



Graphics Standards Manual

LSU Health New Orleans: Graphic Standards

This section will provide information on graphic standards for LSU Health New Orleans and show how the color palette is applied to it.

The LSU Health New Orleans logo is a registered trademark of Louisiana State University Health Sciences Center New Orleans (LSUHSC-NO). This provides protection against the manufacture, use, display, or sale of imitations of the logo without LSUHSC-NO's consent. Therefore, the logo must be used for approved purposes only and it may not be modified beyond the approved versions contained in this manual.

If you have any questions regarding usage of the LSU Health New Orleans logo within the LSU Health Sciences Center New Orleans system, please contact LSUHSC-NO Auxiliary Enterprises, Campus Technology and Supply Store, 504-568-2565 or aegraphics@lsuhsc.edu.



LSU Health New Orleans: Color Palette

As part of the new branding, “Health Sciences Center” has been dropped. This forward-looking nomenclature designates all educational, clinical and outreach entities that fall under the New Orleans mother ship. Branding does not change the legal name of the University. The name remains Louisiana State University Health Sciences Center - New Orleans (LSUHSC-NO).

Vendor Specifications PMS colors

Pantone color is to be used for production that is for one or two color printing. For example, specialty items, collateral materials, signage, etc., might use one color printing and reference this palette. In all other instances, the logo will be printed in 4 color offset or digital.

LSU Health New Orleans: Logo Usage Options

Adherence to a standard color palette is extremely important to the success of a unified graphics identity. In all applications, the LSU Health New Orleans logo must be printed as one of the color versions depicted in the Logo and Style Guideline sheet on the next page.

These include:

full-color CMYK / Process

full color RGB (for Web or video applications)

Pantone spot color

- Purple and Gold
- Purple - one color Pantone 268 (coated & uncoated)
- Gold and White - one color Pantone 115 (uncoated)
- Gold and White - one color Pantone 115 (uncoated)
- Black with grayscale
- White 100% reversed on a black background. The logo may be printed white reversed on a color background only if choosing a color is not an option, such as may be the case on certain specialty items.

LSU Health New Orleans LOGO AND STYLE GUIDELINES

- The LSU Health New Orleans [LSUHNO] logo must appear on the front of all publications and websites representing any entity within LSU Health New Orleans's organizational structure.
- The LSUHNO logo may not be incorporated into other logos or aligned with artwork to create a new logo. Borders, boxes, or shapes may not be placed around or behind the LSUHNO logo, including a white box.
- There must be a protected area surrounding the logo. The height of the logo should be the minimum space on all sides.
- The LSUHNO logo may only appear in the official LSU colors: **purple, gold, black, white, and gray**. The logo must appear using 100 percent full saturation of the official colors. Tinting is not allowed. The PMS, CMYK, and RGB mixes for the LSU colors are listed in the chart below.
- Drop shadows and gradients should never be applied to the LSUHNO logo.
- The LSUHNO logo should never appear smaller than 1 inch in width. The LSUHNO logo with the full name should never appear smaller than 1.15 inches wide.
- When referring to the university in written and verbal communications, LSUHNO should always be referred to as Louisiana State University Health New Orleans, LSU Health New Orleans, or LSUHNO.
- LSUHNO should never be referred to as Louisiana State, L.S.U.H.N.O., or other aliases different from the official names listed above.
- LSU Health New Orleans should always be in upper and lowercase letters or all uppercase letters. Never all lowercase letters.
- LSUHNO should always appear in all uppercase letters. It should never appear in lowercase letters (lsuhno) except for URLs.

PRIMARY LOGO

LSU Health
NEW ORLEANS

SECONDARY LOGO

LSU Health
NEW ORLEANS

This logo version is to be used when a vertical orientation is preferred or needed.



The dotted line shows the protected area around the **primary logo** (where y = the height of two "S" in the LSUHNO logo). This ensures that no other graphic elements interfere with the clarity and integrity of the LSUHNO letters. At no time is placing anything in front of, adding a stroke or outline to, or adding gradients, patterns, or effects permissible for any logo on this sheet.

