



FAMU

ATHLETICS.COM

S T Y L E G U I D E

TABLE OF CONTENTS

FAMU ATHLETICS BRAND GUIDELINES

INTRODUCTION	1
PRIMARY LOGO	7 - 13
LOGOTYPE [RATTLER HEAD ICON]	14 - 16
LOGOTYPE [INTERLOCKING A&M]	18-22
SPORTS LOGOTYPE TITLES	27-29
TYPOGRAPHY INTRODUCTION	30-31
MARGINS [PROTECTED AREAS]	32
COLOR PALETTE	33
VENOM [MASCOT]	35
USAGE SPECIFICATIONS	36
NOTES	37

INTRODUCTION

FAMU ATHLETICS BRAND GUIDELINES

An impression is made each time someone at FAMU communicates with the public. Visual communications such as newsletters, brochures, websites and other marketing materials impact Florida A&M University's brand.

Externally, an institution's visual identity reflects not only its style and character, but also its traditions, strengths and values. Internally, the visual identity of an institution conveys a sense of pride and commitment to a common mission.

Conforming to comprehensive visual standards can unify and strengthen communications by projecting a message of order and consistency. The elements of such an initiative identified in this guide include the appropriate use of the FAMU Athletics' logo, an established color palette and preferred typefaces.

The guidelines that follow will help you apply visual elements within an established system to ensure consistency in style and message.

Of course, no guide can cover all possible situations. If you have questions about the material included here, please contact the Asst. Athletic Dir. Marketing/Development.

If you have suggestions for items to be included, please send them to: angela.suggs@famou.edu or call 850.561.2177.

FAMU
RATTLERS



FAMU
RATTLERS

ASCM

NOTE: The colors displayed in this visual conceptualization may not accurately depict FAMU Athletics pantone colors. Please refer to **page 33** for approved FAMU Athletics pantone color standards.



NOTE: The colors displayed in this visual conceptualization may not accurately depict FAMU Athletics pantone colors. Please refer to [page 33](#) for approved FAMU Athletics pantone color standards.



NOTE: The colors displayed in this visual conceptualization may not accurately depict FAMU Athletics pantone colors. Please refer to [page 33](#) for approved FAMU Athletics pantone color standards.



NOTE: The colors displayed in this visual conceptualization may not accurately depict FAMU Athletics pantone colors. Please refer to [page 33](#) for approved FAMU Athletics pantone color standards.



FAMU
RATTLERS

NOTE: The colors displayed in this visual conceptualization may not accurately depict FAMU Athletics pantone colors. Please refer to **page 33** for approved FAMU Athletics pantone color standards.

