

Applying the Elements of the Visual System

The elements of The Florida State University visual system form the basis of a robust communications system. The final step in bringing the visual system to life, to communicate the voice of the University, is to apply this visual system across multiple touchpoints using a creative balance of color, white space, scale, and the appropriate level of detail.

Summary Graphics

Signature



THE FLORIDA STATE UNIVERSITY



THE
FLORIDA STATE
UNIVERSITY



THE
FLORIDA STATE
UNIVERSITY



THE FLORIDA STATE UNIVERSITY

Seal

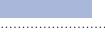
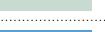
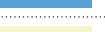


Values Thread

STRENGTH SKILL CHARACTER STRENGTH SKILL CHARACTER STRENGTH SKILL CHARACTER STRENGTH SKILL CHARACTER

Summary Color & Typography

Primary Colors	Coated	Uncoated	Process (CMYK)	RGB	Hexadecimal
	PMS 188 C	PMS 202 U	C12 M95 Y65 K65	R84 G1 B21	#540115
	PMS 4525 C	PMS 4525 U	C06 M09 Y39 K16	R205 G192 B146	#CDC092
	PMS 8383 C				

Accent Colors	Coated	Uncoated	Process (CMYK)	RGB	Hexadecimal
	PMS 504 C	PMS 504 U	C30 M82 Y44 K90	R43 G0 B7	#2B0007
	PMS Warm Gray 9 C	PMS 7531 U	C17 M25 Y25 K49	R125 G112 B109	#7D706D
	PMS 187 C	PMS 193 U	C5 M100 Y71 K22	R167 G25 B48	#A71930
	PMS 7445 C	PMS 7445 U	C40 M30 Y0 K2	R166 G162 B198	#A6A2C6
	PMS 5625 C	PMS 5624 U	C41 M13 Y34 K39	R114 G133 B116	#728574
	PMS 5585 C	PMS 5585 U	C22 M3 Y14 K8	R185 G210 B195	#B9D2C3
	PMS 542 C	PMS 543 U	C64 M19 Y1 K4	R134 B174 B202	#86AECA
	PMS 614 C	PMS 614 U	C3 M2 Y29 K3	R239 G232 B187	#EFE8BB
	Black	Black	C0 M0 Y0 K100	R0 G0 B0	#000000
	PMS Cool Gray 11 C	PMS Cool Gray 11 U	C0 M0 Y0 K68	R113 G112 B115	#4D4F53

Typography Serif	Typography Sans Serif
Adobe Garamond Regular	Benton Sans Extra Light
<i>Adobe Garamond Italic</i>	Benton Sans Thin
Adobe Garamond Semibold	Benton Sans Light
<i>Adobe Garamond Semibold Italic</i>	Benton Sans Book
Adobe Garamond Bold	Benton Sans Regular
<i>Adobe Garamond Bold Italic</i>	Benton Sans Medium
	Benton Sans Bold
	Benton Sans Black

Color Balance

Color Balance Samples



Used together, the official academic colors of The Florida State University—Garnet and Gold—create a strong dynamic and a distinct ownership of the colors as symbolic of The Florida State University. The amount or percentage of gold used in a communication can equal but never outweigh the percentage of garnet.

Employ a generous amount of white space for elements to breathe. Contrast title copy with body copy and contrast the size of typography for a balanced look and feel.

No other primary color should dominate the communication piece. The net color takeaway from a Florida State University communication should be that of “garnet and gold.”

You may infuse the garnet and gold palette in several ways, including but not restricted to:

- Garnet and gold type on white field
- White or gold type on a garnet field
- White or gold type on a garnet field with gold highlight
- White or gold type on a garnet gradient field with gold highlight

Examples are shown to demonstrate color balance only. They are not to be interpreted as design.

Exceptions to the color takeaway are restricted to event-specific printed communications. Consult the Office of Communications for approval.

Applying Accent Colors

Accent Colors in charts and graphs

fig. 1

Chart Title Description

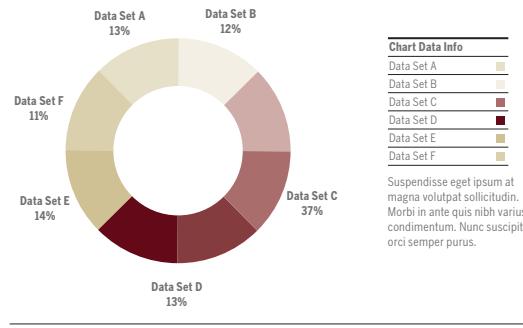


fig. 2

Chart Description

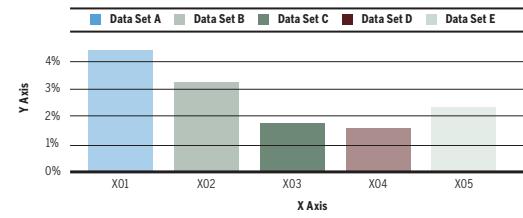
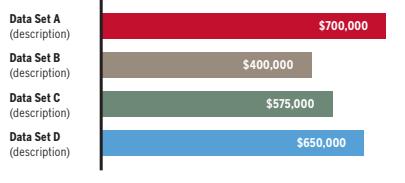


