# TABLE OF CONTENTS

## BRAND PLATFORM
- Introduction .................................................................................................................................................................... 4
  - Marketing and Communications Contacts .................................................................................................................. 4
- Objectives and Audiences of FSCJ’s Brand .................................................................................................................. 5
  - Marketing and Communications Objectives ............................................................................................................... 5
  - Audiences .................................................................................................................................................................. 5
- Mission and Vision of FSCJ ............................................................................................................................................. 5
  - Mission ...................................................................................................................................................................... 5
  - Vision ........................................................................................................................................................................ 5
- ADA Compliance ............................................................................................................................................................ 5

## BRAND ARCHITECTURE
- Introduction .................................................................................................................................................................... 6
  - Brand Mantra ........................................................................................................................................................... 6
  - Brand Pillars ............................................................................................................................................................. 6
  - Brand Personality ....................................................................................................................................................... 7
  - Brand Foundation ....................................................................................................................................................... 7

## EDITORIAL STYLE GUIDE
- Academic Schools ............................................................................................................................................................ 8
- Locations ....................................................................................................................................................................... 8
- Department and Course Names .................................................................................................................................... 8
- Names and Titles .......................................................................................................................................................... 9
- Alumni ......................................................................................................................................................................... 9
- Degrees ........................................................................................................................................................................ 9
- Capitalization ............................................................................................................................................................. 10
- Technology Terms ....................................................................................................................................................... 10
- Punctuation ................................................................................................................................................................. 10
- Commonly Used Terms ............................................................................................................................................... 11
- Numbers .................................................................................................................................................................... 11
BRAND IDENTITY

Boilerplate .................................................................12
Disclaimers ......................................................................12
Primary Logo ...................................................................13
  File Formats ..................................................................15
  White Space/Margins ......................................................15
  Minimum Size ..................................................................15
Logo Color Palettes ..........................................................15
Logo Usage Restrictions ..................................................15
Improper Logo Usage ......................................................16
Official College Seal .......................................................17
Athletics Logo ...............................................................17
Sub-Brands ......................................................................19
Letterhead and Stationery ..................................................20
Business Cards ...............................................................21
Certificate of Completion ..................................................22
PowerPoint Template .......................................................23
Flier Templates ...............................................................24
Color Palettes ..................................................................25
Typography ......................................................................26
  Download and Install fonts ...............................................26
Photography ....................................................................27
Videography ....................................................................28
Promotional Items ...........................................................29
Email Signatures .............................................................29
Voicemail Greeting ..........................................................31
Profile Pictures ...............................................................31
Social Media .................................................................31
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.

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

The FSCJ 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 (e.g. fliers, brochures, eblasts, etc.) 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

Amanda Burgess  
Assistant Director of Communications  
(904) 632-3236  
amanda.burgess@fscj.edu

Jennifer Walls  
Assistant Director of Marketing  
(904) 632-3146  
jennifer.walls@fscj.edu

Kristin Coleman  
Marketing Communications Manager  
(904) 632-3120  
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Marketing Communications Manager  
(904) 633-5961  
elizabeth.gaynor@fscj.edu

Kelly Thurlow  
Integrated Communications Manager  
(904) 632-5117  
kelly.thurlow@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 FSCJ'S BRAND

MARKETING AND COMMUNICATIONS OBJECTIVES

• To speak from the heart to individuals and the Jacksonville community about the prospects of their future
• 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

MISSION AND VISION OF FSCJ

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.

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.

If you discover an inaccessible feature, email communications@fscj.edu to report the problem. Tell us as much as you can:
  - What you were trying to do?
  - How you were trying to do it?
  - The barrier you encountered?

Please include a method that would be accessible, if you can think of one.
BRAND ARCHITECTURE

INTRODUCTION
Brand Architecture is a strategic framework to articulate “what we say” and “why it matters” clearly and consistently. Use it to guide and to gut-check marketing concepts and communications.

BRAND MANTRA
A short, descriptive phrase that encapsulates the heart of the brand into one thought.

What’s next is right here.

BRAND PILLARS
The spirit and essence of the FSCJ brand can be summed up in three brand pillars.

Student Need + Market Demand
What FSCJ does differently, better.
Constantly evolving to match the needs of today’s diverse student body with the rapidly changing demands of a modern and global workforce.

