

A photograph of a university campus at dusk or dawn. In the background, a two-story building with a green metal roof and arched windows is visible. Several tall, slender trees stand in front of the building. In the foreground, a curved, paved walkway leads towards the building. A street lamp is visible on the right side of the path. The overall scene is bathed in a soft, golden light from the low sun.

FLORIDA GULF COAST UNIVERSITY

VISUAL IDENTITY & BRAND GUIDELINES

2017-18



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INTRODUCTION

The Florida Gulf Coast University identity is more than a logo, a font or a tagline. It is all things FGCU – our tremendous progress over the last 20 years, our commitment to student success, the impact of our athletic teams and cultural resources, and our use of Southwest Florida as a living, learning laboratory.

A distinct and memorable brand campaign like The FGCU Effect, along with a clear institutional visual identity, help set us apart from our competition, and paint a vivid, authentic picture of the FGCU experience.

We've put together these resources for official University departments and recognized student organizations. These guidelines cover everything from the proper use of the institutional logo to selecting an appropriate photo image from our new digital asset management library to social media tips to help you represent the FGCU identity correctly and integrate The FGCU Effect brand into your materials.



LOGO

Institutional logo

The institutional logo is the visual identity of the University within the community and beyond. In all instances, the logo must be represented accurately and consistently across all media and communications.

The official FGCU logo consists of the eagle graphic with upswept wings and the Florida Gulf Coast University type treatment. The graphic and type treatment are to be considered a single unit in both stacked and horizontal versions of the logo.

The typeface of the text treatment is Fairfield LH Light SC. The text treatment is never used alone without the eagle graphic.

All official Florida Gulf Coast University logos, word marks and seals are registered trademarks and protected by law. Colleges, divisions and departments of FGCU do not need approval to use the FGCU logo for official use. Individuals and outside organizations must first obtain written permission before using any FGCU image.

The authority to regulate and control the usage and appearance of FGCU symbols lies solely with the President or his or her designee. The Associate Vice President for University Marketing & Communications is the President's designee to review and approve all printed communication intended for the public. Contact Associate Vice President Deborah Wilttrout at dwilttrout@fgcu.edu or (239) 590-1089 to obtain authorization to use the FGCU logo.

Size

Please refer to the sizing parameters mentioned to the right.

Minimum Size

The logo must be clearly visible in all uses in reference to size and placement. Do not scale the logo smaller than the approved size of 1 inch. The logo may be enlarged (there are no maximum size limitations).

Alternative Sizes

When scaled, the logo must always be resized proportionally. Never stretch or distort the logo.



Let the logo breathe. Provide a minimum of 0.25in space between the logo and all other graphic or text elements.



Example of logo placed with appropriate breathing room

LOGO

Logo color and eagle graphic

To maintain visual standards, the institutional logo may only be used in the colors represented here. When placing these logos on a background color, use the approved FGCU Blue and FGCU Green, white or black.

In addition, when placing the logo on an image, it is important that the logo have enough contrast against the background image to be clearly visible, as seen in the example provided.



Eagle graphic

The eagle graphic can be used whole without the text treatment as its own graphic but not as a primary identifier and only in addition to the FGCU logo used most prominently within the same material. The eagle graphic is never used in lieu of the FGCU logo. Using portions of the logo as a creative graphic, such as a wing or an extreme closeup that does not portray the logo or eagle graphic in its entirety, is never allowed. The eagle graphic is never flipped.

Approved logo colors



Black



FGCU Cobalt Blue



FGCU Emerald Green



White

Background colors to use with logo



Black



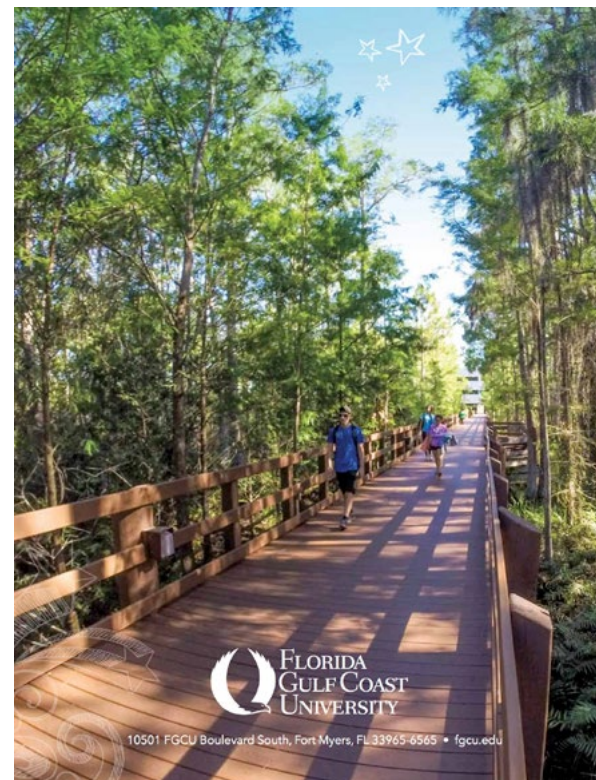
FGCU Emerald Green



FGCU Cobalt Blue



White



White logo

placed on an image background with substantial contrast to promote visibility.

LOGO

Logo use and placement

In all instances the logo must be featured accurately and respectfully in all forms of communication and across all media platforms.

To the right are examples of improper applications of the logo. Under no circumstances may the logo be altered or misrepresented.

A logo visually represents and upholds the standards and core values of a company or organization. Therefore, it is essential for the logo to be represented accurately and consistently to strengthen the brand and voice of the University within the community and the global marketplace.

The minimum resolution for reproducing the logo for print is 300 dpi and for electronic and web use is 72 dpi.

A low resolution version of the logo should never be used because the image quality degrades.

Refer to the Contact page at the end of this document to speak with the University Marketing & Communications department to request a high resolution version of the logo.

Improper Usage: The following are incorrect ways to use the logo.

DO NOT:



cut off



decorate



combine the word mark with other symbols and elements



use as a letter



change or alter color



use other typefaces



change the placement or transparency of any part of the logo



apply decorative effects such as drop shadows and outer glow



distort

LOGO

Recommended sizing and frequency of use

The institutional logo should be featured prominently on all materials. To maintain consistency, only feature the institutional logo once on design materials.

The name of the University may be placed on the front cover in the type treatment featured in the examples to the right in addition to the logo on the back of the design to promote the University tastefully.

Avenir Next Condensed
with an artistic treatment.



Front

Avenir Next
ALL CAPS and
spaced accordingly.



Front



Back

Institutional logo
featured on back when
the University name is
present in full on the
front cover.

LOGO

College logos

Secondary college and departmental logos are designed to align with the institutional brand, but also have their own clean identity. The logo for each college must be used and represented consistently throughout all forms of communication.

