

FSU Health

BRAND IDENTITY & GUIDE

MESSAGING & VISUAL IDENTITY

Version Sept. 1, 2026

CONTENTS

- 3** Tagline
- 4** Mission Statement
- 5** Messaging & Identity Framework
- 7** Visual Identity Overview
- 8** Primary Identifier & Lockups
- 19** Fonts & Typography
- 21** Color Palette
- 24** Iconography
- 25** Application



Tagline

FSU Health

Building Healthy Communities

Proposed **Mission Statement**

FSU Health combines patient-centered care, pioneering research, and world-class education to enhance the quality of life for Florida communities and beyond.

Proposed Mission Statement

FSU Health combines patient-centered care, pioneering research, and world-class education to enhance the quality of life for Florida communities and beyond.

Patient-Centered Care

Our whole-person approach to healthcare promotes healthier lifestyles and active partnerships between provider and patient.

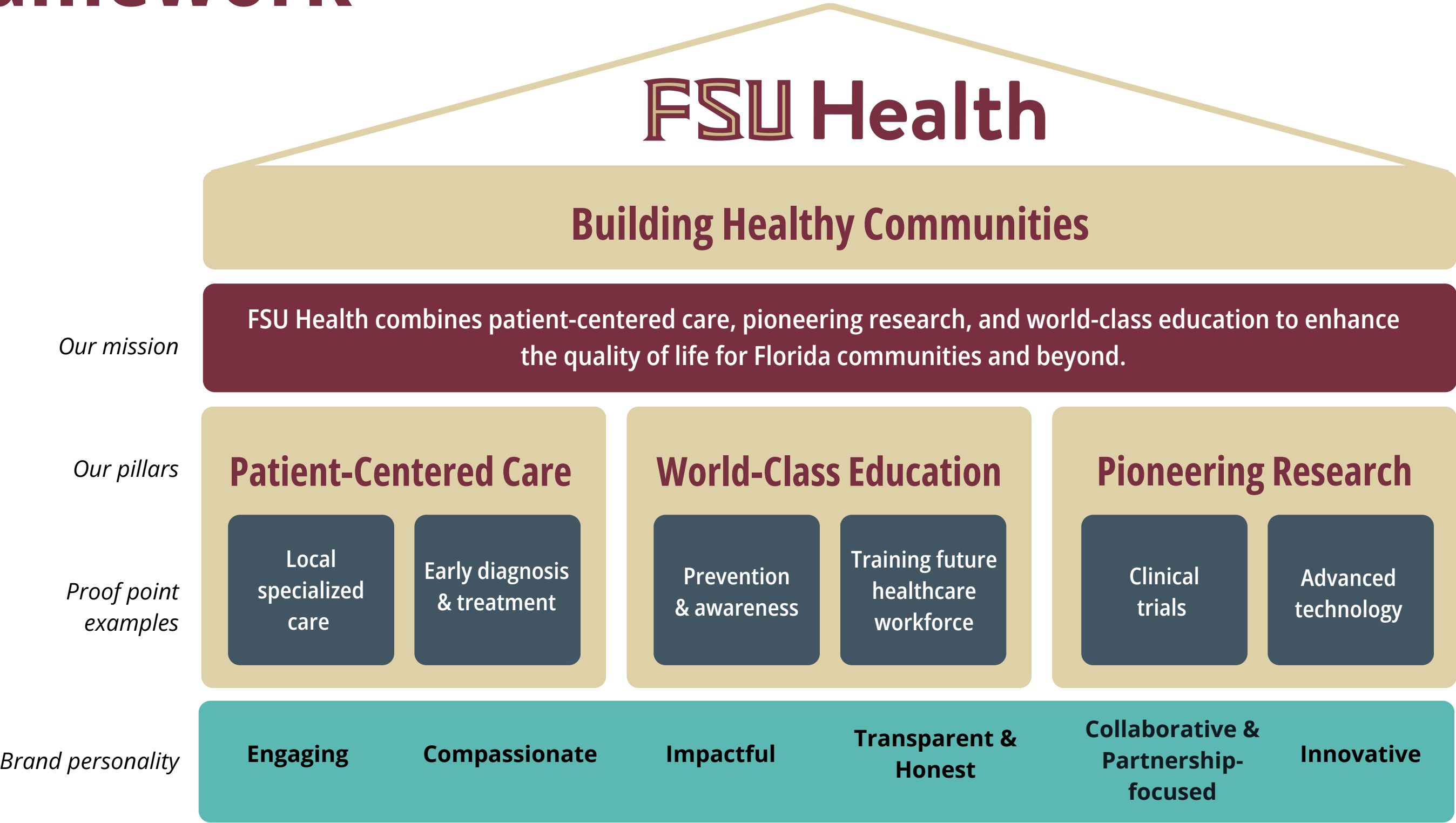
Pioneering Research

Our interdisciplinary research expertise addresses complicated health challenges leading to discoveries that impact real-world care.

World-Class Education

Our academic excellence provides the foundation for preparing future healthcare professionals and improving public health.

Messaging & Identity Framework



Visual Identity

OVERVIEW

FSU Health

LOGO SYSTEM



COLOR SYSTEM

AaBbCcDd

TYPOGRAPHY



ICONOGRAPHY



PHOTOGRAPHY

Primary Identifier

Primary/Horizontal

FSU Health



Vertical

FSU
Health



FSU Health has a broad mission. As such, the primary identifier must be flexible yet consistent; whether seen by patients or researchers, FSU Health represents the excellence of Florida State University.

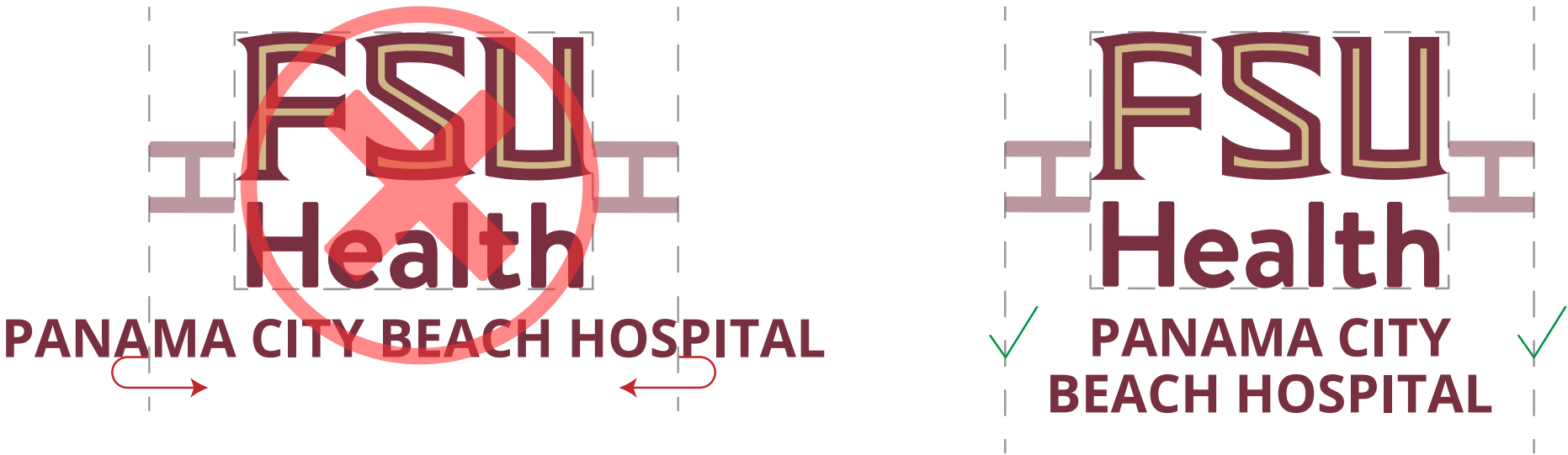
FSU Health is FSU, and FSU is FSU Health, so the utmost care must be given to protect the FSU Health brand.