fig. 3

Chart Description



Accent Colors used in brochure spread

fig. 4

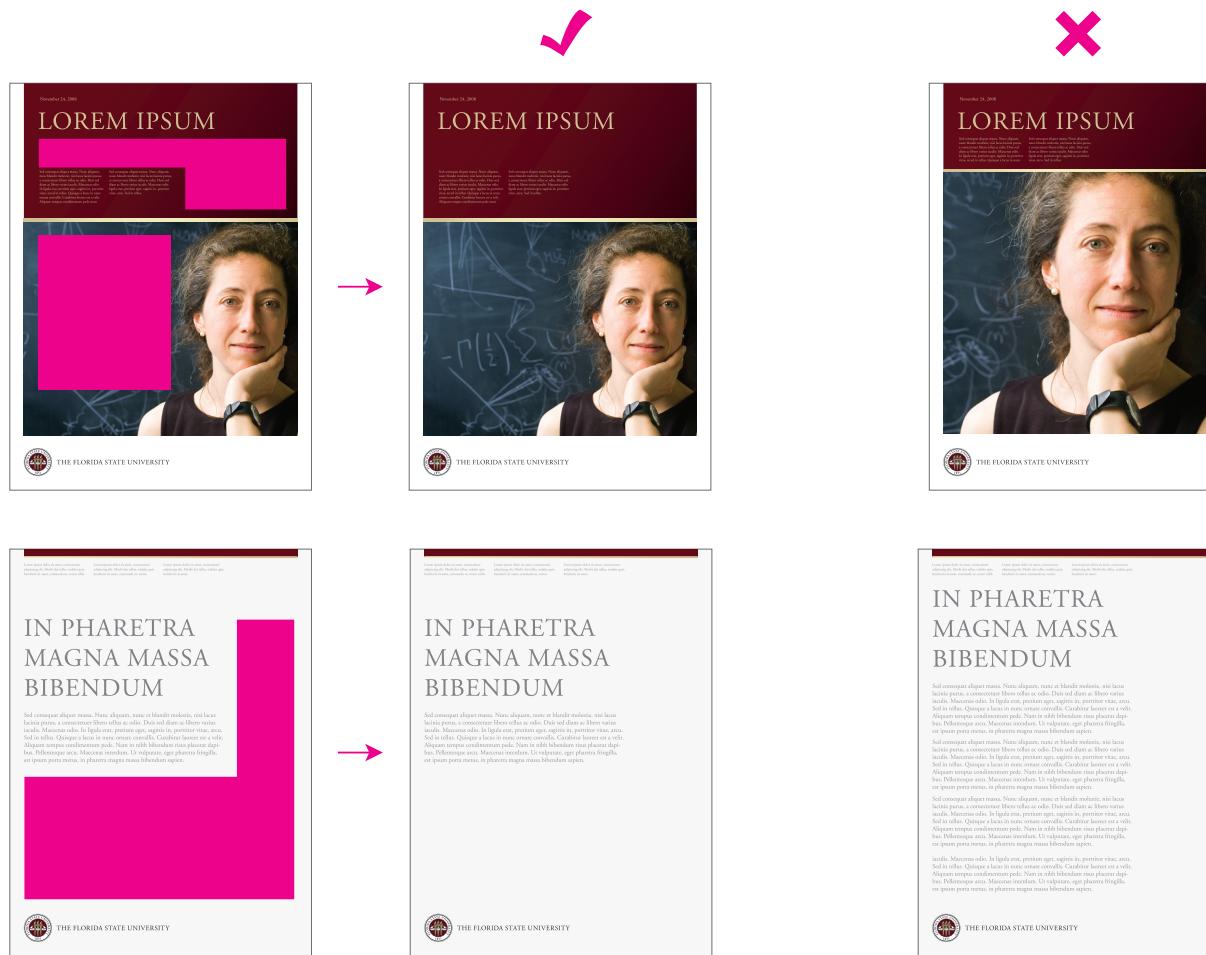


fig. 5

Use the accent colors in a complementary capacity (fig. 1), as data points in a chart (fig. 2-3), to add pauses in large areas for visual pacing (fig. 4), and in subtle ways to call out information (fig. 5). Use the accent colors for accent and support. Do not allow accent colors to dominate a piece of Florida State University communication.



