OFFICIAL LOGO

FAMU-FSU College of Engineering

FAMU-FSU College of Engineering

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OFFICIAL DEPARTMENT LOGOS

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

OFFICIAL COLOR PALETTE

PMS 158 C  
FAMU Orange  
2/66/99/0  
238, 118, 36  
#EE7624

PMS 195 C  
FSU Garnet  
19/90/50/55  
120/47/64  
#782F40

100% K  
Black

50% K  
Gray

0% K  
White

LOGO USAGE

CLEAR AREA

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.

➢ 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.

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.

TYPEFACES: MS OFFICE SUITE

Calibri Bold or Arial Black (headline)
Calibri (sans serif text option)
Times Roman (serif text option)