

FLORIDA  STATE COLLEGE
AT JACKSONVILLE™

Brand and Style Guide



A Message from Dr. Bioteau

Welcome to Florida State College at Jacksonville's (FSCJ) Brand and Style Guide. This guide contains the branding standards for marketing and communications efforts promoting and introducing FSCJ. The purpose of this document is to provide you with guidelines as you communicate the unique identity of the College, its campuses, centers and program options to the FSCJ community—whether your audience is current students, prospective students, parents, alumni, faculty, staff, trustees, the media or friends of the College.

It is a critical foundation for the creation and implementation of a consistent, cohesive and exciting institutional brand—a brand that will permeate everything we do from the way we communicate internally and externally to signage, programs, campaigns and marketing materials.

The standards and messages set forth in this guide will provide a foundation as we work together to distinguish ourselves in the area of academic excellence and to strengthen our facilities, infrastructure and long-term stability. When we work together and speak with one voice to share the mission and vision of our institution, we will be received as “One College” by our community stakeholders and prospective students.

FSCJ has a rich history spanning five decades and five presidents, growing from a two facility institution to five campuses and multiple centers serving more than 55,000 students.

I thank you for the work you do every day in support of our mission, vision and goals. I am counting on you to join me in supporting these brand standards as we are the face of a creative, vibrant and growing College community.

I hope you will refer to this document often.

Sincerely,

A handwritten signature in cursive script that reads "Cynthia A. Bioteau".

Dr. Cynthia A. Bioteau
President, Florida State College at Jacksonville

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Brand Platform

Introduction

Florida State College at Jacksonville (FSCJ) is a public, nonprofit higher education institution built upon a steep history of effectively serving Duval and Nassau counties. FSCJ is growing its reputation as the largest, most dynamic and most influential higher education institution on the First Coast.

Florida State College at Jacksonville offers high-quality, relevant degree, certificate and non-credit programs through a unique combination of affordability, accessibility, supportive learning environments and cultural enrichment programs to prepare students for new or enhanced education and career opportunities.

Comprised of five campuses and multiple centers, offering program options that work within any schedule, FSCJ campuses, departments and centers each play an important part in conveying our overall brand story.

The College's brand platform assists all marketing and communications efforts to ensure consistent implementation of our message and visual image.

The Florida State College at Jacksonville Marketing and Communications department is available to help manage and guide you in your marketing and promotional efforts. There may be rare occasions that require deviations from our Brand Standards. Those unique circumstances require approval from the Marketing and Communications department.

Any and all marketing materials should be reviewed and approved by your designated marketing communications manager or the director of marketing and communications in advance of production. See contact information below:

Jill Johnson

Director of Marketing and Communications
(904) 632-5016 / jill.johnson@fscj.edu

Jennifer Walls

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Marketing Communications Manager
(904) 632-3120 / dutaylor@fscj.edu

If you do not know who your marketing communications manager is or if you have questions, please call the Marketing and Communications office at (904) 632-3125 or email communications@fscj.edu.

Objectives and Audiences of Florida State College at Jacksonville Brand

Marketing and Communications Objectives

- To speak with one voice to promote the Florida State College at Jacksonville brand as a respected, dynamic, advanced and inclusive institution
- To establish a consistent visual brand that can be easily recognized and identified amongst our target audiences and community stakeholders
- To instill renewed pride in the institution both internally and externally

Audiences of Florida State College at Jacksonville

- Current and prospective students and their parents/guardians
- Faculty
- Staff
- Alumni
- Trustees
- Community and government leaders
- Local businesses and organizations
- Fellow institutions
- Media outlets

Foundation of Florida State College at Jacksonville

Mission

Florida State College at Jacksonville's mission is to provide high-value, relevant life-long education that enhances the intellectual, social, cultural and economic development of our diverse community.

Vision

Florida State College at Jacksonville ... Growing minds today, leading tomorrow's world.

Key Messages

FSCJ is proud to offer relevant, high-quality, affordable education and training; advanced technology; outstanding faculty; and state-of-the-art facilities. Our academic excellence is complemented by our many community and industry partnerships which focus on degree and certificate programs that produce skilled workers for local and regional employers.

The key messages that represent our institution are:

- FSCJ offers high-quality, affordable academic options
- FSCJ offers more than 150 degree and certificate programs
- FSCJ offers opportunities to learn from and work with high-quality faculty
- FSCJ offers education and training for the Northeast Florida business community

Editorial Style Guide

Florida State College at Jacksonville's Editorial Style Guide adheres to the 2013 Associated Press Stylebook to determine editorial style and guidelines. However, there may be a few exceptions to this rule.

The official title of our institution is Florida State College at Jacksonville. On second reference FSCJ is acceptable when the first reference of Florida State College at Jacksonville was followed by the call-out (FSCJ). FSCJ is then accepted in any subsequent references. FSCJ is also accepted in headlines.

"Florida State College" and "Florida State College of Jacksonville" are not acceptable references of the institution.

Abbreviations and constructions such as "Fscj," "fscj," "FSC" or "FSC at Jacksonville" are not to be used. Do not use periods in "FSCJ" between each letter.

Campuses

Each campus should be referred to by their proper name on first reference—e.g., "FSCJ South Campus, FSCJ North Campus," with "FSCJ" capitalized and the first letter of the campus name and the "C" in campus capitalized.

