

Architecture

The Florida State University visual system is based upon a masterbrand strategy whereby the University's brand takes precedence over other brands within The Florida State University family. This strategy helps to manage and maintain a consistent brand message and visual identity, curtailing the proliferation of signatures and maintaining a consistent and unified branded family relationship.

The Florida State University Signature lockups have been developed to unify the many aspects of The Florida State University, addressing the University's relationship to its colleges, campuses, institutes, centers, departments, and organizations. Do not alter The Florida State University signatures or create independent signatures in any way. If you require a specific lockup for your group or organization, please contact the Office of Communications.

Family Signature Lockups



THE FLORIDA STATE UNIVERSITY
COLLEGE OF BUSINESS
Office of the Dean



THE FLORIDA STATE UNIVERSITY
COLLEGE/CENTER/INSTITUTE/ASSOCIATIONS
Office/Department/Title

The Florida State University Signature lockups are best 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.

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

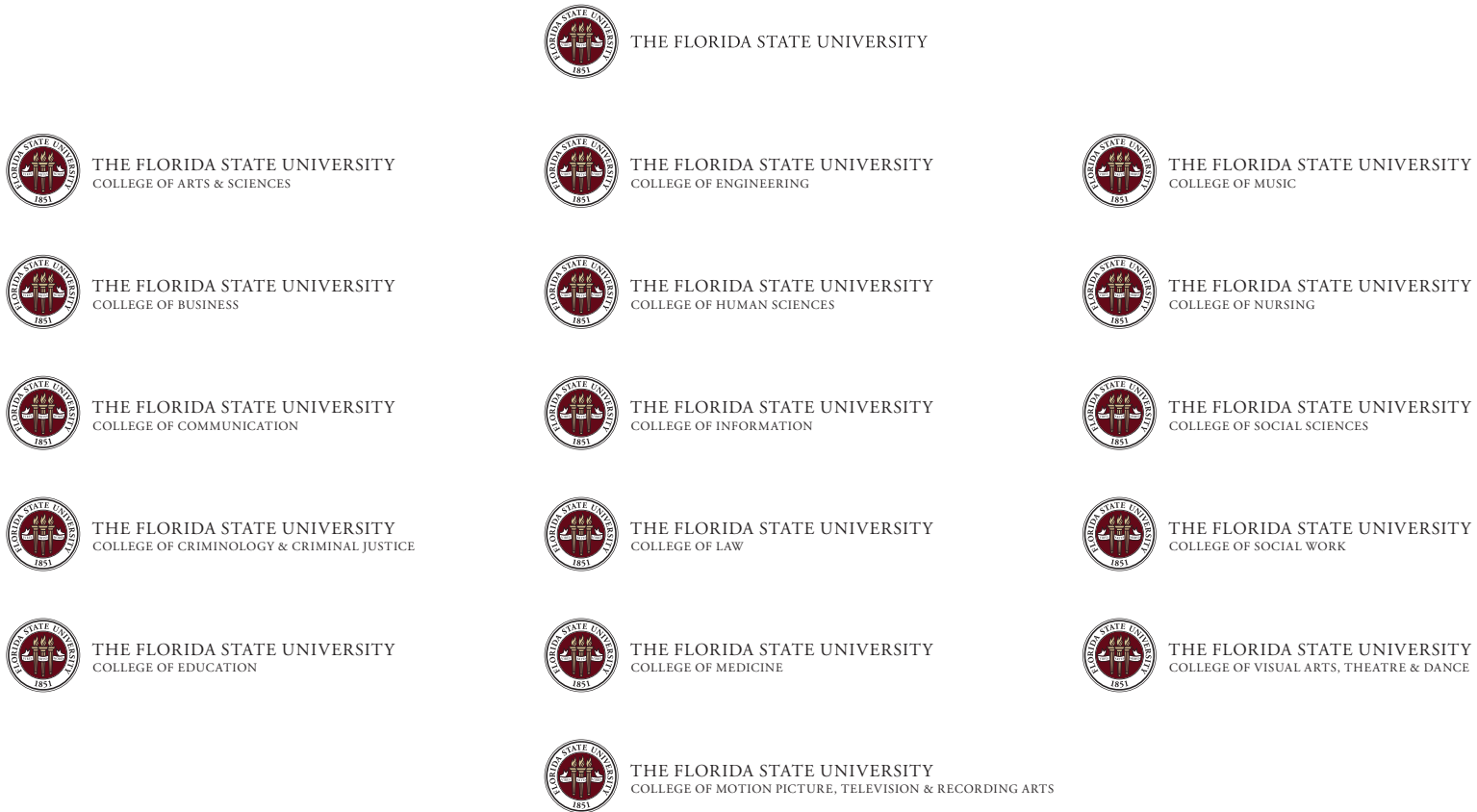
The Florida State University Signature can be used in the following three forms: PANTONE®, CMYK, and RGB.

Set in Adobe Garamond Regular (all caps, kerning=35), line 1 consists of the fixed Florida State University wordmark. Use line 2 for colleges, centers, institutes, and associations. Set line 2 in Adobe Garamond Regular (all caps, kerning=35). Use line 3 for offices, departments, and titles. Set line 3 in Adobe Garamond Italic (title case, kerning=0).

