



**FORT VALLEY
STATE UNIVERSITY**
EMPOWER *the* POSSIBLE.

Brand Standards Guidelines

2019

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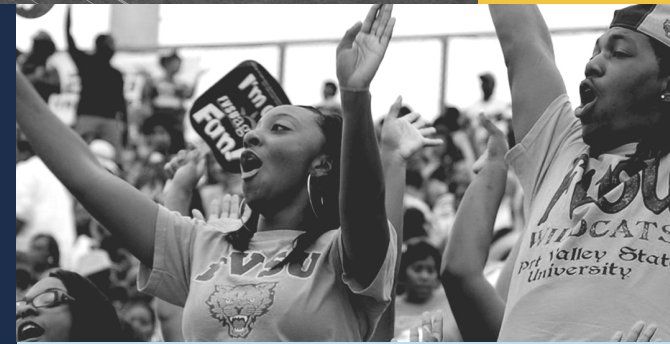
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About Fort Valley State University

Fort Valley State University is a talent incubator for students who believe in their brilliance. Located in the heart of Georgia, FVSU combines the personal attention and family feel of a small, private college with the resources and research found at large public universities. Located on the second-largest acreage of any Georgia university, it is the only university in the world which at once is a University System of Georgia institution, a historically black university, and an 1890 land-grant institution, with a directive to use knowledge to improve the lives of students and non-students alike. Historically referred to as “the light in the valley,” FVSU’s legacy is built upon the belief that every human being is entitled to limitless learning and the benefits of knowledge. Leveraging the reputation for excellence FVSU has built since 1895, the university is preparing students to embrace their genius as future global leaders and enabling discovery which will make real that which is only now imagined.

That’s why our motto and tagline is “empower the possible.”



FVSU

Excellence and Relevance

FVSU leverages its nearly 125-year tradition of excellence and uniqueness in delivering relevant and future-focused academic and co-curricular programming to educate students of all races, genders, and cultural backgrounds from all over the world, even as it builds on its expertise in transforming individuals perfected as a trailblazing historically black university.

Research Expertise and Engagement

Among FVSU's dynamic emerging areas of distinction are its fast-growing undergraduate research opportunities, in which students, as early as freshman year, can engage directly in world-changing research with an internationally-recognized faculty member tackling complex global challenges like cancer, brain science, socio-economic disparities, environmental sustainability, education, automation, artificial intelligence, food safety, and agricultural productivity.

Recognized Nationally for Affordability and Value

FVSU works hard to keep its tuition among the lowest in the nation, which is why it has garnered national recognition for value, balancing low costs to earn a degree with a quality educational experience.

Pioneering Alumni

Fort Valley State University has produced graduates who have literally changed the world, serving as pioneers and trailblazers in civil rights, education, law and government, human rights, public policy, and a range of other fields.

Unique Programs

Fort Valley State University boldly tackles tough educational and societal challenges through innovative programs which are higher education models.

UNIVERSITY BRAND





Logomark

The logomark is made up of three primary elements: the icon, the wordmark, and the tagline.

The icon harkens back to FVSU’s early nickname as “the light in the valley” and is designed to be perceived as an abstract torch. It symbolizes the enlightenment made possible through the knowledge students gain and faculty expand at FVSU by converting the “F” in “Fort” and the “V” in Valley into a flame and torch base, respectively. The icon was developed to visually convey the university’s storied past and continued commitment to leading the way in academic excellence and hands-on research in Georgia. The icon in its entirety is symbolic of an illuminated beacon guiding the way for students, alumni, and the community.

The wordmark is a union of FVSU’s past and future. Strong, solid letterforms were used to reflect the foundation on which the university is built. The words “Fort Valley State University” are written in a sans serif font, a more contemporary writing practice, to illustrate the university’s future focus. Further, several letters in the custom typeface feature a distinctly angled forward slant to show the forward direction and momentum of the university and those associated with it.

The official school colors, which remain blue and gold, have been updated to be more vibrant.

One-Color and Reversed Logomark Alternates

It is recommended that the primary logomark is used whenever possible. However, there are times due to cost, print requirements or other specifications when the one-color or reversed versions of the logo may be used.

For communication pieces restricted to one color, the logomark should appear only in one of the following primary color palette options: Blue (PMS 7686C) or Gold (PMS 142C).

