

Values Thread

The driving mission of The Florida State University can be summed up in the following words: “Cultivating leaders with the balance of strength, skill, and character necessary to lead for the greater good.”

Translated from the Latin: *Vires*, *Artes*, and *Mores* (strength, skill, and character) define the values of both the University and that of generations of graduates to come. The Values Thread has been created to support this mission.

Used within University communications and alongside the University brand elements, the Values Thread and Values Lock-up help reinforce the University’s values and add depth and dynamism to The Florida State University’s visual system.

Values Thread

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STRENGTH SKILL CHARACTER

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Minimum Height



The promise of The Florida State University is to cultivate leaders with the balance of strength, skill, and character necessary to better the society in which we live. This promise is rooted in the very aspect of the University: voice, conduct, spirit, academics, arts, and athletics. These are the values by which The Florida State University lives.

The Florida State University Values Thread celebrates the values of the University in a typographic representation of the values *Vires* (strength), *Artes* (skill), and *Mores* (character) set in uppercase Adobe Garamond. The values thread is a supporting graphic element. It adds depth, complements the visual system, and helps to reinforce the values of the University.

The Florida State University Values Thread should never be used alone, and it must always be used in the presence of the University Signature.

The Florida State University Values Thread can be lengthened to suit the application, but it should not be reproduced at a character height of less than 0.0625.

Do not re-typeset, rearrange, or alter The Florida State University values thread in any way. To maintain consistency, use only approved digital art files.

Values Thread Color

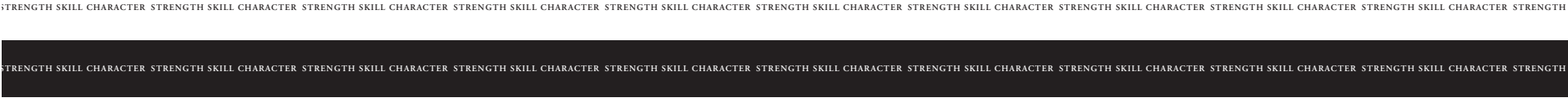
Garnet / White on Garnet



Gold / White on Gold / Gold on Garnet / Gold on Black



Black / White on Black

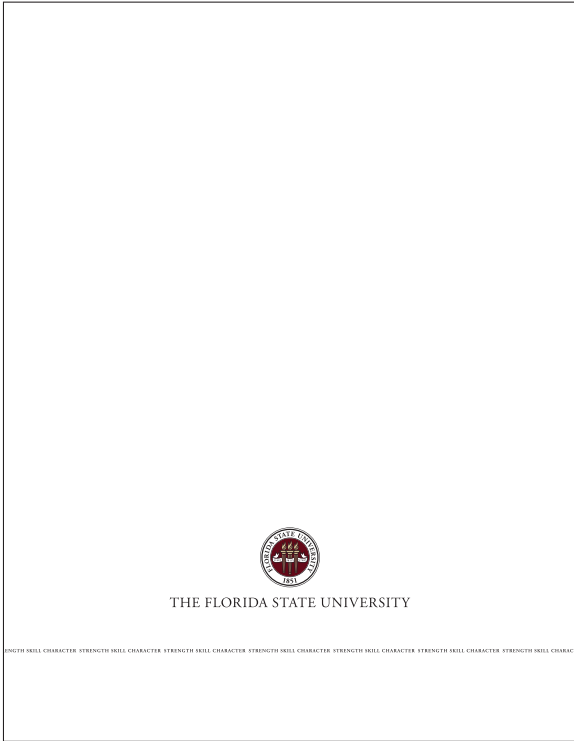


Use the values thread in the approved colors of the University (garnet and gold) and black. The values thread may also be used in white (knocked out to white) or gold (over garnet and black only), over approved University colors, or over the University gradient pattern.

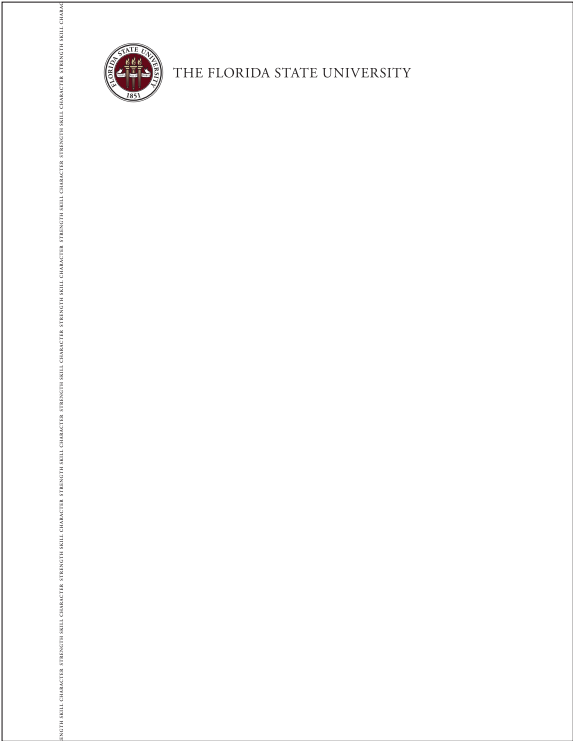
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Values Thread Orientation

Horizontal Orientation



Vertical Orientation



Position the values thread horizontally or vertically to suit the layout of the communications piece.

The Florida State University values thread can be lengthened to suit the application, but it should not be reproduced at a character height of less than 0.0625".

The Florida State University values thread can be positioned horizontally and vertically only. Do not reproduce the values thread in any other angle or orientation.