

FLORIDA STATE UNIVERSITY

@FACULTY

THE
STYLE
GUIDE
1ST EDITION
(2021)



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WELCOME!

Congratulations! If you're reading this, then you have been hired as a Social Media Intern for the Florida State University Office of Faculty Development and Advancement. Wow, that's a mouth-full. This position requires dedication to daily platform monitoring, weekly content publishing, and working efficiently as a team.

The main goals of this internship are to promote faculty development events, celebrate faculty achievements, and publicize different awards and scholar programs that faculty will find useful, and create community among our world-renowned faculty. We also share pedagogical content, such as articles and studies, that help faculty in the classroom and with their research. We create various media projects, including social media campaigns, weekly features, videos, event promotions, faculty interviews, and more.

We pride ourselves in sharing content that is grammatically perfect, thoroughly reviewed, and thoughtful. We aim to produce work that is useful to the office, increases faculty readership, and reflects well on the stature of the university.

We post daily to three (3) social media platforms: Twitter, Facebook and Instagram. We aim to share content on each platform at least twice a day, five (5) days per week. We use Twitter and Facebook's respective built-in schedulers to schedule posts at least one week in advance. Instagram is a little more complicated. We currently use Hootsuite to schedule posts on Insta, but there is a limit to how many posts we can schedule at a time. Hootsuite keeps tightening the amount of posts it allows on its free plan in an effort to force users to upgrade to a paid tier. But it won't work with us. We have no budget! So make due with what you can. If you can find an alternative to Hootsuite, please feel free to use it.

In addition to our three main platforms, we also have a presence on Medium, YouTube, and Pinterest. The *Platforms* section will cover our accounts on these sites in greater detail.

As you can see, you have a lot of freedom in this internship; it's a sandbox where success is largely determined by the goals you set. You have an incredible opportunity to sharpen, shape, and develop skills to help you in your post-graduation life. And you have a chance to mold our social media, create new projects, and leave a lasting impact even after you're gone.

This style guide is just that: a guide. Few things are set in stone. It's up to you and the team to decide what works and what doesn't. Consult Peggy about any changes that you want to make and make sure that any changes are consistent across platforms.

We exist within FSU's large ecosystem, an environment that comes with its own certain specifications and requirements. But we wanted our office's social media to have a unique look to it. It needs to look like FSU. But it also needs to feel like its own entity.

I think we've rambled long enough. You ready to get to work?! Blow us all away!



OVERVIEW

TYPE



HEADING (Antonio Bold)

Sub-heading, body paragraph (Adobe Garamond)

OTHER FONTS

FSU NCAA FONT
MOSTLY ASSOCIATED WITH FSU SPORTS
USE SPARINGLY

ANTONIO LIGHT, ANTON
VARIATIONS TO ANTONIO BOLD

Acumin
and its variations

COLORS

OFFICIAL FSU COLORS



Garnet
#782F40



Gold
#CEB888



Jet
#2C2A29



Maize Crayola
#F2C84B



Azure
#3185FC

LOGO

primary versions

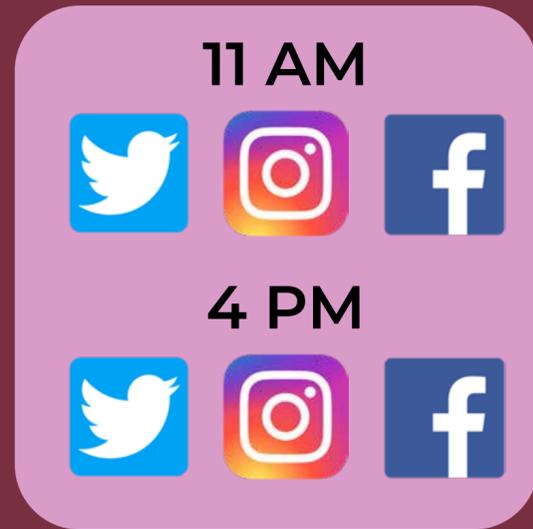


top sub-heading can be white, on any variation

ACCEPTABLE VARIATIONS



OVERVIEW



Post consistently (at least twice a day)



Engage with community; reply, participate in conversations



Tag relevant parties: other departments, colleges, faculty.