Future Focused + Goal Oriented
What connects people to FSCJ.
A supportive, intellectual community that’s solely dedicated to student access, to meeting students where they are and getting them to where they want to be.

Promises Kept + Potentials Fulfilled
What FSCJ believes in.
An affordable and accessible education for all, to the true potential of all students, regardless of age, income, motivation, or personal circumstance.
BRAND PERSONALITY
These are the words that people might use to describe FSCJ.

Motivated
Ambitious, energetic, determined

Supportive
Inspiring, helpful, friendly

Accommodating
Flexible, open-minded, understanding

Pragmatic
Down-to-earth, realistic, sound

Trusted
Valued, transparent, accountable

BRAND FOUNDATION
These are the building blocks of our brand.

Value
Highly affordable, unmatched return on investment (time and money spent)

Accessible
Convenient and flexible

Community
Passionately committed to Jacksonville’s well-being
Florida State College at Jacksonville’s Editorial Style Guide adheres to the current Associated Press Stylebook to determine editorial style and guidelines. However, there may be 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,” “FSC at Jacksonville” or " FSC @ Jacksonville" are not to be used. Do not use periods in “FSCJ” between each letter.

**ACADEMIC SCHOOLS**

Abbreviations for academic schools are not permitted. When referencing a school, the full name must be used. See correct names below:

- School of Business, Professional Studies and Public Safety
- School of Health, Education and Human Services
- School of Liberal Arts and Sciences
- School of Technology and Industry
- FSCJ Online

**LOCATIONS**

Each campus/center should be referred to by their proper name on first reference—e.g., “FSCJ South Campus, FSCJ Nassau Center,” with “FSCJ” capitalized and the first letter of the campus name and the “C” in campus/center capitalized.

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

Location references should only be used when referring to event/activity locations.

**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 (e.g. fliers, brochures, etc.), 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., “Vice President of Business Services Al Little.”

*Lowercase the title if it follows the name* or stands by itself—e.g., “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 science,” 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” or “Associate in Arts.” 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

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 “webpage.”

"Internet" can be written with a capital "I" or a lowercase "i."

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., “Partnerships and support like this help make Florida a better and safer place to live, work and raise a family,” he said. 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, 2018.” 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 50,000 students per year—across our unique schools.” 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 2016–17.” The en dash is read as “to” or “through,” depending on the context of the 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,” it is one word.

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., “2016–17.”

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 50,000 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.”

Phone numbers: Include parenthesis around the area code and a dash between the first three and last four numbers—e.g. “(904) 632-3200” or “(800) 123-4567.”

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.
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.

BOILERPLATE EXAMPLE

About FSCJ
Known as “the community’s college,” Florida State College at Jacksonville (FSCJ) exists to provide valuable, high-quality learning opportunities to anyone with the desire to enhance themselves through the pursuit of higher education. Serving more than 50,000 students and awarding more than 7,800 degrees and certificates on an annual basis, the College plays a significant role in supplying the region’s employers with a highly skilled, educated workforce.

“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 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 Equal Access/Equal Opportunity page.

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
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 Equal Access/Equal Opportunity page.

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PRIMARY LOGO

The official FSCJ logo is an instrumental visual element in identifying the College both internally and externally and is the only logo that should be used in all print and digital marketing materials.

It is available in a horizontal or vertical orientation. The logo can also appear in black and may be reversed out to white when appearing over a photo or dark background. 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. Do not attempt to recreate the logo.

COLOR LOGO EXAMPLES

Horizontal logo

Vertical logo

*Minimum height of X should be no smaller than .3” in print and 43px in digital media applications.

The color logo should be used as the primary, first option.
On materials that are black and white, one of the options below may be used. Contact the Marketing and Communications department for approval.

**BLACK AND WHITE LOGO EXAMPLES**

Black and white horizontal logos

Black and white vertical logos

*Minimum height of X should be no smaller than .3” in print and 43px in digital media applications.

When sizing or printing does not permit use of the primary logo, the **FSCJ-only version** is acceptable.

**FSCJ-ONLY LOGO EXAMPLES**

FSCJ-only color logo

FSCJ-only black and white logos

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 color FSCJ **horizontal logo should be used** in the following communications materials (but may not be limited to):

- Stationery
- Letterhead
- Business cards

The color FSCJ **horizontal or vertical logo can be used** in the following communications materials (but may not be limited to):

- Promotional items/advertisements
- Signage
- Press releases
- Media advisories
- Displays
Print or digital materials for College offices, departments and programs should be created and/or approved by the Marketing and Communications department. Should you have any questions on which logo to use or how to properly use it, contact your designated marketing communications manager.

