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introduction

Thank you for your interest in *Raise the Torch: The Campaign for Florida State*. This document has been created to assist you in communicating about the campaign with your target audiences. Developing a brand is crucial to the success of our campaign and to organizations in general. A well-known brand benefits the consumer and the organization—it communicates the organization’s mission and values, helps distinguish the organization from competitors and helps promote recognition.

Much time and consideration was taken when developing the *Raise the Torch* brand.

Our steadfast approach is the true flame that fuels *Raise the Torch*—to honor FSU’s tradition of excellence by creating a bright future for students, alumni, faculty, the state, the nation and the world.

In planning *Raise the Torch*, we worked hard to find the perfect name to embody this idea. We were inspired by the University’s iconic three-torch seal whose fires exemplify the idea put forth by William Butler Yeats—“education is not the filling of a pail, but the lighting of a fire.” The fires that blaze from our torches bring forth the light of knowledge that shines into the world.

While we have provided the elements we anticipate you using most, we are also happy to collaborate on additional items as needed. Please contact Tom Block, campaign manager, by email at tblock@admin.fsu.edu or by phone at (850) 645-0252 for more information.

campaign snapshot

Florida State University has a history of greatness.

❖ Florida State was recently designated as a preeminent university.

❖ The University has continued to rise in national rankings and is on a path to reach the top 25 of public universities.

*Raise the Torch: The Campaign for Florida State* will help us reach even greater heights.

*Raise the Torch* is the most ambitious fundraising campaign in University history with a goal of more than $1 billion.

With strategic investments, *Raise the Torch* will transform higher education at Florida State forever:

❖ By improving the student experience, powering the University to new academic heights, encouraging innovation in all endeavors and improving the public good; and

❖ By helping to provide student scholarships, to recruit and retain talented faculty, to develop cutting-edge research and facilities, and to propel FSU to the level of a top 25 university.

Show your Seminole pride and join other Florida State supporters from around the state, the nation and the world as we *Raise the Torch* for academics, athletics, innovation and society’s greater good.
campaign f.a.q.s

WHAT IS RAISE THE TORCH?

Raise the Torch: The Campaign for Florida State is the most ambitious fundraising campaign in University history. With a goal of more than $1 billion, Raise the Torch seeks to implement bold ideas that will continue to distinguish Florida State as a preeminent university and to positively affect the future for students, faculty and alumni for generations to come.

WHY FLORIDA STATE?

Florida State has an enduring legacy of excellence and continues to offer its students world-class education and academic experiences. Additionally, Florida State is considered one of the nation’s elite research universities, and many of its degree programs are ranked in the top ten, if not number one, across the United States.

By investing in Florida State, donors will help us leverage the strengths of a highly productive research university to help solve some of society’s most pressing problems and also build upon our tradition of the fine and performing arts to enrich the human experience. With the help of donors and friends, Florida State will continue to grow as an economic engine for the state of Florida through its research programs, its entrepreneurial spirit and its ability to provide graduates with the competitive edge needed in today’s highly competitive job market.

WHY NOW?

Florida State University is on the cusp of tremendous breakthroughs in the arts and sciences. This was recognized by the state’s legislature and governor when Florida State was designated a preeminent university. Private support is needed now to propel our students, faculty and staff to even greater heights. Consider: Florida State University’s arts programs—dance, film, music and theatre—rank among the finest in the world, offering an arts education comparable to leading conservatories. Our creative writing program is ranked among the nation’s best and is home to the most regularly honored and published student body in the United States. Other programs consistently included in the top public university list include physics, chemistry, political science, psychology, criminology, public administration, library science, information, human sciences, business and law.

With its impressive breadth of leading graduate, professional and undergraduate programs, Florida State University is a demanding, intellectually stimulating, yet warm and caring environment for students and faculty. Recognized nationally for its commitment to diversity, Florida State University is a national leader in the number of doctorates awarded to African-American students and in the graduation rate of African-American undergraduates. Its College of Medicine and College of Law are ranked in the nation’s Top 10 for Hispanic students.

