



**SOUTHEASTERN**  
LOUISIANA UNIVERSITY

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**BRAND GUIDE**

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# BRAND QUICK START GUIDE

## OUR BRAND PROMISE

Through highly competitive degree programs, inspiring career experiences and the support of talented and caring faculty, Southeastern prepares students for their best futures.

## OUR VALUE EQUATION: WHAT IS OUR STORY?

**Southeastern Delivers:** highly competitive degree programs, inspiring career experiences and the support of talented and caring faculty

**So Students Can:** reach life's best destination

## OUR CORE PROMISE: WHAT DO WE DELIVER?

Through highly competitive degree programs, inspiring career experiences and the support of talented and caring faculty, Southeastern prepares students for their best futures.

## THE STUDENT TAKE AWAY:

Wherever you want to go, Southeastern can help you Get There.

## THE STUDENT IN ACTION:

Imagine it. Try it. Reach for it. Get There.

## THE FINAL WORD:

Get There.





## HOW TO USE THIS GUIDE

Please use this guide to familiarize yourself with the messaging — what we should be saying and how we should say it. What we say is at the core of this new platform. While the design and look are visual representations of those words, it is also important to be familiar with them as well. When communicating about Southeastern, consistency and repetition is key.

As we all adopt the use of this brand and work to amplify the voice of Southeastern to its audiences, please use this guide to also work with University Marketing and Communications. We hope to offer support to the entire campus to collectively do our best to ensure our brand gets spread far and wide.

### BRING OUT THE BRAND IN ALL TOUCHPOINTS

- Website
- Social media
- Brochures
- Events
- News stories
- Newsletters
- T-Shirts
- Tours
- Ads
- Presentations
- Signage
- And more

# OUR BRAND

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In Words and Messages

# WHAT IS OUR BRAND

## GET THERE

**Our brand concept, Get There, elevates Southeastern Louisiana University as a strong academic institution with highly competitive degree programs, inspiring career experiences and caring faculty.**

Appealing to both students who have decided on their career paths and those who are still exploring different options— Get There is a bold, straightforward, confident, uplifting and supportive message that conveys “Wherever you want to go, Southeastern can help you get there.”

## **WHY OUR BRAND MATTERS**

Our brand helps our many audiences understand who we are and what we do. It tells the Southeastern story, it represents our institutional values and aspirations, and it helps differentiate us from our competitors.



# COMMUNICATING OUR BRAND

## WHAT IS A BRAND?

At its core, the Southeastern brand is an idea that elicits a feeling from people who interact with us, whether in person, online or in print. Our brand is the sum of all the interactions and experiences that audiences have with Southeastern.

Our brand is more than our logo and school colors. It's also about our voice, our visual style, and the stories we choose to tell. All the elements—verbal or visual—that we use to present ourselves to the world are components of our brand.

If we work together, we can build a Southeastern brand that is meaningful and memorable. Our shared goal is to:

- Speak with one voice to the outside world
- Elevate the most impressive aspects of Southeastern Louisiana University
- Inspire instant recognition—and trust
- Energize and excite people—especially internal audiences
- Emphasize how Southeastern is distinctive

## FOUNDATIONAL STATEMENTS

These foundational statements define the purpose of the University and the work of the day. Use them to guide internal activity, not external messages.

Southeastern's brand is based on these, and the Get There platform is a modernized and action-oriented manifestation of them. It all starts here.

## MISSION

Southeastern Louisiana University's mission is to lead the educational, economic and cultural development of Southeast Louisiana.

## CORE VALUES

Southeastern's core values of excellence and caring reflect who we are and what you can expect from us.



# COMMUNICATING OUR BRAND | EXTERNAL MESSAGES

## BRAND MESSAGING PLATFORM

The following messages provide the framework for how we talk and write about Southeastern Louisiana University. Use these messages as an internal guide for creating consistent messages about Southeastern—whether in conversation, online, in print materials, in speeches, or during presentations.

Think of the platform as the playbook for communicating about Southeastern. The platform applies at all levels, from the president’s office to prospective student tours. Follow it word-for-word or change it up, as long as you communicate the same ideas.

### Strong messages attract

- The best students and faculty
- More alumni support
- More donated dollars
- More recognition for Southeastern

## ELEVATOR SPEECH

The elevator speech offers a conversational version of the brand messages that also spans all audiences. Use this when you only have a few seconds to tell our story.

