



Florida Southern College

Brand and Messaging Guide

Florida Southern College's brand is more than a visual identity;

it is the foundation of how we share our story and connect with our audiences.



This Brand and Messaging Guide establishes the official standards for the College's visual, verbal, and written identity, ensuring that all materials accurately reflect its history, values, and mission. Adherence to these guidelines is required to maintain a consistent and professional brand presence that aligns with who we are as an institution. Consistent application strengthens recognition of the Florida Southern brand, builds trust with our audiences, and supports the College's mission. Each element, from logos and colors to typography and tone of voice, must work together to create a unified image that represents the College with accuracy and integrity. The messaging principles outlined in this guide define how we communicate our story clearly, confidently, and authentically, so that every message reinforces the essence of the Florida Southern experience. All College offices and departments are expected to follow these standards.



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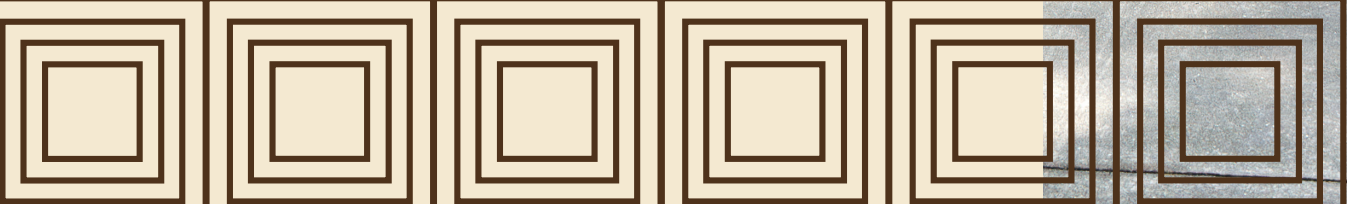
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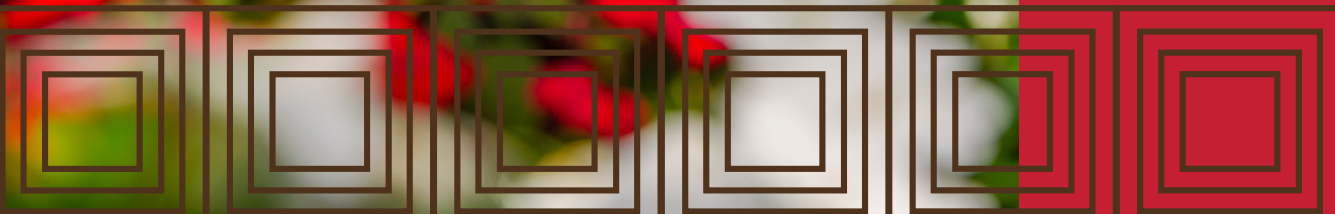
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Section 1: Logos

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Primary & Secondary Logos:

The Florida Southern College logo and its approved variations are finalized artwork and must always be used as provided, without recreation or redesign. This includes: altering typefaces, replacing or adding graphic elements, adjusting the scale or proportions of the logo, and making any other changes.

For logo variations, please refer to page 10 of the Brand and Messaging Guide.

To maintain the integrity and consistency of our brand, any variations of the approved logos and marks, including changes to color, background, or application, must be approved by the Office of Marketing and Communications before use.

Primary Logo

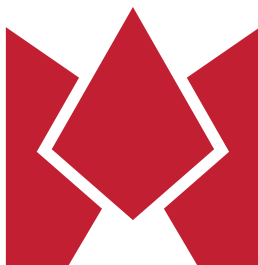


All official Florida Southern College logos must retain the registered trademark symbol (®) in every instance of use across print and digital media.

Secondary Logo



Chapel Mark



All official Florida Southern College logos must retain the registered trademark symbol (®) in every instance of use across print and digital media.

Short Form Logo



Chapel Mark & Short Form Logos:

The independent Chapel Mark is intended for use only within the College campus. It may appear on campus shuttles, facilities and other internal applications. Because of its limited and specialized function, any use of the independent Chapel Mark must be approved in advance by the Office of Marketing and Communications.

The Short Form Logo may be used in small-scale applications on print materials, provided that either the Primary or Secondary Logo is also present.

