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CONTACT

PHONE

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# Brand Guide.

A photograph of graduates in blue gowns and caps, some with their arms raised, standing in front of a brick building. An archway above them reads "LOUISIANA COLLEGE" and "CLASS OF 2017". The entire image is overlaid with a semi-transparent orange filter.

LOUISIANA COLLEGE  
CLASS OF 2017

**Intro.**

**Logos.**

**Colors.**

**Typography.**

**Stationery.**

**Website & Social.**

**Merchandise.**

# INTRODUCTION

Louisiana Christian University's brand guide provides guidelines for presenting our graphic elements to both internal and external audiences.

These guidelines exist to support users across the institution, including all colleges and programs, in a consistent and effective representation of LCU's unified identity—from printed materials to visual presentations to the institutional website.

A brand identity that is communicated with discipline and consistency can become stronger. That is why it is imperative for our brand identity to be delivered in a cohesive, coordinated effort.

A coordinated and professional visual identity reflects the university's excellence in all areas. With a strong brand identity, Louisiana Christian University will be stronger, and the programs will prosper.

LCU's visual identity helps communicate who we are to students, alumni, donors, parents, church members, and others. However, our brand identity is only one aspect of our brand. Our brand is built on who we are and what we do. Every unit of the campus is a vital part of this brand.

The Marketing and Communications staff are the brand identity specialists of Louisiana Christian University. To cover campus needs, department personnel have expertise in a variety of marketing and communication areas. Whether through graphic design, writing, web, or other communications initiatives, their job is to make the entire university team look polished and united. Using the services of Marketing guarantees that an experienced

professional assists you with meeting the goals set for your project while also making sure your project expresses the university brand.

In this age of competition for students, dollars, and donors, the reality is that universities need to speak in a clear and consistent voice to avoid confusion. Because it takes multiple impressions to make an impact in a cluttered marketplace, consistent visual imagery is of strategic importance.

By practicing the discipline to be coordinated and integrated, we provide the public with familiarity, strength and a unified image. Any messages designed for our publics or funded by the university, its departments, or its donors, including ads, direct mail, invitations, web pages, signage, newsletters, or booths, should be reviewed by the Marketing professionals before being released to the public.

Just as we care about the quality of our academic programs, we care about the quality of our visual messages. LCU's desire is that our materials mirror the excellence of our academic programs. This is what the system described in the following pages attempts to accomplish. The benefits of a system such as this accrue over time through continual application. In this way each of you can help maintain and enhance the institution that we all so dearly love.

If you have questions about the material included here, please contact the Marketing Office at 318-487-7519 or [marketing@lcuniversity.edu](mailto:marketing@lcuniversity.edu).

Thank you in advance for your cooperation with this effort and your adherence to these guidelines.

LOGOS

02



The LCU logo is the keystone of our visual identity and is used on all communications materials. The LCU logo conveys school pride through the elements of the columns and through the use of the official color.

The current illustration of the front of Alexandria Hall, introduced in 2021, exemplifies an image familiar to generations of LCU alumni while also giving newcomers a sense of our history and pride.

The typeface was chosen to reflect the tradition and excellence of LCU. The letter forms have been specifically sculpted and spaced. Users should never attempt to redraw this logo or rebuild it from scratch.

The LCU logo is for use in all areas of the University when communicating to internal and external audiences. It is to be used for all institutional branding, marketing, communications and promotional purposes.

Uniform use of the logo builds awareness of the university in the academic community and beyond. It is crucial for the logo to be used in accordance with these guidelines.

When using the LCU logo, the mark may be resized, but always constrain proportions by locking the aspect ratio, so the height and width are scaled together.



LOUISIANA  
CHRISTIAN  
UNIVERSITY

# LCU LOGO VARIATION

The horizontal LCU word & icon mark logo is to be used in most situations. In some instances, due to spacing, this logo will not work properly. In this instance, the vertical LCU word & icon mark is to be used.



LOUISIANA  

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CHRISTIAN  

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UNIVERSITY



LOUISIANA  

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CHRISTIAN  

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UNIVERSITY



The LCU Icon is to be used only when the full primary logo is not needed.

The LCU lettermark is reserved for use by Marketing, Bookstore, or the Office of the President. If you wish to use this logo, you must first obtain permission.



The LCU word mark is reserved for use by Marketing, Bookstore, or the Office of the President. If you wish to use this logo, you must first obtain permission.

