



## Southern University Agricultural Research and Extension Center *SU AGCENTER LOGO AND IDENTITY GUIDELINES FOR FACULTY AND STAFF*

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### **POLICY**

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

### **PROCEDURES**

The Office of Technology is responsible for assisting faculty and staff in using the Center's logos. Any questions concerning usage should be directed to the Communications Coordinator.

The Southern University Agricultural Research and Extension Center logo is shown in Example 1.

#### **Example 1:**



#### **Font & Color**

The font of the logo is xxxx.

The color scheme is Pantone 540 (Blue) and Pantone 142 (Gold) White.

#### **USAGE**

The logo files can be request by the Office of Technology Services, via phone, email or web access. Do not alter the logo type or rearrange any of the elements. Be sure that the logo is always crisply reproduced from authorized proofs – from the website or on CD-Rom/Disc provided by the Technology Office.

1. *The logo must include all elements, the border, 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.*

## **COLOR TREATMENTS**

In a one-color project, the logo can be used in all Black (grayscale). In a two-color project, the logo must be used in its three color format, Pantone xxx and Pantone xxx. All other variations must be approved by the Office of Technology.

## **OFFICIAL PAPER USAGE**

Letterhead, Envelopes, Mailing Labels, and Business Cards must be ordered from through the Office of Technology. There is one official version of each of the following: letterhead, envelopes, and mailing labels. There are two official versions of Business Cards to choose from, and they can be viewed from the Technology Office or via the website. Information on business cards are based on individual needs, however, they will be printed on (type of paper) with (give kind of ink).

## **TAG NAME**

We are the SU AgCenter, 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 SU AgCenter in all public references.

AgCenter is one word, when used as the “SU AgCenter.” Do not separate AgCenter into two words (despite what your spell-checking program may tell you).

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*These Policies do not grant a license or any other right to Southern University Agricultural Research and Extension Center's (SU AgCenter) logos or trademarks. Su AgCenter reserves the right at its sole discretion to terminate or modify permission to display the Logo at any time. SU AgCenter reserves the right to take action against any use that does not conform to these Policies, infringes any SU Ag Center intellectual property or other right, or violates other applicable law.*