OUR HASHTAGS

#FACULTYOPPORTUNITIES

GRANTS, AWARDS, FELLOWSHIP

#FACULTYWORKANDLIVE

DEVELOPING WORK-LIFE BALANCE

#FSUEVENTS

UNIVERSITY EVENTS, IN-PERSON & ONLINE

#FSUNCFDD

RESOURCES & EVENTS FROM NCFDD

#FACULTYRESOURCES

TEACHING TIPS, INFOGRAPHICS, AND OTHER RESOURCES

CAREER STAGES

#FSUASSOCIATEPROFESSOR

#FSUASSISTANTPROFESSOR

#FSUFULLPROFESSOR

EXAMPLE

@FSU Faculty @fsufaculty • August 20 2021

Professor Maria Ryan will be joining as an #FSUAssistantProfessor of musicology in @MusicFSU. She studies enslaved musicians in the British colonial caribbean.

Learn more about what led her to this field of study.

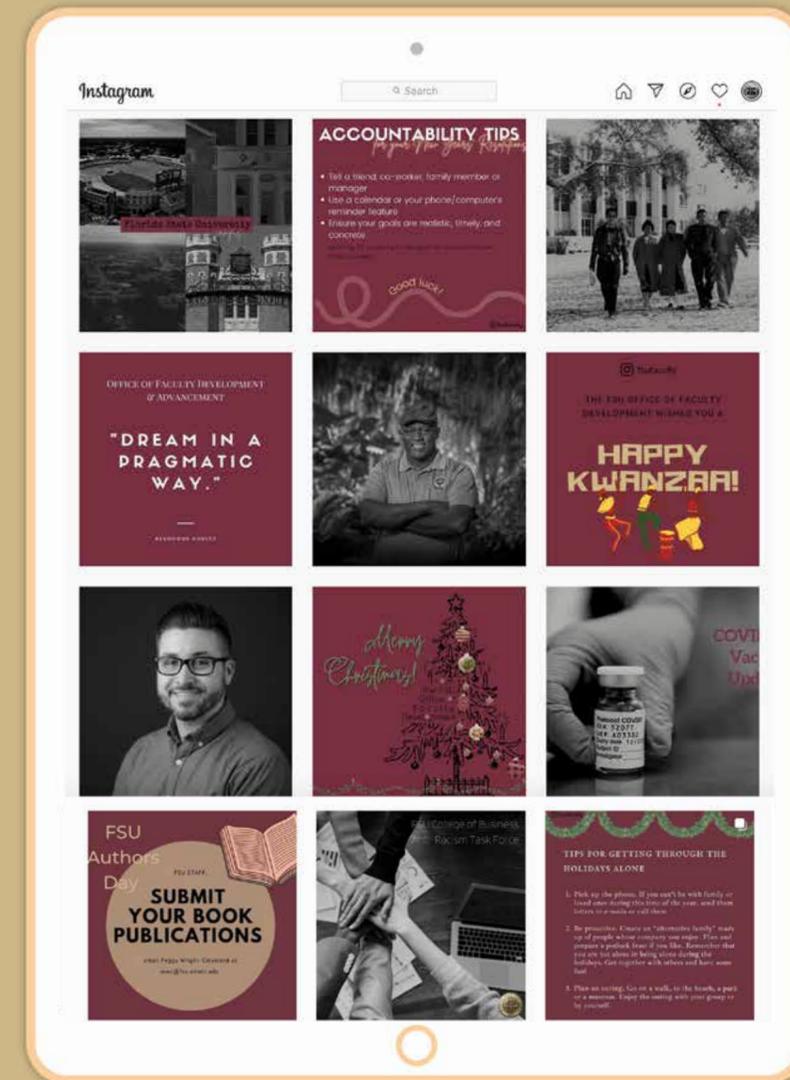
Welcome, Professor Ryan! #FSUNewFaculty

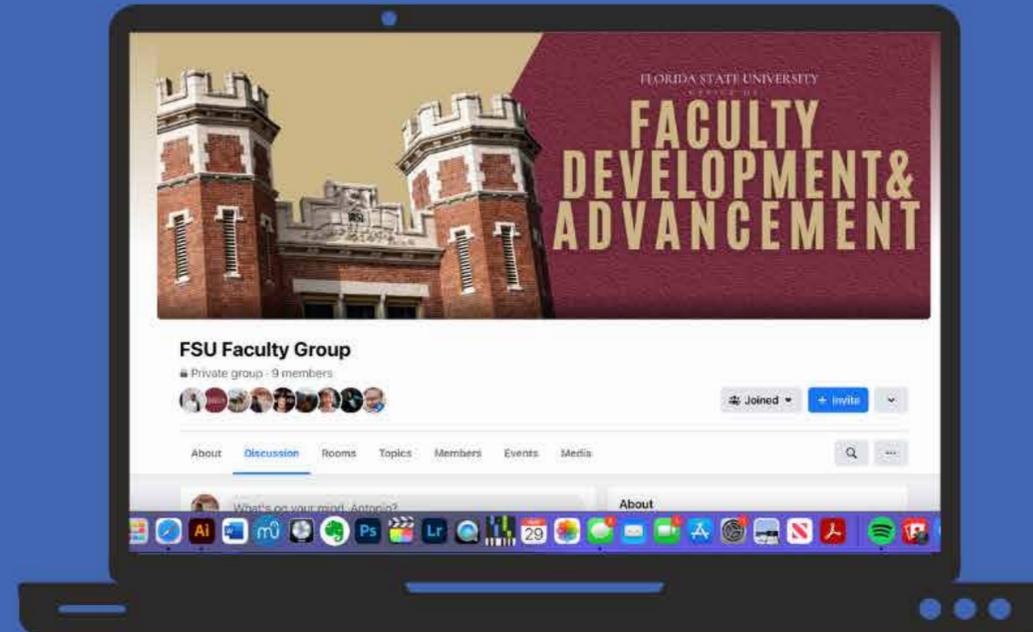


The use of these hashtags will allow these tweets to be seen on our fda.fsu.edu website, via a feed filtered with these hashtags.

Our Instagram account features a unique alternating Black/White & Garnet pattern.

Though it can sometimes feel tedious making every post fit into this pattern, the end result is worth it: our feed looks visually stunning and stands out, especially within the larger FSU community





In addition to our main Facebook page, where we share our regular posts, we have a private Facebook Group, exclusively for FSU faculty.

The faculty group gives faculty a space to communicate with one another and facilitate conversations. On social media, conversations for followers are set and facilitated by those that post them. This group gives them the space to interact with members that want to contribute, ask questions, comment, and share concerns and information.

Make sure to monitor the group on a regular basis, post icebreaker questions, fun graphics and features (share pictures of your pet!), and more. Building a thriving online community takes a lot of patience, but the outcome is incredibly valuable not just to us, but to the faculty members in the group.