# LCU LOGO CLEAR SPACE

Whenever you use the official LCU logo, it should be surrounded with clear space to insure its visibility and impact. The minimum clear space is equal to the width of the 'C' in Christian and should be incorporated into any design using the logo.

No graphic elements of any kind should invade this zone. Placing the symbol on a colored background or on a photo or illustration is not an intrusion of the minimum clear space, providing maximum legibility is maintained.





# LCU LOGO FILE FORMATS & DOWNLOADS

The logo is provided in four formats which can be downloaded from this site:

JPEG for use in other applications, such as Microsoft Word or desktop applications.

PDF for professional print design and publishing applications. For promotional items, including uniforms and T-shirts, this is the version you will need to send to your licensed vendor.

PNG for use when a transparent background is needed online, and for power point – not for print.

EPS is for selected professional design applications. This should only be used when requested by an approved vendor.

# LCU LOGO COLORS

The only colors that can be used in the logo treatments are the official LCU Blue, orange or reversed. It is not permissible for the logo to appear in any other color, nor may it appear in multiple colors.

The blue and orange logo is the preferred version, but it is acceptable to be printed in all black or reversed out of any color.

## THE LOGO IN WHITE

If the logo is to be placed on a dark background, the white variant of the logo may be used. Enough contrast should be present to allow the logo to stand out. Do not fill the logo with graphics or photos, or cover them with text or graphics.

# LCU LOGOS FOR INDIVIDUAL DEPARTMENTS

Despite multiple departments, the strongest, most recognizable brand that LCU organizations can project is that of LCU itself – the brand that is outlined in this standards guide.

The use of the LCU logo, typeface, and colors provides a foundation for organizational identity – along with a strong connection to LCU.

Departmental logos are made from LCU's main logo and a department name. Never attempt to make a departmental logo from scratch.

If your department isn't included, you may request one from Marketing.



# LCU LOGO DIGITAL MEDIA STANDARDS

Websites can serve as important marketing tools for the University. The many websites hosted by the University require significant resources, and they are a reflection of the mission and character of the University's students, faculty, staff, alumni and others. Consistent and coordinated use of LCU logos on University websites is a vital part of preserving and enhancing the value of the institutional brand.

All University departments and organizations should use LCU's visual identity elements in accordance with the graphic standards presented in preceding sections of this guide.

# UNIVERSITY SEAL

The University seal is not to be used for general branding, marketing, communications or promotional purposes. Its use is restricted to official documents, publications and materials associated with the Office of the President and Board of Trustees, or for purposes approved by the President. Examples of approved uses include:

- Diplomas
- Transcripts
- Official certificates
- Printed programs, banners and other materials associated with commencements and convocations
- Award plaques presented on behalf of the Office of the President

The seal can be presented in black, LCU blue, or reversed out on a dark background.

Before using the University seal in your communications efforts, please gain approval from Marketing.



# ATHLETIC LOGO VARIATIONS

The LCU athletic logo, much like the university one, is a keystone of our visual identity and is to be used on all athletic materials. The LCU athletic logo conveys school pride through the elements of the school mascot and through the use of the official color.

The current illustration of the wildcat, introduced in 2021, exemplifies an image familiar to generations of LCU alumni while also giving newcomers a sense of our history and pride.

Uniform use of the athletic logo builds awareness of the university in the academic community and beyond. It is crucial for the logo to be used in accordance with these guidelines.

When using the LCU athletic logo, the mark may be resized, but always constrain proportions by locking the aspect ratio, so the height and width are scaled together.



# ATHLETIC LOGO VARIATION

The horizontal LCU athletic word & icon mark logo is to be used in most situations. In some instances, due to spacing, this logo will not work properly. In this instance, the vertical LCU athletic word & icon mark is to be used.



The LCU athletic word mark is reserved for use by Marketing, Bookstore, or the Office of the President. If you wish to use this logo, you must first obtain permission.

When using the LCU athletic icon, the right-facing version is preferred. In cases where this version is not able to be used, the front-facing version is acceptable. If you have any questions or concerns, please contact Marketing.



***WILDCATS***

The LCU athletic wildcats logo is reserved for use by Marketing, Bookstore, or the Office of the President. If you wish to use this logo, you must first obtain permission.

