

# Pennington Biomedical Research Center

Style Guide · Version 1. 2015

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This style guide provides standards for representing LSU's Pennington Biomedical Research Center and its scientific programs. It is intended to streamline brand identity and ensure cohesion across platforms.

## Name Usage:

- In all communications, always use "LSU's Pennington Biomedical Research Center" on first mention.
- On second and additional mentions, use "Pennington Biomedical."
  - Never use "PBRC" or only "Pennington"—there are several other local organizations and companies that share the Pennington family name.
- When referring to Louisiana State University, always use "LSU" or "Louisiana State University." LSU should never be referred to as Louisiana State, LSU-Baton Rouge, L.S.U., or other aliases different from the official names. There are no periods or spaces in "LSU." Refer to the university as "LSU," not as "LSU and A&M College."
- All public-facing documents such as handouts, flyers, reports or advertising must be approved through the Communications Department at Pennington Biomedical (and, as appropriate, the IRB) before distribution.
  - All clinical research study materials (marketing, participant information, etc.) that will be viewed by or available to the public must be attributed to Pennington Biomedical, either by use of the official Pennington Biomedical logo or full text of the center's name on each piece.
- All public-facing graphics must be created and/or approved through the Communications Department (and, as appropriate, the IRB) before distribution.

## Logo:

- The current official Pennington Biomedical logo must be included on the front of all official communications, including reports, flyers and handouts unless otherwise approved. (The current official logo can be found and downloaded via visit PINE/Graphics/Official Logos.)
- When Pennington Biomedical logos are used in marketing materials together with photography or other graphics, a minimum amount of clear space must surround the logo. The space is equivalent to the width of the graphic "P beaker" that precedes the Pennington Biomedical name.
- The official Pennington Biomedical logo must be used without any edits to color, shadow, gradient, ratio, resolution or other attributes.
- The logo must be used in its entirety with no portion removed or edited.
- The logo size may be reduced or enlarged, but the elements should be retained. The logo should appear no smaller than 1.5 inches in printed width or 160 pixels wide for websites.



**Color guide:**

Official LSU Colors	Pantone Coated	Pantone Uncoated	CMYK	RGB	Hexadecimal
LSU Purple	PMS 268C	PMS 268U	C-90 M-100 Y-0 K-0	R-70 G-29 B-124	#461D7C
LSU Gold	PMS 123C	PMS 115U	C-0 M-24 Y-94 K-0	R-253 G-208 B-35	#FDD023
Black	Process Black	Process Black	C-0 M-0 Y-0 K-100 R-0	R-0 R-0 B-0	#000000
50% Gray	PMS Cool Gray 8C	PMS Cool Gray 8U	C-0 M-0 Y-0 K-50	R-153 G-153 B-153	#999999

**Email Signature:**

A consistent, organization-wide email signature is a key part of our brand identity. It is a cognitive flag that helps contacts know who get emails from several different people in our organization quickly make the connection between them. Use basic contact information and please limit colors in the signature to those assigned above.

*Your Pennington Biomedical email signature should include:*

Your name  
 Title, Department  
 LSU Pennington Biomedical Research Center  
 Address  
 Phone number(s) – *listing a cell phone number is optional*  
[www.pbrc.edu](http://www.pbrc.edu)  
 [disclaimer] (*see text in example below*)

**Example:**

**Jane Smith**

Coordinator, Clinical Trials Unit  
 LSU Pennington Biomedical Research Center  
 6400 Perkins Road  
 Baton Rouge, LA 70808  
 225.763.XXXX (o)  
 225.XXX.XXXX (c) (*optional*)  
[www.pbrc.edu](http://www.pbrc.edu)

This electronic message, including any attachments, is solely for use of the intended recipient(s). Any unauthorized disclosure, dissemination, use or reproduction is strictly prohibited. If you have received this message in error, please delete it and notify the sender immediately.

**Associated Press Style:**

LSU and Pennington Biomedical adhere to Associated Press writing style in all public facing materials. Below are recommended guidelines and additional references based on those provided by LSU via <http://www.lsu.edu/stratcomm/policies/writing-style.php>.

*Resources:*

For full reference on accepted reference and writing styles, please refer to the Associated Press Stylebook (current year edition).

**Pennington Biomedical Style Guidelines/Selected AP Style Highlights**

- Refer to “Name Usage” section above for proper presentation of names associated with LSU and with Pennington Biomedical.
- Units/Departments: On first reference, use the full, official name of a unit, college, area or department. If the same unit is frequently referenced, subsequent references may be abbreviated: “Pennington Biomedical is home to the Institute for Dementia Research and Prevention. The IDRP promotes research and conducts studies such as the Jo Lamar Dementia Study.”
- Unless it is within the full name of the university or center (i.e., Louisiana State University, Pennington Biomedical Research Center), lowercase “university” when referring to LSU (e.g., the university) or “center” (e.g., the center) when referring to Pennington Biomedical.
- Avoid using courtesy titles (Mr., Mrs., Ms., Dr.) within paragraph text or cutlines. On first reference, use “PhD” or “MD” to establish a professor’s or physician’s title/expertise. Use a husband’s and a wife’s first names: “John and Mary Smith,” never “Mr. and Mrs. Smith.” Courtesy titles are allowed in donor lists to satisfy donor wishes.
- When abbreviating academic degrees, do not use periods: “BA, PhD, MS, MBA, JD, MD.”
- It is not necessary to write “degree” if the full name of the degree is given. For example, it is sufficient to say “Master of Science” rather than “Master of Science degree.”

**If you have any questions regarding these standards, please e-mail [news@pbrc.edu](mailto:news@pbrc.edu).**