



FLORIDA POLYTECHNIC UNIVERSITY
FOUNDATION

BRAND MANUAL

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 the Foundation. 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 Foundation 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 Are:

About The Foundation

Our Purpose

The Foundation, in partnership with support of the community, provides scholarship support for the first three classes of students.

As we move forward, the Foundation Board is committed to supporting the University President's priorities. These efforts, together with the support of donors, allows us to grow and make a difference in the state of Florida's economy and beyond.

University Priorities

The Foundation fosters the mission of the University by helping to name, develop and expand programs, institutes and centers for innovation.

Here are some of our top priorities:

- Attract, develop and retain top STEM talent
- Secure funding for the Applied Research Center (ARC)
- Develop the Advance Mobility Institute (AMI)
- Enhance academic, career services and facilities
- Advance the Center for Entrepreneurship
- Establish a Leadership Institute
- Implement the Center for Technology in Education (CTE)

Who We Target: Understanding Our Audiences

Industry & Corporate Partners

Collaborating with industry and corporate partners allows us to contribute to the economic development that will shape the future of the State of Florida and beyond. With their partnership, we can continue our growth in becoming a leading research and technology institution. Partnering with industry grants Florida Polytechnic University the resources it needs to shape and create industries, develop top talent and innovate for the future.

Engaging Florida Poly in any way helps educate the STEM leaders of tomorrow. Collaboration opportunities, scholarships and additional support offer a customized approach that allows these partners to show your support and make an impact.

Individuals

Faculty or Staff

Florida Poly faculty or staff member's can support the University by making a gift through payroll deduction.

Advocacy

Florida Poly's advocates are a network of engaged people who care about the university and are prepared to promote its economic, educational and research contributions to the State of Florida and beyond.

Florida Poly Fellows

Support the University through an interactive giving level that allows you to personally connect with the leaders of the Foundation.

Alumni

Mission

The Florida Polytechnic University Alumni Association links, informs, and bolsters the lives of alumni, current students and the community surrounding Florida Polytechnic University. The purpose of the Alumni Association is to:

- Link the mission of the University to the community through a mutually beneficial relationship
- Inform alumni, friends, and the community of the achievements and needs of the University
- Bolster the professional and educational goals of the alumni, current students, and University by providing services, networking opportunities, and promoting philanthropic support

Vision

To be an internationally reaching resource for alumni, friends, and current students to foster relationships, encourage involvement and establish support for Florida Polytechnic University.

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

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 participate, sponsor an event, or donate. Make it clear, simple, and compelling for your reader to do so.

⊗ 3 THINGS TO AVOID

Don't use the building as our foundation.

The 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 an alumnus and a policy maker, and what's important to a corporate sponsor 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

Logos

The Foundation logo consists of our university's distinct visual mark and our full organization name — while placing prominent emphasis on the word “Foundation”.

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.

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.

Preferred Horizontal Logo



FLORIDA POLYTECHNIC UNIVERSITY
FOUNDATION

Alternate Stacked Logo



FLORIDA POLYTECHNIC UNIVERSITY
FOUNDATION

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.

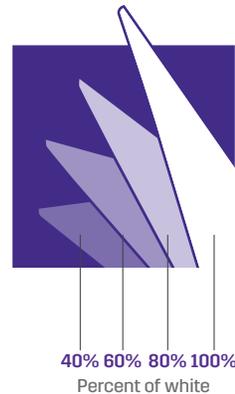
White is preferred to black when printing on colored backgrounds; white feels cleaner and better aligns with our brand's visual language.

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

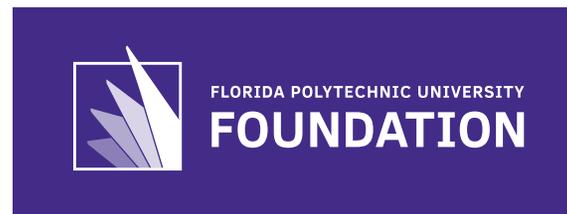
Only use authorized Florida Poly logo files. Never redraw, typeset, or alter them in any way. University Relations will provide artwork as needed.

Full-Color



FLORIDA POLYTECHNIC UNIVERSITY
FOUNDATION

White



One-Color



Black



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 Sizes



Horizontal Logo

No smaller than 1.75" wide



Stacked Logo

No smaller than
1.1875" wide

Small Usage Logo

In special cases, where available space is less than minimum size, you may use the small size logo. Contact University Relations for permission.



Stacked Logo

No smaller than
1" wide

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.



FLORIDA POLYTECHNIC
FOUNDATION

Using the proper vector files, the logo can be proportionately scaled as large as necessary without degradation of image quality.

