



FLORIDA POLY ATHLETICS

BRAND MANUAL

TABLE OF CONTENTS

This manual is designed to provide the core elements and guiding principles of the Florida Poly Athletics brand system.

3 BRAND SUMMARY

- 4 Who We Are
- 5 Purpose
- 6 Mission
- 7 Core Values

8 IDENTITY

- 9 Identity System
- 10 Primary Logo
- 11 Phoenix Icon
- 12 Wordmarks
- 13 Sports Logos
- 14 Language

15 COLOR

- 16 Color Palette
- 17 Gradients

18 TYPOGRAPHY

- 19 Apotek
- 20 New Science Serif
- 21 New Science

22 DESIGN ELEMENTS

- 23 Solaris
- 24 Claw Tears
- 25 Polygon Pattern

FLORIDA POLY ATHLETICS

BRAND SUMMARY

Who We Are

Purpose

Mission

Core Values

WHO WE ARE

Florida Polytechnic University Athletics represents the competitive spirit of the Phoenix: modern, focused, and rising with purpose.

As an extension of the University's forward-driven identity, Florida Poly Athletics builds pride, visibility, and momentum through performance and community. This brand manual exists to define this identity with the standards and tools needed to consistently communicate across every sport, platform, and touchpoint.

Through the symbol of the Phoenix, our brand captures a spirit of renewal and determination – strengthening the Florida Poly Athletics story and reinforcing its connection to the University as a whole.



PURPOSE



Strengthen the connection between the Florida Polytechnic University and Athletics Department brands to ensure each elevates the other.



Establish a unified look and feel across all Athletics-related physical and digital platforms.



Provide standardized guidelines and easy access to helpful resources to streamline marketing and communications content.



Empower creativity and storytelling by supporting the cohesive creation of assets and branded materials.

MISSION



MISSION STATEMENT

Florida Poly Athletics rises to the challenge by empowering its competitors through disciplined preparation, collaborative leadership, and a relentless pursuit of an elevated standard for collegiate performance.

INSTITUTIONAL ALIGNMENT

Defined by innovation and momentum, Florida Poly Athletics aligns with the Florida Polytechnic University brand to carry principles of progress and precision into competitive environments.

It expresses institutional excellence through athletic performance and strengthens a culture built on defining the future.



CORE VALUES

Florida Poly Athletics is grounded in three core values that define how we compete and represent the University. These values establish a shared code to guide how we **rise together**.

PERSEVERANCE

We rise to the challenge with strength and purpose.

Challenge is not a barrier, but a catalyst for growth. Our athletes meet adversity and opportunity with fierce determination – carrying the Phoenix spirit into every moment of competition.

PRECISION

We rise to excellence with focused precision.

The commitment to precision elevates performance and creates a standard of excellence. We develop athletes who compete with clarity, discipline, and intention.

PRIDE

We rise together with pride to carry the Phoenix spirit.

Across teams and fans, we are proud to carry the Phoenix identity forward with integrity and energy. Together, we create a culture where every voice and victory unites us as one.

FLORIDA POLY ATHLETICS

IDENTITY

Identity System

Primary Logo

Phoenix Icon

Wordmarks

Sports Logos

Language

IDENTITY SYSTEM

Primary Logo



The Primary Logo is the most important mark for Florida Poly Athletics.

It should receive preferential use for all marketing and communications materials.

Florida Poly Wordmark

FLORIDA POLY

The Florida Poly Wordmark is a secondary mark derived from the Athletics Logo. It may be used in applications when an abbreviated reference of the brand is needed.

Phoenix Wordmark

PHOENIX

The Phoenix Wordmark is an alternate secondary mark when a visual element is needed to refer to the team moniker.

Sport Logos



Logo lockups are available for every sport within Florida Poly Athletics. These should be used only in sport- or team-specific applications.

PRIMARY LOGO

Shaping the creative direction of the brand, the Primary Logo features a lockup of the Phoenix Icon with the Florida Poly Athletics title.

The logo exists in horizontal and vertical variations which may be used interchangeably depending on application and layout restraints.

To ensure brand integrity, defined color variations are provided and are the ONLY approved uses of the logo.

Horizontal



Vertical



Full Color



Full Color (Reversed)



One Color



White



PHOENIX ICON

The Phoenix Icon represents the fierce nature and aesthetic style of Florida Poly Athletics. While grounding the Primary Logo, it may also be used independently.

The Phoenix Icon may be used independent of the Primary Logo for instances where creative treatment or an abbreviated nod to the brand is preferred.

To ensure brand integrity, defined color variations are provided and are the ONLY approved uses of the icon.

Full Color



One Color



White



WORDMARKS

Florida Poly Wordmark

The Florida Poly Wordmark is a secondary mark derived from the Primary Logo. It may be used in applications when an abbreviated reference of the brand is needed.