The work done here—at Florida State—truly has a positive impact on individual lives, the nation and the world. We must continue to build on this solid foundation, and Raise the Torch: The Campaign for Florida State will give us the resources to do so.

HOW WILL CAMPAIGN FUNDS BE USED?

Raise the Torch seeks to solicit funds to support a variety of thoughtful and strategic projects that will:

- Inspire, Engage and Transform the Next Generation of Students;
- Power a Great University to New Academic Heights;
- Encourage Innovation, Creativity and Discovery; and
- Improve the Public Good.

HOW WILL RAISE THE TORCH TRANSFORM FLORIDA STATE?

The campaign’s impact will be seen in a myriad of ways both now and in the future of Florida State. From increasing the value of a degree from FSU to supporting life-changing research, Raise the Torch will truly transform not only the student experience at Florida State but also the University’s ability to effect change worldwide. Visit raisethetorch.fsu.edu for more information about our fundraising priorities.

HOW LONG WILL THE CAMPAIGN LAST?

Raise the Torch began July 1, 2010 and is slated to end June 30, 2018.

WHO IS BEHIND RAISE THE TORCH?

Raise the Torch is a collaborative initiative of Florida State University and the dedicated organizations that directly support University advancement, including the FSU Foundation, the Seminole Boosters, the Alumni Association and the FSU Real Estate Foundation. In addition to these University Advancement direct support organizations, the FSU Research Foundation and The Ringling Museum of Art Foundation will play a major role in the campaign’s success.

CAMPAIGN LEADERSHIP

Thomas W. Jennings Jr., Ph.D., Vice President for University Advancement and President of the FSU Foundation
Tom Block, Campaign Manager

Florida State’s greatness began and continues to flourish because of dedicated individuals who volunteer their time and talents to support the University’s mission. Raise the Torch would not have ignited into a transformative blaze without the National Campaign Committee’s guidance and enthusiasm.
The Committee, comprised of the University’s most generous donors and volunteers, leads our campaign with their philanthropic spirit, guides our campaign strategy and thought process, and encourages fellow Florida State alumni, friends and constituents to actively engage and support the University. The chairs of the direct support organizations change annually and the faculty senate president changes every 2 years. As of February 2015, the committee includes the following members:

Ms. Beth Azor, Chair, FSU Real Estate Foundation
Dr. Ruth & Mr. Les Akers
Mrs. Yvonne T. Brown
Dr. Ray & Ms. Stella Cottrell
Mr. Dale Greene, Chair, FSU Alumni Association
Mr. Mark & Mrs. Nan Hillis
Mr. John Thiel, Chair, FSU Foundation
Mr. Mike Harrell, Chair, Seminole Boosters
Mr. Chris Seifter, Chair, FSU Student Foundation
Mrs. Jean & Dr. Mike Shahnasarian
Mrs. Kathy & Mr. Bob Stahl
Mr. Russ & Mrs. Genie Morcom
Professor Gary Tyson, President, Faculty Senate
Guy & Delores Spearman

CAN MY RAISE THE TORCH CONTRIBUTION GO TO MY CHOSEN COLLEGE?
Yes, you can choose for your donation to go directly to your preferred college or fund, or you may choose to support an important campaign fundraising priority, such as the Champions Campaign. Every donation made during Raise the Torch ultimately contributes to our overarching goal of propelling Florida State to new heights.

HOW CAN I SUPPORT RAISE THE TORCH?
Visit raisethetorch.fsu.edu to learn more about how you can Raise the Torch for Florida State.

nomenclature

IN-TEXT REFERENCE VERSIONS

FULL TITLE — Raise the Torch: The Campaign for Florida State
✓ Note capitalization
✓ Italicize
✓ Use on first reference when possible

SHORTENED TITLE — Raise the Torch
✓ Note capitalization
✓ Italicize
✓ Do not follow with “campaign”
  > Incorrect — The Raise the Torch campaign will impact student experiences.
  > Correct — Raise the Torch will impact student experiences.

