



FLORIDA POLYTECHNIC
UNIVERSITY

BRAND MANUAL

FLORIDA POLYTECHNIC UNIVERSITY
SEPTEMBER 2019

Fueled from Within: Our Brand as a System

Our brand identity is more than our logo. It's a system of core elements and guiding principles that combine to create a distinctive look and feel that people will immediately recognize as Florida Poly. When you execute our brand, there's a reason behind every visual or verbal decision.

This document is designed to help you make those decisions. It reflects the thought process that went into creating the brand and offers guidelines for making it work.

Brand Strategy

The key messages that serve as a foundation for our brand, and how we engage key audiences with those messages.

Brand Identity

Our visual identity, including our logo and the elements, like typography, photography, and graphic elements that form our brand expression creates consistency and acts as a signal of the Florida Poly brand.

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Our strategy highlights our strengths, captures our personality, and communicates what the world expects from us. It's the backbone of our brand.

BRAND STRATEGY

Who We Target:

Understanding Our Audiences

Our goals are clear: **we're set on becoming an elite institution with an irresistible brand.** To achieve this, we must first understand who our audiences are and devise specific strategies to engage them.

Fanatics

Students
Faculty and staff
Administration
Donors and friends
Florida Poly Vision

Prospects

Prospective undergraduates
Prospective graduate students
Prospective transfer students
Prospective faculty and staff

Advocates

Alumni
Industry partners

Influencers

Industry experts and leaders
Employers
Higher ed and peer institutions
Media
Government
Policymakers

Who We Target:

Fanatics

Our campus community has a clear vision for Florida Poly. They're active contributors, excited by building something from the ground up, and they're ready to tell that story to the world. Let's make this institution something to be revered and admired.

Who makes up this group?

Students
Faculty and staff
Administration
Donors and friends
Florida Poly Vision

Required:

Invalidate our internal constituents and show them where they can help elevate the brand from where it is today.

Ideal:

Foster a community of brand ambassadors where constant connectivity and participation happens across all channels and experiences.

Advocates

Our alumni will make significant strides in STEM research in various industries or within their own startups. Their achievements will exhibit the strength of a Florida Poly degree. The strength of a Florida Poly degree will also attract industry partners. As industry partnerships form and grow, it strengthens our brand equity and opens the doors to careers for Florida Poly graduates.

Who makes up this group?

Alumni
Industry partners

Required:

Connect with advocates to keep the brand experience alive: celebrate their achievements in the industries they're influencing and with the employers they're impressing.

Ideal:

Establish partnerships with leading STEM employers around the world, where they channel graduates directly from Florida Poly into prominent positions.

Prospects

To prospective students and future faculty hires, we may be known for our incredible building, but we're so much more. They're curious about our dynamic brand and how our institution looks different from the rest.

Who makes up this group?

Prospective undergraduates
Prospective graduate students
Prospective transfer students
Prospective faculty and staff

Required:

Create a seamless experience where prospective students, faculty, and staff can admire what our brand provides and how it stands out from the rest.

Ideal:

Design communications and experiences that are as unique and contemporary as our institution itself. (Don't fall into the trap of doing what everyone else does.)

Influencers

The world is just learning about Florida Poly. Again, the building's visibility from a major interstate markets our existence, but our story still needs told. Our goal with this audience is to establish Florida Poly as an institution that develops elite STEM graduates for the tech giants of the state and the nation.

Who makes up this group?

Industry experts and leaders
Employers
Higher ed and peer institutions
Media
Government
Policymakers

Required:

Strengthen brand equity within the region, and clearly articulate our brand story to the state. The nation, and the world to establish Florida Poly as a clear leader in STEM higher education.

Ideal:

Appeal to influential leaders by positioning our research, thought leadership, and accomplishments across high-profile platforms.

What We Offer and Why It Matters

The **messaging map** organizes our key messages into a hierarchy that helps ensure that our communications are clear, consistent, and compelling. The messaging map informs **what** we talk about, while our voice is **how** we talk about it.

What is an attribute?

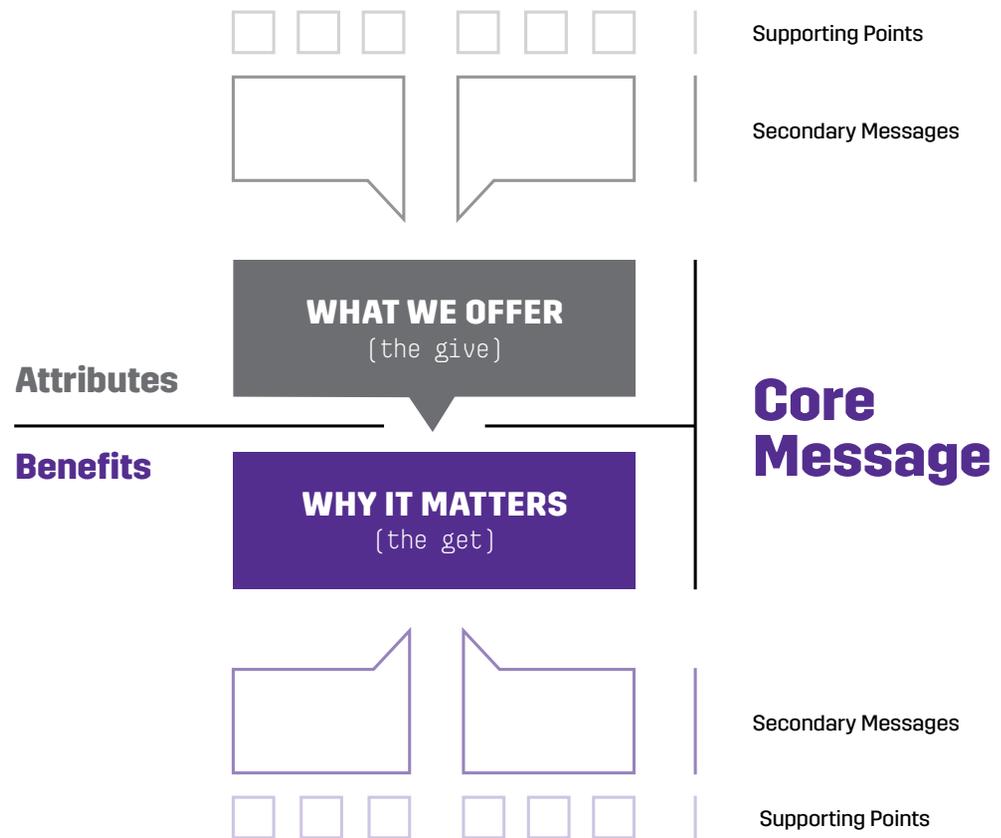
An attribute is what we offer to our constituents. Attributes include the products, services, knowledge, and unique offers that we bring to the table.