PRIMARY LOGO

FAMU RATTLERS STAND ALONE TEXT

FAMU
RATTLERS

PRIMARY LOGO

RATTLER HEAD ICON W/ FAMU RATTLEERS TEXT



FAMU
RATTLEERS



FAMU
RATTLEERS

PRIMARY LOGO

FAMU RATTLERS STAND ALONE TEXT VARIANTS ON WHITE

FAMU
RATTLERS

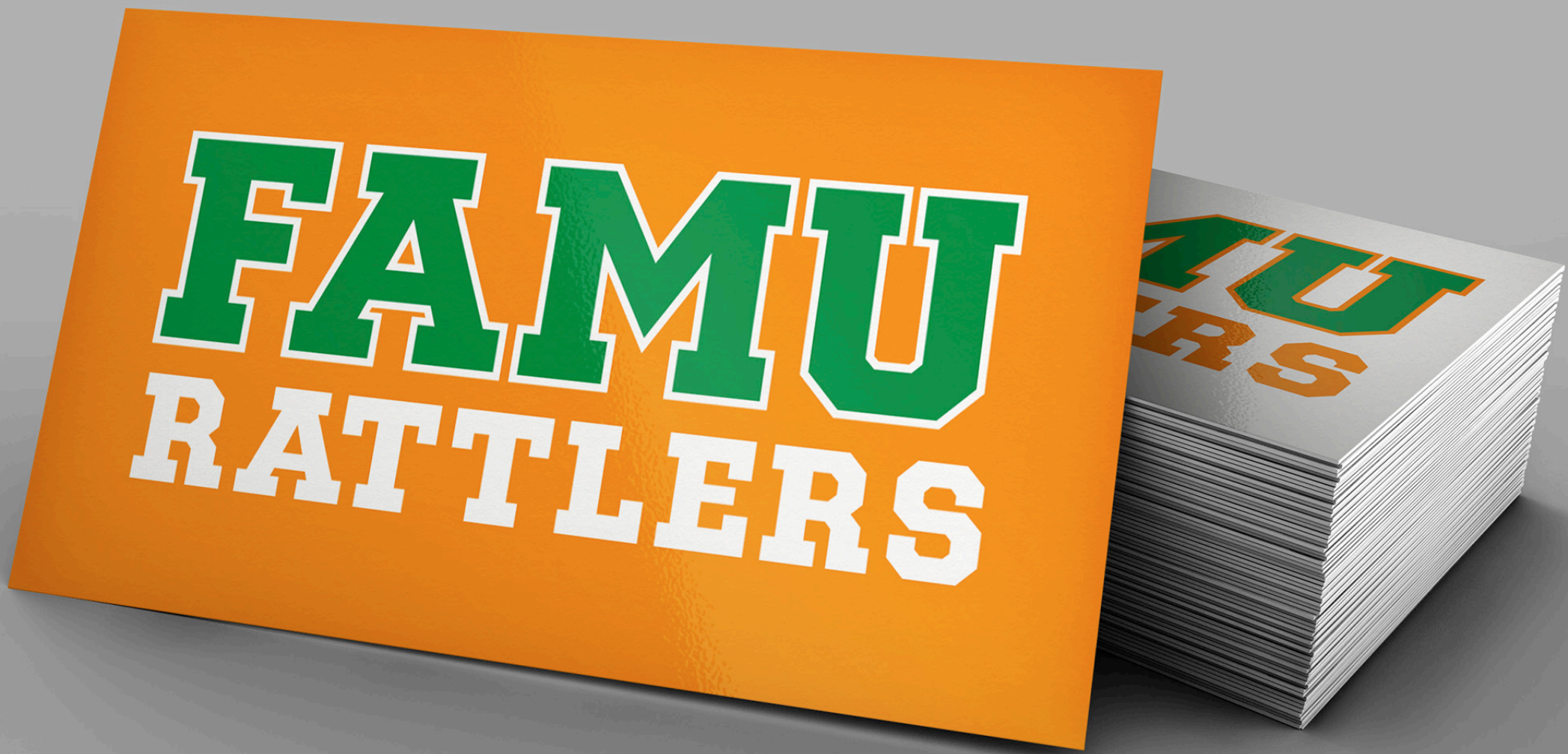
FAMU
RATTLERS

FAMU
RATTLERS

PRIMARY LOGO

FAMU ATHLETICS VARIANTS





NOTE: The colors displayed in this visual conceptualization may not accurately depict FAMU Athletics pantone colors. Please refer to **page 33** for approved FAMU Athletics pantone color standards.

