# Table of Contents

**FAMU Athletics Brand Guidelines**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>1</td>
</tr>
<tr>
<td>Primary Logo</td>
<td>7-13</td>
</tr>
<tr>
<td>Logotype [Rattler Head Icon]</td>
<td>14-16</td>
</tr>
<tr>
<td>Logotype [Interlocking A&amp;M]</td>
<td>18-22</td>
</tr>
<tr>
<td>Sports Logotype Titles</td>
<td>27-29</td>
</tr>
<tr>
<td>Typography Introduction</td>
<td>30-31</td>
</tr>
<tr>
<td>Margins [Protected Areas]</td>
<td>32</td>
</tr>
<tr>
<td>Color Palette</td>
<td>33</td>
</tr>
<tr>
<td>Venom [Mascot]</td>
<td>35</td>
</tr>
<tr>
<td>Usage Specifications</td>
<td>36</td>
</tr>
<tr>
<td>Notes</td>
<td>37</td>
</tr>
</tbody>
</table>
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@famu.edu or call 850.561.2177.
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.
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 RATTLES STAND ALONE TEXT VARIANTS ON WHITE
PRIMAR Y LOG O
FAMU ATHLETICS VARIANTS

FAMU ATHLETICS

FAMU ATHLETICS

FAMU ATHLETICS

FAMU ATHLETICS

FAMU ATHLETICS

FAMU ATHLETICS
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**

![FAMU RATTLERS Logo in PMS 348 Green Background](image1)

**BACKGROUND COLOR VARIANTS PMS 151 ORANGE**

![FAMU RATTLERS Logo in PMS 151 Orange Background](image2)

**BACKGROUND COLOR VARIANTS BLACK**

![FAMU RATTLERS Logo in Black Background](image3)
PRIMARY LOGO
FAMU STAND ALONE TEXT VARIANTS ON BACKGROUNDs

BACKGROUND COLOR VARIANTS PMS 348 GREEN

FAMU FAMU

BACKGROUND COLOR VARIANTS PMS 151 ORANGE

FAMU

BACKGROUND COLOR VARIANTS BLACK

FAMU FAMU
PRIMARY LOGO

FAMU LOGOTYPE 1 COLOR VARIANTS ON BACKGROUNDs

BACKGROUND COLOR VARIANTS PMS 348 GREEN

BACKGROUND COLOR VARIANTS PMS 151 ORANGE

FAMU ATHLETICS BRAND STYLE GUIDE
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

RATTLES RATTLER HEAD ICON W/ TEXT VARIANTS ON STANDARD WHITE

FAMU RATTLES

3 COLOR PMS 348 GREEN, PMS 151 ORANGE, BLACK

FAMU RATTLES

2 COLOR PMS 348 GREEN, PMS 151 ORANGE

FAMU RATTLES

1 COLOR BLACK

FAMU ATHLETICS BRAND STYLE GUIDE
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 (GREEN LEAD)

FAMU ATHLETICS BRAND STYLE GUIDE
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 + RATTLES VARIANTS ON STANDARD WHITE

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

FLORIDA A&M
RATTLES

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

FLORIDA A&M
RATTLES
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.
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

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

FAMU ATHLETICS BRAND STYLE GUIDE
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)**

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

0 1 2 3 4 5 6 7 8 9

**PRO BLOCK (PRB)**

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

0 1 2 3 4 5 6 7 8 9

**3RD DIMENSION (3DM)**

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

0 1 2 3 4 5 6 7 8 9

**ATHLETIC SHADOW (ASH)**

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

0 1 2 3 4 5 6 7 8 9

**SHADOW BLOCK (SHB)**

0 1 2 3 4 5 6 7 8 9

**SUPER BOLD (SUB)**

0 1 2 3 4 5 6 7 8 9
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.
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 (CMYK) 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
C: 0%
M: 60%
Y: 100%
K: 0%
```
```
RGB
R: 245
G: 130
B: 32
```
```
HEX (WEB)
#F4811F
```

**Pantone 348 (GREEN)**
```
CMYK
C: 97%
M: 22%
Y: 100%
K: 9%
```
```
RGB
R: 0
G: 131
B: 69
```
```
HEX (WEB)
#008344
```

ALTERNATE COLORS
Russell Athletic Apparel Colors

- Dark Green
- Burnt Orange
- Steel/Stealth
- Black
- White

Russell Athletic (For Promotional use)

- Watermelon Pink
- Royal Blue
- Breast Cancer Awareness
- Prostate Cancer Awareness
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 typeface: Candy Script Regular

Venom

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$&?
Please take these principles into consideration when using the logo.

- No white inverse
- No 1 color rattler with logo
- Do not superimpose rattler
- 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 rattler head
- No drop shadows
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.