

# FSCJ

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**BRAND +  
STYLE GUIDE**

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# BRAND PLATFORM

## 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

## 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](mailto:communications@fscj.edu) to report the problem. 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.

# 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.*

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**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.

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**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

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**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

# 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 equitable, high quality, success-driven learning experiences for our diverse community of students. Serving nearly 40,000 students and awarding 5,500-plus 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 (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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## 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.

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 publications and reproductions. **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. **Do not attempt to recreate the logo.**

### COLOR LOGO EXAMPLES

#### Horizontal logo



#### Vertical logo



*\*Minimum height of X should be no smaller than 0.3 inches 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 0.3 inches 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. **Contact the Marketing and Communications department for approval.**

**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 such as an academic school or department/program title or athletic symbol to create a new mark. There may be historical exceptions of certain entities withing FSCJ that may be an exception, as determined by the Marketing and Communications department.

Logos for specific entities may not be created without the express consent of the College President's office. **No exceptions.**

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

- Stationery
- Letterhead
- Business cards
- Press releases
- Media advisories

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

- Promotional items/advertisements
- Displays
- Signage



**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](http://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.

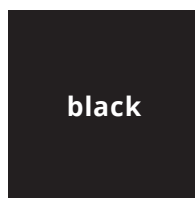
#### LOGO PALETTE COLORS



**CMYK (print)**  
100 55 33 13

**RGB (web/digital)**  
0 95 127

**HEX (web/digital)**  
#005f7f



**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](mailto: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.

### REQUESTS FOR ADDITIONAL COLLEGE LOGOS

Logos for student organizations can be designed by the student organization. However, prior to use, it must be emailed to [communications@fscj.edu](mailto:communications@fscj.edu) for review by the CCO. The CCO will review and approve the logo to ensure it aligns with the College's core values and standards.

**The Marketing and Communications department will not design logos for academic programs, affinity groups or College initiatives.** In addition, text should not be added above, below or beside an approved College logo to create the appearance of a program-specific or functional unit logo. All academic programs, functional units or other entities of the College should use the Collegewide logo – vertical or horizontal.

There may be historical exceptions of certain entities within FSCJ that may be an exception, as determined by the Marketing and Communications department.

### IMPROPER LOGO USAGE

Unauthorized alterations to the name and or logo can affect the integrity and image of FSCJ. 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 inches wide with 0.25 inch margins.)*



#### 1-color/black and white seal

*(Sized to the minimum 0.625 inches wide with 0.25 inch 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](http://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 inches wide with 0.25 inch margins.)*



#### Full-color vertical logo

*(Sized to the minimum 2.25 inches wide with 0.25 inch margins.)*



### BLUEWAVE LOGO EXAMPLES

#### 1-color/white horizontal logo

*(Sized to the minimum 2.25 inches wide with 0.25 inch margins.)*



#### CMYK (print)

0 18 100 0

#### RGB (web/digital)

255 206 0

#### HEX (web/digital)

#ffcd00

#### 1-color/white vertical logo

*(Sized to the minimum 2.25 inches wide with 0.25 inch margins.)*



#### CMYK (print)

100 91 32 34

#### RGB (web/digital)

0 31 91

#### HEX (web/digital)

#001f5b

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

### LOGO PALETTE COLORS



### SUB-BRANDS

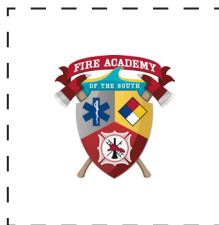
FSCJ has several sub-brands that serve as an extension of the College and require differentiation because they provide significantly distinctive services to specific target audiences.