## 45-SECOND ELEVATOR SPEECH FOR STUDENT PROSPECTS

Southeastern Louisiana University offers students highly competitive degree programs, inspiring career experiences and personal support to achieve their best futures.

Our high-value degrees have staying power, giving alumni flexibility and credibility throughout their careers. Every degree program builds in courses for students to explore their interests and create four-year academics-to-career plans.

Our accomplished professors connect students with internships, study abroad programs, research projects and community outreach that make students more competitive and prepared for life and career.

Our students and alumni keep Louisiana thriving—gaining practical knowledge and experience here to improve our health and education, protect our environment and our workers, bring arts and culture to our area, and strengthen business and technology.

# COMMUNICATING OUR BRAND | AUDIENCE SPECIFIC MESSAGES

## BRAND POSITION STATEMENTS AND KEY MESSAGES

These audience-specific statements reinforce how we are different from other universities in our competitive set and how we can best appeal to our audiences. Each position statement is supported by a set of key messages for each audience.

### How to use:

- Feature success stories that illustrate the key messages.
- It's not necessary to use these messages word for word.
- Rewrite the messages so they fit the tone of your communications tool.

## AUDIENCE I: PROSPECTIVE UNDERGRADUATE STUDENTS

### Positioning Statement

At Southeastern, you determine your best future. Explore what matters most to you, choose from highly competitive degree programs, and get ahead with outstanding career preparation and personalized support.

### Key Messages:

- **VALUABLE DEGREE TO CAREER**  
Choose from highly competitive degree programs that give you flexibility and credibility throughout your career.
- **PERSONALIZED OPPORTUNITIES**  
Access opportunities relevant to you that make college more exciting and build meaning for your life ahead.
- **TOP FACULTY PUT YOU FIRST**  
Learn from accomplished professors who put you first—in the classroom and in the field.
- **CAREER EXPLORATION FROM DAY 1**  
Explore career possibilities from day one at Southeastern and find what drives you.

### Secondary Messages:

- **GET INVOLVED**  
Live and lead on campus—and beyond: student clubs fit for every interest, daily student events, 14 residence halls, Greek life, community service projects and 16 NCAA Division I sports teams.
- **SOUTHEASTERN VALUE**  
Southeastern's high-value degree programs and career-focused opportunities are competitively priced. Our four-year Promise—the only one in the state—offers a no-tuition-increase guarantee. Plus, our distinctive scholarship packages and textbook rental program make Southeastern a smart financial choice.

# COMMUNICATING OUR BRAND | AUDIENCE SPECIFIC MESSAGES

## AUDIENCE 2: CURRENT STUDENTS

### Positioning Statement

Explore a bigger world, find your best self and prepare for your best future. Southeastern is here to support you all the way.

### Key Messages:

- **SOUTHEASTERN EXPERIENCES ARE WORTH IT**  
Southeastern experiences make you more competitive and more prepared for career and life.
- **SOUTHEASTERN OPENS YOUR MIND**  
Being at Southeastern means meeting people you'd never expect, hearing perspectives you've never considered and broadening your own world view as you make your way forward.
- **TOP FACULTY PUT YOU FIRST**  
Your accomplished professors know you and put you first—in the classroom and in the field.
- **VALUABLE DEGREE TO CAREER**  
Your Southeastern degree will give you flexibility and credibility throughout your career.
- **PART OF SOMETHING BIGGER**  
You make Southeastern—and our community—stronger.

### Secondary Messages:

- **GET INVOLVED**  
Live and lead on campus—and beyond: student clubs fit for every interest, daily student events, 14 residence halls, Greek life, community service projects and 16 NCAA Division I sports teams.

## AUDIENCE 3: CURRENT AND PROSPECTIVE DONORS

### Positioning Statement

Invest in keeping Southeastern competitive, affordable and accessible with in-demand programs, talented faculty and real-world experiences that inspire and prepare our students for successful, meaningful lives.

### Key Messages:

- **KEEP HIGHER EDUCATION ACCESSIBLE**  
Keep Southeastern's highly competitive degree programs affordable and accessible to the people in our region.
- **BUILD A BETTER WORKFORCE**  
Help create a more innovative, nimble workforce across the region.
- **INSPIRE LIFE-CHANGING OPPORTUNITIES**  
Inspire students to expand their perspectives and find what drives them.
- **INVEST IN FACULTY**  
Invest in retaining accomplished faculty who put students first.