- For example, a presentation might feature the full Primary Logo on the cover page, with the Short Form Logo placed in the footer of the slides for continuity. In this way, the Short Form Logo supports brand recognition without replacing the main identity.

For logo variations, please refer to page 10 of the Brand and Messaging Guide.

All official logos are available in the FSC Portal under the Brand tab.



Official College Seal:

The Florida Southern College Seal is an official mark of the institution and is reserved for formal and ceremonial purposes only. Appropriate uses include diplomas, transcripts, formal certificates, and select presidential, trustee-level, or Academic Affairs communications.

The Seal should not be used in general marketing materials or any informal applications.

Any proposed use of the Seal outside the approved areas must be reviewed and approved by the Office of Marketing and Communications in advance to ensure the integrity and appropriate representation of this formal symbol of the College.

For logo variations, please refer to page 10 of the Brand and Messaging Guide.

The Official College Seal is available in the FSC Portal under the Brand tab.

Official College Seal



Official Chapel Mark Departmental Logos:

To preserve a clear and consistent College identity, departments should use only the approved logo formats shown on this page.

For Academic Schools Only: The Chapel Mark School logos may be used only in informal or secondary applications, such as smaller-scale print materials or merchandise, but it must never replace the official Seal logos in academic or formal contexts (see pg. 9).

For logo variations, please refer to page 10 of the Brand and Messaging Guide.

All official logos are available in the FSC Portal under the Brand tab.

Primary

Chapel Standard (Minimum width: 1.5")



Secondary (provided per request)

Chapel Stacked (Minimum width: 1.5")



Chapel Alt (Minimum width: 1.5")



Official Academic Seal Logos:

For Florida Southern College Academic Affairs and Schools, the official departmental logo is used in combination with the College Seal and will serve as the primary logo.

The Seal Standard and Seal Stacked logos may not be smaller than 2.5" in width. Neither logo has a maximum size.

The College Seal logos may not be used for embroidery; instead, the Chapel Mark logos should be used as the standard option for embroidery.

For logo variations, please refer to page 10 of the Brand and Messaging Guide.

All official logos are available in the FSC Portal under the Brand tab.

Primary

Seal Standard (Minimum width: 2.5 inches)



Academic
Affairs

Secondary (provided per request)

Seal Stacked (Minimum width: 2.5 inches)



School of
Architecture



Logo Variations:

To allow for broad and flexible use, all official logo or mark compositions are available, per request, in four variations: one-color red, one-color black, grayscale, and reverse knockout (white).

The reverse (knockout) logo should be applied on color or photographic backgrounds, ensuring sufficient contrast for clear visibility.

The black logo is intended for one-color printing applications.

Reverse (knockout)



One-Color Black, Red, and Gray



Primary Logo (Minimum size: 1.5" x 0.663")



Spacing & Sizing:

The College logo must always appear in a professional manner, free from overlapping or surrounding graphics, images, or text in all print formats.

Adherence to the illustrated spacing guidelines, measured by the Chapel Mark, is required.

For legibility, the Primary Logo may not be reproduced smaller than 1.5 inches wide in print, and the Secondary Logo no smaller than 2.5 inches wide.

Secondary Logo (Minimum size: 2.5" x 0.2285")



Logo



Graphic



Logo:

- A logo is a permanent identity mark that represents the College or a department.
- It does not change once it is created — it is designed for long-term recognition.
- Logos are not themed, seasonal, or tied to a single event.

Graphic:

- A graphic is creative, flexible, and designed for a specific event, initiative, or campaign.
- It can incorporate themes, imagery, and colors that make sense for the occasion.
- Graphics are temporary and can change from year to year depending on the event.

