

Typography

As a visual identity element, typography plays an equally important role in the way the University is perceived and recognized. The official typeface for The Florida State University is Adobe Garamond. It is notable for its stature, elegance, fluidity, ease of readability, and its timeless nature, making it a most effective tool for identity and visual communications.

<http://www.adobe.com/>

The secondary and supportive typeface is Benton Sans. Created specifically for newspapers and magazine applications, Benton Sans consists of a variety of weights that cover a wide breadth of applications from headlines to body copy to subheads to bullets. Its strength and flexibility make it an ideal complement to Adobe Garamond.

<http://www.fontbureau.com/fonts/BentonSans>

Primary Character Set

Primary Typeface — *Adobe Garamond*

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % &

AaBbCc123

Adobe Garamond Regular

Adobe Garamond Italic

Adobe Garamond Semibold

Adobe Garamond Semibold Italic

Adobe Garamond Bold

Adobe Garamond Bold Italic

The Florida State University's primary typeface is Adobe Garamond, a digital typeface characterized by a sense of balance, elegance, and fluidity. The balanced relationship between the thick and thin strokes of the letterforms allows Adobe Garamond to be used across a wide range of applications and at varying sizes from body text to headlines.

The secondary typeface is Benton Sans. Benton Sans is similar in proportion and structure to News Gothic and Franklin Gothic but does not share their formal strokes, creating a more organic and smooth sensibility. Benton Sans is used most effectively in newspaper and magazine publishing, and its generous condensed and compressed range of styles makes it effective for use in charts, graphs,

Secondary Typeface — *Benton Sans / Benton Sans Condensed*

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % &

AaBbCc123

Benton Sans Extra Light

Benton Sans Thin

Benton Sans Light

Benton Sans Book

Benton Sans Regular

Benton Sans Medium

Benton Sans Bold

Benton Sans Black

Benton Sans Condensed Light

Benton Sans Condensed Book

Benton Sans Condensed Regular

Benton Sans Condensed Medium

Benton Sans Condensed Bold

Benton Sans Condensed Black

and numerals. Benton Sans should always serve a supportive role to Adobe Garamond and should never be used as the sole or dominant typeface in a piece of communication.

Use Benton Sans for all professionally graphically designed and printed publications designated for external audiences of over 5,000 recipients. Internally designed and reproduced

publications with distribution under 5,000 should use Arial as the secondary and supportive font if Benton Sans is not available.

Adobe Garamond is available at:
<http://www.adobe.com/>

Benton Sans is available at:
<http://www.fontbureau.com/fonts/BentonSans>

Alternate Character Set

Alternate Serif Typeface — *Times New Roman*

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % &

AaBbCc123

Times New Roman Regular

Times New Roman Italic

Times New Roman Bold

Times New Roman Bold Italic

The alternate serif typeface is Times New Roman. Use Times New Roman as an alternative for Adobe Garamond in online, HTML, and electronic correspondences (email) and in Microsoft® presentation applications such as Microsoft® PowerPoint.

The alternate sans serif typeface is Arial. Use Arial to support Adobe Garamond where a sans serif typeface is appropriate. Arial should always serve a supportive role to Adobe Garamond (or Times New Roman) and should never be used as the sole or dominant typeface in a piece of communication.

Alternate Sans Serif Typeface — *Arial*

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % &

AaBbCc123

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

Arial Narrow Regular

Arial Narrow Italic

Arial Narrow Bold

Arial Narrow Bold Italic

Use Times New Roman and Arial for live electronic text, html applications, and in email correspondence.

Styles

Title 1 Adobe Garamond Regular 36pt/42pt

TITLE 2* Adobe Garamond Regular, All Caps, 24pt/28pt

Subtitle Adobe Garamond Semibold 16pt/20pt

Header Adobe Garamond Bold 10pt/12pt

Header 2 Benton Sans Bold 9pt/12pt

Body 1 Adobe Garamond Regular 10pt/12pt

Body 2 Benton Sans Book 8pt/12pt

See above for a recommended range of styles for The Florida State University communications based upon a baseline grid of 12pts for a standard letter-size (8.5 x 11) document. Follow similar relative size and specification relationships for all communications materials to maintain a consistent look and feel.

*Use Title 2 for:
 a) short titles, or
 b) posters and stylistic messages

The alternate sans serif typeface Arial may be substituted for Benton in the above style situations.