White Space



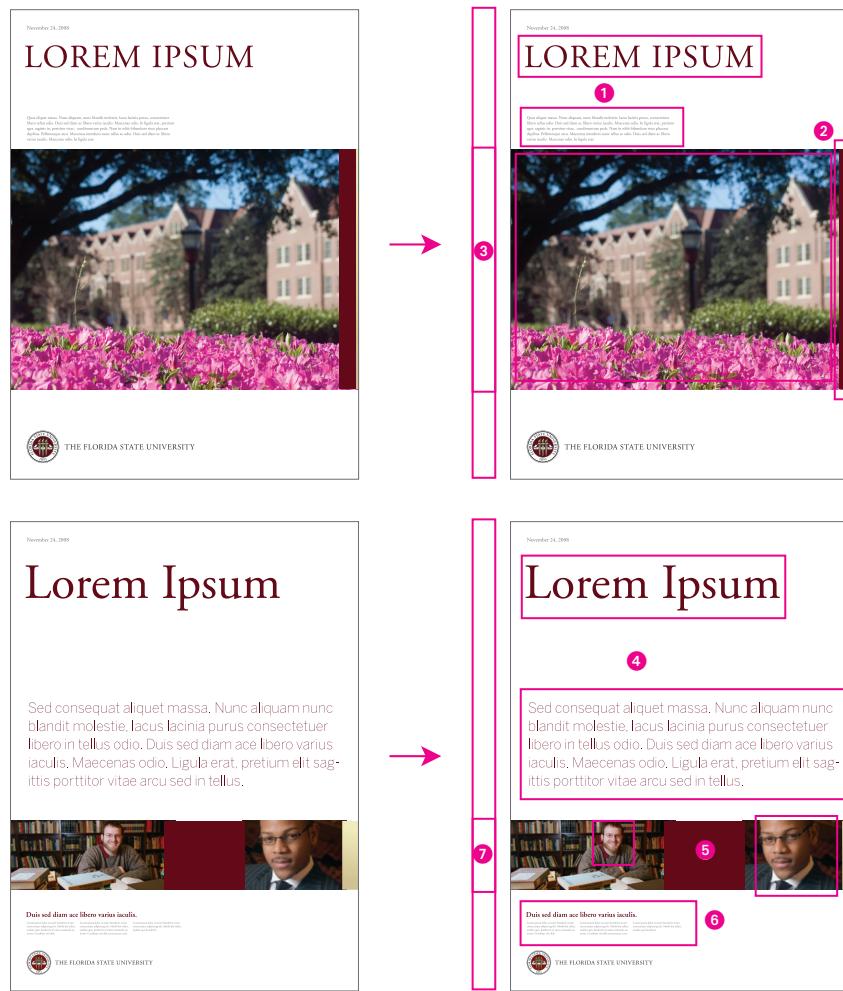
From a layout perspective, “white space” is loosely defined as an area devoid of any graphic elements: type, pictures, or graphics. White space can also apply loosely to clean, uncluttered areas of a canvas or space.

White space in a layout provides breathing room for all the elements on a page (physical or electronic). This open area allows the different elements to stand out, to be recognized for what each one is trying to convey. White space also aids the viewer by creating visual pauses, allowing the viewer to digest what he/she sees and to understand how the elements interact to form a concept.

Without white space, elements become jumbled together, losing their significance, hierarchical structure, and ultimately losing their story.

Do not force elements onto a layout simply because there is room to spare. Allow elements to breathe and interact. Trim content if necessary to tell the story.

Scale



In its most basic use, scale creates hierarchy: you see the larger sign before you see the smaller sign. However, applying scale to a multitude of elements accomplishes much more. This creates hierarchy, rhythm, dynamism, elegance, and balance.

- 1** Large headline: small support text
Scaling text elements creates hierarchy.

- 2** Large image area: smaller color block
Scaling size of image against small color blocks serves to capitalize on the image's subject.
Small color bands add elegance instead of the clumsiness of a large color area.

- 3** Image/color area: layout area
Scaling a dense graphic area against a white canvas creates balance.

- 4** Large headline: small support text
Scaling text elements creates hierarchy.