ONE-COLOR:
BLUE



ONE-COLOR:
GOLD



REVERSE



Vertical Logomarks

A vertical mark was created for the university brand to allow greater flexibility when using the mark on different platforms. The vertical mark displays the icon, wordmark, and tagline in a stacked orientation. When used, the vertical mark must be displayed in the approved colors, fonts, and layouts.

VERTICAL LOGOMARK WITH TAGLINE



VERTICAL LOGOMARK SANS TAGLINE



One-Color and Reversed Vertical Logomark Alternates

The vertical mark may also be used in the provided one-color and reversed alternates.

For communication pieces restricted to one color, the vertical logomark should appear only in one of the following primary color palette options: Blue (PMS 7686C) or Gold (PMS 142C).

ONE-COLOR:
BLUE



**FORT VALLEY
STATE UNIVERSITY**
EMPOWER *the* POSSIBLE.



**FORT VALLEY
STATE UNIVERSITY**

ONE-COLOR:
GOLD



**FORT VALLEY
STATE UNIVERSITY**
EMPOWER *the* POSSIBLE.



**FORT VALLEY
STATE UNIVERSITY**

REVERSE



**FORT VALLEY
STATE UNIVERSITY**
EMPOWER *the* POSSIBLE.



**FORT VALLEY
STATE UNIVERSITY**

Horizontal Logomarks

A horizontal mark was created for the university brand to allow greater flexibility when using the mark on different platforms. The horizontal mark displays the icon, wordmark, and tagline in an elongated orientation. When used, the horizontal mark must be displayed in the approved colors, fonts, and layouts in order to maintain brand equity.

HORIZONTAL LOGOMARK WITH TAGLINE



HORIZONTAL LOGOMARK SANS TAGLINE



One-Color and Reversed Horizontal Logomark Alternates

The horizontal mark may also be used in the provided one-color and reversed alternates.

For communication pieces restricted to one color, the horizontal mark should appear only in one of the following primary color palette options: Blue (PMS 7686C) or Gold (PMS 142C).

ONE-COLOR:
BLUE



FORT VALLEY STATE UNIVERSITY
EMPOWER *the* POSSIBLE.



FORT VALLEY STATE UNIVERSITY

ONE-COLOR:
GOLD



FORT VALLEY STATE UNIVERSITY
EMPOWER *the* POSSIBLE.



FORT VALLEY STATE UNIVERSITY

REVERSE



FORT VALLEY STATE UNIVERSITY
EMPOWER *the* POSSIBLE.



FORT VALLEY STATE UNIVERSITY

Wordmarks

The university brand wordmark alternates may be used to represent the organization when the primary mark cannot be used.

The full wordmark utilizing Fort Valley State University and the tagline must be displayed in the approved colors, fonts, and layouts in order to maintain brand equity.

WORDMARK WITH TAGLINE

**FORT VALLEY
STATE UNIVERSITY**
EMPOWER *the* POSSIBLE.

WORDMARK SANS TAGLINE

**FORT VALLEY
STATE UNIVERSITY**

One-Color and Reversed Wordmark Alternates

The wordmark may also be used in the provided one-color and reversed alternates.

For communication pieces restricted to one color, the wordmark alternate should appear only in one of the following primary color palette options: Blue (PMS 7686C) or Gold (PMS 142C).

ONE-COLOR:
BLUE

**FORT VALLEY
STATE UNIVERSITY**
EMPOWER *the* POSSIBLE.

**FORT VALLEY
STATE UNIVERSITY**

ONE-COLOR:
GOLD

**FORT VALLEY
STATE UNIVERSITY**
EMPOWER *the* POSSIBLE.

**FORT VALLEY
STATE UNIVERSITY**

REVERSE

**FORT VALLEY
STATE UNIVERSITY**
EMPOWER *the* POSSIBLE.

**FORT VALLEY
STATE UNIVERSITY**

Tagline

The tagline, “empower the possible” has multiple meanings. It highlights the journey many of our students take as they discover genius they never knew they had. It also references the research conducted at FVSU, and the hope that graduates will go forward in the world and bring into reality concepts that previously were thought to be impossible. The tagline telegraphs innovation and excellence, and is meant to attract high-performing students, productive faculty, and demonstrate the indispensable value of the institution. It is a rallying cry for members of the FVSU community, meant to ignite opportunity and urge action.