For subsequent references, just the campus name can be used without "FSCJ." Abbreviations should not be used.

Department and Course Names

Capitalize the proper names of departments and offices—e.g., "Office of the General Counsel" or "Office of Institutional Effectiveness and Accreditation." If used informally, offices and departments should be lowercased—e.g., "the advising office."

In copy, write out "and" in department and office names, do not use the ampersand (&)—e.g., "Marketing and Communications department." In graphic applications, the ampersand (&) can be used in place of "and."

Courses of study should be lowercased—e.g., "business administration," or "humanities courses." Capitalize specific course names—e.g., "Humanities 101."

Names and Titles

Capitalize a title that immediately precedes a name—e.g., "President Bioteau" or "Vice President of Business Services Al Little."

However, lowercase the title if it follows the name or stands by itself—e.g., "Dr. Cynthia Bioteau, president, Florida State College at Jacksonville," or "The report was presented by the vice president of business services."

Honorable mentions such as Sen. for senator, and Rep. for representative, are used on first reference only. Use last name for subsequent references.

Use “of” after “professor,” “associate professor,” or “adjunct professor.”—e.g., “Joseph Samplename, associate professor of communications.”

Alumni

“Alumni” is plural and refers to both male attendees/graduates and groups of male and female attendees/graduates.

“Alumnae” is plural and refers to female attendees/graduates.

“Alumnus” is singular and refers to a male attendee/graduate.

“Alumna” is singular and refers to a female attendee/graduate.

Degrees

Degrees are lowercased when spelled out and used informally—e.g., “associate in arts,” or “bachelor of science.” Note: it is always associate “in” arts or science and bachelor “of” science.

Capitalize formal title of degrees—e.g., “Bachelor of Science in Early Childhood Education.” Degrees are capitalized when abbreviated and use periods inbetween the letters—e.g., “B.S. in Biomedical Sciences.”

Spell out degree names on first reference and include the degree abbreviation in parenthesis after it—e.g., “Bachelor of Applied Science (B.A.S).”

Singular reference - “bachelor’s degree,” use an apostrophe “s”

“associate degree,” do not use an apostrophe “s”

Plural reference - “bachelor’s degrees,” with an apostrophe “s” and an “s” at the end of degree

“associate degrees,” with an “s” at the end of degrees

The term “baccalaureate” can be used in place of “bachelor’s” for general, internal references and purposes. If desired on marketing materials, contact your marketing communications manager for direction and approval. Do not refer to specific degrees using the term “baccalaureate”—e.g., “Baccalaureate of Science.”

Capitalization

Capitalization- (*If you are not sure, use lowercase letters instead of capital letters.)

Capitalize “College” when referring to Florida State College at Jacksonville as an entity—e.g., “The College was established in 1965.”

Capitalize “Collegewide,” “Convocation” and “Commencement.”

Capitalize “Summer Term,” “Spring Term” and “Fall Term.” Our academic periods should only be referred to as terms.

Lowercase “state” when not used as a proper title—e.g., “FSCJ is a growing institution of higher education in the state of Florida.”

Capitalize “City” when referring to the “City of Jacksonville,” as an entity, but lowercase when “city” stands alone—e.g., “FSCJ has the best professors in the city.”

In reference to book titles, movie titles, opera titles, play titles, poem titles, album and song titles, radio and television program titles, and the titles of lectures, speeches and works of art:

- Capitalize the principal words, including prepositions and conjunctions of four or more letters.
- Capitalize an article—the, a, an—or words of fewer than four letters if it is the first or last word in a title.
- Put quotation marks around the names of all such works.

Technology Terms

Lowercase “email” and do not use a hyphen. Lowercase “online” and write it as one word.

Lowercase “web,” “website” and “web page.” “Website” is one word and “web page” is two.

Capitalize “Internet.”

Do not use the “www” in front of a URL—e.g., “fscj.edu.” This is true for copy as well as on printed materials and graphics.

Punctuation and Usage

One space follows any and all punctuation including periods and semicolons.

Periods and commas are always placed inside quotation marks—e.g., “I am honored to serve as the fifth president of Florida State College at Jacksonville,” said Dr. Bioteau. All other punctuation is placed outside quotation marks, unless it is part of the copy being quoted.

Do not use the serial comma in a series—i.e. the comma following the second-to-last item in a series—unless the absence of the comma causes confusion in the entire sentence. e.g.,—“Students at FSCJ will receive access to academic programs, educational support services, excellence in teaching and ongoing economic development.”

Use a comma after all cities when followed by the state name—e.g., “Jacksonville, Florida.” Use this format when referencing a city and state in all communications, with the exception of a mailing address, where city and abbreviated state are acceptable—e.g., “Jacksonville, FL.”

In copy, write dates using the following format—“January 1, 2014.” Write the time using one of the following formats—“3 p.m.” or “10 a.m.–2 p.m.” or “5–6 p.m.” Do not write “6:00 p.m.” with the zeros in the minute position. Only use the minutes if it is greater than zero—e.g., “4:30 p.m.” When referring to 12 o’clock in the afternoon, write “noon.” Do not capitalize “a.m.” or “p.m.”, and always include the periods.

