



# STYLE GUIDE

Revised August 31, 2014

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**THE BRAND**

## OUR BRAND

The Indiana Family and Social Services brand is defined by what people know about us and how they feel about us – it's our image and reputation. And that is why we need to manage it with care.

To help people associate with a brand, visual images are created and used to represent implicit values, ideas and personality. These include logo, fonts, color schemes and other images – photography and illustration, for example.

You and everyone responsible for producing visual communications for FSSA can strengthen our brand by correctly applying the standards and guidelines contained in this document. You can help ensure that our communications are consistent, of a high standard, and positively resonate with our audience.

## STANDARDS AND GUIDELINES

This document is a tool for you to use when creating materials to communicate about the resources, programs and regulations of FSSA. Presenting our printed materials with a common and consistent look and feel reinforces the FSSA brand and helps the people of Indiana understand the ways the agency, departments and programs function to serve them.

This manual is designed to allow you the flexibility to choose a distinctive look and feel that is right for your audience and message while still maintaining a relation to the overall FSSA identity. Using a consistent brand identity positively affects the way our brand is perceived.

**All print and electronic communications that include the FSSA logo or other identifiers must be approved by the FSSA Office of Communications and Media prior to release.** This includes, but is not limited to: organizational brochures, advertisements, press releases, promotional items, display graphics, newsletters, etc.

When your item is ready for review, please contact the FSSA marketing department:

Phone - 317-233-1764

Email - [printing@fssa.in.gov](mailto:printing@fssa.in.gov)

**THE LOGO**

## FSSA LOGO

The FSSA logo is the primary graphic element used to identify the Family & Social Services Administration, and it should appear on all on 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



## Logo Color

The official color of the FSSA logo is Pantone 348. The Pantone Matching System is a popular system of matching ink colors. For more information visit [www.pantone.com](http://www.pantone.com).



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

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

## Minimum Logo Size



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 Communications Department.**

## 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.



## 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 logos (i.e. .jpg or .png files) 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 version of the logo. ▶



"People helping people help themselves"





# 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



# USING THE FSSA LOGO WITH ADDITIONAL IDENTIFIERS Cont'd

## FSSA Division



**Division of Family Resources**



**Division of Mental Health and Addiction**



**Division of Technology Services**



**Integrated Case Management System**



**Office of Early Childhood and Out of School Learning**



**Office of Hearings & Appeals**

## FSSA Subdivision



**Division of Family Resources**  
*Project Management Office*



**Division of Mental Health and Addiction**  
*Child and Adolescent Services*

# USING THE FSSA LOGO WITH ADDITIONAL IDENTIFIERS Cont'd

## FSSA Division



## FSSA Subdivision

# 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

To find the logo you are looking for or if you have any questions about FSSA logos, please contact the FSSA marketing department:

Phone - 317-233-1764

Email - [printing@fssa.in.gov](mailto:printing@fssa.in.gov)

# UNDERSTANDING LOGO CONVENTIONS

Each logo is formatted for different media types. Choosing the correct format is imperative for the most consistent look throughout the brand.

## DDRS\_BRS-MIG\_2C.eps

### Logo Identity

The first part of the naming convention is dedicated to identifying the logo. The division is identified first, followed by an underscore (\_) and additional abbreviations for subdivisions (if applicable). **In this case, the logo is for the Medicaid Infrastructure Grant of the Bureau of Rehabilitative Services within the Division of Disability and Rehabilitative Services.**

### Logo Color

2C - 2 colors PMS 348C & Black (60%)  
1C - 1 color PMS 348C  
K - Black  
W - White (Reversed)  
CMYK - 4-color process  
RGB - Digital color

### Logo File Type

EPS - Vector File Format  
JPG - Bitmap File Format  
PNG - Bitmap without Background

#### FILE TYPE EXPLANATION

**EPS files** are vector, which means the image can be scaled to any size and remain clear. In order to see and use this file, software such as Adobe Illustrator is needed. **This is the preferred file format for documents that will be professionally printed.**

**JPG and PNG files** should only be used at the original dimensions of the file or smaller to avoid pixelization of the logo. These are preferred for web use or on internal Microsoft Word, Excel and Powerpoint documents.

#### COLOR EXPLANATION

- The **1-color and 2-color logos** are built using the Pantone color system for the most accurate color.
- The **CMYK logos** are made for regular 4-color printing (typically out of a copier or 4-color printer).
- **RGB logos** are set for digital color, which should only be used for screens.
- When in doubt, consult the marketing department.

**For more on colors, see the Color Usage Guide (p. 18).**

**FONTS & COLORS**

## 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 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



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



**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



**Dark Blue**  
PANTONE 294C  
CMYK: 100 86 29 22  
RGB: 0 46 109  
HEX: #002e6c

### 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

---

### MINION PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

---

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.