Lockups

Primary/Horizontal



Vertical



Primary Identifier

Color variations

Garnet & Gold (Preferred)



Garnet & White



Gold & White



Inverse



Black



The Garnet & Gold variation is always preferred and should be used whenever possible. Other versions should be used to maximize visibility and readability, as accessibility is always an important consideration.

FSU Health System

Naming conventions

Horizontal



Vertical



Examples (not real locations):



Lockups generally follow a set naming structure:
FSU Health + service provided + geographical location (as specific as possible). Facilities with proper nouns require special consideration and should be treated on a case-by-case basis, but typically follow this naming structure: FSU Health + named facility [+ optional service provided]

Careful consideration should be made to name locations distinctly. For instance, a Primary Care center in Tallahassee should avoid using the geographical descriptor “Tallahassee” as other Primary Care centers may exist now or in the future. The exception to this rule are hospitals. In limited use cases, the geographical location may be omitted for instances of brevity, such as advertising or internal signage.

Flagship Hospitals

Horizontal

FSU Health
PANAMA CITY BEACH
HOSPITAL

Vertical

FSU
Health
TALLAHASSEE
MEMORIAL
HOSPITAL

The flagship hospitals of FSU Health represent the pinnacle of clinical activities and trusted centers of patient care. Branding is straightforward and easily identifies both the connection to FSU Health and the geographical location where service is provided.

Hospitals should use the primary color scheme for lockups whenever possible. This decision most directly reflects the FSU brand and connects the hospital with the university. Lockup should use consistent color for all text.

FSU Health System

Medical Partners

Horizontal



Vertical



Our medical partners represent FSU Health. Just as we trust them to provide exceptional care to patients, we trust them to provide exceptional care of the FSU Health brand. Our nomenclature creates consistency and familiarity with patients, as well as instills a sense of community with our FSU Health providers.

Wholly external partners operating within FSU Health locations utilize the FSU Health brand as a co-brand. Lockups consist of the FSU Health primary identifier, a dividing line, and the name of the partner written in FSU Health typeface matching the color of the lockup. Secondary, supporting text (e.g. physician names, services, etc.) should be written in typeface and away from the lockup.

Colleges of Medicine, Nursing, and Social Work

Horizontal

FSU Health
COLLEGE OF MEDICINE

Vertical

FSU
Health
COLLEGE OF
NURSING

Key academic entities within the FSU Health portfolio may utilize the FSU Health branding. These include colleges granting professional degrees related to healthcare, such as the Colleges of Medicine, Nursing, and Social Work.

When these entities work with patients, FSU Health branding must be incorporated. This consistency creates brand cohesion for patients and reduces confusion in the healthcare space.

Residency Programs

FSU Health
INTERNAL RESIDENCY PROGRAM

FSU Health
INTERNAL RESIDENCY PROGRAM
LEE HEALTH GULF COAST MEDICAL CENTER

FSU Health
INTERNAL RESIDENCY
PROGRAM
LEE HEALTH GULF COAST
MEDICAL CENTER

Residency Programs represent a middle ground between academia and patient care. Due to their nature working closely with patients, it is important for residents to represent the FSU Health brand.

These wordmarks should also include a geographical element whenever possible. When seeing patients, residents should always wear FSU Health branding.

FSU Health System Collegiate Providers

Horizontal

FSU Health
CENTER FOR COUPLE &
FAMILY THERAPY

Vertical



As previously mentioned, academic entities that see patients are expected to use FSU Health branding whenever possible. While there may be exceptions, this nomenclature creates a clear signal to the public and brings parity to FSU and its healthcare affiliates.

Because these clinics are geographically constrained entities, they do not need to include the geographical element in their lockup, with exceptions made for special cases. While many of these providers are a part of a college, college names are omitted to reduce confusion that services might only be for college students.