These logos reflect the visual identity standards set forth by the University, including approved University colors, typefaces, and the use of the eagle emblem.

The treatment contains the name of the FGCU unit in a point size equal to or smaller than the word "University" in the FGCU logo. The unit logo will not include a catch phrase or tagline other than the University's current marketing slogan.

Special projects associated with FGCU, such as lecture series, conferences and community education projects, use their own logos, but only in addition to the FGCU logo. In these cases, the FGCU logo must be equal in size or larger.

Some institutional entities fall outside the purview of these guidelines including the Bower School of Music & the Arts.

Refer to the logo sizing guidelines listed on page 5, or contact the University Marketing & Communications department with any questions.

College logo examples (Stacked)



College logo examples (Horizontal)



Departmental logo examples (Stacked)



Departmental logo examples (Horizontal)



LOGO

FGCU seal

The Florida Gulf Coast University seal is the most dignified and restricted symbol of the University. It is meant to function as a stamp of validation and is used to recognize achievement and honors bestowed by FGCU, at formal or academic functions and in legal applications.

The FGCU seal is used only for the following:

- ▶ Special commendations and events from the Board of Trustees and the Office of the President
- ▶ Major media and fundraising initiatives with advance approval by the President or his or her designee
- ▶ Official University documents
- ▶ Formal and presidential documents such as diplomas, certificates, legal documents and contracts

It may be used only with the permission of the President or his or her designee. It is not a communication mark for identifying the University.

The seal was designed for embossing and engraving official documents. It is reserved for honors and recognitions that require a format of formal dignity. It must not be used in conjunction with the institutional logo and is not authorized for retail items or commercial use.

Contact Associate Vice President of Marketing & Communications Deborah Wilttrout at dwilttrout@fgcu.edu to request permission to use the seal.



LOGO

Athletics logo

All official Florida Gulf Coast University logos, wordmarks and seals are registered trademarks and protected by law. Use of any FGCU Athletic logo is limited to the FGCU Office of Athletics, FGCU's NCAA-sanctioned sports. Club sports and student organizations are not permitted to use the official Athletics logo without permission in writing from the Athletics Logo Regulation Authority, Assistant Athletics Director Denise Anderson Da Silveira at denised@fgcu.edu.

The official Athletics four-color logo is to be represented in the FGCU standard colors, PMS 288 (Cobalt Blue), PMS 3415 (Emerald Green) and PMS 465 (Gold). Gold may be used only sparingly and never in place of the official blue and green. The minimum resolution for reproducing an Athletics logo at 100 percent of its reproduction size is 300 dpi for print materials and 72 ppi for electronic formats. It may also be represented in one color cobalt blue, black and white or greyscale.

FGCU official club sports and clubs may use the Eagle head with permission from FGCU Director of Business Operations Loren Prive at lprive@fgcu.edu or Assistant Athletics Director Denise Da Silveira at denised@fgcu.edu.

The use of the image of Azul, FGCU's eagle mascot, is restricted. Those wishing to use it must have written permission from Assistant Athletics Director Denise Da Silveira at denised@fgcu.edu.

FGCU Athletics maintains the rights to creatively interpret the use of the Athletics logo for specific events or initiatives that fall outside the guidelines of these branding standards as approved by the Director of Athletics or Denise Da Silveira, as the FGCU Athletics logo and licensing authority designates.

Official Athletics Logo



Four Color



Single Color



Black and White



Greyscale

Athletics Departmental Logo



Dunk City Brand Mark



Athletics Color Palette



PMS 288



PMS 3415



PMS 465

Eagle head



BRAND

What is The FGCU Effect?

The FGCU Effect is an effort to highlight and promote the progress, momentum and impact of Florida Gulf Coast University. In fewer than 20 years, FGCU has made an indelible impact on our students, our alumni and Southwest Florida and beyond. It's important for our stakeholders to be aware of our progress, and the role we play in advancing our region.

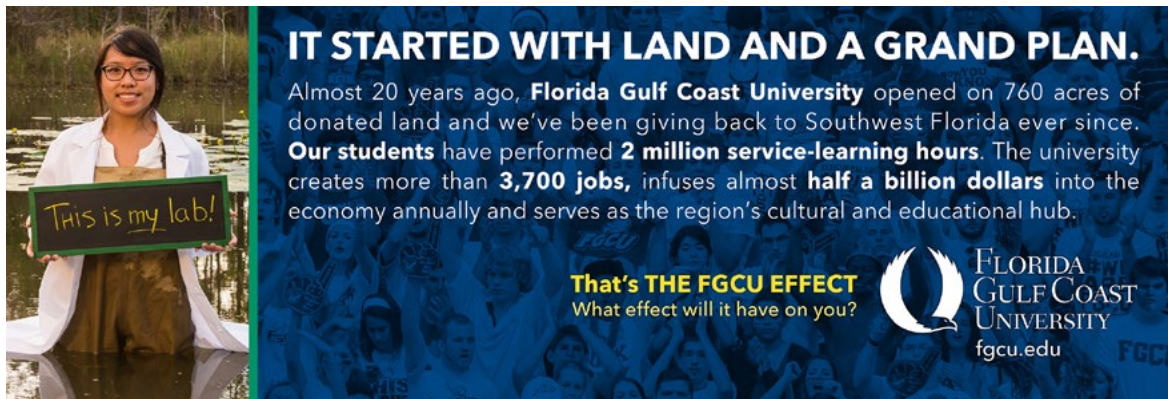
The resources below provide insights into the branding campaign and tools to help you make it your own.

- ▶ Why we need a brand campaign
fgcu.edu/thefgcueffect/videos
- ▶ The FGCU Effect campaign portfolio
fgcu.edu/thefgcueffect/portfolio
- ▶ Integrating The FGCU Effect
fgcu.edu/thefgcueffect

A brief explanation of The FGCU Effect:

Almost 20 years ago, Florida Gulf Coast University opened on 760 acres of donated land and we've been giving back to Southwest Florida ever since. Our students have performed more than 2 million service-learning hours. The University creates more than 3,700 jobs, infuses almost half a billion dollars into the economy annually and serves as the region's cultural and educational hub. That's The FGCU Effect.