In printed or digital materials/graphics, dates can be written in the above format or abbreviated based on the discretion of the marketing communications managers.

Dashes: Use dashes to denote an abrupt change in thought in a sentence or an emphatic pause. But avoid overuse of dashes to set off phrases when commas would suffice. There are three types of dashes: the em dash, the en dash and the hyphen.

The em dash (—) can take the place of commas, parentheses or colons—in each case to give a slightly different effect. e.g.,—“The College serves more than 55,000 students per year—across our five unique campuses.” The em dash is best limited to two

appearances per sentence. The em dash is typically used without spaces on either side.

The en dash (–) is used to represent a span or range of numbers, dates or time,—e.g., “academic year 2014–15.” The en dash is read as “to” or “through,” depending on the context of the copy. There should not be a space between the en dash and the adjacent copy.

The hyphen (-) is primarily used to form certain compound terms. Compound terms are those that consist of more than one word but represent a single item or idea,—e.g., “high-quality professors.” Never use a hyphen in place of an en dash or an em dash.

Commonly Used Terms

When using the term “Collegewide” do not use a hyphen.

When using the term “postsecondary” as an adjective, it is one word, do not use a hyphen.

The term “flier” not “flyer” should be used to describe a paper printout used as an advertisement or announcement.

“i.e.” means “that is” and “e.g.” means “for example.” Both are lowercased.

When referencing a span of years beginning and ending in the same century, use four digits for the beginning year followed by an en dash, followed by the last two digits of the ending year—e.g., “2013–14.”

Affect/Effect: Affect is a verb, meaning to produce an effect—e.g., “Engaging and supportive professors positively affect the experience of students.” “An effect of having engaging and supportive professors is high-performing students.”

“Its” is possessive—e.g., “The committee made its decision at the monthly Board meeting.”

“It’s” is the contraction of it is—e.g., “It’s going to be a great year.”

Use “more than” when referring to numerals—e.g., “The College has more than 55,000 students.”

Use “over” when referring to spatial relationships—e.g., “The banner hangs over the tent.”

Numbers

Numbers: Use words to express numbers one through nine and figures to express numbers 10 and above—e.g., “The student has two courses to finish before he graduates.” “There are 13 students who passed the class with an ‘A.’”

Ordinal numbers: Use words to spell out first through ninth and figures for 10th and above—e.g., “This is the third annual campus awareness day.” “The BlueWave athletics team came in 11th place at the national competition.”

When using a phone number, include parenthesis around the area code and a dash between the first three and last four numbers—e.g., “(904) 632-3200.”

For money: Use figures—e.g., “20 cents,” “\$120.50” or “\$16 million”

Percentages: Always spell out “percent” in copy such as press releases, letters and brochures—do not use the % symbol. The % symbol should only be used as a graphic element in marketing materials in conjunction with numerals.

Boilerplate Example

About FSCJ

Florida State College at Jacksonville (FSCJ) is a public, nonprofit higher education institution that offers more than 150 degree and certificate programs to meet the education and training needs of more than 57,000 students per year.

Disclaimers Example

Florida State College at Jacksonville is a member of the Florida College System and is not affiliated with any other public or private university or college in Florida or elsewhere.

Florida State College at Jacksonville does not discriminate against any person on the basis of race, disability, color, ethnicity, national origin, religion, gender, age, sex, sexual orientation/expression, marital status, veteran status, pregnancy or genetic information in its programs or activities. Inquiries regarding the non-discrimination policies may be directed to the College's Equity Officer, 501 West State Street, Jacksonville, Florida 32202 | (904) 632-3221 | equityofficer@fscj.edu.

Florida State College at Jacksonville is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award the baccalaureate and associate degree. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, or call (404) 679-4500 for questions about the accreditation of Florida State College at Jacksonville. The Commission is to be contacted only if there is evidence that appears to support an institution's significant non-compliance with a requirement or standard.

Brand Identity

The branding and institutional identity campaign is used to promote and position Florida State College at Jacksonville in the academic and professional community.

Boilerplate

FSCJ has developed a brief boilerplate statement that can be used in external communications as a descriptor and identifier of the College. Such communications can include, but are not limited to, press releases and media advisories.

This statement should not be altered in any way.

“About FSCJ” should be shown in bold and should always be on a separate line above the statement. There should not be a space between “About FSCJ” and the statement.

The Marketing and Communications department should have final approval on all press releases and media advisories.

Disclaimers

Below are the College’s Legal, Equal Opportunity Employer and SACSCOC Accreditation disclaimer statements. For guidance on when and how to use these, contact your marketing communications manager. The minimum font size is 6 point.

Florida State College at Jacksonville is a member of the Florida College System and is not affiliated with any other public or private university or college in Florida or elsewhere.

Florida State College at Jacksonville does not discriminate against any person on the basis of race, disability, color, ethnicity, national origin, religion, gender, age, sex, sexual orientation/expression, marital status, veteran status, pregnancy or genetic information in its programs or activities. Inquiries regarding the non-discrimination policies may be directed to the College’s Equity Officer, 501 West State Street, Jacksonville, Florida 32202 | (904) 632-3221 | equityofficer@fscj.edu.

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Primary Logo Examples



Full color primary logo in reverse



Grayscale Logo Examples



Text Logo Examples



Text logo in reverse



Primary Logo

The use of an FSCJ logo is an instrumental visual element in identifying the College both internally and externally.