PRIMARY LOGO

FAMU RATTLERS STAND ALONE TEXT / BORDER VARIANTS ON BACKGROUNDS

BACKGROUND COLOR VARIANTS PMS 348 GREEN



BACKGROUND COLOR VARIANTS PMS 151 ORANGE



BACKGROUND COLOR VARIANTS BLACK



PRIMARY LOGO

FAMU STAND ALONE TEXT VARIANTS ON BACKGROUNDS

BACKGROUND COLOR VARIANTS PMS 348 GREEN



BACKGROUND COLOR VARIANTS PMS 151 ORANGE



BACKGROUND COLOR VARIANTS BLACK



PRIMARY LOGO

FAMU LOGOTYPE 1 COLOR VARIANTS ON BACKGROUNDS

BACKGROUND COLOR VARIANTS PMS 348 GREEN



BACKGROUND COLOR VARIANTS PMS 151 ORANGE



BACKGROUND COLOR VARIANTS PMS 348 GREEN



BACKGROUND COLOR VARIANTS PMS 151 ORANGE



LOGOTYPE / RATTLER HEAD ICON

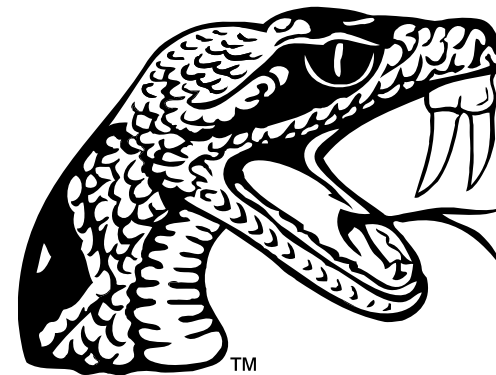
RATTLER HEAD ICON VARIANTS ON STANDARD WHITE



3 COLOR ICON PMS 348 GREEN, PMS 151 ORANGE, BLACK



2 COLOR ICON PMS 348 GREEN, PMS 151 ORANGE



1 COLOR ICON BLACK

LOGOTYPE / RATTLER HEAD ICON

RATTLERS RATTLER HEAD ICON W/ TEXT VARIANTS ON STANDARD WHITE



3 COLOR PMS 348 GREEN, PMS 151 ORANGE, BLACK



2 COLOR PMS 348 GREEN, PMS 151 ORANGE



1 COLOR BLACK



NOTE: The colors displayed in this visual conceptualization may not accurately depict FAMU Athletics pantone colors. Please refer to [page 33](#) for approved FAMU Athletics pantone color standards.

INTERLOCKING A&M MARK

INTERLOCKING A&M VARIANTS ON STANDARD WHITE



2 COLOR PMS 348 GREEN, PMS 151 ORANGE + RATTLER HEAD ICON



2 COLOR PMS 348 GREEN, PMS 151 ORANGE + RATTLERS HEAD ICON & RATTLER TEXT



2 COLOR PMS 348 GREEN, PMS 151 ORANGE + RATTLERS (GREEN LEAD)

INTERLOCKING A&M MARK

INTERLOCKING A&M VARIANTS ON STANDARD WHITE



2 COLOR PMS 348 GREEN, PMS 151 ORANGE + ATHLETICS (GREEN LEAD)



2 COLOR PMS 348 GREEN, PMS 151 ORANGE + ATHLETICS (ORANGE LEAD)



NOTE: The colors displayed in this visual conceptualization may not accurately depict FAMU Athletics pantone colors. Please refer to [page 33](#) for approved FAMU Athletics pantone color standards.

INTERLOCKING FLORIDA A&M MARK

INTERLOCKING FLORIDA A&M VARIANTS ON STANDARD WHITE

2 COLOR PMS 348 GREEN, PMS 151 ORANGE (ORANGE LEAD COLOR)

FLORIDA A&M

2 COLOR PMS 348 GREEN, PMS 151 ORANGE (GREEN LEAD COLOR)

FLORIDA A&M

INTERLOCKING FLORIDA A&M MARK

INTERLOCKING FLORIDA A&M + RATTLERS VARIANTS ON STANDARD WHITE

2 COLOR PMS 348 GREEN, PMS 151 ORANGE + RATTLERS TEXT (ORANGE LEAD COLOR)

FLORIDA A&M
R A T T L E R S

2 COLOR PMS 348 GREEN, PMS 151 ORANGE + RATTLERS TEXT (GREEN LEAD COLOR)

FLORIDA A&M
R A T T L E R S

MEDIA & PROMOTIONAL LOGOTYPES

MEDIA LOGOTYPES FOR PROGRAMS, PROMOTIONS & DIGITAL

GOFAMU!

FAMU
ATHLETICS.COM

FAMU
ATHLETICS.COM

 **RATTLER**
FOOTBALL

 **RATTLER**
NATION



NOTE: The colors displayed in this visual conceptualization may not accurately depict FAMU Athletics pantone colors. Please refer to [page 33](#) for approved FAMU Athletics pantone color standards.