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 inches wide for vertical logos, or 2.25 inches wide for horizontal logos with 0.25 inch margins.)*



## LETTERHEAD AND STATIONERY

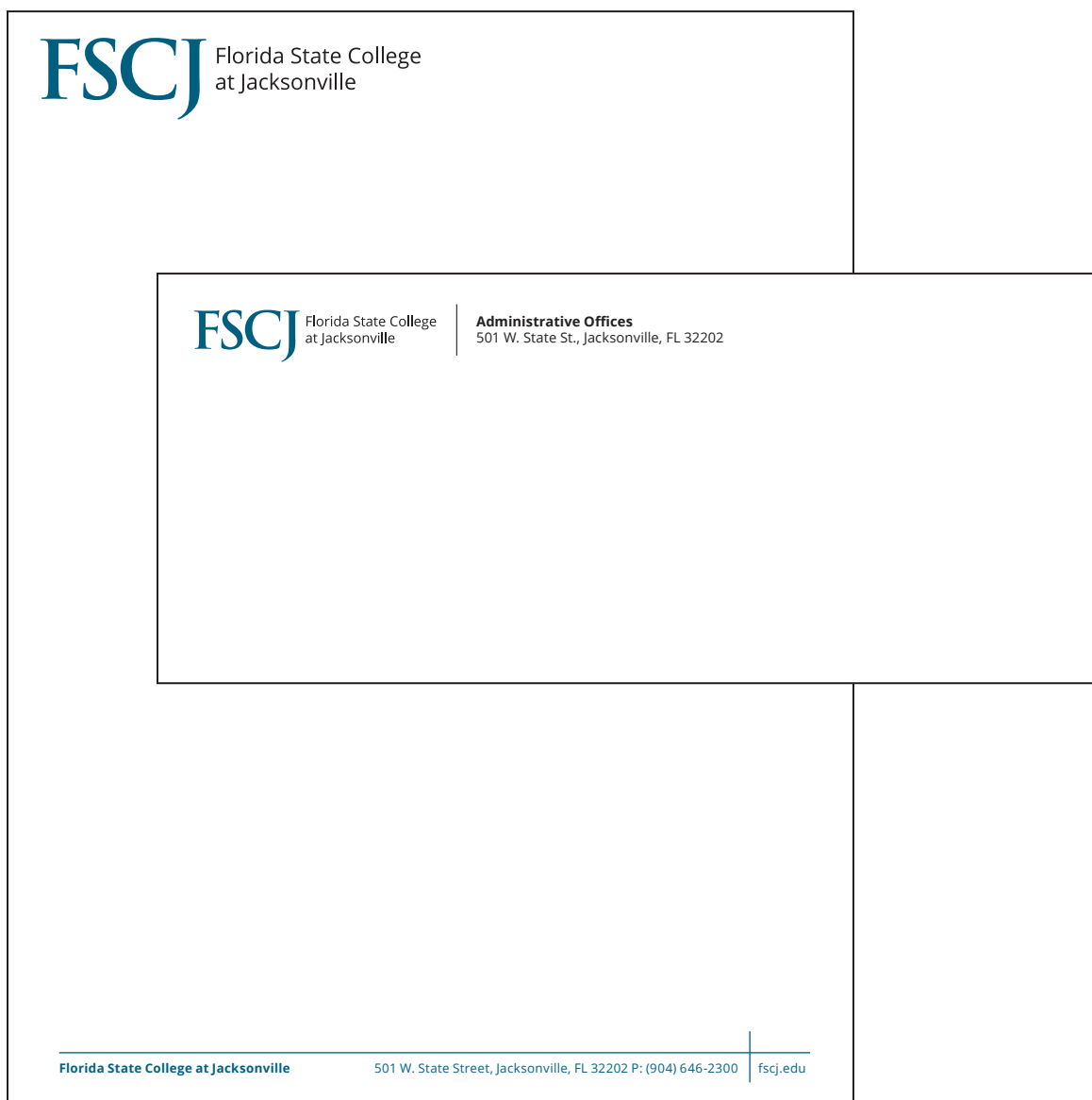
Florida State College at Jacksonville has designed **templates** to ensure all correspondence is consistent with the College's branding and identity campaign. Letterhead, stationery and envelopes are available for official use and can be ordered from Central Stores.

