



FLORIDA GATEWAY
COLLEGE

Florida Gateway College

Brand Guidelines



About This Guide

A brand style guide is the primary visual DNA of the college branding. It is a document that describes, defines and presents examples of what your brand should look like in various visual media such as print and digital.

Referencing this brand style guide ensures that content **distinguishes** a brand from its competitors and is cohesive. This cohesion is important because it helps establish a **strong brand voice** that resonates with the audience, which is essential for building brand awareness. Over time, that awareness and consistency builds trust.

Updated May 2020



Your brand is what other people say about you when you're not in the room.

—Jeff Bezos, CEO & Founder of Amazon



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Logo Lockups

Logo lockups are formed by the combination of the icon and wordmark.

The Florida Gateway College has two logo options:

- » Horizontal Logo
- » Logo Seal

When to Use Each Version

HORIZONTAL LOGO

Whenever possible, use the horizontal logo on all materials and on an acceptable color background or photograph.

LOGO SEAL

The logo seal may only be used on official documents such as transcripts, major reports and research covers, diplomas, contracts, formal invitations and signage.

LOGO SEAL AS WATERMARK

Use for a decorative or accent feature to a solid color background. The watermark is meant to be subtle and therefore text may be placed over the watermark.

HORIZONTAL LOGO



ICON

WORDMARK

LOGO SEAL



LOGO SEAL AS WATERMARK (BLACK LOGO SEAL, OPACITY 3%)





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Logo File Types

The logo package consists of various file formats and color options. Please refer to the items below when to use each one:

File Extension

JPG

This file type will have a white background supplied with the logo. JPGs may be used in print and on the web.

PNG

This file type should only be used digitally. It will have a transparent background supplied with the logo and is good to use when you need to place the logo on top of a background.

EPS

This file type is a vector file. It can be used in vector programs such as Illustrator or Photoshop. EPSs should only be used by someone using these programs. It can also be passed to some printing services to ensure the right resolution of the logo.

PDF

Similar to an EPS, a PDF may be passed to a printer or company that needs a vector version of the logo.

Color Space & Image Resolution

Image resolution has everything to do with printing the logo. When you're printing an image, you want it to be 300 ppi to ensure that the image will be clear and not blurry once printed.

HIGH RESOLUTION

All of the color options are saved at 300 ppi and set in CMYK suitable for printing.

LOW RESOLUTION

All of the color options are saved at 72 ppi and set in RGB suitable for onscreen uses.

Is the logo being printed? If yes, select a jpg from the "Print" folder.

Is the logo going on the web? If yes, select a png or jpg from the "Web" folder and "Low Resolution" folder.

Color Options

Refer to the previous slide for the different color options of the logo and seal.

FULL COLOR

The full color version of the seal and logo should be used when they are going to be presented on a white or light background.

ONE COLOR

The one color version of the seal and logo should only be used when the background does not present the logo legibly. A white logo should only be used on a dark colored background or photograph. The black or green logo should only be used on a light colored background.

Clearspace And Size

To ensure legibility and integrity of the brand's identity, please use the following guidelines:

Clearspace

The clearspace is the space surrounding the logo. Leaving appropriate space around the logo and seal protects the integrity of the brand.

Size

When the logo or seal is to be resized, always resize proportionally.

To ensure legibility, the seal should never be smaller than a width of 0.75 inches and the logo should never be smaller than a width of 1.25 inches.

CLEARSPACE



MINIMUM SIZE



0.75 INCHES



1.25 INCHES

Horizontal Logo

In order to avoid alterations of the horizontal logo, this guide shows some examples of appropriate and inappropriate uses.



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Logo Seal

In order to avoid alterations of the logo seal, this guide shows some examples of appropriate and inappropriate uses.



Color Palette

Outside of the primary logo, color is what distinguishes the Florida Gateway College brand. Below are the color values for web (hex, RGB) and print (CMYK).