There is one full-color logo for Florida State College at Jacksonville that can be used in a horizontal or vertical orientation. For the marketing and communications efforts of the College to be cohesive and successful, our logo must be used correctly at all times, in all publication and reproduction.

The logo consists of the tetrahedron and the Florida State College at Jacksonville logotype. The Florida State College at Jacksonville name in the logo appears in two-color format. The tetrahedron has hundreds of colors and should not be altered in any way. The two elements should be used together, with the exception of the need for a text logo* (see note below for more information).

The full-color logo should be used as the primary, first option.

When necessary, the grayscale logo may be used.

When sizing does not permit use of the primary logo, a text version is acceptable (not to be used larger than 2.25.) *This should be approved by your marketing communications manager.

There are no secondary marks for the FSCJ logo.

The logo should be used only for approved purposes and cannot be altered in any way, with the exception of adjusting its size (while maintaining its proportions). The logo may not be incorporated into or combined with any other mark, symbol or graphic to create a new mark.

The full-color Florida State College at Jacksonville horizontal logo should be used in the following communications materials (but may not be limited to):

- Stationery
- Letterhead
- Business cards
- Name tags
- Press releases
- Media advisories

The full-color Florida State College at Jacksonville vertical logo should be used in the following communications materials (but may not be limited to):

- Promotional items/advertisements
- Signage
- Displays

Print or digital materials for College offices, departments and programs should be created and/or approved by the Marketing and Communications office. Should you have any questions on which logo to use or how to properly use it, contact your designated marketing communications manager.

Clear Space



Minimum Size Example

FLORIDA STATE COLLEGE
AT JACKSONVILLE™



Logo Color Palette



Pantone 634

C: 100
M: 0
Y: 9
K: 40

R: 0
G: 118
B: 152



Pantone 302

C: 100
M: 25
Y: 0
K: 50

R: 0
G: 85
B: 129

Primary Logo, continued

The tetrahedron is the College's emblem and an important element of the College logo.

There are very limited occasions when it is appropriate to use the FSCJ emblem alone as a visual icon. Any such use needs to be confirmed with the Marketing and Communications office.

Clear Space

Clear space is an area of isolation that maintains a minimum distance between the logo and any other creative elements and/or the edge of a printed piece or web page. Always allow for space around the logo that will ensure that the logo is positioned clearly and prominently.

For the Florida State College at Jacksonville horizontal and vertical logo—the clear space surrounding the logo should be .25 around all edges.

Minimum Size

To ensure legibility, the vertical logo should not appear any smaller than .625 inches wide and the horizontal logo should not appear any smaller than 2.25 inches wide.

Color Palettes

It is important to be consistent in the use of color for all name and logo references. The College uses two standard colors from Pantone, a widely accepted color reproduction standard used by printers. Whenever possible, the primary logo should be used in full color. When using FSCJ's full name in logo, "Florida State College" should use Pantone 302 (C: 100, M: 25, Y: 0, K: 50) and "AT JACKSONVILLE" should use Pantone 634 (C: 100, M: 0, Y: 9, K: 40).

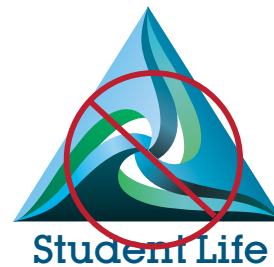
On materials that are not printed in color, the grayscale logo may be used. Contact the Marketing and Communications office for approval.

Logo Usage Restrictions

Guidelines for who may use the College name and/or logo are listed below. For others not specified below, please contact the Marketing and Communications department at communications@fscj.edu.

1. Registered student organizations may use the FSCJ logo after obtaining approval from the Marketing and Communications department. These organizations must identify themselves as a student organization – e.g., "XXXX is a registered student organization of Florida State College at Jacksonville."
2. Student groups conducting fundraisers or promoting a specific event may use the FSCJ name and logo after receiving permission from the Marketing and Communications department. Permission is granted on a case-by-case basis.
3. FSCJ faculty, staff and students are NOT permitted to use the College name, emblem or logo in the promotion or endorsement of any political/social movement or candidate for public office, or for any activity not officially sponsored by the College.
4. Companies that do business with FSCJ are NOT permitted to promote their products or advertise their services using FSCJ logos and/or trademarks unless specifically granted permission to do so by the College. Such permission can be granted for a limited time, and all materials must be approved by the Marketing and Communications department.

Improper Logo Usage



Primary Logo, continued

Improper Logo Usage

Unauthorized alterations to the name and or logo can affect the integrity and image of Florida State College at Jacksonville. Promoting a consistent brand identity will strengthen the College's brand power and recognition amongst its stakeholders.

Following are examples of improper usage or alterations of the primary logo.

- Do not change the colors of the logo.
- Do not rotate the mark.
- Do not rearrange the mark elements.
- Do not use a different typeface.
- Do not apply perspective.
- Do not reduce the logo so the College name is unreadable.
- Do not enlarge the logo so that the quality of the image is degraded.
- Do not alter the proportions of the logo.
- Do not add any elements to the logo.
- Do not alter the alignment of the elements.
- Do not use the tetrahedron without the College name.
- Do not copy and paste the logo from the web.