NOTE: The colors displayed in this visual conceptualization may not accurately depict FAMU Athletics pantone colors. Please refer to [page 33](#) for approved FAMU Athletics pantone color standards.



NOTE: The colors displayed in this visual conceptualization may not accurately depict FAMU Athletics pantone colors. Please refer to [page 33](#) for approved FAMU Athletics pantone color standards.

LOGOTYPE / SPORTS TITLES

PROPER USE OF SPORTS TITLES

Only use primary font “National Champion Medium” for all sports titles (see page 30). **Note:** All titles should remain centered, but never extend beyond the “FAMU” logotype. If the title is too long, the title font size can be reduced to fit inside the “FAMU” logotype.

ORANGE LEAD COLOR EXAMPLES

FAMU
FOOTBALL

FAMU
BASKETBALL

FAMU
BASEBALL

FAMU
SOFTBALL

FAMU
VOLLEYBALL

FAMU
TRACK & FIELD

GREEN LEAD COLOR EXAMPLES

FAMU
TENNIS

FAMU
CROSS COUNTRY

FAMU
GOLF

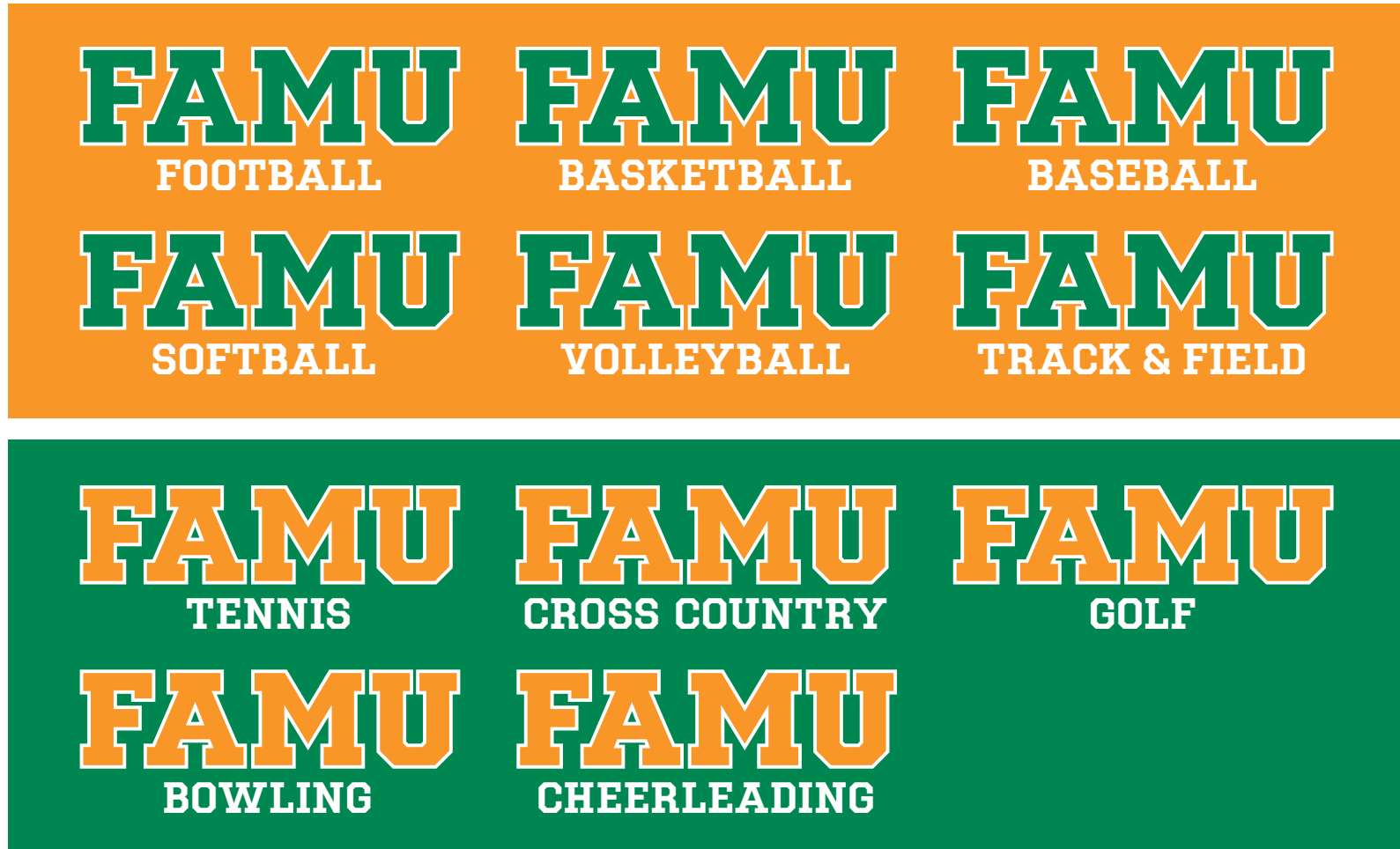
FAMU
BOWLING

FAMU
CHEERLEADING

LOGOTYPE / SPORTS TITLE

PROPER USE OF SPORTS TITLES W/ BORDER AND BACKGROUND COLORS

Only use primary font “National Champion Medium” for all sports titles (see page 30). **Note:** All titles should remain centered, but never extend beyond the “FAMU” logotype. If the title is too long, the title font size can be reduced to fit inside the “FAMU” logotype.



LOGOTYPE / SPORTS TITLES

PROPER USE OF SPORTS TITLES

Only use primary font “National Champion Medium” for all sports titles (see page 30). **Note:** All titles should remain centered, but never extend beyond the “A&M” logotype. If the title is too long (example: Cross Country), the title font size can be reduced to fit inside the “A&M” logotype.

ORANGE LEAD COLOR EXAMPLES



GREEN LEAD COLOR EXAMPLES



TYPOGRAPHY

PRIMARY FONT: NATIONAL CHAMPION

FONT (NATIONAL CHAMPION) BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

FONT (NATIONAL CHAMPION) MEDIUM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