FSCJ'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:**

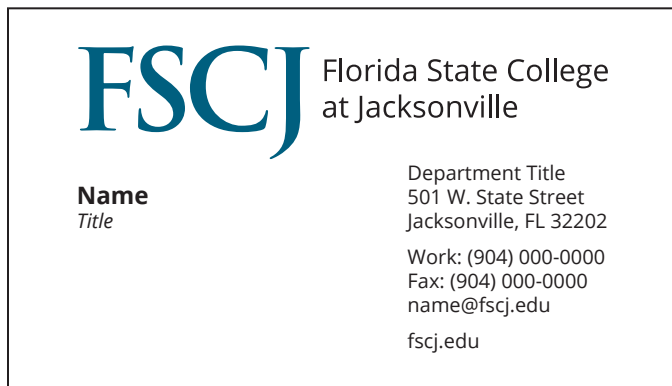
- Name
- Title
- Campus, center, department or office address
- Office number
- Fax number
- Email address
- fscj.edu

*\* 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%.)*







## 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. You can download a standard (4:3) or widescreen (16:9) template at [fscj.edu/brandingguide](http://fscj.edu/brandingguide). Please select the appropriate template based on your presentation needs.

### **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.

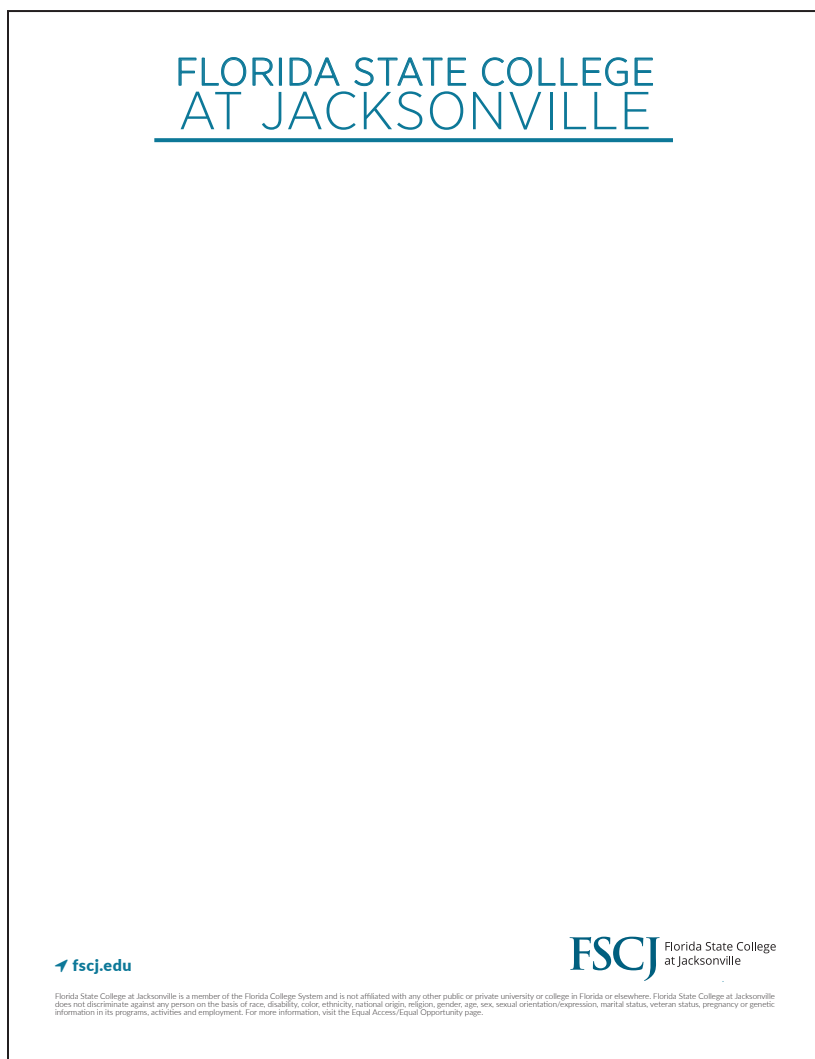
**Do not alter or change the elements in these templates in any way.**

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](https://fscj.edu/brandingguide). Templates include: Campus Happenings and General.

