



FLORIDA SOUTHERN COLLEGE

**Athletics Department
Brand Guide**

LAST UPDATED: OCTOBER 29, 2025
V4.002



NOTE: This brand guide is intended for uniform usages including internal team merchandise. Please refer to the Athletics Department Uniform Asset Brand Guide and Athletics Department Brand Guide for their respective usages.

- Florida Southern Mocs and Florida Southern College Branding should never be combined on merchandise. Please refrain from pairing their logos and branding elements together.
- Florida Southern Mocs should only be paired with Athletics (basketball, swimming, tennis, etc.) and should never appear with Academics (nursing, education, business, etc.)
- The Circle Mocs logo and the Snake Head Diamond should never appear on the same merchandise.
- Black should never be used on any Mocs uniforms or merchandise.
- Do not alter or distort Florida Southern Mocs logos.
- Please refrain from using colors outside of the brand guidelines.

For other usage requests, please contact Associate Athletic Director Brad Bee (bbee@flsouthern.edu) for approval. If you have further questions, please reach out to Associate Vice President of Marketing Stacy Walsh (slwalsh@flsouthern.edu) or Director of Athletics & Dean of Wellness Drew Howard (ahoward@flsouthern.edu).



FSC RED

C: 16 R: 193
M: 100 G: 0
Y: 86 B: 42
K: 6
hex: c1002a
PMS 200 C



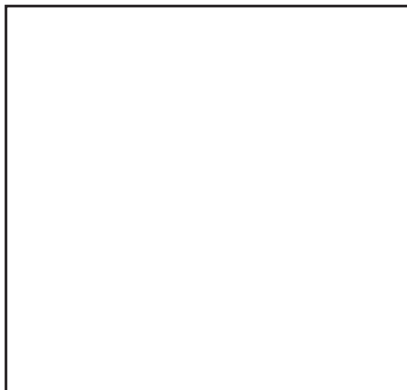
FSC BLUE

C: 95 R: 8
M: 64 G: 73
Y: 27 B: 140
K: 8
hex: 08498c
PMS 301 C



COLUMBIA BLUE

C: 34 R: 116
M: 0 G: 200
Y: 0 B: 235
K: 0
hex: 74c8eb
PMS 297 C



PURE WHITE

C: 0 R: 255
M: 0 G: 255
Y: 0 B: 255
K: 0
hex: ffffff

- The primary colors of the Florida Southern Mocs palette include FSC Red, FSC Blue, and Pure White.
- Columbia Blue can be used as a third uniform color, as long as the team has one red and one white uniform.
- In addition to Pure White, FSC Red, and Columbia Blue, light gray may be used as a uniform color.
- **FSC Blue should never be used as a uniform color**, it should only be featured as an accent color or within logos appearing on the garment.
- **Black should never be used in uniforms and other merchandise.**



PRIMARY:

New Order Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SECONDARY:

Proxima Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

- Florida Southern Mocs official fonts include New Order Bold and Proxima Nova, both of which are officially licensed Adobe fonts.

EXAMPLE

Jenkins Field House

HOME OF THE MOCS

Lorem ipsum odor amet, consectetur adipiscing elit. Purus scelerisque varius curae libero hendrerit lacinia varius pretium aptent. Volutpat volutpat in cras pulvinar blandit. Senectus curabitur neque lobortis etiam class. Molestie pharetra ipsum eu nunc euismod efficitur vitae. Vulputate pharetra mattis lectus eget curabitur ut tortor. Senectus aptent pulvinar vulputate metus dapibus. Non dapibus egestas sed senectus commodo facilisi posuere faucibus habitant. Pretium accumsan elementum est nam aenean.



UNIFORM NUMBERING AND JERSEY NAMES:

PREMIER

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

- The official Under Armour font Premier must be used for all uniforms featuring numbering and custom lettering (player names) for all Florida Southern Mocs teams.
- **Do not use any other fonts for jersey numbering and lettering.**
- All jersey numbering and lettering must contain a double stroke. If the uniform features one of the text logos, the stroke must match the chosen color wave i.e., a white jersey with "Florida Southern" text logo in FSC Red with a FSC Blue stroke must have the player name and number in FSC Red with a FSC Blue stroke.



4 in.

3 in.



- **Size restriction: 3x4 inches**
- The Circle Mocs logo should **never** exceed 3x4 inches in size.
- **The Circle Mocs logo may only be paired with a sports name**, it is not allowed to be paired with academics i.e., the Circle Mocs logo with “nursing” is not allowed.
- The Circle Mocs logo should also not be paired with “Florida Southern” anywhere else on the merchandise as it is already included in the logo itself and would be considered redundant.
- It should be used alternatively to the Snake Head Diamond and should not appear on the same merchandise.

OUTLINED VERSION:



- The outlined version of the Circle Mocs logo is reserved for usage on top of colored backgrounds (everything except white).
- The Circle Mocs with the white center removed is for **embroidery use only.**



- **The Circle Mocs Knockout logos should never be used on uniforms.**
- **This logo has limited usages and must be approved by the Athletics Communications department and the Office of Marketing and Communications.**
- This logo is strictly for merchandise as well as administrative and promotional materials.
- Please adhere to the size restrictions listed on page 6.