PRIMARY



#1E5632
RGB 30, 86, 50
CMYK 85, 40, 91, 39
PANTONE 357 C



#F3B71A
RGB 243, 186, 26
CMYK 4, 29, 100, 0
PANTONE 7409 C

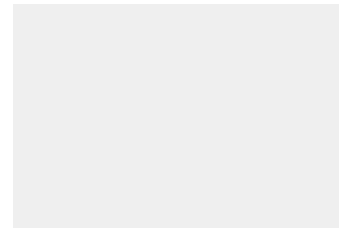


#343434
RGB 52, 52, 52
CMYK 69, 63, 62, 57
PANTONE BLACK 7C

SECONDARY



#00793E
RGB 0, 121, 62
CMYK 89, 28, 100, 16
PANTONE 356 C



#EFEFEF
RGB 239, 239, 239
CMYK 5, 3, 3, 0
PANTONE COOL
GRAY 1U



#747474
RGB 116, 116, 116
CMYK 56, 47, 47, 12
PANTONE COOL
GRAY 9C

Our Fonts

Typography helps center FGC's brand identity and should be used consistently across campus.

To ensure that all of our visual communications are consistent, FGC uses a select group of preferred typefaces for digital and print materials.

Our three fonts include one slab serif, one sans serif, and a decorative script font—Roboto Slab, Open Sans, and Back to Black. They can each be accessed with this [download link](#).

Or these fonts can be individually downloaded from free online sources with the links below. For headlines, quotes, and larger text, Roboto Slab is best. For body copy, subheadlines, captions, and smaller text use Open Sans. To provide variety or emphasize key messaging, Back to Black functions as an accent text.

[Roboto Slab](#)

[Open Sans](#)

[Back to Black](#)

Headline Title One

Headline Title Two

Headline Title Three

HEADLINE TITLE FOUR

Emphasis or Accent Text

Body Copy

This is an example of body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ergo in gubernando nihil, in ocio plurimum interest, quo in genere peccetur. Haec para/docca illi, nos admirabilia dicamus. Negat enim summo bono aerre incrementum diem. Quid ei reliquisti, nisi te, quoquo modo loqueretur, intellegere, quid diceret? Ut proverbialia non nulla veriora sint quam vestra dogmata. Immo videri fortasse.

Eam tum adesse, cum dolor omnis absit; Ex rebus enim timiditas, non ex vocabulis nascitur.

Using Our Fonts

Our fonts are flexible and can be used in a variety of ways. The examples here provide a general guideline on how to use our fonts to maximize legibility and aesthetic appeal.

HEADLINE EXAMPLE

ROBOTO: LARGE, BOLD, NO ITALICS

Headline Title One

BODY COPY EXAMPLE

OPEN SANS: SMALLER, ANY WEIGHT

This is an example of body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ergo in gubernando nihil, in ocio plurimum interest, quo in genere.

Negat enim summo bono aerre incrementum diem. Quid ei reliquisti, nisi te, quoquo modo loqueretur, intellegere, quid diceret? Ut proverbialia non nulla veriora sint quam.

QUOTE EXAMPLE

QUOTE IN ROBOTO SLAB, BYLINE IN OPEN SANS (ALL CAPS)

“Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer mollis mattis tellus. Vivamus mattis risus set convallis sollicitudin.”

AUTHOR'S NAME

EMPHASIS TEXT

TEXT IN ROBOTO SLAB, BACK TO BLACK, & OPEN SANS

DISCOVER, EMBRACE, SUCCEED
Go *Further* Together at FGC

Background Color

Please reference the do's and don'ts for colored backgrounds and typography.



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam ipsum nunc, tincidunt sed augue eu, vestibulum porttitor nunc.

If using a yellow background, be sure to use it sparingly. It is best to have this style be only a few sentences long. For body copy, always use the FGC Dark Green or the Dark Gray.



Sed Leo Libero, Sollicitudin is Vestibulum Nec Convallis

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam ipsum nunc, tincidunt augue eu, vestibulum porttitor nunc.

When using a dark green background, you may use a yellow or white headline with the body copy.



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam ipsum nunc, tincidunt augue eu, vestibulum porttitor nunc.

When using a gradient background, be sure to use white and bolded text as body copy.



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam ipsum nunc, tincidunt augue eu, vestibulum porttitor nunc.

