



HERBERT WERTHEIM COLLEGE OF BUSINESS

STYLE GUIDE

2026

FSU

HERBERT WERTHEIM
COLLEGE OF BUSINESS

ABOUT THIS GUIDE

This guide is meant as a supplement to the university's brand style guide, brand.fsu.edu. Familiarize yourself with the university's brand tone and elements, as the college's style guide is designed to align with and operate within FSU's established standards.

COLLEGE LOCKUP

The below graphic is referred to by the university as a lockup, which is another word for a logo. These formal lockups should be used when representing the college to any external audiences.

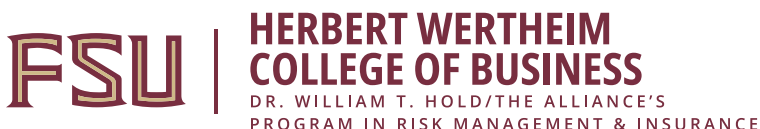
FORMAL COLLEGE LOCKUP



FORMAL ACADEMIC UNIT LOCKUP



FORMAL PROGRAM LOCKUP



FORMAL CENTER/INSTITUTE LOCKUP



COLLEGE LOCKUPS CONTINUED

The college also has casual lockups available. Casual lockups, however, may only be used on promotional items such as T-shirts, water bottles, golf balls, etc. The casual lockups can ONLY be used if the college's formal (Herbert Wertheim College of Business) lockup is also used on the item. Therefore, any promotional item to use a casual lockup must be able to have two imprint areas – one for the casual lockup and one for the college's formal lockup.

WERTHEIM CASUAL LOCKUP

FSU | WERTHEIM

ROCKWOOD CASUAL LOCKUP

FSU | ROCKWOOD

PROGRAM CASUAL LOCKUP

FSU | ACCOUNTING

There are no casual lockups for centers/institutes.

LOCKUP HIERARCHY

With the naming of the Herbert Wertheim College of Business, our lockup has a name hierarchy that must be followed. The college's name will always be first and the largest in size, followed by the department, program or center/institute name.

CORRECT



**FSU | HERBERT WERTHEIM
COLLEGE OF BUSINESS**
DEPARTMENT OF ACCOUNTING

INCORRECT



FSU | DEPARTMENT OF ACCOUNTING
HERBERT WERTHEIM COLLEGE OF BUSINESS

CLEAR SPACE REQUIRED AROUND LOCKUPS

All lockups must be surrounded by clear space on all sides. The clear space should be no less than one-half the height of the “F” in the lockup.



Note that lockups cannot be used next to event logos. They must be clearly separated.



NAME REFERENCE

The Herbert Wertheim College of Business should always be written in full on the first reference. On second reference and thereafter, it may be referred to as “Wertheim College” (with a capital W and C) or as “the college” (with a lowercase c).

The abbreviations HWCOB or COB should not be used on any external-facing communications.

CORRECT



Herbert Wertheim College of Business
Wertheim College
college

INCORRECT



Wertheim College of Business
FSU College of Business
FSU Business
College of Business
HWCOB
COB

REQUESTING LOCKUPS FOR PROMOTIONAL ITEMS

A lockup can be requested by emailing Suzanne Barwick at sbarwick@wertheim.fsu.edu. Please allow up to three business days for your lockup to be emailed to you. The registration mark ® on FSU is required for all promotional items.



To ensure we provide the correct color lockup, please include responses to the following when requesting your lockup:

1. **Preferred file type** (e.g., JPG, PNG, vector EPS)
2. **Orientation needed** (horizontal or vertical)
3. **Color format** (full color or one color)
4. **Background color** on which the lockup will be placed

Please note that all promotional items featuring our lockups must be purchased through an **FSU licensed vendor**. To process your order, the vendor will also need the following information:

1. **In-hand date** for when the item is needed
2. **Funding source** for the purchase (e.g., E&G or Foundation funds)
3. **Purpose of the item** (e.g., retail, premium giveaway, fundraising, internal use)
4. **Event name and date**, if the item is tied to a specific event
5. **Distribution method** (e.g., athletic events, on-campus activities, retail store, online)

REQUESTING LOCKUPS FOR OUTSIDE ORGANIZATION USE (i.e. for websites, programs etc.)

Because the university's lockups are registered and trademarked, we are required to submit the information below to the **FSU Licensing Office** before we can release any lockups to organizations outside of FSU. We will request permission on your behalf, but **all four details BELOW must be provided** in order for us to proceed. Please send your responses to Suzanne Barwick at sbarwick@wertheim.fsu.edu.

1. **A brief description** of the organization using the lockup and the purpose of its use.
2. **Where the lockup will appear** (e.g., website, program, social media platforms), including any relevant URLs.
3. **Whether the lockup will hyperlink** to another location, and if so, the destination.
4. **The duration** for which the lockup will be in use.

EMAIL ADDRESS

All Herbert Wertheim College of Business faculty and staff members must use their @wertheim.fsu.edu address on all official materials and anything related to the college or FSU.

CORRECT



@wertheim.fsu.edu

INCORRECT



@cob.fsu.edu

@business.fsu.edu

@gmail.com

@yahoo.com

@hotmail.com

EMAIL SIGNATURE TEMPLATE

The **Herbert Wertheim College of Business** must be listed in full within the official email signature of all faculty, staff, and administrative personnel. To ensure consistency, you may use the college's Email Signature Template, available at resources.wertheim.fsu.edu under the **Technology Resources** tab.

EXAMPLE:

First name Last name
Job Title
Herbert Wertheim College of Business
Florida State University
402 W. Gaines Street, Room XXXX
Tallahassee, Florida 32301
XXXXXXXXXXXX@wertheim.fsu.edu
(XXX) XXX-XXXX
wertheim.fsu.edu



WEB SITE

The full college name (e.g., Herbert Wertheim College of Business) must be prominently displayed on the masthead or footer of the college's primary website and on the web pages for all associated departments, centers/institutes or areas.

SOCIAL MEDIA

The full college name (e.g., Herbert Wertheim College of Business) must be included in the profile or "about us" section of all college-affiliated social media accounts, including but not limited to, LinkedIn, X, Instagram and Facebook.

This requirement does not apply to Registered Student Organizations (RSOs). For RSO branding guidelines and requirements, please refer to brand.fsu.edu.

OFFICIAL PUBLICATIONS

The full college name (e.g., Herbert Wertheim College of Business) must be used in the first reference in all college and university publications. After the initial reference, the name may be shortened to Wertheim College in subsequent references. This approach ensures clear identification of the college while maintaining readability throughout the publication.