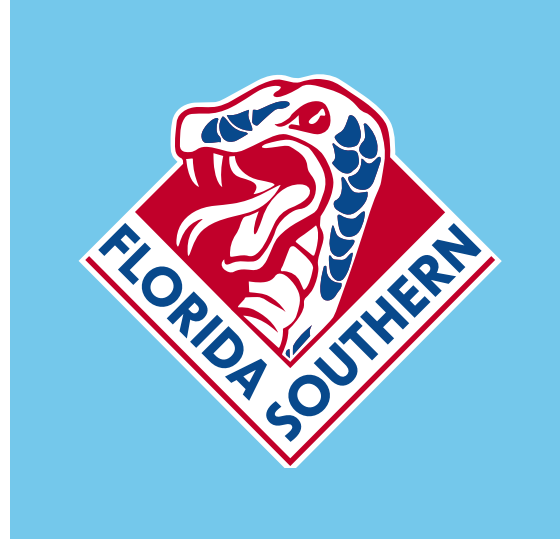


- **The Snake Head Diamond logo may only be paired with a sports name**, it is not allowed to be paired with academics i.e., the Circle Mocs logo with “nursing” is not allowed.
- The Snake Head Diamond logo should also not be paired with “Florida Southern” anywhere else on the merchandise as it is already included in the logo itself and would be considered redundant.
- It should be used alternatively to the Circle Mocs and should not appear on the same merchandise.

SNAKE HEAD DIAMOND



OUTLINED VERSION:



- The outlined version of the Snake Head Diamond logo is reserved for usage on top of colored backgrounds (everything except white).

TEXT LOGO VARIATIONS



STANDARD LONG

Florida Southern

CAP LONG

FLORIDA SOUTHERN

STANDARD STACKED

Florida
Southern

CAP STACKED

FLORIDA
SOUTHERN

CAP STACKED WIDE

FLORIDA
SOUTHERN

- The Florida Southern Mocs text logos comes in a suite of approved color and variations.
- **Do not alter the color variations.**
- **Please refer to the proper usage of each colorwave on page 12.**
- These logos should not be combined with the Circle Mocs or Snake Head Diamond logos.
- These logos have a knocked out layer between the lettering and the stroke. Only the tshirt or merchandise color should show through here. Do not fill with an additional color.

