

## New Florida State Voice and Visual System Now University Policy

The Florida State University Voice and Visual System, which supports the University's theme of "Leading for the Greater Good" and traditional values of Strength, Skill and Character, has been approved by University's Board of Trustees and is now University policy for use in all new publications, web sites and other media.

As a guide for the language and appearance for all communications from the University, the system instructions and related artwork have been posted at: <http://visualsystem.fsu.edu>.

The Voice and Visual System is based on a master brand strategy. This means that the university's brand takes precedence over other brands within The Florida State University family. This strategy helps to manage and maintain a consistent, unified message and visual identity. **It will help to reduce the multiple seals, logos and marks that detract from a united, strong image.**

To address fiscal and environmental sensitivity, please use up supplies of existing materials, stationery, business cards, etc., prior to developing new materials.

Please ask all web, print and other media designers in your college or department to review the Voice and Visual System instructions thoroughly before beginning design of any new Florida State University document, publication, web site, video, branded item or other medium representing The Florida State University.

Development of new seals, logos or marks--whether for colleges, departments, events, organizations or other entities--may violate the master brand relationship. To ensure compliance with the system, monitoring and approval of use has been delegated to University Communications. As we begin implementation of this new system across the campus, graphic designers are asked to submit designs for major publications and other media projects to University Communications (<<mailto:fconaway@fsu.edu>>fconaway@fsu.edu and <<mailto:pjmorris@fsu.edu>>pjmorris@fsu.edu) for approval.

The password-protected graphic assets that accompany the system include the Florida State University seal and seal/wordmark combination and Strength, Skill, Character values thread. They also include renditions of the university seal and wordmark with college and unit names. Additional lockups are available on request. Collections of campus photography are also available at the Voice and Visual System web site.

The graphic assets are password protected and are available only to Florida State University employees with an OMNI username and password (FSUID). Commercial users of the seal and wordmark must access the files through the Office of University Trademark Licensing <http://seminole-boosters.fsu.edu/Netcommunity/Page.aspx?pid=588&srcid=595>.

This system has been developed to serve the University's needs in communicating consistently and uniformly. It is a living document, and questions and concerns will be addressed as they are received.

Please pass this message along to department chairs and other staff members with communications responsibilities.

If you have questions about compliance, comments or suggestions about the Voice and Visual System, please contact me. For more information, contact Fran Conaway, [fconaway@fsu.edu](mailto:fconaway@fsu.edu), 850-644-2913, or Pam Morris, [pjmorris@fsu.edu](mailto:pjmorris@fsu.edu), 850-644-6869.