Never use similar colors as body copy and background color.



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam ipsum nunc, tincidunt augue eu, vestibulum porttitor nunc.

Do not use yellow or green text as body copy on a gradient background.

Photography Integration

Photography can be integrated into visual communication pieces in many styles. Refer to this guide for the different photography options and when to use them. Adhere to the typography standards and background do's and don'ts when using any style of photo.

Full Color Photography

This photography style may be used in all visual communication materials. Photography should be crisp and rich in color and detail to showcase the FGC experience and community.

Darkened Photo

This photography style may be used in all visual communication materials *when typography is being placed on top of the image.*

FULL COLOR PHOTOGRAPHY



DARKENED PHOTO



Photography Integration

Photography can be integrated into visual communication pieces in many styles. Refer to this guide for the different photography options and when to use them. Adhere to the typography standards and background do's and don'ts when using any style of photo.

Color Overlay

This photography style may be used in all visual communication materials.

Duotone

This photography style may be used in all visual communication materials. Use this photo style for decorative accents and backgrounds to the design. Text may be used over a duotone if the image provides enough contrast to make the text legible or if the image is simplistic in its focal point.

Circular

This photography style may be used in all visual communication materials.

COLOR OVERLAY



DUOTONE



CIRCULAR



Patterns, Textures, & Icons

The FGC website utilizes various pattern and texture styles that can also be translated into any form of visual communication when needed. Additionally, the FGC website uses various icon styles that can be used as needed.

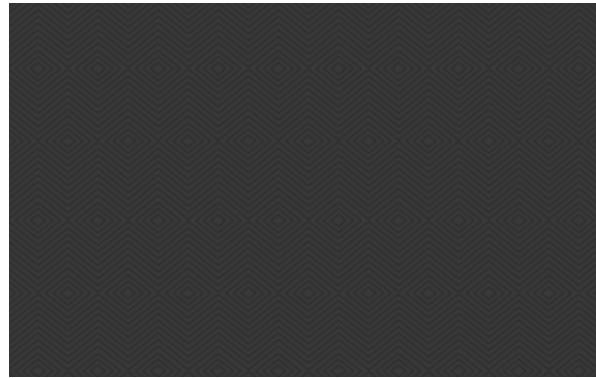
Patterns & Textures

Use the patterns and textures for background purposes. These are designed to incorporate text over them and can be used across all visual communication materials. Swatches of these patterns and textures may be downloaded [here](#).

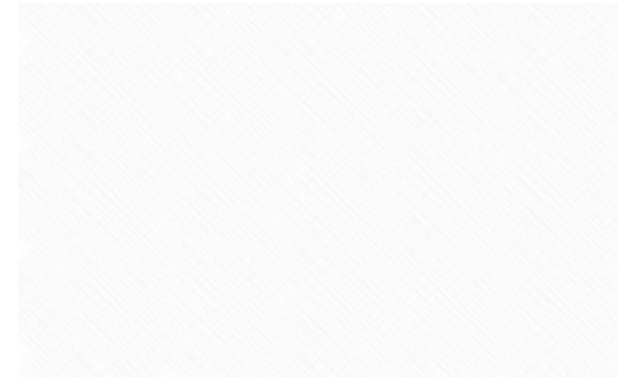
Icons

Icons are used to emphasize key points such as statistics, benefits, categories, etc. Additionally, icons can be used to distinguish content to be easily found such as contact information, hours, etc. Icons are to reflect a similar style of clean and simplified line art. Download existing icons [here](#) for use.

PATTERNS & TEXTURES



DARK DIAGONAL PATTERN



OFF WHITE TEXTURE

ICON STYLE



Collateral Design

Florida Gateway College collateral is developed within departments and organizations. Each publication must represent a consistent quality and style that reflects the character of our institution.

Font usage, color palette, and artwork style must be within the parameters of the Florida Gateway College Brand Style Guide.

