OFFICIAL LOGO
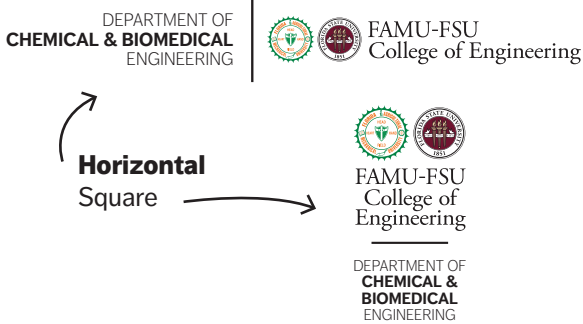

OFFICIAL DEPARTMENT LOGOS

All college departments have horizontal and square logos available for use on unit documents.

DEPARTMENT OF
CHEMICAL & BIOMEDICAL ENGINEERING

FAMU-FSU
College of Engineering

Horizontal
Square

FAMU-FSU
College of
Engineering
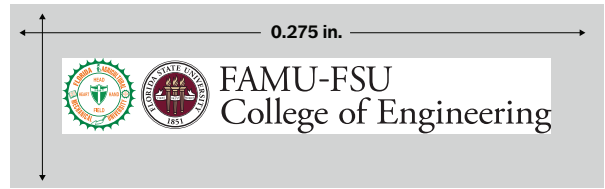
DEPARTMENT OF
**CHEMICAL &
BIOMEDICAL**
ENGINEERING

BRAND STORY HIGHLIGHTS

> We are the nation's only joint college of engineering.

> We have an excellent pedigree: the product of a Top-5 HBCU and a Top-25 public university.

> We believe **"1>2"** and the college represents more than the sum of two universities.

> Our tagline is "One college, two universities, unlimited opportunity."

> We are the best value for a high-quality engineering education in a supportive, nurturing environment.

> Never say "FSU" or "FAMU" College of Engineering.

LOGO USAGE

CLEAR AREA

0.275 in.

No objects or text within this area

> Never watermark the university seals.

> Never separate the seals from the logo text.

> Never use only the FAMU or FSU seal. Due to licensing restrictions, they must be used together in the context of the official college logo.

OFFICIAL COLOR PALETTE

PMS 158 C	PMS 195 C	100% K	50% K	0% K
FAMU Orange	*FSU Garnet*	*Black*	*Gray*	*White*
2/66/99/0	19/90/50/55			
238, 118, 36	120/47/64			
#EE7624	#782F40			

> Our colors are Orange and Garnet (OG) and should always be used in tandem.

> Never use full FAMU (orange/green) or FSU (garnet/gold) colors to represent the joint college or with the college logo.

> You may use only one of our two colors but only paired with white. Do not use orange/black or garnet/black or any other combination.

TYPEFACES: **MS OFFICE SUITE**

Calibri Bold or **Arial Black** {headline}

Calibri {sans serif text option}

Times Roman {serif text option}