Student Organizations & Affiliates:

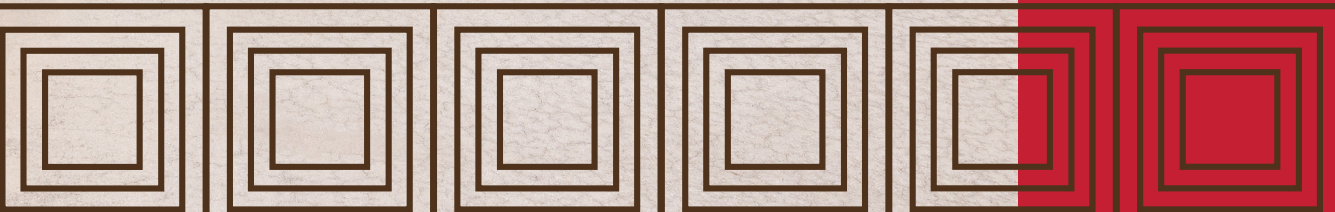
Student organizations that choose to develop their own logo may not use or incorporate official Florida Southern College logos or marks without prior approval from the Office of Marketing and Communications. Organizations and affiliates are encouraged to collaborate with their department leadership to ensure their logos align with the College brand standards.





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Color Palette:

The Florida Southern College color palette is organized into three levels: Primary, Secondary, and Tertiary.

Primary Colors

FSC Red is the defining color of the brand and must be prominently featured in all designs, unless otherwise approved by the Office of Marketing and Communications. Primary colors should remain the most dominant in every application.

Secondary Colors

Secondary colors are intended to complement the Primary palette. In select cases, they may appear more prominently; however, FSC Red must still be incorporated unless prior approval is granted.

Tertiary Colors

Tertiary colors should be used sparingly. Their purpose is to enhance visual design through accents and subtle layers of visual interest, without overshadowing the Primary or Secondary palettes.

Do not modify the colors, including their transparency or saturation.

Primary

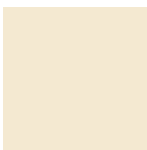


FSC Red
C: 16 R: 193
M: 100 G: 0
Y: 86 B: 42
K: 6
hex: c1002a
PMS 200C



White
C: 0 R: 255
M: 0 G: 255
Y: 0 B: 255
K: 0
hex: ffffff

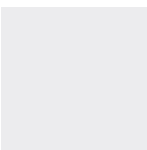
Secondary



Esplanade Beige
C: 4 R: 245
M: 7 G: 233
Y: 18 B: 210
K: 0
hex: f5e9d2



Medium Gray
C: 30 R: 181
M: 24 G: 180
Y: 24 B: 81
K: 0
hex: b5b4b5

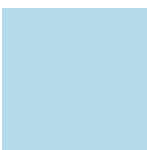


Light Gray
C: 0 R: 234
M: 0 G: 234
Y: 0 B: 234
K: 8
hex: eaeaea

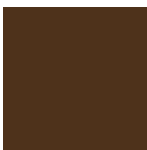
Tertiary



Dark Gray
C: 3 R: 112
M: 0 G: 115
Y: 1 B: 114
K: 55
hex: 707372



Sky Blue
C: 23 R: 181
M: 7 G: 219
Y: 0 B: 235
K: 8
hex: b5dbeb



Dark Brown
C: 47 R: 79
M: 68 G: 51
Y: 85 B: 28
K: 57
hex: 4f331c



Clay
C: 24 R: 196
M: 39 G: 154
Y: 62 B: 111
K: 1
hex: c49a6f





MOST BEAUTIFUL CAMPUS IN THE NATION
The Princeton Review

AMONG AMERICA'S **TOP COLLEGES**
For 2025

70+ ACADEMIC MAJORS
WITH A FOCUS ON ENGAGED LEARNING



We know that learning can't be cultivated in the classroom but best in the real world. Immersive, hands-on experiences, such as internships and research, equip students to lead, succeed, and make an impact in our community and across the globe. All of this is set against the backdrop of our iconic historic campus, where the beauty of Frank Lloyd Wright's architectural masterpiece meets cutting-edge academic and professional development opportunities.

INTERESTED IN FLORIDA SOUTHERN?
Visit our website to learn more about our campus.







