



SOUTHERN UNIVERSITY

NEW ORLEANS

University Publication Guide

Department of Public Relations

Purpose of the guide

While each department, unit and program at Southern University at New Orleans is distinctive, each is also part of the whole University. Many who read one publication from SUNO may seek out other publications from the University. Therefore, it is important for the institution to maintain standards of consistency and excellence in how publications are produced.

It is important for the University, as a whole, to benefit from the success of each part of the SUNO community. The purpose of this guide is to ensure that each campus publication is representative of a standard of excellence among all publications.

Who should use these guidelines?

The information provided here applies to the production of:

- brochures
- newsletters
- pamphlets
- news releases
- web pages
- handbooks, and other publications that represent SUNO.

It is intended for all those on campus who produce publications. Using these guidelines in the preparation of your publications will improve the effectiveness of each piece of work. The guidelines will also ensure consistency in order to promote your unit, department or program as a member of the SUNO family.

The guidelines do *not* apply to professional papers, faculty blogs, manuscripts, or correspondence written by individual faculty and staff, nor to official accreditation reports and routine administrative documents.

Are the guidelines designed to limit a unit's "personality"?

Not at all! The guide will NOT tell you what to say about your program or department. This guide is intended to help students, faculty, staff, and administrators communicate their respective messages in the most effective way possible. The University encourages every program and department to celebrate its unique qualities. SUNO Public Relations is available to address any concerns or provide consultation.

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Guidelines

- Because University logos and images are used on almost all campus publications, please adhere to the image standards of SUNO (http://www.suno.edu/Alumni_and_Friends/image_guidelines.htm). The purpose is not to limit publication designs or layouts which may be distinctive to a unit, department or program but rather to maintain consistency of the SUNO brand.
- Please note that when using logos and images, stretching or skewing the images in order to resize them hurts the integrity of the images, thus compromising consistent branding of the University. In order to resize logos and images, use your cursor to “grab” the image from the corner.
- Upon department/unit head approval, the publication is to be forwarded to SUNO Public Relations. Once the publication is cleared by SUNO Public Relations, the publication can be sent to print. If changes are needed or suggested, the department/unit head will be notified. A standard publication approval form will accompany the draft. Please allow fourteen (14) days from the intended date of the publication for approval.
- Always consult with SUNO Public Relations to make sure that the correct University mission, vision, and core values are being used in your publication.
- Should your department or unit use photographs in your publication, please consult with SUNO Public Relations to ensure that the images are properly used and credited.
- Understanding that major publications such as handbooks and catalogs are collaborative efforts from across the campus, please make sure that the fonts used in publications are consistent.
- Good, consistent writing is the cornerstone of any publication. Please make sure that the publication is edited. Writers are also highly encouraged to adhere to a style. For example, the recommended style for newsletters and other journalistic works is AP Style. Academic work should adhere to the recommended University-wide style.

Remember that the purpose of this guide is to maintain standards of consistency and excellence. By adhering to the guidelines, the general public sees the best of Southern University at New Orleans.

Questions about this policy should be directed to SUNO Public Relations at (504) 286-5343 or efrancis@suno.edu.

Adopted by the Southern University at New Orleans Public Relations Committee
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