Florida
Southern

Florida
Southern

APPROVED COMBINATIONS ON
FSC RED

Florida
Southern

Florida
Southern

APPROVED COMBINATIONS ON
FSC BLUE

Florida
Southern

Florida
Southern

Florida
Southern

APPROVED COMBINATIONS ON
WHITE

Florida
Southern

Florida
Southern

Florida
Southern

APPROVED COMBINATIONS ON
COLUMBIA BLUE

Florida
Southern

Florida
Southern

Florida
Southern

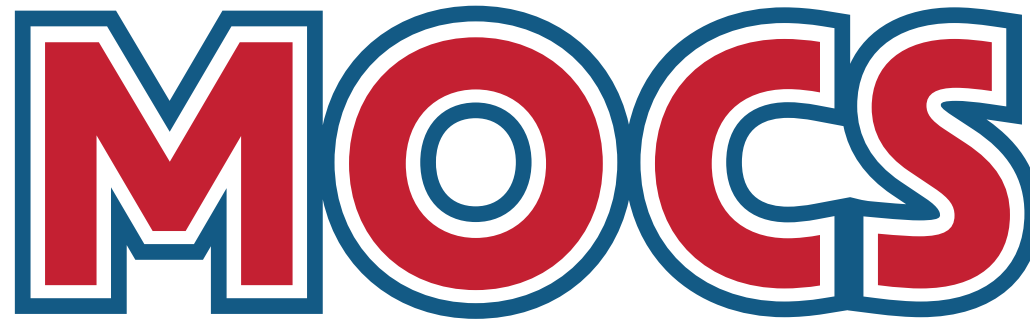
APPROVED COMBINATIONS ON
GREY

SMALL USE FSC MARK

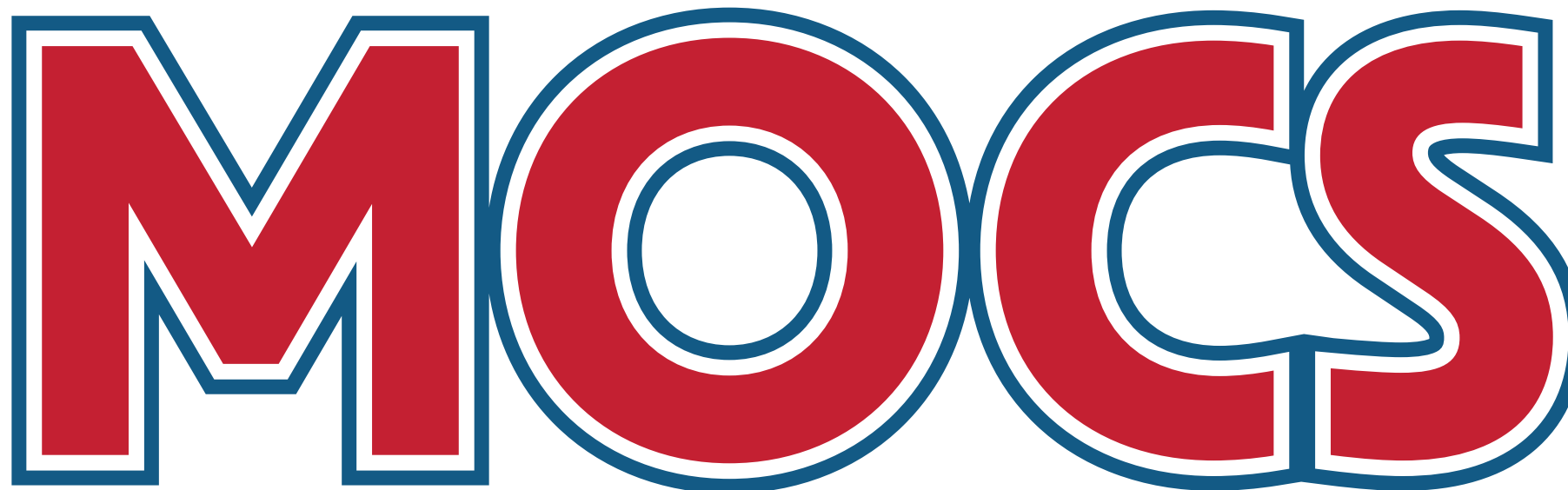


- The FSC mark should only be used in small instances.
- “Florida Southern” must be prominent on merchandise when using this mark but does not have to appear directly next to the mark.
- **Do not alter the color variations.**
- **Please refer to the proper usage of each colorwave on page 12.**
- This mark may be featured on the same merchandise as the Circle Mocs, Snake Head Diamond, or Text logos.
- This mark have a knocked out layer between the lettering and the stroke. Only the tshirt or merchandise color should show through here. Do not fill with an additional color.

SMALL USE MOCS MARK



LARGE USE MOCS MARK

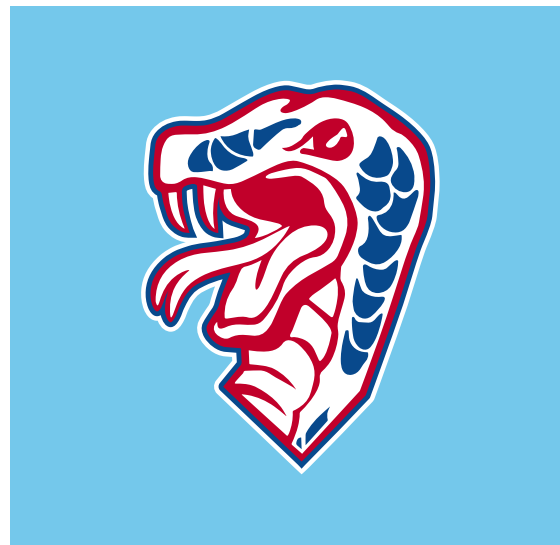


- Please use the appropriate file for small or large usage.
- “Florida Southern” must be prominent on merchandise when using this mark but does not have to appear directly next to the mark.
- **Do not alter the color variations.**
- **Please refer to the proper usage of each colorwave on page 12.**
- This mark may be featured on the same merchandise as the Circle Mocs, Snake Head Diamond, or Text logos.
- This mark have a knocked out layer between the lettering and the stroke. Only the tshirt or merchandise color should show through here. Do not fill with an additional color.

SNAKE HEAD MARK



OUTLINED VERSION:



- “Florida Southern” must be prominent on merchandise when using this mark but does not have to appear directly next to the mark.
- This mark should not appear on the same merchandise as the Circle Mocs or the Snake Head Diamond logo.
- The outlined version of the Snake Head mark is reserved for usage on top of colored backgrounds (everything except white).



- The Florida Southern Baseball/ Softball S Mark comes in a suite of approved color and variations.
- **Do not alter the color variations.**
- **Please refer to the proper usage of each colorwave on page 12.**
- This mark has a knocked out layer between the lettering and the stroke. Only the tshirt or merchandise color should show through here. Do not fill with an additional color.
- **This mark can only be used in association with the Florida Southern Mocs Baseball and Softball teams.**

COMMON MISUSAGE



DO NOT ROTATE



DO NOT CHANGE COLORS



DO NOT DISTORT



DO NOT CHANGE TEXT

Florida Southern

- To the left are examples of common misuses of the FSC Athletics Logos. Misuses are not limited to the following examples, please refer to this guide or reach out to Athletics Communications and the Office of Marketing & Communications for further clarification.
- **DO NOT** stretch, skew, distort, rotate or otherwise manipulate **ANY** of the logos.
- **DO NOT** change any of the text in the logos. Sports specific artwork must be obtained from the Athletic Communications Office.
- Only approved color pairings may be used. Please refer to page 12 for details.