



Florida Institute of Technology
High Tech with a Human Touch™

GRAPHIC IDENTITY

M A N U A L

**The Official Guide to Florida Tech's
Visual Identity**

President’s Message

Florida Institute of Technology’s prestige continues to rise around the world as our university embarks upon a new era of achievement. The university’s hallmarks of quality education and real- world research are gaining increasing levels of recognition.



Florida Tech’s visual identity is integral to our efforts to raise awareness of the university and its programs. Florida Tech materials, whether hard copy or online, must have a cohesive look and feel in order to accurately and appropriately reflect the institution.

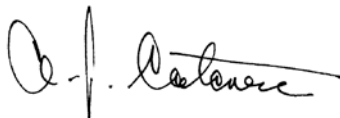
The old adage “You are what you look like” certainly applies in the world of visual identity—and we want Florida Tech to have a consistent image of quality.

There are legal implications to our visual identity standards as well. Florida Tech has invested time and money into securing federal trademark protection for our name and primary imagery. If we do not consistently utilize these words and marks, we run the risk of jeopardizing that trademark protection.

Inside this manual, you will find guidelines for appropriate use of the Florida Tech name and its graphic identity marks. If you have any questions, the Creative Services staff will be happy to assist you.

More than 50 years of effort and energy has gone into the positive image of Florida Tech. Thanks for your help in growing that image—for another 50 years of success and beyond.

Sincerely,



Anthony J. Catanese, Ph.D., FAICP
President

CONTENTS

Introduction	5
Trademark information	6
Program growth	6
In-house design and production services.....	7
Writing guidelines	7
Recommended fonts	8
Primary serif typefaces.....	8
Secondary sans serif typefaces.....	8
Color palette	9
Using the logo on fabric	9
The university signature	10
The university seal	13
The university wordmark	14
University stationery	16
Official university business cards	17
Student business cards	17
Sub-unit logos	18
Affiliate logos	19
Athletics / spirit marks.....	20
Athletics / logos	21
Event-specific marks	22
Signs.....	23
Vehicles.....	23
Banners and displays	24
Official embroidered apparel.....	26
Student event marks.....	26
Individual-unit artwork	26
Co-branding.....	26
Contact information.....	26

INTRODUCTION

In many ways, the visual identity of Florida Institute of Technology is one of the university's most valuable possessions. A recognizable visual identity distinguishes Florida Tech from other institutions and establishes who we are to the world and what qualities our institution represents.

A University Graphic Identity Policy has been developed to ensure a consistently recognizable presentation of Florida Tech's graphic identity in internal and external communications. External audiences include the general public, the media and any groups to whom the university needs to communicate. Internal audiences include faculty members, staff and students who may be recipients of printed materials or who may access information hosted on the university's website.

For the purposes of this policy, the Graphic Identity Program applies to all visual representations of the university—printed and electronic materials, signs, video productions, exhibit materials, vehicles, apparel, merchandising, promotional items and any other use where the identity of the university is represented, whether produced internally or by an outside vendor.

This Graphic Identity Program must be used and upheld by all departments, offices and/or individuals working to communicate on behalf of the university, including all off-campus and affiliated units. The Office of Creative Services, in conjunction with the Office of University Relations, oversees implementation of this policy.

A full-color pdf of this manual may be viewed at www.fit.edu/creative/identity.html.

TRADEMARK INFORMATION

The name, marks and image of Florida Institute of Technology cannot be used to imply or suggest endorsement of any product or service not provided by the university. The university's signature, seal and other marks are registered and protected by law.

Individuals and organizations outside the university who wish to use any of the official marks must first obtain written permission for use by contacting the Office of Marketing and Communications at (321) 984-2974.

A trademark licensing program gives the university control over its logos and marks, thus ensuring the quality and consistency of all uses and merchandise. Anyone wishing to use the signatures, logos and symbols of the university must first obtain written permission for use by contacting the Office of Business and Retail Operations at (321) 674-7707.

PROGRAM GROWTH

No document can anticipate all possible circumstances and situations that may arise involving use of the university logo. The Graphic Identity Program exists to provide a long-term benefit to the university and the many elements that make up the university. To that end, we will evaluate and, if necessary, expand and revise the content and scope of the Graphic Identity Program periodically. If you have questions, concerns, comments or suggestions, please feel free to address them to the Office of Creative Services.