What is a benefit?

A benefit is what students, faculty, staff, and others get. It's the value of the attributes that we offer: the answer to the questions "so what?" or "why do we care?"

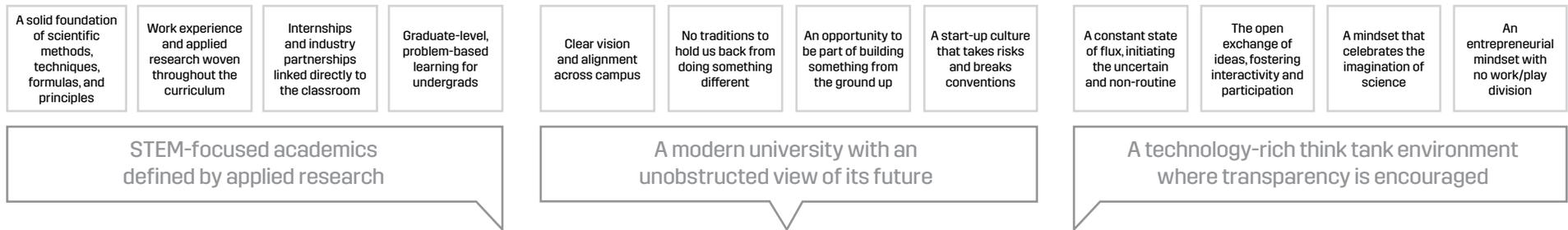
What is attribute and benefit mapping?

The attributes and benefits are organized into a hierarchy that builds up to a core attribute and a core benefit. These are placed on a map to show the relationships between the core attribute, core benefit, and supporting proof points. The map provides the foundation for clear, consistent, and compelling brand messaging.



Our Messaging Map

Attributes



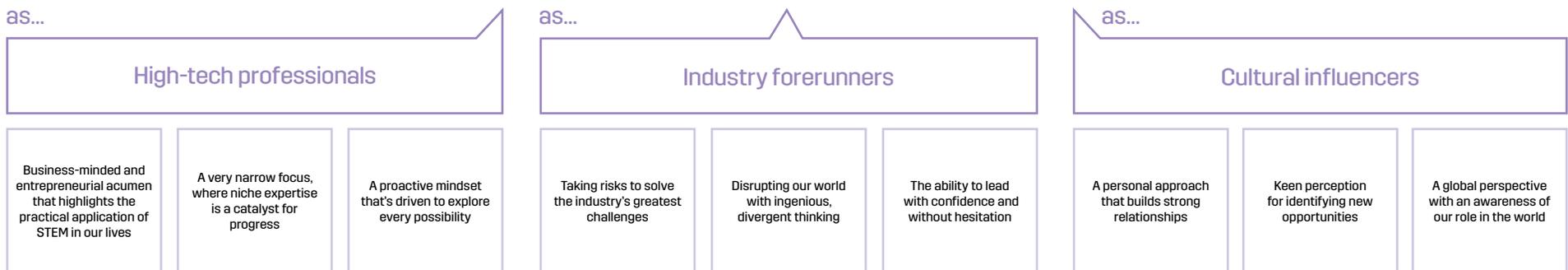
Florida Polytechnic University is...

the nation's leading institution of change, spurring progress in science, engineering, and technology

Core Message

so we can...

shape and create industries, disrupt markets, and advance society



Benefits

For more details about crafting content using the messaging map, see page 44.

Our message is what we say. Our voice is how we say it. Together, a compelling message and a consistent voice will make the Florida Poly story resonate with our audiences and set us apart from our peers. In this section, you'll find guidance to help you achieve this across every communication platform.

CRAFTING CONTENT

Overview

Between what we say and how we say it, we create a recognizable style that is distinctly Florida Poly's. That's our voice. Our goal is simple: develop focused communications that make our distinct brand personality shine through.

What's the difference?

OUR MESSAGING PAGES 6-7

Messaging is the content and information we communicate. Our messaging map helps us determine what to say.

OUR PERSONALITY PAGE 10

Our brand has a distinct, multifaceted personality, and it should be evident in our writing. So when you talk, type, or put pen to paper, keep our personality traits in mind.

OUR VOICE PAGE 11

Our voice is the tone we use when speaking or writing. It makes our content more approachable—and recognizable—by giving our message personality.

Our Personality

The **brand personality** defines what it feels like to interact with our university, whether that's as a student, a donor, a future alum, or an employee. It conveys our attitude and tone to our target audiences. Simply put, it's the personification of our brand.

COLLABORATIVE

We're a collective intelligence where STEM disciplines integrate and thrive.

AMBITIOUS

We're energetic and driven to achieve our individual and institutional goals.

CURIOUS

We're eager to learn and innately inquisitive, always seeking to understand and apply ourselves.

COGNITIVE

We blend an understanding of the concrete, the abstract, and the intuitive — always scrutinizing and pushing for invention.

EFFECTIVE

We focus on being successful and intentional. Every decision we make fuels our progress.

FORWARD-THINKING

We're setting trends. We're defining what higher ed and technology can be. And we're leading the way.

Getting Our Tone Right

Voice gives our campaigns and communications a recognizable style—one that's true to who we are. Keep these tips in mind to make sure we're all writing with the same voice.

Be assertive, not arrogant.

We are confident, strong-willed, and driven, but remember, there's a thin line between confidence and cockiness.

✓ **Good Example:**

Nothing stands in our way.

