THE POWER OF I.

Facilities & Services
Vehicle Campus Guidelines

Facilities & Services
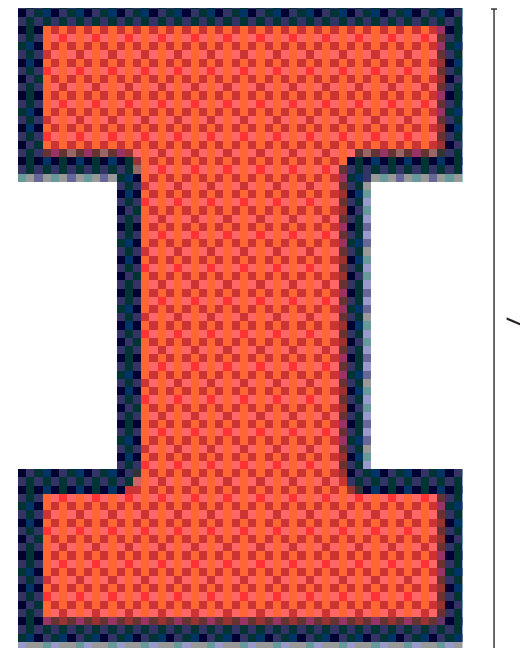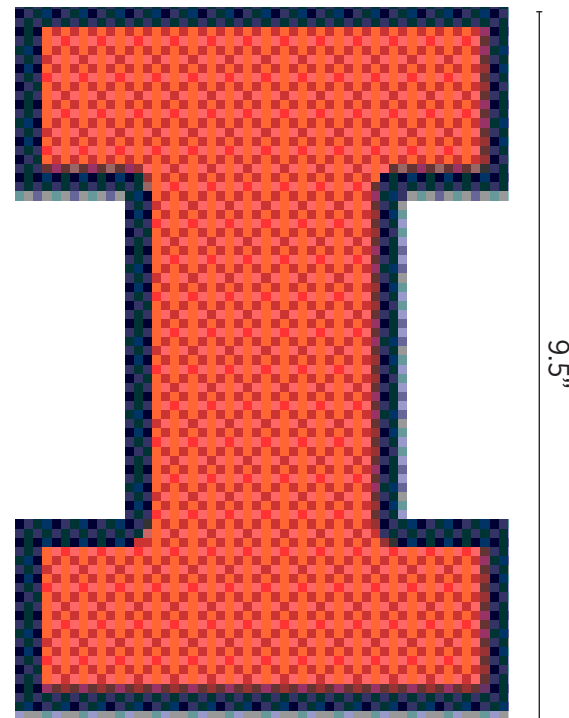
2.5"

Facilities & Services

3"

9.5"

7"

I Block Detail:
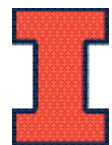The primary Block I logo should be used on all light-colored vehicles, and for others use the orange with white outline. Some exceptions may apply here too, like the orange gator should use the blue/white outline.

Background represents color of dark car

FS Vehicle Campus Guidelines

July 1, 2020
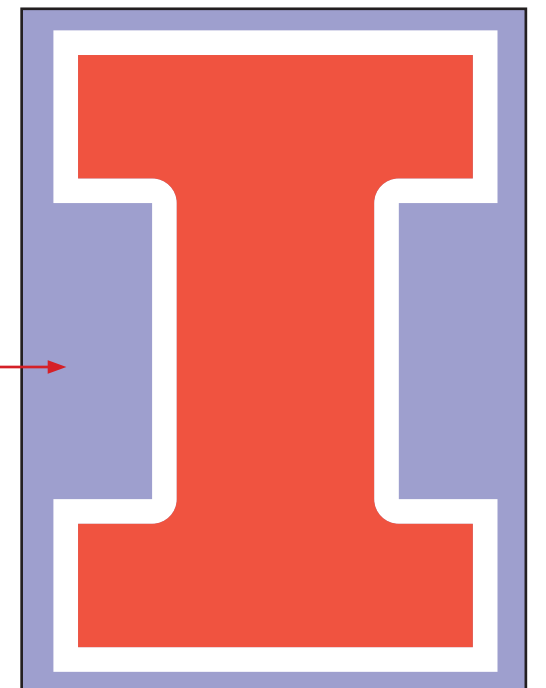
Block I Logo:
The Block I logo should go on the front door panels
There will be 2 standards sizes (there may still be exceptions). The Block I will be 9.5in. tall version or 7in. tall depending on vehicle.
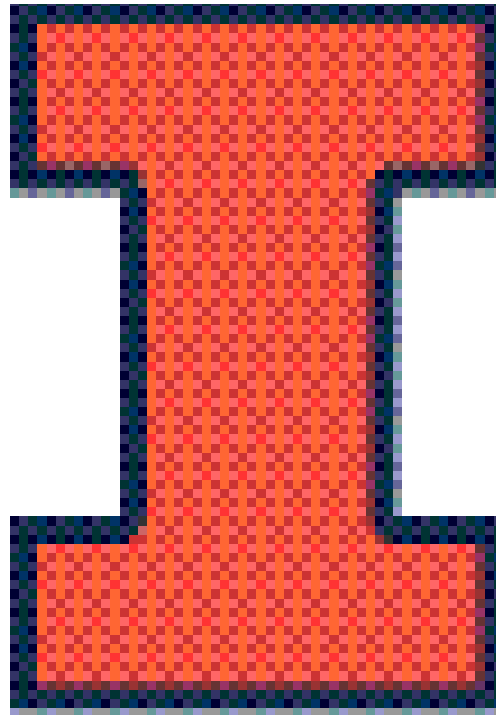The PMS colors are PMS 2027C orange and still PMS 2767C for blue.
The primary Block I logo should be used on all light-colored vehicles, and for others use the orange with white outline. Some exceptions may apply here too. (So if the vehicle was orange you would use a blue outline with white outline.

Unit text:
Use the brand font "Source Sans Semibold" for any unit text on vehicles. This font is available through Adobe Typekit or GoogleFonts.
We'd like to have a size range for the text, but this could be tricky for units with long names plus considering various things on the sides of certain vehicles. Just as long as it isn't visually more prominent than the Block I logo.
Unit text should typically be placed on the rear portion of vehicles.
Unit text should never appear as being grouped with the Block I logo.

Facilities & Services
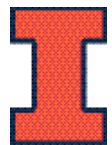
7" Block I with 2.5" type

9.5" Block I with 3" type

7" Block I with 2.5" type

7" FS type with 2.5" white

7" Blue block I with 2.5" white outline

7" Block I with 2.5" type

FS Vehicle Examples

July 1, 2020

7" Block I with 2.5" type

7" Block I with 2.5" type

7" Orange block I with 2.5" white outline

9.5" Block I with 3" type

9.5" Block I with 3" type