STYLE GUIDE

FSSA LOGO

The FSSA logo is the primary graphic element used to identify the Family and Social Services Administration and it should appear on all on agency marketing and communication materials.

The FSSA logo may be used in accordance with specifications defined in this manual for marketing and promotion of state government goods, services and agency or department authorized sponsorships. The FSSA logo may not be altered or modified.

Logo

Indiana Family and Social Services Administration

Icon Logotype

Logo Color

The official color of the FSSA logo is Pantone 294C. The Pantone Matching System is a popular system of matching ink colors. For more information, visit www.pantone.com.

If a color version of the logo is not appropriate, a black version and a reversed (white) version of the logo are also available.

FSSA Dark Blue
PANTONE 294C
CMYK: 100 86 29 22
RGB: 0 46 109
HEX: #002e6d

Minimum Logo Size

.75 inches

To ensure readability and visual integrity of the logo in print, do not reduce the FSSA logo below 0.75 inches in diameter. For screen applications, the FSSA logo should never be reduced below 80 pixels in diameter. If a smaller version is needed, text may be used instead. **All smaller versions of the logo must be approved by the Office of Strategic Communications and Public Affairs.**

Clear Area

To maintain a clean design and ensure prominence of the FSSA logo, a clear area must be maintained around the entire logo. To determine that distance, use the letter height of "F" in "FSSA" and extend that distance past the perimeter of the logo in all directions.

Clear Area

Indiana Family and Social Services Administration

Clear Area

Clear Area

Clear Area

Appropriate Background

To maximize readability of the logo, place it on a white or light-colored background with light or no texture. If the FSSA logo is placed on a dark background, use the white version of the logo.

EXAMPLES OF UNACCEPTABLE USAGE OF THE FSSA ICON

To avoid incorrect use of the logo, always adhere to the basic guidelines set forth in the most current revision of the style guide. Provided on the next two pages are some examples of incorrect logo use.

◄ Do not use different fonts for the FSSA logo.

Do not remove any element of the logo. ►

Do not display the logo in any other color other than the colors specified in this style guide. ►

◄ Do not add an outline to any part of the logo.

◄ Do not use low-resolution logotypes for printed materials.

Do not place the logo too close to other logos, graphics or text. ►

Indiana Black Expo, Inc

◄ Do not distort or rotate the logo.

Do not use any former or unapproved version of the logo. ►

USING THE FSSA LOGO WITH ADDITIONAL IDENTIFIERS

The FSSA logo can be displayed on its own and it can be displayed with the name of a division or subdivision:

FSSA **Division**

FSSA **Subdivision**

Division of Disability and Rehabilitative Services
Bureau of Disabilities Services

Division of Disability and Rehabilitative Services
Bureau of Rehabilitation Services

Division of Disability and Rehabilitative Services
Business Enterprise Program

Division of Disability and Rehabilitative Services
Bureau of Rehabilitation Services
Medicaid Infrastructure Grant

Division of Disability and Rehabilitative Services
Vocational Rehabilitation Services

Division of Disability and Rehabilitative Services
Bureau of Rehabilitation Services

Division of Disability and Rehabilitative Services
Blind and Visually Impaired Services

Division of Disability and Rehabilitative Services
Vocational Rehabilitation Services

Division of Disability and Rehabilitative Services

USING THE FSSA LOGO WITH OTHER LOGOS

When placed with other logos, the visual weight of the FSSA logo must be at least equal to the visual weight of the accompanying logos. Keep in mind that visual weight and actual size are not the same thing. Depending on design and color, some images draw more attention than others and are said to have greater visual weight.

The logo on the left has greater visual weight and is sized smaller to maintain balance. ▶

OBTAINING LOGO FILES

If you are unable to find the logo you are looking for or have any questions about FSSA logos, please contact the FSSA Office of Strategic Communications and Public Affairs.

Policy statement: The Indiana Family and Social Services Administration's Office of Strategic Communications and Public Affairs has express authority for approval of all materials, print and electronic, representing FSSA programs and services. To have a printed or digital document or graphic created (posters, postcards, manuals, flyers, infographics, etc.) contact FSSA Graphics and Printing at printing@fssa.in.gov.

When a vendor or contractor relationship is involved, the organization must submit a written request to use the FSSA logo, identity and other information. A copy of this branding style guide should be provided by the division/program area to help guide the development of materials. When possible, a draft of the proposed materials and details about distribution should be included with the request. Requests should be submitted to FSSA Graphics at printing@fssa.IN.gov.

FSSA COLOR USAGE

Below is a guide to the approved colors and their unique identifiers for the FSSA brand.

Pantone and CMYK colors are used for print materials. CMYK stands for Cyan, Magenta, Yellow and Black and is also referred to as 4-color process printing. Pantone is a very precise color-matching system that is usually only used for primary branding colors.

RGB and Hex colors are used for digital materials such as video and web use. RGB stands for Red, Green and Blue; Hex is short for Hexadecimal. Either of these formulas will yield the same color.

Colors specific to FSSA Logo

Dark Blue
PANTONE 294C
CMYK: 100 86 29 22
RGB: 0 46 109
HEX: #002e6d

FSSA Gray
PANTONE Black (65%)
CMYK: 0 0 0 65
RGB: 119 120 123
HEX: #77787b

Secondary colors to support FSSA brand

While these colors should not be applied to the FSSA logo, they can be used to complement the colors of the logo. They are to be used when appropriate to create a consistent feel throughout the FSSA brand.

Lime Green
PANTONE 382C
CMYK: 30 0 96 0
RGB: 190 215 56
HEX: #bed738

Yellow
PANTONE 109C
CMYK: 0 16 100 0
RGB: 255 209 0
HEX: #ffd100

Medium Blue
PANTONE 647C
CMYK: 90 63 20 4
RGB: 38 95 146
HEX: #265f92

FSSA Green
PANTONE 348C
CMYK: 100 0 90 20
RGB: 0 140 91
HEX: #008c4f

Black and White

With exceptions such as single color ads, black should not be a dominant color in FSSA communications. However, black is the preferred color for body copy because it aids readability.

White space is any portion of a page left unmarked: margins, space between lines of type or columns and the spaces between photos or graphic elements. However, it should not be considered merely "blank space." Individual elements are given emphasis precisely by leaving absence within a layout. This not only helps maintain an uncluttered page and create a logical hierarchy, but also gives the viewer's eye a place to rest.

FSSA FONTS

To maintain readability and strengthen FSSA's consistent brand identity, FSSA marketing materials should primarily use the following two font families:

• Myriad Pro (suggested use: headlines, sub-headlines)
• Minion Pro (suggested use: body text)

Myriad Pro and Minion Pro offer a family of weights and italics to meet a variety of communication needs and reproduction techniques.

MYRIAD PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz,.!?012

MINION PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz,.!?01234567

You may use other fonts to place a special accent on certain text. However, readability always comes first. Do not distort type proportions and maintain sufficient contrast to ensure readability.

Usable fonts when primary fonts aren't available

Since certain fonts aren't always available to use from machine to machine, the following fonts may be used as needed.

Aptos

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz,.!?0123

Aptos Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz,.!?012