IN-HOUSE DESIGN AND PRODUCTION SERVICES

Creative Services, an office within Marketing and Communications, ensures that all university publications and other media, such as advertising, displays and banners meet the university's visual standards and editorial style.

The professional staff in Creative Services will assist you with your project needs, no matter how large or small. The staff's broad knowledge of the university and expertise in all types of graphic design and copywriting provide you the best option for getting your job done.

Graphic design, copywriting and project consulting services are offered at *no cost* to the requesting department/office.

Printing is always paid for by the sponsoring department; however, our staff also coordinates the estimate request with the Office of Purchasing, to obtain the best-priced and highest-quality printing services through competitive bidding for jobs produced by outside vendors.

For more information on working with Creative Services, or to submit a job via the online Service Request Form, please visit www.fit.edu/creative.

WRITING GUIDELINES

Another key component in presenting a clear and consistent identity is through our writing style. Therefore, we have compiled a Writing Style Guide for use when writing for any formal communication vehicle. It is based on the *Associated Press Stylebook*, with specific details relevant to our institution. It is intended to be a helpful resource but cannot begin to address every nuance of the English language. Much like the language, the Writing Style Guide will continue to evolve as new words, communication needs and applications present themselves. You may access the guide online at: www.fit.edu/creative/editors.php

COLOR PALETTE

The university seal can be reproduced either in one or two colors. Gold foil can be used as an option for the one-color seal. The two-color version should be printed in PMS 202 (crimson) and PMS 871 (gold), with the appropriate color breaks from the digital file. No other two-color versions are allowed without special permission from the Office of Creative Services.

When possible, the wordmark should be printed in black. However, it can be reproduced in any one solid (100%) dark color, as applicable to the design. It must not be broken down into two or more colors, nor should it be outlined, shaded, screened or modified in any way.

The Panther spirit logo can be reproduced in one, two or three colors. PMS 202 is the crimson color, PMS 121 is the sun gold color, and black completes the three-color approach.

In a two-color layout, using crimson and black, the “sun” may be printed as a 40% black to enhance the design, but save costs on running a third color of ink. At the discretion of the designer, PMS 424 can substitute for black or 40% black on two-color designs.

The Panther athletic logo can be reproduced in one, two or three colors. PMS 202 is the crimson color, PMS 424 is the gray outline, while black completes the three-color approach. Or the outline can be printed in 40% black (to simulate gray) or solid black, depending on the application.

Anyone needing additional technical specifications for these logos should contact the Office of Creative Services for assistance.



	Crimson	Gray	Metallic Gold	Sun Gold
PRINT:	PMS 202	PMS 424 or 40% Black	PMS 871	PMS 121
WEB:	660000	CCCCCC	CC9900	FFCC33
PROCESS				
CMYK:	0 - 100 - 61 - 43	0 - 0 - 0 - 61	20 - 25 - 60 - 25	0 - 11 - 69 - 0

USING THE LOGO ON FABRIC

When using the logo on fabric products such as banners, table skirts, T-shirts, uniform shirts and the like, the logo may need some modification. For guidance on how to use the logo on fabric, please call Creative Services at (321) 674-8963.

THE UNIVERSITY SIGNATURE

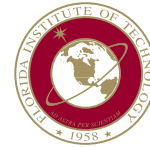
The university signature consists of the wordmark (the words Florida Institute of Technology as a graphic element) and the university seal. This signature serves to clearly identify the university on all publications. Lack of a clear graphic identity or inconsistent use of that identity can create confusion and misunderstanding.

The university signature should be used on publications aimed primarily at external audiences, including the media, governmental entities, prospective students, alumni, donors and corporations, and other audiences outside of the general university population.

The authorized configurations shown below (in one- and two-line versions) are the only approved variations of the university signature.



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The university signature must have white space all around it to set it apart from other text and graphic elements.



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Leave 1/8" clear space minimum around logo



Florida Institute of Technology
High Tech with a Human Touch™

Leave 1/8" clear space minimum around logo

It is unacceptable to change any aspect of the seal and/or wordmark, and their proportionate relationship in size and spacing.



