

Appendix

File Naming

FSU_SIG_P_CMYK_C.eps

Client designator
FSU

Artwork designator
Seal
Sig (Signature)
Thread

Reproduction
P (Positive)
R (Reverse)
GRD (Gradient)

Color
1C (1 spot color)
2C (2 spot colors)
3C (3 spot colors)
CMYK (4 process colors)
W (White)
B (Black)
GRY (Gray)





Ink
C (Coated)
U (Uncoated)
M (Metallic)

File
eps
jpg
tif
html
ai
psd

Use the above naming convention as a guide to select the appropriate art for reproduction. The “eps” artwork files are vector files that may be scaled to any desired size. Contact Frances Conaway (fconaway@fsu.edu) at the Office of Communications with any questions or requests regarding the use and application of The Florida State University visual system elements.

Artwork Matrix

Signature

<div><div><div></div><div></div><div></div></div><div>3 Color Spot (Metallic Gold)</div></div> <div></div> <div>THE FLORIDA STATE UNIVERSITY</div> <div>FSU_LOGO_P_3C_M.eps</div>
<div><div><div></div><div></div><div></div></div><div>3 Color Spot</div></div> <div></div> <div>THE FLORIDA STATE UNIVERSITY</div> <div>FSU_LOGO_P_3C_C.eps</div>
<div><div><div></div><div></div><div></div><div></div></div><div>4 Color Process</div></div> <div></div> <div>THE FLORIDA STATE UNIVERSITY</div> <div>FSU_LOGO_P_CMYK.eps</div>
<div><div><div></div><div></div><div></div></div><div>RGB</div></div> <div></div> <div>THE FLORIDA STATE UNIVERSITY</div> <div>FSU_LOGO_P_RGB.ai</div>

Seal

<div><div><div></div><div></div><div></div></div><div>3 Color Spot (Metallic Gold)</div></div> <div></div> <div>FSU_Seal_P_3C_M.eps</div>	<div><div><div></div><div></div><div></div></div><div>1Color Spot (Metallic Gold)</div></div> <div></div> <div>FSU_Seal_P_1C_8383_M.eps</div>	<div><div><div></div><div></div><div></div></div><div>Black</div></div> <div></div> <div>FSU_SEAL_P_B.eps</div>
<div><div><div></div><div></div><div></div></div><div>3 Color Spot</div></div> <div></div> <div>FSU_Seal_P_3C_C.eps</div>	<div><div><div></div><div></div><div></div></div><div>1 Color Spot</div></div> <div></div> <div>FSU_Seal_P_1C_4525_C.eps</div>	<div><div><div></div><div></div><div></div></div><div>White</div></div> <div></div> <div>FSU_SEAL_R_W.eps</div>
<div><div><div></div><div></div><div></div><div></div></div><div>4 Color Process</div></div> <div></div> <div>FSU_Seal_P_CMYK.eps</div>	<div><div><div></div><div></div><div></div></div><div>1 Color Spot</div></div> <div></div> <div>FSU_Seal_P_1C_188_C.eps</div>	<div><div><div></div><div></div><div></div><div></div></div><div>4 Color Process</div></div> <div></div> <div>FSU_Seal3D_P_CMYK.psd</div>
<div><div><div></div><div></div><div></div></div><div>RGB</div></div> <div></div> <div>FSU_SEAL_P_RGB.ai</div>		<div><div><div></div><div></div><div></div><div></div></div><div>4 Color Process</div></div> <div></div> <div>FSU_Seal3Dgold_P_CMYK.psd</div>

Thread

<div><div><div></div><div></div><div></div></div><div>1Color Spot (Metallic Gold)</div></div> <div>STRENGTH SKILL CHARACTER STRENGTH SKILL CHARACTER STRENGTH SKILL CHARACTER STRENGTH SKILL CHARACTER STRENGTH SKILL CHARACTER</div> <div>FSU_Thread_P_1C_8383_M.eps</div>
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<div><div><div></div><div></div><div></div></div><div>Black</div></div> <div>STRENGTH SKILL CHARACTER STRENGTH SKILL CHARACTER STRENGTH SKILL CHARACTER STRENGTH SKILL CHARACTER STRENGTH SKILL CHARACTER</div> <div>FSU_Thread_P_W.eps</div>
<div><div><div></div><div></div><div></div></div><div>White</div></div> <div>STRENGTH SKILL CHARACTER STRENGTH SKILL CHARACTER STRENGTH SKILL CHARACTER STRENGTH SKILL CHARACTER STRENGTH SKILL CHARACTER</div> <div>FSU_Thread_P_B.eps</div>

Further Information & Contacts

The digital assets documented in this guideline are available from (insert location here). You must have an OMNI password to access Florida State University visual system assets. To locate a file, obtain creative approval, obtain artwork assets, or to request the use of specific University artwork, please contact Frances Conaway at fconaway@fsu.edu.

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