# OUR BRAND

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And How We Share It

# WHAT IS OUR BRAND | PHOTOGRAPHY STYLE

Because photography creates such a powerful first impression, it plays an important role in communicating Southeastern's brand and image.

Photographs that appear in any communication should be selected as thoughtfully as the words that are used to ensure that they depict Southeastern as an active, engaged and innovative community.

Two types of photography show the ways Southeastern students and grads reach their potential:

- Environmental portraits put subjects in the field—students in internships or grads on the job—to show the diversity and personalization of experiences.
- Studio portraits on colored backgrounds depict subjects as bold brand heroes with a style that sets Southeastern apart from competitors.

## PHOTOGRAPHY STYLE

Photography that appears in University materials and web communications should have a contemporary look, simple content and interesting composition.

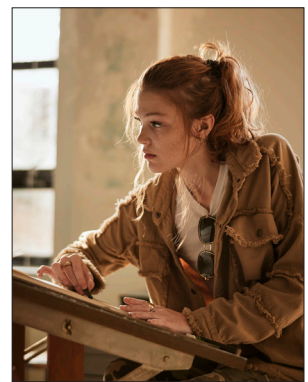
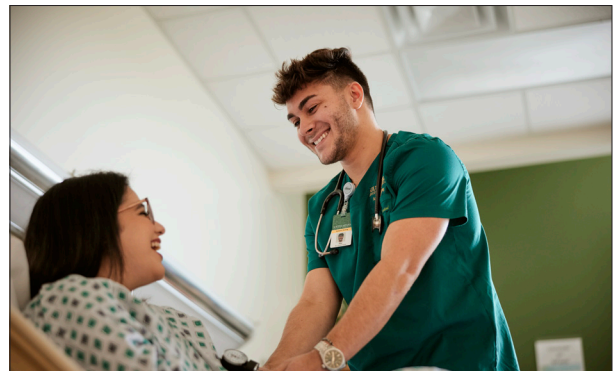
Colors should be bright and have adequate contrast. Avoid dull or low-contrast images. Photos should reflect the diversity of our campus community.

Whenever possible, use active imagery with visual energy (active composition, bold images).

## RESOLUTION AND QUALITY

All photography that will be printed should be 300 dpi at the actual size it will be printed. Increasing the scale of a photo reduces its resolution and the quality of the image.

Stock photography and clip art should be avoided.



# WHAT IS OUR BRAND | COLOR PALETTE

## PRIMARY COLORS

Southeastern's primary colors are PMS 342 Green and PMS 123 Gold. Whenever possible, use these two colors in projects promoting the university. Green is the primary base color and should be used more prominently than gold.



PANTONE 357  
CMYK 86-40-91-39  
RGB 26-86-50  
HEX #1A5632



PANTONE 123  
CMYK 0-23-91-0  
RGB 255-198-41  
HEX #FFC629

## SECONDARY COLORS

Southeastern's secondary colors are PMS 346 Green, PMS 117 Gold, PMS 7416 Salmon and PMS 138 Orange. These colors are to only be used as accent colors to complement the main green and gold that represents Southeastern. Only use each of these colors roughly 10 percent of the time.



