FSCJ

BRAND + STYLE GUIDE

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BRAND PLATFORM

OBJECTIVES AND AUDIENCES OF FSCJ'S BRAND

MARKETING AND COMMUNICATIONS OBJECTIVES

- To engage prospective students with meaningful messages that highlight opportunity, achievement and the life-changing impact of an FSCJ education.
- To establish a consistent visual brand that can be easily recognized and identified amongst our target audiences and community stakeholders
- To serve as a statement of encouragement and a positive outlook toward the future. Speaking directly to prospective students, letting them know that there are no barriers for their career prospects

AUDIENCES

- Alumni
- Community and government leaders
- Community partners
- Current and future students and their families
- Faculty
- Faith-based organizations
- Fellow institutions
- Local businesses and community organizations
- Media outlets
- Nonprofit organizations
- Staff
- Trustees

ADA COMPLIANCE

FSCJ is committed to the principle of equal access for learners with disabilities in compliance with the Americans with Disabilities Act (ADA) and Section 508 of the Rehabilitation Act. Additionally, the U.S. Department of Justice's ADA Title II rule requires all publicly funded institutions to meet Web Content Accessibility Guidelines (WCAG) 2.1 Level AA standards as of April 26, 2027.

If you discover an inaccessible feature, email **communications@fscj.edu** to report the problem. For website-related issues, submit a ticket at **help.fscj.edu.**

Tell us as much as you can:

- What were you trying to do?
- How were you trying to do it?
- What barrier did you encounter?

Please include a solution that would be accessible, if you can think of one.

AI-GENERATED CONTENT

FSCJ recognizes that artificial intelligence (AI) is becoming part of education, work, communication and daily life. Please review our **guidelines** for the responsible use of AI for marketing, communications and social media at FSCJ.

DISCLAIMERS

Below are the College's Equal Opportunity Employer and SACSCOC Accreditation disclaimer statements, which must be used on all external materials. For guidance on when and how to use these, contact the **Marketing and Communications department**. *The minimum font size is 6 point.*

DISCLAIMERS EXAMPLE

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, activities and employment. For more information, visit the **Office of Civil Rights Compliance** page.

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**).

BRAND IDENTITY

Branding and institutional identity are 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.

BOILERPLATE EXAMPLE

ABOUT FSCJ
Known as "the community's college," Florida State College at Jacksonville (FSCJ) empowers students to achieve their goals by providing exceptional learning experiences that promote intellectual growth, civic engagement and workforce connections. Serving more than 46,000 students and awarding over 5,000 degrees and certificates annually, the College plays a significant role in equipping and supplying the region's workforce of tomorrow.

"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.

FSCJ LOGOS

Only use the FSCJ logos in their approved forms. Exceptions may exist and are determined by the **Marketing and Communications department**. Logos can be downloaded at **fscj.edu/branding**.

Do not alter, combine or attempt to recreate the logo. When adjusting its size, do not alter the proportions; resize by dragging a corner handle, not a side, top or bottom handle.

HORIZONTAL LOGOS

(Minimum height: ≥ 0.5" tall for horizontal logos or 1" square for vertical logos, with 0.125" margins.)













VERTICAL LOGOS

(Minimum height: ≥ 0.5" tall for horizontal logos or 1" square for vertical logos, with 0.125" margins.)













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.

FSCJ-ONLY LOGOS

(Minimum height: ≥ 0.5" tall for horizontal logos or 1" square for vertical logos, with 0.125" margins.)



FILE FORMATS

Use EPS logos for professional printing, including print materials, banners, merchandise and promotional items. EPS files are vector and can be scaled without losing quality.

Use PNG, SVG or JPG logos for web, desktop and on-screen applications, including PowerPoint and Word. Do not enlarge these files for high-resolution printing.

Download approved logos at fscj.edu/branding.

WHITE SPACE/MARGINS

Allow a minimum 0.125" margin around all FSCJ logos.