PLATFORMS

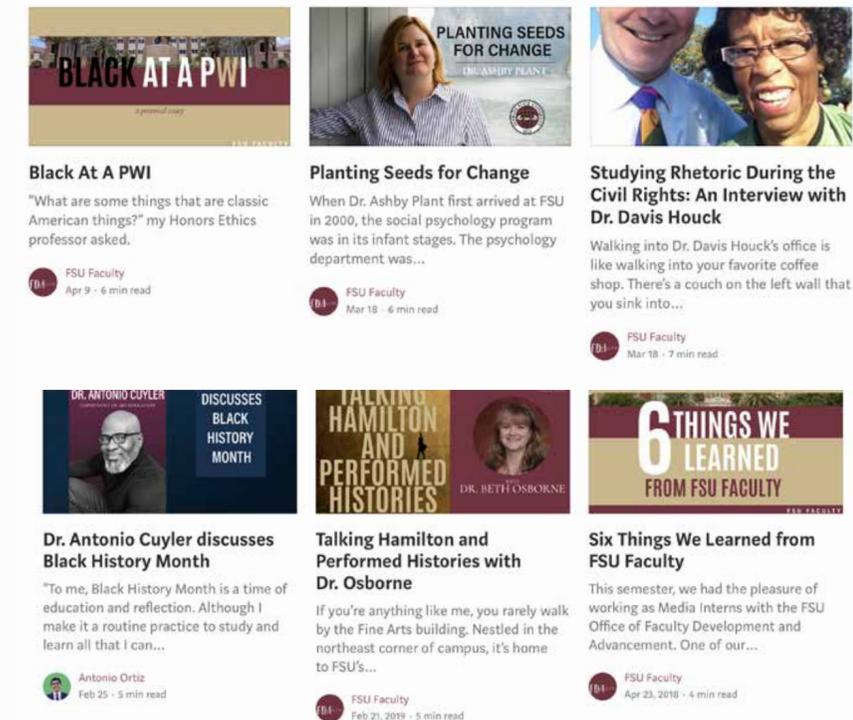
SMALLER PLATFORMS

Medium

Our **Medium** publication is a space to share articles about our FSU faculty. It's a great place to post faculty interviews, spotlights, features, and even op-eds. A regular posting schedule on Medium is recommended, but not required.

You can write anonymously on our publication, posting under the generic "FSU Faculty" account. Or you can publish as a contributor, as one of our interns has done, using your personal Medium account. This will enable the articles you publish to also appear on your personal feed - this method is encouraged if you want to build a writing portfolio on Medium.

We want to maintain a standard of high quality with these articles. The *Writing Tone* section will explain this in more detail. But to briefly summarize here: read a lot of professional and highly respected publications, take note of the writing style, and try to merge that level of professionalism with your own unique voice. Some of our favorite publications are *The Washington Post*, *The New York Times*, *The Atlantic*, *The Los Angeles Times*, *The New Yorker*.



YouTube

YouTube is where we upload videos created related to the internship. These can include, recorded interviews, events, video series, short and long form content, and more.



Pinterest

Pinterest is where we house our resource graphics that faculty might be interested in seeing; these include teaching tips, mental health advice, things to do around Tallahassee, etc.. This is material made for the three main platforms; uploading them on Pinterest simply allows them to have a longer shelf life and makes them more easily accessible. Creating material specifically for Pinterest is certainly an option, but not something we've explored yet.

Each platform has its own preferred dimensions. The quickest and easiest way to find them is to look through the templates on Canva. However, you can also find them all here, for your convenience. This is especially useful if you want to design something in Photoshop or Illustrator and have to manually input these dimensions.

Facebook

940 x 788 px

Instagram

1080 x 1080 px

Twitter

1600 x 900 px

YouTube

video
1920 x 1080 px

thumbnail
1280 x 720 px

Medium

1600 x 900 px

Pinterest

1000 x 1500 px

1500 x 1000 px

Graphic design is an art.

It merges information and entertainment, complexity and simplicity. It should be distracting, yet subtle at the same time. Like all art, mastery of this medium can be achieved by learning the fundamentals.

Using the templates on Canva is a great place to start; but it should not be the destination. When using templates on Canva, ask yourself: “why does the design look good? Is it the shapes? The color palette? The framing? All of the above.” Similarly, when you inevitably encounter a template or graphic online that doesn’t quite click with you, ask yourself: “what is it about this that isn’t working?”

These critical thinking skills are an important component in strengthening your graphic design muscles. These days, employers want people who can do it all. So even if graphic designer isn’t on the list of job titles you want to hold, an exceptional understanding of graphic design will put you well above the rest of the competition.

In this internship, we ask that your graphics be intentional. Every element on the canvas should be there for a reason.

Our style

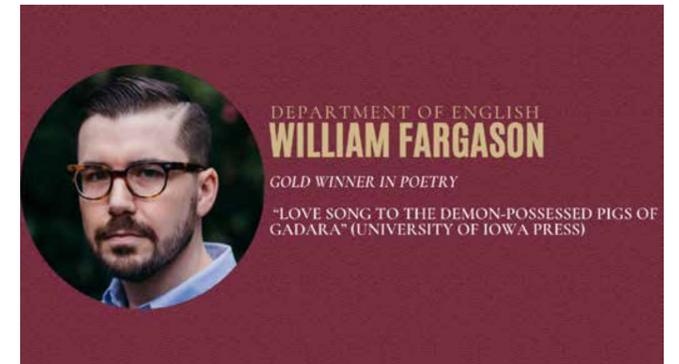
Our style has a few hard-guidelines:

- use the brand colors, with their exact hex codes
- use **ANTONIO BOLD** for headings, **always** in caps
- use **ADOBE/CORMORANT GARAMOND** for subheadings, **typically** in caps
- when including faculty’s name in graphics, stick to the style shown on the right.