Southwest Florida International Airport TSA Banner



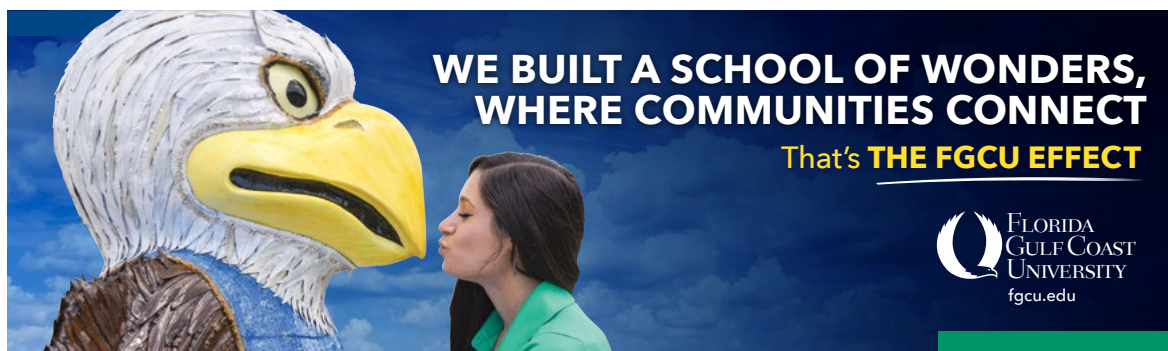
IT STARTED WITH LAND AND A GRAND PLAN.

Almost 20 years ago, **Florida Gulf Coast University** opened on 760 acres of donated land and we've been giving back to Southwest Florida ever since. **Our students** have performed **2 million service-learning hours**. The university creates more than **3,700 jobs**, infuses almost **half a billion dollars** into the economy annually and serves as the region's cultural and educational hub.

That's THE FGCU EFFECT
What effect will it have on you?


 **FLORIDA GULF COAST UNIVERSITY**
fgcu.edu

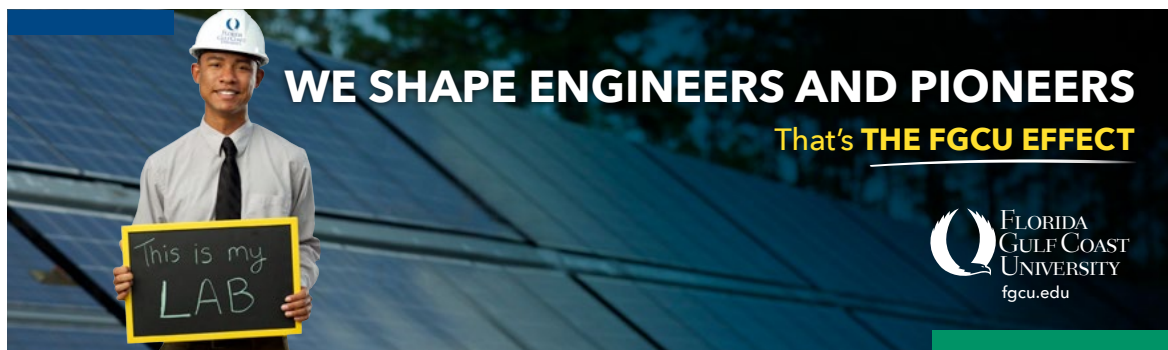
Billboard examples



WE BUILT A SCHOOL OF WONDERS, WHERE COMMUNITIES CONNECT


That's THE FGCU EFFECT

 **FLORIDA GULF COAST UNIVERSITY**
fgcu.edu



WE SHAPE ENGINEERS AND PIONEERS

That's THE FGCU EFFECT

 **FLORIDA GULF COAST UNIVERSITY**
fgcu.edu

BRAND

Research

A Brand Campaign Founded On Research

Great marketing begins with a solid game plan. So FGCU hired Neustadt Creative Marketing, a market research firm, to study our audiences, develop our messaging themes and make strategic recommendations to aid in campaign development. At the same time, an internal Marketing Collaboration Team formed to make recommendations to incorporate best practices into the University's marketing program. The work of these two teams informed the creation of the brand campaign.

- ▶ Read the Neustadt Creative Marketing research results fgcu.edu/thefgcueffect/brand-campaign
- ▶ Learn more about the Marketing Collaboration Team fgcu.edu/thefgcueffect/brandteam

FGCU: A vibrant University in Southwest Florida

Narrative #1

FGCU is a university where student success is the first priority.

Talking Points

- ▶ Quality of teaching
- ▶ Program strength
- ▶ Job placement
- ▶ Academic support
- ▶ Affordability
- ▶ Personal safety
- ▶ Range of programs and majors

Narrative #2

FGCU facilitates the production of new knowledge with Southwest Florida as a laboratory.

Talking Points

- ▶ Marine science
- ▶ Entrepreneurship
- ▶ Sustainability
- ▶ Responsible development
- ▶ Bio-technology
- ▶ Adaptive aging
- ▶ Educating a diverse population

Narrative #3

FGCU is a cultural, educational, and entertainment resource to the region.

Talking Points

- ▶ Art exhibitions
- ▶ Musical performances
- ▶ Theater
- ▶ Public television & radio
- ▶ Athletics
- ▶ Continuing education
- ▶ Guest lectures
- ▶ Community engagement through service learning

Positioning/communication themes and related talking points based on the Neustadt research findings.

BRAND

Brand mantra & talking points

A quick explanation of The FGCU Effect

In less than 20 years, Florida Gulf Coast University has made an indelible impact on Southwest Florida. It serves as a catalyst for the area's economy and a cultural hub for the community.

Student success is the top priority. The proof: FGCU students enjoy one of the highest graduate employment rates among the state's universities.

The campus serves as a living laboratory from which life-improving discoveries emanate, and the University's sports teams energize the entire region.

The 800-acre Fort Myers campus provides a rich outdoor setting for research and study, complementing academic facilities equipped with the latest in teaching and learning technology.

Among the University's academic priorities is its commitment to education in STEM – Science, Technology, Engineering and Mathematics. Service-learning plays a critical role in an FGCU education. Since opening in 1997, the University's students have performed more than 2 million hours of service learning throughout the region.

With 15,000 students and 24,000 alumni, this vibrant institution is transforming Southwest Florida and its residents. Students describe their experiences at FGCU as "transformative," "life-changing" and "inspirational."

Talking Points

- ▶ Teaching is our primary mission, with 80 percent of classes taught by full-time faculty.
- ▶ Tuition has remained constant for five years.
- ▶ FGCU ranks among the top Florida universities for alumni employed or continuing their education one year after graduation.
- ▶ The beauty of our modern, state-of-the-art facilities can only be matched by that of the lush campus, half of which remains in its natural state.
- ▶ Our focus is Southwest Florida's focus, with emphasis on programs in Marine Sciences, Environmental Engineering, Health Sciences, Entrepreneurship and Business.
- ▶ Our professors lead research projects throughout the region, offering students diverse opportunities to participate.

BRAND

Specific graphics

Chalking elements infused throughout the Admissions marketing materials promoting The FGCU Effect provide a fun, youthful and creative impression, showcasing the impact of the University on the community and students.

