

# The Florida State University Voice and Visual System Guidelines

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THE FLORIDA STATE UNIVERSITY

# About These Guidelines

These Florida State University Voice and Visual System Guidelines demonstrate how to use and apply The Florida State University signature, color, typography, secondary graphic elements, and photography. Maintain strict adherence to the rules prescribed herein when creating any communications for the University and when representing the University in a visual or verbal way, whether in print or in electronic format.

Proper application and use will be enforced by the University Office of Communications. While this is a comprehensive guidelines document, it may not be possible to cover every possible print, digital, or product execution of the visual system. If you have any questions regarding the validity of an execution, if you need to locate a file, obtain creative approval for new assets, obtain official artwork, or to request the use of specific University artwork, please contact the University Office of Communications at (insert URL/phone here).

These guidelines are available in electronic format in an easy to follow online version (insert URL) and in a downloadable portable document format (PDF).

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# Introduction

The Florida State University is more than a place where classes are taught, research is produced, or sports are played; instead, it is a rare academic environment where individuals are cultivated with a balance of strength, skill, and character to lead for the greater good.

This is the essence of the University and is supported every day by the strengths inherent and distinctive to The Florida State University: the nurturing academic community, hunger for advancement, practical research for the real world, connection to the state capital, cultivation of culture through the arts, and commitment to academic excellence.

# The Florida State University Promise

For more than 150 years, the promise of our Florida State University remains unwavering: to cultivate leaders with the balance of strength, skill, and character necessary to better the society in which we live.

The Florida State University is a rare academic community dedicated to forging the completed person by cultivating critical and creative thinking through immersion and discovery in the arts, sciences, humanities, and professions. Rooted deeply in the state capital, The Florida State University is driven by an unrelenting quest for scientific and social progress, uniting its people and its research with policy makers who effect change.

The Florida State University shapes leaders who think compassionately, answer challenges creatively, and act decisively—advancing our state, our nation, and the world.

The Florida State University. Leading for the Greater Good.



Central Thought



Proof Points



Benefit

# The Strategic Platform

## Promise

YOUR ESSENCE

Cultivating leaders with the balance of strength, skill, and character necessary to lead for the greater good.

## Values

YOUR BEHAVIOR

Strength

Skill

Character

## Voice

YOUR COMMUNICATIONS

Decisive

Creative

Compassionate