

The Florida State University Signature & Seal

Signature



The Florida State University
Official Seal

THE FLORIDA STATE UNIVERSITY

The Florida State University
Wordmark



The Florida State University Signature consists of the Official Seal and The Florida State University wordmark. It has been developed to consistently maintain a balanced size relationship between these two components.

The Florida State University Signature is the leading brand mark in all University applications and should be represented on

all officially published University printed or electronic communications.

The University shall be referred to as “The Florida State University” unless the name of the University is used as an adjective. In which case, “Florida State University” is appropriate. (E.g.: “...all Florida State University communications...”)

The Florida State University Signature can be used in the following three forms: PANTONE®, CMYK, and RGB.

Do not re-typeset, rearrange, or alter The Florida State University Signature in any way. Maintain consistent presentation of the signature across all Florida State University communication by using only approved digital art files.

Signature Lock-up Options

Left Justified Lock-up — *Inline*



THE FLORIDA STATE UNIVERSITY

Center Justified — *Inline*



THE FLORIDA STATE UNIVERSITY

Left Justified Lock-up — *Stacked*



THE
FLORIDA STATE
UNIVERSITY

Center Justified — *Stacked*



THE
FLORIDA STATE
UNIVERSITY

The preferred version of The Florida State University Signature is the inline, left justified version. Additional versions of the signature are available to accommodate specific print and layout scenarios.

It is preferable to use the full color (3 spot colors or 4-color process) versions of The Florida State University Signature on a white, black, or garnet background when reproducing The Florida State University Signature. Do not use the full color signature on any other color. Use the 1 color reversed solid signature on Florida State University colors only.

There is no grayscale version of The Florida State University Signature. Do not “grayscale” the full color signature. In situations when full color printing is not possible, use the black and white or single color version of the signature.

Consult the office of communications for approval to use the reverse signature on any colored background other than on garnet.

Use the full color version of The Florida State University Signature unless there is a printing limitation or budgetary constraint.

Seal

Full Color



1 Color



1 Color Alternate

1 Color — *Reversed*1 Color Alternate — *Reversed*

The official seal of The Florida State University was streamlined in 2009 for a more elegant look and feel while maintaining the following elements: three torches, flames, the interwoven *Vires*, *Artes*, and *Mores* banner, Florida State University, and 1851 enclosed by two rings. The outer ring of the seal was reduced in weight to create a softer-edge transition. The updated letterforms are rendered in Adobe

Garamond and the color formula of the seal was updated to reflect the new garnet and gold. Consistent presentation of The Florida State University Signature is essential across all brand applications.

The Official Seal may be used alone in an official University communication. In this instance, the words, “The Florida

State University” must be present on the communication. The Florida State University Seal can be used in the following three forms: PANTONE®, CMYK, and RGB.

Use the 1 color reversed solid signature in Florida State University colors only. There is no grayscale version of The Florida State University Seal. Do not “grayscale” the full

color or 1 color seal. In situations when full color printing is not possible, use the single color version of the seal. Do not re-typeset, rearrange, or alter The Florida State University Seal in any way. Use only approved digital art files.

Seal Extended Artwork

Full Color

Gold

Special reproduction artwork of The Florida State University Seal is available for use on premium communications pieces. The Florida State University Seal is available as a full color seal and a gold seal and can be used in the following forms: CMYK and RGB.

There is no grayscale version of the special reproduction artwork of The Florida State University Seal (full color or gold versions). Do not “grayscale” either version of the seal. In situations when full color printing is not possible, use the single color version of the seal.

Do not re-typeset, rearrange, or alter The Florida State University Seal artwork in any way. Do not create custom, dimensionalized seals. To maintain consistency, use only approved digital art files.

Special Use Watermark

The Florida State University Official Seal — *Preferred*



5% GARNET

10% GOLD *Metallic*

10% GOLD



5% BLACK



95% GARNET on GARNET

90% GOLD *Metallic* on GOLD

90% GOLD on GOLD



95% BLACK on BLACK

Use The Florida State University Seal and Torches as a secondary visual element in the form of a watermark to add depth and variety to an existing Florida State University communications piece.