Common Logo Errors



When using the FSU Health brand, academic entities should structure the lockup appropriately



Internal residency programs should use FSU Health in their lockup.



Services located at hospitals should utilize the hospital lockup and write services in typeface



FSU Health does not include a graphical element in its lockup, in any variation.



Unapproved configurations of FSU Health, including (but not limited to) inserting words between FSU Health, changing word positions, and mixing colors

Fonts & Typography

Open Sans	AaBbCcDd 1234567890
OS Semicondensed	AaBbCcDd 1234567890
Open Sans Condensed	AaBbCcDd 1234567890
Open Sans	AaBbCcDd 1234567890
OS Semicondensed	AaBbCcDd 1234567890
Open Sans Condensed	AaBbCcDd 1234567890
Garamond	AaBbCcDd 1234567890
Garamond	AaBbCcDd 1234567890

FSU Health typography should follow/resemble styles from the overall FSU brand, catered to healthcare’s use-cases. For example, while Parisenne is an official brand font, it does not signal FSU Health’s pillars to audiences, and should not be used, except in extreme cases.

See the following examples for appropriate typography that support FSU Health’s brand identity.

Serif fonts (Garamond) should only be used by academic entities. To maintain accessibility and a tone appropriate for the healthcare niche, nearly all communications should be in Open Sans.

Fonts & Typography

Non Galisum Quas

Non beatae eaque qui libero odit aut quia aliquid?

QUI LIBERO ODIT AUT QUIA ALIQUID

Est harum ullam in dignissimos alias qui repellendus neque et velit modi et corporis enim. In reprehenderit quidem cum tenetur voluptatibus a necessitatibus exercitationem ea eveniet similique 33 dolore similique non iure modi ab repellat placeat.

“Aut architecto sunt nam ratione.”

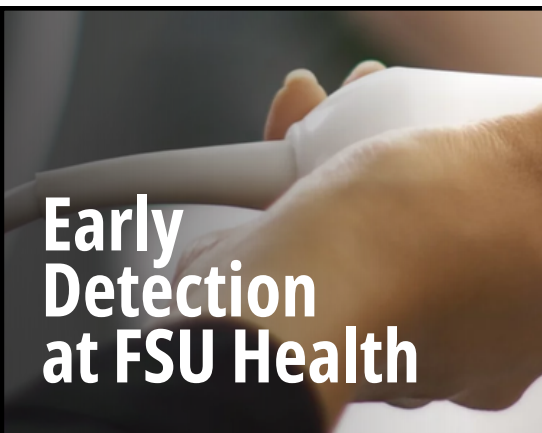
Et inventore quod

Sint omnis et debitis debitis.

Labore et animi explicabo. Consequatur et laboriosam nisi aut qui aperiam veritatis?

Consequatur et laboriosam nisi aut sint omnis et debitis debitis qui aperiam veritatis? Eum eaque repudiandae sit maxime provident quo consecetur iusto a maxime voluptate et quia porro. In reprehenderit voluptatem eos veritatis labore et animi explicabo hic aliquid consequatur ea voluptatum explicabo sed sapiente unde. Aut doloribus maxime ex esse quos aut quaerat esse.

Sit atque molestiae et quia unde qui deleniti minus. Et assumenda vitae et expedita nemo ut molestias quidem et soluta fuga est numquam omnis qui officia distinctio est iure deserunt. Cum facere quidem eos sunt amet in sunt quae quo ducimus numquam eum saepe alias qui voluptate ipsa.



Early Detection at FSU Health

What if a routine doctor's visit could change everything? For Susan, a 67-year-old retiree who moved to Tallahassee to be near her children, and Gabriela, an active 15-year-old student, that's exactly what happened. Neither had symptoms. Neither suspected anything was wrong. But a quick, non-invasive scan at FSU Primary Health revealed startling news: both had liver disease.