Witty comments engage the audience and inject a whimsical and youthful personality throughout promotional materials for the University, such as the Viewbook featured on this page.

Chalking elements



Stars hand drawn
Blue



Stars hand drawn
Blue 30% Opacity

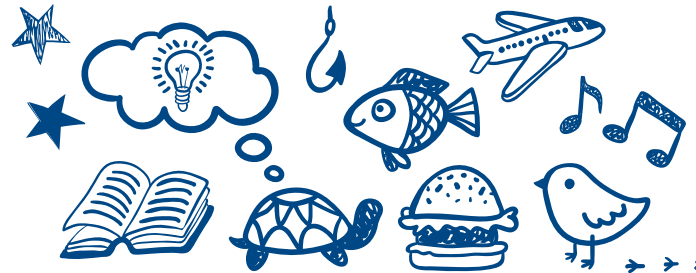


Stars hand drawn
White



Stars hand drawn
White 30% Opacity

Chalking accents



Imagery featuring chalkboards



Chalking elements and accents in use



COLOR

Palette

Strolling across campus, visitors will be greeted by a sea of blue and green. These iconic colors represent the culture and personality of an FGCU Eagle.

FGCU's Cobalt Blue and Emerald Green should be used as the primary color palette in all internal and external design materials.

The secondary color palette reflects The FGCU Effect brand and is used minimally throughout design materials to supplement the primary color palette and offer a broader range of design options to best represent FGCU.

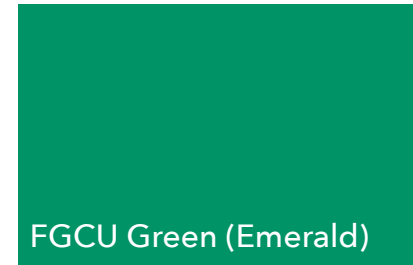
Please note: In all instances, be sure to check with the printer or manufacturer when reproducing the FGCU Blue and FGCU Green, in addition to The FGCU Effect brand family of colors. The material used for printing, such as industrial paint, plastics, coated or uncoated paper, can affect the look of the color palette. Request a proof, swatch, paint chip, or sample from the vendor to ensure proper reproduction of the FGCU color palette. Environmental factors must also be taken into consideration, such as lighting, which can alter the appearance of the color.

Refer to the Contact page at the end of this document to speak with the University Marketing & Communications department with any questions in reference to the FGCU color palette.

Primary colors:



FGCU Blue (Cobalt)



FGCU Green (Emerald)

Secondary colors: The FGCU Effect brand



DENIM



SLATE



STRAW



OLIVE

COLOR

Pantone®, CMYK, RGB & web-safe references

The Pantone® Matching System, referred to as PMS, is the definitive international reference for specifying, matching and controlling ink colors. FGCU uses PMS referencing to identify the University's official color palette.

Printing process inks:

Cyan, Magenta, Yellow, and Black are represented by CMYK.

Web and multimedia design color palette:

Red, Green and Blue are represented by RGB.

The Hexidecimal (HEX) code provided is used by web designers and developers to maintain color consistency on the web.

To ensure consistent use of both the FGCU primary color palette and The FGCU Effect branding color palette, refer to the codes listed on this page.

Primary colors:



Cyan	100	Red	0
Magenta	65	Green	71
Yellow	0	Blue	133
Black	30	HEX:	004785



Cyan	100	Red	1
Magenta	0	Green	121
Yellow	76	Blue	76
Black	15	HEX:	00794C

Secondary branding colors for The FGCU Effect materials

DENIM

Cyan	67	Red	95
Magenta	38	Green	135
Yellow	27	Blue	159
Black	2	HEX:	5F879F

SLATE

Cyan	29	Red	180
Magenta	11	Green	203
Yellow	15	Blue	207
Black	0	HEX:	B4CBCF

STRAW

Cyan	0	Red	254
Magenta	15	Green	219
Yellow	30	Blue	180
Black	0	HEX:	FEDBB4

OLIVE

Cyan	30	Red	184
Magenta	9	Green	202
Yellow	48	Blue	153
Black	0	HEX:	B8CA99

COLOR

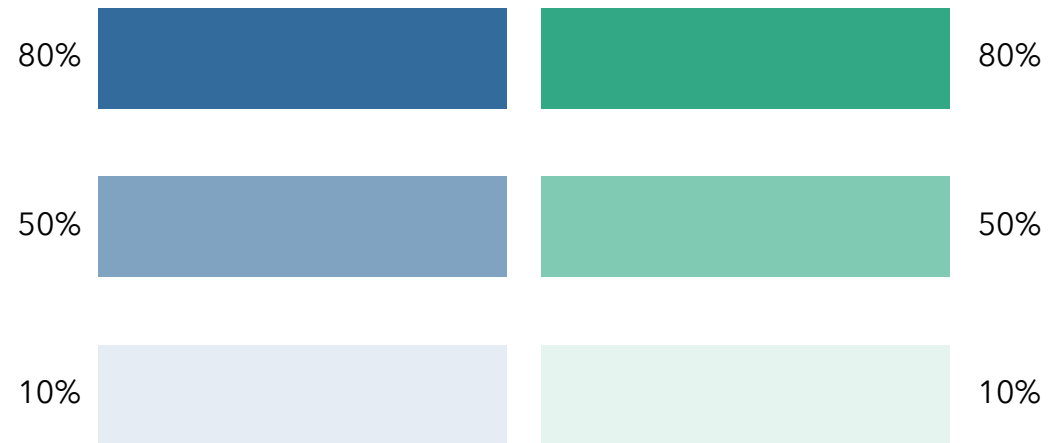
Working with the palette

Color and type impact design, just as design impacts color and type. When working with the palette it is imperative to think about clarity and legibility. There must always be a significant amount of contrast between text and the background color.

Varying tints and shades can be used minimally to enhance design, but are limited to the three opacity levels featured here.

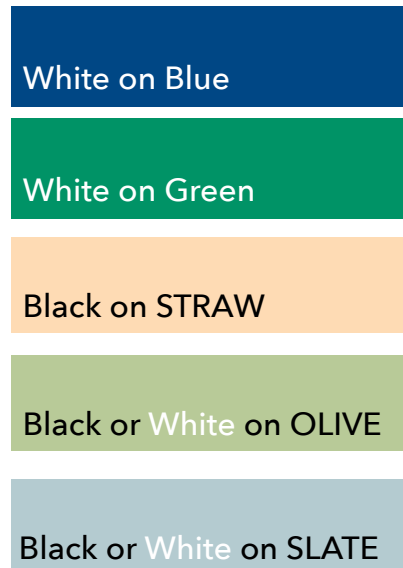
Refer to the examples on this page to see what to do and what not to do when working with the FGCU color palette to ensure legibility and the best representation of content.

