

Sample Applications

Because of their visibility in the field, as well as within The Florida State University community, printed communications, online communications, apparel, and signage are an invaluable part of the University's vocabulary. Visual consistency across all touchpoints is necessary to leverage this important opportunity for the University's visual expression.

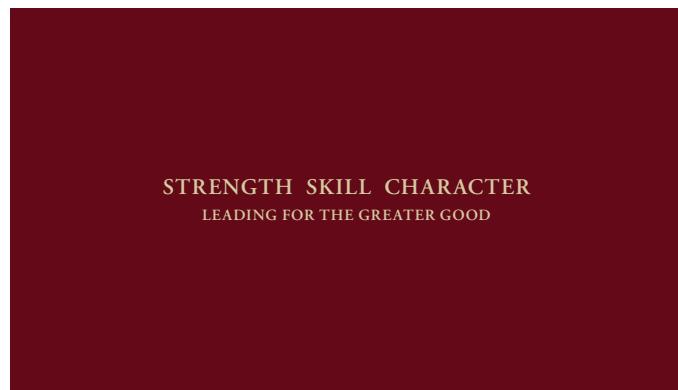
Consistent use of the University's assets, organizational conventions, component proportions, color, and materials is essential to convey the commitment behind The Florida State University's values and brand promise as expressed through the visual identity.

Stationery Business Card

Standard



Department Option

Optional Card Back — *Solid Garnet*

Stationery Letterhead & Envelope



Optional Values on envelope flap — *Solid Garnet*

Stationery Fax Cover Sheet



THE FLORIDA STATE UNIVERSITY

The Florida State University
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PowerPoint

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Click to add subtitle

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 THE FLORIDA STATE UNIVERSITY

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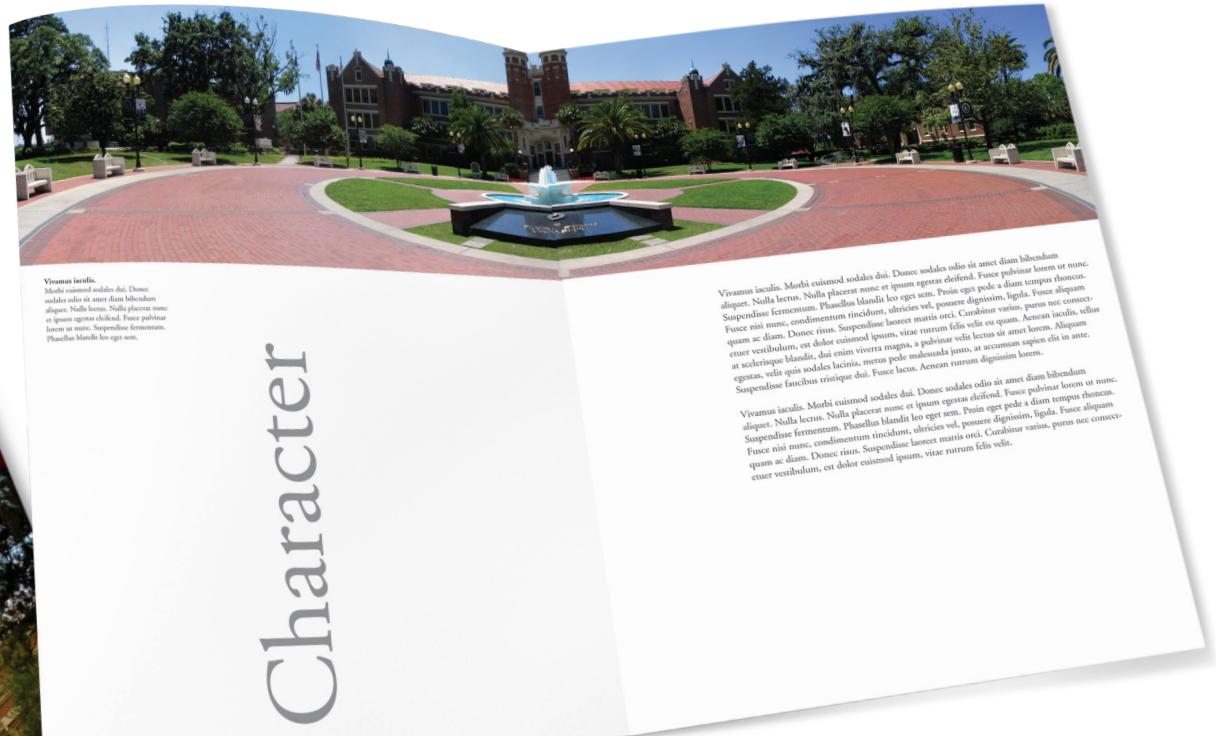
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Signage