Use optical centering rather than the artwork bounding box. Due to the descending "J" in the logo, equal visual space should appear above and below the primary body of the logo.

CORRECT



INCORRECT



COLOR PALETTES

Pantone 302 and Pantone 634 are the primary FSCJ brand colors. Pantone 302 is preferred for most applications. Pantone 631 may be used as an accent color and should not be used on its own.

PRIMARY COLORS

Pantone 302

CMYK (print)
100 77 40 30

RGB (web/digital)
0 59 92

HEX (web/digital)
#003b5c

Pantone 634

CMYK (print)
94 58 31 10

RGB (web/digital)
0 95 131

HEX (web/digital)
#005f83

SECONDARY COLORS

Pantone 631

CMYK (print)
68 10 18 0

RGB (web/digital)
62 177 200

HEX (web/digital)
#3eb1c8

Black

CMYK (print)
0 0 0 100

RGB (web/digital)
0 0 0

HEX (web/digital)
#000000

TYPOGRAPHY

OPEN SANS

Open Sans is the primary typeface for marketing materials, emails and the College's website. Content should primarily follow sentence case structure. Uppercase letters may be used in headlines.

Open Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklnopqrstuvwxyz 1234567890

Open Sans Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklnopqrstuvwxyz 1234567890

Open Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklnopqrstuvwxyz 1234567890

Open Sans Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklnopqrstuvwxyz 1234567890

Open Sans Extrabold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklnopqrstuvwxyz 1234567890

Open Sans Extrabold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklnopqrstuvwxyz 1234567890

DOWNLOAD & INSTALL FONTS

1. Go to **fonts.google.com/specimen/Open+Sans**
2. Click **Get font**
3. Click **Download all**
4. Installing Fonts
    1. Double-click the zip file **Open_Sans.zip** from the Downloads folder
    2. Open the unzipped folder and double-click the two .ttf files **OpenSans-VariableFont_wdth,wght.ttf** and **OpenSans-Italic-VariableFont_wdth,wght.ttf**
    3. Click **Install**

You may need to shut down all programs and restart your computer after font installation. If you need assistance installing the font on your computer, submit a Help Desk Ticket at **help.fscj.edu**.

LOGO USAGE RESTRICTIONS

Logo use is limited to approved College purposes. If your situation is not covered below, contact the Marketing and Communications department at **communications@fscj.edu**.

ACADEMIC PROGRAMS, DEPARTMENTS AND OTHER COLLEGE ENTITIES

Do not add text or graphics to an approved College logo to create a program-specific or functional unit logo. Historical exceptions may exist and are determined by Marketing and Communications.

STUDENT ORGANIZATIONS

Student organizations should use an approved FSCJ logo and may not create or modify College logos.

EVENTS AND FUNDRAISERS

The FSCJ name and logo may be used to promote a specific event or fundraiser with permission from Marketing and Communications.

POLITICAL, SOCIAL AND UNSPONSORED ACTIVITIES

The College name or logo may not be used to promote or endorse a political or social movement, a candidate for public office or any activity not officially sponsored by the College.

EXTERNAL COMPANIES

Companies that do business with FSCJ may use FSCJ logos or trademarks to promote their products or services when specifically authorized by the College. Permission may be limited in duration, and all materials must be approved by Marketing and Communications.

REQUESTS FOR ADDITIONAL COLLEGE LOGOS

The College does not create individual logos for academic programs, departments or other College entities. Special-purpose logos may be created when appropriate and approved by College President's office. Contact the Marketing and Communications department at **communications@fscj.edu**.

IMPROPER LOGO USAGE

Do not alter, recreate or modify the FSCJ logo. The examples below show common incorrect uses.



THE OFFICIAL COLLEGE SEAL

The FSCJ seal is reserved for formal, official College use and should not be used in place of the FSCJ logo. Use of the seal must be approved by the Marketing and Communications department and the Office of the President.

