

HOW-TO TELL THE DIFFERENCE BETWEEN A SEAL AND LOGO



SEAL

The seal for Florida State University. Using this means its related the university as a whole, NOT just the College of Medicine.

Uses: Print or digital media that is related to the entire FSU campus, and on official or certified university documents.



FLORIDA STATE UNIVERSITY
COLLEGE OF MEDICINE

COLLEGE LOGO

The logo for the College of Medicine. Logo must have both the university seal AND the words "FLORIDA STATE UNIVERSITY COLLEGE OF MEDICINE" and written in the university's approved font type and size.

*Uses: Graphics, print, and digital media that is related to the College of Medicine. *most common**



FLORIDA STATE UNIVERSITY
COLLEGE OF MEDICINE
OFFICE OF MEDICAL EDUCATION

DEPARTMENT/OFFICE LOGO

The logo for the College of Medicine. Logo must have both the university seal AND the words "FLORIDA STATE UNIVERSITY COLLEGE OF MEDICINE" plus department or office name in it in the university's approved font type and size.

Uses: Graphics, print, and digital media that is related to your department or office within the college of medicine.



FLORIDA STATE UNIVERSITY
COLLEGE OF MEDICINE
OFFICE OF MEDICAL EDUCATION



FLORIDA STATE UNIVERSITY
COLLEGE OF MEDICINE

SEAL AND LOGO ALTERNATES

The seals college and departments/office logos can also take on horizontal style, and/or can be one solid university color (garnet, gold, black, white).

Uses: Depends on the media.

OTHER REFERENCES:

FSU College of Medicine Logos: <https://fsu.sharepoint.com/sites/med/ICU/Logos/Forms/Thumbnails.aspx>

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FSU Seals and Logos: <https://unicomm.fsu.edu/brand/applying/seal/>

Florida State University Communications: <https://unicomm.fsu.edu/brand/>

FSU Colors: <https://unicomm.fsu.edu/brand/applying/colors/>

FSU Fonts: <https://unicomm.fsu.edu/brand/applying/typography/>

Creative Services Logo vs Seal page: med.fsu.edu/mediaproduction/cs-ht-seals-vs-logos