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Florida Institute of Technology
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The following pages feature a few examples showing the appropriate use of the university signature:

- Recruiting materials
- Catalogs and class schedules
- Financial aid materials
- Career services materials
- Institutional advancement materials
- Faculty handbook
- Certificates and awards
- PowerPoint presentations
- Commencement programs
- Departmental brochures
- Invitations
- Official university stationery and business cards
- Alumni publications
- Signage
- Newspaper and magazine advertising (as appropriate within available space)
- Display posters for conferences, seminars, etc.
- The signature should not be used on items like parking decals unless special permission is given.



The one-line version may be used in a solid color background bar at the top of brochures —OR— may be placed in a distraction-free area without the background bar.



PowerPoint presentation introductory slide

The two-line version should be placed in a distraction-free area without the background bar.



The following guidelines apply when using the signature:

- The university signature should be applied to the front outside cover of appropriate printed materials, preferably on the top.
- When the university signature is not applied to the front outside cover, it should be applied to the outside back cover of printed materials.
- The university signature should also appear in all envelope return address blocks (the wordmark may be used on postcards).
- The university signature must not be placed close to or over distracting design elements and must not become part of a larger pattern or design element.
- The university signature should not be used as part of the nameplate on a newsletter or other serial publication without the appropriate space around it, but should appear prominently on the first page of the newsletter.

Reversing the color of the signature



The correct way to print a full color logo in a reverse background.



The correct way to print a one color logo in a reverse background.



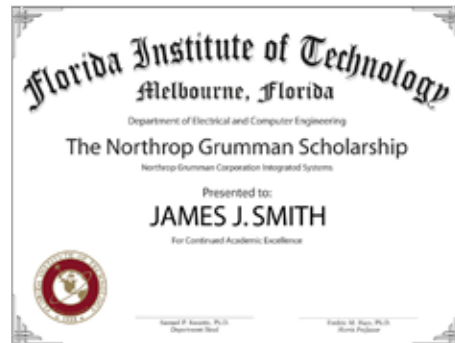
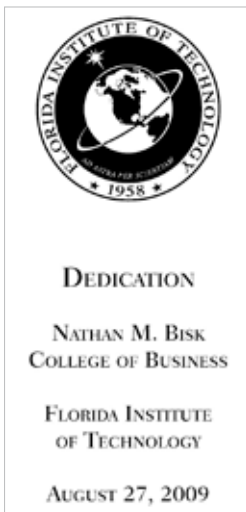
The incorrect way to print a one color logo in a reverse background. Do NOT reverse (invert) the seal graphic.

The university signature is easily imported as a graphic into any publishing software. Do not attempt to recreate this mark (by scanning, redrawing or typing) or substitute another. The signature can be downloaded from official artwork available through the Office of Creative Services' website www.fit.edu/creative/logos

THE UNIVERSITY SEAL

The university seal is used by itself for the highest official communication of the university. It is used for:

- Transcripts
- Ceremonial documents, such as awards, diplomas and proclamations from the Office of the President
- Commemorative objects created for limited distribution, which are of durable, high-quality material, and for a specific purpose
- Signage in extremely limited usage, such as at the main entryway to the institution or post and panel building signs; in the Offices of the Senior Vice President for Advancement, the Provost and the President, but not in less formal settings
- Official embroidered apparel for colleges, departments or offices
- Other purposes as designated by the Office of the President



The seal was reproduced in gold foil on the cover of the Golden Anniversary Honor Roll brochure.



THE UNIVERSITY WORDMARK

The university wordmark is a unique typographic element used to consistently present the words “Florida Institute of Technology” and “Florida Tech” to a variety of audiences. The wordmark is the university’s name crafted as a graphic element. It may be used on items both internal or external, which are not as formal as those items using the university signature. The wordmark should appear on all materials produced for external distribution that don’t meet the criteria for using the university signature, seal or Panther logos.

Florida Institute of Technology

Florida Tech

Florida Institute of Technology

Examples of when to use the university wordmark alone are:

- Forms
- Newspaper ads (where space is limited)
- Memos
- Soft goods (shirts, hats, etc.)
- The wordmark can also appear in return address blocks (if the university signature isn’t used).

A sample form with the Florida Institute of Technology wordmark at the top left. The form contains various fields for personal information, including name, address, phone number, and email. It also includes a section for academic information, such as high school and current enrollment status.

