

Style Guide: Our Brand



Contents

3	Brand: Our name
4	Brand: Logo
5	Brand: Logo usage
7	Brand: Typography
8	Brand: Color palette
9	Brand: Stationery templates
10	Brand: Email signatures
11	Brand: Quick reference
12	Brand: Questions and requests

Branding is the expression of the core values, characteristics and attributes of an organization. Through communication and interactions, each of you—whether student, staff member or faculty—reinforce our brand.

This guide establishes consistent communication standards for the college. By defining the style, our brand is consistent when visually communicated, leading to a cohesive and professional image. In all communications, our purpose is to create compelling, user-friendly products.

Brand: Our name

In the college name, the university names always appear alphabetically, separated by a hyphen. At no time should the college be referred to as (nor implied to be) the FAMU College of Engineering or the FSU College of Engineering. In formal mention of the college, it should be referred to as the FAMU-FSU College of Engineering or by one of its more formal titles below:

Florida Agricultural and Mechanical University-Florida State University College of Engineering or

Florida A&M University-Florida State University College of Engineering

(note: there is no space between A, the ampersand and M and also no space around the hyphen)

In all other uses, we suggest using **FAMU-FSU Engineering**.

When discussing a faculty member's affiliation, they should be referred to as a professor of (specialty) at the FAMU-FSU College of Engineering.

Please avoid reference as an "FSU professor of (specialty)" or the "FAMU professor of (specialty)." Also, refrain from using terms such as, "in the department of (specialty) at FSU (or FAMU)." Instead,

refer to "the department of (specialty) at the FAMU-FSU College of Engineering."

Within text, departments should always be identified at first mention in relation to the college. For example:

"The Department of Industrial and Manufacturing Engineering at the FAMU-FSU College of Engineering proudly announces"

"Dr. Smith, a professor of mechanical engineering at the FAMU-FSU College of Engineering"

Please use the correct naming convention in print and verbal communications, including video interviews, business cards, e-mail signatures, etc.

In marketing materials, refer to the college as the FAMU-FSU College of Engineering. In news articles, proposals or formal correspondence, you may spell out the full, formal college name as "the Florida Agricultural and Mechanical University-Florida State University College of Engineering" or "the Florida A&M University-Florida State University College of Engineering." In all other uses, we suggest using FAMU-FSU Engineering.



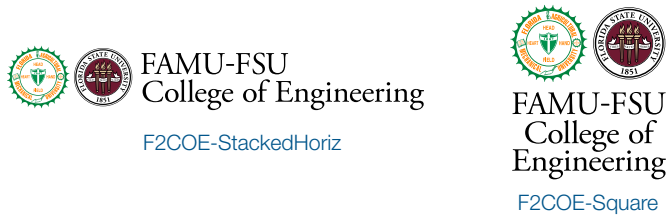
Brand: Logo

Official logo versions

The college logo consists of the two university seals side by side paired with the shortened nameplate of the college. The logo is available in horizontal and vertical formats. The preferred logo is:



If the logo is to be used in a setting where it is not obvious from the context that it is a college or for communications with federal, state or governmental agencies, you may use the logo with the full nameplate:

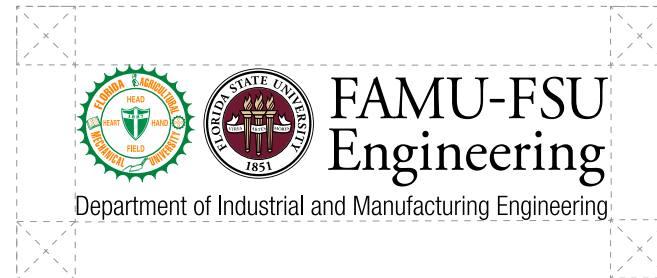


Logos are available for download at the **Marketing & Communications page on the college SharePoint site** (link from www.eng.famu.fsu.edu/marcom).

Please use the configured logos and do not set the type and logo in your own program. In resizing the logo, please hold the shift key while dragging to constrain the correct proportion of width to height.

Logo Spacing and Size

Clear space: Use 50% of the horizontal or vertical logo as the minimum clear space around the logo.



Individual department logos are available. Please use these instead of creating your own by adding type to the official logo.



Brand: Logo usage

Use the full color version of the logo when possible. The one-color logo may be used against any of our six palette colors plus white and black. Refer to page 4 for when to use each logo option.



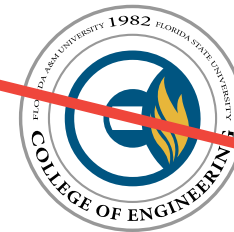
Brand: Logo usage

Please follow these guidelines to protect our logo identity and ensure it is represented well across all media and uses.

- Variations of the logo other than the ones on the previous pages are not permitted. Pages 4-5 include proper logo usage examples.
- Do not rotate the logo.
- Do not use the logo as a watermark (screened) in the background.



- FAMU or FSU seals may not be watermarked or screened.
- If program or center logos are used in conjunction, they should be subordinate in size and position to the college logo.
- FAMU and FSU athletic/sports logos (or their elements) are trademarked and governed by strict usage permissions. Use of either is prohibited by university licensing policy.
- Try to avoid placing logo on top of an image unless it is a relatively large, uniform area of the image.



This logo was retired



This logo was retired

This logo was retired



Brand: Typography

Main fonts (use alternates below if these are not available):

Sans Serif (recommended for headlines) is Helvetica Neue LT font family, which includes:

Helvetica Neue LT Condensed
Helvetica Neue LT Regular
Helvetica Neue LT Extended

Bold and *oblique* versions also available for all.