REFERENCE — the campaign
✓ Do not capitalize
✓ Do not italicize
✓ Do not use without first stating the campaign title, when possible

WORD PLAYS, ALTERNATE VERSIONS, ETC.
When necessary for emphasis depending upon location, audience and tone, you may capitalize the campaign title when using it as a verb in a sentence.
✓ Join us as we Raise the Torch for Florida State.
✓ In these instances, also retain the campaign title’s italicization.
Also retain capitalization when using alternate versions. Do not italicize alternate versions.
✓ Raise the Torch for Academics
✓ Raise the Torch for the College of Business
The campaign color palette will vary depending on which subset of FSU color palette is used on a particular piece. Using tints of either gold option is acceptable though garnet tints are usually discouraged.

For instance, if the current colors listed on the FSU brand site—brand.fsu.edu—are used in a design (see “Current FSU Brand/Athletics Palette” below for designations), the campaign logo should also use those specifications.

If the “Siegal+Gale” recommended colors are used (see “Siegal+Gale Palette” below), match the campaign logo to those colors.

**FOR PRINT**

**CURRENT FSU BRAND/ATHLETICS PALETTE**

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX#</th>
</tr>
</thead>
<tbody>
<tr>
<td>GARNET</td>
<td>195 C</td>
<td>19/90/55</td>
<td>72F40</td>
<td></td>
</tr>
<tr>
<td>GOLD</td>
<td>7502 C</td>
<td>6/14/39</td>
<td>CEB888</td>
<td></td>
</tr>
</tbody>
</table>

**GRADIENTS:**

<table>
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<tr>
<th>Color</th>
<th>Pantone</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX#</th>
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<tbody>
<tr>
<td>GARNET</td>
<td>195 C</td>
<td>19/90/55</td>
<td>72F40</td>
<td></td>
</tr>
<tr>
<td>GOLD</td>
<td>7502 C</td>
<td>6/14/39</td>
<td>CEB888</td>
<td></td>
</tr>
</tbody>
</table>

**SIEGAL+GALE PALETTE**

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX#</th>
</tr>
</thead>
<tbody>
<tr>
<td>GARNET</td>
<td>188 C / 202 U</td>
<td>12/95/65</td>
<td>540115</td>
<td></td>
</tr>
<tr>
<td>GOLD</td>
<td>4625 C or U</td>
<td>6/9/39</td>
<td>8F888</td>
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</tbody>
</table>

**METALLIC GOLD**

<table>
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<tr>
<th>Color</th>
<th>Pantone</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX#</th>
</tr>
</thead>
<tbody>
<tr>
<td>METALLIC GOLD</td>
<td>8383</td>
<td>0/0/0</td>
<td>0/0/0</td>
<td>0/0/0</td>
</tr>
</tbody>
</table>

**FOR ELECTRONIC USE**

Similar to campaign color palette print use, the campaign color palette electronic use will vary depending on which subset of FSU color palette is used on a particular piece and should match the site or other usage.

The preferred color palette for electronic use (email, PowerPoint, websites, etc.) is to match the colors used by Athletics and University Communications as noted at brand.fsu.edu.

**CURRENT FSU BRAND/ATHLETICS PALETTE**

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX#</th>
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</thead>
<tbody>
<tr>
<td>GARNET</td>
<td>782F40</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GOLD</td>
<td>CEB888</td>
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</table>

**GRADIENTS:**

<table>
<thead>
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<th>CMYK</th>
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<th>HEX#</th>
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</thead>
<tbody>
<tr>
<td>GARNET</td>
<td>782F40</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GOLD</td>
<td>CEB888</td>
<td></td>
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</tbody>
</table>
logos

There are two main orientation versions of Raise the Torch logos—the vertical version and a horizontal version. These two versions can be used in a variety of palettes (see page 9).

The logos in the following configurations can be downloaded from: http://raisethetorch.fsu.edu/brand

If you need a different variation, please contact Tom Block, campaign manager, by email at tblock@admin.fsu.edu or by phone at (850) 645-0252.

SIZE, PLACEMENT AND USAGE

The campaign logo should never be reduced to the point where any of the text is illegible. In addition, resizing up or down should always be done proportionately.