FILE FORMATS

Use EPS logos for any professionally printed piece. 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, SVG 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. These logos are available for download here: fscj.edu/brandingguide.

WHITE SPACE/MARGINS

White 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 webpage. Always allow for space around the logo that will ensure that the logo is positioned clearly and prominently.

For the FSCJ horizontal and vertical logo—the white space surrounding the logo should be 0.15 inches around all edges.

MINIMUM SIZE

To ensure legibility, the vertical logo should not appear any smaller than 0.75 inches wide and the horizontal logo should not appear any smaller than 1.75 inches wide.

LOGO 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 color. When using FSCJ's full name in logo, "FSCJ" should use Pantone 634 and “Florida State College at Jacksonville” should use black.

**LOGO PALETTE COLORS**

| Pantone 634 | CMYK (print) | 100 55 33 13 |
| RGB (web/digital) | 0 95 127 |
| HEX (web/digital) | #005f7f |

| black | CMYK (print) | 0 0 0 100 |
| RGB (web/digital) | 35 31 32 |
| HEX (web/digital) | #231f20 |

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 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**

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 copy and paste the logo from the web
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.

OFFICIAL COLLEGE SEAL EXAMPLES

Full-color seal
(Sized to the minimum 0.625” wide with 0.25” margins.)

1-color/black and white seal
(Sized to the minimum 0.625” wide with 0.25” margins.)

ATHLETICS LOGO

Florida State College at Jacksonville has a primary athletic logo specific to BlueWave Athletics. Two orientations are available for use—a horizontal logo and a vertical logo. These logos are available for download here: fscj.edu/brandingguide.

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 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.

The BlueWave logo must always be reproduced from official artwork provided through the Marketing and Communications department.
BLUEWAVE LOGO EXAMPLES

Full-color horizontal logo
(Sized to the minimum 2.25" wide with 0.25" margins.)

Full-color vertical logo
(Sized to the minimum 0.625" wide with 0.25" margins.)

BLUEWAVE LOGO EXAMPLES

1-color/white horizontal logo
(Sized to the minimum 2.25" wide with 0.25" margins.)

1-color/white vertical logo
(Sized to the minimum 0.625" wide with 0.25" margins.)

The BlueWave logo is a two-color image. The blue is Pantone 281 and the yellow is Pantone 116.

LOGO PALETTE COLORS

<table>
<thead>
<tr>
<th>Pantone</th>
<th>CMYK (print)</th>
<th>RGB (web/digital)</th>
<th>HEX (web/digital)</th>
</tr>
</thead>
<tbody>
<tr>
<td>116</td>
<td>0 18 100 0</td>
<td>255 206 0</td>
<td>#ffcd00</td>
</tr>
<tr>
<td>281</td>
<td>100 91 32 34</td>
<td>0 31 91</td>
<td>#001f5b</td>
</tr>
</tbody>
</table>
SUB-BRANDS

FSCJ has several sub-brands 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 FSCJ logo and/or name.

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

**SUB-BRAND LOGO EXAMPLES**

(Sized to the minimum 0.625" wide for vertical logos, or 2.25" wide for horizontal logos with 0.25" margins.)

![FSCJ Foundation](image1)

![FSCJ Artist Series presents Broadway in Jacksonville™](image2)

![FSCJ Alumni](image3)

![FSCJ Promise](image4)

![20West Cafe](image5)

![20West FSCJ Housing](image6)

![FSCJ Works](image7)
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 Open Sans with a minimum type size of 10 point. No other fonts should be used in such communications.

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

LETTERHEAD AND #10 ENVELOPE EXAMPLES

(Scaled to 55%.)
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 FSCJ business cards must contain the following information:

- Name
- Title
- Campus, center, department 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 Printing Edge, the College's approved vendor. Please contact your supervisor for directions on ordering business cards. Do not print on the back of the card unless approved by Marketing and Communications.