Otherwise, you have much freedom to create unique and appealing graphics. And to reiterate, even these aforementioned guidelines are flexible. Use your instincts and take action accordingly.



NO



YES

*The faculty member’s name should be in **ANTONIO BOLD**, in all caps - big and bold - as they’re usually the highlight of a graphic. Their department or college should be listed above their name in **Adobe Garamond** (or **Cormorant Garamond** in Canva), also in all caps. Optional: stretch out the line spacing in the department/college to match the length of the faculty member’s name. There will be scenarios when the college/department’s name is longer than the faculty member’s name; typically, you’ll just make the top text smaller, but use your best judgment here.*

Here is a sample process of the steps I took to design a graphic. This step-based approach allows you to tackle the challenge of designing appealing graphics without the pressure of getting it right on the first try. When first starting a graphic, focus on putting all the major elements onto the page. Don't worry about the looks just yet. Once the information is on there, then take stock of the appearance.



Step 1

This looks... okay. But it can look much better.

The placement of the lettering isn't very interesting. Not only that, but my eyes completely gloss over the most important points of the text, which in this case are the words *3 million* and *grant*.

Also, despite adding a **lift** effect to the text in Canva, the colors of the text still blend into the background, making it slightly hard to read.



Step 2

This is already a massive improvement.

I reduced the spacing between the lines (known as *leading* in graphic design terms, or *line spacing* in Canva) and increased the space between the characters in the word *grant*, (known as *tracking* or *letter spacing* in Canva) to pack all the information into a neat square shape.

This square shape not only makes the text more aesthetically pleasing, it also accents the two most important phrases in the sentence, as mentioned in step 1: *\$3 million* and *grant*.

In addition, I added a solid black layer behind the text and lowered the opacity to about 21%. This makes the text much easier to read.



Step 3

I really wanted to add these faculty members' names. Finding a location for them proved slightly challenging at first. But then I remembered, "simple is better."

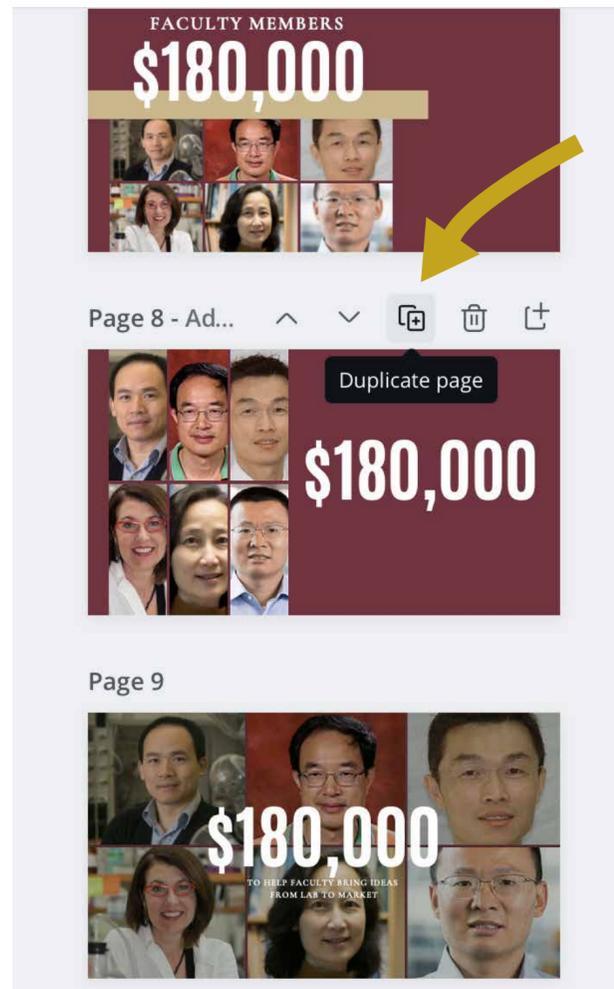
So I simply added a garnet banner at the top with the respective professor's name.