FONT (NATIONAL CHAMPION) REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

FONT (NATIONAL CHAMPION) LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

PMS 348 GREEN BACKGROUND

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

PMS 151 ORANGE BACKGROUND

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

TYPOGRAPHY

RUSSELL ATHLETIC CATALOG FONTS

All screen printed and twilled letters and/or numbers provided by Russell Athletic (Russcote Lettering & Numbering Styles) must be in the “Full Block” or “Pro Block” font styles.

FULL BLOCK (FB)

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

PRO BLOCK (PRB)

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

3RD DIMENSION (3DM)

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

ATHLETIC SHADOW (ASH)

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

SHADOW BLOCK (SHB)

0123456789

FULL BLOCK (FB)

0123456789

PRO BLOCK (PRB)

0123456789

3RD DIMENSION (3DM)

0123456789

ATHLETIC SHADOW (ASH)

0123456789

SUPER BOLD (SUB)

0123456789

MARGINS / PROTECTED AREAS

PROTECTED SAFE AREA FOR LOGOTYPE

The protected area around the primary and secondary logos ensures that no other graphic elements interfere with its clarity and integrity. The protected area will always be scaled symmetrically with the logotype. The depth of the protected area is equivalent to the height and width of the space of where the gray dot is placed.



.25 AREA MARGIN AROUND LOGOTYPE




.25 AREA MARGIN AROUND LOGOTYPE

COLOR PALETTE


PANTONE COLORS & APPAREL COLORS

Color is as significant to a graphic identity as images, symbols, and marks. The official colors of FAMU Athletics are **ORANGE** and **GREEN**. Ink colors are specified according to the Pantone Matching System (PMS). The Pantone number, its process-color equivalent (CYMK) and the recommended screen colors (RGB) are indicated as a coated and uncoated color. This document should not be used to match color on press. Please refer to a Pantone color selection book for correct rendition of color.