BUSINESS CARD EXAMPLE
(Scaled to 100%)

<table>
<thead>
<tr>
<th>FSCJ</th>
<th>Florida State College at Jacksonville</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
<td>Department Title</td>
</tr>
<tr>
<td>Title</td>
<td>501 W. State Street</td>
</tr>
<tr>
<td></td>
<td>Jacksonville, FL 32202</td>
</tr>
<tr>
<td></td>
<td>Work: (904) 000-0000</td>
</tr>
<tr>
<td></td>
<td>Fax: (904) 000-0000</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:name@fscj.edu">name@fscj.edu</a></td>
</tr>
<tr>
<td></td>
<td>fscj.edu</td>
</tr>
</tbody>
</table>
CERTIFICATE OF COMPLETION
This is provided for those who may wish to use it for 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 the appropriate template.

CERTIFICATE TEMPLATE EXAMPLE
(Scaled to 55%.)

Florida State College at Jacksonville

Florida State College at Jacksonville recognizes

John Smith

for completing the

Program

Date
POWERPOINT TEMPLATE

The FSCJ PowerPoint Template is designed to ensure visual simplicity and brand consistency. This template should be used for both internal and external purposes.

**All FSCJ PowerPoint presentations must use the approved template.** Do not alter, change or delete elements in this template.

**POWERPOINT TEMPLATE EXAMPLE**

*(Scaled to 50%)*
FLIER TEMPLATES

There are 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/or dissemination.

Other flier templates can be downloaded at fscj.edu/brandingguide. Templates include: Campus Happenings, "Schools of" templates and FSCJ Online.

FLIER TEMPLATE EXAMPLE
(Scaled to 50%.)
**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 five secondary colors.

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.

<table>
<thead>
<tr>
<th>COLOR PALETTES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Primary colors</strong></td>
</tr>
<tr>
<td><strong>Pantone 634</strong></td>
</tr>
<tr>
<td>CMYK (print)</td>
</tr>
<tr>
<td>CMYK (print)</td>
</tr>
<tr>
<td>RGB (web/digital)</td>
</tr>
<tr>
<td>RGB (web/digital)</td>
</tr>
<tr>
<td>HEX (web/digital)</td>
</tr>
<tr>
<td>HEX (web/digital)</td>
</tr>
<tr>
<td><strong>Pantone 302</strong></td>
</tr>
<tr>
<td>CMYK (print)</td>
</tr>
<tr>
<td>CMYK (print)</td>
</tr>
<tr>
<td>RGB (web/digital)</td>
</tr>
<tr>
<td>RGB (web/digital)</td>
</tr>
<tr>
<td>HEX (web/digital)</td>
</tr>
<tr>
<td>HEX (web/digital)</td>
</tr>
<tr>
<td><strong>Secondary colors</strong></td>
</tr>
<tr>
<td><strong>Pantone 326</strong></td>
</tr>
<tr>
<td>CMYK (print)</td>
</tr>
<tr>
<td>CMYK (print)</td>
</tr>
<tr>
<td>RGB (web/digital)</td>
</tr>
<tr>
<td>RGB (web/digital)</td>
</tr>
<tr>
<td>HEX (web/digital)</td>
</tr>
<tr>
<td>HEX (web/digital)</td>
</tr>
</tbody>
</table>
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.

**TYPOGRAPHY**

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

This typeface is the only one to be used in relation to FSCJ. Contact the Marketing and Communications department for questions on typeface selection.

**OPEN SANS**

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

<table>
<thead>
<tr>
<th>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z</th>
</tr>
</thead>
<tbody>
<tr>
<td>abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
</tbody>
</table>

Open Sans Italic

<table>
<thead>
<tr>
<th>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z</th>
</tr>
</thead>
<tbody>
<tr>
<td>abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
</tbody>
</table>

Open Sans Bold

<table>
<thead>
<tr>
<th>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z</th>
</tr>
</thead>
<tbody>
<tr>
<td>abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
</tbody>
</table>

**DOWNLOAD + INSTALL FONTS**

2. Click ✦ SELECT THIS FONT
3. In the "Families Selected" pop-up window, click the download icon ⬇️
4. Installing Fonts
   - Windows®
     - Extract the zip file and install the fonts
     - Right-click on the .ttf file and in the options click Install
   - Mac®
     - Extract the zip file
     - Double-click the font
     - Click "Install font"

If you need assistance installing the font on your computer, submit a help desk ticket at help.fscj.edu.
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.