Use of the seal is limited to:

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

Do not use the College seal on:

- Promotional materials
- Banners
- General stationery, including business cards
- Paper items
- College vehicles
- Campus signage

OFFICIAL COLLEGE SEALS

(Minimum height: ≥ 0.5" tall for horizontal logos or 1" square for vertical logos, with 0.125" margins.)



FOUNDATION LOGOS

HORIZONTAL LOGOS

(Minimum height: ≥ 0.5" tall for horizontal logos or 1" square for vertical logos, with 0.125" margins.)













VERTICAL LOGOS

(Minimum height: ≥ 0.5" tall for horizontal logos or 1" square for vertical logos, with 0.125" margins.)













ALUMNI LOGOS

HORIZONTAL LOGOS

(Minimum height: ≥ 0.5" tall for horizontal logos or 1" square for vertical logos, with 0.125" margins.)













VERTICAL LOGOS

(Minimum height: ≥ 0.5" tall for horizontal logos or 1" square for vertical logos, with 0.125" margins.)













SUB-BRAND LOGOS

FSCJ has several sub-brands that require differentiation because they market to specific target audiences. Such **sub-brands are permitted to use their distinct logo** in conjunction with the FSCJ logo and/or name. **If a new, distinctive logo is required**, contact the Marketing and Communications department at **communications@fscj.edu**.

(Minimum height: ≥ 0.5" tall for horizontal logos or 1" square for vertical logos, with 0.125" margins.)







FSCJ MASCOT USAGE AND LOGOS

FSCJ has adopted the Manta Rays as the official mascot which serves as an additional identifying mark for the Department of Athletics. The mascot graphics are available for download here: **fscj.edu/branding**.

Items including the Manta Rays graphic must always be reproduced from official artwork provided through the Marketing and Communications department.

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

FSCJ's visual identity system includes secondary logos. Each plays a unique role in supporting our brand and has limited availability depending on its intended purpose.

ACADEMIC AND ADMINISTRATIVE USAGE

As a symbol of FSCJ, the mascot appeals primarily to student audiences and alumni.

Academic and administrative units can use the mascot to convey FSCJ pride as well. 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 Manta Rays graphic should never be used in place of the FSCJ primary logo in any academic application.

ARTIFICIAL INTELLIGENCE (AI) USAGE

The Manta Ray logo and mascot are protected brand assets. **Do not use artificial intelligence (AI) or other automated image-generation tools to recreate, alter or generate new versions of the logo or mascot.** Email questions to the Marketing and Communications department at **communications@fscj.edu**.

ATHLETICS USAGE

The mascot and team/sports names should not be used with the College logo or College seal. All official athletics material should display the primary Manta Rays athletics mark.

FSCJ MASCOT LOGOS

(Minimum height: ≥ 0.5" tall for horizontal logos or 1" square for vertical logos, with 0.125" margins.)