Pantone 151 (ORANGE)

	CMYK	RGB	HEX (WEB)
	C: 0%	R: 245	#F4811F
	M: 60%	G: 130	
	Y: 100%	B: 32	
	K: 0%		

Pantone 348 (GREEN)

	CMYK	RGB	HEX (WEB)
	C: 97%	R: 0	#008344
	M: 22%	G: 131	
	Y: 100%	B: 69	
	K: 9%		

ALTERNATE COLORS

Russell Athletic Apparel Colors

Dark Green



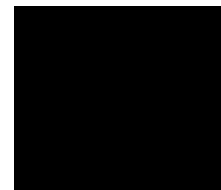
Burnt Orange



Steel/Stealth



Black



White



Russell Athletic (For Promotional use)

Watermelon Pink



Royal Blue



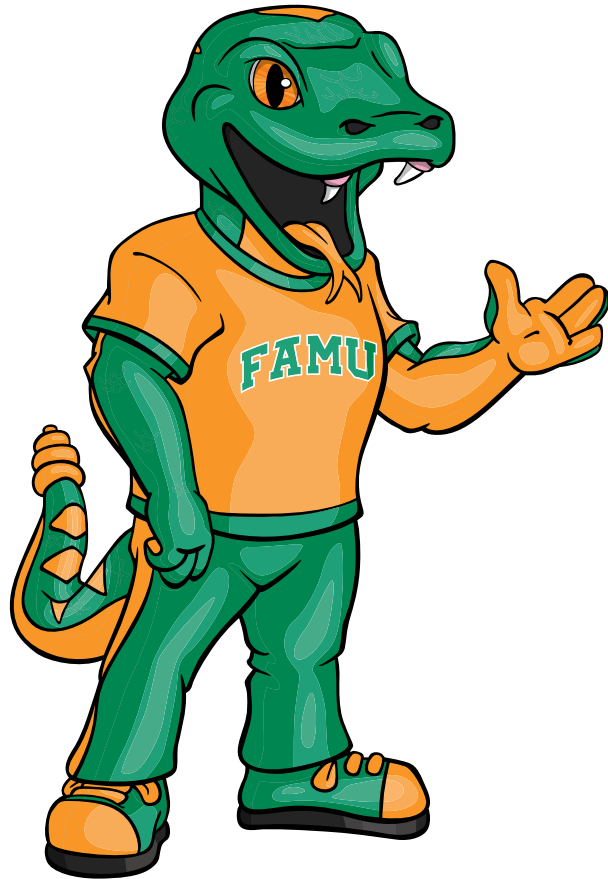


NOTE: The colors displayed in this visual conceptualization may not accurately depict FAMU Athletics pantone colors. Please refer to [page 33](#) for approved FAMU Athletics pantone color standards.

VENOM LOGOTYPE

MASCOT & YOUTH BRANDING

Venom typeface: Candy Script Regular



Venom

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r
t u v w x y z

1 2 3 4 5 6 7 8 9 10 ! @ # & ?

USAGE SPECIFICATIONS

IMPROPER LOGO USAGES

Please take these principles into consideration when using the logo.



NO WHITE INVERSE



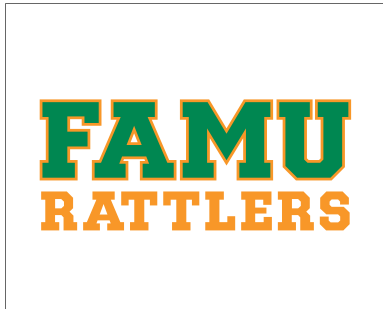
NO 1 COLOR RATTTLER W/ LOGO



DO NOT SUPERIMPOSE RATTTLER



NO WARPING OR TEXT EFFECTS



NO 1 COLOR OUTLINE



NO 1 COLOR OUTLINE



NO DROP SHADOWS



DO NOT SKEW LOGO



ALWAYS INCLUDE "TM" TRADEMARK



NO RANDOM BACKGROUND COLORS



DO NOT REVERSE RATTTLER HEAD



NO DROP SHADOWS

NOTES



NOTE: The colors displayed in this visual conceptualization may not accurately depict FAMU Athletics pantone colors. Please refer to [page 33](#) for approved FAMU Athletics pantone color standards.