

# IDENTITY STANDARDS MANUAL

This document offers guidance for those producing communication materials, print or electronic, on behalf of the Florida Public Archaeology Network (FPAN). Providing these clear boundaries to work within ensures a consistent institutional identity and high level of quality that enables us to effectively tell our story.

## Why is branding important to the Florida Public Archaeology Network?

Branding is our opportunity to define who we are as well as who we want to be in the future. It is the responsibility of each member of our network to uphold the standards that give the FPAN brand its look and feel. In fact, you are an extension of the brand, too. You are an ambassador of everything FPAN. With your help, we can achieve the awareness, recognition and loyalty needed to generate further success for our organization and improve the quality and consistency of all of our marketing efforts.

## Logo Use

### Primary Logos

The Florida Public Archaeology Network primary logos uniquely identify us and distinguish us from other organizations. The logos consist of four elements: a graphic of the sun; the primary words “Florida Public Archaeology Network” stacked in a two or three-line configuration; textured lines; and the identifier “A Program of the University of West Florida.” Standards for use of the FPAN official primary logos are as follows:

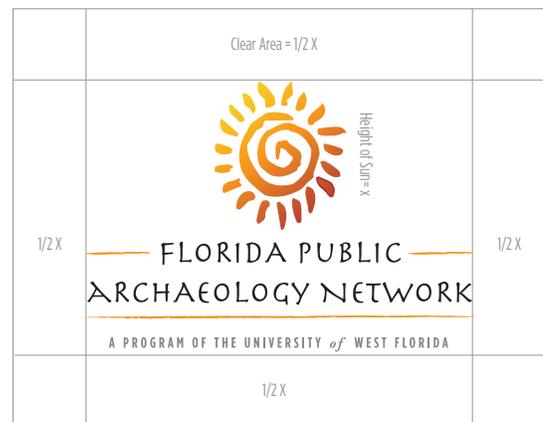
- Alterations to the primary logos are prohibited, with the exception of use on official FPAN envelopes. This applies to typeface, proportions and placement of graphic elements.
- The full-color logo, one-color logo (orange), and black and white are the only permitted color variations. The full-color version should be used as the primary choice whenever possible.
- Logos are not to be used as a background for text or graphics and must be legible.
- Logos are to be surrounded by a clear area as noted to the right. No other graphics or words are to overprint, touch or appear in this clear area.

**Use of any version of the previous FPAN logo is prohibited.** All centers must use the updated logos per the above guidelines. Competing logos dilute the impact of the FPAN brand and cannot be used or developed.

### Full-Color Primary Logos



### One-color examples



Both FPAN logos are to be surrounded by a clear area. No other graphics or words are to overprint, touch or appear in this clear area.



## FLORIDA PUBLIC ARCHAEOLOGY NETWORK

A PROGRAM OF THE UNIVERSITY of WEST FLORIDA

[FLPublicArchaeology.org](http://FLPublicArchaeology.org)

### Secondary Logo

FPAN's secondary logo consists of the vertical primary logo with the URL included beneath. The only permitted use is on official FPAN vehicles and signage. Actual application of the secondary logo must comply with the standards as noted on page one for the primary logos with limited exceptions due to the nature of vehicles and signage. These limited exceptions will be made on a case-by-case basis by contacting the Executive Director.

## Color

The official FPAN colors are as much a part of our brand as the sun graphic. Marketing materials may be designed in any color appropriate for the concept; however, official logos must use the color standards as follows to ensure consistent translation across all mediums:

Logo can be rendered as one-color orange, black or grey as well as grey scale and full-color. These primary colors help to shape the brand of FPAN.