FLORIDA SOUTHERN COLLEGE

*Discover Your Path,
Define Your Future.*

www.flsouthern.edu

Dr. Jeremy P. Martin and the Board of Trustees cordially invite you to attend the Florida Southern College

Founders Day Convocation

IN HONOR OF THE 141ST ANNIVERSARY
FEATURING THE 89TH HONORARY CHANCELLOR

First Name Last Name

THEIR TITLE HERE

Wednesday, Month Date, 2026

10:50 AM | FOUNDER'S DAY CONVOCATION
Branscomb Memorial Auditorium
Robert A. Davis Performing Arts Center

12:00 PM | FOUNDER'S DAY LUNCHEON
with the 2026 Honorary Chancellor and the 2026 Alumni Achievement Award Recipients
George Jenkins Field House

The favor of a reply is requested by January 31, 2026

JOIN US FOR THE VERY BEST IN
DANCE | MUSIC | VISUAL ART | THEATRE

Festival of FINE ARTS



FALL 2025 SCHEDULE

SEPTEMBER 30
Journey Through Song
Faculty Artist Series

OCTOBER 5-9, 9-12
Rising Rising
Theatre Arts

OCTOBER 7
Fantasia
Special Guest: Andrew Klein

OCTOBER 30
Bandstand!
Musical Performance

OCTOBER 30-NOVEMBER 2
The Pulse of Florida
Theatre Arts

NOVEMBER 8
The Spec.: Between Creating Healing
Re-experiments through the Arts
Faculty Artist Series

NOVEMBER 7-8
Fall Into These 2025
PSC Dance

NOVEMBER 10
UDAM Live Band
Special Guest

NOVEMBER 12
PSC Orchestra
Musical Performance

NOVEMBER 14
PSC Combined Choirs
Musical Performance

NOVEMBER 19
Jazz Brilliance 2025
Special Guest: Karynna Beasley

NOVEMBER 20
Day Performance: Karynna Beasley
and Jeffrey Renner
Faculty Artist Series & Special Guest

NOVEMBER 21-23, DECEMBER 4-7
Legally Blonde: The Musical
Theatre Arts

DECEMBER 13
The Christmas Gade
Winter Wonderland
Musical Performance



FLSOUTHERN.EDU/FFA



FLORIDA ARTS & CULTURE
FLSOUTHERN.EDU/FFA

For full season schedule,
visit FLSOUTHERN.EDU/FFA



111 LAKE HOLLINGSWORTH DRIVE, LAKELAND, FL 33803 863.680.4296

Header/Serif

Sabon Bold

Sabon Bold Italic

Body/Sans Serif

Proxima Nova Black

Proxima Nova Black Italic

Proxima Nova Extrabold

Proxima Nova Extrabold Italic

Proxima Nova Bold

Proxima Nova Bold Italic

Proxima Nova Semibold

Proxima Nova Semibold Italic

Proxima Nova Medium

Proxima Nova Medium Italic

Proxima Nova Regular

Proxima Nova Italic

Proxima Nova Light

Proxima Nova Light Italic

Proxima Nova Thin

Proxima Nova Thin Italic

Special Use/Script

The College's preferred script font is intended for refined or formal communications. It should function only as a title script and must be used sparingly.

Nautica Bold

Nautica Medium

Nautica Regular

Special Use/Alternative Header

This specialty, all-cap font may only be used when requested through the Office of Marketing and Communications.

WRIGHT DAYTONBOLD

WRIGHT DAYTONREGULAR

WRIGHT DAYTONLIGHT

Approved Alternative Fonts

For all internal and external communications—including letters, emails, presentations, and formal documents—simple serif or sans serif fonts are recommended for readability and brand consistency. Preferred simple serif fonts: Times New Roman, Georgia, Cambria. Preferred sans serif fonts: Calibri, Arial, Helvetica. Avoid decorative or script fonts in official or digital communications.

Typography:

Florida Southern College's primary typefaces are Sabon and Proxima Nova. Sabon should be used for headlines and titles, while Proxima Nova should be used for body text.

Sabon and Proxima Nova should be used for all print and digital marketing collateral representing the College's official brand, including marketing collateral, advertisements, and publications.

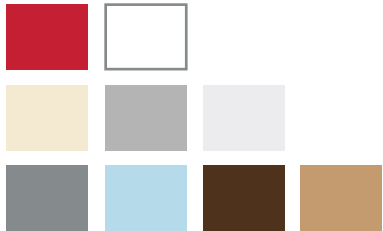
Fonts should never be stretched, compressed, or otherwise manipulated.



Do...



Use the official logos and their approved sizing.



Use the approved color palette.

Don't...



Do not change the color.



Do not change the font.



Do not add effects like drop shadow, bevel, etc.



Do not pair the logo or mark too closely with another logo.



Do not make the logo or mark transparent.