## ATHLETIC LOGOS FOR INDIVIDUAL TEAMS

Despite multiple teams, the strongest, most recognizable brand that LCU organizations can project is that of LCU itself – the brand that is outlined in this standards guide.

The use of the LCU athletic logo, typeface, and colors provides a foundation for organizational identity – along with a strong connection to LCU.

Individual team logos are made from LCU's main athletic logo and the team name. Never attempt to make a team logo from scratch.

If your team isn't included, you may request one from Marketing.



## ATHLETIC LOGO DIGITAL MEDIA STANDARDS

Websites can serve as important marketing tools for the University. The many websites hosted by the University require significant resources, and they are a reflection of the mission and character of the University's students, faculty, staff, alumni and others. Consistent and coordinated use of LCU logos on University websites is a vital part of preserving and enhancing the value of the institutional brand.

All University departments and organizations should use LCU's visual identity elements in accordance with the graphic standards presented in preceding sections of this guide.

# BREACHES OF ATHLETIC IDENTITY

Please avoid misuses of the identity system. Common problems: skewed proportions, discolored graphics, low-quality resolution of files. Whenever possible send scalable, vector artwork to service providers.



**LEFT FACING\***  
Unless special permission is granted



**DARK ON DARK WITHOUT  
CONTRAST STROKE**



**REVERSAL OF POSITIVE  
& NEGATIVE FORMS**



**PREVIOUS VERSION  
OF WILDCAT**



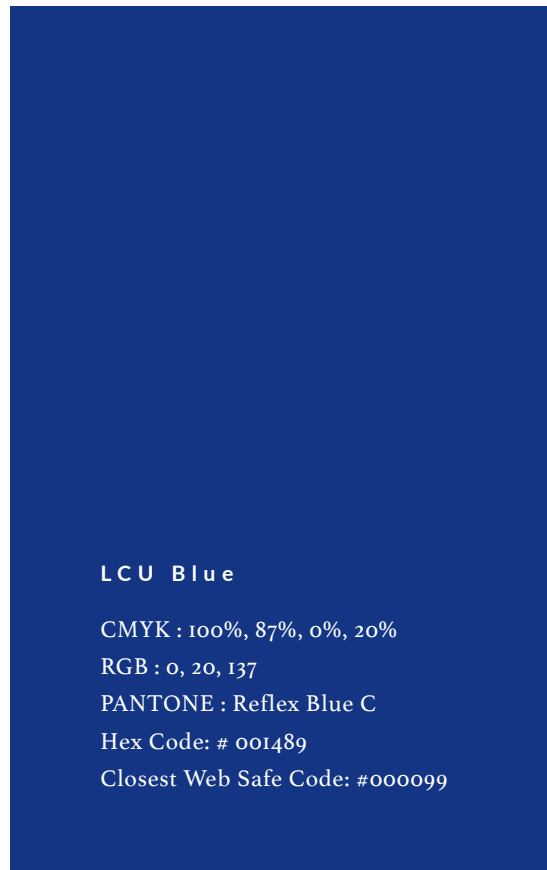


COLORS

03

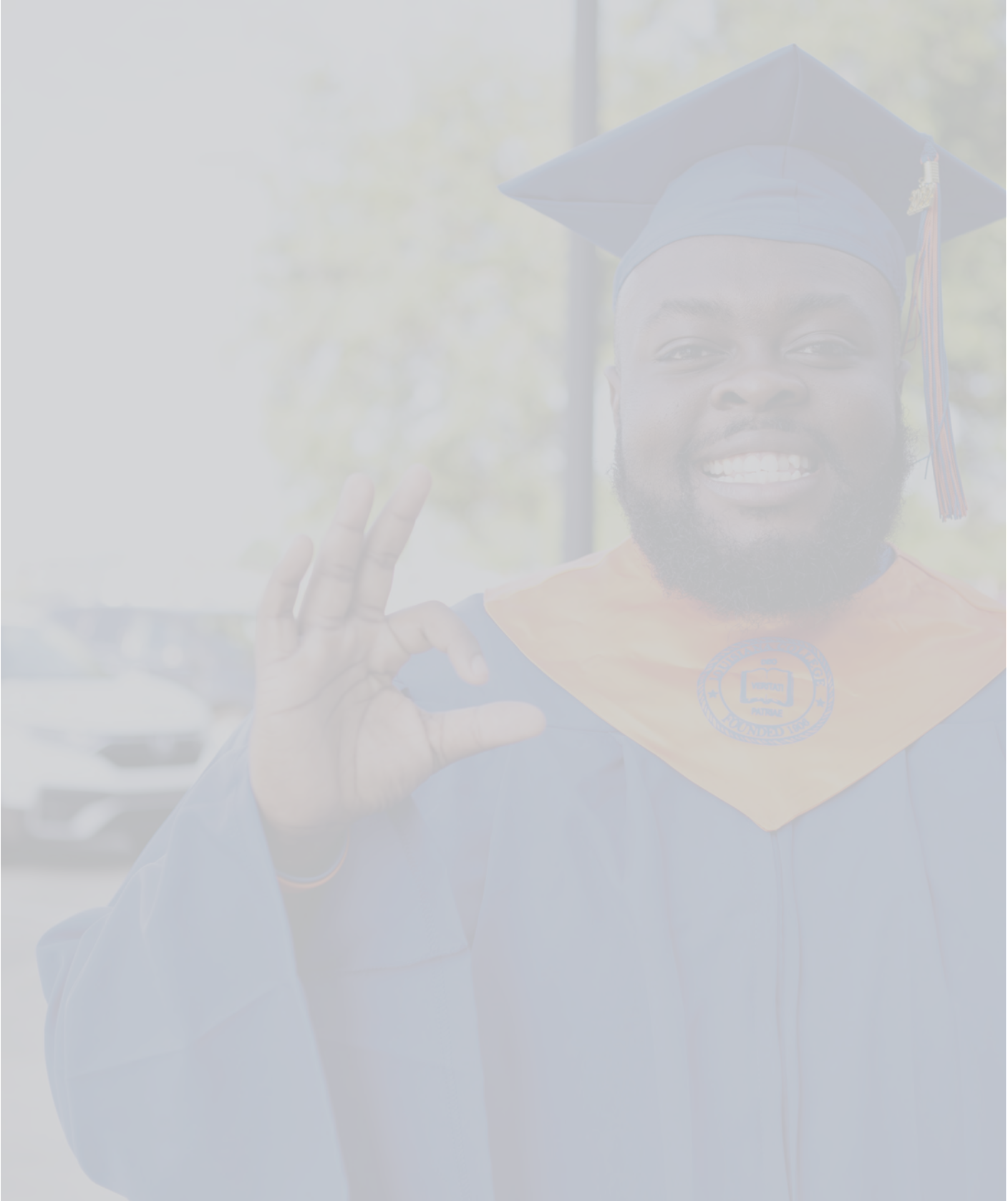