File Formats

Use EPS format logos for any professionally printed piece (digital or traditional print). EPS files are vector, so they can be scaled larger and smaller without losing quality. EPS is the preferred file format for use in print, banners, merchandise and promotional items.

Use PNG or JPG logos for all web, desktop and on-screen applications such as PowerPoint and Word documents publishing. These formats are not used for high-resolution printing. They are never scaled to a larger size.

FSCJ Official College Seal



BlueWave Athletics Logo and Color Palette



Pantone 116

C: 0
M: 16
Y: 100
K: 0

R: 255
G: 206
B: 2



Pantone 281

C: 100
M: 91
Y: 32
K: 34

R: 26
G: 40
B: 87

Other Brand Graphic Elements

Florida State College at Jacksonville utilizes a branded “We are FSCJ” band. The band cannot be used to replace the FSCJ logo. The FSCJ logo must be used somewhere on the piece in conjunction with the band. However, the band does not have to be used.

When using the band, it should include the website address “fscj.edu.”

The typeface for “We are” is Swiss 721 BT – Bold Condensed and for “FSCJ” is Trajan Pro Bold. The typeface for “fscj.edu” is Lubalin Graph, regular, default kerning.

The Official College Seal

The FSCJ official seal represents the history, tradition and mission of the College. The College president or his/her designee shall be the custodian of the College seal and shall authenticate true copies of decisions, acts or documents where official signatures are required by law in accordance with Board Rule 6Hx7-2.7. Use of the College seal is limited to the following:

- Formal College documents such as diplomas, certificates, legal documents and contracts
- Communications from the Office of the President
- Official three-dimensional displays such as on podiums, Commencement medallions and longevity awards

Use of the seal must be approved by the Marketing and Communications department as well as the Office of the President.

The College seal should not be used on promotional materials, banners, general stationery, business cards, paper items, College vehicles or campus signage.

Athletics Logo

Florida State College at Jacksonville has a primary athletic mark specific to BlueWave Athletics. Two orientations are available for use—a horizontal mark and a vertical mark.

The BlueWave logo should only be used in conjunction with marketing materials and communications directly related to the activities of the BlueWave Athletics office and teams.

The BlueWave athletics logo should never be used in place of the FSCJ primary logo in any academic application. The athletics logos and team/sports names should not be used with the College logo or College seal. All official athletics material should display the primary BlueWave athletics mark.

All athletics marks must be reproduced from official artwork provided through the Marketing and Communications office.

The BlueWave logo is a two-color format. The blue in the BlueWave logo is Pantone 281 (C: 100, M: 91, Y: 32, K: 34) and the yellow in the logo is Pantone 116 (C: 0, M: 16, Y: 100, K: 0).

Sub-Brand Architecture



FLORIDA STATE COLLEGE
FOUNDATION

A DIRECT SUPPORT ORGANIZATION OF
FLORIDA STATE COLLEGE AT JACKSONVILLE



FLORIDA  STATE COLLEGE FOUNDATION
A DIRECT SUPPORT ORGANIZATION OF FLORIDA STATE COLLEGE AT JACKSONVILLE

FSCJ Artist Series presents
Broadway in Jacksonville
Sponsored by CHASE 



Brand Architecture—Sub-Brands

FSCJ has several sub-brands including academies and institutes that serve as an extension of the College and require differentiation because they provide significantly distinctive services to specific target audiences.

Such sub-brands are permitted to use their distinct logo in conjunction with the Florida State College at Jacksonville logo and/or name.

These logos are not to be used in place of the FSCJ logo.

If a new, distinctive logo is a requirement for a program, grant, contract or initiative, contact Marketing and Communications for assistance.

Letterhead, Stationery and Business Card Examples



Name
Title

Department Title
101 W. State Street
Jacksonville, FL 32202
Work: (904) 000-0000
Fax: (904) 000-0000
name@fscj.edu
fscj.edu

Department

940 N. Main Street | Jacksonville, FL 32202 | P: (904) 357-8890 | fscj.edu

Letterhead and Stationery

Florida State College at Jacksonville has designed templates to ensure all correspondence is consistent with the College's branding and identity campaign. Letterhead, stationery and envelopes are available for official use and can be ordered from Central Stores.

Florida State College at Jacksonville's letterhead is standard letter size, 8.5 inches wide by 11 inches tall. The recommended typeface for body copy is Book Antiqua with a minimum type size of 11 point. Arial and Garamond fonts are also acceptable with a minimum type size of 11 point. No other fonts should be used in such communications.

Do not add additional logos, images, quotes or graphic elements.

Business Cards

The standard FSCJ business card is 3.5 inches wide by 2 inches tall.

Only the horizontal orientation of the primary logo is to be used. The logo should be positioned at the top center of the card. Name and title should be positioned on the left-hand side. Additional information should be positioned on the right hand side.

All Florida State College at Jacksonville business cards must contain the following information:

Name

Title

Campus, center or office name

Campus, center or office address

Office number

Fax number

Email address

FSCJ website: fscj.edu

*If desired, business cards may include a cell phone or alternate phone number. This number should be listed under the office phone number.

Business cards must be ordered through the College's approved vendor. Please contact your supervisor for directions on ordering business cards.