Florida State College at Jacksonville has three specific media release waiver forms to ensure proper permission and release is given to FSCJ by individuals who may be the subjects for photographs, videos, audio or other marketing/promotional or educational purposes. The three forms are listed below:

General Media Release Form
The General Media Release Form can be used at Collegewide and campus events, athletic games, fairs and other College promoted events. The second page of this form includes additional information on the general guidelines for the use of photos.

Multiple Entries Media Release Form (with FERPA language)
The Multiple Entries form is used for group settings where you may have multiple students or individuals participating in or at an event. This form includes specific language regarding FERPA rights for students.

FERPA Media Release Form
The FERPA Media Release Form includes specific language regarding FERPA rights for students. This form should be used for any photography, videography or audio recording that is taken inside the classroom on any of our campuses.

These forms can be found and downloaded on the FSCJ website fscj.edu/mediarelease.

Please keep the following in mind when creating and using photography and illustration for FSCJ communications. Whenever and wherever possible, marketing materials should include photography of actual FSCJ students, faculty, staff and/or alumni in a career setting. Subjects should either be engaged in work-related activities or posing for a portrait in their natural work environment. It is also important to include the name of the person, title, graduation year, etc. to show that person is a real student, faculty/staff or alumni.

- 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.
Videography

For videos created within the College, there are certain elements that should be consistent across all campuses and centers. Follow these guidelines when including lower thirds in your video.

**FONT FAMILY**

Open Sans

**SIZE**

Name Layer: Not below 65 pixels (px)
Title Layer: Not Below 38 Pixels (px)

The text must be clearly legible.

**DROP SHADOW**

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 account or uploaded through MediaSpace to use the built in closed caption feature provided through these services. 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

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 the Open Sans font, size 9-12 point, black or R: 0, G: 93, B: 131.

The information in your external email signature should include:

- Name
- Title
- Faculty, administrative unit, center or institute (optional)
- Florida State College at Jacksonville (location and full address)
- Office Phone number (Use the format (904) 633-4600. You may 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://www.” 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
- 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  
Professor of English  
Florida State College at Jacksonville  
601 W. State Street  
Jacksonville, FL 32202  
Office: (904) 632-5044  
jsmith@fscj.edu

**OUT OF OFFICE 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 __________.

**COLLEGE CLOSED MESSAGE**

Thank you for your email. The College is currently closed until __________ for (Spring/Winter) Break. Your email is important to me and I will respond at my earliest convenience when I return.
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 myFSCJ, 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-only logo should be used in lieu of a headshot.

Social Media
Purpose
The social media procedure governs the official development, implementation and use of social media for Florida State College at Jacksonville (FSCJ). FSCJ has found using social media tools as an effective way to expand reach, foster engagement and build relationships with key stakeholders both internally and externally.

The goal is to streamline the social media channels through which the College communicates with its stakeholders. Utilizing select main accounts will ensure the market is not oversaturated with College-affiliated accounts/profiles and allow the College to provide a consistent, comprehensive message.

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

General Provisions
Any use of a social media channel, creation of a new profile/page/group or development of a social media application for the official use of the College must first be approved by the integrated communications manager (ICM) and director of marketing and communications (DOMC) in the Marketing and Communications department.

All accounts that have not been approved by the integrated communications manager or director of marketing and communications are prohibited and will be requested to be deleted. Any accounts that are not actively used for a period of six months or more, may be deleted per the discretion of the ICM and DOMC.

All official FSCJ social media accounts are subject to review at any time for brand consistency, content appropriateness and compliance. The ICM and DOMC must have admin rights to all official College accounts and access to edit these sites as appropriate.

FSCJ reserves the right to block or remove the content of any post that violates College or campus policies, including but not limited to, harassing, threatening or profane language aimed at creating a hostile or intimidating environment. Content may be removed at any time without prior notice for any reason deemed to be in the College's best interest. Concerns about content within any Florida State College at Jacksonville's social media presence should be reported to socialmedia@fscj.edu.

The College does not take any responsibility for pages or social media content purported to represent the College on unofficial or unapproved social media sites.

Due to frequent technology and social media changes, this procedure may be adjusted regularly to reflect issues or concerns that arise.

You can read the entire FSCJ Social Media Procedure at fscj.edu/socialmedia.