Blue and orange are an integral part of the University's brand identity. LCU blue and orange should be incorporated – and highlighted – whenever possible, especially in high profile and core applications.

The use of black and white are also encouraged in design. If you have any questions, please contact Marketing.



# TYPOGRAPHY

# 04



# UNIVERSITY SERIF

## ABOUT ATHELAS

A palette of type fonts complements the logo design. Like the color palette, its use furthers the recognition of LCU communication materials. The serif typeface that has been selected for LCU communications is Athelas. It has a full complement of two weights and true italics.

# Athelas

## ATHELAS REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz. 1 2 3 4 5 6 7 8 9 0. !@#\$%^&\*()<>?/\

## ATHELAS REGULAR ITALICS

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt  
Uu Vv Ww Xx Yy Zz. 1 2 3 4 5 6 7 8 9 0. !@#\$%^&\*()<>?/\*

## ATHELAS REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz. 1 2 3 4 5 6 7 8 9 0. !@#\$%^&\*()<>?/\

## ATHELAS REGULAR ITALICS

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt  
Uu Vv Ww Xx Yy Zz. 1 2 3 4 5 6 7 8 9 0. !@#\$%^&\*()<>?/\*

Athelas and Lato are LCU's preferred institutional fonts for publications and in marketing materials. There are no established rules for using the serif option (Athelas) or the sans serif option (Lato). However, serifs tend to be more formal and easier to read, so Athelas would be the advisable choice for pieces that contain large amounts of copy.

# UNIVERSITY SAN SERIF

## ABOUT LATO

The sans serif typeface that has been selected for LCU communications is Lato. The Lato typeface has the advantage of having a variety of weights which even combined give an impression of steadiness and homogeneity. The clear, objective forms of Lato make this a legible font suitable for almost any typographic need.