COLOR VARIATIONS

LSU Health
NEW ORLEANS

LSU Health
NEW ORLEANS

LSU Health
NEW ORLEANS

LSU Health
NEW ORLEANS

LSU Health
NEW ORLEANS

Official LSUHNO Colors	Pantone Coated	Pantone Uncoated	CMYK	RGB	Hexadecimal
LSUHNO Purple	PMS 268C	PMS 268U	C-90 M-100 Y-0 K-0	R-70 G-29 B-124	#461D7C
LSUHNO Gold	PMS 123C	PMS 115U	C-0 M-24 Y-94 K-0	R-253 G-208 B-35	#FDD023
Black	Process Black	Process Black	C-0 M-0 Y-0 K-100	R-0 G-0 B-0	#000000
50% Gray	PMS Cool Gray 8C	PMS Cool Gray 8U	C-0 M-0 Y-0 K-50	R-153 G-153 B-153	#999999

BRAND IDENTITY GUIDELINES

A consistent identity is a vital part of LSUHNO's relationship with the public. Simple things like fonts, imagery, and colors, when used consistently, make for a stronger brand and add to the public's ability to identify LSUHNO. By consistently producing high-quality, smart communications, we show our commitment to preserving the integrity of LSUHNO and ensure audiences that the university is a trusted, global, confident, and progressive institution now and in the future.

The new business system sports a simpler, streamlined design that is aimed at increasing the longevity and strength of the LSUHNO logo and the university's

brand. This redesign continues the efforts of One LSU to bring all the campuses closer together. This new effort means a similar look and feel between all of the campuses within the LSU system.

The new logo and brand is to be used on all stationary, business cards, websites, signs, social media, etc., going forward.

A full update to the brand manual will be released as soon as possible.

LSU Health New Orleans: Primary Logo Format (horizontal)

The Primary LSU Health New Orleans logo format is the first choice to use.



LSU Health New Orleans: Secondary Logo Format (vertical)

When the Primary LSU Health New Orleans logo will not work for formatting or legibility reason, the Secondary logo format can be used.



LSU Health New Orleans: Avoiding Incorrect Usage

- The LSU Health New Orleans logo is a stand-alone design element and must appear separately from other elements. For example, it cannot be placed in a box or circle or other graphic element that is not part of the official logo.
- The LSU Health New Orleans logo may not be used as a graphic element within a sentence, phrase or headline.
- To ensure the integrity of the LSU Health New Orleans logo, no words, designs, logos or images may crowd, overlap, merge or obscure the graphic image or words.
- The LSU Health New Orleans logo is a copyrighted image and must not be altered. It may not be shaded, shadowed, screened, used in outline form or filled with a texture or photo.
- Use this LSU Health New Orleans logo instead of creating your own, and do not use a scanned, recreated, re-proportioned or otherwise modified version of the logo.
- Maintain the logo's correct proportions. Do not stretch the logo. Proportions of the LSU Health New Orleans logo must remain the same whether reduced or enlarged.

If you have any uncertainties about using or to obtain the new logo, please contact LSUHSC-NO Auxiliary Enterprises, Campus Technology and Supply Store, 504-568-2565 or aegraphics@lsuhsc.edu for clarification or assistance.



Do not shade or fill.



Do not remove any graphic element.



Do not place the logo in any graphic element that is not part of the logo.



Do not distort the proportions of the logo.



Do not change the color of any graphic elements of the logo.



Do not rearrange any elements of the logo.

LSU Health New Orleans: Schools and Other

As the brand hierarchy extends throughout the system of schools and other units within LSUHSC-NO, type plays an important part in creating order and meaning throughout the naming structure.

Meta OT is the font family that is to be used for any Schools, Department, Centers, Offices, etc within the LSU Health New Orleans system.

Meta OT font file names:

MetaOT-Bold.otf

MetaOT-BoldIta.otf

MetaOT-Book.otf

MetaOT-BookIta.otf

Schools



School of Dentistry
Department of Endontics



School of Allied Health Professions
Department of Physical Therapy

Other



Office of the Vice Chancellor for Academic Affaris



Auxilliary Enterprises
Campus Technology and Supply Store

LSU Health New Orleans: Usage Options

Logo Format for Programs or Units Based Outside the New Orleans Metropolitan Area

The LSU Health New Orleans logo designates where the headquarters are located. LSUHSC-NO programs and/or operations which are based and operate outside the New Orleans metropolitan area are to use LSU Health New Orleans logo.

For example, this includes, but is not limited to:
School of Medicine in Baton Rouge and Lafayette,
School of Dentistry in Baton Rouge and the hospital/
clinic in Bogalusa.

Meta OT is the font family that is to be used for any Schools, Department, Centers, Offices, etc within the LSU Health New Orleans system.