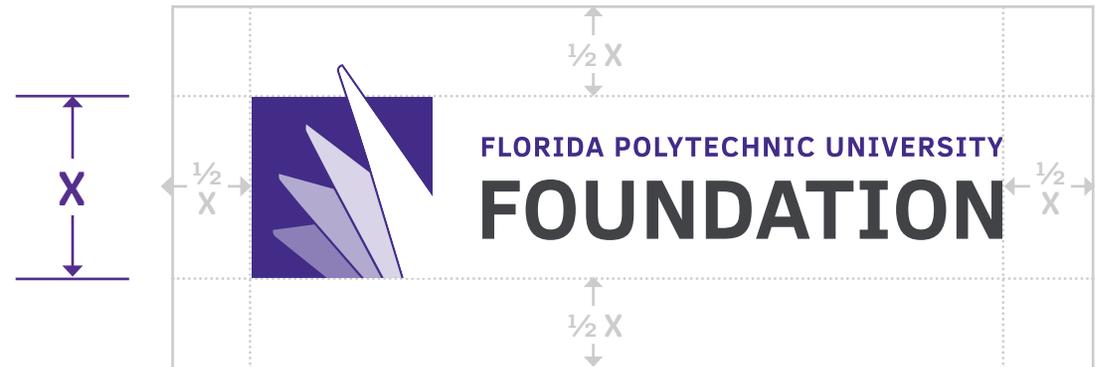
Clear Space

To maintain maximum impact and legibility, clear space must be maintained around the logo. This area is measured by using the height of the full name in 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 with all versions of the logo.

NO EXCEPTIONS

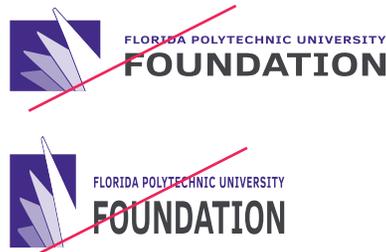
Only use authorized Florida Poly logo files. Never redraw, typeset, or alter them in any way. University Relations will provide artwork as needed.



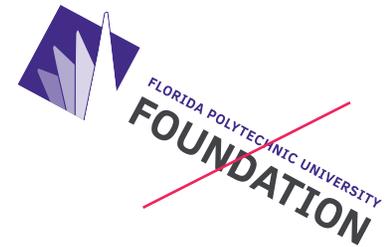
Implementation

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

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



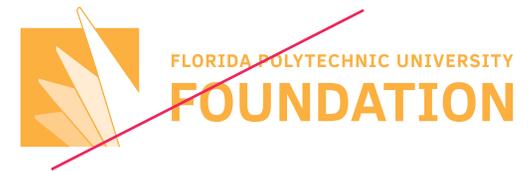
⊗ DON'T rotate the logo.



⊗ 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 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.



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

Color Palette

The Foundation utilizes deeper colors to appeal to their target audience. Pops of brighter colors can be used in small instances to draw attention or add visual interest. Using shades of gray is also acceptable.

If necessary, additional colors may be used through approval of the University Relations Department.

NO EXCEPTIONS

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

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

PRIMARY

<p>PANTONE 2607 C CMYK 90-99-0-8* RGB 84-46-142* HEX #532d8e*</p>	<p>PANTONE 2695 C CMYK 88-96-40-43 RGB 46-27-70 HEX #2E1B46</p>	<p>PANTONE Cool Gray 3 C CMYK 0-0-0-35 RGB 177-179-182 HEX #B1B3B5</p>	<p>PANTONE Cool Gray 11 C CMYK 65-57-51-28 RGB 84-86-90 HEX #54565a</p>
<p>PANTONE 7721 C CMYK 89-0-43-65 RGB 0-94-93* HEX #005E5D</p>	<p>PANTONE 7700 C CMYK 84-17-0-57 RGB 22-92-125 HEX #165C7D</p>	<p>PANTONE 136 C CMYK 0-28-87-0 RGB 255-191-63 HEX #FF8F3F</p>	<p>PANTONE 194 C CMYK 8-100-55-37 RGB 155-39-67 HEX #9B2744</p>

SECONDARY

<p>PANTONE 7472 C CMYK 75-5-48-3* RGB 92-184-178 HEX #5CB8B2</p>	<p>PANTONE Process Cyan C CMYK 100-0-0-0 RGB 0-159-223 HEX #009DFD</p>	<p>PANTONE 122 C CMYK 0-11-80-0 RGB 254-209-65 HEX #FED141</p>	<p>PANTONE 1925 C CMYK 0-97-50-0 RGB 224-0-77 HEX #E0004D</p>
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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.