# Lato

Lato Light

*Lato Light Italic*

Lato Regular

*Lato Regular Italic*

Lato Medium

*Lato Medium Italic*

Lato Semibold

*Lato Semibold Italic*

Lato Bold

Lato Bold Italic

Lato Heavy

*Lato Heavy Italic*

Lato Black

*Lato Black Italic*

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz. 1 2 3 4 5 6 7 8 9 0.  
!@#\$%^&\*()<>?/\

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz. 1 2 3 4 5 6 7 8 9 0.  
!@#\$%^&\*()<>?/\

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz. 1 2 3 4 5 6 7 8 9 0.  
!@#\$%^&\*()<>?/\

Athelas and Lato are LCU's preferred institutional fonts for publications and in marketing materials. There are no established rules for using the serif option (Athelas) or the sans serif option (Lato). However, serifs tend to be more formal and easier to read, so Athelas would be the advisable choice for pieces that contain large amounts of copy.

# UNIVERSITY FORMAL SCRIPT

## ABOUT BICKHAM SCRIPT

Bickham Script is a flowing, formal script typeface. This ornate script lends a signature flourish to invitations, reports, flyers, and more.

*Bickham Script*

## BICKHAM SCRIPT REGULAR

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz. 1 2 3 4 5 6 7 8 9 0. !@#\$%^&\*()<>?^*

## BICKHAM SCRIPT SEMIBOLD

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz. 1 2 3 4 5 6 7 8 9 0. !@#\$%^&\*()<>?^*

## BICKHAM SCRIPT BOLD

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt  
Uu Vv Ww Xx Yy Zz. 1 2 3 4 5 6 7 8 9 0. !@#\$%^&\*()<>?^*

# UNIVERSITY INFORMAL SCRIPT

## ABOUT TURBINADO PRO

The informal script that has been selected for LCU communications is Turbinado Pro. This typeface is clear and easy to read with a friendly personality.

*Turbinado Pro*

## TURBINADO PRO LIGHT

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz.  
1 2 3 4 5 6 7 8 9 0. !@#\$%^&\*()<>?/\*

## TURBINADO PRO

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy  
Zz. 1 2 3 4 5 6 7 8 9 0. !@#\$%^&\*()<>?/\*

## TURBINADO PRO BOLD

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx  
Yy Zz. 1 2 3 4 5 6 7 8 9 0. !@#\$%^&\*()<>?/\*

# ATHLETIC SERIF

## ABOUT ROBOTO SLAB

A palette of type fonts complements the logo design. Like the color palette, its use furthers the recognition of LCU communication materials. The serif typeface that has been selected for LCU athletic communications is Roboto Slab.

# Roboto Slab

## ROBOTO SLAB LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz. 1 2 3 4 5 6 7 8 9 0.  
!@#\$%^&\*()<>?/\

## ROBOTO SLAB REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz. 1 2 3 4 5 6 7 8 9 0.  
!@#\$%^&\*()<>?/\

## ROBOTO SLAB BOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp**  
**Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz. 1 2 3 4 5 6 7 8 9 0.**  
**!@#\$%^&\*()<>?/\**



# ATHLETIC SAN SERIF

## ABOUT ROBOTO

The sans serif typeface that has been selected for LCU communications is Roboto. The Roboto typeface has the advantage of having a variety of weights which even combined give an impression of steadiness and homogeneity. The clear, objective forms of Roboto make this a legible font suitable for almost any typographic need.

# Roboto

Roboto Thin

*Roboto Thin Italic*

Roboto Light

*Roboto Light Italic*

Roboto Regular

*Roboto Italic*

Roboto Medium

Roboto Medium Italic

Roboto Bold

*Roboto Bold Italic*

Roboto Black

*Roboto Black Italic*

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz. 1 2 3 4 5 6 7 8 9 0.  
!@#\$%^&\*()<>?/\

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz. 1 2 3 4 5 6 7 8 9 0.  
!@#\$%^&\*()<>?/\

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz. 1 2 3 4 5 6 7 8 9 0.  
!@#\$%^&\*()<>?/\**

# ATHLETIC DISPLAY SERIF

## ABOUT MUDHEAD

The display serif typeface that has been selected for LCU communications is Mudhead. This font is for special purposes only. You must obtain approval before use.