School of Dentistry
Baton Rouge



School of Medicine
Family Medicine Residency Program
Lafayette



University Hospital and Clinics
Office of the Associate Dean for
Lafayette Affairs and Medical Director
Lafayette

LSU Health New Orleans: Alumni Associations and Foundations

Although the brand guidelines extend throughout the system of alumni associations and foundations, it is not within our jurisdiction to police the use within these entities.



LSU Health New Orleans: Business Cards and Stationery General Information

In order to retain the visual integrity of the business cards and stationery, our printer is:
LSUHSC-NO Auxiliary Enterprises, Campus Technology
and Supply Store, 504-568-2565 or aegraphics@lsuhsc.edu

If you have any questions regarding usage of the LSU Health New Orleans logo within the LSU Health Sciences Center-NO system, please contact:
LSUHSC-NO Auxiliary Enterprises, Campus Technology
and Supply Store, 504-568-2565 or aegraphics@lsuhsc.edu

- All specs based on four-color logo or two spot Pantone
- Business cards and stationery should use only the Primary Logo Format
- No variation nor distortion of the logo is acceptable.
- No secondary logos are to be used in conjunction with the LSU Health New Orleans logo other than is specifically addressed in this Graphic Standards Manual.
- The specifications for layout can NOT be altered.
- All orders must be generated by or approved by an LSUHSC-NO department, office or organizational unit.

Business Cards

- To be used by employees of all official organizational units.
- Digital printing or 4 color process or Pantone spot color

Stationery

- To be used by all official organizational units.
- Cannot contain any personalized references, including individual names, personal e-mails or personal web pages.
- Pantone spot color printing

Note Cards and Pads

- May contain personalized references, such as individual names

LSU Health New Orleans: Business Cards

Shown here are Business Card samples for LSU Health New Orleans, using the same graphical elements and color palette as other items in the new LSU Health identity.

Note: There is a gold foil embossed seal variation of the LSUHSC business card that is reserved for use by Associated Deans and higher ranked individuals.



Appointment Desk

School of Dentistry
Faculty Dental Practice

1100 Florida Avenue, Room 2108
New Orleans, LA 70119
www.lsusd.lsuhschool.edu/FDP

phone 504-619-8721

_____ has an appointment with
Dr. _____
on _____ at _____
(504) 619-8721



<http://www.lsuhschool.edu/administration/ae/dp.aspx>



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Director of ALS and MDA Clinic
School of Medicine • Department of Neurology

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New Orleans, LA 70115
Office (504) 412-1500
Fax (504) 412-1501

200 West Esplanade Avenue, Suite 701
Kenner, LA 70065
Office (504) 412-1700
Fax (504) 412-1701

LSU Health New Orleans: Stationery

Shown here is the stationery package for LSU Health New Orleans, using the same graphical elements and color palette as other items in the new LSU Health New Orleans guidelines.

Reduced sizes shown.



School of Allied Health Professions
Department of Communication Disorders



School of Allied Health Professions
Department of Communication Disorders
1900 Gravier Street, Box G6-2 • New Orleans, Louisiana 70112-2262

1900 Gravier Street, Box G6-2 • New Orleans, Louisiana 70112-2262
Office 504-568-4348 • Fax 504-568-4352 • www.alliedhealth.lsuhsu.edu/communicationdisorders

LSU Health New Orleans: Stationery General Specifications

Letterhead Specifications

Size: 8.5" x 11"

Paper: Atlas 25% Recycled Watermarked 24# Bond or comparable, with the generic watermark of 25% cotton and recycled chasing arrows. The grain must be running with the 11" dimension. The paper must be guaranteed as laser and ink jet compatible.

Printing: Purple and Gold Pantone 2 spot color offset

Envelope Specifications

Size: #10

Paper: Atlas 25% Recycled Watermarked 24# Bond or comparable, with the generic watermark of 25% cotton and recycled chasing arrows. The grain must be running with the 11" dimension. The paper must be guaranteed as laser and ink jet compatible.

Printing: Purple and Gold Pantone 2 spot color offset

Additional Envelope Types and Printing Specifications

Please note: All "purple and gold" printing will be printed 4 color, offset or digital. Where noted Purple or Black Ink can be used.