Dr. Whiddon, their primary care physician at FSU Primary Health, calls his team "the soldiers on the ground." This innovative scanner represents a shift toward prevention and early detection that can spare patients from months of aggressive treatment—or even a liver transplant. "Our goal is to not only find people early but educate everyone about the impact this simple scan can have when it comes to early diagnosis and treatment," he explains.

The difference between Susan and Gabriela's stories isn't just their ages or diagnoses—it's what happens next. Gabriela's fatty liver, caught early through the Fibroscan, has improved dramatically in just seven months through diet changes and exercise. Susan's autoimmune hepatitis is now managed with medication and routine checkups. Without that simple scan taking just minutes in their primary care physician's office, their conditions could have silently progressed for months or years.



Early Detection at FSU Health

What if a routine doctor's visit could change everything? For Susan, a 67-year-old retiree who moved to Tallahassee to be near her children, and Gabriela, an active 15-year-old student, that's exactly what happened. Neither had symptoms. Neither suspected anything was wrong. But a quick, non-invasive scan at FSU Primary Health revealed startling news: both had liver disease.

Dr. Whiddon, their primary care physician at FSU Primary Health, calls his team "the soldiers on the ground." This innovative scanner represents a shift toward prevention and early detection that can spare patients from months of aggressive treatment—or even a liver transplant. "Our goal is to not only find people early but educate everyone about the impact this simple scan can have when it comes to early diagnosis and treatment," he explains.

The difference between Susan and Gabriela's stories isn't just their ages or diagnoses—it's what happens next. Gabriela's fatty liver, caught early through the Fibroscan, has improved dramatically in just seven months through diet changes and exercise. Susan's autoimmune hepatitis is now managed with medication and routine checkups. Without that simple scan taking just minutes in their primary care physician's office, their conditions could have silently progressed for months or years.

Symptoms of Liver Disease Aren't Always Seen or Felt.

03

FSU Health

That's why early detection matters more than ever.

What if a routine doctor's visit could change everything? For Susan, a 67-year-old retiree who moved to Tallahassee to be near her children, and Gabriela, an active 15-year-old student, that's exactly what happened. Neither had symptoms. Neither suspected anything was wrong. But a quick, non-invasive scan at FSU Primary Health revealed startling news: both had liver disease.

Dr. Whiddon, their primary care physician at FSU Primary Health, calls his team "the soldiers on the ground." This innovative scanner represents a shift toward prevention and early detection that can spare patients from months of aggressive treatment—or even a liver transplant. "Our goal is to not only find people early but educate everyone about the impact this simple scan can have when it comes to early diagnosis and treatment," he explains.

The difference between Susan and Gabriela's stories isn't just their ages or diagnoses—it's what happens next. Gabriela's fatty liver, caught early through the Fibroscan, has improved dramatically in just seven months through diet changes and exercise. Susan's autoimmune hepatitis is now managed with medication and routine checkups. Without that simple scan taking just minutes in their primary care physician's office, their conditions could have silently progressed for months or years.

"Aut architecto sunt."
Et inventore quod

For accessibility and approachability, FSU Health messaging should use sentence case rather than ALL CAPS for headlines. ALL CAPS may be used for section headers.

Always keep the messaging clear, audience focused, and prioritizing stories of human impact.

FSU Health Color Palette

PRIMARY PALETTE



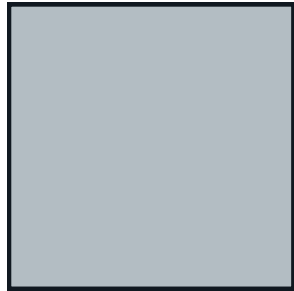
FSU Garnet
#782F40



FSU Gold
#CEB888

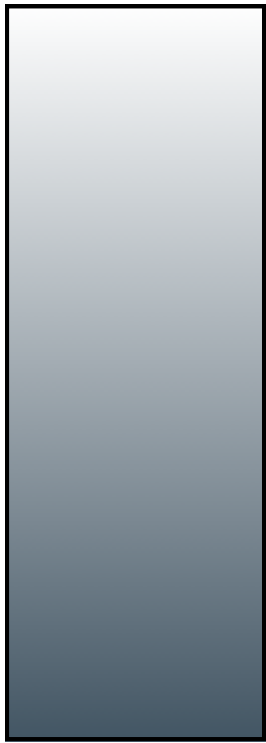


Legacy Blue
#425563



Legacy Gray¹
#B3BDC3

DARK NEUTRALS



Legacy Blue
appears gray in
isolation.