✗ **Bad Example:**

Nothing is a challenge for us.

Be bold, not over-exaggerated.

We are forward-thinkers who push the limits of what's possible. That doesn't mean we over-inflate our offerings or accomplishments.

✓ **Good Example:**

We're driven to be the next. The first. The only.

✗ **Bad Example:**

There's no question—you're the next. The first. The only.

Be straightforward, not cliché.

Write in the conversational tone you use when you speak, and avoid industry jargon whenever possible.

✓ **Good Example:**

Have a groundbreaking idea? We have what you need to build it.

✗ **Bad Example:**

Get hands-on in our cutting-edge innovation lab.

Be curious, not cynical.

We are constantly questioning and asking why but we should always approach curiosity in a constructive way.

✓ **Good Example:**

Others accept what they're told. We ask why.

✗ **Bad Example:**

Never trust what others tell you. Find out for yourself.

Be selective, not closed-minded.

It takes a special kind of person to thrive here, but we never want to put people down.

✓ **Good Example:**

The world is full of followers. We're not interested in them.

✗ **Bad Example:**

If you aren't a leader, you don't belong here.

Headline Constructions

To bring our brand to life in headlines, we've established a few frameworks for consistently creating powerful copy. These are not the only headline constructions that can—or should—be used, but they serve as a great starting point.

TACTIC 1

Issue a challenge in the form of a question.

Showcase the curious nature of our personality by using strong questions. To craft these questions, focus on inherently challenging our audience or their preconceptions about higher education.

Sample Headlines:

- Do you have what it takes?
- Why wait?

TACTIC 2

Use contrast to highlight how we stand out.

There's the way everyone else does things, and there's the way Florida Poly does them. Use two-part headline constructions to compare and contrast, showcasing how Florida Poly is truly a different kind of school.

Sample Headlines:

- Others see risk. We see opportunity.
- We don't change with the world. We change it.

TACTIC 3

Show conviction through bold statements.

We believe in challenging the status quo, and we believe we're the ones to do it. Our headlines should reflect our conviction and forward-thinking nature, making bold claims about our capabilities and drive.

Sample Headlines:

- Refuse to stand by.
- The next startup CEO? You're looking at her.

Writing Hints

After writing any communication, you'll want to gut-check it. Here is a list of considerations.

✓ 3 THINGS TO AIM FOR

Strongly convey our vision.

We value vision over tradition. Avoid looking backward; focus instead on what we're doing right now, and what we'll accomplish in the future.

Balance competition and collaboration.

We're driven individuals, but we're also part of a community. Make sure to focus on the open collaboration that happens once a student is accepted.

Create strong calls to action.

When we communicate, we're looking for our audiences to take action—to donate, apply, or visit campus. Make it clear, simple, and compelling for your reader to do so.

⊗ 3 THINGS TO AVOID

Don't use the building as our foundation.

Our IST building is a strong proof point for many of our offerings, but it shouldn't always be our lead horse. Make sure to focus on benefits first, then support them with relevant proof points.

Don't water it down.

We're a pure STEM school, and we're proud of it. Our voice and messaging may not be for everyone, and that's okay.

Don't get stale.

It's in our DNA to change things up, so avoid using the same cadence or approach repeatedly. While we want to be consistent, we don't want to be repetitive.

Best Practices

Getting our story down clearly and compellingly takes a combination of instinct and discipline.

Good writing feels purposeful, intentional, and above all, believable. Here are several principles to keep in mind when crafting your next communication.

Know your audience.

There's a world of difference between a transfer student and an alumnus, and what's important to an international student is different still. Write to the reader's experience and expectations, and your story will resonate more strongly.

Make headlines count.

An effective headline is as much an invitation as it is a declaration. It makes an undeniable appeal to the reader that goes far beyond labeling the content that follows.

Make copy sing.

Pay off your headline, get to the point, support it well, and finish strong. The goal is to get your reader all the way to the end. Reward them for their time.

Say one thing well.

People are busy. Attention spans are short (and getting shorter). Determine your one essential message, and stick to it. Mixed messages are seldom effective.

Make data matter.

Statistics, rankings, totals, and rates of success aren't the story; they exist to help make your case to the reader. The numbers can add to your message, but they'll never take the place of it.

Avoid clichés and jargon.

We are an institution like no other, and our work has meaning. Our language should never feel expected, and readers needn't be insiders to identify with our story.

Make it about them.

Use the second-person "you" and "your" to engage and motivate the reader. Our brand platform defines us, but every piece you create is about the reader.

Speak to one person at a time.

Imagine you're writing a letter to a friend or a loved one. It will naturally focus your message, and keep you honest in every sense.

Our logo represents us at the very highest level and is vital to our brand. It acts as a signature, an identifier, and a stamp of quality. To maintain consistency throughout our communications, follow the few simple guidelines in this section.

IDENTITY

Primary Logo

The Florida Poly logo is the cornerstone of our visual identity, and its consistent use helps us establish a strong, recognizable brand.

Our logo consists of a distinct visual mark and our school's name. As we continue to build our school's academic reputation, we must build our brand equity as well. Using our name and mark together, consistently, is critical to this effort.

The horizontal version should be used almost exclusively; the stacked version is reserved for special instances with size constraints.

Primary Logo



**FLORIDA POLYTECHNIC
UNIVERSITY**

NO EXCEPTIONS

Only use authorized Florida Poly logo files. Never redraw, typeset, or alter them in any way. University Relations will provide artwork as needed.

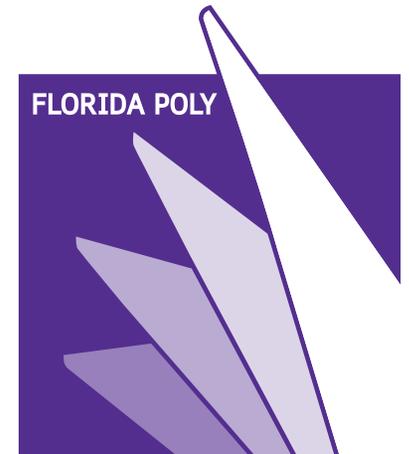
Alternate Logo and Naming

The formal name of our institution is Florida Polytechnic University. However, we often refer to our school as Florida Poly. Follow the rules outlined below when deciding which logo and name to use.