EMPOWER *the* POSSIBLE.

Tagline with Color Alternates

The primary color palette options for these one-color tagline alternates are: Blue (PMS 7686C) or Gold (PMS 142C).

ONE-COLOR:
BLUE

EMPOWER *the* POSSIBLE.

ONE-COLOR:
GOLD

EMPOWER *the* POSSIBLE.

REVERSE

EMPOWER *the* POSSIBLE.

FVSU Initials Logomarks

Fort Valley State University is often shortened to FVSU, both as a less formal moniker for students, alumni, staff, and faculty to embrace as well as a condensed, but identifiable mark for marketing and communications.

The initials marks may be used for less formal communications and when space is limited due to size constraints.

The initials mark with and without the tagline can be used as long as it is displayed in the approved colors, fonts, and layouts in order to maintain brand equity.

INITIALS LOGOMARK WITH TAGLINE



INITIALS LOGOMARK SANS TAGLINE



One-Color and Reversed Initials Logomark Alternates

The initials mark may also be used in the provided one-color and reversed alternates.

For communication pieces restricted to one color, the initials mark should appear only in one of the following primary color palette options: Blue (PMS 7686C) or Gold (PMS 142C).

ONE-COLOR:
BLUE



ONE-COLOR:
GOLD



REVERSE



FVSU Vertical Initials Logomarks

The vertical initials marks may be used for less formal communications and when space is limited due to horizontal size constraints.

The initials mark with and without the tagline can be used as long as the mark is displayed in the approved colors, fonts, and layouts in order to maintain brand equity.

VERTICAL INITIALS LOGOMARK WITH TAGLINE



VERTICAL INITIALS LOGOMARK SANS TAGLINE



One-Color and Reversed Vertical Initials Logomark Alternates

The vertical initials mark may also be used in the provided one-color and reversed alternates.

For communication pieces restricted to one color, the vertical initials mark should appear only in one of the following primary color palette options: Blue (PMS 7686C) or Gold (PMS 142C).

ONE-COLOR:
BLUE



ONE-COLOR:
GOLD



REVERSE



FVSU Initials Wordmarks

A further modified version of the initials marks is the stand-alone initials marks, which removes the icon and leads only with the bold, primary initials.

This stand-alone alternative may be used in less formal communications and where size is limited due to both vertical and horizontal constraints.

These stand-alone marks may only be displayed in the approved colors, fonts, and layouts in order to maintain brand equity.

INITIALS WORDMARK WITH TAGLINE



FVVSU
EMPOWER *the* POSSIBLE.

INITIALS WORDMARK SANS TAGLINE



FVVSU

One-Color and Reversed Initials Wordmark Alternates

The stand-alone initials mark may also be used in the provided one-color and reversed alternates.

For communication pieces restricted to one color, the logomark should appear only in one of the following primary color palette options: Blue (PMS 7686C) or Gold (PMS 142C).

ONE-COLOR:
BLUE

FVSU
EMPOWER *the* POSSIBLE.

FVSU

ONE-COLOR:
GOLD

FVSU
EMPOWER *the* POSSIBLE.

FVSU

REVERSE

FVSU
EMPOWER *the* POSSIBLE.

FVSU

Symbols

The flame-like “F” and torch base-like “V” are combined to create an icon that symbolizes a beacon of light.

The icon was intentionally designed as a graphic shorthand to represent Fort Valley State University.

This logo alternate can be used on marketing and communication pieces that positively promote FVSU’s values and mission. It should not initially be used as the only identifying FVSU element, as the icon is still gaining brand recognition and has not been fully established in the minds of consumers.

The simplified icon, sans “1895,” was developed as an alternative to allow for greater legibility at smaller sizes.

When used, the icon must be displayed in the approved colors and layout to ensure the equity of the brand.

PRIMARY SYMBOL



SIMPLIFIED SYMBOL



One-Color and Reversed Symbol Alternates

The symbol may also be used in the provided one-color and reversed alternates.

For communication pieces restricted to one color, the symbol should appear only in one of the following primary color palette options: Blue (PMS 7686C) or Gold (PMS 142C).