I also decided to size up the text, so even people that take a quick glance at this graphic will notice the impressive achievement.

The Duplicate Approach

In a Canva document, I usually duplicate a page at each step of the process. This allows me to keep a copy of an earlier version of a graphic in case I take a wrong turn and want to go back to a previous stage.

The first page is all about getting the basic content of the graphic onto the page. The 2nd page is where I start to focus on text and image placement. Any subsequent pages focus on revising and polishing the graphic. I highly encourage this multi-step approach because it forces you to push past your first instincts and create something a little more creative. Good looking graphics are not only important for our brand (we have gotten compliments on our graphics on more than a few occasions!), but they're also a valuable asset to your portfolio: make graphics that will impress future employers.



Clean Up URLs

Often, we copy and paste a link from a website into a Canva document or even into the text of our post. Make sure to remove *https://www.* from each URL. This simple fix will make the post and graphic look much more professional.



NO



YES

Use a BG remover

We used to insert entire rectangle or square images into a graphic. The results weren't terrible exactly. But once we started removing the backgrounds of the headshots, our graphics came to life on another level. It's incredible what a difference this simple fix makes.

Canva Pro has this feature built in. However, our access to the premium version of Canva is contingent on funding - and so far, we've had no luck on that front. In between our Canva Pro free trial periods, we use the website *remove.bg* to fulfill this task.

This is not a hard rule, of course. As you can see with the two images on the right, you can still make appealing graphics with the original image's background intact. Just always make sure to frame the image with a shape or in relation to another object.

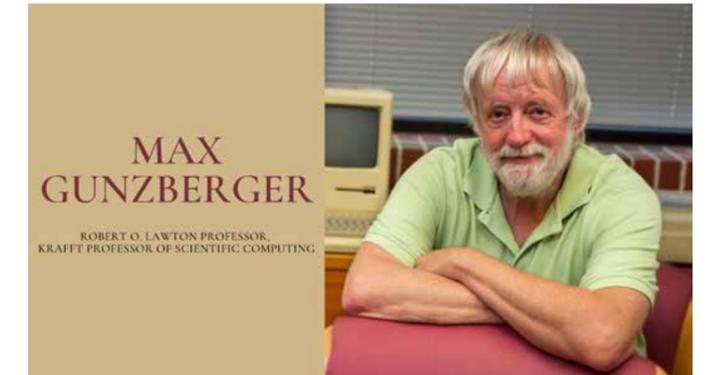
Don't overcrowd graphics with information. Less is more.

Less is more. Save the overly-long organization or award name for the post and just use the acronym for the graphic.