Do not crop the logo or mark.



Do not angle the logo or mark.



Do not add decorative elements.



Do not place the logo or mark on top of or inside of an element.



Do not place images inside of the logo or mark.

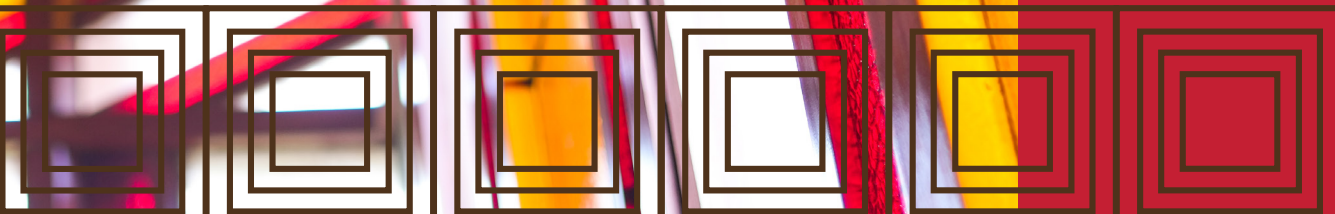
NOTE: These are just a few examples of what not to do. If you are unsure if your use of the logo is allowed, please contact the Office of Marketing and Communications.





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FirstName LastName

Title

School/Office/Department of XXXXXX

Florida Southern College

111 Lake Hollingsworth Dr.

Lakeland, FL 33801

o: 863-680-XXXX

email@flsouthern.edu

www.flsouthern.edu



Cambria Bold 12 pt

Calibri 11 pt

Please note: If approved fonts are unavailable, use a simple serif or sans serif font. Preferred simple serif fonts: Times New Roman, Georgia, Cambria. Preferred sans serif fonts: Calibri, Arial, Helvetica.

The College logo in the email signature is **optional**; however, its use is encouraged to maintain brand consistency and visual recognition across all communications.

Email Signatures:

A standardized signature helps recipients quickly recognize official communications, reinforces the College's brand identity, and builds trust with both internal and external audiences.

Please use the Florida Southern Email Signature template, as displayed here.

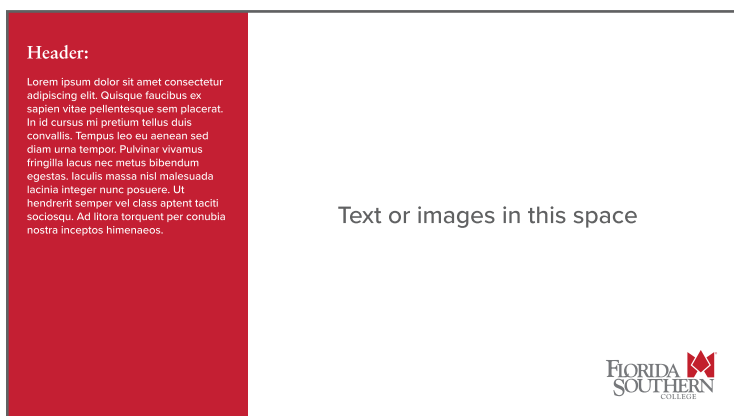
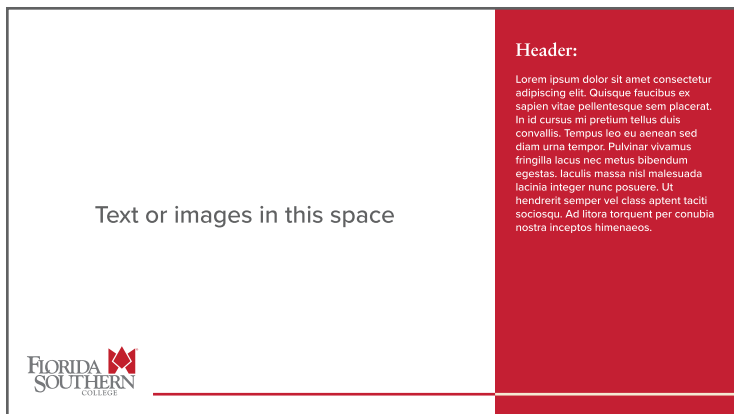
Individual details, such as business hours, availability, or contact instructions, may appear in the email body above the signature block but should not be included within the regulated signature.