Type	Size	Details	Ink Color(s)
#10 Regular	9.5" x 4.125"	Atlas 25% Recycled Watermarked 24# Bond or comparable	Purple and Gold Pantone
#10 Window	9.5" x 4.125"	Atlas 25% Recycled Watermarked 24# Bond or comparable	Purple and Gold Pantone
#9 Regular	3 7/8" x 8 7/8"	24# White Wove	Purple and Gold Pantone
#9 Window	3 7/8" x 8 7/8"	24# White Wove	Purple and Gold Pantone
6" x 9"	6" x 9"	28# White Wove	Purple and Gold Pantone or Purple or Black Ink
6" x 9"	6" x 9"	28# Brown Kraft with Clasp	Black Ink Only
7.5" x 10.5"	7.5" x 10.5"	28# White Wove	Purple and Gold Pantone or Purple or Black Ink
7.5" x 10.5"	7.5" x 10.5"	28# Brown Kraft with Clasp	Black Ink Only
9.5" x 12.5"	9.5" x 12.5"	28# White Wove	Purple and Gold Pantone or Purple or Black Ink
9.5" x 12.5"	9.5" x 12.5"	28# Brown Kraft with Clasp	Black Ink Only
10" x 13"	10" x 13"	28# White Wove	Purple and Gold Pantone or Purple or Black Ink
10" x 13"	10" x 13"	28# Brown Kraft with Clasp	Black Ink Only

LSU Health New Orleans: Note Pads and Note Cards

Shown here are samples of note pads and note cards for LSU Health New Orleans, using the same graphical elements and color palette as other items in the new LSU Health New Orleans logo. All note pad and note card orders must be generated by or approved by an LSUHSC-NO department, office or organizational unit.

Reduced size shown. Actual size 8" x 5.5".

LSU Health
NEW ORLEANS

School of Medicine
Hematology / Oncology Fellowship Program

Reduced size shown. Actual size 4.25" x 5.5"

LSU Health
NEW ORLEANS

School of Medicine
Hematology / Oncology Fellowship Program

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John Deaux, MD • Program Director

LSU Health New Orleans: LSUHNO Logo vs LSUHSC Seal use

The LSU Health New Orleans logo and LSUHSC-NO seal have different uses. They are not interchangeable. The logo is the official symbol that conveys the identity of the LSU Health Sciences Center New Orleans. The LSUHSC-NO seal provides a traditional embellishment associated with universities and substitutes for the logo in a narrow range of applications. Guidelines for use of both graphics follow.

The LSU Health New Orleans logo is to be used:

- on all LSUHSC-NO exterior signage
- on all LSUHSC-NO stationery
- on all LSUHSC-NO campus correspondence stationery
- on all LSUHSC-NO business cards.
- on all LSUHSC-NO official publications, if a graphic is required
- on all LSUHSC-NO websites and web pages
- on merchandise for resale
- on all LSUHSC-NO school promotional items (posters, exhibits, balloons, banners, flags, notebooks, binders, clothing)
- on materials also bearing the logo of affiliated entities

Note: The LSU Health New Orleans logo cannot be used with any secondary symbol, logo, etc. except where noted in this GSM

Note: Requests for the LSU Health New Orleans logo files must be generated by or approved by an LSUHSC-NO department, office or organizational unit.

LSUHNO logo



LSUHSC-NO seal



LSUHSC New Orleans: Seal Usage

Use of the LSUHSC-NO seal is reserved for:

- formal invitations
- institutional certificates
- composite photographs
- diplomas
- on formal commencement programs
- merchandise for resale where the logo is inappropriate (jewelry, desk sets, leather, etched items)

The indicia may be used:

- as an additional graphic element on a brochure, recruitment piece, or web page
- screened in the background of computer-generated slides
- behind text, if screened
- enlarged and positioned to bleed (in its entirety or in a recognizable portion)

The seal and indicia may not be altered. It may not be shaded, shadowed, screened or filled with a texture or photo.

Use the official LSUHSC-NO seal instead of creating your own, and do not use a scanned, recreated, re-proportioned or otherwise modified version of the logo.

Maintain the seal's correct proportions. Do not stretch the seal. Proportions of the LSUHSC-NO seal must remain the same whether reduced or enlarged.

Use of any and all previous seals & indicia is prohibited once existing stocks are depleted - or unless specifically authorized in writing by the Chancellor or his designee.

Note: Requests for the LSUHSC-NO seal files must be generated by or approved by an LSUHSC-NO department, office or organizational unit.

Seal



LSUHSC New Orleans: Seal Usage

Color Palette

the LSUHSC-NO seal color palette corresponds with the LSU Health New Orleans logo color palette. The only exception is that in lieu of grayscale, the seal can be printed in black.

