

FLORIDA STATE COLLEGE AT JACKSONVILLE

**MANTA RAYS**

**FSCJ**  
Florida State College  
at Jacksonville

**ATHLETICS  
BRAND GUIDE**



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# FSCJ's Mascot Overview

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## Mascot: FSCJ Manta Rays

**Established: 2024**

The FSCJ Manta Rays is the official mascot for Florida State College at Jacksonville (FSCJ) and is an additional identifying mark for the Department of Athletics. As a symbol of FSCJ, the Manta Ray appeals primarily to student audiences and alumni.

Academic and administrative units can use the mascot to convey FSCJ pride. The Manta Ray must be used as a secondary element, in addition to the FSCJ logo, in the same way you would use an icon or illustration in a layout, or in a second imprint area on promotional items. See guidelines for additional details and usage examples.

The only terms that can be used to represent the FSCJ mascot are "Manta Rays" or "Mantas." The mascot name should never be shortened to only "Rays."



# Manta Rays Logos

## Main FSCJ Manta Rays Logo

The preferred use of the main FSCJ Manta Rays logo is the full color version shown in the gray bar. Logo can appear one-color when application requires, as shown here.



## Secondary Manta Rays Only Logo

The preferred use of the Manta Rays Only Logo is the full color version shown in the gray bar. Logo can appear one-color when application requires, as shown here.



## Secondary FSCJ Tail Logo

The preferred use of the FSCJ Tail Logo is the full color version shown in the gray bar. Logo can appear one-color when application requires, as shown here.



# Color

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## Color Palettes

The consistent use of color is vital to effectively establishing, promoting and identifying the FSCJ brand. The FSCJ brand color palette consists of two primary colors and two secondary colors.

**The official colors for the FSCJ Manta Rays** are Pantone 302 and 631. Pantone 634 and 302 are the official FSCJ logo colors.

**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.

### Primary colors



#### CMYK (print)

100 77 40 30

#### RGB (web/digital)

1 60 91

#### HEX (web/digital)

#003b5c



#### CMYK (print)

68 10 18 0

#### RGB (web/digital)

62 177 200

#### HEX (web/digital)

#3eb1c8

### Secondary color



#### CMYK (print)

98 67 48 38

#### RGB (web/digital)

0 62 81

#### HEX (web/digital)

#003e51



#### CMYK (print)

94 58 31 10

#### RGB (web/digital)

0 95 131

#### HEX (web/digital)

#005f83

# Typography

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## Primary Font

FSCJ has selected a font family that is approved to be used in College communications for print and digital materials.

### OPEN SANS

Open Sans typeface is the preferred font to be used in relation to FSCJ. Contact the Marketing and Communications department for questions on typeface selection. If you are unable to download this font on your computer using the instructions below, Arial may be used as a substitute.

Open Sans is the primary typeface for marketing materials and the College's website.

Content should primarily follow sentence case structure.

Uppercase letters may be used in headlines.

### Open Sans Regular

ABCDEFGHIJKLM NOPQRSTUVWXYZ  
abcdefghijklnopqrstuvwxyz 1234567890

### Open Sans Italic

ABCDEFGHIJKLM NOPQRSTUVWXYZ  
abcdefghijklnopqrstuvwxyz 1234567890

### Open Sans Bold

ABCDEFGHIJKLM NOPQRSTUVWXYZ  
abcdefghijklnopqrstuvwxyz 1234567890

## Secondary Font

### UNITED SANS

This font is only used for approved athletics branding accompanying the FSCJ Mascot. This font should only be used in limited copy and in approved College colors.

**ABCDEFGHIJKLM NOPQRSTUVWXYZ  
abcdefghijklnopqrstuvwxyz 1234567890**

## Numerical Font

These numerical fonts are the only approved fonts for numerals on all athletic wear. **Font colors and outlines can be adjusted to white, navy or Pantone 631 only, based on jersey color.**

## Athletics Specialty Signage Font

### ARTWAY

This font can only be used for designs created by the FSCJ Marketing and Communications team. Artwork using this font should be requested by emailing [communications@fscj.edu](mailto:communications@fscj.edu).

**ABCDEFGHIJKLM NOPQRSTUVWXYZ**

### CLASSIC SCREEN PRINT (ATHLETIC)

**1234567890**

### MODERN DIGITAL STYLE (BUREAU)

**1234567890**

# Usage

## Safe Zones

Each of the FSCJ logos has an established safe zone. This safe zone is intended to maintain the logo's integrity and to avoid visual confusion. No other type or graphic element should fall within the safe zone shown. The safe zone for each of the FSCJ logos is equal to one fourth the overall height of the mark. This spacing is uniform on all sides of the mark. See the examples shown below for each mark's specific safe zone.