PANTONE 346  
CMYK 56-0-53-0  
RGB 108-202-152  
HEX #6CCA98



PANTONE 117  
CMYK 22-39-100-2  
RGB 203-151-0  
HEX #CB9700



PANTONE 7416  
CMYK 3-73-70-0  
RGB 234-104-82  
HEX #EA6852



PANTONE 138  
CMYK 10-59-100-1  
RGB 224-124-0  
HEX #E07C00

## HOW TO USE COLOR CODES

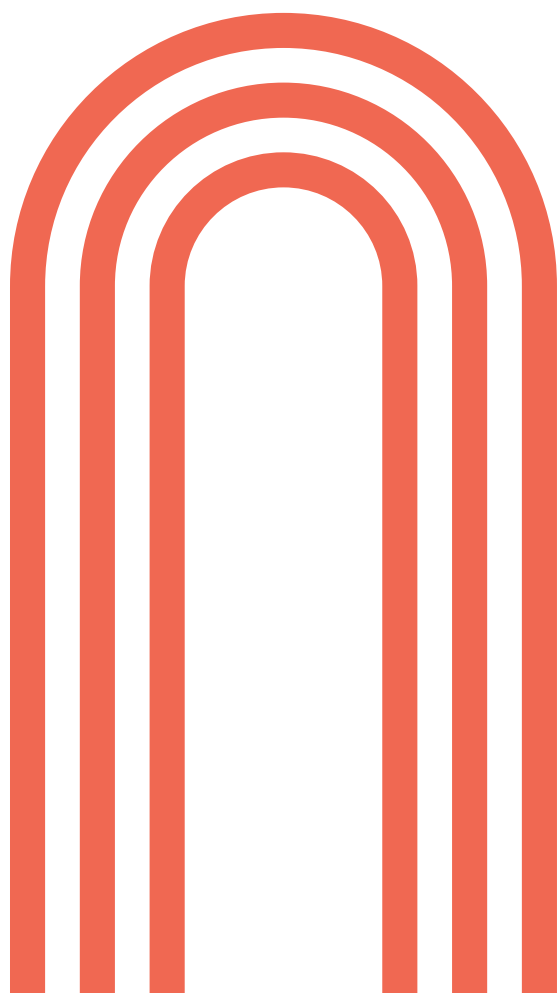
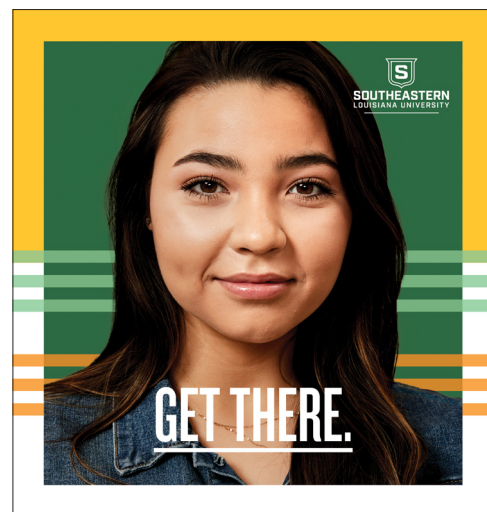
Use the Pantone Matching System (PMS) illustrated on this page for print projects that require spot colors. CMYK is for four-color printing. RGB and WEB/Hex colors are for online and mobile projects.

# WHAT IS OUR BRAND | GRAPHIC ELEMENTS

## GRAPHIC ELEMENTS

Pathway graphics convey movement, mapping out a journey and getting there. The Office of University Marketing and Communications uses pathway graphics as a literal pathway to show a step-by-step process or as brand identity markers layered on top of photos or solid backgrounds.

Pathways are used for university recruiting and official external communication. They should only be used by the Office of University Marketing and Communications and Admissions.



# WHAT IS OUR BRAND | FONTS FOR UNIVERSITY MARKETING AND COMMUNICATIONS

## OFFICIAL TYPEFACES

Typefaces help unify the look of Southeastern's many different types of materials. Our official fonts give personality to communications pieces while conveying professionalism and expertise.

These fonts are used for university recruiting and official external communication. They are licensed by the university and should only be used by the Office of University Marketing and Communications.

## KNOCKOUT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*!?

## MELANZANE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*!?

## ROYAL THEATRE SERIF

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*!?

## ROYAL THEATRE SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*!?





# WHAT IS OUR BRAND | FONTS FOR FACULTY, STAFF AND STUDENTS

## PUBLIC TYPEFACES

The listed alternative fonts are free for anyone at the university to use. They either already exist in your computer system or can be easily downloaded from Google Fonts.

These fonts can be used on department flyers, class presentations, and social media graphics.

## HOW TO USE

San serifs tend to work better as header fonts and as important pieces of information on flyers and social media graphics.

Serifs work well with large bodies of text that need to be read easily by the audience. All of the text options provided are interchangeable.

## Suggested Uses

Headers – Verdana

Subheaders – Verdana or Open Sans

Body Copy – Times New Roman or Garamond

## VERDANA

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%&\*!?

