



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:
 - CPRA
 - Coastal Protection and Restoration Authority
 - Louisiana CPRA
 - Louisiana Coastal Protection and Restoration Authority
 - Coastal Protection and Restoration Authority of Louisiana

CPRA Logo Use:

High-resolution CPRA logo options are located on the 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 presentation 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 H:\Shared\Outreach and Engagement\F_Power Point Template
- “Opening and Closing Slides 2021” – View – Slide Master

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.
- Professional credentials, fax, cell phone, and CPRA social media icons are optional.
- Additional information such as taglines, graphics, etc. are not allowed.
- Font Style is Century Gothic;
- Font Size hierarchy: Name, 10pt; Agency 9pt; everything else 8pt.

Template – Color, Size and Layout options below:

Option 1:

Susie Queue, Ph.D. | Coastal Protection and Restoration Authority

Media Manager | Outreach and Engagement

The Water Campus | 150 Terrace Avenue | Baton Rouge, LA 70802

o: 225.342.0000 | c: 225.123.4567

www.coastal.la.gov



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Option 2:



Susie Queue, P.E.

Coastal Protection and Restoration Authority

Coastal Research Scientist | Planning and Research Division

The Water Campus | 150 Terrace Avenue | Baton Rouge, LA 70802

o: 225.342.0000 | c: 225.123.4567

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If you have questions about the use of the CPRA name, logo or graphic standards, please contact Outreach and Engagement.