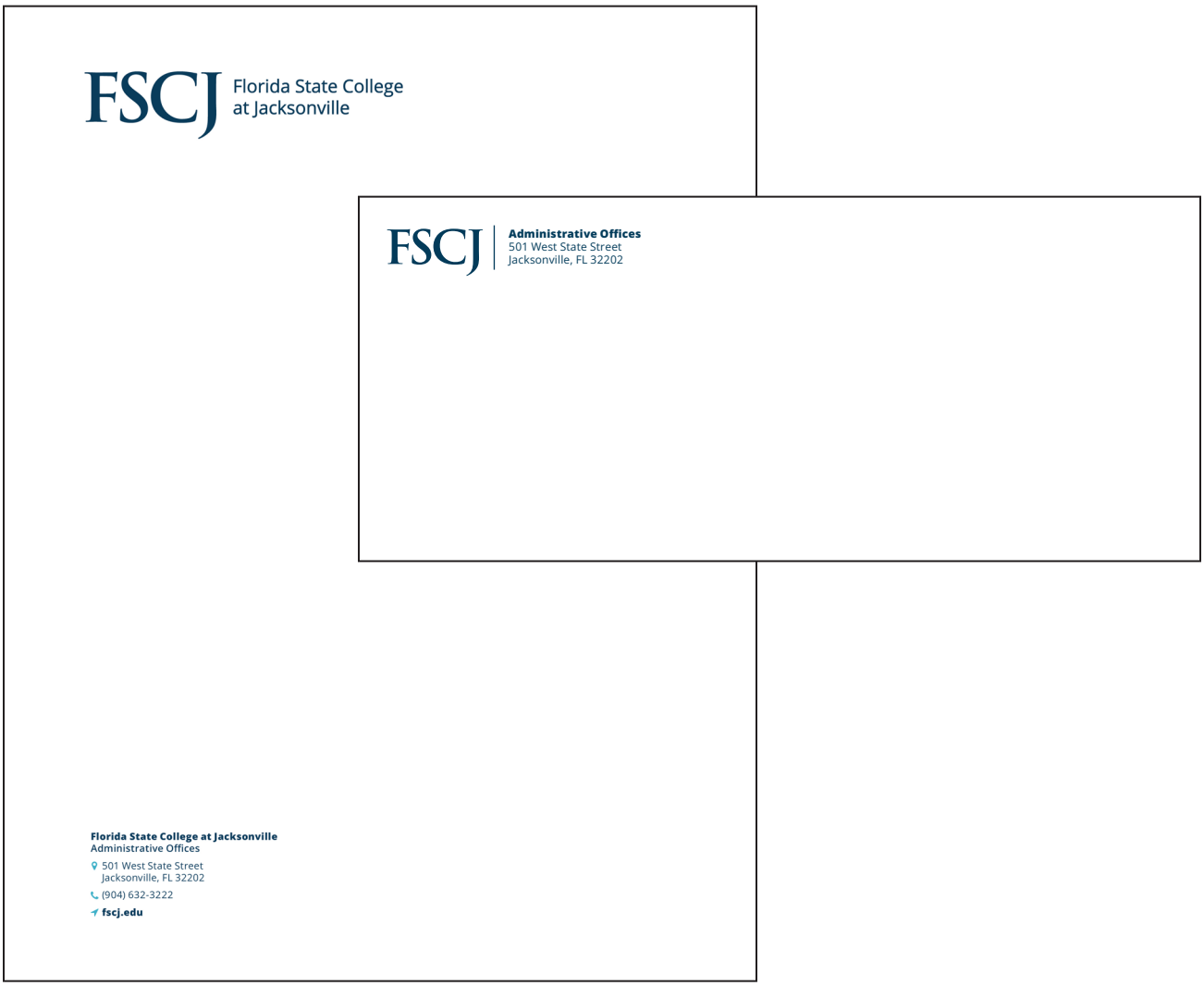
LETTERHEAD AND STATIONERY

Approved letterhead, stationery and templates are available for official College use. Use Open Sans at a minimum size of 9 pt for body copy. Do not use additional fonts, logos, images, quotes or graphic elements.

Templates and the Open Sans font can be downloaded at **fscj.edu/branding**.

LETTERHEAD AND #10 ENVELOPE EXAMPLES

(Scaled to 50%.)



BUSINESS CARDS

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

REQUIRED INFORMATION

- Name
- Title
- Campus, center, department or office address
- Office phone number
- Email address
- fscj.edu
- Optional: Cell/alternate phone number may be listed below the office number.

BUSINESS CARD EXAMPLES

(Scaled to 100%.)