Tints and shades (opacity variations)



Palette and text legibility

What to do:



What **NOT** to do:



TYPOGRAPHY

Institutional typeface

The design and style of type plays a major role in visual representation of the University's personality. The **Fairfield LH Medium** typeface was selected to provide a refined and collegiate visual representation of FGCU.

Fairfield LH Medium is a serif typeface, which includes a small decorative flourish extending from the basic form of each character.

This typeface is limited for use in the FGCU institutional logo and select marketing materials approved by the University Marketing & Communications department. As a small caps typeface, Fairfield LH Medium should not be used in large bodies of text as it decreases legibility.

FAIRFIELD LH MEDIUM

AABBCcDdEEFFGGHHIiJjKkLLMM
NNOoPpQQRRSsTtUuVvWwXxYyZz

0123456789 !@#\$%^&*()_+=-

TYPOGRAPHY

Branding typeface

Avenir Next has been selected as the University's primary typeface, and is to be used for The FGCU Effect promotional materials and throughout campus.

The Avenir Next typeface may be used in the various forms represented on this page. This sans-serif typeface is highly legible and versatile, lending itself to many design possibilities and uses.

Trash Hand is a decorative typeface for limited use to supplement design materials only and should never be used in large bodies of text.

Avenir Next - Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

0123456789 !@#\$%^&*()_+=-

Avenir Next - Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !@#\$%^&*()_+=-

Avenir Next - Demi Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !@#\$%^&*()_+=-

Avenir Next - Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !@#\$%^&*()_+=-

Avenir Next - Heavy

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !@#\$%^&*()_+=-

TRASH HAND

AB(CDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

TYPOGRAPHY

PC and web typefaces

The Avenir Next branding typeface may not be available on all University computers.

Arial is a widely available and versatile sans-serif typeface, included within Microsoft Windows and software applications in addition to Apple products and other technology. Use the Arial typeface for all internally produced University communication and when the Avenir Next typeface is not available for use.

When Avenir Next is not available on a PC, use the following:

Arial - Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !@#\$%^&*()_+ = -

Arial - Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !@#\$%^&*()_+ = -**

TYPOGRAPHY

Readability and examples of use

The typefaces for use in University documents have been selected and styled for design and readability. To ensure a high level of legibility throughout all documents, refer to the guidelines and examples listed on this page.

Headlines attract attention. However, UPPER CASE LETTERS are to be used sparingly, as they make it difficult to read.

All captions, such as text placed beneath an image, may be no smaller than 9 pt.

In most cases, left justified text is preferred. By full justifying text, spaces and gaps between words are created, which decreases legibility.

Keep the leading, which is the space in between lines of text, at 12 pts to allow enough breathing room and optimal readability.

Left justified text: **RECOMMENDED**

Almost 20 years ago, Florida Gulf Coast University opened on 760 acres of donated land and we've been giving back to Southwest Florida ever since. Our students have performed more than 2 million service-learning hours. The university creates more than 3,700 jobs, infuses almost half a billion dollars into the economy annually and serves as the region's cultural and educational hub. That's The FGCU Effect.

Left justified
10 pt font size
12 pt leading

Full justified text: **NOT recommended**

Almost 20 years ago, Florida Gulf Coast University opened on 760 acres of donated land and we've been giving back to Southwest Florida ever since. Our students have performed more than 2 million service-learning hours. The university creates more than 3,700 jobs, infuses almost half a billion dollars into the economy annually and serves as the region's cultural and educational hub. That's The FGCU Effect.

8 pt Leading: **NOT recommended**

Almost 20 years ago, Florida Gulf Coast University opened on 760 acres of donated land and we've been giving back to Southwest Florida ever since. Our students have performed more than 2 million service-learning hours. The university creates more than 3,700 jobs, infuses almost half a billion dollars into the economy annually and serves as the region's cultural and educational hub. That's The FGCU Effect.

Full justified
10 pt font size
8 pt leading



Almost 20 years ago, Florida Gulf Coast University opened on 760 acres of donated land and we've been giving back to Southwest Florida ever since.

Caption line
No smaller than 9 pt

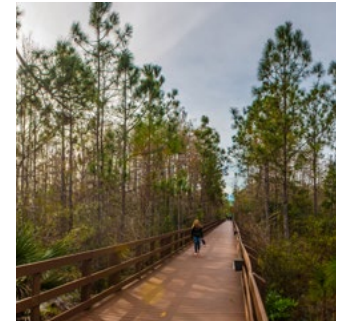
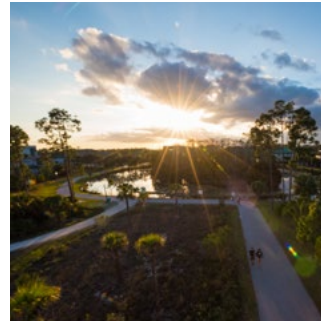
IMAGERY

Image style

Photography is a powerful form of visual communication, telling the many stories of FGCU. The imagery should reflect the essence of the University, highlighting the enriching work of the students, faculty and staff. Sharply focused imagery, which portrays the energy and diverse cultural aspects that resonate throughout campus and engage the audience, serves as a valuable asset for use in FGCU's marketing materials.

Vibrant colors, unique perspectives, and spontaneous moments are featured in the growing library of FGCU imagery. When possible, it is recommended to integrate the FGCU blue and green color palette into the images, such as the bright blue sky and lush greenery throughout campus. Artistic lens flares provide an attractive touch and capture the enchanting nature of FGCU.

Images used in printed materials should be saved as 300 dpi JPEGs to have an accurate and refined representation of the subject and/or environment. Images used for electronic and web purposes are recommended to be reduced to 72 dpi JPEGs.



IMAGERY

Digital library

University Marketing & Communications maintains a cloud-based library of digital images for University faculty and staff. There is a public folder containing a curated selection of photographs that University faculty and staff may use in ways that promote and benefit FGCU.

If you wish to download images, you will need to set up a free account with the hosting company, Photoshelter. When you click the Download link, you'll be prompted to either create a new account or to log in.

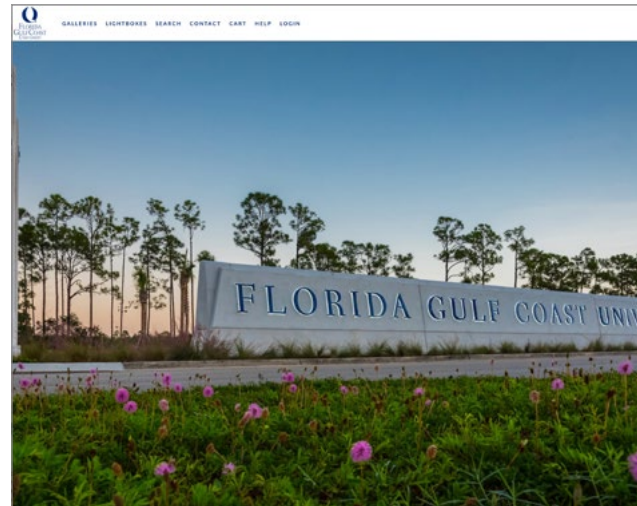
University Marketing staff receive reports on what images have been downloaded and by whom. You may be contacted to gather more information about the intended use of the images.