### Primary Colors



**Orange**—Pantone Orange 021M

**Process** (for use in print) C: 0 M: 53 Y: 100 K: 0

**RGB** (for use in web) R: 247 G: 142 B: 30

**Hex Color** F78E1E



**Black**

**Process** (for use in print) C: 70 M: 60 Y: 50 K: 100

**RGB** (for use in web) R: 0 G: 0 B: 0

**Hex Color** 000000



**Grey**

**Varying shades**—use variations at your discretion

### Secondary Colors



**Red**

**Process** (for use in print) C: 27 M: 94 Y: 94 K: 7

**RGB** (for use in web) R: 177 G: 52 B: 47

**Hex Color** B1342F



**Yellow**

**Process** (for use in print) C: 3 M: 9 Y: 92 K: 1

**RGB** (for use in web) R: 247 G: 217 B: 43

**Hex Color** F7D92B

Secondary colors are for use in the primary full-color logo and corresponding FPAN marketing materials. For best results when working with the full-color logo, colors should be used as process or RGB colors, not PMS spot colors. When the secondary colors are used on marketing materials, they should be used sparingly and harmoniously with the primary colors.

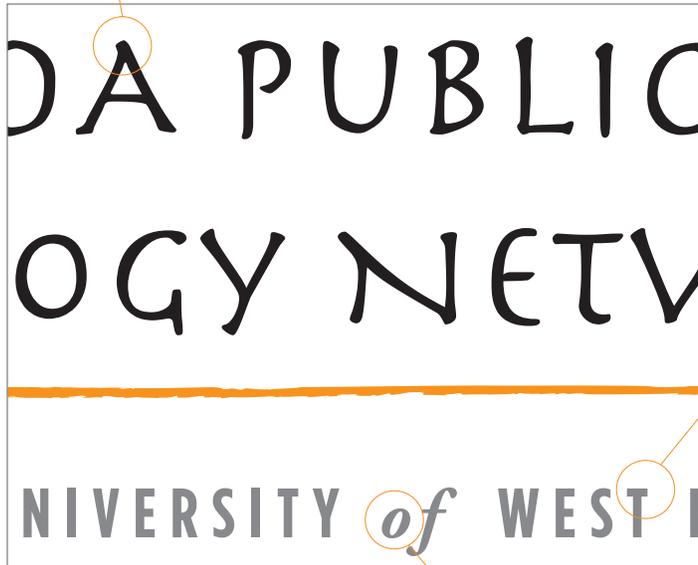
## Typography

### Primary typeface: *Herculanum Regular*

The primary typeface in the FPAN logos is Herculanum Regular. Herculanum Regular is best used for display type and large headline use only. It is not recommended to use Herculanum Regular for body copy/text and is, in fact, preferable to use contrasting styles that are more easily read.