Alternate Logos



FLORIDA POLY



NO EXCEPTIONS

Only use authorized Florida Poly logo files. Never redraw, typeset, or alter them in any way. will provide artwork as needed.

✓ ACCEPTABLE NAMES

Florida Polytechnic University	Used formally and doesn't have to be first reference
Florida Poly	Used casually and first reference
#FLPoly	Used only for social media purposes

⊗ DO NOT USE

Poly Tech
Florida Polytech
The Poly Technic
Florida Polytechnic
The Poly
Poly
FL Poly

Color Usage

Whenever possible, our logo should be rendered in full-color on a white background, or reversed as shown here. The louvers should either be opacities of white at their shown values or 100% white for a one-color option.

Use the black or white version of the logo when the background color is not purple or white, or when the background doesn't create enough contrast for the primary, full-color logo to be legible.

White is preferred to black when printing on colored backgrounds; white feels cleaner and better aligns with our brand's visual language.

One-color versions should only be used for promotional items (when full-color printing isn't possible), or when printing colors is limited due to cost or ability.

NO EXCEPTIONS

Only use authorized Florida Poly logo files. Never redraw, typeset, or alter them in any way. University Relations will provide artwork as needed.

Full-Color



White



Black



One-Color



University Departments

Often there is a need to include university departments and offices in our logo. The following variations are the only approved orientations when highlighting a specific unit.

Using “department of” or “office of” should be assumed in the department logo, and therefore doesn’t need to be included. It is allowable to use “office of” when appropriate on rare occasions. The creation of a new department logo is determined by the University’s official organization structure.

NO EXCEPTIONS

Only use authorized Florida Poly logo files. Never redraw, typeset, or alter them in any way. University Relations will provide artwork as needed.

Department logo - one line



ADMISSIONS

FLORIDA POLYTECHNIC
UNIVERSITY

Department logo - two lines



INSTITUTIONAL RESEARCH
AND EFFECTIVENESS

FLORIDA POLYTECHNIC
UNIVERSITY

Size

To maintain full legibility, never reproduce the logo at widths smaller than what is shown here—both in print and on screen. There is no maximum size limit, but use discretion when sizing the logo. It should never be the most dominant element on the page, but instead, the logo should live comfortably and clearly as an identifying mark.

Minimum Size



No smaller than
1.5 inches wide



No smaller than
0.75 inch wide



No smaller than
0.75 inch wide



FLORIDA UNIVERSITY

NO EXCEPTIONS

Only use authorized Florida Poly logo files. Never redraw, typeset, or alter them in any way. University Relations will provide artwork as needed.

Using the proper vector files, the logo can be proportionately scaled as large as necessary.

Clear Space

To maintain maximum impact and legibility, clear space must be maintained around the logo. This area is measured using twice the height of the capital F from the logo. This clear space scales proportionally with the logo.

No other graphic elements, typography, rules, or images should appear inside this clear space. This rule should be followed by all versions of the logo.



NO EXCEPTIONS

Only use authorized Florida Poly logo files. Never redraw, typeset, or alter them in any way. University Relations will provide artwork as needed.

Implementation

To ensure consistent use of the logo, here are some practices to avoid.

⊗ **DON'T** skew, stretch, or bend the logo in any way.



⊗ **DON'T** rotate the logo.



⊗ **DON'T** use drop shadows or other visual effects.



⊗ **DON'T** use any colors other than those specified in this document.



NO EXCEPTIONS

Only use authorized Florida Poly logo files. Never redraw, typeset, or alter them in any way. University Relations will provide artwork as needed.

⊗ **DON'T** outline the logo or its elements.



⊗ **DON'T** crop the logo.



The University Seal

The Florida Polytechnic University seal is reserved for the official communications from the office of the president. The seal is a mark of guarantee; it is used exclusively for the most solemn and serious purposes of the institution.



The university seal may only be printed in certain colors, in grayscale, blind embossed, or embossed in silver.

✓ APPROPRIATE USES

- Business cards and stationery from the President's Office.
- Formal and official documents, including diplomas.
- Legal and official records, and transcripts.
- Programs for formal academic ceremonies.
- Legal agreements binding the university.
- Commemorative gifts, items, and keepsakes created for limited distribution, made out of durable material of high quality. Examples include plaques, medallions, and crystal paperweights.
- Financial documents, such as the official university or system budget, checks, university- or system-issued securities, and other financial papers where it is essentially a mark of guarantee. (It may not be used in ordinary internal communication documents regarding financial matters.)
- Contracts and documents that require the president's signature.

✗ INAPPROPRIATE USES

- Do not use the seal in place of the university logo.
- The university seal may not be altered or embellished.
- The university seal may not be used as part of a larger mark, title, or graphic. Use only reproduction-quality images of the official seal provided by University Relations.
- Use the seal in its entirety. It must never appear partially or used as an element of a larger design.
- Use the seal in its full orientation—it may never be turned, altered, screened, or used in part.
- Use the seal alone. Do not combine the seal with another emblem or symbol, except where it appears with the university logo. The seal may be combined with type, but type may not touch it or be superimposed on it. To prevent fraud, overprinting of the seal in the form of a watermark is acceptable.
- The minimum diameter for reproduction of the university seal is 0.75 inch.

Spirit Mark

The Phoenix, which derives from Greek mythology, is a long-living bird that is reborn again and again, rising from its ashes in a sign of regeneration and hope. The Florida Poly Phoenix is a symbol of renaissance and renewal, designed to inspire students and faculty to generate new ideas, continue a lifelong quest for learning, and rise to any challenge.

The Florida Poly Phoenix has a clean design, but is full of imagery. The head of the Phoenix is looking skyward, aiming for great heights. The wings are reminiscent of the louvers on the University's iconic Innovation, Science and Technology (IST) Building. On each wing, four feathers symbolize the four STEM disciplines: Science, Technology, Engineering and Mathematics, as well as four core values that are essential for advancing technology and engineering: Adaptability, Collaboration, Innovation and Leadership.