A sample form with the Florida Institute of Technology wordmark at the top center. The form contains various fields for personal information, including name, address, phone number, and email. It also includes a section for academic information, such as high school and current enrollment status.



A banner for Florida Institute of Technology at Patuxent. It features the wordmark "Florida Institute of Technology" in a stylized font, followed by "at PATUXENT". The banner also includes the text "Qualified faculty Regionally accredited" and "Classes offered at Patuxent River Naval Air Station" with a "Click Here" button.

A banner for Florida Institute of Technology Virtual Campus. It features the wordmark "Florida Institute of Technology" and "Virtual Campus". The banner includes the text "ARE YOU PREPARED FOR THE LEADERSHIP POSITION OF TOMORROW" and "Earn your master's degree in Logistics Management Acquisition and Contract Management Computer Information Systems Management". It also mentions "Proudly participating in the Yellow Ribbon Program" and provides contact information: "http://es.fit.edu/dl | (888) 225-2239 | vgc@fit.edu".

A banner for Florida Institute of Technology. It features the wordmark "Florida Institute of Technology" and "WE PREPARE EXCEPTIONAL LEADERS". The banner includes the text "Earn your master's degree today!" and "programs in Logistics Acquisition and Contract Management Project Management Business Administration". It also mentions "Six locations in the Maryland, Virginia and D.C. metro area" and provides contact information: "http://es.fit.edu/off-campus".

A contact information card for Florida Institute of Technology. It features the wordmark "Florida Institute of Technology" and "Contact Us". The card includes the text "Florida Institute of Technology College of Engineering 150 W. University Blvd. Melbourne, FL 32901-6975 www.fit.edu" and "Department of Engineering Systems College of Engineering Phone: (321) 674-7132 E-mail: des@fit.edu mscholes@fit.edu".

The following basic guidelines apply:

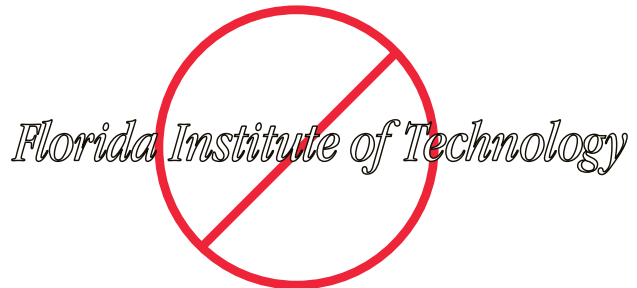
- The university wordmark need not be the dominant element on the page, but the name of the university should appear prominently.
- The two-line university wordmark should not appear smaller than 1-1/4 inches in length.
- The one-line version of the university wordmark should not appear smaller than 2 inches in length.
- Use the university wordmark in an area in which other type is not touching it or superimposed on it.
- The wordmark must not be placed close to or over distracting design elements and must not become part of a larger pattern or design element.
- In cases in which the university or one of its representatives works in consortium or partnership with an outside entity or entities that desire to be named on stationery or business cards, the university wordmark may be printed with the partner agency's or institution's official symbol or logo. Neither entity should appear more prominent than the other. No other Florida Tech logo, symbol or other identifying mark(s) should be used in this manner.

The university wordmark may be printed in any solid (100%) color to coordinate with the design of a single color publication. It should not be printed in more than one color, but may be printed in reverse as long as it is printed wholly in reversed form.

The university signature is easily imported as a graphic into any publishing software. Do not attempt to recreate this mark (by scanning, redrawing or typing) or substitute another. The signature can be downloaded from official artwork available through the Office of Creative Services' website www.fit.edu/creative/logos



The university wordmark should never be stacked, curved or distorted in any way.



Do not outline the university wordmark.




Above examples are correct.




UNIVERSITY STATIONERY

The Executive Council has approved a streamlined university stationery policy. Letterhead and envelopes can be ordered directly from our approved vendor. The printer will typeset the information provided by the department/office in the approved layout, pictured below.

 *Florida Institute of Technology*
Office of the President

Only departments, offices and administrators on the approved list may order official university letterhead.

