

**LSU**

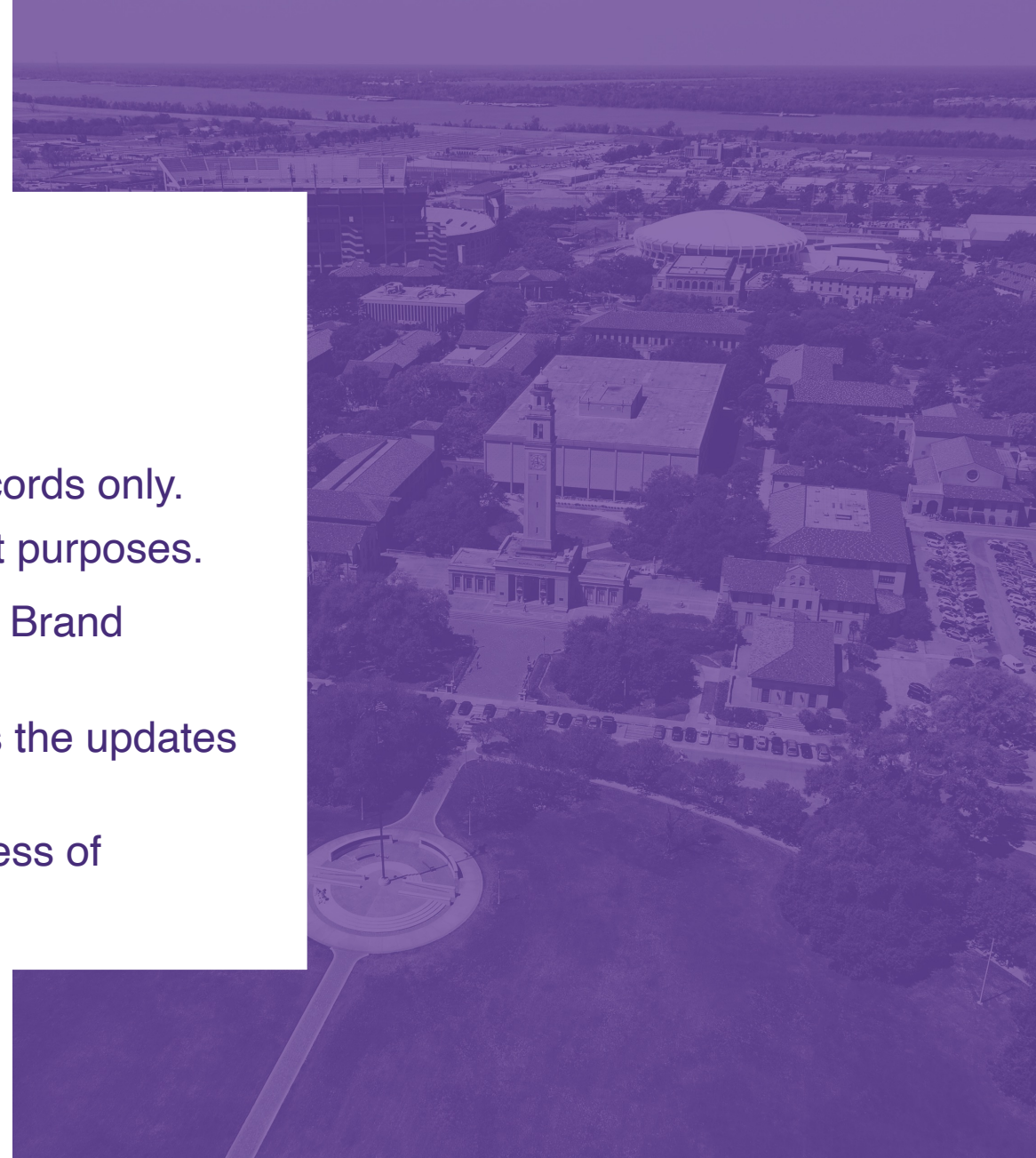


# COMMUNICATIONS & UNIVERSITY RELATIONS APPROVAL CHANGES



## WE ARE NO LONGER THE LOGO POLICE!

- [Approvals@lsu.edu](mailto:Approvals@lsu.edu)
  - Send advertising and printed collateral for our records only.
  - Approvals are no longer required for procurement purposes.
- PS-10 governs LSU Communications, Marketing, and Brand Identity.
  - Communications & University Relations oversees the updates and implementation of PS-10.
  - Currently with Academic Affairs to begin the process of university review and will soon be updated.





## ARE APPROVALS REQUIRED?

- **Video:** Yes
  - The video team wants to support your initial efforts and get you started on the right foot. Once you have a solid understanding of best practices in branding video content for LSU, their review is no longer required.
  - They are always happy when people share videos for awareness and possible cross-promotion.
- **Contact:** Elizabeth Perez [eshaw3@lsu.edu](mailto:eshaw3@lsu.edu)



## ARE APPROVALS REQUIRED?

- **Social Media:** No
  - Approvals for paid social media advertising is no longer required.
  - The social media team is always available for consultation and advising on best practices across the various platforms.
- **Contact:** Jake Terry [jterry9@lsu.edu](mailto:jterry9@lsu.edu)



## ARE APPROVALS REQUIRED?

- **Websites:** No, but...
  - Always think about accessibility when developing content for publishing on [lsu.edu](https://lsu.edu).
  - If you outsource web development projects, the ITS Portfolio Management Office (PMO) is a required step in procurement, and they will loop in our web team for review of the project when necessary.
- **Contact:** Lori Martin [lkemp1@lsu.edu](mailto:lkemp1@lsu.edu)

## ARE APPROVALS REQUIRED?

- **Paid or In-Kind Advertising:** No, but...
  - Our marketing team would like to know about advertising buys or in-kind placements however, approval is not required.
  - Please send information on the advertising placement and cost along with the artwork to **Michelle Spielman** and cc [approvals@lsu.edu](mailto:approvals@lsu.edu) for our records.
- Contact: Michelle Spielman [mspielm@lsu.edu](mailto:mspielm@lsu.edu)





## ARE APPROVALS REQUIRED?

- **Design:** No, but...
  - Approval is no longer required for print collateral or spending state funds.
  - Departments and campus communicators are responsible for following the LSU Brand Guide.
  - Please send printed brochures and marketing collateral to [approvals@lsu.edu](mailto:approvals@lsu.edu) for our records.
- **Contact:** Jewel Hampton [jewel@lsu.edu](mailto:jewel@lsu.edu)







## ADDITIONAL RESOURCES

- Copywriting: Tamara Mizell [tmizell@lsu.edu](mailto:tmizell@lsu.edu)
- Content Development: Rachel Holland [rachelsp@lsu.edu](mailto:rachelsp@lsu.edu)
- Photography: Eddy Perez [eperez2@lsu.edu](mailto:eperez2@lsu.edu)
- Media Relations: Ernie Ballard [eballa1@lsu.edu](mailto:eballa1@lsu.edu)
- Community University Partnerships: Brandon Smith  
[bsmit31@lsu.edu](mailto:bsmit31@lsu.edu)



**THANK YOU!**