NO EXCEPTIONS

Only use authorized Florida Poly files. Never recreate or alter them in any way. University Relations will provide artwork as needed.

The Phoenix



One Color Usage



⊗ DO NOT USE IN PLACE OF THE OFFICIAL FLORIDA POLY LOGO.

⊗ DO NOT MODIFY. THIS MARK REPRESENTS ALL OF CAMPUS LIFE.

Our colors say a lot about who we are. Our palette helps audiences identify us at a glance, and the way we use color sets the tone for our communications.

COLOR

Overview

Our color palette has two levels: primary and secondary. Each color in this palette has a specific shade and tint as well. Communications should lean heavily on our primary palette, but the secondary palette, tints, and shades may be used to keep layouts from becoming too stale or one-dimensional.

When using color builds, always use the color values listed on the following pages. They have been adjusted for the best reproduction on screen and in print, and may not match Pantone Color Bridge breakdowns.

To maintain visual consistency across all university materials, only use the colors outlined in this section.

It's best to use spot colors whenever possible, but if not, please use the four-color process builds detailed in this section, because they match our spot colors as closely as possible.



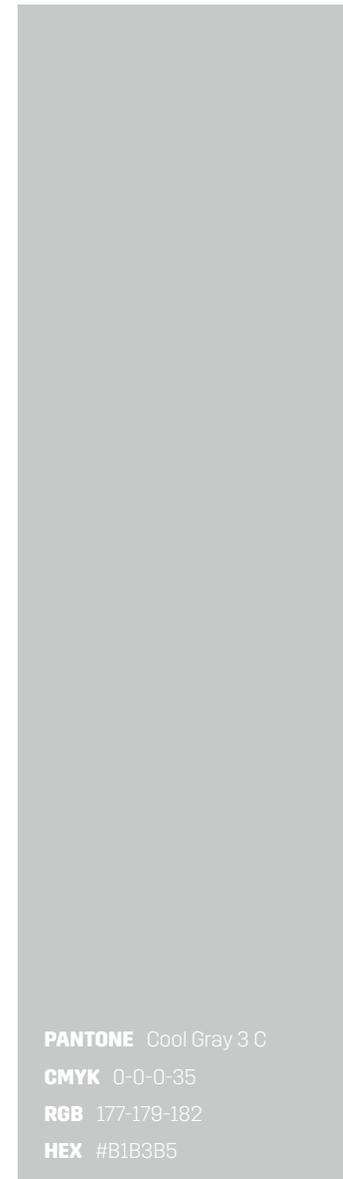
Colors

Primary and Secondary

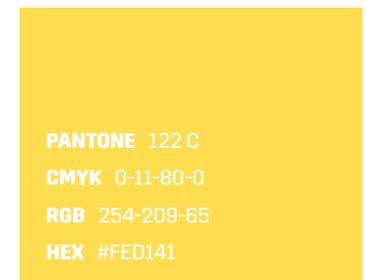
Our primary colors represent Florida Poly at the highest level, and should be present in all communications.

Our secondary palette complements the primary colors and creates flexibility so communications can shift for various needs. Secondary colors should never be used on their own or appear more prominent than the primary palette.

PRIMARY



SECONDARY



*Note: The process or RGB/Hex value is not the same as the PMS value.

Colors

Tints and Shades

Our tints and shades add depth and create flexibility so communications can shift for various needs. Tints and shades should never be used on their own or appear more prominent than the primary palette.

TINTS

SHADES

PANTONE 2073 C
CMYK 39-44-0-0
RGB 175-149-211
HEX #AF95D3

PANTONE 2695 C
CMYK 88-96-40-43
RGB 46-27-70
HEX #2E1B46

PANTONE White
CMYK 0-0-0-0
RGB 256-256-256
HEX #FFFFFF

PANTONE Black
CMYK 0-0-0-100
RGB 0-0-0
HEX #000000

PANTONE 292 C
CMYK 59-11-0-0
RGB 105-179-231
HEX #69B3E7

PANTONE 7700 C
CMYK 84-17-0-57
RGB 22-92-125
HEX #165C7D

PANTONE 564 C
CMYK 43-0-23-0
RGB 134-200-188
HEX #86C8BC

PANTONE 7721 C
CMYK 89-0-43-65
RGB 0-94-93*
HEX #005E5D

PANTONE 106 C
CMYK 0-0-75-0
RGB 249-229-71
HEX #F9E547

PANTONE 136 C
CMYK 0-28-87-0
RGB 255-191-63
HEX #FF8F3F

PANTONE 709 C
CMYK 0-69-29-0
RGB 239-96-121
HEX #EF6079

PANTONE 194 C
CMYK 8-100-55-37
RGB 155-39-67
HEX #9B2744

*Note: The process or RGB/Hex value is not the same as the PMS value.

Best Practices

Digital and Print

We want our communications to be experienced by all audiences, so thoughtful consideration should be taken when choosing colors for digital communications. Here are a few hints for selecting color combinations that are visually effective, but functionally useful for ADA compliance.

Provide high contrast.

Pay special attention when using light grays, oranges, and yellows. Check your contrast levels with the WAVE color contrast tool:

<http://webaim.org/resources/contrastchecker/>

Be color blind friendly.

Try to avoid placing red and green together, especially in navigation, map graphics, and other wayfinding elements.

Don't rely on color alone.

Since some users override page colors, color should not be the only way information is conveyed. Make sure information is available even if colors are altered. This can mean adding another cue, such as an underline to show a link, or an icon to reinforce the meaning.

When it's used thoughtfully, typography is a powerful brand tool that can reflect or expand on the meaning of what's communicated. Florida Poly's typography is clear, clean, and flexible for a wide range of situations.

While the options below officially represent Florida Poly, other options that aesthetically work well with these typefaces are allowed on a case-by-case scenario. If you have any questions or would like to have your typeface pairings reviewed, please email marketing@floridapoly.edu.