To see the approved list, visit www.fit.edu/creative/letterhead.php

 *Florida Institute of Technology*
High Tech with a Human Touch™
Office of the President
150 West University Boulevard
Melbourne, FL 32901-6975

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150 West University Boulevard, Melbourne, FL 32901-6975 ■ (321) 674-8099 ■ Fax: (321) 674-7250

Letterhead and #10 envelope layouts are reduced in this illustration.

OFFICIAL UNIVERSITY BUSINESS CARDS

Official university business cards are printed in black ink on business card blanks that have a gold foil seal on them. They may be ordered directly from the Copy Center, where the information provided by the department/office will be typeset in the approved layout, pictured below. In addition to faculty and staff, Student Government Association (SGA) officers and Student Ambassadors may order standard, university business cards with the gold seal.



Official Athletics Department business cards are printed in black and crimson ink. They are available for athletics staff members and coaches only.



STUDENT BUSINESS CARDS

Student business cards are available for purchase by current Florida Tech students. They may be ordered directly from the Copy Center, with the information provided by the student in the approved layout, pictured below. No additional information may be added to the Student Business Card layout.



ALUMNI CHAPTER OFFICER CARDS

Officers of our Alumni Chapters may also order this business card layout by contacting the Office of Alumni Affairs.

SUB-UNIT LOGOS

The university signature is the preferred and recommended choice for all publications and advertising materials. It is always used for national publications or on marketing materials distributed outside the state of Florida.

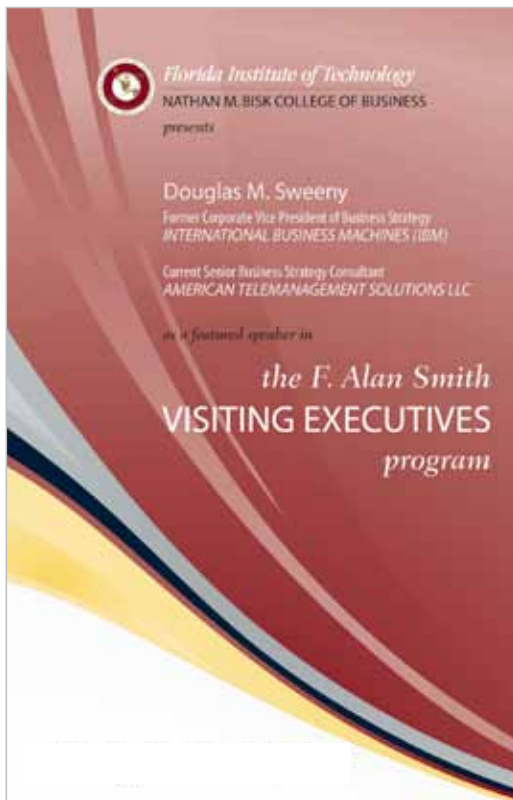
However, there may be instances where colleges, specialized centers or research institutes need to identify themselves, by name, as part of the university. In these situations, these areas may attach their names to the university master brand. This option is available for use where it will most effectively communicate to the intended audience.

The Executive Council determines which entities may use sub-unit logos. Contact the Office of Creative Services for design assistance of approved sub-unit logos.



Florida Institute of Technology

Nathan M. Bisk College of Business



Florida Institute of Technology

Women's Business Center



If properly approved, sub-unit logos may be used as the main identifier on promotional pieces.

AFFILIATE LOGOS

At times, it may be necessary to develop a distinct identity separate from anything that already exists. Prior to development, the requesting entity must be able to demonstrate particular and unique circumstances that call for a separate identity. The mission of the entity and how it relates to the university will help determine whether a separate identity will be developed. The Executive Council will evaluate and approve any new affiliate logos.

Given their strong external outreach missions and history, these affiliated units have approved logos that are accepted as part of the university's graphic identity program: WFIT-FM, The Scott Center for Autism Treatment, Florida Tech University Online and F.I.T. Aviation.



The WFIT logo stands alone on their items.



The university signature also appears on this table top banner display.



In 2008, Florida Tech partnered with University Alliance, a division of Bisk Education, to provide the technology and a host of student services for Florida Tech University Online. This is the only organization authorized to use this logo.



Florida Institute of Technology

(right) The university signature appears with the F.I.T. Aviation logo.



SPIRIT MARKS

Panther Spirit Logos

These less formal marks are used to communicate school spirit.