## OPEN SANS - GOOGLE FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%&\*!?

## TIMES NEW ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%&\*!?

## GARAMOND - GOOGLE FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%&\*!?

## SOCIAL MEDIA EXAMPLE:



**Header:  
Verdana  
Bold**

Body Text:  
Open Sans  
Semibold

# WHAT IS OUR BRAND | WRITING STYLE

**From alumni to current and potential students, our words should be a conversation with our audiences. We talk to them, not at them, in clear, concise, and approachable language. By doing this, we embrace and portray our brand attributes, as well as open the door for building connections and relationships with all of our audiences.**

## STORYTELLING

One prominent aspect of our reimagined brand is the implementation of storytelling through student and alumni profiles. These profiles do not tell what Southeastern offers and the monumental impact it can have—they show it. They help convey that it's all about the path you take, the actions that make up your experience, and the destination you seek.

These profiles also help highlight what makes our University such a special place and how exceptional our students and alumni are, and they are just a sampling of the countless stories of determination, excellence, resilience, and persistence from across of University community. Using great storytelling, these stories can all join together to become the story of Southeastern.

## HOW TO USE

To enhance this bond, we use second person (you, your) and first person plural (we, our) when communicating with an audience; we do not talk to them in the third person. For example, in copy that is intended for students, we would say “you will succeed,” not “students will succeed.” This both helps instill a feeling of personal connection with Southeastern, enhancing engagement and thus effectiveness, and demonstrates respect to each reader as a valued member or future member of our University community.

Our language should also meet audiences where they are today. Jargon and words that are not part of the colloquialism of an audience should not be used for that audience. What we write should be straightforward and immediately understandable for all of our audiences.

To elevate clarity and better keep our audiences' attention, copy should be punchy and concise, with varying sentence lengths and structure. Active rather than passive voice should be used where possible, moving people along their pathway to success.

### Writing Checklist:

- First person plural or second person voice
- Active Verbs
- Clear, concise, and punchy
- Friendly and approachable

# SUPPORT

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**University Marketing  
and Communication**

# MARKETING SUPPORT

## UNIVERSITY MARKETING AND COMMUNICATIONS

**University Marketing and Communications is responsible for the design and production of University publications. This office is available to assist individual departments with other publications, such as recruiting pieces, posters, brochures, and other materials.**

Preparing and completing marketing and promotional projects will require several weeks, so please plan accordingly. It is important to understand your goals, your targeted audience, and important communication points. A UMC staff member will work with you to help determine your needs, but to begin production, UMC will need all final copy and photography approved.

## WHAT WE OFFER

- Copy Editing
- Graphic Design
- Photography
- Press Releases
- Publications
- Social Media
- Videography
- Website Updates

# MARKETING SUPPORT | DESIGN SERVICES

## PRINT AND PUBLICATIONS

University Marketing and Communications is responsible for the design and production of all University publications pertaining to recruitment and external relations, including Alumni and Foundation publications.

Our office is available, time permitting, to help individual departments with publications such as brochures and posters. Our office should be contacted 6-8 weeks in advance to schedule a publication.

### What You Need to Start

- WRITE YOUR COPY.
- DEFINE YOUR PURPOSE AND AUDIENCE.
- DETERMINE WHAT TYPE OF PRODUCT YOU NEED AND HOW YOU PLAN TO USE IT.
- ESTABLISH YOUR DEADLINE.
- IDENTIFY HOW MANY COPIES YOU NEED.

## DEPARTMENT TOOLKIT

A free toolkit is available for when our office can not meet the timeline needed for your project. This kit includes branded presentation, flyer and social media templates. You can find them on our website. [southeastern.edu/umc](http://southeastern.edu/umc)

## WHAT WE OFFER

- Advertisements
- Banners
- Brochures
- Booklets
- Flyers
- Invitations
- Mailers
- Postcards
- Posters
- Programs
- Pushcards



# MARKETING SUPPORT | SOCIAL MEDIA

## OFFICIAL ACCOUNTS

University Marketing and Communications is in charge of all official Southeastern social media accounts. The platforms are used as a major source of external communication for students, parents and the surrounding community.

