

# NAME AND NICKNAME POLICY

## UNIVERSITY OF LOUISIANA AT LAFAYETTE

### **STATEMENT**

The University's name, University's abbreviation and athletic teams' nicknames are subject to the principles and protocols outlined below.

### **PURPOSE**

This policy is intended to cover published works, video, Internet, and audio communications, as well as visual design, related to the University's name and nickname.

The University seeks to maintain a strong and consistent brand. Consistency reinforces the University's identity. A primary factor to ensure consistency in the brand is uniformity in the use of the University name. Inaccurate references and varying styles dilute the University's brand. The University name and abbreviation are trademarked. Ragin' Cajuns®, the athletics nickname, is a federally registered term.

### **APPLICABILITY**

This policy applies to all University faculty, staff, students and affiliated organizations.

### **RESPONSIBILITIES**

#### *University Name*

University of Louisiana at Lafayette has been the formal and official name of the University since 1999. Please use it in first reference to the University in text.

Thereafter, the University (capitalized) should be used to refer to the University. UL Lafayette may be used as an abbreviation to refer to the University when clarification is necessary.

The formal name of the University must be on all legal or official documents and University publications and stationery.

#### *Inaccurate References*

- Do not refer to the University as ULL in any instance.
- Do not use the terms Lafayette or U of L, as they denote other institutions.

#### *Athletics Nickname*

Louisiana Ragin' Cajuns® is the nickname of the University's athletic teams. Teams also may be referred to using shorter versions of that nickname. In most cases, Ragin' Cajuns plural is proper, though Ragin' Cajun in the singular form can apply.

Please include a registered symbol (®) as a subscript for the first reference of the term Ragin' Cajuns® in text. The registered symbol must appear in every use of the logos.

### *Unacceptable Styles*

- Laf or L (instead of Lafayette), La or LA (instead of Louisiana)
- Hyphens or commas in the name, abbreviation, or nickname
- Ragin Cajuns (without the apostrophe)
- Lady Cajuns (former name of the women's teams)

### *Technology External References*

- Louisiana.edu is the official URL and address for emails.
- When publishing account names that contain **ullafayette**, the "ul" portion must be bolded and/or printed in an alternate color to distinguish the terms. For example: twitter/official**ullafayette**

### *Logos and Name Use*

All uses of the University's name, department names, nicknames, logos and visual marks (including the Ragin' Cajuns® family of marks) or any likenesses, including but not limited to advertising, stationery, websites, cobranding, facilities or apparel, must be approved by the Office of Communications and Marketing.

Internal uses of the University's name for academic or educational purposes, such as syllabi or course materials, do not need to be approved by Communications and Marketing.

For more information on use of University marks and logos, please refer to the related documents listed below.

### **RELATED POLICIES, PROCEDURES OR GUIDELINES**

- Graphic Standards Manual
- Branding Guidelines
- Licensing Policy

### **RESOURCES**

The Office of Communications and Marketing can be reached at **337-482-6397**. Send questions or approval requests to [brand@louisiana.edu](mailto:brand@louisiana.edu)

### **ENFORCEMENT**

The Office of Communications and Marketing will manage this policy.

### **ADOPTION**

Adopted September 10, 1999

Revised by the University Council on November 26, 2012

Approved by the University President on November 28, 2012

Effective immediately