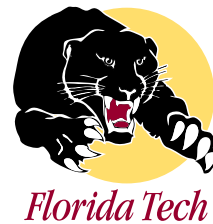
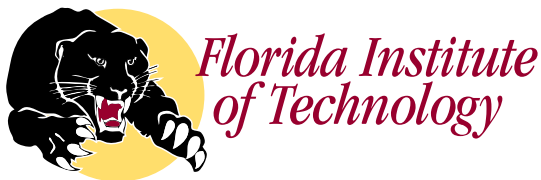
The Panther marks are friendly and casual, and should be used only when a bolder, more informal look is desired, particularly by student groups and alumni organizations. These marks should never be used in conjunction with the university signature or seal. The Office of Student Activities is the only unit authorized to use the Panther Spirit logo in place of the university signature in certain applications.

Use only an approved digital image of the logo. It is easily imported as a graphic into any publishing software. Do not attempt to recreate this mark (by scanning or redrawing) or substitute another.

The Panther Spirit logo is used to identify the following events/materials:

- Student activities and student life events
- Community-oriented projects

The logos feature the Panther and sun, and either the words Florida Institute of Technology or Florida Tech. The selection of one version over another depends on the space available in the design.



These options may be used for student, community or alumni publications and events.

Student-oriented materials include:

- New student brochures
- Returning student information
- Campus-based events fliers
- Soft goods (T-shirts, hats, etc.)
- Anything related to student activities or student life

Community visibility materials include:

- Parking stickers
- Truck decals
- Community calendar
- Community/university events
- License plate
- Embroidered apparel for colleges, departments or offices

The freestanding Panther Paw is another approved spirit mark. It should be used sparingly, as a piece of art in informal or casual designs. The freestanding Panther Paw should not be used as a substitute for or compete with the university signatures.



The full Panther has been retired from use in any new items, with the exception of the gold lapel pins, which will continue to use this design.

ATHLETICS LOGOS

The Primary Logo

The fierce Panther logo was developed to give Panther Athletics a modern, dynamic look. This logo may be used for:

- Uniforms
- All printed publications including program guides and schedule cards
- Banners and signs
- Athletics website

This Panther may also be used by the Bookstore for licensed merchandise including T-shirts, hats and other approved items.

It may not be used by other offices, departments or groups unrelated to Athletics.



The logos above feature three colors of ink:
Black, PMS 202 Crimson and PMS 424 Grey for the outline on the panther.



Depending on the application or for cost savings, the logo can appear in two colors Black, PMS 202 Crimson or in one color, Black.



Florida Tech



In unusual circumstances, the wordmark and panther may be separated, like in this example of team hats. Any deviation of the primary logo should be approved by the Office of Creative Services prior to ordering.

The Secondary Logo (Updated August 2011)

The secondary Athletics logo is the FIT letterform. This logo is used as an accent logo (on uniforms, for example). It should not be used as a primary identifier for Athletics, unless the words Florida Tech also appear on the item.

The FIT letterform is limited to use by Athletics and, unlike the primary Athletics logo, may not be used for general merchandise.



Primary color break:
The logo appears in two colors
PMS 424 Grey and PMS 202 Crimson.

Alternative color breaks:
Alternative combinations of approved colors (Black, PMS 202 Crimson, PMS 424 Grey, White) may be used depending on the fabric color.

EVENT-SPECIFIC MARKS

Secondary marks may be created to promote a specific event, such as an annual lecture or a special anniversary. Secondary marks must be used in conjunction with the authorized academic signature. Contact the Office of Creative Services for design assistance and/or approval of secondary marks.



Using the special event logo consistently on different items creates a strong recognition factor.



Screen printed tote bag



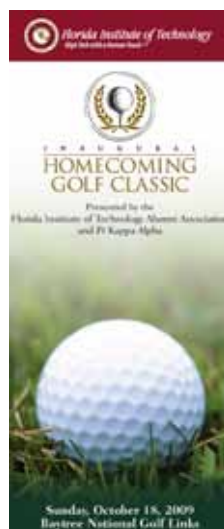
Because of the limited amount of space on the road sign, the event logo was used for primary recognition.



Sponsorship poster



I N A U G U R A L
H O M E C O M I N G
G O L F C L A S S I C



Both the printed brochure and e-mail announcement use the same graphic treatment to promote visual consistency.