These include:

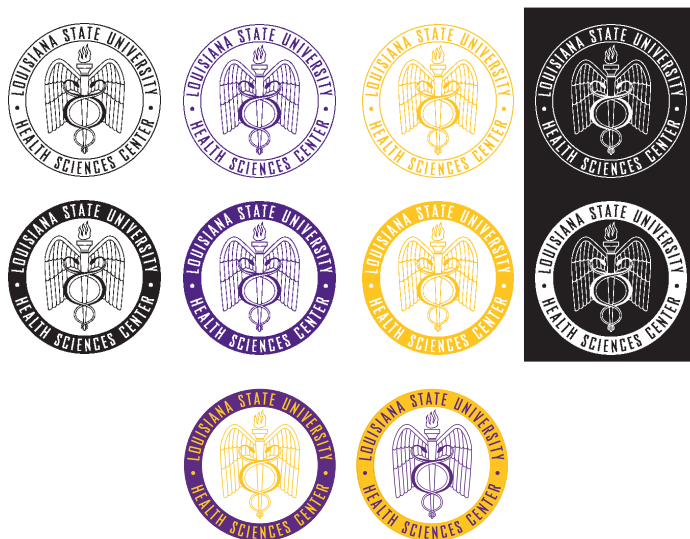
full-color CMYK / Process

full color RGB (for Web or video applications)

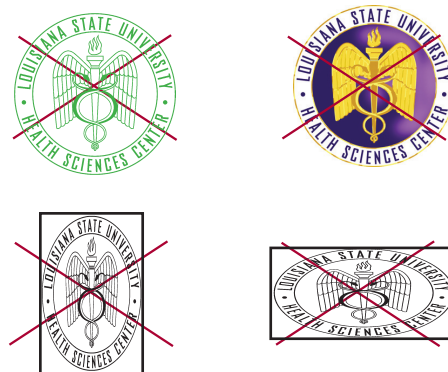
Pantone spot color

- Purple and Gold
- Purple - one color Pantone 268 (coated & uncoated)
- Gold and White - one color Pantone 115 (uncoated)
- Gold and White - one color Pantone 115 (uncoated)
- Black
- White 100% reversed on a black background.
The logo may be printed white reversed on a color background only if choosing a color is not an option, such as may be the case on certain specialty items.

Approved formats



Examples of incorrect usage.



LSUHSC New Orleans: Indicia Usage

The LSUHSC-NO indicia may be used in the following forms only: positive, negative, or screened on a solid background. The LSUHSC-NO indicia is to be displayed in only one of the following colors: purple Pantone, purple foil, gold Pantone or gold foil. The use of these colors is limited to one per application.