As part of the Brand Standards for FGC, there are carefully crafted templates of the following:

- » 4x6 and 5x8 Postcard
- » 8.5x11 Flyer
- » 11x17 Poster
- » 4x4 and 4x6 Table Tent
- » Tri-fold Brochure
- » Four-Fold Brochure
- » Word Letterhead
- » PowerPoint Template



Brand Messaging Strategy

As the FGC brand grows, both in our usage of the brand and in the minds of our audience, it is essential that we speak with one voice. A consistent and coherent brand delivers a strong, clear message at every touchpoint.

Every interaction with FGC will be personal, supportive and empowering for students to consider FGC their partner in education.

Go *Further* Together at FGC

Florida Gateway College exists for you to seek education to discover and live out your passions, no matter what stage of life you're in.

It's a familiar place that makes you feel at home, yet challenges you to pursue the unfamiliar.

FGC is a place to discover your own passion, or new ways to apply it.

FGC is a place to embrace what you're passionate about, and do what you enjoy.

FGC is a place to prepare for your next steps, and step into your passion as your career.

First Pillar

Discover

It's an exciting time to be at FGC. As the fastest-growing state college in Florida, we're opening up new opportunities every semester. There's a spot for every student in every stage of life.

Even more than that, it's an exciting time to be a student. We live in an increasingly interconnected world, and that creates opportunity. Above all, there's one thing that unites people with a passion and a vision with that opportunity: education.

Language

Language in the Discover pillar focuses around exploration, and therefore options. This is a chance to educate people on everything FGC has to offer, especially what they might not know about.

- » **60+ Diverse Programs.** Choose from a diverse set of programs, from one-semester programs that lead to employment, to our four-year bachelor degrees.
- » **Affordable Education.** We keep our tuition rates as low as possible, but we also help you find ways to pay for college. Our financial aid staff is devoted to helping you get the most from available grants, work-study, scholarships and more.
- » **Endless Opportunity.** Education opens up opportunity to pursue your interests and vision - across the world or in your own backyard.
- » **Online Programs.** At FGC, you can choose from several different programs that can be completed fully online, on your time.
- » **Unique Programs.** FGC is the only college in the nation that offers a water resource management bachelor's degree, and a fully online horticulture program.
- » **A Gateway to Your Career.** We offer vocational programs where you finish within 2 years or less, and transition into the next stage of your career.
- » **Your Passion.** Career exploration services will help you learn about yourself, your interests and your skills through assessments and discussion with a career coach.

Second Pillar

Embrace

The spirit of FGC is one of community. In the classroom, that means that you'll be challenged and come out well-prepared for your next step - and we'll be with you the whole time. Part of our quality education is one-on-one interactions with accessible faculty. We'll always make time for the student.

Beyond the classroom, get involved in activities or even start your own organization. Compete in collegiate or intramural sports. Embrace what you're passionate about, and do what you enjoy.

Language

Language in the Embrace pillar focuses around the FGC experience. This ranges from the classroom to extracurriculars. It always revolves around a sense of community.

- » **Individual Attention.** Small class sizes and dedicated college Success Coaches mean individual attention in the classroom and beyond. Instructors make time for students. The one-on-one attention indicates FGC's student-centric focus.
- » **A Personalized Experience.** Pairing a large number of electives, activities and athletics with FGC's sense of community, your education experience is whatever you make it. We'll be alongside you the whole way.
- » **Challenging and Innovative Instruction.** FGC's graduates are prepared for whatever's next, through state-of-the-art facilities and experienced faculty.
- » **Faculty Mentorships.** Faculty and staff will help navigate college challenges and point you in the direction of the career you want.
- » **Campus Living.** FGC is one of only 3 state schools in Florida that own and run our own residence hall for fun and safe on-campus living.
- » **A Full Campus.** Beyond the classroom, experience college through our Student Activities Center, fitness center, cafeteria, bookstore, career center and more.

Third Pillar

Succeed

Whether coming in with a vision or coming in to discover yours, FGC students leave prepared for their next step. As a student-centric institution, we invest in the future of our students.

FGC envisions every graduate as the best candidate for any job you pursue. With a dedicated Career Services Center, you can explore career options and develop your plan as you prepare to compete in a global workforce and make that vision a reality.