SIGNS



A campus-wide plan has been developed to promote a consistent visual identity for all university signage. Official university signage is coordinated through the Office of Facilities Management.

VEHICLES

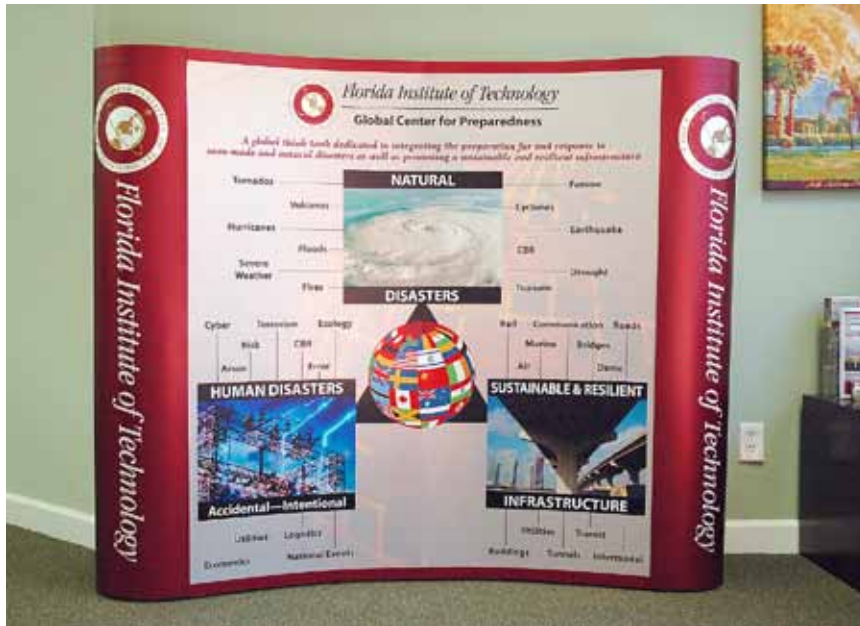


Decals and vehicle graphics for official university vehicles should be coordinated through the Office of Facilities Management.

BANNERS AND DISPLAYS

Large displays (including indoor/outdoor banners, tabletop displays and “trade show” booth displays) should have striking images, limited words and prominently feature the university signature. Because of the shape and scale of these projects, modifications might need to be made to the relationship of the elements of the graphic identity program. Items in this category should be coordinated through the Office of Creative Services to ensure compliance with the standards.





Depending on the shape of the banner and the size of the imprint area, exceptions to the size and relationship of the elements might need to be made. Changes like this should be approved by the Office of Creative Services prior to ordering the item(s).

OFFICIAL EMBROIDERED APPAREL

Following the illustrations at right, these designs are approved for use by colleges, departments or offices on items like polo shirts. The official artwork must be used (without any modifications) and should have the college, department or office name below.



Depending on the fabric color, the name can be embroidered in an appropriate matching color.

STUDENT EVENT MARKS

To avoid being perceived as an official university logo, student event logos should represent their affiliation with the university by using the words “at Florida Tech” within, or directly below, the graphic design for the event.

The official wordmarks for either Florida Institute of Technology, or Florida Tech, may be used elsewhere on the item (on a sleeve of a t-shirt, for example).

INDIVIDUAL UNIT ARTWORK

Campus units, such as specialized laboratories, may use individual unit artwork as illustration, but individual unit art is never used in place of the official university signature or the sub-unit logo.

A NOTE ABOUT CO-BRANDING

Co-branding occurs whenever any of the Florida Institute of Technology logos are used by authorized second parties in combination with their own logos or trademarks for the purpose of establishing a relationship between their organization and our campaign identities. This “sharing of the brand” can also occur when one or more departments on campus wish to place our logo with another organization’s logo.

In using our logos in co-branding any second-party materials, the same rules generally apply as shown earlier in this guide as to correct proportions, colors, backgrounds, area of isolation around our logos and minimum size requirements. In all instances, materials should be approved by the Office of Marketing and Communications prior to production. Users must follow the usage policy stated earlier in this guide.

