

# FSU PANAMA CITY BRAND & STYLE GUIDE

## OFFICIAL LOGO



FLORIDA STATE UNIVERSITY  
PANAMA CITY



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PANAMA CITY



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PANAMA CITY

## OFFICIAL DEPARTMENT LOGOS

Most department logos use the traditional seal and wordmark with the name of the department underneath in italics. Please contact the Office of Advancement to request specific department logos.



FLORIDA STATE UNIVERSITY  
PANAMA CITY  
*Office of Advancement*

## OFFICIAL COLOR PALETTE



### FSU GARNET

CMYK: 19/90/50/55  
RGB: 111/25/49  
HTML: #6F1830



### FSU GOLD

CMYK: 06/14/39/08  
RGB: 220/198/153  
HTML: #DCC699

## OFFICIAL TYPOGRAPHY & FONTS

The university uses two official fonts – Adobe Garamond and Acumin. While use of these typefaces when developing creative for campaigns (flyers, etc.) is not strictly enforced, it's preferred that official campaign communication from all departments, colleges, etc. make use of these fonts to support a unified style guide appearance.

The style guide approved fonts were selected because of their adaptability across digital formats and in print.

Download fonts here:

[unicomm.fsu.edu/brand/applying/typography/](http://unicomm.fsu.edu/brand/applying/typography/)

- Adobe Garamond (Serif Option, Word Mark and Body Text)
- Acumin (Sans Serif Option, Headings and Body Text)
- Times New Roman (Serif Fallback Font)
- Arial (Sans Serif Fallback Font)

## ATHLETIC MARKS USAGE

Florida State University athletic branding marks and logos such as the Spear and Font are only to be used in reference to athletic programs and only with official approval.

## TERMINOLOGY & ABBREVIATIONS

The Panama City campus should be referred to as “Florida State University Panama City”, “FSU Panama City”, or “FSU PC” with no hyphen. It should be referred to as a regional campus of Florida State University.

- Florida State University Panama City
- FSU Panama City
- FSU PC

## FSU PC PROMISE BRANDING



Visit [pc.fsu.edu/promise](http://pc.fsu.edu/promise) for more info about the Promise.

Visit [pc.fsu.edu/office-advancement](http://pc.fsu.edu/office-advancement) for more brand guidelines