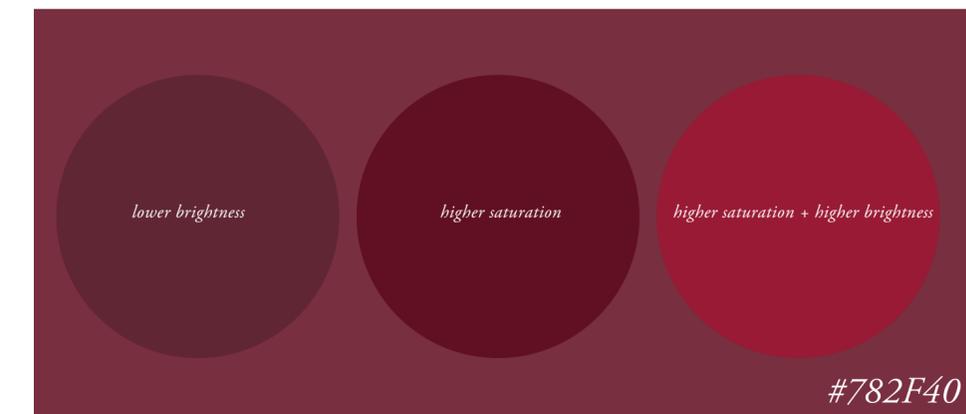
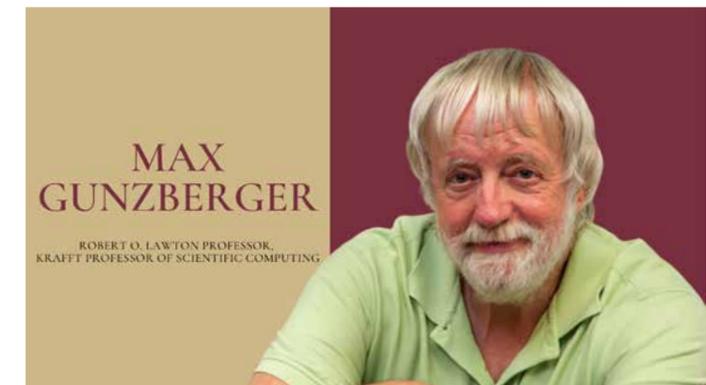
Play with HSB on main colors to add detail

We encourage playing around with the Hue, Saturation, and Brightness (HSB) color system. Mainly focus on the saturation and brightness levels, as hue will change the color entirely. Changing the saturation and brightness is a great way of adding highlights and shadows to our existing brand colors.

before removing background



after removing background



BREAKING THE GUIDELINES

Breaking the guidelines is encouraged.

Take a look at this graphic.

This graphic is appealing in its simplicity. But notice that this faculty member's name is not in the graphic. Although we encourage using faculty's names where possible, it is not a requirement.

Also notice that the color of the background is not #782F40, FSU's official garnet color. Instead, I started with that hex code, and then lowered the brightness, resulting in a warmer color that gives the graphic a more unique feel.

But the fundamental principles of graphic design are still there: the placement of the text is pleasing; variation on the size of certain words (or in this case number); placing the faculty member on the right of the graphic - where the eye tends to naturally gravitate toward.

Some of our most popular graphics have broken the guidelines, so break away!



VOICE AND TONE

Writing for social media

Social media is built for short, easy to read sentences. While each platform has its own unique attributes, this principle applies to all of them. Keep your posts short and sweet.

And although many accounts online use colloquialisms, short-hand, and casual language, we, being a forward-facing office in a leading public university, want to keep our posts professional. And yet, we also want our language to be entertaining and approachable. This is a tricky balance, but with time, it'll become rather easy. One way of approaching this task is to reference not only our past posts, but to look to the works of other public universities, colleges, and departments.

heeeey queens! we have THE coolest event coming up on landis green this fri.

Get ya' self a cup o joe and some ISCREAM with pres mcCollough #YAASNoles

NO

Start your day off with some coffee and ice cream at the President's Social. Friday from 9 - 2 PM.

Stop by and be sure to say hi to President McCollough!

YES

The Oxford comma

The Oxford comma is the final comma in a list of things. Although use of the Oxford comma is normally up to you, we are requiring its use on our social media, as it provides more clarity in writing.

Example, without the Oxford comma:

I love my parents, Lady Gaga and Humpty Dumpty.

This implies that your parents are Lady Gaga and Humpty Dumpty. Parent-Teacher conferences must get pretty wild.

Example, with the Oxford comma:

I love my parents, Lady Gaga, and Humpty Dumpty.

Much better. Example comes from Grammerly.

Capitalizing titles

Make sure to capitalize professors' titles, names of organizations, offices, etc.. This sounds like common sense. However, we often pull our news from FSU News and they seem to have a system that prefers to lowercase certain titles.

Take this sentence, for instance: "...*Jill Pable, professor and chair in the Department of Interior Architecture and Design.*"

For the purposes of our social media, this would be incorrect. You'll want to capitalize her titles.

Here's the sentence, corrected: "...*Jill Pable, Professor and Chair in the Department of Interior Architecture and Design.*"

VOICE AND TONE

Writing for Medium

Articles are not essays. Entire courses are taught on the differences between these two genres. Essays usually have a rigid structure (the 5 paragraph essay, for instance), whereas articles are more much fluid. As mentioned before, the best way to spot these differences is to read respected publications and model your writing after them.