### WHEN TO USE MASCOT

- Official athletic teams, club sports and qualifying intramurals
- In casual/informal communication
- As a secondary illustration to convey FSCJ's pride
- In a second imprint area on swag when unit identification is only used in the primary imprint area

## Primary Marks

### HORIZONTAL LOGO



Minimum height of X should be no smaller than 0.3 inches in print and 43px in digital media applications.

### FSCJ-ONLY LOGO

When sizing or printing does not permit use of the primary logo, the FSCJ-only version is acceptable. Contact the Marketing and Communications department for approval.



## Minimum Sizes

Each of the FSCJ Athletics logos has a minimum acceptable size. In order to ensure clear reproduction and legibility, the logos must not be used any smaller than 1" in print and 73px digital media application.

## Secondary Marks

### FSCJ FULL MASCOT LOGO



### MASCOT AND FSCJ MASCOT TAG



# Usage

## Logo Violations

In order for FSCJ to maintain the design integrity of its athletics brand, it is imperative that all logos be used as directed in this manual without any modification. The logos are not to be altered in any way.

**Hashtag Usage**  
Commonly Used:  
**#FSCJMantas**  
**#FSCJMantaRays**  
**#FSCJRayzorRay**



Do not use if logo has a darker shade around the mouth or full color version does not have a white outline.



Do not alter the colors.



Do not add elements to the logo.



NUCLEAR SCIENCE  
DEPARTMENT

Do not customize logo for internal or external use.

All Mascot products and designs must be approved by the Marketing and Communications Department. Allow a minimum of two weeks for processing each request. See the main FSCJ Brand Guide for process steps.

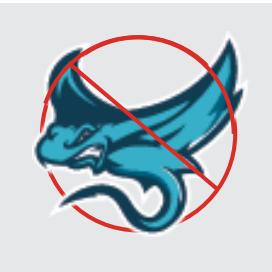
**Contact Marketing and Communications for files and vendor recommendations.**



Do not use logo on a photo or image that is distracting.



Only print logo on approved background colors.



Only use logo with crisp, clean resolution.



Do not distort logo.

# Sports-Specific Logo

## Applications

Mascot logos are intended to stay full-color and only used for sports-specific applications.

## Uniform

The preferred logo for uniforms is the main logo with the sports-specific application. The alternate would be the Secondary Tail Logo that can be used with the sport-specific typography. Any alternate designs must be approved by Marketing and Communications.

### Preferred Logo



### Secondary Tail Logo



# Mascot Costume



Stay amazing,

*Rayzor Ray*

## CONTACTS

### Athletics

**Jerry Thor**, Director of Athletics  
(904) 646-2398

### Marketing and Communications

**Jill Johnson**, Chief Communications Officer  
(904) 632-5016

**Amy Lavner**, Director of Marketing  
(904) 632-3125

### Meet Rayzor Ray!

FSCJ is excited to introduce our new mascot, Rayzor Ray! The mascot will make appearances at sporting events for FSCJ Athletics and at many on-campus and off-campus events as schedules allow.

To learn more about Rayzor Ray or to make an appearance request, please visit: [fscjmantarays.com/mascot](http://fscjmantarays.com/mascot)

### FSCJ Mascot Appearance Requests

In an effort to service the numerous requests we receive, we ask that you please review the mascot appearance policies below and fill out the [following linked form](#) completely. Your submission of this form represents a request only and does not guarantee an appearance. Requests cannot be submitted over the phone or by e-mail.

- Requests must be submitted a minimum of two (2) weeks prior to the appearance using the online request form linked above.
- The required online form is only a request form, and we cannot guarantee that every mascot request will be filled. Our mascot team is staffed entirely by student assistants who complete an official tryout and receive training in mascot performance.
- Priority is given to College-related requests.
- Due to the large volume of requests and schedule fluctuations from our mascot

team, appearances are not confirmed until ten business days prior to an event.

- For the safety of our mascot team, all appearances are strictly limited to no more than one hour in the mascot suit.
- Mascot suits are not available for rent.
- Requestor must provide a private location for the mascot to change and a secure, safe place to store any personal belongings and mascot storage bags – not a public bathroom, closet, public space, etc.
- Requestor must provide a parking spot close to the event site for the mascot to park if the event is off campus. If there is any charge for parking (meter, parking garage, etc.), the Requestor is to pay for this in advance and/or provide a parking permit (if applicable to the event site).

Florida State College at Jacksonville is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award associate and baccalaureate degrees. Florida State College at Jacksonville also may offer credentials such as certificates and diplomas at approved degree levels. Questions about the accreditation of Florida State College at Jacksonville may be directed in writing to the Southern Association of Colleges and Schools Commission on Colleges at 1866 Southern Lane, Decatur, GA 30033-4097, by calling (404) 679-4500, or by using information available on SACSCOC's website ([www.sacscoc.org](http://www.sacscoc.org)).

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