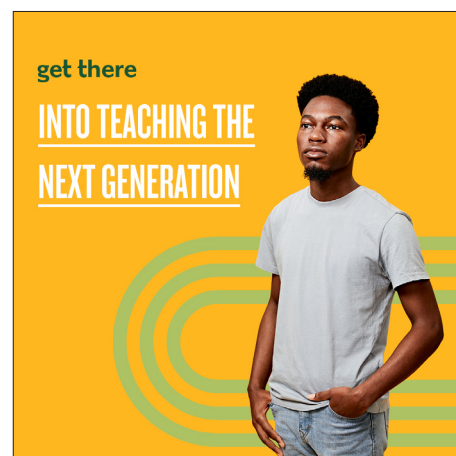
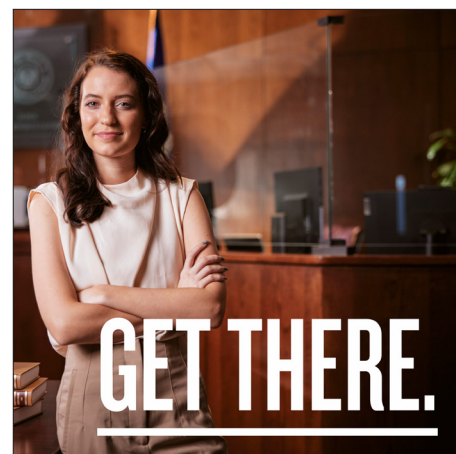
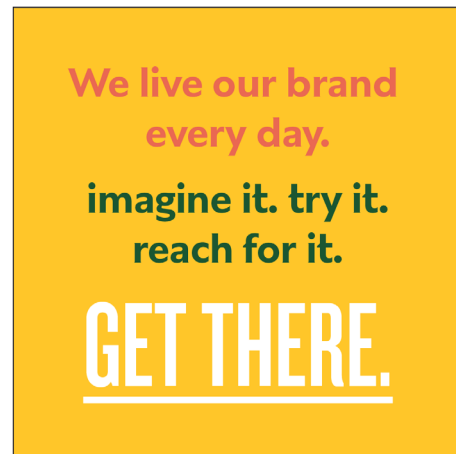
The social media accounts are mainly used for official University updates, events, and recruiting. Depending on relativity of the content, other department posts are sometimes shared on the main pages.

## DEPARTMENT ACCOUNTS

If you would like to create a department specific social media platform, you must register each page with [socialmedia@southeastern.edu](mailto:socialmedia@southeastern.edu). Share the contact information of the page manager, including: contact name, email, phone extension and page name.

Department pages are not held to as high of a visual standard as the official social media accounts to accommodate the need for event customization and organization identity. However, there are certain rules and design standards that all departments will be required to follow.

## OFFICIAL ACCOUNT EXAMPLES



# MARKETING SUPPORT | SOCIAL MEDIA

## HOW TO CREATE POSTS

- Pathways are restricted for use to UMC and Admissions at this time.
- Use two font maximum per graphic. Using different weights of fonts is a good way to show diversity in a design while still limiting fonts.
- Graphics should share rough info and pull people's attention to the caption for more in-depth explanations.
- Using photos for events and adding text and graphics is ideal and helps students feel more engaged.
- The GET THERE. logo should be placed on graphics, not typed out, and must not be altered in any way.
- Do not use Get There in any other way or weave into a sentence. (ex. getting there, got there, going there)
- Utilize carousels on Instagram to help graphics not appear crowded.
- Departmental accounts should use official University logos. No self-made logos for University entities are permitted.

## OFFICIAL HASHTAGS

- #oursoutheastern - main, always use
  - #LionUp - main, always use
  - #LionPride - news on students/alumni/faculty/staff
  - #SoutheasternBound - incoming students
  - #FindYourRoar - student engagement/campus life
  - #LionNation - Southeastern students, staff, faculty, alumni and the community
  - #Lion4Life - alumni
  - #DiscoverSoutheastern - recruitment, showcasing positive and unique attributes of campus
  - #SuccessMatters - recruitment, graduation outcomes and rankings/academic excellence
  - #GETTHERE - brand identity and recruitment, showcasing profiles and paths to success
- \* Note: The use of "selu" in hashtags is never allowed.

## DEPARTMENTAL POST EXAMPLES



# MARKETING SUPPORT | WRITING SERVICES

## PRESS RELEASES

The Office of University Marketing and Communications is in charge of all news releases disseminated by the University, and serves as a conduit between the University and the media. We also coordinate emergency news releases in times of crisis when the University must close.