Caption 1 Adobe Garamond Regular 7.5pt/9.5pt

Caption 1 Emphasis Adobe Garamond Bold 7.5pt/9.5pt

Caption 2 Benton Sans Book 6.5pt/9.5pt

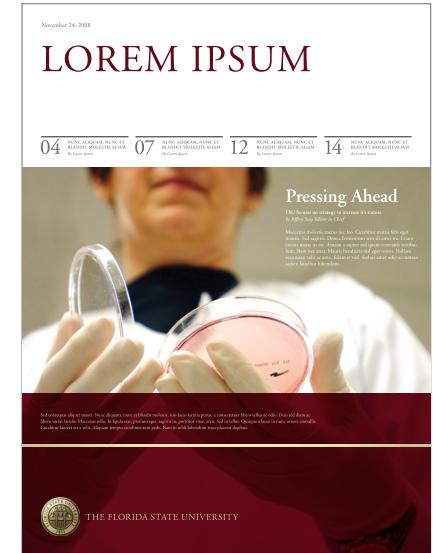
Caption 2 Emphasis Benton Sans Bold 6.5pt/9.5pt

Legal Benton Sans Condensed Book 5pt/6.25pt, Kerning = (10)

Legal Emphasis Benton Sans Condensed Medium 5pt/6.25pt, Kerning = (10)

— — —— 2pt Solid/1pt Solid/1pt Dotted/0.5pt Solid

Applying Type Academic Departments



Notes on usage

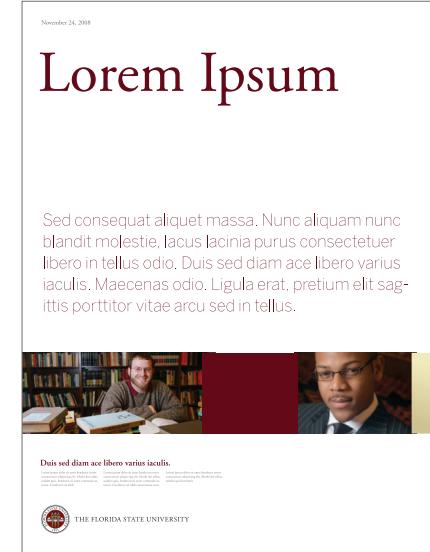
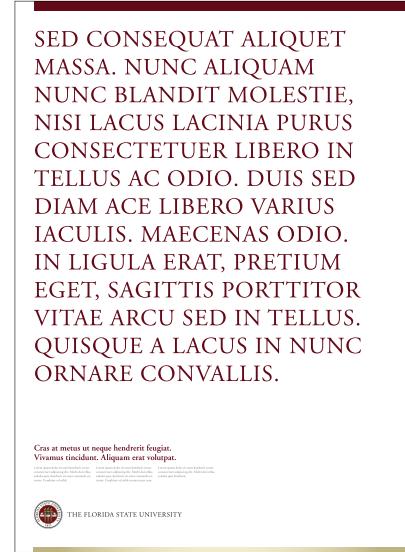
- Use Adobe Garamond in titles and captions
 - Contrast color area, image, and typographic size
 - Apply a generous amount of white space
 - Use the garnet gradient artwork and the garnet and gold with photography

*** Note:** Garnet is the dominant color and

 - Use Adobe Garamond in title, body, and caption styles
 - Use white space effectively to add dynamism and flexibility
 - Bring the visual system to life by dialing-up or dialing-down various proprietary Florida State University visual elements
 - Use garnet and gold with imagery
 - Apply “select focus” style of photography
 - Photographs should be dynamic, show a “moment,” or “tell a story”
 - Expand on the typographic style treatments: titles, body, subheads, numerals, and tables
 - Extend use of the University colors by using garnet as an overlay element with photography

* Note: Garnet is the dominant color and should always precede gold.

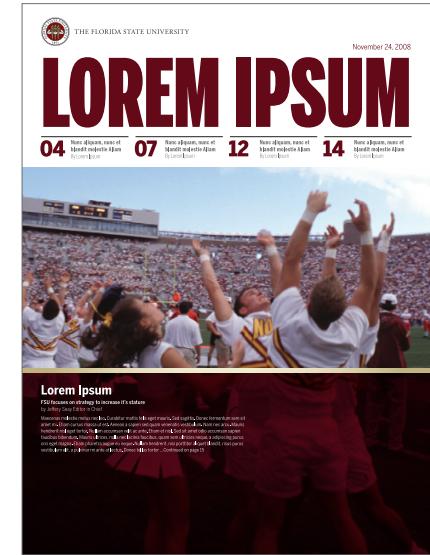
Applying Type Undergraduate Level



Notes on usage

- Use Adobe Garamond in title, body, and caption styles
- Contrast color area, image, and typographic size
- Use the garnet gradient artwork and the garnet and gold with photography
- Introduce Benton Sans and Benton Sans Condensed into the layout
- Use Adobe Garamond with Benton Sans and Benton Sans Condensed in subtitles and body styles
- Use a generous amount of white space to bring contrast to the layout; creates a visually easier read, clearer separation of hierarchical elements, more elegant execution
- Extend the use of garnet and gold as support elements
- Demonstrate type flexibility with Adobe Garamond and Benton Sans
- Expand on the typographic style treatments: title, body, subheads, numerals, and tables
- Extend the use of garnet and gold as support elements
- Apply “select focus” style of photography
- Photographs should be dynamic, show a “moment,” or “tell a story”