If the type of images you're looking for cannot be found in the Public folder, use the contact form on the Photoshelter site to let us know what your needs are. We will search the full image library for photos appropriate for your project.

Photoshelter: fgcuimages.photoshelter.com

Unauthorized imagery obtained from websites other than the University's Photoshelter site may not be used to represent FGCU across any form of media.

If looking for something more, contact Dave Anderson, Associate Director of Photo & Design within University Marketing & Communications at daanderson@fgcu.edu.



DESIGN

Print material

Throughout the University, within the community and nationally, FGCU's printed materials make a strong statement, communicating the enriching experiences that make the University unique in a variety of formats: brochures, posters, advertisements, applications, magazines, event materials, and more.

The images to the right showcase The FGCU Effect brand and consistent representation of the University through a variety of printed formats.

Use these examples as references to ensure the University is represented accurately and matches the tone, voice, visual guidelines and overall essence of the University.

Print material examples



AT
FGCU
WE'LL HELP YOU
DEVELOP THE SKILLS
AND **CONFIDENCE** TO
REALIZE YOUR POTENTIAL
AND **ACHIEVE YOUR GOALS.**

WE BELIEVE IN
DEVELOPING THE WHOLE PERSON.
AFTER CLASS, **PLAY QUIDDITCH**
OR **PAINTBALL**. WORK OUT.
LEARN HOW TO GROW
FRUITS AND VEGETABLES
AT THE **FOOD FOREST**.
CHEER ON OUR EAGLES
ATHLETICS TEAMS. **DANCE.**

WHATEVER **YOU CHOOSE**
TO **STUDY** AND **HOWEVER**
YOU SPEND **YOUR FREE TIME**,
YOU'LL **FIND AN EXTENDED FAMILY**
THAT WILL **HELP YOU**
SUCCEED AT FGCU.

"I'VE IMPROVED MY
LEADERSHIP SKILLS AND MET
AMAZING PEOPLE WHO HAVE
HELPED CHANGE MY LIFE."
— CECILIA MORALES,
ELEMENTARY EDUCATION MAJOR

Learn more about Cecilia's story
at fgcu.edu/eagles

TRANSFER TO FGCU -
JUST 5 EASY STEPS

- 1. Apply by deadline.**
 - Spring 2016 - November 15, 2015
 - Summer 2016 - April 1, 2016
 - Fall 2016 - July 1, 2016
- 2. Send official transcripts from all post-secondary institutions.**
 - **Junior level:** (Less than 60 transferable semester hours)
 - Must meet freshman admission requirements, have an overall GPA of at least 2.0 and be in good academic standing at the last institution.
 - Submit high school transcripts.
 - Submit ACT/SAT scores.
 - **Upper level:** (With AA from a Florida state college or university)
 - SAT/ACT scores are not needed.
 - If 2 years of foreign language were taken in high school, submit official high school transcripts.
 - **Upper level:** (With 60+ transferable semester hours - no AA from Florida state college or university)
 - If 2 years of foreign language were taken in high school, submit official high school transcripts.
- 3. Apply for financial aid.** Complete or renew FAFSA. Apply for FGCU Foundation Scholarships by March 1.
- 4. Submit housing application.** Choices include apartment options in North or West Lake Village.
- 5. Become an Eagle.** Once admitted, register for Eagle View Orientation and send proof of immunizations to FGCU Student Health Services.

WELCOME TO THE NEST!

FLORIDA GULF COAST UNIVERSITY
fgcu.edu/eagles or 1-888-889-1095

FOLLOW US ON SOCIAL MEDIA

Facebook Twitter Instagram YouTube

LinkedIn Google+ SoundCloud

This brochure may be obtained in an alternative format by contacting the Office of Admissions Services at 239-599-7056. If you are hearing or speech impaired, call FGCU using Florida Relay at 711 (TTY: FGCU, 800-889-1095 or Spanish Relay). The information provided in this document is subject to change without notice and is the most up-to-date information. This brochure is printed with soy-ink on paper from sustainable forests that contain post-consumer recycled material or Recycled.

FLORIDA GULF COAST UNIVERSITY
Experience The FGCU Effect

TRANSFERRING TO FGCU

FLORIDA GULF COAST UNIVERSITY
Eagle EXPO
FALL 2015

DESIGN

Presentation material

Engaging presentations are helpful vehicles to communicate the University brand and deliver content to a broad or intimate audience.

To provide consistent messaging when delivering a presentation involving FGCU, internally or externally within the community, use the provided PowerPoint template.

The **first slide** features The FGCU Effect brand with optional ghosted image or chalking elements. Place the presentation title and additional content within the center area of the slide using the appropriate fonts listed within this visual identity guide.

An optional **second slide** provides an opportunity to introduce FGCU and highlight the brand.

The **inside slides** of the presentation feature a header only, to maximize space for a variety of content.



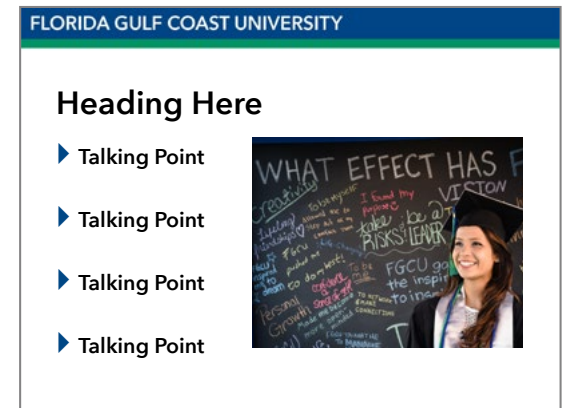
First slide



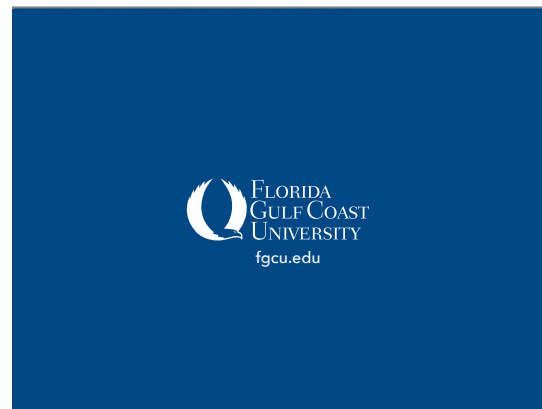
Ghosted background image may be no more than 20% opacity to ensure readability if text is placed on the image



Second slide



Inside slide



Last slide

DIGITAL COMMUNICATION

Social Media

Social media is a highly visible and useful means of sharing information, promoting the University and connecting with people. It plays an increasingly critical role in communicating quickly and directly engaging with our audiences.