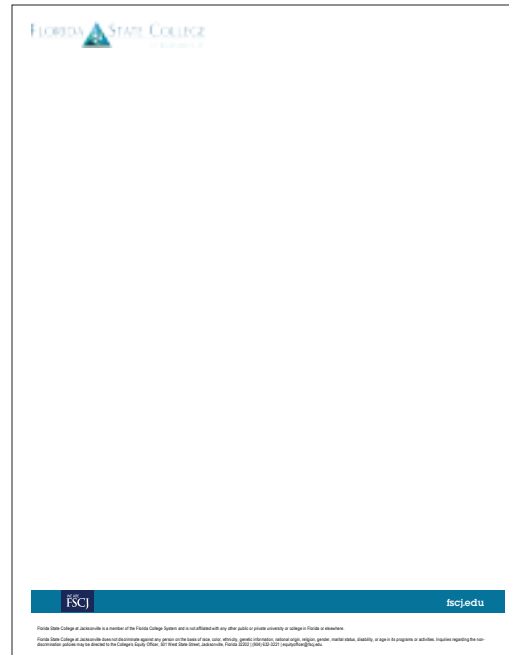
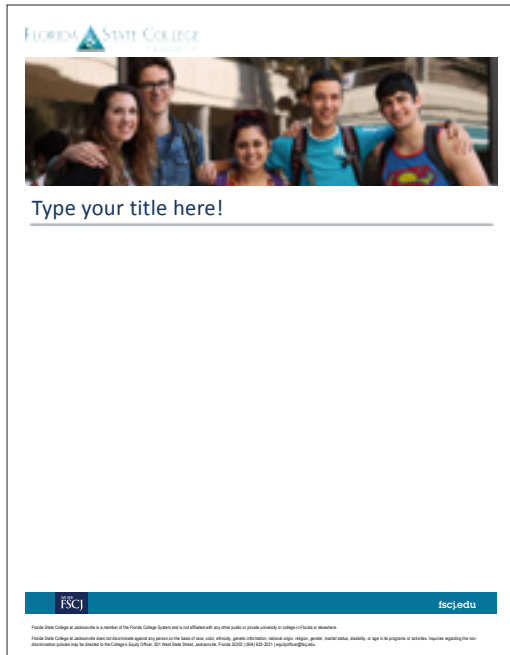
Certificate of Completion



PowerPoint Template



Flier Templates



Certificate of Completion

These are provided for those who may wish to use them for the students completing classes, generally for non-credit classes that do not result in another type of certificate of completion.

For the certificate of completion, contact your marketing communications manager for an appropriate template.

PowerPoint Templates

FSCJ PowerPoint Templates are in the process of being designed to ensure visual simplicity and brand consistency. These templates should be used for both internal and external purposes.

All FSCJ PowerPoint presentations must use one of the approved templates. Do not alter, change or delete elements in these templates.

For the time being, if you need to create a PowerPoint presentation, you can use the current template (see example to the left). Contact your marketing communications manager for an appropriate template.

The approved new Collegewide templates will be disseminated soon.

All others should be approved by the Marketing and Communications department.

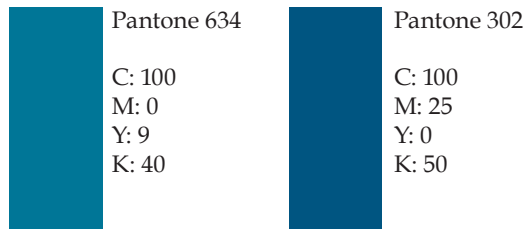
Flier Templates

There are two approved flier templates you can download and use at your discretion to promote a specific program, event or meeting. These are the only flier templates that should be used unless marketing and communications has created a customized one for you. The templates will help to ensure consistency in the quality and message of materials.

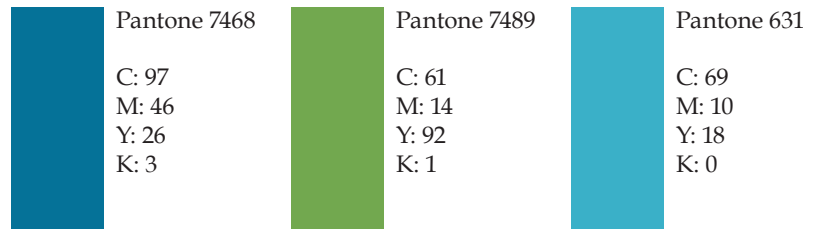
Do not alter or change the elements in these templates in any way.

You may create your own program-specific content for these fliers. These should be forwarded to the assigned marketing communications manager for review prior to printing and dissemination.