Serif (recommended for text) is Adobe Garamond Pro font family, which includes:

Adobe Garamond Pro Regular *Adobe Garamond Pro Italic*
Adobe Garamond Pro Bold ***Adobe Garamond Pro Bold Italic***

Decorative (use sparingly) is Louisiana

Louisiana font

Alternate typefaces (use if main fonts are not available):

Arial Black Times New Roman

Web fonts

For web design fonts we recommend **Arial** and **Georgia** for body text and titles. Both MacOS and Windows installs with both Arial and Georgia in Regular, Italic, Bold and Bold Italic and can be found on most internet users' computers.

Brand: Color palette

The visual elements of our brand consist not only of the logo and fonts but also a specific, unique color palette. Color provides a strong visual link to a brand identity. We chose to use colors that are not derived from our partner universities' brands but are our own unique selections. These six colors serve as our brand's corporate colors.

Consistent use of these colors helps reinforce the distinctiveness of the FAMU-FSU College of Engineering.

Pantone Colors: Light Blue-2199C, Teal-2239C, Green-2299C, Red-1788C, Dark Blue-647C, Warm Gray-7535C, and Grayscale: 60% Black, 40% Black, and 20% Black.


- Background colors should be light and neutral, forming the majority of the design.
- Tints, shades, gradients and screens of the six palette colors may be used to support your design and in some cases act as accent colors for attention-grabbing elements.
- One, two or even three of these six colors work well together, along with black, white and gray. Use good design sense to evaluate when the color pairings or groupings detract from your message.

	Light Blue Pantone 2199C	Teal Pantone 2239C	Green Pantone 2299C	Red Pantone 1788C	Dark Blue Pantone 647C	Warm Gray Pantone 7535C
Black 60%	RGB: 0/187/220	RGB: 0/207/180	RGB: 164/210/51	RGB: 238/39/55	RGB: 35/97/146	RGB: 183/176/156
Black 40%	Hex: #00BBDC	Hex: #00CFB4	Hex: #A4D233	Hex: #EE2737	HEX: #236192	Hex: #B7B09C
Black 20%	CMYK: 77/0/16/0	CMYK: 59/0/39/0	CMYK: 41/0/84/0	CMYK: 0/88/82/0	CMYK: 96/54/5/27	CMYK: 10/11/23/19
White						


Brand: Stationery templates

Download templates at the Marcom SharePoint page (linked from www.eng.famu.fsu.edu/marcom)


Letterhead

 FAMU-FSU Engineering	Department of Industrial and Manufacturing Engineering
<hr/>	
Company Street Address City, State, ZIP Code Phone Fax Email Website	
Date	
Recipient Name Street Address, City, State, ZIP Code	
Dear Recipient,	
Body of letter. Body of letter. Body of letter. Body of letter. Body of letter. Body of letter. Body of letter. Body of letter. Body of letter. Body of letter. Body of letter. Body of letter. Body of letter. Body of letter.	
Body of letter. Body of letter. Body of letter. Body of letter. Body of letter. Body of letter. Body of letter. Body of letter. Body of letter. Body of letter. Body of letter. Body of letter. Body of letter. Body of letter.	
Warm regards,	
Your Name Your Title	
FLORIDA A&M UNIVERSITY – FLORIDA STATE UNIVERSITY COLLEGE OF ENGINEERING 2525 Pottsdamer Street Tallahassee, FL 32310-6046 850-410-6161 www.eng.famu.fsu.edu	

PowerPoint

<p>Your headline goes here</p> <p>Your subhead goes here</p>
 FAMU-FSU Engineering

Business Card

 FAMU-FSU College of Engineering 2525 Pottsdamer St. Suite B-XXX Tallahassee, FL 32310	First Last Name, Ph.D. Title P: 850-410-XXXX E: name@eng.famu.fsu.edu W: eng.famu.fsu.edu
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Brand: Email signatures

Standard email address: Use the font Calibri, 11 pt, black

Staff:

Firstname Lastname
Title
FAMU-FSU College of Engineering
Department Name
2525 Pottsdamer Street, Ste XXX
Tallahassee FL 32310
(850) 410-XXXX or (850) 410-XXXX
email@eng.famu.fsu.edu

Faculty:

Firstname Lastname
Title
Department Name
FAMU-FSU College of Engineering
2525 Pottsdamer Street, Ste XXX
Tallahassee FL 32310
(850) 410-XXXX
email@eng.famu.fsu.edu

Out of Office Reply Policy

If planning to be out of the office for more than three (3) days and not in touch via mobile email, engineering faculty and staff are required to set up an Out of Office Automatic Reply in Outlook. Your unit may have further guidance on this policy. For assistance with this, please contact College Computing Services (CCS) at 410-6446 or drop by CCS in A332.

Staff in centers:

Firstname Lastname
Title
FAMU-FSU College of Engineering
Center Name
Address
Tallahassee FL 32310
Office Phone or Mobile Phone
email@eng.famu.fsu.edu



Faculty in centers:

Firstname Lastname
Title
FAMU-FSU College of Engineering
Center Name
Address
Tallahassee FL 32310
Office Phone or Mobile Phone
email@eng.famu.fsu.edu



Special or center logos should be displayed only in conjunction with the college logo and in the left-hand position.

Brand: Questions and requests

If you have questions or need more information, please contact:

Tisha Keller
Director, Marketing and Communications
FAMU-FSU College of Engineering
2525 Pottsdamer Street B226-C
Tallahassee, FL 32310-6046
850-410-6495
tckeller@eng.famu.fsu.edu