Use black text only.

MOBILE APP:

Since the Outlook mobile app does not support HTML formatting, logos and images won't display correctly and may appear as attachments. Therefore, it is advised not to use the logo in your mobile email signature.





Presentations:

Official college presentations should follow the suggested layouts provided, with the Florida Southern College logo clearly visible and unobstructed in the lower left or right corner. Consistent use of these layouts helps maintain a professional appearance and reinforces the College's brand identity across all communications. Avoid resizing, distorting, or altering the logo, and ensure that text and images do not overlap or interfere with its visibility.



111 Lake Hollingsworth Dr.
Lakeland, FL 33801
863.680.4111 | flsouthern.edu

Dear FirstName LastName,

Lorem ipsum dolor sit amet consectetur adipiscing elit. Quisque faucibus ex sapien vitae pellentesque sem placerat. In id cursus mi pretium tellus dui convallis. Tempus leo eu aenean sed diam urna tempor. Pulvinar vivamus fringilla lacus nec metus bibendum egestas. laculis massa nisl malesuada lacinia integer nunc posuere. Ut hendrerit semper vel class aptent taciti sociosqu. Ad litora torquent per conubia nostra inceptos himenaeos.

Lorem ipsum dolor sit amet consectetur adipiscing elit. Quisque faucibus ex sapien vitae pellentesque sem placerat. In id cursus mi pretium tellus dui convallis. Tempus leo eu aenean sed diam urna tempor. Pulvinar vivamus fringilla lacus nec metus bibendum egestas. laculis massa nisl malesuada lacinia integer nunc posuere. Ut hendrerit semper vel class aptent taciti sociosqu. Ad litora torquent per conubia nostra inceptos himenaeos.

Lorem ipsum dolor sit amet consectetur adipiscing elit. Quisque faucibus ex sapien vitae pellentesque sem placerat. In id cursus mi pretium tellus dui convallis. Tempus leo eu aenean sed diam urna tempor. Pulvinar vivamus fringilla lacus nec metus bibendum egestas. laculis massa nisl malesuada lacinia integer nunc posuere. Ut hendrerit semper vel class aptent taciti sociosqu. Ad litora torquent per conubia nostra inceptos himenaeos.

Lorem ipsum dolor sit amet consectetur adipiscing elit. Quisque faucibus ex sapien vitae pellentesque sem placerat. In id cursus mi pretium tellus dui convallis. Tempus leo eu aenean sed diam urna tempor.

Salutation,

Signature

FirstName LastName
Title



School/Office/Department Name
111 Lake Hollingsworth Drive
Lakeland, FL 33801

FIRSTNAME LASTNAME
Address 1
City, State ZIP

Stationery:

Official stationery should remain clean and professional, with the Florida Southern College logo placed prominently in the upper left corner. On letters, the logo must be sized at **2.5 inches wide**, and a **simple sans serif or san serif** should be used as the primary font.

The phone number may be substituted with the office or department number if preferred.

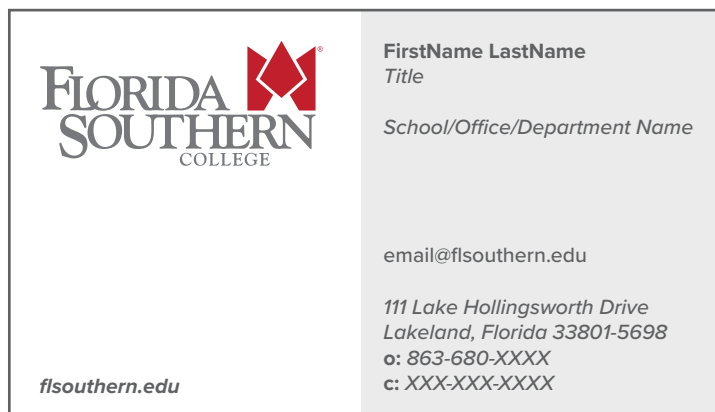
Envelopes should display the following elements in the upper left corner, in order:

- The Florida Southern College logo
- The office, department, or school name
- The College address

Name Tags



Business Cards



Name Tags & Business Cards:

Florida Southern College name tags and business cards appear as displayed on this page. These items should be ordered through the Office of Business Affairs and should never be recreated by an individual or another department, to maintain consistency and brand recognition.