CONTACT INFORMATION

Logo, graphic design or style guide questions:

Office of Creative Services | (321) 674-8963 or (321) 673-6303 | www.fit.edu/creative | creativeservices@fit.edu

Communication or media questions:

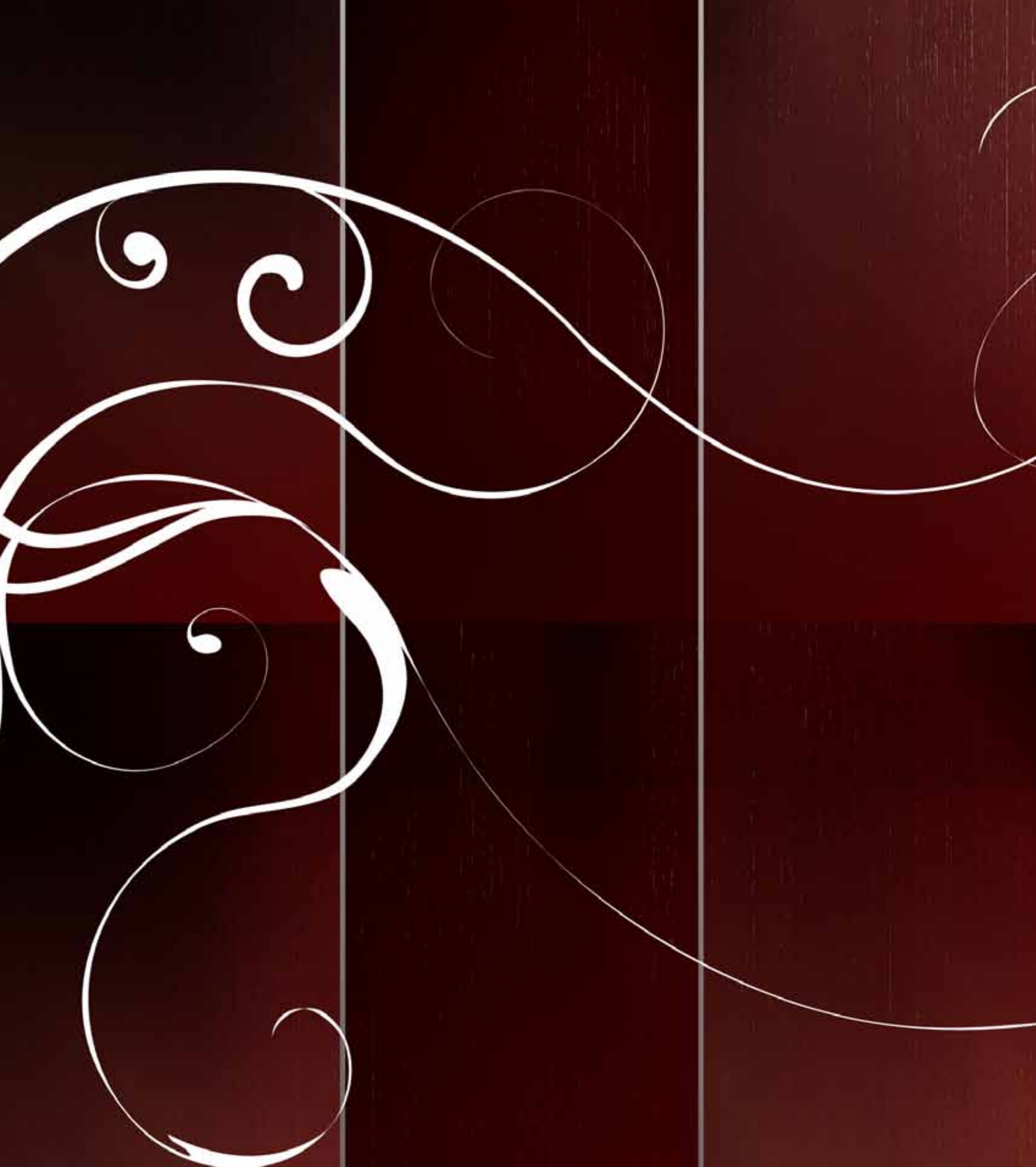
Office of Marketing and Communications | (321) 984-2974

Marketing or advertising questions:

Office of Marketing and Communications | (321) 984-2974 | marketing@fit.edu

Trademark licensing questions:

Office of Business and Retail Operations | (321) 674-7707



Florida Institute of Technology

www.fit.edu/creative

EX-300-410
Updated 2/2011