Otherwise, here are some tips and resources for writing essays on our Medium publication. Note: these principles also apply to essays!

Avoid the “Since the beginning of time” opening

Since the beginning of time, students have started articles and essays with too broad of a scale. This bad habit was instilled to them in the 4th grade, when the concept of the 5 paragraph essay was drilled into their heads. By following these strict instructions - “start with a big, bold statement” - they were rewarded with As and eventually a pizza party. Only problem is that these young students were never taught the next step: start with a direct, specific example instead.

Overly grand statements often lead to fluff sentences and fluff paragraphs. You want to grab the reader’s attention right away. The following *Resources* page features an article that dives into the issues with this trope; I *highly* recommend that you read it.

Here’s an opening example from a sample article titled “Despite pandemic, racial inequality, looming climate change, teens are optimistic about future:”

In March 2020, the SARS-Cov-2 virus, known as the coronavirus, or more colloquially as COVID-19, shut down the entire U.S economy and began a pandemic. For many months, people were unsure how long this deadly pandemic would go on for, how long it would take for life to go back to normal, what would become of their future, and so many more worries.

Zzzzz.... anyone still awake? I’m multiple sentences into this article and I have no clue what it’s about or where it’s going. Let’s try that again.

Dressed in a purple cardigan with a matching flower-pattern mask, Sophie, age 15, walks into her high school in Atlanta, Georgia with a light bounce “I’m so excited to be back in person after so many months of being alone, staring at my friends through a screen. It feels like we’re finally, you know, on the right track.”

This opening, while not directly stating the article’s eventual thesis, serves as a ramp to lead us there. Most importantly, there’s a human touch to this opening that makes us want to read further.

RESOURCES

GRAPHIC DESIGN RESOURCES

WEBSITE

99 Designs

a gold mine of free and valuable tips, tricks, advice, and resources.

EXPLORE

ARTICLE

Shillington Education

a great article, filled with examples and explanations about basic principles

READ

ARTICLE

GCF Global

“The basis of art, design, and more.”

READ

COURSE

LinkedIn Learning

Available to you for free as an FSU student, features a variety of courses on graphic design + other skills

START LEARNING

COURSE

Coursera

The Fundamentals of Graphic. Enroll for free, get a certificate upon completion for your resume.

ENROLL

WRITING RESOURCES

ARTICLE

“Since the Beginning of Time:”
Avoiding Generic Opening Sentences

READ

ARTICLE

Active Versus Passive Voice

READ

ARTICLE

8 Techniques for Mastering Simple Writing

READ

ARTICLE

How to Write a Good Article: 7 Tips

READ

TOOL

Grammarly, a free browser extension to help you compose “bold, clear, mistake-free writing.”

START USING

A FINAL NOTE FROM THE EDITOR

This is just the first edition of the style guide. I encourage you and future teams to continually update it with a new edition on a regular basis. This style guide was put together by one lowly intern's sensibilities of what *has* worked and what might *continue* to work. But if you or the team have a new vision for our colors, fonts, and overall visual style, then pursue that and rework this style guide. The most important thing is to create something that makes sense within FSU's ecosystem *and* that will make our specific social media accounts stand out.

This guide was made in Adobe Illustrator; I've uploaded the original file in the FDA Google Drive, so you can go in and download a copy, if needed.

I also encourage you to add your name to the "Wall of Interns" on page 3, the *Welcome* page. I know that I loved to see past interns' names; there's something exciting about learning about the ones who came before. It helps you realize that you're part of something special, something with a lot of history. I think I speak on behalf of all previous interns, don't hesitate to reach out. Contact us for any questions that you might have. We'll be more than happy to help. We're all part of the same FSU family, after all.

Alright, I think that's it. You have everything you need to succeed in this position. Go forth, be excellent, and most importantly, be curious!



Antonio (Class of 2020)

Office of Faculty
Development and Advancement

FLORIDA STATE UNIVERSITY

FACULTY