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

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

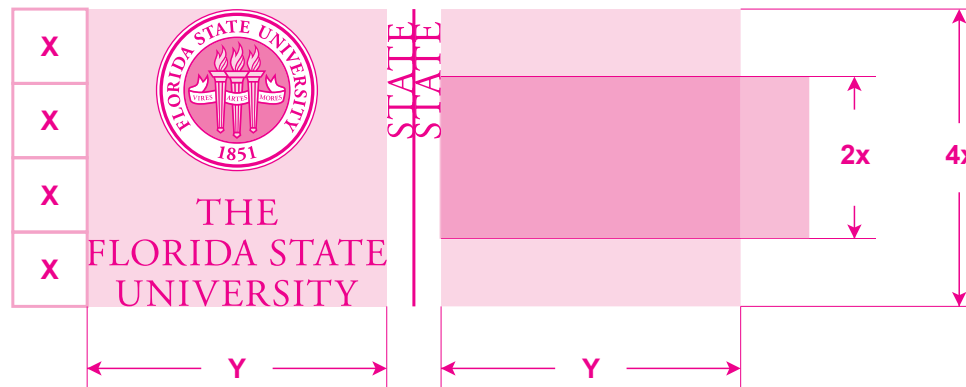
Family Signature Lockups (cont'd)



The Florida State University Signature lockups have been developed to unify the many aspects of The Florida State University, addressing the University's relationship to its colleges, campuses, institutes, centers, departments, and organizations. All new University entities should follow this system when developing new logos or marks.

When the University entity plays a larger role than the University, use the co-sponsor and sponsorship lockup rules to address visual hierarchy.

Co-Branded Lockups



Reference the above diagram when creating lockups in instances to represent the relationship between the University and another branded entity. Use this lockup for co-sponsors, organizations, institutes, centers, departments, clubs, and direct support organizations (DSOs). The Florida State University Signature should precede the co-brand entity as shown.

The two signatures are separated by a 100% black, 1pt rule.

Size vertically oriented marks no larger than the width (Y) and height (4X) of The Florida State University Signature.

Horizontally oriented marks may exceed the width (Y), but may not exceed the height of 2X.

Sponsorship Lockups

Version A



Version B



Reference the above diagram when creating lockups in instances when The Florida State University's role is that of a sponsor. The sponsorship lockup should be prominent and also honor the event branding.

"Sponsored by:" is rendered in Adobe Garamond Italic, 100% black.

Version A is preferred. Use version B when space limitations prevent the use of version A.

Co-Branded & Sponsorship Usage

Scenario A

EVENT NAME IN PHARETRA MAGNA MASSA BIBENDUM

Sed consequat aliquet massa. Nunc aliquam, nunc et blandit molestie, nisi lacus lacinia purus, a consectetur libero tellus ac odio. Duis sed diam ac libero varius lacinia. Maecenas odio. In ligula erat, pretium eget, sagittis in, portitor vitae, arcu. Sed in tellus. Quisque a lacus in nunc ornare convallis. Carabatur laoreet est a velit. Aliquam tempus condimentum pede. Nam in nibh bibendum risus placerat dapibus. Pellentesque arcu. Maecenas interdum. Ut vulputate, eget pharetra fringilla, est ipsum porta metus, in pharetra magna massa bibendum sapien.



Scenario B

EVENT NAME IN PHARETRA MAGNA MASSA BIBENDUM

Sed consequat aliquet massa. Nunc aliquam, nunc et blandit molestie, nisi lacus lacinia purus, a consectetur libero tellus ac odio. Duis sed diam ac libero varius lacinia. Maecenas odio. In ligula erat, pretium eget, sagittis in, portitor vitae, arcu. Sed in tellus. Quisque a lacus in nunc ornare convallis. Carabatur laoreet est a velit. Aliquam tempus condimentum pede. Nam in nibh bibendum risus placerat dapibus. Pellentesque arcu. Maecenas interdum. Ut vulputate, eget pharetra fringilla, est ipsum porta metus, in pharetra magna massa bibendum sapien.



Scenario C

EVENT NAME IN PHARETRA MAGNA MASSA BIBENDUM

Sed consequat aliquet massa. Nunc aliquam, nunc et blandit molestie, nisi lacus lacinia purus, a consectetur libero tellus ac odio. Duis sed diam ac libero varius lacinia. Maecenas odio. In ligula erat, pretium eget, sagittis in, portitor vitae, arcu. Sed in tellus. Quisque a lacus in nunc ornare convallis. Carabatur laoreet est a velit. Aliquam tempus condimentum pede. Nam in nibh bibendum risus placerat dapibus. Pellentesque arcu. Maecenas interdum. Ut vulputate, eget pharetra fringilla, est ipsum porta metus, in pharetra magna massa bibendum sapien.



Use the co-branded lockup (Scenario A) when The Florida State University and another entity share equal representation. Use this lockup for co-sponsors, organizations, institutes, centers, departments, clubs, and direct support organizations (DSOs).

Use the sponsorship lockup when a Florida State University event is hosted by another organization (such as a DSO) and approved by the University. The sponsorship lockup should be prominent and also honor the event branding (Scenario B).

Use The Florida State University signature (Scenario C) when the University plays a larger role and acts as the active “sponsor/presenter” of an event. Maintain clear space relationships.