### **FLIER TEMPLATE EXAMPLE**

*(Scaled to 55%.)*



# AGENDA TEMPLATE

The College has an approved agenda template to be used when creating internal and external meeting agendas.

This template includes the College's Mission and Values. This 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 as a Word or editable PDF document at [fscj.edu/brandingguide](http://fscj.edu/brandingguide).

## AGENDA TEMPLATE EXAMPLE

*(Scaled to 50%.)*

**FSCJ** Florida State College  
at Jacksonville

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**MISSION STATEMENT**

Florida State College at Jacksonville provides high value, relevant life-long education that enhances the intellectual, social, cultural and economic development of our diverse community.

**VALUES**

Integrity • Excellence in Teaching and Learning • Culture of Honesty and Trust • Creativity • Respect for Diversity

## 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 four 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.

### COLOR PALETTES

#### Primary colors

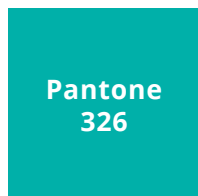


**CMYK (print)**  
100 55 33 13  
**RGB (web/digital)**  
0 95 127  
**HEX (web/digital)**  
#005f7f



**CMYK (print)**  
100 74 40 32  
**RGB (web/digital)**  
1 60 91  
**HEX (web/digital)**  
#003b5a

#### Secondary colors



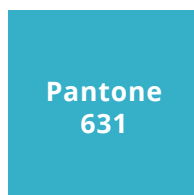
**CMYK (print)**  
86 1 41 0  
**RGB (web/digital)**  
0 175 169  
**HEX (web/digital)**  
#00aea9



**CMYK (print)**  
100 66 48 38  
**RGB (web/digital)**  
0 62 82  
**HEX (web/digital)**  
#003d51



**CMYK (print)**  
59 2 100 0  
**RGB (web/digital)**  
118 188 33  
**HEX (web/digital)**  
#76bc21



**CMYK (print)**  
69 10 18 0  
**RGB (web/digital)**  
58 176 200  
**HEX (web/digital)**  
#3aafc8

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

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

## OPEN SANS

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  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

*Open Sans Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 1234567890*

**Open Sans Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

## DOWNLOAD + INSTALL FONTS

1. Go to [fonts.google.com/specimen/Open+Sans](https://fonts.google.com/specimen/Open+Sans)
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 .ttf file
- Click "Install font"

If you need assistance installing the font on your computer, submit a help desk ticket at [help.fscj.edu](https://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](https://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 [fscj.edu/flickr](https://fscj.edu/flickr). The copyright of the images belongs to FSCJ 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). **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 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](mailto: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. Requests for promo items must be submitted by April 15 to ensure order and purchasing deadlines are met.

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 (preferred) or Arial, 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/webpage 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.

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### **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



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### **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 \_\_\_\_\_.

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### **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.

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## 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 or the employee ID photo** for their profile pictures in myFSCJ 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 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, 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 assistant director of integrated communications and special events (ADIC) and chief communications officer (CCO) in the Marketing and Communications department.

All accounts that have not been approved by the ADIC or CCO 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 ADIC and CCO.

All official FSCJ social media accounts are subject to review at any time for brand consistency, content appropriateness and compliance. The ADIC and CCO 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](mailto: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](http://fscj.edu/socialmedia).



## Florida State College at Jacksonville

501 West State Street  
Jacksonville, FL 32202

 (904) 646-2300

 [communications@fscj.edu](mailto:communications@fscj.edu)

[fscj.edu](http://fscj.edu)



Florida State College at Jacksonville is a member of the Florida College System and is not affiliated with any other public or private university or college in Florida or elsewhere. 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 (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)).