Section 4: Athletics

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Athletics-Only Logos:

The Circle Mocs and Snake Head Diamond logos are reserved exclusively for Athletics, including the Wellness Center. They may not be used by Academic Affairs, Student Life, or any other non-Athletics departments without prior approval from the Athletics Communications or the Office of Marketing and Communications.

For more information, please refer to the Athletics Brand Guide.

Primary Logo



Secondary Logo



Athletics-Only Color Palette:

The primary colors of the Florida Southern College Athletics palette include FSC Red and Pure White.

FSC Blue and Columbia Blue should be used sparingly in designs.

Black should never be used outside of plain text.

Light, Medium, and Dark Gray may be used as a background or merchandise color.

For more information, please refer to the Athletics Brand Guide.

Primary



FSC Red
C: 16 R: 193
M: 100 G: 0
Y: 86 B: 42
K: 6
hex: c1002a



White
C: 0 R: 255
M: 0 G: 255
Y: 0 B: 255
K: 0
hex: ffffff

Secondary



FSC Blue
C: 95 R: 8
M: 64 G: 73
Y: 27 B: 140
K: 8
hex: 08498c



Columbia Blue
C: 34 R: 116
M: 0 G: 200
Y: 0 B: 235
K: 0
hex: 74c8eb

Athletics-Only Typography:

Florida Southern College Athletics official fonts include New Order Bold and Proxima Nova, both of which are officially licensed Adobe fonts.

New Order Bold is limited to Athletics use only, while Proxima Nova is shared across all brand identities.

For more information, please refer to the Athletics Brand Guide.

Primary

New Order Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Secondary

Proxima Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



Reminders:

To the right are examples of common misuses of the FSC Athletics logos. Misuses are not limited to the following examples. Please refer to Athletics Brand Guide or reach out to Athletics Communications or the Office of Marketing and Communications for further clarification.

- DO NOT stretch, skew, distort, rotate or otherwise manipulate ANY of the logos.
- DO NOT change any of the text in the logos.

Sports specific artwork must be obtained from the Department of Athletics.

For more information, please refer to the Athletics Brand Guide.



Do not rotate.



Do not change the colors.



Do not distort.



Do not change the text.





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Vision, Mission & Cornerstone Values

Vision

To be nationally distinguished for the exceptional outcomes of our transformative model of engaged learning, producing graduates prepared to thrive personally and professionally in a global society. Through sustained affiliation with The United Methodist Church and situated on the iconic Frank Lloyd Wright campus, the College will continue to be grounded in Judeo-Christian ethical principles and inspired by visionary innovation.

Mission

To equip students to lead lives of positive and consequential impact on society through dynamic, engaged learning in our iconic setting and beyond.

Our Cornerstone Values

Florida Southern seeks to create and nurture a community of lifelong scholars who hold one another accountable to the high ideals, vision, and mission of the College. Built upon the Judeo-Christian principles on which our College was founded, a Florida Southern Scholar will:

- Practice personal integrity and excellence of character in all areas, expecting the same from others.
- Honor the dignity, value, and worth of all persons while learning from the differences in others' backgrounds, heritage, ideas, thoughts, and opinions.
- Respect the rights and property of others.
- Demonstrate concern for others and our collective need for conditions that promote personal growth and success.
- Contribute to the rich heritage left by those who have preceded us and work to leave the College a better place for those who follow.

Institutional Names & References

- Florida Southern College should always be written in full on first reference.
- On subsequent references, you may use FSC.
- In internal and external communications, “the College” is preferred as a second reference and should be capitalized only when referring specifically to Florida Southern as a proper noun.
- “Florida Southern” may be used in informal or internal communications such as social media captions.
- Do not use “Fla. Southern,” “F.S.C.,” or any abbreviation other than FSC.

Schools and Programs

All schools and programs should use the full name and capitalization on first reference.

The Barney Barnett School of Business and Free Enterprise

- Acceptable on second reference: the School of Business and Free Enterprise, the School of Business, the business school.
- Do not shorten to Barnett School, Barnett Business School, or any other variation.

Doctor of Physical Therapy Program

- Acceptable on second reference: the DPT program or the physical therapy program.

