



SULC Communications and Visual Identity Guide
Policy Number 3-001

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| Responsible Unit: External Affairs and Public Relations | Effective Date: 11/20/2019 |
| Responsible Official: Law Center Chancellor and Director of External Affairs | Last Reviewed Date: 11/19/2019 |
| Policy Classification: External Affairs and Public Relations | Origination Date: 11/19/2019 |

I. Policy Statement and Rationale

The Communications and Visual Identity Guide has been established to ensure and regulate institution-wide consistency of the Southern University Law Center or “Law Center” brand. The institution’s brand is the hallmark of its reputation to its faculty, staff, students and community.

II. Policy Scope

This policy is in pursuant of the Communications and Visual Identity Guide. The guide and policy applies to administration, faculty, staff, and students.

The guide covers communication style, including tone, editorial style guide, and media relations. In addition, it covers the branding tools of the Law Center such as logos, colors, stationary, and more.

III. Policy Compliance

Failure to adhere to the policy and guide may result in action under the appropriate Handbook for faculty, staff, and students.

IV. Policy Definitions

1. Branding tools: Branding tools are marks that represent the Law Center such as logos, colors, stationary, and more
2. Social Media: Social media is media designed to be disseminated through social interaction using highly accessible and scalable publishing techniques.

3. Social Media Accounts: Accounts created on Facebook, Twitter, Instagram, and other various platforms.
4. Media Relations: Media relations is the interaction and relationship between a company or organization and journalists.
5. Licensing: Licensing is an agreement in which a company gives permission to a vendor or another company to produce specified products bearing its likeness for payment. The Southern University System has an agreement with Collegiate Licensing Company (CLC) to provide licensing oversight and access to companies to produce products, such as apparel, mugs, banners, brochures, and more bearing the likeness of the campuses within the System.
6. Typography: Typography, or font, is art and technique of arranging type to create a written language. Adobe Calson Pro and Optima are the preferred fonts for the Law Center in regards to printed communications.
7. Student Organizations: Student organizations are affinity student groups that are officially recognized by the Law Center's Office of Student Affairs.

The SULC Communications and Visual Identity Guide policy requires faculty, staff, and students to comply with the guidelines enforced within the guide book which can be found at www.sulc.edu/commguide.

V. Policy Implementation Procedure

The Office of External Affairs in conjunction with the Offices of Academic and Student Affairs will be charged with implementing this policy. This policy is to enforce the adherence to the Communications and Visual Identity Guide which can be found at www.sulc.edu/commguide.

VI. Policy Related Information

- a. All Official Law Center social media accounts must be in adherence with the Southern University System Social media policy which can be found here: bit.ly/susocialmedia.

VII. Policy History and Review Cycle

This is a newly created policy. It is subject to a five-year policy review cycle.

VIII. Publication of Policy

This policy is published on the Law Center website at www.sulc.edu.

IX. Policy Approval

This section identifies the appropriate approval official(s).



John K. Pierre
Chancellor, Southern University Law Center



Date