Be easy on the eyes.

Choose your text size generously, with extra leading to increase readability. A minimum of 12 point text on 14 points of leading is a good rule of thumb, although exact sizes may vary depending on the typeface that you choose.

Improve readability.

Use upper and lower case letters; the ascenders and descenders in a typeface facilitate quicker recognition of letter shapes. Avoid typesetting long text in ALL CAPS. If or when text in ALL CAPS is appropriate, then limit the texts to no more than four words.

Reduce eye fatigue.

Use plenty of white space in your layout. Add space in the margins, between text sections and around graphics. Avoid long blocks of text. Break them into manageable chunks. Be brief. Consider using subheads, bulleted lists and boxes to organize information.

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.

TYPOGRAPHY

Primary Typeface

Zilla Slab

Uses:

Headlines, Subheads, Body Copy, and Numerals

Designer:

Svet Simov

Design date:

2012

Publisher:

Fontfabric Type Foundry

Inspired by strong geometric forms, the Intro font family is characterized by excellent legibility both in print and on the web, a well-finished geometric design, optimized kerning, etc. The font's various styles makes this typeface very versatile.

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

Bold
Bold Italic
Italic
 Light
Light Italic
 Medium
Medium Italic
 Regular
SemiBold
SemiBold Italic

CHARACTER SET

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789 ~!@#\$%&{[(*)]}_+=<>?/

Secondary 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 !@#\$%&

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 !@#\$%&

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

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.

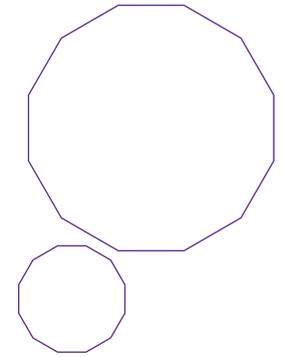
COLLABORATIVE

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



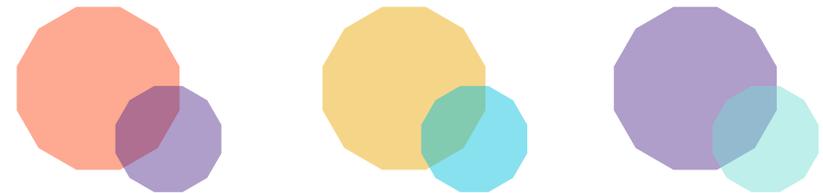
LIGHT SPOTS

Inspiration:

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

Uses:

Color pops and visual callouts for key content



DYNAMIC BAR

Inspiration:

The main angular element from our brand logo.

Uses:

Compositional dividers.



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.



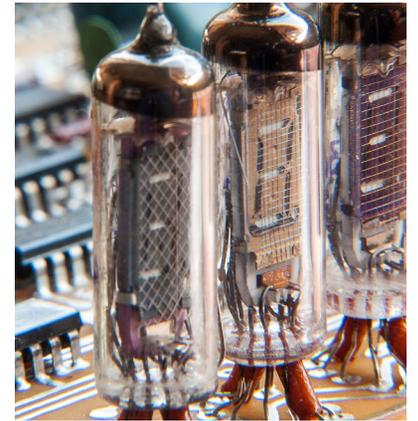
Photography plays an important role in our brand communications because it tells our story visually. Although our words are compelling, images offer powerful proof of what we say. For this reason, photography should be carefully selected to match our messaging, and it should always feel authentically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

PHOTOGRAPHY

Style

Moments and Fuel

Photo usage standards can be found in the [University Brand Manual](#) on pages 41 and 42.