The Ann Blanton Edwards School of Nursing and Health Sciences

- Acceptable on second reference: the School of Nursing and Health Sciences.

The School of Architecture, School of Arts and Sciences, and School of Education should always be written in full.



Institutional Affiliates & Campus Landmarks

Affiliates

Florida Southern College has two formal affiliates.

- The Ashley Gibson Barnett Museum of Art should be written in full on first reference. “The AGB” or “the Museum” are both acceptable on second reference. When the Museum is referred to as The AGB, the word The is always capitalized.
- The Roberts Academy should always be written in full and never shortened to “Roberts,” “Academy,” or “The Academy.” Always capitalize the word The when referencing The Roberts Academy.

Frank Lloyd Wright Campus and Architectural References

- Use Frank Lloyd Wright Campus on first reference; capitalize all words and never pluralize.
- Acceptable second references: the Wright Campus or Wright-designed buildings.
- Avoid casual forms such as “the Wright buildings” or “Wright architecture at FSC.”
- Capitalize and spell out full building names on first reference (e.g., Annie Pfeiffer Chapel, Danforth Chapel, Water Dome).
- On second reference, “the Chapel,” is acceptable when context is clear.
- Use phrasing such as “designed by Frank Lloyd Wright” or “part of the Frank Lloyd Wright Campus at Florida Southern College.” Avoid possessive forms like “Frank Lloyd Wright’s Florida Southern College.”
- The Frank Lloyd Wright Campus is a National Historic Landmark and a defining feature of the College’s identity. An example of approved phrasing includes: Florida Southern College’s Frank Lloyd Wright Campus, designated a National Historic Landmark in 2012, features the largest collection of Wright-designed structures in a single location.
- For photography, video, or written descriptions, consult the Office of Marketing and Communications to ensure brand and historical accuracy.



Editorial & Style Standards

Editorial

For official public relations communications, Florida Southern College follows Associated Press (AP) style because it provides a clear, consistent, and widely recognized standard for news and media writing. Using AP style ensures that all college communications align with professional journalism practices and are easily understood by external audiences, including reporters, editors, and the public.

Writers and communicators across the College are encouraged to consult the AP Stylebook for general rules, and this guide for Florida Southern-specific applications.

When referencing alumni, always include their class year immediately following their name, using an apostrophe before the year. For example: Jane Smith '12. If referring to multiple alumni, separate names and years with commas: John Adams '08, Mary Thomas '10, and Robert Lewis '15.

When noting graduate degrees, list them after the class year, separated by a comma and abbreviated according to AP style conventions. For example: Lisa Perez '09, MBA '14 or Michael Brown '11, DPT '15.

Voice, Tone, and Messaging Principles

- Communicate with clarity, warmth, and authenticity.
- Use active voice and positive, engaging language.
- Keep messages concise and focused on the audience.
- Reflect the College's core strengths: academic excellence, innovation, student success, engaged learning, leadership, community connection, and our iconic and historic setting.



Media Relations & Communications

Emergency & Crisis Communications Best Practices

- All official communications during emergencies are managed by the FSC Emergency Management Team with the Office of Marketing and Communications.
- If contacted by the media, do not make independent statements—refer all inquiries to the Office of Marketing and Communications.
- Only designated spokespersons may issue official responses on behalf of the College.
- The Emergency Management Team will coordinate timely, factual updates through approved channels, including campus alerts, official statements, and social media.
- Faculty, staff and students should follow official guidance and avoid sharing unverified information.

PR & Media

The goal of the Office of Marketing and Communications is to share engaging, authentic stories that highlight Florida Southern College's academic excellence while strengthening our connection with the Lakeland community and upholding the College's brand integrity. Newsworthy events, along with student, alumni, and faculty achievements, provide valuable opportunities to showcase Florida Southern's success across local, regional, and national media

If you have a story idea that may be of interest to the media or wish to write an opinion piece for a publication, please contact the Office of Marketing and Communications for guidance. If a reporter contacts you directly, please notify the Office. We will work with you to determine if the opportunity aligns with the College's communications goals and assist you in preparing an appropriate response.

To request a press release, please submit a marketing request form located on the FSC portal.



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The Office of Marketing and Communications
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