Language

Language in the Succeed pillar focuses around student success, in every form. This is a chance to speak to the student's vision, but also to speak to how FGC helps them get there.

- » **College Success Coaches.** We have staff dedicated to helping you succeed - whether it's in the classroom, in navigating college or in finding your career.
- » **Advising Services.** Academic advising is a partnership between students and academic advisors, to help complete your degree program efficiently, financially and on-time.
- » **Student Success Stories.** Our students are going on to become doctors, nurses, lawyers, engineers and so much more, whether it's right out of school, continuing their education at a university or bettering themselves through education.
- » **From Passion to Profession.** Education is the gateway to vision. Do what you're good at, what you're passionate about and what will support you for your entire life.
- » **Transfer Partnerships.** FGC is the perfect place to complete the first two years of a bachelor's degree close to home and at a low cost.
- » **Chart Your Career.** FGC offers a wealth of resources to help you down the right path and stay on track.

Writing Goals and Principles

With every page and piece of content we publish, we aim to:

- » Educate.
- » Embrace.
- » Engage.
- » Serve.

In order to achieve those goals, our content is:

- » Approachable.
- » Aspirational.
- » Purposeful.
- » Supportive.
- » Confident.
- » Caring.
- » Personal.



FGC Voice

FGC's voice is that of a trusted guide. It has the purpose and confidence of an experienced leader, with the support and care of an encouraging mentor.

FGC is poised, smart and high-quality, all while speaking one-on-one to the individuals we serve.

One way to think of FGC's voice is to compare it to what it isn't.

FGC's *Voice* is

Aspirational but not *out of reach*.

Approachable but not *casual*.

Purposeful but not *abrasive*.

Smart but not *arrogant*.

Passionate but not *gushing*.

Human but not *unprofessional*.

Brand Promise

Nestled amongst scenic pines lies a college community that wants to assist you in taking the next big step in your academic endeavors.

Whether it is our excellent instructors and small class sizes, clubs and athletics or our many diverse academic program options, there is something here for you.

At Florida Gateway College, you are at the center of everything we do. By creating an individualized educational experience, we will develop your intellect, spirit and heart.

Note: the brand promise means that every time someone interacts with the FGC brand, they should feel confident and assured in these promises.

We Promise to...

Help you **discover** your own **passion**.

Keep education **affordable** and **accessible**.

Put you, the student, at the **center of everything we do**.

Challenge you with **quality** instruction that prepares you for whatever's next

Support you through personal, **individual attention**.

Offer you resources to help you **chart your career**.

Help you **build a foundation** for whatever the next stage of your life holds.

Headline Tone

A headline is an opportunity to grab a reader's attention. It should accurately describe the content it introduces, but it should also communicate something itself.

Headlines should be focused and purposeful. Make your headline make a statement. Keep it simple yet impactful— straightforward enough to be clear, and creative enough to have meaning.

Headline Examples

Go Further *Together* at FGC

Don't Just Acquire Knowledge, *Create It*

Go Further Online, On Your Time

Build a *Foundation* with FGC

A Mission With Ambition

Chart Your Career

Committed to *Possibilities*

A Place to Learn by Actually Doing

At FGC, You're On a First Name Basis

**Where *Passionate* Students Become
Equipped Graduates**

Communication Style Guide

This style guide will help us communicate in a way that's clear, consistent and brand-centered.

Use it as a reference when writing for FGC. We're made up of a collection of individuals with different backgrounds - in our student body, in our community and in our faculty and staff.

This style guide will serve as a reference to make sure that all FGC communication looks and sounds consistent, clear and accurate.

The communication style guide largely follows AP style. This guide doesn't detail all the specifics of AP style, but it will answer some of the most common questions and clarify common points of variation.



Grammar and Mechanics

Write For All Readers

Some people will read every word you write. Others will just skim. Help everyone read better by grouping related ideas together and using descriptive headers and subheaders.

Be Concise

Use short words and sentences. Avoid unnecessary modifiers.

Use Active Voice

Avoid passive voice, except for the few cases when it intentionally adds to the intended meaning of a sentence.