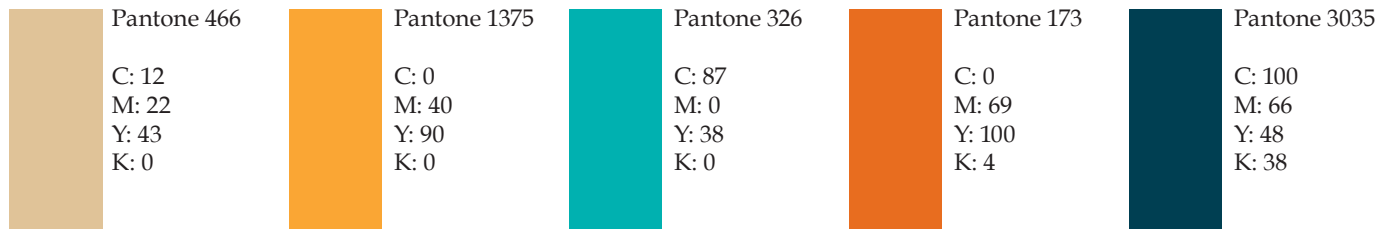
Primary Color Palette



Complementary Color Palette



Complementary Color Palette



Serif approved TypeFace

Book Antiqua
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Garamond
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Sans Serif approved Typeface

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

ALL UPPERCASE LETTERS HAVE NO VARIETY AND MAKE IT HARDER TO READ.
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Color Palettes

The consistent use of color is vital to effectively establishing, promoting and identifying the FSCJ brand.

The official colors for Florida State College at Jacksonville are Pantone 634 and Pantone 302. These are the primary colors that should be used in print and digital publications. The complementary colors for the college are displayed as options and should be used to complement the primary colors and should not be used alone.

When printing one-, two- and three-color publications, spot colors (Pantone) should be used. When printing in full color (four-color process), the CMYK mix provided in the palette should be used. Automatic conversion of the spot color within an application can result in an incorrect mix.

Additional themed complementary palettes are being created and will be available in the near future.

The Marketing and Communications department is also working on finalizing detailed color charts to assist with proper color usage. Updates will be made to this section as each chart is approved.

Pantone Color Equivalents

Thread Colors

Opaque Vinyl Colors

Reflective Vinyl Colors

Typography

Florida State College at Jacksonville has selected three fonts that are approved to be used in College communications. There are two approved serif typefaces and one approved sans serif typeface.

These typefaces are the only ones to be used in relation to FSCJ. Contact the Marketing and Communications department for questions on typeface selection.

Serif

Book Antiqua and Garamond are the selected serif typefaces for the College. Text in the body of a document should be regular weight and remain unkered (no extra spacing between characters). These are the primary typefaces of the College and should be used in most instances.

Sans Serif

Arial is the selected sans serif typeface for the College. Text in the body of a document should be regular weight and remain unkered (no extra spacing between characters). This typeface may be used instead of Book Antiqua or Garamond for necessary items.

Content should primarily follow sentence case structure. Lowercase letters make it easier for the eye to process word formations.

ALL UPPERCASE LETTERS HAVE NO VARIETY AND MAKE IT HARDER TO READ.

Uppercase letters may be used in headlines, if necessary. Always use unjustified text (aligned to the left).

Photography Examples



Photography

Photos and images are essential to telling the FSCJ story. Dynamic imagery showcases the full range of the FSCJ experience—from dedicated study to animated group activities and campus events.

The Media Release Waiver Form, found at fscj.edu/discover-fscj/gov-admin/marketing-and-communications/, must be completed if participants are going to be photographed, recorded or filmed during FSCJ classes, activities or events.

Please keep the following in mind when creating and using photography and illustration for FSCJ communications.

- Use photography or illustration that is appropriate for the content, tone, audience and production level.
- Use bright, bold images.
- When the budget doesn't allow for custom-created imagery, use typography and color rather than clip art to enhance the design.
- Use imagery to tie a group of related communications together.
- Use of imagery that demonstrates the richness and diversity of the FSCJ community and experience is strongly encouraged.
- Be mindful to not include any graphics, language or symbols that may be offensive to others.

FSCJ has a dedicated Flickr photostream that houses hundreds of photographs that you can download and use to enhance your communications. The link for the FSCJ Flickr site is flickr.com/people/floridastatecollege. The copyright of the images belongs to Florida State College at Jacksonville and can be used free of charge for FSCJ communications.

Do not use external images without first receiving permission from the copyright holder. Just because it is on the Internet, does not mean that it is free. Check with the marketing communications manager assigned to your program if you have questions about the usability of certain images.

Signage

A Collegewide plan has been developed to promote a consistent visual image for all College signage.

The Marketing and Communications department is the primary designer of FSCJ signage and should be contacted for any signage design request.

For any exterior or digital signage created outside of the Marketing and Communications department, including billboard, banner, vehicular or web signage, it must be approved by the Marketing and Communications department.

Promotional Items

If any campus, department or program would like to purchase promotional items with the FSCJ logo for conferences, meetings or events, they should follow the guidelines for proper logo use.

Each item is an extension of the FSCJ brand and image and should follow the proper guidelines for logo and name use. The Marketing and Communications department should review and approve ALL promotional items before ordering, printing or distribution. Contact your marketing communications manager for approval.

Popular items include:

- Pens
- Key chains
- Notepads
- Lanyards
- T-shirts
- USB drives

If the use of FSCJ's name or other trademarks in association with an outside organization is warranted, such usage must be approved by Marketing and Communications prior to ordering items.

FSCJ's registered trademarks include: Florida State College at Jacksonville and BlueWave.

Email Signatures

All FSCJ employees should adopt the following layout(s) for their email signature in order to achieve a professional and consistent look Collegewide. It can be edited in Microsoft Outlook under the "Options" section.

