

## MEMORANDUM

TO: All Faculty and Staff

FROM: Ben C. Minter  
Assistant Vice Chancellor for Marketing and Special Events

DATE: November 9, 2012

Re: FSU Brand Rollout Follow-Up

Many of you had the opportunity to attend the new FSU brand rollout celebration during Bronco Kickoff. As a result, we have begun the process of adherence across campus to the new guidelines and to our new graphic components. Please be reminded or made aware of the following updates:

- I. In order to assist the campus with acquiring the new elements for ongoing use, Marketing has worked with ITS to place the graphic identity elements on the university's public drive for easy access. All approved graphic elements to include the university logo, seal, spirit logo, as well as approved art and word art elements, can now be found on the university "P" drive at: **P:\Data\FSU Graphic Identity**. Faculty and staff may download the elements as needed for ongoing university work or need.
- II. Please be reminded that any use of the Graphic Identity for layout and art purposes must have approval prior to print or production from the Office of Marketing. Layouts containing university graphic elements should be forwarded to the Office of Marketing ([bminter@uncfsu.edu](mailto:bminter@uncfsu.edu)) for review. This includes, but is not limited to, brochures, ads, booklets, memento printing, etc. A release statement will follow, if approved. The release statement is required to be kept on file to validate print and subsequent use of the layouts. Please adhere closely to the guidelines contained in the FSU Graphic Identity Guide. Also, be reminded that purchasing processes now require Marketing approval for any expense associated with print, advertising, or marketing and coded as such in the requisition request. If this included layout, you will be required to attach a copy of the layout to the requisition request for review.
- III. FSU departments are reminded that there is only one university logo. The approved university logo is used for all departments and operation of the university. No individual department or program logos are allowed. Individual identity is created by double-spacing beneath the university logo and including the departmental name there in clear, block-style lettering for easy read. *(Continued)*

IV. The new FSU Graphic Identity Guide publication is now located on the Marketing website at: [www.uncfso.edu/ia/marketing/publications](http://www.uncfso.edu/ia/marketing/publications). Faculty and staff may access the guidelines at any time to ensure expected standards are met or to answer any questions you might have relative to the use of the graphic elements. Hard copies of the FSU Graphic Identity Guide have been printed in limited quantity, and will not be available in hard copy for all faculty and staff. Copies of the publication will be disseminated to all administration, deans, department heads, and department chairs. If review of the hard copy publication is needed, please see your department chair.

V. Faculty and staff are reminded that they can continue to use existing printed office collaterals including letterhead and envelope with the old logo until depleted and budgets allow for print of the current letterhead.

Any questions related to use of the FSU Graphic Identity may be addressed to the Office of Marketing and Special Events. Your support of our ongoing efforts to bring consistency to our university image and message is most appreciated. Thank you.