Primary Font

HERCULANUM REGULAR



### Additional Fonts

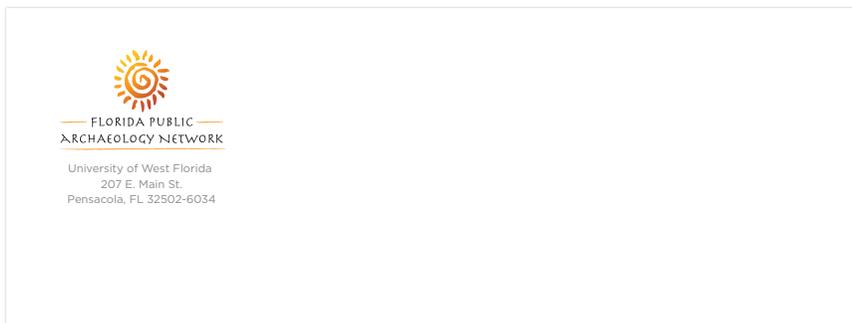
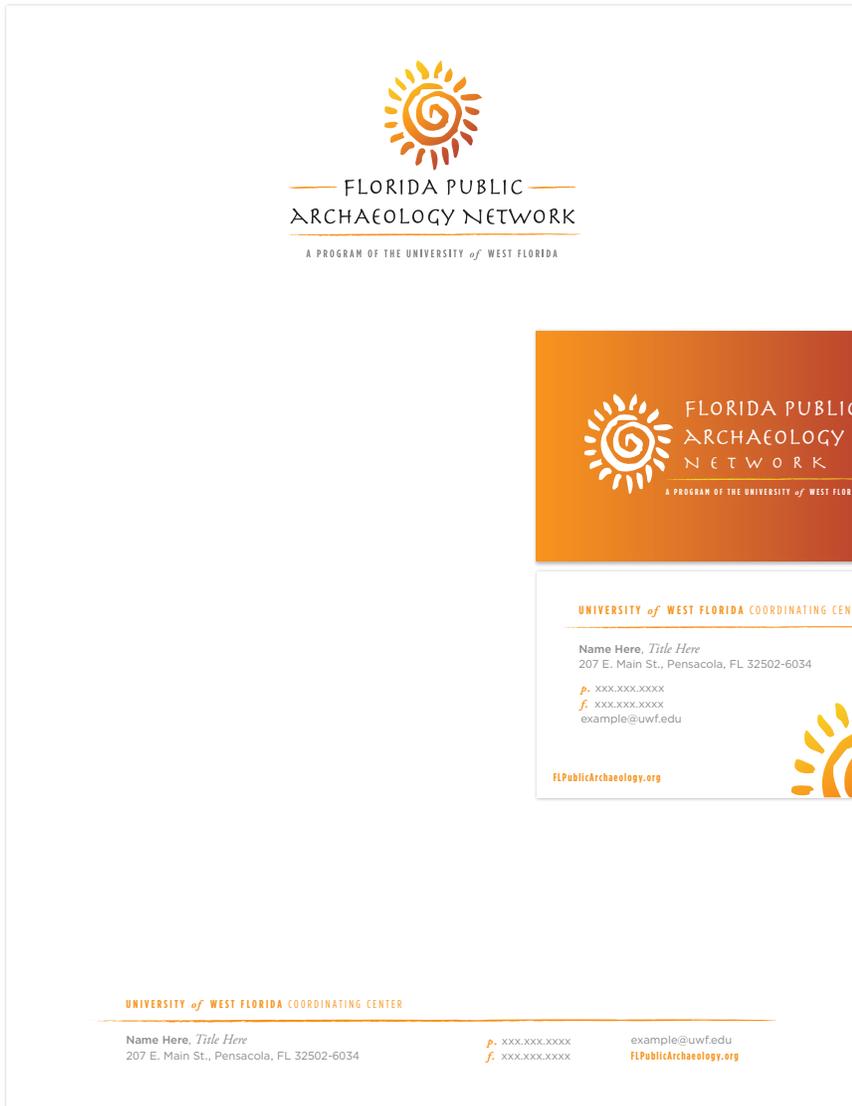
We recommend using Gotham Condensed (used in the FPAN logo as the text for the identifier, “A Program of the University of West Florida”), Gotham Regular and Adobe Garamond Pro. It is also acceptable to use any easy-to-read and content-appropriate font.

Secondary Fonts

Gotham Condensed Book  
**Gotham Condensed Medium**  
**Gotham Condensed Bold**  
*Gotham Condensed Book Italic*  
*Gotham Condensed Medium Italic*  
***Gotham Condensed Bold Italic***

Gotham Book  
**Gotham Medium**  
**Gotham Bold**  
*Gotham Book Italic*  
***Gotham Medium Italic***  
***Gotham Bold Italic***

Adobe Garamond Pro  
**Adobe Garamond Pro Semibold**  
**Adobe Garamond Pro Bold**  
*Adobe Garamond Pro Italic*  
***Adobe Garamond Pro Semibold Italic***  
***Adobe Garamond Pro Bold Italic***



### Stationery Guidelines

All FPAN letterhead, envelopes and business cards are standardized to provide consistent institutional identity and to reduce design and printing costs. Care must be taken to adhere to design and production standards. As of July 1, 2012 centers, regions, etc. may no longer use old letterhead, business cards and envelopes.

The graphics to the left illustrate the FPAN stationery system.

Use of the FPAN logo without the identifier “University of West Florida” is limited to official FPAN envelopes. It is not to be used in lieu of the primary logo.