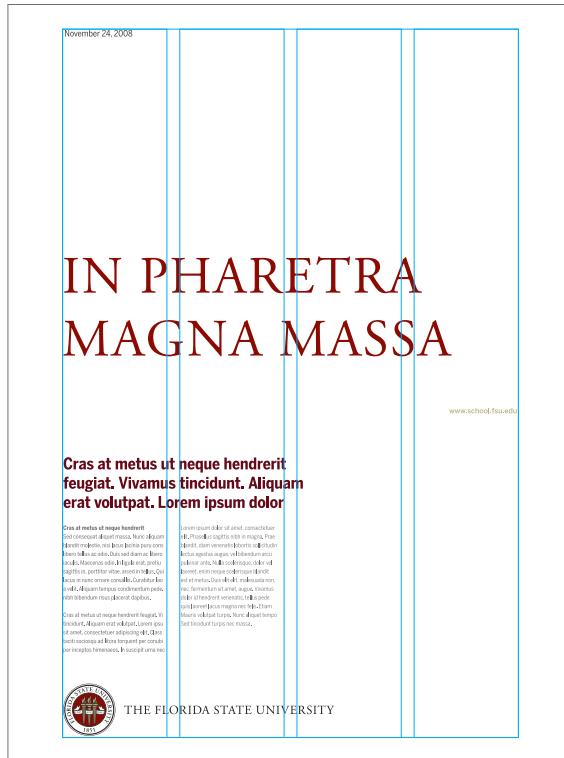
- 5** Wide crop of portrait: close crop
Scaling imagery creates more dynamic interaction and flow.

- 6** Headline: small support text
Scaling text elements creates hierarchy.

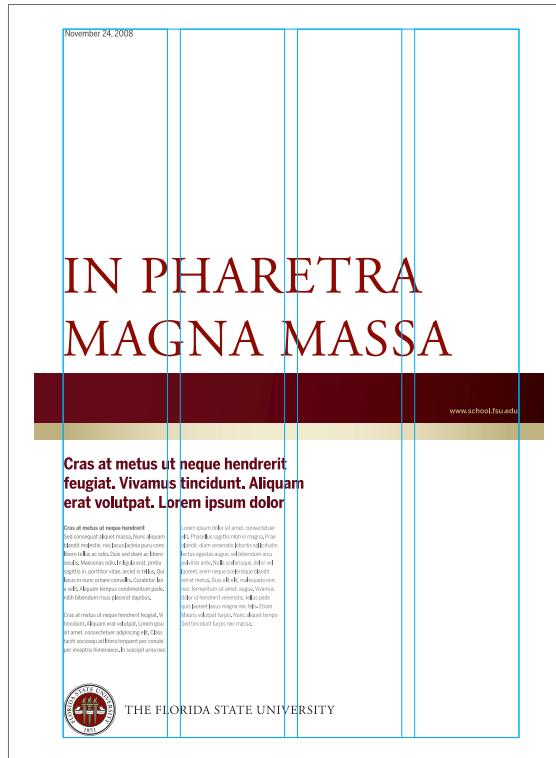
- 7** Headline: small support text
Scaling a dense graphic area relative to a white canvas and type creates balance.

Applying the Elements

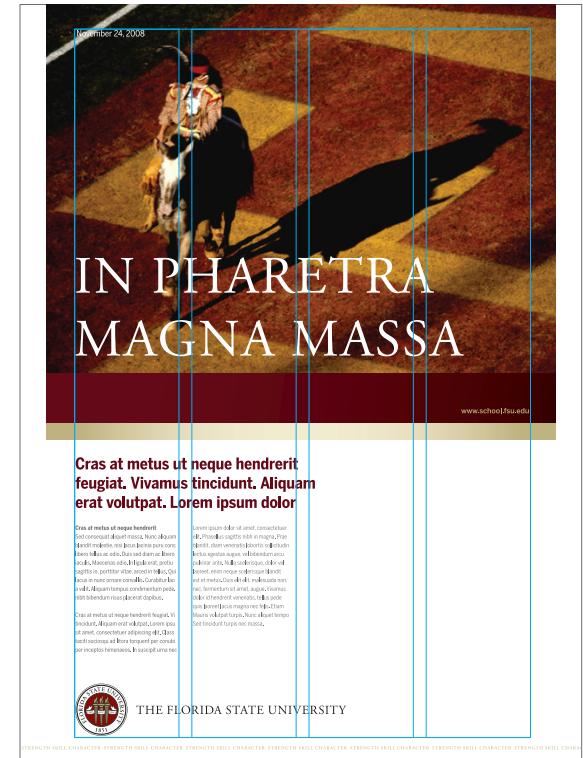
Basic



Medium



Complex



- 1 Basic grid
- 2 Typography (*Adobe Garamond and Benton Sans*)
- 3 Color (*Garnet and Gold*)
- 4 Signature

- 1 Basic grid
- 2 Typography (*Adobe Garamond and Benton Sans*)
- 3 Color (*Garnet and Gold*)
- 4 Signature
- 5 Garnet gradient band
- 6 Gold gradient band

- 1 Basic grid
- 2 Typography (*Adobe Garamond and Benton Sans*)
- 3 Color (*Garnet and Gold*)
- 4 Signature
- 5 Garnet gradient band
- 6 Gold gradient band
- 7 Photography
- 8 Values thread