To announce or promote a program or event through the media, contact us at least a month in advance. This allows for timely notification of the media and follow-ups. We should be consulted during the planning stages of big events or programs since effective media coverage can't be arranged at the last minute.

To ensure the broadest distribution possible, contact our office with a complete description of the event, program or project; dates; times; places; fees; and biographical information of speakers or artists. Provide photos if you have them.

## EDITING

Your manuscript should be as clean as possible, delivered by email or hard copy. Our editors will help you in every way possible. We can rewrite, edit and put your material in the correct format, but the beginning manuscript must come from you, since you know your own field.

## PUBLICATIONS

- **BY-LION**  
Southeastern's internal weekly email to keep faculty and staff informed about campus news and events.
- **SOUTHEASTERN MONTHLY**  
Southeastern's primary news and feature email for external audiences including alumni, donors, friends and the general public.
- **SOUTHEASTERN MAGAZINE**  
This is an electronic formatted version of the Southeastern Magazine that comes out twice per year.
- **ALUMNI NEWS**  
The Alumni News is SE's monthly newsletter co-produced with the Alumni Association and specifically for Southeastern Alumni.
- **WHAT'S UP**  
This is a bi-weekly newsletter for students that is a coordinated effort with The Division of Student Affairs.

## WHAT WE OFFER

- Copy Writing
- Editing
- Feature Story Writing
- Press Release Distribution
- Social Media Post Writing
- Scripts for Video Use



# MARKETING SUPPORT | PHOTOGRAPHY & VIDEOGRAPHY

## PHOTOGRAPHY

UMC can provide some photography services, primarily event/news coverage.

If you need a photographer for other purposes, please contact the Office of University Marketing and Communications so that we can assist in coordinating that service for you.

Please allow at least three weeks for scheduling and coordinating your shoot.

## VIDEOGRAPHY

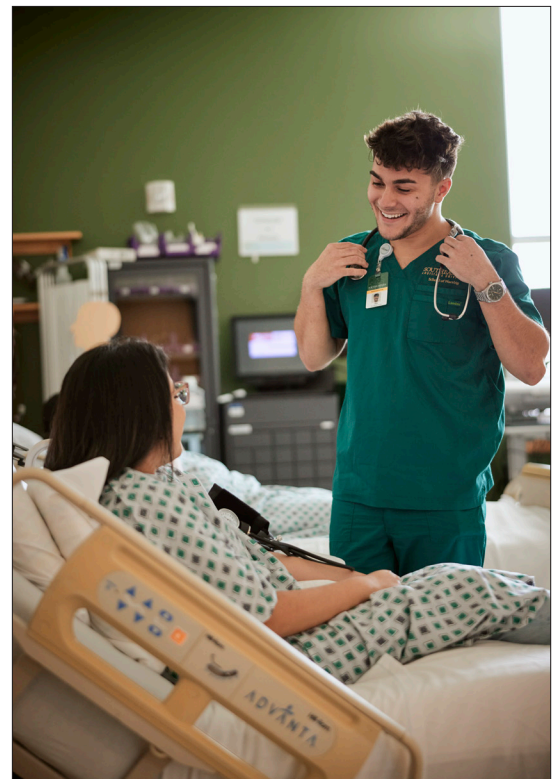
Video is an important part of today's marketing strategy. It is important that it is brand consistent and professionally created. External audiences will quickly make judgements about the quality of our University based on videos we produce.

The videography team can help produce brand compliant, high quality videos to market campus units or academic programs.

Due to time and staffing limitations, our team, generally, cannot provide video recording services of activities and events. However, we can guide that process if needed.

## WHAT WE OFFER

- Athletic Photography
- Departmental/Academic Program Videos
- Departmental/Portrait Photography
- Long-Form Video
- Marketing and Promotional Photography
- News and Event Photography
- News Story Videos
- Recruiting Videos
- Social Media Videos



# MARKETING SUPPORT | WEB SERVICES

## OFFICIAL ACCOUNTS

Our team of developers, designers and strategists can assist in redesigning or developing a website or creating interactive content.

University Web Services is responsible for leading strategy development, execution, enhancement, and support of Southeastern's web presence, including its colleges, divisions, centers, and the University's special initiatives.