# Mudhead

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz. 1 2 3 4 5 6 7 8 9 0.  
!@#\$%^&\*()<>?/\**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz. 1 2 3 4 5 6 7 8 9 0.  
!@#\$%^&\*()<>?/\**

# STATIONERY

# 05

Stationery is one of the most frequent uses of LCU's identity. Consistent and coordinated use of official university stationery provides the opportunity to visibly solidify the university brand.

LCU has one official academic format for letterhead, envelopes, business cards, and name badges. The type and quality of paper used for printed material is an important part of the identity system and is non-negotiable.

Please contact Marketing or Graphic Services with any questions.

## BUSINESS CARDS

There is one approved business card format for academic and administrative departments. The adopted format allows plenty of room for individuals to customize their contact information and affiliation within the university.

Business cards are printed on paper stock that coordinates with the University stationery and should be ordered through our Graphic Services department.

*Do not create or design business cards in any other way.*

Printing the back of the business card is not optional.



**First & Last Name, PhD.**  
*Title of Person*  
Louisiana Christian University  
1140 College Drive, Box 570  
Pineville, LA 71359  
Tel: 318-487-xxxx

email@LCUniversity.edu  
[www.LCUniversity.edu](http://www.LCUniversity.edu)

LOUISIANA  
**CHRISTIAN**  
UNIVERSITY

## ACADEMIC LETTERHEAD

There is one approved letterhead format for academic and administrative departments. Mailings should never use photocopies, color copies, or any other reproduction of the official printed LCU stationery.

Official academic and athletic letterhead is printed on an approved paper stock and should be ordered through our Graphic Services department.

*Do not create or design letterhead in any other way.*



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Office of Admissions | 1140 College Drive | Box 566 | Pineville, LA 71359 | 318-487-7259 | [admissions@LCUniversity.edu](mailto:admissions@LCUniversity.edu)



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Office of Admissions | 1140 College Drive | Box 566 | Pineville, LA 71359 | 318-487-7259 | [admissions@LCUniversity.edu](mailto:admissions@LCUniversity.edu)

## ACADEMIC ENVELOPES

There is one approved #10 envelope design format for academic and administrative departments.

Envelopes are printed on paper stock that coordinates with the University stationery and should be ordered through our Graphic Services department.

*Do not create or design envelopes in any other way.*



## ACADEMIC NAME BADGES

There is one approved lapel name badge design format for academic and administrative departments.

General academic and athletic name badges should be ordered through the Office of Provost or Marketing.

*Do not create or design name badges in any other way.*

## EMAIL SIGNATURE

Email communication is just as important to conveying a consistent message as print publications. Messages sent from office email accounts represent programs, departments, colleges, and LCU.

When sending emails to external audiences, use the signature format outlined here with the LCU outlook thumbnail and address underneath personal information (see example):

- Name
- Title
- Contact Information

Since LCU email is university business correspondence, personal tag lines, quotations, photographs and background graphics should not be part of email signatures.

### **Employee Name**

*Employee Title*

1140 College Drive, Pineville, LA 71360

lcuniversity.edu

318.487.####



Louisiana Christian University is a *Christ-centered community* committed to *Academic Excellence* where students are equipped for lives of *Learning, Leading, & Serving*.

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## ATHLETIC LETTERHEAD

There is one approved letterhead format for athletic departments. Mailings should never use photocopies, color copies, or any other reproduction of the official printed LCU stationery.

Official academic and athletic letterhead is printed on an approved paper stock and should be ordered through our Graphic Services department.

*Do not create or design letterhead in any other way.*



318.487.xxxx | CELL 318.xxxx.xxxx  
coach.name@lcuniversity.edu  
1140 College Drive, Box xxx  
Pineville, LA 71359



318.487.xxxx | CELL 318.xxxx.xxxx  
coach.name@lcuniversity.edu  
1140 College Drive, Box xxx  
Pineville, LA 71359



Preparing Graduates · Transforming Lives



## ATHLETIC ENVELOPES

There is one approved #10 envelope design format for all athletic departments.

Envelopes are printed on paper stock that coordinates with the University stationery and should be ordered through our Graphic Services department.

*Do not create or design envelopes in any other way.*



## ATHLETIC NAME BADGES

There is one approved lapel name badge design format for all athletic departments.

General academic and athletic name badges should be ordered through the Office of Provost or Marketing.