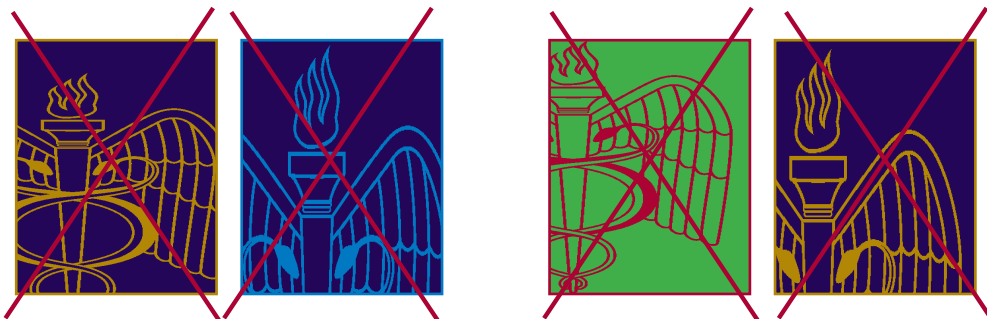
Positive



Negative

Gold on solid
Purple backgroundPurple on solid
Gold background

Samples of unauthorized usage



LSU Health New Orleans: **Alternate Logos within LSUHSC**

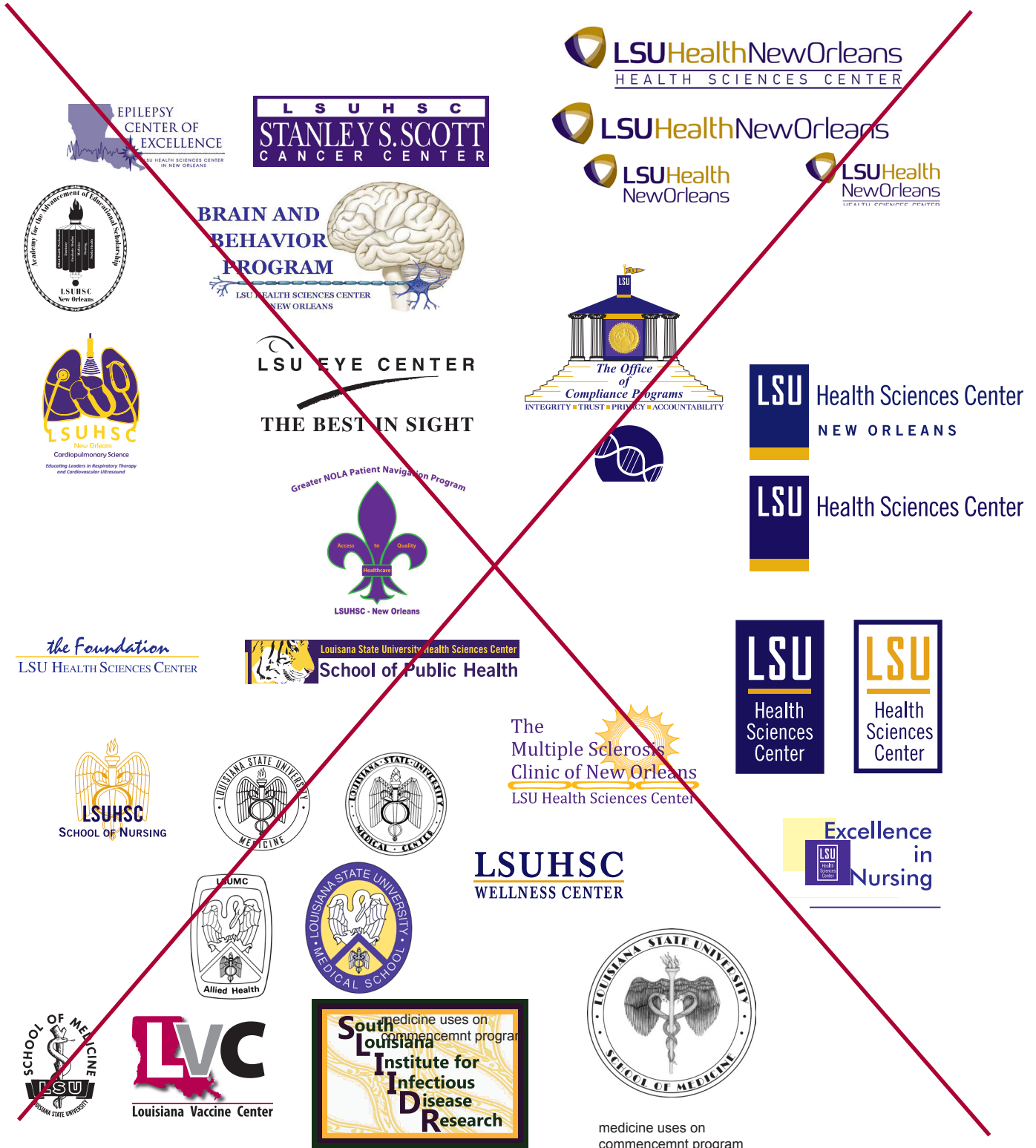
Use of internal alternate symbols is not encouraged, and alternate logos/symbols cannot be used without the prior approval of the specific Dean and the Chancellor.

All official units of LSUHSC-NO must adhere to guidelines pertaining to use of the logo. Identifying logos, marks, and indicia developed and used by various units in the past are subject to review and modification.

Final authority for interpreting and implementing the guidelines concerning the LSU Health New Orleans logo and other graphic standard applications, including but not limited to letterhead and business cards, has been placed with the Chancellor of LSUHSC-NO or the assigned designee/s.

Use of any and all previous logos is prohibited once existing stocks are depleted - or unless specifically authorized in writing by the Chancellor or his designee.

Samples of unauthorized logos (non-exhaustive)



Below are examples non-official graphics currently found on the LSUHSC-NO website or other printed documents.



School of Medicine web page

LSU Health New Orleans: **Usage for Website**

For Website standards and application guidelines
please contact:
webmaster@lsuhsc.edu
LSUHSC-NO Office of Computer Services
504-568-6130