TYPGRAPHY

Primary Typeface

Trim

Uses:

Headlines, Subheads, Body Copy, and Numerals

Designer:

Göran Söderström

Design date:

2012

Publisher:

Letters from Sweden

Inspired by the work of architect, printer, and designer Knud V. Engelhardt of Denmark (1882–1931), this typeface trims various aspects of the character styles for a strong, modern and condensed impression.

Licensing:

University Relations owns the licensing for this font. Please contact marketing@floridapoly.edu if you need help with purchasing your own license.

Platforms:



Desktop



Web

STYLES

Thin
Light
Regular
Medium
Semibold
Bold
Extrabold

CHARACTER SET

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%&

Secondary Typeface

Decima Mono

Uses:

Subheads, Callouts, Quotes, and Infographics

Designer:

Ramiz Guseynov

Design date:

2009

Publisher:

TipografiaRamis

A condensed, geometric, mono-spaced sans-serif.

Licensing:

University Relations owns the licensing for this font. Please contact marketing@floridapoly.edu if you need help with purchasing your own license.

Platforms:



Desktop



Web

STYLES

Light

Bold

Italic

CHARACTER SET

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%&

Substitute Sans

Verdana

Uses:

If you use Microsoft Word, PowerPoint, Outlook, or other similar programs, please use this font family.

Designers:

Matthew Carter, Tom Rickner

Design date:

1996

Publisher:

Ascender, Microsoft

The Verdana fonts were created specifically to address the challenges of on-screen display. Designed by world-renowned type designer Matthew Carter, and hand-hinted by leading hinting expert Tom Rickner, these sans-serif fonts are unique examples of type design for the computer screen.

Licensing:

Verdana is a standard font on all machines (both Apple and PC). Please email marketing@floridapoly.edu if you have any questions.

Platforms:

Desktop



Web

STYLES

Regular
Italic
 Bold
Bold Italic

CHARACTER SET

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789 !@#\$%&

Usage

Leading

Using type thoughtfully is crucial to making our designs look professional. Follow these tips to make sure our typography is consistent.

Line spacing, called leading, is critical to setting professional-looking type that's easy to read. Leading should be set tight, but not too tight. With our typefaces, text generally looks best with leading set slightly looser than the default.

Leading that's too loose leaves
too much pause between lines.

21 pt. type / 31 pt. leading

Leading that's too tight leaves
too little pause between lines.

21 pt. type / 18 pt. leading

When leading is correct, the
reader won't even notice.

21 pt. type / 23 pt. leading

RULE OF THUMB

Start with leading that's two points higher than the point size of the text. This won't always be right, but leading can be adjusted most easily from there.

Usage

Tracking

Correct letter spacing, called tracking, also makes the type easy to read. Outside of headlines, text should always be tracked slightly tighter than the default setting, and optical kerning should be used when it's available.

When working with type, always take the time to set text to make these adjustments. These details make us look professional and greatly improve the readability of our type.

Tracking that is too loose leaves too much space between letters.

+100 tracking

Tracking that's too tight leaves too little space between letters.

-75 tracking

When tracking is correct, the reader won't even notice.

0 tracking, optically set

TRUST YOUR EYE

The best tracking for each typeface varies. What may work for some typefaces may not work for others.

The size and weight of the typeface can also influence how much tracking is necessary. Smaller sizes and heavier weights may need more.

Our brand has a variety of graphic elements that create our unique look and make us instantly recognizable. Each of these elements can be used on its own or in conjunction with others.

DESIGN ELEMENTS

Linear Objects

These elements can help organize and house content, or can be used to build compositional grids. They should be used moderately and purposefully—too many of them will make your compositions feel cluttered and disorganized.

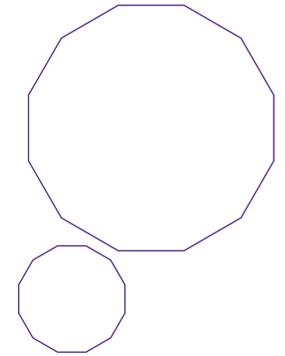
COLLABORATIVE

Inspiration:

As an active culture, we never settle at a solution. We always push on to the next question raised. The dodecagon, a 12-sided figure, in its execution represents this motion: it's not a complete circle, but is constantly pushing towards that final solution.

Uses:

Containers for stats, pull quotes, headlines, and texture



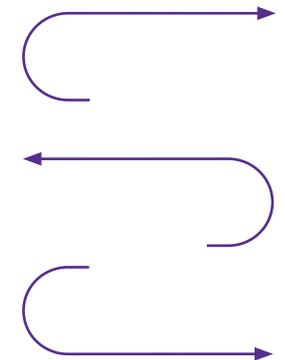
PATHS

Inspiration:

The white boards and glass across campus are home to vibrant ideas, and allow passers-by to make connections and visualize what's around the corner. These paths illustrate that process of connections.

Uses:

Compositional dividers, connecting related content and assets



BAR S

Inspiration:

The various square shadows in the interior hallways of the IST building.

Uses:

Compositional dividers



Texture

These textural elements add depth and dimension to compositions, as well as a sense of motion and energy. Texture can also draw attention to callouts or otherwise important content.

DATA STREAM

Inspiration:

A visual abstraction of the flow of digital data, these textures represent the active and constant “buffering” of ideas that happens in and around campus.

Uses:

Text callout underlines, photo overlays



LIGHT SPOTS

Inspiration:

The reflection of the sunlight flares that one experiences walking through the IST building.

Uses:

Color pops and visual callouts for key content



Collages

Individual profiles are brought to life using expressive portraits, graphic elements, and layered color spots. These collages really reinforce the concept of “fueled from within.”

Every collage is created from the same set of elements, but each should look unique. This is accomplished by varying the hierarchy of the elements, as well as their sizes, textures, and colors.

FUELED PROFILES

Inspiration:

The dynamic thinking and continuous buzz within our community is visually brought to life in these collages.