When using the 3-color spot or 4-color-process version of the logo, the preferred background color is white or a solid color. If a solid garnet, dark grey or black background is used, a 1-color gold or white version of the logo is preferred. If using a gold background, the garnet or black 1-color logo is preferred.

Multi-colored or other color backgrounds are strongly discouraged.

Logos should be provided “breathing room”—clear space between the logo and words or graphics. No other logos should be used in close proximity to the campaign logo except the FSU seal as shown in this example.

typography

For both print and web, the preferred typefaces for Raise the Torch uses are the Adobe Garamond family and the Benton Sans family. Visit brand.fsu.edu for information regarding web use licenses for these fonts. If Benton Sans is unavailable, use Open Sans. If these fonts are unavailable, Times New Roman or Arial are acceptable. For accents on formal pieces, such as certain invitations, Bickham Script Pro can be used in moderation.

Adobe Garamond

\[\text{ABCDEFGHIJKLMNOPQRSTUVWXYZ}\]
\[\text{abcdefghijklmnopqrstuvwxyz}\]
\[0123456789!?$%^&\]

Adobe Garamond Regular
Adobe Garamond Italic
Adobe Garamond Semibold Italic
Adobe Garamond Bold
Adobe Garamond Bold Italic

Benton Sans

\[\text{ABCDEFGHIJKLMNOPQRSTUVWXYZ}\]
\[\text{abcdefghijklmnopqrstuvwxyz}\]
\[0123456789!?$%^&\]

Benton Sans Extra Light
Benton Sans Thin
Benton Sans Book
Benton Sans Regular
Benton Sans Medium
Benton Sans Bold
Benton Sans Black

Benton Sans Condensed Light
Benton Sans Condensed Book
Benton Sans Condensed Regular
Benton Sans Condensed Medium
Benton Sans Condensed Bold
Benton Sans Condensed Black

Bickham Script Pro

\[\text{ABCDEFGHIJKLMNOPQRSTUVWXYZ}\]
\[\text{abcdefghijklmnopqrstuvwxyz}\]
\[0123456789!?$%^&\]

NOTE: The campaign website design currently uses Roboto and Roboto Slab. The campaign website will use the fonts listed above after the April 2015 website conversion.
THREE-COLOR (SPOT)

Raise the Torch logos are available in three spot/PMS colors using either the Siegal+Gale color palette or the new FSU Brand/Athletics colors.

FULL-COLOR (4-COLOR PROCESS “SOLID”)

The Raise the Torch logos are available in four-color-process versions based on both the Siegal+Gale color palette and the new FSU Brand/Athletics colors.

FULL-COLOR (4-COLOR PROCESS “GRADIENT”)

In addition to the solid color logos, a gradient version for each orientation is available.

ONE-COLOR

The campaign logo in 1-color can be used in black, in garnet (PMS 188C, PMS 202U, PMS 195C), in gold (PMS 4525C, PMS 4525U, PMS 7502C or PMS 8383 metallic), or in reverse white (against a background). Some examples are shown below.
LOGO—COLLEGE/UNIT-SPECIFIC

In addition to the main campaign logo (Raise the Torch: The Campaign for Florida State), there are also logo versions supporting each of the colleges and major units, in both vertical and horizontal versions, as shown in the examples below. Visit http://raisethetorch.fsu.edu/brand to download the collection.

LOGO WITH WEB ADDRESS

The web address CAN be added immediately beneath the logo in Benton Sans Condensed Medium, tracking set to 10, centered under the wordmark portion as in samples below. Visit http://raisethetorch.fsu.edu/brand to download the preset versions.

PREFERRED STYLE OF PHOTOGRAPHY:

Photography should focus on people and actions whenever possible. However, imagery of torches around campus are also encouraged. To request use of any current campaign photography, please contact Tom Block, campaign manager, by email at tblock@admin.fsu.edu or by phone at (850) 645-0252.