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

Publications

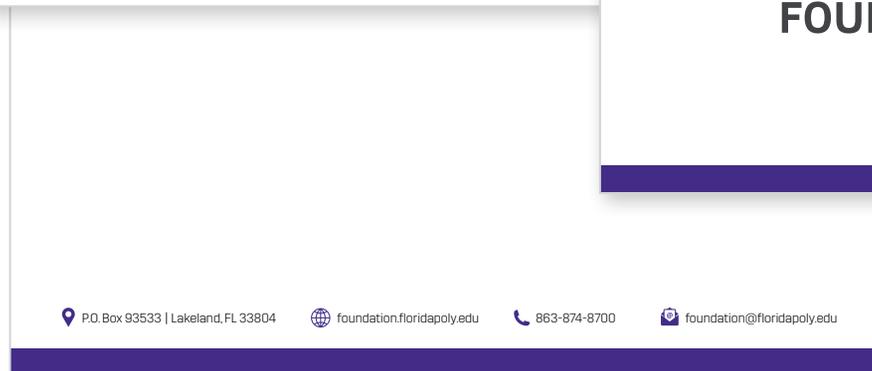
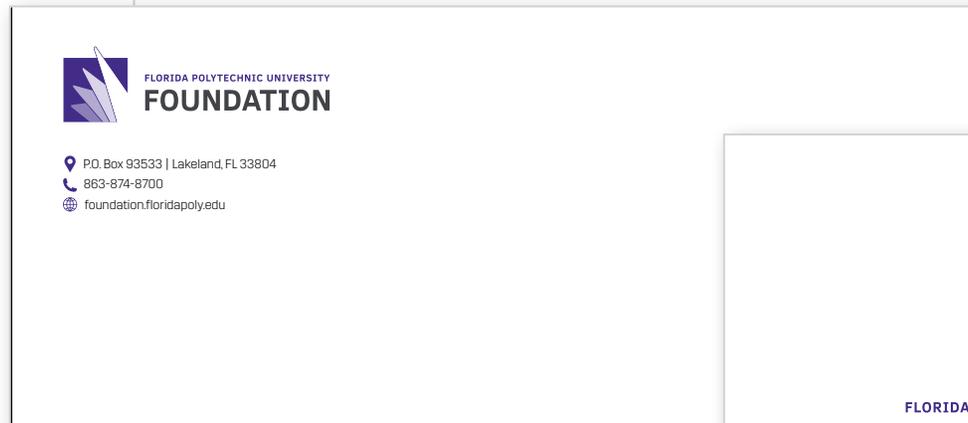
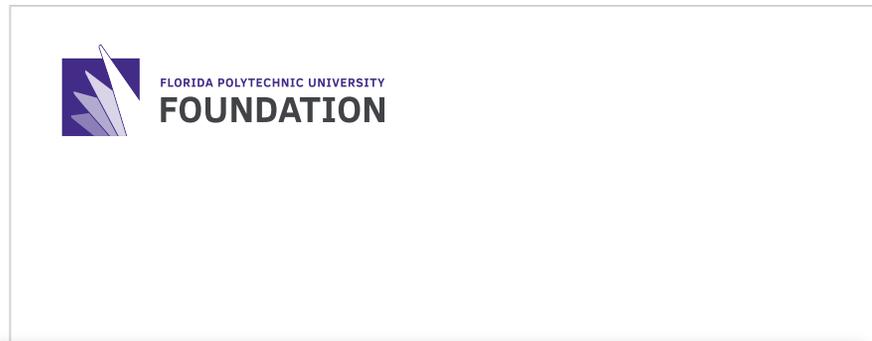
The Foundation messaging is focused towards alumni, donors, community leaders, legislators, business executives and corporations.

Accordingly, the Foundation utilizes a more visually simple, yet sophisticated, approach to its general communications.

Donor Book



Stationary



Advertising

Online Leaderboard Web Ad

FLORIDA POLYTECHNIC UNIVERSITY FOUNDATION

Leadership STEMs from you.
Build a strong foundation. Change the future.

Alice Hunt, Foundation Chair and Co-Founder, Hunt Construction

GIVE TODAY

FLORIDA POLYTECHNIC UNIVERSITY FOUNDATION

Curiosity STEMs from you.
Build a strong foundation. Change the future.

James Davis, Future Electrical Engineer

GIVE TODAY

FLORIDA POLYTECHNIC UNIVERSITY FOUNDATION

Innovation STEMs from you.
Build a strong foundation. Change the future.

Florida Poly students at the VEX Robotics World Championship

GIVE TODAY

Direct Mail

FLORIDA POLYTECHNIC UNIVERSITY FOUNDATION

Foster future STEM leaders.
You can help prepare students to become innovative problem-solvers—ready to tackle future challenges. Individual philanthropy supports student scholarships, campus events and continuous high-impact research.

We invite you to contact us so that we may help you craft a contribution in a way that will make the biggest impact on students and the most sense for you. Together with the generosity of donors like you, we can shape the future of Florida Poly and spur economic growth in Florida and beyond.

WAYS TO SUPPORT FLORIDA POLYTECHNIC UNIVERSITY

- AWARDS & SCHOLARSHIPS
- ENDOWMENT FUNDS
- EVENT SPONSORSHIPS

foundation.floridapoly.edu

Innovation STEMs from you.
Build a strong foundation. Change the future.

FLORIDA POLYTECHNIC UNIVERSITY FOUNDATION

Magazine Half-Page Ad

Innovation STEMs from you.

FLORIDA POLYTECHNIC UNIVERSITY FOUNDATION

Give and foster future STEM leaders.
foundation.floridapoly.edu

IF UNSURE, JUST ASK

marketing@floridapoly.edu

863-874-8837



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