The Visual System

The visual personality of The Florida State University is brought to life by properly using and applying The Florida State University visual system. The visual system is composed of key graphic elements specific to the University which are consistently applied across all University communications and media types: The Florida State University Signature, color palette, typography, secondary graphics, imagery, and guidelines. It is important to use only the official, approved artwork and in the manner prescribed within these guidelines to produce a rich, unified visual landscape.