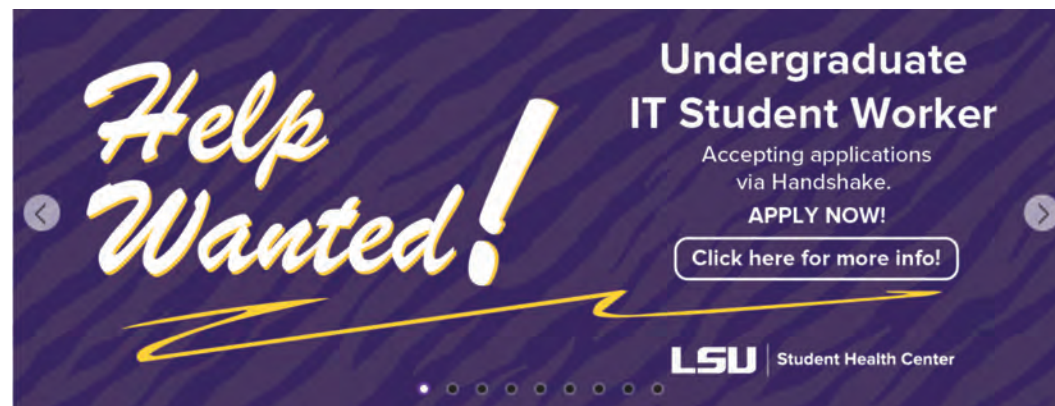


BEST PRACTICES:



Be strategic about your message and what should be emphasized. Keep the word count to a maximum of 15 words.

Word count in artwork: 15



Try to include a call-to-action as well as your unit signature.

Word count in artwork: 17

WHAT TO AVOID:



Avoid placing paragraphs of copy into a slider. These rotate quickly and should be readable.

Word count in artwork: 40



Avoid including a full schedule and multiple URLs in a slider. These rotate quickly.

All campus events should be added to either the main LSU Events Calendar or Tigerlink. Tigerlink events are automatically added to the LSU Events Calendar and do not need to be added separately. If you need help getting started with adding events to the calendar, please reach out to lsucalendar@lsu.edu.

Word count in artwork: 74 plus 4 URLs



Suggested size: 800px x 300px

Headline: Proxima Nova Extrabold at max 72pt

Subheader: Proxima Nova Semibold at max 24pt (Use white on purple for max contrast and readability.)

Additional Copy/Subtext: Proxima Nova Medium at min 18pt (Use white on purple for max contrast and readability.)

Add the LSU logo or the appropriate unit signature to the left/right corner or the center.