---

### TREBUCHET MS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

---

### TIMES NEW ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

---

**MULTIMEDIA**



## EMAIL SIGNATURES

Required email template and guidelines are listed below:

### Email Signature Template

Full Name  
Job Title  
Office/ Division/etc.  
Indiana Family and Social Services Administration  
Office: (317) 555-5555  
Mobile: (317) 555-5555  
your.email@fssa.IN.gov  
<http://www.IN.gov/fssa>  
Follow us on Twitter: @FSSAIndiana

### FSSA Email Signature Guidelines:

- Personal quotations or philosophical statements should not be included in your email signature. Your FSSA signature is a direct representation of the agency.
- Watermarked, colored or photographic backgrounds in emails are not permitted as they often make correspondence difficult to read and are not always compatible with other email programs.
- Preferred font, size & color: **Arial 11 point black.**
- When applicable, professional designations or certifications may be placed directly after your name. For example: Jane Doe, FAIA.
- When required, the confidentiality clause can be included at the bottom of the signature:

Statement of Confidentiality: The information in this message is privileged and confidential and it is intended only for the use of the individual or entity named above. If the reader of this message is not the intended recipient, you are hereby notified that you are prohibited from disseminating, distributing, or copying the information contained in this message. If you have received this message in error, please notify the sender and destroy all copies of the original message.

# POWERPOINT TEMPLATES

Microsoft Powerpoint offers unlimited opportunities to create the exact look/theme needed for the perfect presentation. Furthermore, FSSA has a list of different templates that are approved for use to keep the brand message consistent. They are available in the “Communications Policies and Media” section of the FSSA Intranet.

The following list of template options are recommended for any presentation held within the FSSA agency:



FSSA-Style1.ppt



FSSA-Style2.ppt



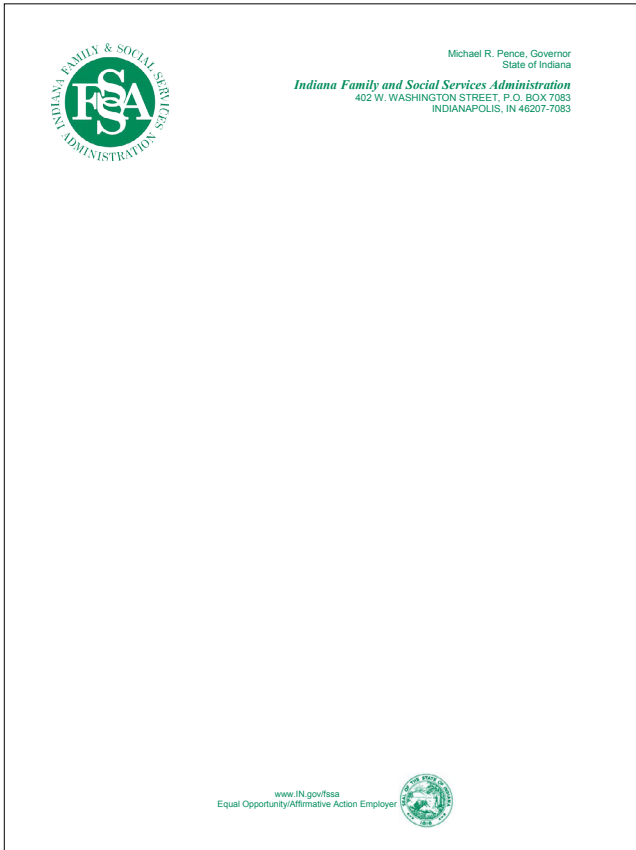
FSSA-Style3.ppt



FSSA-Style4.ppt

# LETTERHEAD

Letterhead is formatted on Microsoft Word and is customized for each division. It can be accessed on the FSSA Intranet media page.



# BUSINESS CARDS

Business cards are available upon request to the marketing department.



**PHOTO & VIDEO**

## USE OF PHOTOGRAPHY & VIDEO

Marketing communications offers photography and video services for your department or project depending on staff availability.

For information and requests, please contact the FSSA marketing department:

Phone - 317-233-1764

Email - [printing@fssa.in.gov](mailto:printing@fssa.in.gov)

### **Design Standards**

In order to keep the FSSA brand consistent throughout all types of media, photography and video production have a few, simple design guidelines.

#### KEEP A PROFESSIONAL LOOK

Poor image and sound quality from equipment such as a cell phone can make just about any content look unprofessional and represent the brand poorly.

#### EDIT FOR EFFICIENCY

Noise and unnecessary content happen in both photos and videos. Edit for focus and efficiency. For photos, cropping and color adjustments are recommended to communicate clearly. For video, editing for the shortest time possible is always the best route for efficient communication.

#### REFLECT THE FSSA BRAND

In all types of media, all FSSA brand graphics should be consistent with the guidelines of this style guide. When in doubt, please contact the marketing department.

### **Photography and Video Release Forms**

In order to protect the FSSA brand from liability based on photo and video production, we require any person who is subject of a photo or video to sign a release form. You can find this form on the FSSA media page located on the Intranet.



This style guide has been established to create a consistent and uniform identity for all of Indiana Family and Social Services (FSSA). While this style guide provides you with general guidelines that will help achieve consistency, it is not meant to be an all-inclusive set of rules for every possible situation.

**If you have any questions about these guidelines, or about uses outside the scope of this style guide, please contact the FSSA marketing department:**

Phone - 317-233-1764 Email - [printing@fssa.in.gov](mailto:printing@fssa.in.gov)