.suagcenter.com** to submit your request through the web portal.

If submitting through email, use the name of the request as the subject and include your request's details in the email's body.

If submitting a request through the web portal, select "New Support Ticket" and complete the form using your email address and name as the requester, the name of your request as the subject, and the details of your request in the description area. Select that you are not a robot and submit the ticket.

Please see an example of a web portal submission on the right.

How to Submit Other
Requests

Interview Requests and Visits to the Campus by Media Professionals

The Southern University Ag Center's Office of Communications should be informed of all interview requests and visits by media representatives to ensure they are professionally greeted and to facilitate any necessary clearance and approval processes associated with the visit. This can be done by contacting, **lakeeshia_giddens@suagcenter.com** or **lauryn_jackson@suagcenter.com**.

Interview preparation is available for all media interviews prior to the interview.

Media professionals interested in interviewing employees of the Southern University Ag Center and/or the College of Agricultural, Human and Environmental Sciences should contact **lakeeshia_giddens@suagcenter.com** or **lauryn_jackson@suagcenter.com** to arrange the interview in advance.

Freedom of Information Act/Public Records Requests

All public records requests must be submitted to **supublicrecords@sus.edu**.

How to Contact the Chancellor-Dean

Submit a request to interview the Chancellor-Dean to **lakeeshia_giddens@suagcenter.com**.

Office of
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Technology &
Advancement

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