CAMPUS PHOTO SOURCES:

• FSU Photography Service
  CONTACT: Bill Lax
  PHONE: (850) 644-5763
  EMAIL: wlax@fsu.edu
  WEBSITE: unicomm.fsu.edu/services/photography

• Heritage Protocol
  CONTACT: Sandra Varry
  PHONE: 850-645-7988
  EMAIL: svarry@fsu.edu

SOME RECOMMENDED PHOTOGRAPHERS:

• Ray Stanyard
  PHONE: (850) 212-4687
  EMAIL: raystanyard@gmail.com

• Colin Hackley
  PHONE: (850) 294-3442
  EMAIL: colin@colinhackley.com
  WEBSITE: colinhackley.com

• Steve Chase (good with events)
  PHONE: (850) 509-4508
  WEBSITE: chase-photography.smugmug.com

• Scott Holstein
  PHONE: (352) 476-3279
  WEBSITE: scottholsteinphoto.com
videos

Currently, five versions of Raise the Torch videos are available for use. One version is the complete, overarching video, and four are shorter videos, each profiling a specific campaign goal. These videos were produced by Frame, a production company with roots in Florida State’s College of Motion Picture Arts.

To use a video on your site, visit http://frame.is/rtt-embeds for instructions on how to access and embed the videos. Each version can be found in multiple ratio options.

In selecting which video is right for your site, we ask that you give preference to the “Original 4:1” version of the videos. This aspect ratio was natively intended for the project as part of the Raise the Torch gala.

materials

EMAIL SIGNATURES

Raise the Torch logo signatures include “raisethetorch.fsu.edu” in the graphic and should be hyperlinked to raisethetorch.fsu.edu. Visit http://raisethetorch.fsu.edu/brand to download electronic logo signatures.

HOW TO UPDATE YOUR OUTLOOK EMAIL SIGNATURE

1. Save the logo to a location on your desktop.
2. Open your Outlook account, select “File” then select “Options.” A new window will appear.
3. Within “Mail,” select “Signatures” to create or modify a signature for messages. A new window will appear. To modify an existing signature, select the signature you would like to update. To create a new signature, select “New” and enter in the signature’s name.
4. The logo should appear below signature text. Before inserting the logo, make a hard return after the last line of text in the signature.
5. To insert the logo, click on the picture icon—resembling a mountain—in the editor. A new window will appear.
6. In the new window, select the logo from your saved location then select “Insert.”
7. The logo should appear in your signature line.
8. Resize and move the logo until it appears as you would like. Only resize the logo smaller, and remember to hold down the “Shift” key on your keyboard while resizing in order to maintain logo proportions. Do not resize so small as to render any text unreadable.
9. To insert a hyperlink within the logo, select the logo and click on the hyperlink icon—resembling a globe—in the editor. A new window will appear.
10. Type http:/ raisethetorch.fsu.edu into the “Address” bar, and then select “OK.” The window will close.
11. Select “OK” on the “Signatures” window to save your work. The window will close.
12. Select “OK” on the “Options” window. Your signature should now include the logo. The logo should direct users to http://raisethetorch.fsu.edu when they click on the logo in your signature.
EBLASTS

There are two methods for including *Raise the Torch* branding in an eblast for the DSOs and the University.

The first method is to include the campaign logo in the eblast footer. Hyperlink raisethetorch.fsu.edu to the campaign logo.

**PLEASE NOTE:** Any eblasts soliciting gifts—even indirect, soft “asks”—must include the “To view state nonprofit disclosures, visit: foundation.fsu.edu/NonprofitDisclosures” link.

To obtain a campaign eblast template, contact Tom Block, campaign manager, by email at tblock@admin.fsu.edu or by phone at (850) 645-0252.

WEB BUTTONS

A variety of web buttons are available from [http://raisethetorch.fsu.edu/brand](http://raisethetorch.fsu.edu/brand), including a stand-alone gold logo version with mouseover variation and an informal “give now” and “learn more” button in three color variations. Hyperlink raisethetorch.fsu.edu to the “learn more” button, and hyperlink raisethetorch.fsu.edu/giving/make-a-gift to the “give now” button.
GENERAL CAMPAIGN BROCHURE

Please contact Tom Block, campaign manager, by email at tblock@admin.fsu.edu or by phone at (850) 645-0252 if you would like copies of the printed campaign brochure.