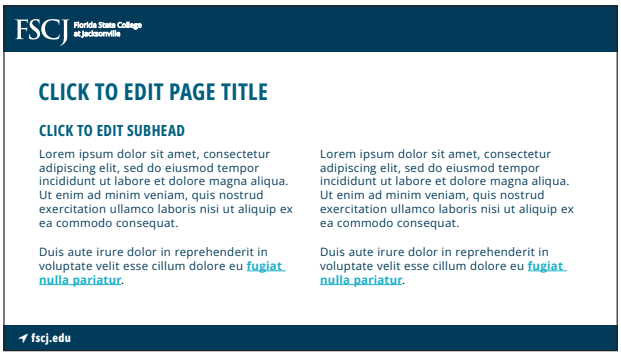


POWERPOINT TEMPLATE

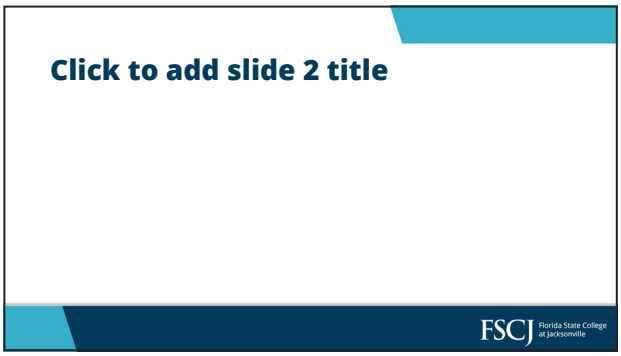
You can download a standard (4:3) or widescreen (16:9) template at **fscj.edu/branding**.

POWERPOINT TEMPLATE EXAMPLES
(Scaled to 12%.)









FLIER TEMPLATE

Fliers can promote a specific program, event or meeting and should be forwarded to the assigned marketing communications manager for review prior to printing and/or dissemination.

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

Flier templates can be downloaded at **fscj.edu/branding**.

FLIER TEMPLATE EXAMPLE

(Scaled to 50%.)