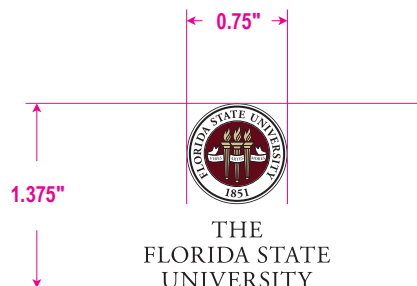
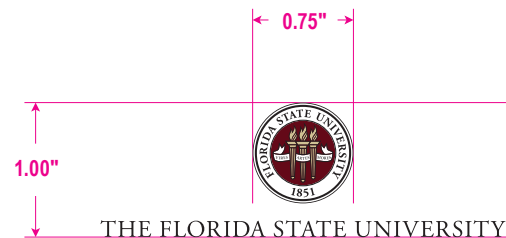
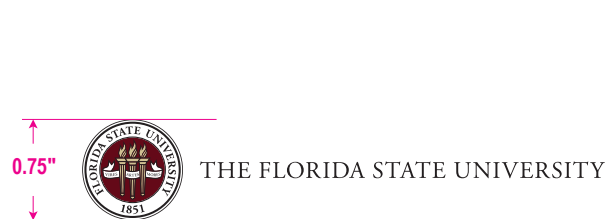
The use of this artwork is permissible on a case-by-case basis. Consult (person/dept. name here) for approval.

The Florida State University Seal and Torches watermarks can be achieved through printing (screen of colors) or mechanical (embossing) means. Consult the appropriate vendor executing the watermark. The recommended percentages are illustrated above. Test print samples before committing to a color formula.

Always use the 1 color artwork for situations employing the watermark.

Minimum Size

Minimum Size — *Signature*



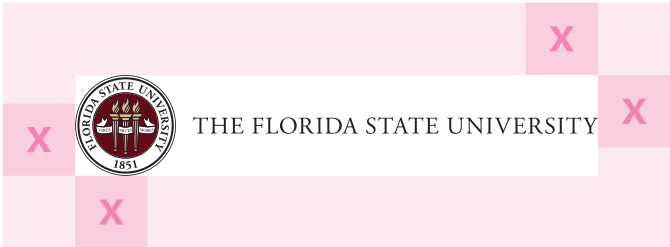
Minimum Size — *Seal*



Observe minimum-size rules for using The Florida State University Signature and Seal to maintain proper reproduction and legibility. Flexibility for this rule is allowed for online applications where message space is limited. Use the appropriate size artwork for online and electronic media applications.

Clear Space

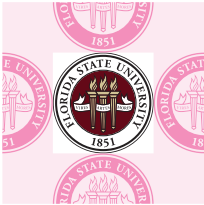
Clear Space — *Signature*



← x →
STATE



Clear Space — *Seal*



The Florida State University Signature is most effective when surrounded by a generous amount of clear space. Always surround The Florida State University Signature and Seal with the respective amount of clear space specified above.

A minimum area of unobstructed clear space, equal to the width of the word “state” in The Florida State University wordmark, must surround The Florida State University Signature in all situations. A minimum area of unobstructed clear space, equal to half the width of the official seal must surround The Florida State University Seal in all situations.

Flexibility for this rule is allowed for online and exterior signage applications where message space is limited.

Clear space specifications are provided to help maintain integrity and presence when the signatures are placed in proximity to competing visual elements. Do not position any text, graphic elements, or other signatures inside the recommended clear space.

Signature & Seal Colors

Spot Colors



4 Color Process



1 Color



1 Color Reversed



1 Color Alternate



The Florida State University Signature is represented in full color, 100% garnet, 100% gold, 100% black, or knocked out to white. Never grayscale the full-color Florida State University Signature to use in black and white printing scenarios.

On white
The preferred presentation of The Florida State University Signature is full color on a white field.

On color
Certain instances require that The Florida State University Signature be knocked out to or printed in white. To maintain legibility,

The Florida State University Signature is knocked out to white when used on a background color. Acceptable background colors are The Florida State University Garnet, Gold, Black, and The Florida State University Garnet gradient.

On colored backgrounds, The Florida State University Signature should be cleanly knocked out to white. Never use the full-color signature and apply effects, such as drop shadows, stroked outlines, or background glows to “enhance” the signature.

These rules apply to all lock-up versions of The Florida State University Signature.