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## FSCJ Mascot

Established: 2024  
Mascot: FSCJ Manta Rays

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.

The FSCJ Manta Rays is the official mascot for Florida State College at Jacksonville and is an additional identifying mark for the Department of Athletics. As a symbol of FSCJ, The Manta Rays 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 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.



## Primary Marks

### Horizontal logo



### Vertical logo



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

### FSCJ-Only Logo

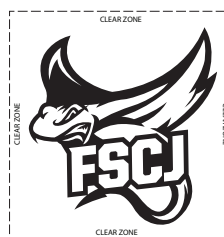
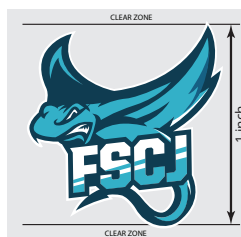
When sizing or printing does not permit use of the primary logo, the FSCJ-only version is acceptable. Contact the Marketing and Communications department for approval.



## Secondary Marks

### FSCJ Full Mascot Logo

Minimum height should be no smaller than 1" inch in print and 73px digital media applications.



Learn more about our Mascot and how to request him for appearances by visiting [fscj.edu/Mascot](http://fscj.edu/Mascot)

## FSCJ Colors

Approved College Colors

### Pantone 3035

CMYK (Print) 98 67 48 38  
HEX (Web/Digital) #003e51

### Pantone 302

CMYK (Print) 100 77 40 30  
HEX (Web/Digital) #003b5c

### Pantone 634

CMYK (Print) 94 58 31 10  
HEX (Web/Digital) #005f83

### Pantone 631

CMYK (Print) 68 10 18 0  
HEX (Web/Digital) #3eb1c8

### Mascot and FSCJ Mascot Tag

Minimum width should be no smaller than 0.5" inch in print and 45px in digital media applications.

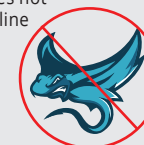


### When to Use Mascot

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

### Do not use

- If logo has a beard or full color version does not have a white outline



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.

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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