ONE-COLOR:
BLUE



ONE-COLOR:
GOLD



REVERSE



Spacing

To ensure visibility and prevalence, a minimum amount of space around the logo should remain clear of text, symbols, other logos, and graphics at all times. The minimum required clear space is defined by the measurement of the height of the “F” found in the logomark. For instances where the symbols are displayed alone, clear space is defined by the measurement of the width of the “1895” found in the symbol.

SPACE DEFINED BY HEIGHT OF “F”



SPACE DEFINED BY WIDTH OF “1895”



Minimum Size

For optimal readability, there are certain limitations to the size in which the logomark should be displayed. Violating this standard compromises the integrity and legibility of the logomark. When printed, please adhere to the minimum standard widths provided below.



2" WIDE



2" WIDE



**FORT VALLEY
STATE UNIVERSITY**
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1.65" WIDE



**FORT VALLEY
STATE UNIVERSITY**

1.65" WIDE

Minimum Size (Continued)



2.25" WIDE



3.75" WIDE



2.25" WIDE



3.75" WIDE

Minimum Size (Continued)

**FORT VALLEY
STATE UNIVERSITY**
EMPOWER *the* POSSIBLE.

1.65" WIDE

**FORT VALLEY
STATE UNIVERSITY**

1.65" WIDE

EMPOWER *the* POSSIBLE.

1.65" WIDE



1" WIDE



0.5" WIDE

SUB-BRAND TEMPLATES



Sub-Brand Templates

Fort Valley State University is comprised of various colleges and departments. To establish unity and consistency within the University ecosystem, a sub-brand template was created. This sub brand leads with the University branding, while allowing space for the individual college to stand out.

The font and structure used for the college name mirror that of the logomark, helping create a strong and visually-engaging layout. The gold vertical line break is a new addition to the brand that affords the individual colleges both autonomy and connection.

Two templates were created, one with the FVSU initials sans tagline and one with the primary Fort Valley State University logomark sans tagline. For maximum readability, the option with FVSU initials is recommended, while the primary logomark option should be used for external use cases that may require more context.

Please note that consistency is essential in establishing brand equity, therefore the mark must be used according to the provided guidelines to maintain its value. With this in mind, you may not edit, change, distort, recolor, or reconfigure the mark.

SUB-BRAND TEMPLATE WITH INITIALS MARK



COLLEGE *of*
AGRICULTURE,
FAMILY SCIENCES,
AND TECHNOLOGY

SUB-BRAND TEMPLATE WITH PRIMARY MARK



COLLEGE *of*
AGRICULTURE,
FAMILY SCIENCES,
AND TECHNOLOGY

One-Color And Reversed Sub-Brand Template Alternates

The sub-brand templates may also be used in the approved one-color and reversed alternates.

For communication pieces restricted to one color, the templates should appear only in one of the following primary color palette options: Blue (PMS 7686C) or Gold (PMS 142C).

ONE-COLOR:
BLUE



COLLEGE *of*
AGRICULTURE,
FAMILY SCIENCES,
AND TECHNOLOGY

ONE-COLOR:
GOLD



COLLEGE *of*
AGRICULTURE,
FAMILY SCIENCES,
AND TECHNOLOGY

REVERSE



COLLEGE *of*
AGRICULTURE,
FAMILY SCIENCES,
AND TECHNOLOGY

One-Color And Reversed Sub-Brand Template Alternates (Continued)

The sub-brand templates may also be used in the approved one-color and reversed alternates.

For communication pieces restricted to one color, the templates should appear only in one of the following primary color palette options: Blue (PMS 7686C) or Gold (PMS 142C).