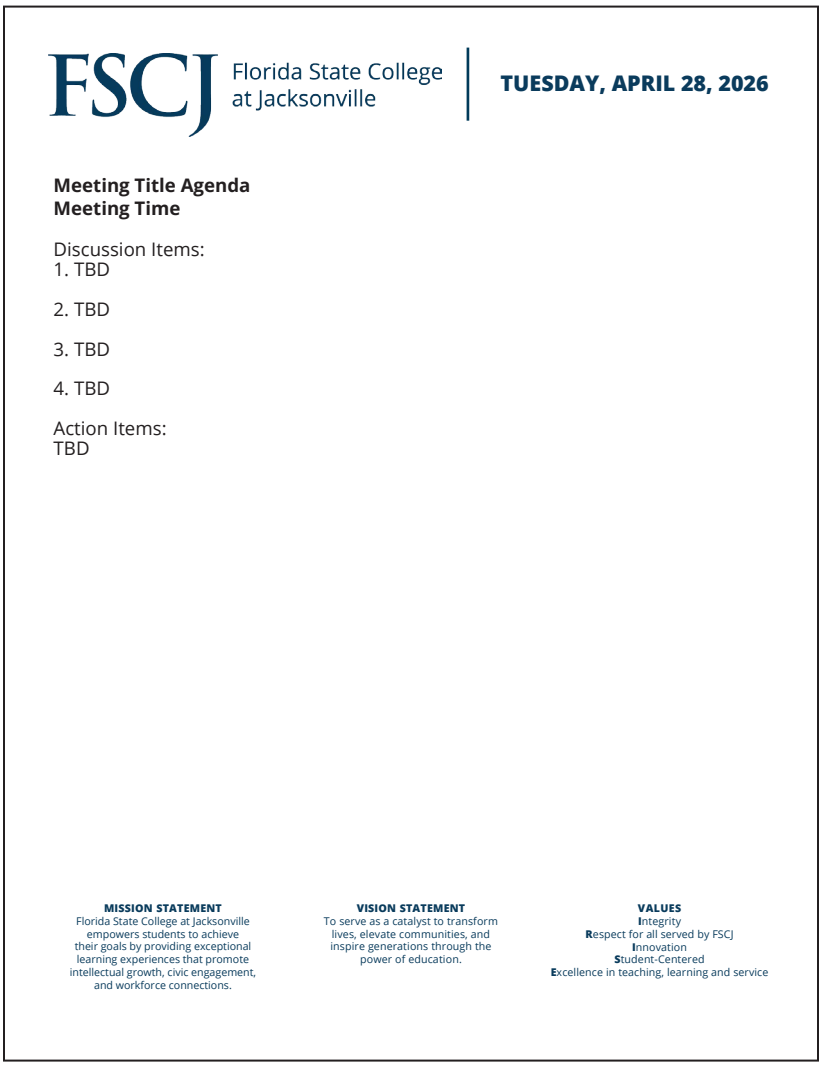
AGENDA TEMPLATE

This template includes the College's Mission, Vision and Values and is the only agenda template that should be used. **Do not alter or change the elements in this template in any way.**

The Collegewide agenda template can be downloaded at **fscj.edu/branding**.

AGENDA TEMPLATE EXAMPLE

(Scaled to 50%.)



PHOTOGRAPHY & IMAGERY

Use photography and illustration that is appropriate for the content, tone, audience and production level.

- Use bright, bold imagery.
- Whenever possible, use photography of actual FSCJ students, faculty, staff and alumni in authentic academic or career settings.
- Use imagery that reflects the diversity and richness of the FSCJ community and experience.
- Avoid imagery, graphics, language or symbols that may be offensive to others.
- When custom photography or illustration isn't available, use typography and color rather than clip art.
- Use imagery consistently to connect related communications.

APPROVED FSCJ PHOTOGRAPHY

FSCJ's Flickr photostream includes hundreds of photographs available for FSCJ communications. Images in the FSCJ Flickr photostream are owned by FSCJ and may be used free of charge for FSCJ communications.

Browse and download at **fscj.edu/flickr**.

COPYRIGHT

Do not use images from external sources without permission from the copyright holder. An image being available online does not mean it is free to use.

Questions about image usage? Contact the Marketing and Communications department at **communications@fscj.edu**.

MEDIA RELEASES

Media release forms are required for photographs, video, audio and other recordings used for College communications, marketing and educational purposes.

Download media release forms at **fscj.edu/mediarelease**.

GENERAL MEDIA RELEASE

For Collegewide and campus events, athletic games, fairs and other College-promoted events

MULTIPLE ENTRIES MEDIA RELEASE (WITH FERPA LANGUAGE)

For group settings with multiple students or individuals and includes FERPA rights for students

FERPA MEDIA RELEASE

For photography, video or audio recorded inside classrooms on FSCJ campuses/centers

VIDEOGRAPHY

For videos created within the College, there are certain elements that should be consistent.

TEXT

Font family: Open Sans

Name

- Minimum size: 65 px
- Font: Bold or Semibold
- Name: ALL CAPS

Title

- Minimum size: 38 px
- Font: Light or Regular
- Title: Sentence case

SIZE

Name Layer: Not below 65 pixels (px). **Bold/semibold font.** Name in ALL CAPS.
Title Layer: Not below 38 pixels (px). Light/Regular font. Title in sentence case.

The text must be clearly legible.

DROP SHADOW (OPTIONAL)

Color: Black
Direction: 135 degrees
Opacity: 75%
Distance (if applicable): 5
Softness: 10 (or to appropriate levels to remain legible)

PLACEMENT

Lower portion of screen, not to exceed screen mid-point, where it is fully legible.

Place screen opposite of where subject is.

All videos need to be Closed Captioned before being added to the website or posted to social media accounts. To do this, videos need to be uploaded to an official FSCJ YouTube or Vimeo account to use the built in closed caption feature provided. Please note there may be circumstances that would require the video to be sent to an external vendor for captioning, so ensure you allow enough time to complete this. For additional questions, email **communications@fscj.edu**.