FGCU social media managers must always remember they represent FGCU and that any communication they post reflects on the University as an institution. Every effort should be made to maintain the highest standards of accuracy, clarity and discretion.

All FGCU-sanctioned social media accounts must be approved by a department or unit head before activation and must be registered with University Marketing & Communications. Additional procedures and standards are detailed in FGCU Social Media Policy #5.001 posted on the Office of the General Counsel's website.

A list of FGCU-generated social media accounts can be found by visiting: fgcu.edu/socialnetworking

Institutional social media guidelines can be found by visiting: fgcu.edu/socialmediapolicy

Instagram

Photo 612 x 612 pixels
Profile Photo 110 x 110 pixels

Facebook

Cover Photo 851 wide x 315 tall pixels
Profile Photo 180 x 180 pixels

Facebook Example:



Social Media Listing Options



Hash tags

- ▶ Use selectively
- ▶ Twitter recommends using no more than 2 per tweet; Instagram up to 10
- ▶ Generally easier to read if individual words are capitalized
- ▶ Now commonly used on Facebook as well as Twitter & Instagram
- ▶ On Instagram, they often describe what's in the photo or the tools used to create it

Commonly used:

- #FloridaGulfCoastUniversity – mainly for Instagram
- #FGCU – for any University reference
- #theFGCUEffect - capitalize only FGCU
- #SOARin4 - promoting the tuition rebate to current and prospective students
- #WingsUp – any expression of school spirit/pride
- #GoEagles – any expression of school spirit/pride, especially for athletics
- #DunkCity – men's basketball only
- #RainingThrees – women's basketball only
- #WeAreFGCU – school pride but mostly used by Athletics
- #FGCUAlumni – reference to any alumni or Alumni Association activity
- #ForeverAnEagle – reference to alumni, Alumni Association membership

DIGITAL COMMUNICATION

Email correspondence

To represent the University professionally across all electronic correspondence, please use the following email signature.

The Arial typeface is suggested, as both Microsoft Windows machines and Apple products have this typeface available.

Use the Avenir Next typeface if available.

Additionally, the **Sunshine Law Statement** disclaimer must be included at the bottom of all email correspondence. Therefore, enter this content into the email signature preferences in Microsoft Outlook on your machine.

Name in Bold - 14pt Arial

Degree(s) listed in full if not placed after the name - Italics 10pt

Job Title or Position - Regular 12pt

Department Name - Bold 12pt

Florida Gulf Coast University - Regular 12pt


10501 FGCU, Blvd. S., Fort Myers, FL 33965 - Regular 12pt

Office Phone | University email address - Regular 12pt

The FGCU Effect tagline may be included below email signature and before the Sunshine Law

Inspiring those who inspire others...that's The FGCU Effect.

Florida has a very broad public records law. As a result, any written communication created or received by Florida Gulf Coast University employees is subject to disclosure to the public and the media, upon request, unless otherwise exempt. Under Florida law, email addresses are public records. If you do not want your email address released in response to a public records request, do not send electronic mail to this entity. Instead, contact this office by phone or in writing.

 **Sunshine Law Statement**
Must be included on all email correspondence.

Example signature

John Smith

MFA Commercial Photography

Photographer

University Marketing and Communications

Florida Gulf Coast University

10501 FGCU Blvd. S., Fort Myers, FL 33965

(239) 123-4567 | emailaddresshere@fgcu.edu

VIDEOGRAPHY

Video assets

Video provides an excellent opportunity to communicate a story or message to audiences large and small. Through the combination of video footage, still photography, music, voiceover, design, typography, and so much more, video opens the doors to a wide realm of creative expression and communication.

Footage of people within a video clip should be accompanied by a title slide, referred to as a lower third, during the early portion of their interview, as seen in the example provided.

The institutional logo must be represented clearly with enough background contrast to be legible when featured in a video clip. The example to the right showcases the institutional logo featured prominently at the end of an intro clip, which is placed at the beginning of all video content produced by the University to infuse The FGCU Effect branding.

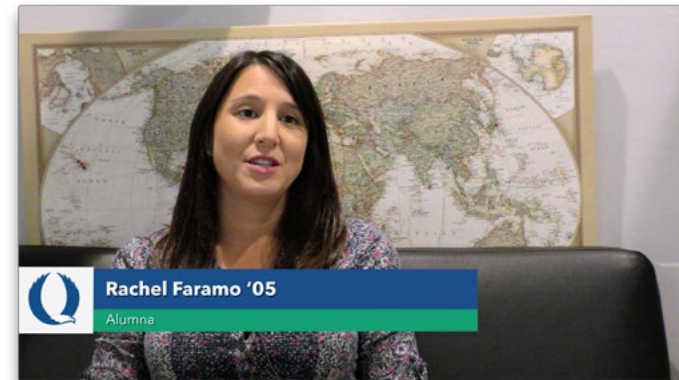
The Avenir Next typeface is used for all text elements featured within videos. If the Avenir typeface is not available, use Arial, as mentioned in these Visual Identity & Brand Guidelines.

The graduation year of all students and alums should be represented as **'year** (example: **'05**)

The title of the individual and/or their department should be placed on the secondary line and featured 2 pts smaller than their name to show visual hierarchy.

Lower Thirds
The height placement and total length of the blue and green bars may change, depending on background subjects.

Video interview



Promotional video



Institutional logo should be featured in white when placed on a dark image background to ensure proper readability.

LANGUAGE

Tone and voice

When we talk about the tone of the FGCU brand, we're referring to the voice of the institution, how we are perceived by our audiences in the written and spoken word. It's our personality in words.

Of course, our tone may change based on the audience we're talking to, the medium we're communicating in and who's delivering the message. For example, the tone of a social media post celebrating a team victory is quite different from the tone of a formal news release, which is different from a story in FGCU360 magazine or in a video. But if we're communicating on behalf of FGCU, there are things to keep in mind:

- ▶ Be clear and concise.
- ▶ Be informative but conversational (no jargon).
- ▶ Avoid clichés, exclamation points and quotation marks (unless it's a title or an actual quote).
- ▶ Remember that most audiences are not accustomed to academic language and so it is important to make it as accessible as possible.



