



Coastal Protection and Restoration Authority



CPRA Style Guide

The CPRA style guide provides standards for representing Louisiana Coastal Protection and Restoration Authority (CPRA).

Name use, logo and signature standards are outlined below, and will help to promote and strengthen CPRA identity, i.e. branding.

CPRA Name Use:

- In written communications, use **“Louisiana Coastal Protection and Restoration Authority”** on first mention.
- Prior to using CPRA abbreviation, write the full name and then the abbreviation: **“Louisiana Coastal Protection and Restoration Authority (CPRA)”**.
- It is also acceptable to use **“Coastal Protection and Restoration Authority”** and **“Coastal Protection and Restoration Authority of Louisiana”**
- When answering work phone(s), you may use any option listed below:
 - Louisiana CPRA
 - Louisiana Coastal Protection and Restoration Authority
 - Coastal Protection and Restoration Authority
 - CPRA

CPRA Logo Use:

High-resolution CPRA logo options are located at CPRA website, Employees Only, under Useful Links

- Logo may not be altered in color, shadow, gradient, ratio, resolution, or other attributes and should appear no smaller than ~1 inch in printed height and width.
- Logo use is encouraged in agency-employee signature block, and at the least, on the title slide of all PowerPoint presentations and public facing materials.

PowerPoint Presentation Slides:

All agency public-facing PowerPoint presentations must include a CPRA logo branded title slide, and closing slide: ‘Connect With Us!’.

- Standardized slides at G:Commons/Repository PowerPoints

Email Signature:

A consistent, organization-wide signature is key to CPRA's brand. It is a cognitive flag for our contacts to associate with our organization.

- Please use the color scheme below **or** use all black.
- Inclusion of the confidentiality notice is mandatory.
- Only use the CPRA logo pictured below in your agency signature block
- Font Style is Century Gothic;
- Font size hierarchy: Name, 10 pt.; Agency 9 pt.; everything else 8 pt.
- Professional credentials, fax, cell phone, logo and social media icons are optional.

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NOTE: The header on this document is just art. It is not 'official' and may not ever be used in place of standard or required CPRA official letterhead or forms or protocols.

If you have questions about the use of CPRA name, logo or graphic standards, please contact Travis.Moore@la.gov.