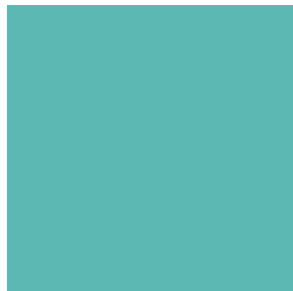
ACCENT COLORS



Vault Garnet²
#A6192E



Vault Gold²
#FFC72C



Westcott Water
#5CB8B2

Blue dominates the healthcare industry, but FSU Health must remain visually tied to the FSU brand. The FSU Health color palette strikes a balance between the prestige of the university while acknowledging a need for calm, peaceful, and inviting colors. This connection to the university is further strengthened by the incorporation of Legacy Blue in the primary palette and Westcott Water in the accent colors.

¹This is a proposed color and wholly unique to FSU Health. It should not be used as part of any academic branding.

² These colors should generally not be used within clinical spaces.

VISUAL MEDIA OVERVIEW

Pictures and videos help us show our impact authentically through visual storytelling. Additionally, photography and videography are opportunities to bring FSU Health's personality to life.

Our photography will be consistent across communications and compel our audience by showcasing these three qualities:

AUTHENTIC

Candid photography that captures moments of care, community, and discovery is preferred. Headshots and posed group photos can be used to convey the credible and collaborative nature of our FSU Health teams.

WARM

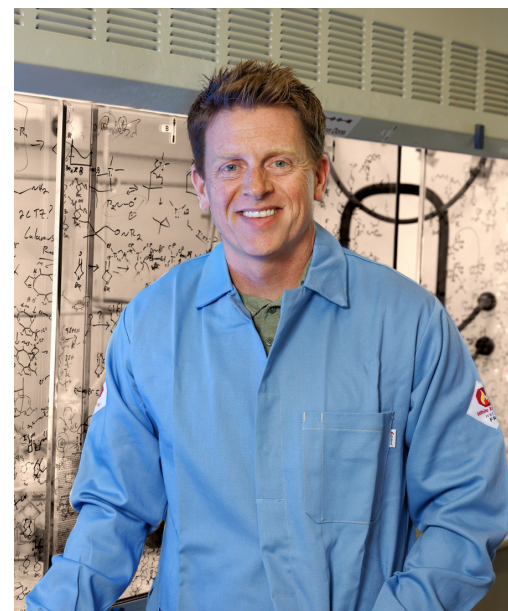
Aim to capture content in natural light to emphasize that compassion is what drives our care, research, and education. Avoid photographing dull buildings and sterile settings, as they can come off as cold or frightening to our audience.

PEOPLE-CENTRIC

Photos that focus on patients, clinicians, and researchers are essential to telling our story. Their interaction conveys *collaborative partnership*—one of our root values.

PHOTOGRAPHY EXAMPLES

Photos should feel authentic and human-centered, capturing real people and genuine emotion. Each image should have a clear focal point, drawing attention to the subject while avoiding clutter. Use bright, warm lighting to create an inviting atmosphere, supported by vibrant color tones and balanced contrast to enhance clarity and visual impact.



Iconography



The existing FSU brand icons are perfectly situated between professional and personable. The icon selection should be expanded to better meet the needs of FSU Health, but the style should remain consistent. Ultimately, strategic use of iconography will signal FSU Health as part of the FSU brand, while distinguishing itself to patients.



APPLICATION

Signage



DIGITAL MEDIA