BROCHURES AND SIMILAR PIECES

*Raise the Torch* logos can be added to the back of brochures as shown here:

FOLDERS AND INVITATION COVERS

*Raise the Torch* logos can be embossed and foil stamped in “Antique Gold” foil—as was done for the campaign launch event invitation and program—on a garnet stock such as Carnival Linen Beet 80# Cover. An approximately 4” x 5.5” die is available at Gandy Printers located on S. Monroe St. for such projects.

ENVELOPES

*Raise the Torch* logos can be added to envelopes:

BUSINESS CARDS

The recommended business card design is the standard Florida State University business card design on the front side of the card with the campaign logo in one of the following configurations on the back:
The College has the highest percentage of alumni giving than any university in the state of Florida. This is why your gift is so important. Private support helps fund fellowships, ensuring that the best and brightest students can proceed in their academic pursuits.

The College of Arts and Sciences is the largest college at Florida State. Many top faculty and staff have invented a reagent which has been awarded a National Science Foundation grant worth almost $300,000. Former students have applied this reagent to molecules in the Dudley Laboratory of the College of Arts and Sciences.

Private support helped fund the College’s new trading room, which includes a variety of cutting-edge technologies. Lecturers, company visits, and career opportunities are available for students. They can attend expert seminars at the Department of Entrepreneurship, Department of Marketing, and Department of Accounting.

The FSU Army ROTC ranks among the nation’s top 10 ROTC programs. Its students will now graduate from the College and can earn credit by attending expert seminars on risk management. The College of Arts and Sciences also offers an online graduate certificate in Risk Management and Insurance.

The College recently added a new building on the College of Arts and Sciences campus. It features a variety of cutting-edge technologies for instructors, complete with a touch-screen command station, overhead projector, document camera, and computer实验室. The College of Arts and Sciences offers a variety of professional courses. Students can make FSU a leader in providing business undergraduate programs.

The Department of Biological Science now produces 64 percent of the nation’s top 10 ROTC programs. The College has been ranked No. 36 among public institutions in the nation by U.S. News & World Report. The Dr. William T. Hold/Entrepreneurial University Leadership Award is among the nation’s top 10 ROTC programs. The College of Arts and Sciences also offers an online graduate certificate in Risk Management and Insurance.

The project, called Integrated Scientific Computing, has resulted in 40 patents. Faculty, staff and employers are among the nation’s top 10 ROTC programs. The College of Arts and Sciences also offers an online graduate certificate in Risk Management and Insurance.

First, the FSU Army ROTC ranks among the nation’s top 10 ROTC programs. Its students will now graduate from the College and can earn credit by attending expert seminars on risk management. The College of Arts and Sciences also offers an online graduate certificate in Risk Management and Insurance.

The project, called Integrated Scientific Computing, has resulted in 40 patents. Faculty, staff and employers are among the nation’s top 10 ROTC programs. The College of Arts and Sciences also offers an online graduate certificate in Risk Management and Insurance.
sample pieces

A variety of additional collateral pieces and promotional items have been created for *Raise the Torch*. If you would like to inquire about preferred vendors or art files, please contact Tom Block, campaign manager, by email at tblock@admin.fsu.edu or by phone at (850) 645-0252.

social media

While the campaign has no designated social media channels, we encourage you to include information about the campaign and its impact in your posts and updates. When appropriate, include #SupportFSU in messaging about the campaign. This hashtag has been adopted by the FSU Foundation Annual Giving Department and is continuously monitored.

Campaign leaders will regularly draft and distribute *Raise the Torch* social media content regarding gifts, impacts, faculty, staff, history, etc. to any interested FSU-affiliated social media accounts. To join the distribution list, please contact Tom Block, campaign manager, by email at tblock@admin.fsu.edu or by phone at (850) 645-0252.

contact us

If you have questions about *Raise the Torch* or would like more information, please contact Tom Block, campaign manager, by email at tblock@admin.fsu.edu or by phone at (850) 645-0252.
RAISE THE TORCH

Honoring FSU’s strong tradition of excellence by creating a bright future for students, alumni and the entire University community.

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