Applying Type Student Life



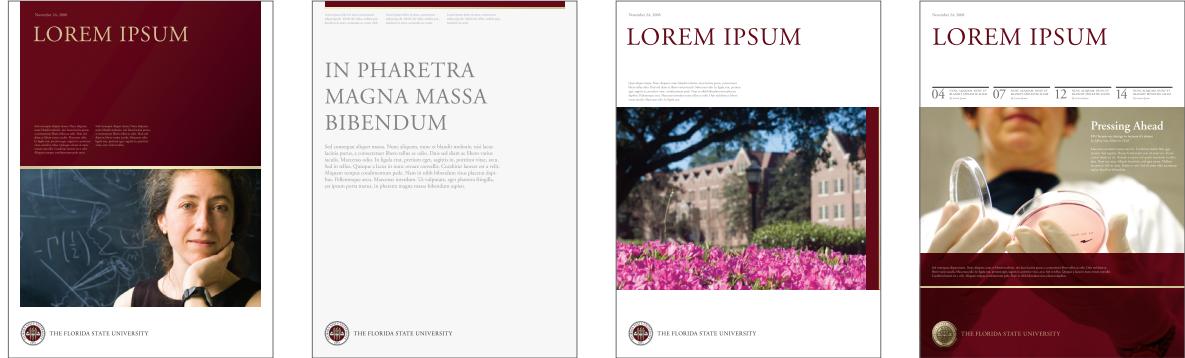
Notes on usage

- Use the full range of Benton Sans and Benton Sans Condensed from headlines to captions to body copy
- Use Benton Sans and Benton Sans Condensed in title, body, and caption styles
- Use white space effectively to add dynamism and flexibility
- Use the garnet gradient and the garnet and gold with photography
- Expand on the typographic style treatments: titles, body, subheads, numerals, and tables
- Extend the color palette of the University by using garnet as an overlay element with photography
- Extend the use of garnet and gold as support elements

Applying Type Summary

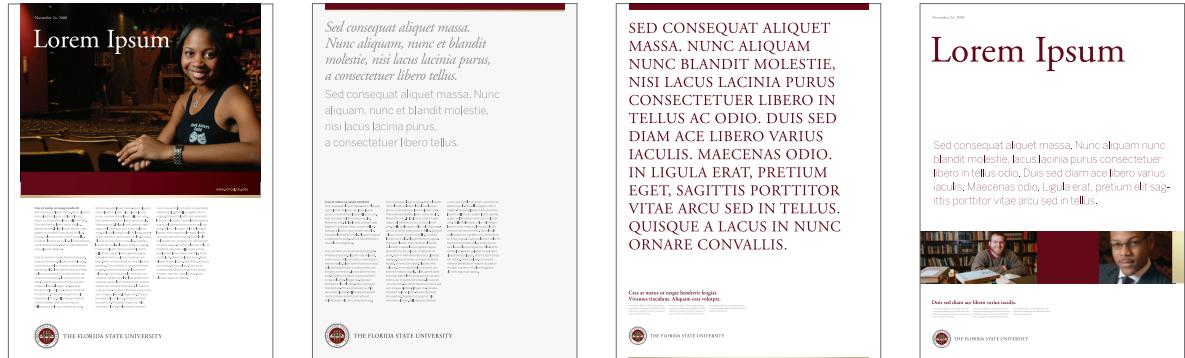
Academic Departments

- Use Adobe Garamond as the dominant typeface
- Contrast color area, image size, and typographic size
- Use the garnet gradient and the garnet and gold with photography
- Use white space effectively to add dynamism and flexibility
- Bring the visual system to life by dialing-up or dialing-down various proprietary Florida State University visual elements (such as a large garnet area contrast with sliver of gold)
- Photography style should “tell a story or capture a moment”



Undergraduate Level

- Dial up use of Benton Sans with Adobe Garamond
- Contrast color area, image size, and typographic size
- Use the garnet gradient and the garnet and gold with photography
- Use white space effectively to add dynamism and flexibility
- Bring the visual system to life by dialing-up or dialing-down various proprietary Florida State University visual elements (such as a large garnet area contrast with sliver of gold)
- Photography style should “tell a story or capture a moment”



College Life

- Use Benton Sans and Benton Sans Condensed in title, body, and caption styles along with Adobe Garamond
- Use white space effectively to add dynamism and flexibility
- Use the garnet gradient and the garnet and gold with photography
- Use Benton Sans and Benton Sans Condensed typographic style treatments: titles, body, subheads, numerals, and tables
- Extend the use of garnet and gold as support elements



Usage

	Primary Typeface Adobe Garamond	Secondary Typeface *Benton Sans + Benton Sans Condensed	Alternate Serif Times New Roman	Alternate Sans Serif Arial
Printed Collateral	●	●	●	●
Online/HTML/ Email	○	○	●	●
Microsoft Applications	●	●	●	●

● = Approved for use

○ = Use as rendered graphic only (NOT live text)

* Benton Sans is the specified secondary and supportive typeface for all professionally graphically designed and printed publications designated for external audiences of over 5,000 recipients. Internally designed and reproduced publications with distribution under 5,000 should use Arial as the secondary and supportive font if Benton Sans is not available.