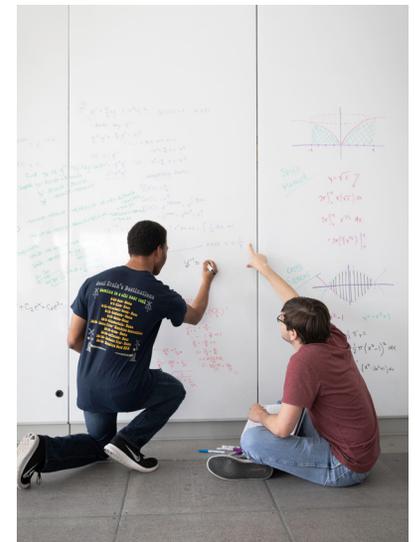
Photography plays an important role in our brand communications because it tells our story visually. Although our words are compelling, images offer powerful proof of what we say. For this reason, photography should be carefully selected to match our messaging, and it should always feel authentically like Florida Poly.

PHOTOGRAPHY

Style Moments

Give a true glimpse into life at Florida Poly with candid photographs of students, faculty, and staff interacting with one another.

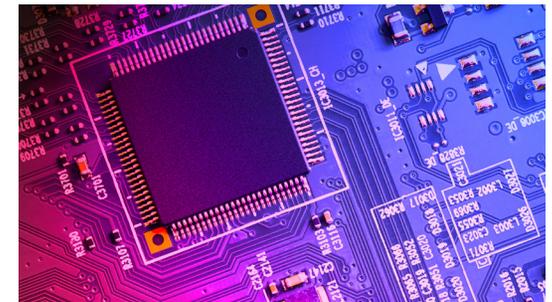
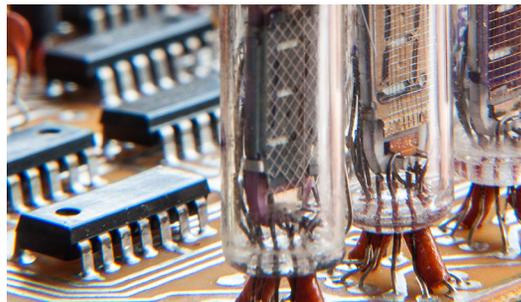
- These images should feel soft and inviting, using natural light.
- Crop in on the action or emotion to tell a strong story and build a connection with the subject.
- Show a good, diverse mix of students, faculty, academics, and campus life for a full picture of the Florida Poly experience.



Style Fuel

Share the energy and the vibrancy of the unique academic opportunities found at Florida Poly with these textural photos that add color and context to areas of study supported by the university.

- Capture texture and macro shots of typical explorations, projects, and endeavors at Florida Poly.
- Represent all of the university's various disciplines.
- Update regularly to reflect current and active nature of our work and to add unique textures and perspectives to our compositions.



We've broken down every element of our brand. But it's the combination of these elements—type, photography, color, graphics, and voice—that makes our brand real. This is how we go from a set of guidelines to a living, breathing brand.

BRINGING THE
BRAND TO LIFE

How to Use the Messaging Map

The messaging map is designed to create a hierarchy for our messages, but **it's not verbatim language** that should be used with external audiences. Any time we are crafting copy, we should consult the messaging map to ensure alignment to our core message, to understand the types of messages we should include, and to establish the priority of the messages in our communications.

Messaging in Four Easy Steps

When crafting a communication, follow these four steps to make sure that your communication is clear, consistent, and compelling.

STEP 1

Is it an attribute?

First, consult the messaging map to make sure that your topic aligns with our core message. Your topic may not be explicitly stated, but it should align with a supporting point or secondary message on the map.

STEP 3

Determine your audience and priorities.

Choose your audience, and then evaluate the benefits section of the messaging map with their needs in mind to determine the key benefits to your audience.

STEP 2

What's the benefit?

Once you've established that your topic is an attribute that we should be communicating, you need to decide the benefits to our audiences. (It's important to note that benefits will vary based on the audience we're communicating with.)

STEP 4

Craft your message.

You may have found one benefit, or you may have found several. You'll want to narrow your focus to the most important benefit— that's what you need to get across in your headline. Any supporting benefits should act as talking points for additional copy, and should be complemented by the attributes of the program or initiative you are promoting.



MAKE SURE EVERY COMMUNICATION:

- Ties back to and supports our core message
- Includes at least one of our key messages
- Leads with benefits and is supported by attributes

Using the Messaging Map

The following scenario walks you through the step-by-step process for using the messaging map to craft content.

What's the scenario?

You want to promote the #STEMTalks initiative, a series of conversations with some of the foremost thought leaders in STEM fields today.

You follow the four-step process for using the messaging map to craft your communication.

➤ Step 1

Is it an attribute?

First, you consult the messaging map to make sure that promoting #STEMTalks will support our core message.

You consult the messaging map and establish:

1. #STEMTalks is an attribute, because it is something that Florida Poly offers.
2. Although #STEMTalks is not specifically listed on the messaging map, you find that it falls under the following support point: **The open exchange of ideas, fostering interactivity and participation.**
3. Therefore, the primary attribute that #STEMTalks supports is: **a technology-rich think tank environment where transparency is encouraged.**
4. Since #STEMTalks supports these key messages, you confirm that it supports our core message and is an initiative that we should promote to our key audiences.

➤ Step 2

What's the benefit?

Now, you need to establish why #STEMTalks would matter to our key audiences. This is when you look to the benefits section of the messaging map.

CONSIDERATION

If you cannot map a program, initiative, or event to an attribute on the messaging map, you should consider whether it aligns with our goals as a university, or if the messaging map needs to evolve to include it.

➤ Continued on next page

➤ Step 3

Determine your audience and their priorities.

Let's use prospective students as an example.

How does #STEMTalks act as a benefit to prospective students?

You look to the benefits section of the messaging map and identify three reasons that a prospective student would care that Florida Poly offers #STEMTalks.

- **A very narrow focus, where niche expertise is a catalyst for progress.**

#STEMTalks explores the hot topics of STEM, giving students exposure to specific concentrations in STEM fields and how they are driving progress in their respective industries.

- **Disrupting our world with ingenious, divergent thinking.**

#STEMTalks brings the foremost thought leaders in their fields to campus, or online, to speak directly to our students.

- **Business-minded acumen that highlights the practical application of STEM in our lives.**

#STEMTalks gives examples of putting a STEM education into practice, inspiring students by the possibilities of a STEM career.