*Do not create or design name badges in any other way.*

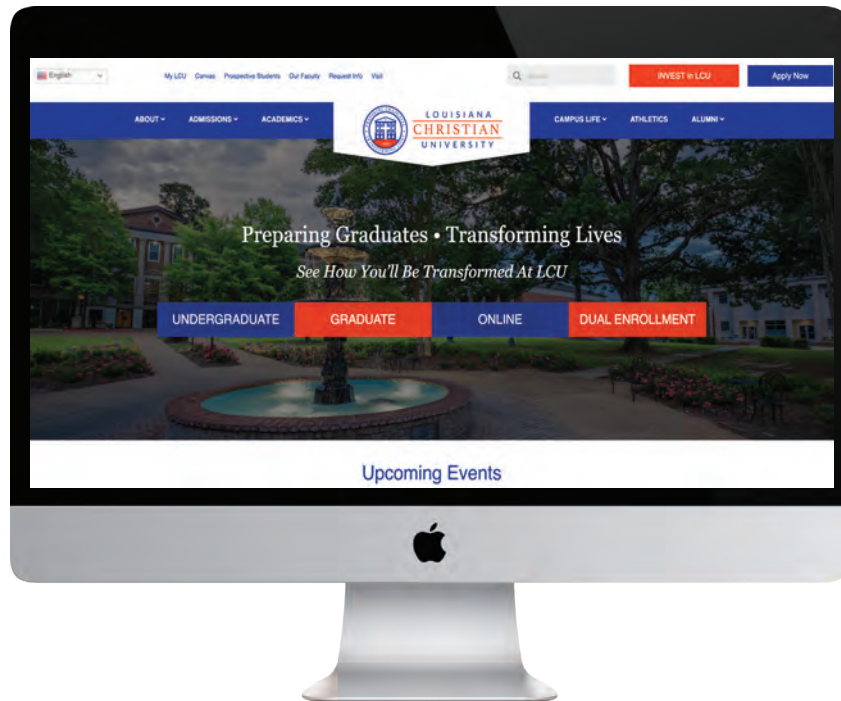
# WEBSITE & SOCIAL

# 06



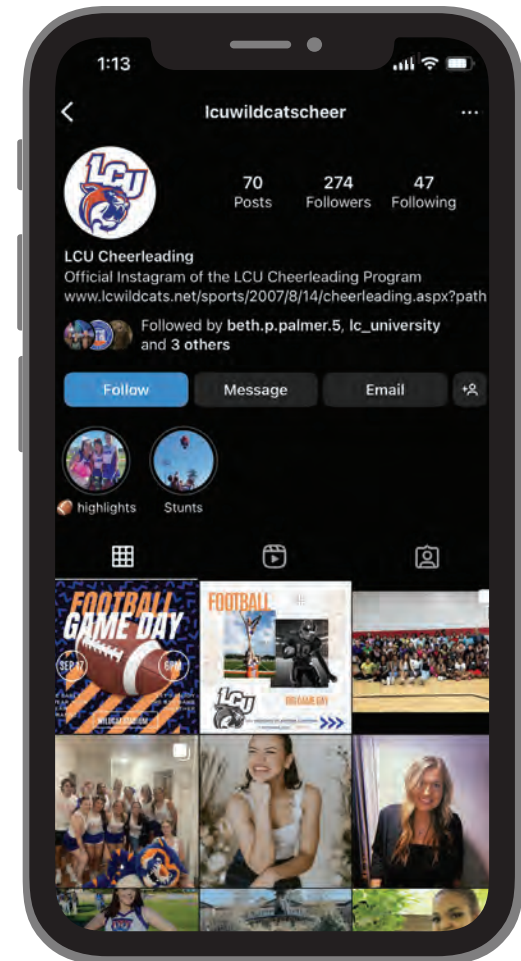
## SOCIAL MEDIA

Each department and or approved organization is permitted to create a designated social media account across all platforms. Login credentials are required to be shared with Marketing. All content posted must follow the provided guidelines in this document and is subject to removal at administrations discretion.



## WEBSITE DESIGN

All website changes are to be approved and implemented by the Marketing Department. Each department must submit requested changes to the Director of Marketing and allow 3-5 days for changes to become effective.



MERCHANDISE

07



All merchandise must be approved by Marketing to ensure brand consistency throughout the university. Orders are not permitted without approval.

If you have any questions or concerns, contact Marketing at [marketing@lcuniversity.edu](mailto:marketing@lcuniversity.edu) or call 318-487-7519.