FSCJ has created both an external signature for use in communications with individuals outside of the institution and an internal signature that can be used amongst employees. You do not have to use both versions. You can use the external signature for all communications if desired.

For both internal and external signatures, the text should be in typeface Book Antiqua, Garamond or Arial 9-12 point, black or R: 0, G: 86, B: 145.

The information in your external email signature should include:

- Name
- Title
- Faculty, administrative unit, center or institute
- Florida State College at Jacksonville (location and full address)
- Office Phone number (Use the format (904) 633-4600. You can include a +1 in front of the number for international audiences.)
- Email address (only your official College email address can be included)
- A cell phone or fax number (optional)
- An official FSCJ website/web page and only official FSCJ social media accounts (this is optional, list without the "http://" prefix)
- Email optimized FSCJ logo

The following statement must be included below the logo.

** Please note that under Florida's very broad public records law, electronic mail and recorded voicemail messages to and from College employees may be subject to public disclosure.

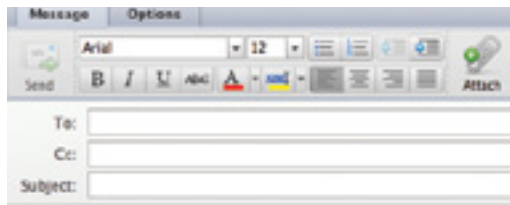
The information in your internal email signature should include:

- Name
- Title
- Faculty, administrative unit, center or institute
- Phone number

If you are communicating with students, you may wish to include information such as your office location and office hours.

The following items should NOT be used in an email signature:

- Inspirational quotes. Some users may be offended, and the quote selected may not support the FSCJ brand.
- Bold, italics, different colors or sizes of fonts.
- Themes or stationery available through Outlook.
- Links to personal social media accounts.
- Personal and unprofessional pictures.
- Graphics, other than the FSCJ email optimized logo. Images may not display properly in other email programs, and a distorted image harms the FSCJ brand. Often, images are treated as attachments and can obstruct a user's inbox or cause email to be filtered as spam.



Email Signature Example

John Smith
College Position
College Department
Florida State College at Jacksonville
601 W. State Street
Jacksonville, FL 32202
Office: (904) 632-5044
jsmith@fscj.edu

John Smith
College Position
College Department
Florida State College at Jacksonville
601 W. State Street
Jacksonville, FL 32202
Office (904) 632-5044
jsmith@fscj.edu



** Please note that under Florida's very broad public records law, electronic ma

Voicemail Greeting

To ensure proper identification and communication amongst both internal and external audiences, your voicemail greeting should include the following information:

- Name, title, Florida State College at Jacksonville

Profile Picture

Employees should use a professional headshot for their profile pictures in Artemis and Outlook. Headshots can be obtained from the Marketing and Communications department by appointment. Please call (904) 632-3125 to schedule an appointment. If a profile photo is not desired, the FSCJ vertical logo should be used in lieu of a headshot.

Social Media

Florida State College at Jacksonville is currently developing its social media strategy to utilize the channels as effectively as possible. The current FSCJ Social Media policy can be found at fscj.edu/discover-fscj/gov-admin/policies-and-procedures/social-media-procedures/.

This social media procedure covers the development and management of the social media presence of the College and its campuses, departments and employees for instructional and non-instructional purposes. It also governs development and activity of social media content for chartered student organizations. In addition, it illuminates a direct relationship between employee and student behavior in social media platforms with associated policy and procedure governing expectations of employee and student conduct.

Examples of social media include, but are not limited to, Facebook, Twitter, Flickr, LinkedIn, Instagram, Google+ and YouTube.

All FSCJ-affiliated social network accounts must be pre-approved by Marketing and Communications. At this time, the College is reviewing and evaluating its current social media strategy and presence. As such, no new social media pages or accounts are being created at this time.

Employees and students using College logos and representations in an official, approved College capacity must adhere to the procedures described herein for the development of social media and must not deviate from acceptable logo usage standards as described by the College's Marketing and Communications department.

The FSCJ stacked logo must be used for the profile picture and the organization/department can use an appropriate image for the cover photo, where needed.

Use of the Florida State College at Jacksonville name, logos or any other College image or iconography on personal social media sites to promote a product, cause or political party or candidate of any kind is prohibited.

Employees and students are prohibited from using College logos or representations in personal social media environments without written consent from the Marketing and Communications department.

Use of College photographs and videos on personal websites and social media is unallowable without prior consent from the Marketing and Communications department.



[fscj.edu](https://www.fscj.edu)

Florida State College at Jacksonville is a member of the Florida College System and is not affiliated with any other public or private university or college in Florida or elsewhere.

Florida State College at Jacksonville does not discriminate against any person on the basis of race, disability, color, ethnicity, national origin, religion, gender, age, sex, sexual orientation/expression, marital status, veteran status, pregnancy or genetic information in its programs or activities. Inquiries regarding the non-discrimination policies may be directed to the College's Equity Officer, 501 West State Street, Jacksonville, Florida 32202 | (904) 632-3221 | equityofficer@fscj.edu.

Florida State College at Jacksonville is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award the baccalaureate and associate degree. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, or call (404) 679-4500 for questions about the accreditation of Florida State College at Jacksonville. The Commission is to be contacted only if there is evidence that appears to support an institution's significant non-compliance with a requirement or standard.