

Thanks for taking a moment to familiarize yourself with this branding toolkit.

We have compiled information that will make it easy for you to support the University of Louisiana at Lafayette's branding efforts.

Our branding initiative is intended to convey who we are as a university and what sets the University apart from other higher education institutions. Three broad distinguishing elements that make us distinct are our **rich culture, close community** and **real-world research**.

Our overarching message is clear and direct:
We are smart, spirited and seeking solutions.

The success of the university's branding depends on our ability to educate others about our university. The key is a united message.

Branding is not about control. It's about consistency. The items in this toolkit will help us speak with **one voice** and concentrate on expressing the essence of the University of Louisiana at Lafayette.

Here are some of the items you'll find in this toolkit:

- a message from University President Dr. Joseph Savoie;
- a graphic standards manual, which shows the proper use of the University's name, logos and marks;
- a template that you can use when making a university-related PowerPoint presentation;
- a one-page brand overview;
- six key messages, with text that shows how they can be supported by using specific examples;
- a style guide that will help us standardize our communication materials;
- a printable At A Glance overview of the University;
- some photographs for editorial or non-commercial use, such as reports and PowerPoint presentations;

- descriptions of the University;
- a list of notable alumni; and
- details about the University that are reported by the Integrated Postsecondary Education Data System.

There are also some talking points that will help you tell others about the University and some FAQs.

This toolkit will be posted online, so it can be updated and expanded as needed.

We welcome your suggestions about this toolkit. Contact the Office of Communications and Marketing at branding@louisiana.edu or (337) 482-6397.

We look forward to working with you to tell others what it means to be a Ragin' Cajun®.