ONE-COLOR:
BLUE



COLLEGE *of*
AGRICULTURE,
FAMILY SCIENCES,
AND TECHNOLOGY

ONE-COLOR:
GOLD



COLLEGE *of*
AGRICULTURE,
FAMILY SCIENCES,
AND TECHNOLOGY

REVERSE

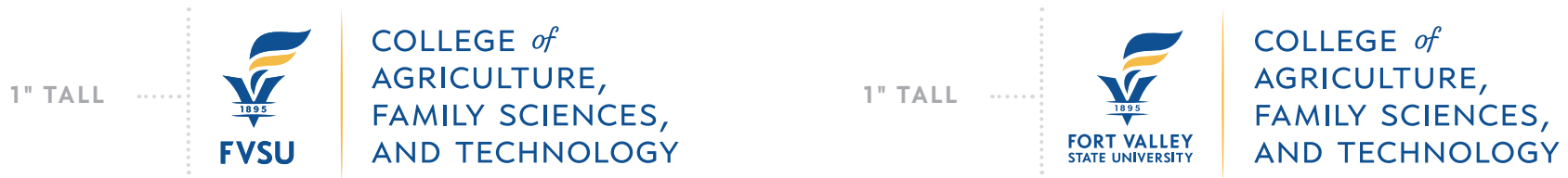


COLLEGE *of*
AGRICULTURE,
FAMILY SCIENCES,
AND TECHNOLOGY

Minimum Size

For optimal readability, there are certain limitations to the size in which the sub-brand templates should be displayed. Violating this standard compromises the integrity and legibility of the logomark. When printed, please adhere to the minimum standard heights provided below.

Because the sub-brand templates will vary in width depending on the length of the name of the college being used, the height of the mark must be the standard used for consistency.



Spacing

To ensure visibility and prevalence, a minimum amount of space around the logo should remain clear of text, symbols, other logos, and graphics at all times. The minimum required clear space for the FVSU initials template is defined by the width of the “FVSU” found in the logomark. The minimum required clear space for the primary university logo mark template is defined by the width of the “Fort Valley State University” found in the logomark.

SPACE DEFINED BY WIDTH OF “FVSU”



SPACE DEFINED BY WIDTH OF “FORT VALLEY STATE UNIVERSITY”



BRAND COLORS



Primary Palette

Fort Valley State University’s color palette has long included Blue and Gold and it was determined in research that those two colors were important to preserve. Therefore, Blue and Gold will continue to be the primary colors for the FVSU brand. To maintain the University’s heritage and ensure the continued brand value, it is essential that the color codes associated with the blue and gold on this page are used to create a consistent appearance across print and digital materials.



Secondary Palette

In an effort to build out the brand and complement Fort Valley State University’s two bold and vibrant primary colors, a secondary palette was established. This secondary palette includes Navy, Light Blue, Red, and Grey. They should be used as part of marketing communications, but should not have greater hierarchy than the primary palette.



PLEASE NOTE THESE COLORS ARE CALIBRATED FOR SCREEN VIEWING. MAKE SURE TO REFERENCE PANTONE SWATCHES FOR PRINTING PURPOSES.

TYPOGRAPHY



Fort Valley State University Fonts

Font choice can strongly influence the personality of a brand and, because of this, careful attention has been paid to FVSU's brand fonts. The primary fonts—Concourse and Spectral—were selected for their tones of boldness, authority, and modernity. When these fonts are not available, Avenir Black and Garamond are acceptable legacy font alternatives.

BRAND FONTS

CONCOURSE T4

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Spectral Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

UNIVERSAL FONTS

AVENIR BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Typographic Hierarchy

It is important to see how font size, color, and weight can work together to create a hierarchy of information within a document. The example to the right shows the recommended ways to use the brand fonts when formatting copy. In instances where brand fonts cannot be used, please use the recommended universal font substitutions listed on the previous page.

PAGE TITLES AND SPECIAL CALLOUTS CAN BE SET IN CONCOURSE T4 BOLD

LARGE HEADLINES IN CONCOURSE T4, ALL CAPS

Sub Headers in Concourse T4 Regular

Body copy in Spectral. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur nec sollicitudin elit. Curabitur sit amet lacus

“Quotes or call outs in Spectral Bold Italic. In lobortis esse nullaplaga torqueo jugis exerci nostrud ingenium elit natu.”

vulputate, molestie dui id, imperdiet velit. Duis quis nisi quis magna ullamcorper mattis faucibus massa. Fusce sed purus elit. Duis ut interdum nibh morbi semper venenatis dapibus.

1. Lorem Ipsum
 2. Lorem Ipsum
 3. Lorem Ipsum
- Lorem Ipsum
 - Lorem Ipsum
 - Lorem Ipsum

Thank You

Usage of FVSU's logomarks is managed by FVSU's Office of Marketing and Communications. For further brand usage questions and Marketing and Communications contact information, please visit fvsu.edu/communications.