PROMOTIONAL ITEMS

Promotional items featuring the FSCJ logo or Manta Rays mascot must follow the College's brand guidelines and be approved by Marketing and Communications before ordering, producing or distributing. This includes items purchased by campuses, departments and programs for conferences, meetings and events. Requests for promo items must be submitted by April 15 to ensure order and purchasing deadlines are met.

Contact your marketing communications manager for approval.

FSCJ APPROVED PROMOTIONAL PRODUCT SUPPLIERS

To promote consistency and purchasing efficiency, departments should use the approved vendors listed below and discontinue using other promotional product suppliers.

- **Brandz LLC**
- **Florida Specialty Promo, Inc.**
- **Vampt Co LLC**
- **FSCJ Bookstore (BibliU)**
- **Baker's Sporting Goods**

OUTSIDE ORGANIZATIONS

Use of the FSCJ name or other trademarks in association with an outside organization must be approved by Marketing and Communications before promotional items are ordered.

REGISTERED TRADEMARKS

FSCJ's registered trademarks include:

- Florida State College at Jacksonville
- FSCJ
- FSCJ Manta Rays

EMAILS

REQUIRED INFORMATION

- Name
- Title
- Campus, center, department or office address
- Office phone number
- Email address
- fscj.edu
- Email-optimized FSCJ* or FSCJ/Mascot logo.* Include this statement 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.*
- Optional: Cell/alternate phone number may be listed below the office number.
- Optional: When communicating with students, you may also include your office location and office hours.
- Optional: Professional development badges and College awards badges*

DO NOT USE

- Inspirational quotes
- Multiple font colors, sizes or styles
- Outlook themes or stationery
- Personal social media accounts
- Personal photos or unrelated images
- Graphics other than FSCJ logos and the above mentioned badges

FONT

- Open Sans (preferred) or Arial
- 9–12 pt
- Black

SIGNATURE EXAMPLES

Jane Smith
Professor of English

601 W. State Street
Jacksonville, FL 32202

(904) 632-5044
jsmith@fscj.edu
fscj.edu

FSCJ Florida State College at Jacksonville

Jane Smith
Professor of English

601 W. State Street
Jacksonville, FL 32202

(904) 632-5044
jsmith@fscj.edu
fscj.edu

FSCJ Florida State College at Jacksonville
Home of the Manta Rays

DOWNLOADS

The FSCJ Mascot email signature is available for download at **fscj.edu/branding**.

*For ADA compliance, all images included in email signatures must include Alt Tags. These can be added in the email signature settings. Right click the image and select Edit Alt Tag.

AUTO REPLIES

AUTO-REPLY MESSAGE EXAMPLE

Thank you for your email. I am currently out of the office and will return on _____. I have limited access to email, but will check it periodically and will respond as soon as I am able. If you need immediate assistance, please contact _____.

PROFILE PICTURE

Use a professional headshot or your employee ID photo for your profile picture in myFSCJ and Outlook. If you prefer not to use a personal photo, use the FSCJ-only logo instead.

HEADSHOTS

Email Marketing and Communications to schedule a headshot appointment at **communications@fscj.edu**.

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

SOCIAL MEDIA

The College maintains select official social media accounts to provide consistent, coordinated communication and avoid oversaturation of College-affiliated accounts. All social media channels, profiles, pages, groups and applications created for official College use must be approved by the Marketing and Communications department. Unapproved accounts are prohibited.

ALL OFFICIAL FSCJ SOCIAL MEDIA ACCOUNTS MUST:

- Follow FSCJ brand guidelines
- Maintain appropriate and consistent College messaging
- Provide Marketing and Communications with administrative access
- Meet ADA compliance guidelines

Inactive accounts may be reviewed and closed in accordance with the FSCJ Social Media Procedure. For questions or concerns about official FSCJ social media accounts, contact **communications@fscj.edu**.

Read the full FSCJ Social Media Procedure at **fscj.edu/socialmedia**.