The University Web Services team specializes in building secure and accessible websites with the goal of delivering a holistic and synchronized user experience. Web Services works closely with IT to ensure that the web presence reflects the University's initiatives, goals and objectives, as well as compliance with publication standards. By understanding the unique needs of our stakeholders and website stewards, University Web Services can deliver an engaging user experience in support of RIT's web standards and brand.

## WHAT WE OFFER

- On-Brand Website Design and Development
- Online Event Registration Systems Through Various Formats
- OU Campus Content Management System Implementation
- Web Strategies For Your
- Online Presence

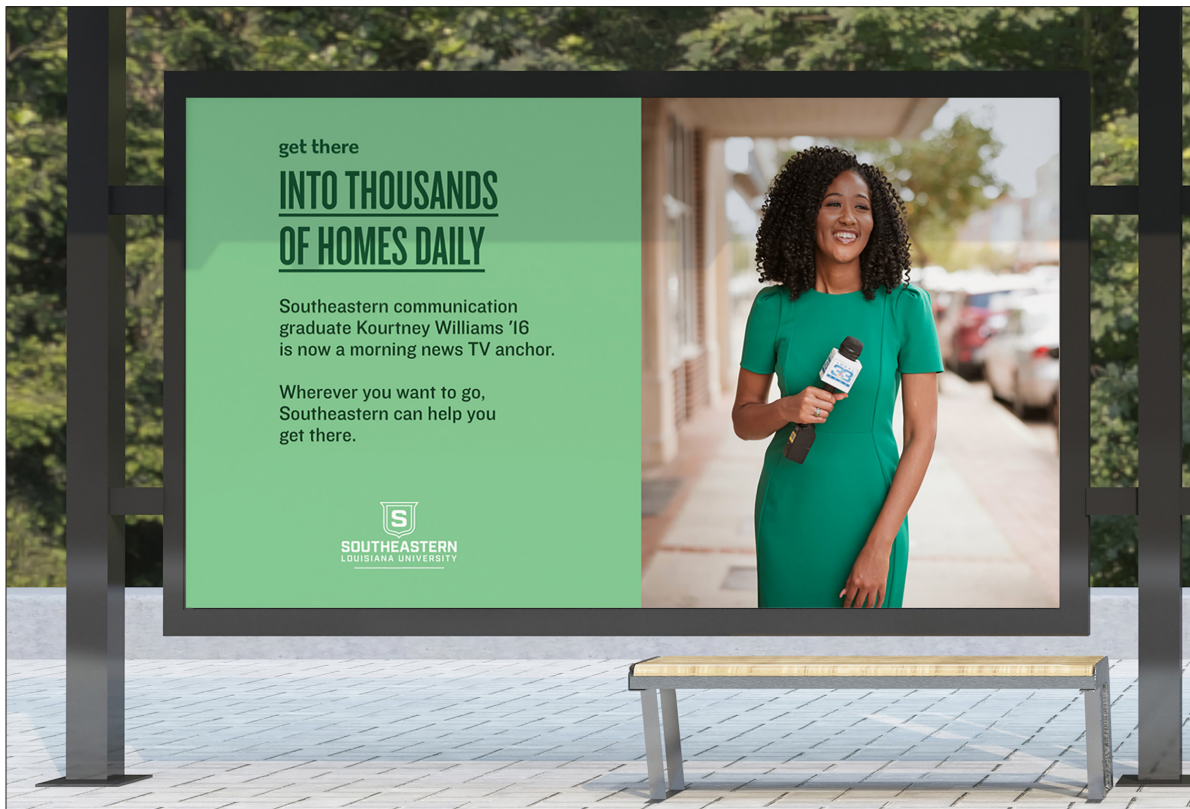


## MARKETING SUPPORT | ADVERTISING

**UMC assists faculty, staff and departments with placement of paid digital, radio, television, and newspaper advertising and promotions.**

**If you want to advertise, meet with our staff to discuss costs and strategies. Due to the deadlines of media outlets, it is important to begin the planning process early.**

After determining your advertising needs and budget, an advertising plan will be developed. We welcome your suggestions. Provide us with detailed information about your event, and we will develop the advertisements subject to your approval. You may also want to meet with the news staff, since many avenues for publicizing events are free.





## CONTACT US

For help with design approval, marketing, or brand guidance, please contact University Marketing and Communications at [southeastern.edu/umc](https://southeastern.edu/umc).