LANGUAGE

Descriptors

In an exercise conducted by the Marketing Collaboration Team, words like “community”, “sustainability” and “growth” came to the forefront. Picking up on the work of that team, the University Marketing & Communications department wanted to make sure that the brand campaign, which evolved into The FGCU Effect, was authentic, emotional, distinct, simple, bold, relevant, smart, unexpected, honest, memorable, engaging, and had some attitude and legs (meaning it was flexible and worked for multiple audiences and situations).

And when we asked students to tell us “What effect has FGCU had on you?” they described the experience as transformational, life-changing and inspirational.

Suggested adjectives to use when describing FGCU:

- ▶ Diverse
- ▶ Dynamic
- ▶ Energized
- ▶ Expansive
- ▶ Impactful
- ▶ Innovative
- ▶ Inspirational
- ▶ Life-changing
- ▶ Lively
- ▶ Living laboratory
- ▶ Natural
- ▶ Transformative
- ▶ Green
- ▶ Smart

PAPER AND PRINTING

Paper stock and printing recommendations

In an effort to promote sustainability, it is recommended to use Forest Stewardship Council (FSC) paper options for all printed material. The FSC certifies papers that have been sourced in an environmentally friendly fashion. The FSC was founded in 1993 as a result of deforestation concerns throughout the world.

Visit us.fsc.org for more information.

The following paper options are recommended by the University Marketing & Communications department for use in printed materials such as brochures, booklets, hand-outs, viewbooks, etc.

80# COVER, MATTE stock is recommended to provide more weight and durability for covers of booklets and multipage brochures.

80# TEXT, MATTE is recommended for all internal pages for brochures and booklets. MATTE, UNCOATED paper stock provides stunning saturated images with detail in highlight and shadow areas.

SATIN AQUEOUS COATING is suggested for outdoor use to withstand the elements.



Paper recommendations, quick reference:

UNCOATED PAPER

80# TEXT WHITE ACCENT - FSC (INSIDE PAPER)

80# COVER WHITE ACCENT - FSC (COVERS)

FOR OUTDOOR ALL-WEATHER PAPER

SATIN AQUEOUS COATING

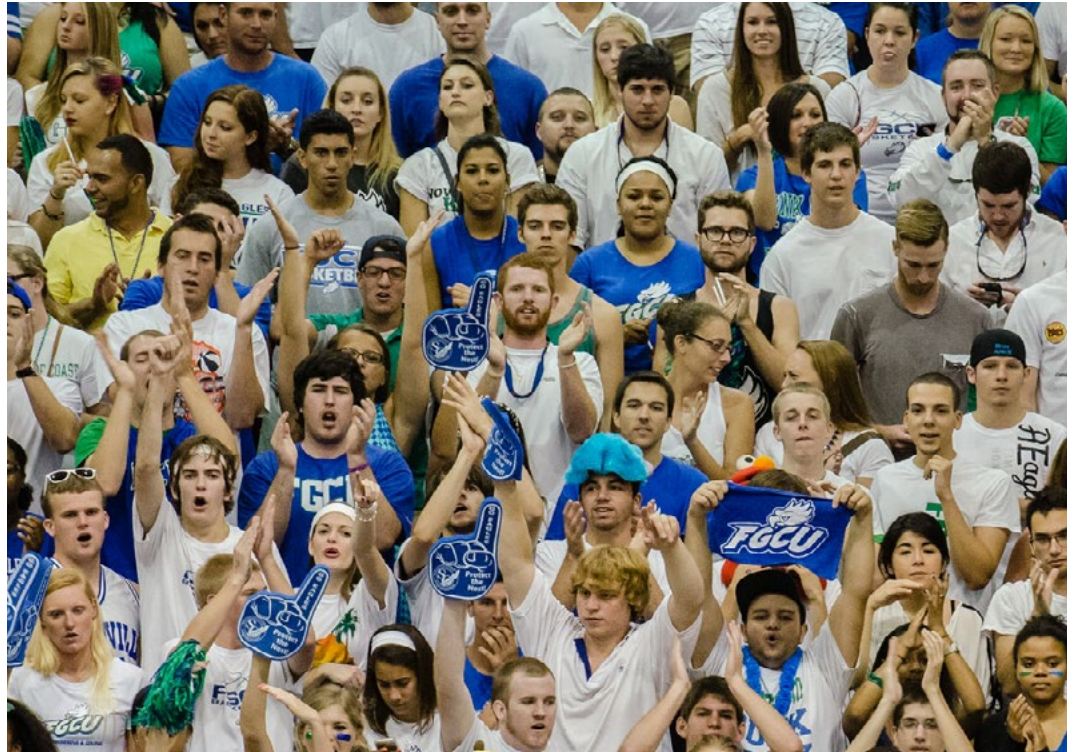
LICENSING AND TRADEMARKS

Trademark Use Guidelines

All campus departments, sports clubs and registered student organizations are required to use licensed vendors for the production of all Florida Gulf Coast University merchandise.

A current list of all FGCU licensees is available at:
fgcu.edu/BusinessOps/Licensing.html

Use of Florida Gulf Coast University's name and trademarks by organizations that are not official FGCU departments or registered student organizations will be reviewed on a case by case basis. All questions related to the use of licensees can be sent to bizop@fgcu.edu.



CONTACT

Helpful resources

If help is needed to understand or implement any of the content featured within this guidebook, contact the University Marketing & Communications department.

Additional departments are listed on this page as references and resources, which may be beneficial to acquire further information not covered in this document.

University Marketing & Communications Department

Deborah Wiltrout

Associate V.P. Marketing and Communications
dwiltrout@fgcu.edu | (239) 590-1089

Jeff Garner

Director of Digital Communications
jgarner@fgcu.edu | (239) 590-1083

Karen Feldman

Associate Director of Publications
kfeldman@fgcu.edu | (239) 590-7093

Dave Anderson

Associate Director of Photo & Design
daanderson@fgcu.edu | (239) 590-7092

Joann Haley

Production Manager
jhaley@fgcu.edu | (239) 745-4433

Additional resources:

Media Relations

Lillian Pagan
Director of Media Relations
lpagan@fgcu.edu | (239) 590-1086

Business Operations

Loren Prive
Director
lprive@fgcu.edu | (239) 590-1202

Legal Affairs

Vee Leonard
Vice President and General Counsel
gco@fgcu.edu | (239) 590-1101

Athletics

Denise Da Silveira
Assistant Athletics Director
denised@fgcu.edu
(239) 590-7060

WGPU

Main line
(239) 590-2300
wgcu.org





For individuals needing assistance due to a disability, contact FGCU Adaptive Services at (239) 590-7956, or by email at adaptive@fgcu.edu. If hearing or speech-impaired, contact FGCU using Florida Relay at 711.