➤ Step 4

Craft your message.

You've established that #STEMTalks is an attribute worth promoting, and you're armed with the benefits that make it a compelling message for our target prospective student audience.

You think that the most important benefit is that #STEMTalks disrupts our world with ingenious, divergent thinking, so you craft a headline that speaks to this benefit using the Florida Poly brand voice (see pages 11–12 of this guide). When crafting your headline, you keep in mind our brand personality traits and the tone with which we speak.

Headline:

Here, the greatest minds don't just meet—they meld.

Then, you use the other supporting benefits to craft your body copy, complementing these benefits with the attributes of the #STEMTalks initiative.

Body Copy:

At Florida Poly, you'll connect with some of the greatest minds in STEM through #STEMTalks. From hot topics like cybersecurity to autonomous vehicles, machine intelligence, and more, you'll be exposed to the thinking that's driving industries forward. Paired with the concentrated education you'll receive at Florida Poly—who knows? You could be next.

The copy you've crafted leads with the most important benefit, is supported by additional benefits and attributes, and ties back to our core message.

A LITTLE PAT ON THE
BACK NEVER HURTS.

Congratulations, you've successfully used the messaging map and your knowledge of our brand voice to craft a clear, consistent, and compelling message.

General Awareness: Advertisements

FLORIDAPOLY.EDU

FLORIDA POLYTECHNIC UNIVERSITY

ADVANCING FLORIDA'S ECONOMY THROUGH STEM EDUCATION

100% CORE STEM EDUCATION

1445 STUDENTS (AND GROWING)

6 BACHELOR'S DEGREES
2 MASTER'S DEGREES

19:1 STUDENT/FACULTY RATIO

1269 AVERAGE SAT SCORE

FLORIDAPOLY.EDU

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2 MASTER'S DEGREES

19:1 STUDENT/FACULTY RATIO

1269 AVERAGE SAT SCORE

General Awareness: Advertisements

FLORIDA POLYTECHNIC UNIVERSITY FLORIDAPOLY.EDU

CHANGING THE WAY

HIGH-TECH LEADERS ARE MADE

100% CORE STEM EDUCATION	1424 STUDENTS (AND GROWING)	21 COUNTRIES REPRESENTED	18:1 STUDENT/FACULTY RATIO	1287 AVERAGE SAT SCORE
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FLORIDA POLYTECHNIC UNIVERSITY FLORIDAPOLY.EDU

ADVANCING FLORIDA'S ECONOMY

THROUGH STEM EDUCATION

100% CORE STEM EDUCATION	1,445 STUDENTS (AND GROWING)	6 BACHELOR'S DEGREES 2 MASTER'S DEGREES	19:1 STUDENT/FACULTY RATIO	1269 AVERAGE SAT SCORE
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FLORIDA POLYTECHNIC UNIVERSITY FLORIDAPOLY.EDU

ENGINEERING

IS OUR GAME.

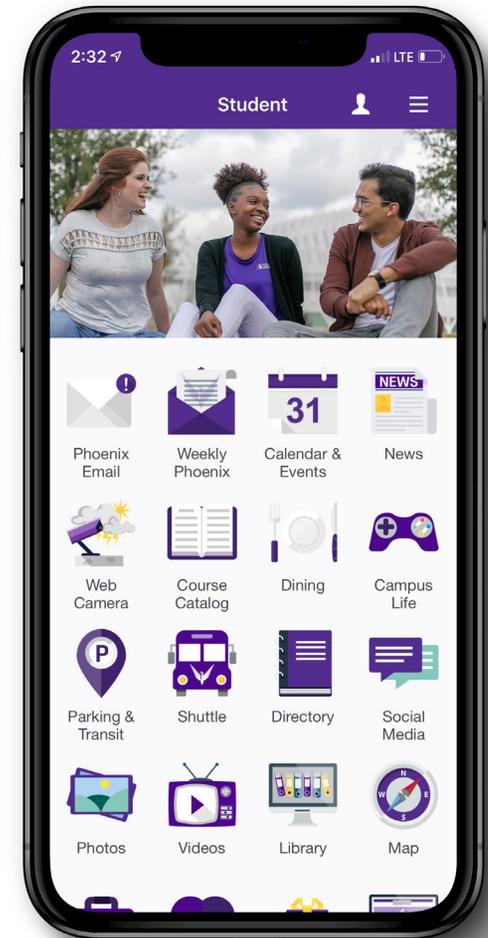
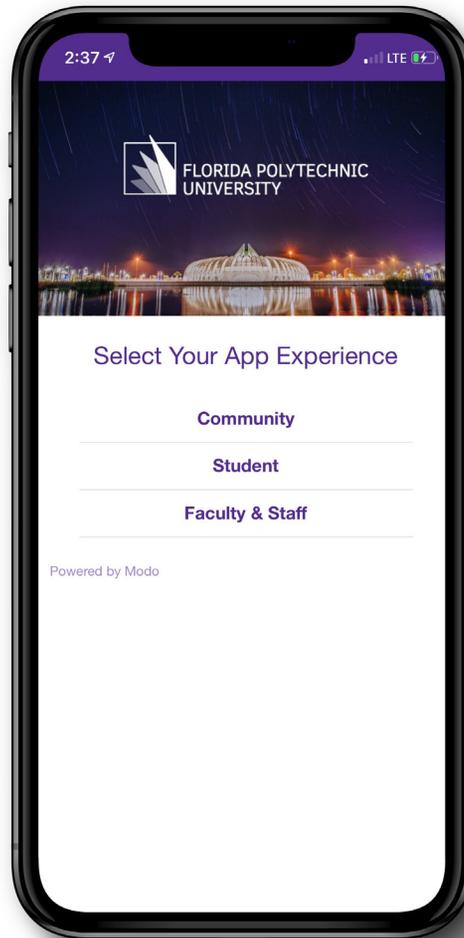
General Awareness: **Billboards**



On-Campus: T-shirts



General Awareness: Florida Poly Mobile App



IF UNSURE, JUST ASK

marketing@floridapoly.edu

863-874-8837

