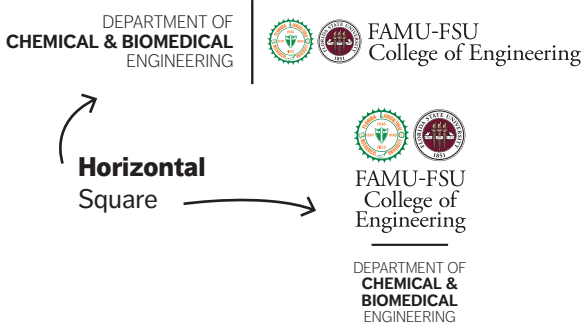


OFFICIAL LOGO



OFFICIAL DEPARTMENT LOGOS

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

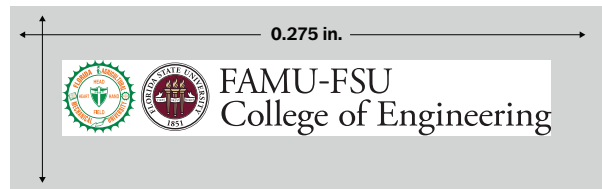


BRAND STORY HIGHLIGHTS

- > 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



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 <i>FAMU Orange</i>	PMS 195 C <i>FSU Garnet</i>	100% K <i>Black</i>	50% K <i>Gray</i>	0% K <i>White</i>
2/66/99/0 238, 118, 36 #EE7624	19/90/50/55 120/47/64 #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.

OFFICIAL COLLEGE TYPEFACES

Oswald {headline}
ABCDEFGH abcdefg 0123456789

Dagny Pro Family {sans serif text option}
ABCDEFGH abcdefg 0123456789 *Tabular Lining OT option*

Calluna {serif text option}
ABCDEFGH abcdefg 0123456789

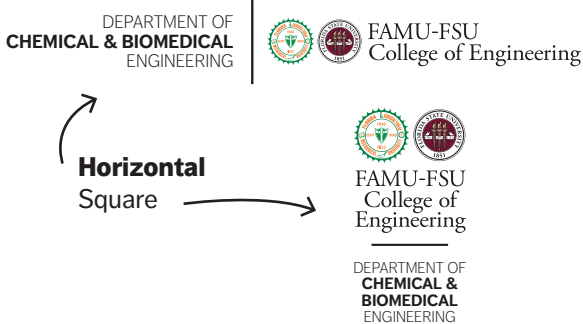
Relation Two {accent only}

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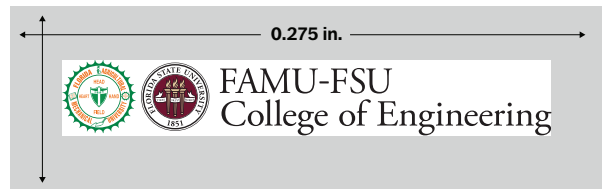


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TYPEFACES: MS OFFICE SUITE

Calibri Bold or Arial Black {headline}

Calibri {sans serif text option}

Times Roman {serif text option}