Avoid Slang and Jargon

Write in plain English, with industry terms used when they're necessary to the understanding of a process.

Be Consistent

Stick to the copy patterns and style points outlined in this guide.

Abbreviations and Acronyms

If there's a chance your reader won't recognize an abbreviation or acronym, spell it out the first time you mention it. Then use the short version for all other references.

- » First use: Network Operations Center
- » Second use: NOC

If the abbreviation or acronym is well known, like FGC, use it instead (and don't worry about spelling it out).

Active Voice

Use active voice. Avoid passive voice. In active voice, the subject of the sentence does the action. In passive voice, the subject of the sentence has the action done to it.

- ✓ **Yes:** the students enter the classroom.
- ✗ **No:** the classroom is entered by the students.

Capitalization

Title case capitalizes the first letter of every word except articles, prepositions and conjunctions. Sentence case capitalizes the first letter of the first word.

If you're not sure the proper way to capitalize a headline, capitalizemytitle.com can help. Use the AP tab.

When writing out an email address or website URL, use all lowercase.

- ✓ **Yes:** jsaxton@fgc.edu
- ✓ **Yes:** fgc.edu
- ✗ **No:** JSaxton@FGC.edu

Contractions

They're great! They give your writing an informal, friendly tone. That said, don't rely on them. Often, not using contractions can add to the "punch" of a statement. In most cases, use them as you see fit.

Grammar and Mechanics

(Continued)

Numbers

Spell out numbers at the beginning of a sentence (Three, Thirteenth), except for sentences that begin with a year.

Spell out numbers below 10.

Ex: one, four, nine.

Use numerals for numbers 10 and above.

Ex: 10, 18, 34.

For ordinal numbers, spell out *first* through *ninth*. Use numerals for 10th and above.

When referring to money, use numerals.

Ex: \$26.78, \$9,000, \$8 million.

Dates

For dates and years, always use numerals.

Do not use st, nd, rd or th with dates.

✓ **Yes:** Jan. 1

✓ **Yes:** May 18

✗ **No:** Aug. 25th

Only abbreviate the following months:

- | | |
|---------|--------|
| » Jan. | » Oct. |
| » Feb. | » Nov. |
| » Aug. | » Dec. |
| » Sept. | |

Phone Numbers

✓ **Yes:** 386-752-1822

✗ **No:** (386) 752-1822

✗ **No:** 386.752.1822

Times

✓ **Yes:** 7:30 a.m.

✗ **No:** 10:45 PM

✗ **No:** 11AM

Commas

When writing a list, do not use the Oxford comma (also known as the serial comma). This means do not use a comma after the second to last item in a list.

✓ **Yes:** Embrace athletics, recreation and elective classes.

✗ **No:** Embrace athletics, recreation, and elective classes.

Ampersand

Don't use ampersands unless one is part of a company or brand name, or space necessitates it.

- » Melanie and Alex
- » Ben & Jerry's

Grammar and Mechanics

(Continued)

Writing About Other Organizations

Honor companies' own names for themselves and their products. Go by what's used on their official website.

- » iPad
- » YouTube
- » Yahoo!

Write Positively

Use positive language rather than negative language. One way to detect negative language is to look for words like "can't," "don't," etc.

- ✓ **Yes:** To get a donut, stand in line.
- ✗ **No:** You can't get a donut if you don't stand in line.

Punctuation

Use a single space after a period (not a double space).

Commas and periods go within quotation marks.

- ✓ **Yes:** "I want to be an engineer," he said.
- ✗ **No:** "I want to be an engineer", he said.
- ✓ **Yes:** She said, "Let's go to the basketball game."
- ✗ **No:** She said, "Let's go to the basketball game".

Specific Terms

Some of these terms can be spelled or capitalized various ways.

For consistency, use this spelling:

- » download
- » email
- » cellphone
- » Internet
- » okay (not OK)
- » MyFGC
- » Board of Trustees
- » residence hall (not dorm)
- » advisor (not adviser)
- » Title IX
- » bachelor's degree
- » Bachelor of Arts



BRAND GUIDELINES