Color

FLORIDA POLY

White

FLORIDA POLY

Phoenix Wordmark

The Phoenix Wordmark is an alternate secondary mark when a visual element is needed to refer to the team moniker.

Color

PHOENIX

White

PHOENIX

SPORTS LOGOS

Based on the design of the Primary Logo, lockups are available for every sport within Florida Poly Athletics.

Sports Logos should ONLY be used in sport- or team-specific applications. Baseball is shown here as an example. Currently, sports versions include:

- ▶ Baseball
- ▶ Basketball
- ▶ Cross Country
- ▶ Soccer
- ▶ Softball

The logo exists in horizontal and vertical variations which may be used interchangeably depending on application and layout restraints.

To ensure brand integrity, defined color variations are provided and are the ONLY approved uses of the logo.

Horizontal



Vertical



Full Color



Full Color (Reversed)



One Color



White



LANGUAGE



✔ Acceptable

- Florida Poly Athletics** Official and only title of the University's athletics department
- Florida Poly** Casual reference of the University name; may be used for some athletics contexts
- #FLPolyAthletics** Athletics department's official hashtag, used only for social media purposes
- Phoenix** Team moniker (nickname) used for alternate and creative treatments
- Rise Up Phoenix** Official athletics slogan

✔ Do Not Use

- Florida Poly Sports
- FL Poly Sports
- Florida Polytechnic Athletics
- Florida Polytech Athletics
- FL Poly Athletics
- Phoenix Athletics

- Florida Polytechnic University** University name used formally and always as first reference
- Florida Poly** University name used casually and only after first reference
- #FLPoly** University's official hashtag, used only for social media purposes

- PolyTech
- Florida Polytech
- Florida Polytechnic
- FL Poly

FLORIDA POLY ATHLETICS

COLOR

Color Palette

Gradients

COLOR PALETTE

Our color palette aligns with the University brand, built to reflect innovation and competitive energy. Together, these colors create a distinctive visual identity that feels both fearless on the field and forward-thinking in every arena.

Florida Poly Athletics implements a variation of the University color palette with a stronger use of Python Plum. This deep, bold tone provides a powerful foundation, while Poly Purple and Cyber Blue create a sense of vibrancy and momentum.

POLY PURPLE

CMYK 84-100-0-6
 RGB 80-29-131
 HEX #501D83

PYTHON PLUM

CMYK 89-100-0-58
 RGB 46-26-74
 HEX #2E1A4A

CYBER BLUE

CMYK 100-0-0-0
 RGB 0-159-223
 HEX #009FDF

PIXEL PURPLE

CMYK 32-42-0-0
 RGB 176-149-222
 HEX #B095DE

TECH SLATE

CMYK 28-20-20-1
 RGB 167-180-195
 HEX #A7B4C3

GRAPHITE GRAY

CMYK 10-0-0-75
 RGB 87-96-102
 HEX #586066

GRADIENTS

Color gradients may be used to add depth, dimension, and energy to the Florida Poly Athletics brand when applied with intention and restraint.

All gradients must transition only between approved brand tones to ensure visual consistency. Unapproved blends, additional hues, or arbitrary color shifts should be avoided to protect the integrity of the brand.

| | | | |
|-------------------------------|--------------------------------|--------------------------------|------------------------------|
| POLY PURPLE #501D83 | PIXEL PURPLE #B095DE | WHITE #FFFFFF | WHITE #FFFFFF |
| PYTHON PLUM #2E1A4A | POLY PURPLE #501D83 | PIXEL PURPLE #B095DE | CYBER BLUE #009FDF |

FLORIDA POLY ATHLETICS

TYPOGRAPHY

Apotek

New Science Serif

New Science

APOTEK

Apotek is the primary typeface and should be used for all major titles, headlines, and key brand statements. Selected for strength and versatility, it is the base font of the Florida Poly Athletics logo.

Embodying boldness, Apotek offers a robust range of 7 weights and 7 widths to support dynamic typography across print and digital applications. Consistent use of this typeface reinforces a unified, confident voice throughout the athletics identity system.

[ACCESS ON ADOBE FONTS](#) 

Apotek

WEIGHTS

Extra Light
Light
Regular
Medium
Semibold
Bold
Black

WIDTHS

Compressed
Extra Condensed
Condensed
Regular
Wide
Extra Wide
Extended

NEW SCIENCE SERIF

New Science Serif serves as the primary typeface for sub-headings, and body copy. Selected from the University’s brand system, it ensures visual alignment while asserting a stronger tone with its serif construction.

Its structure delivers clarity and readability for longer blocks of text. It should be considered the first preference over New Science. However, it is permissible to use either depending on context.

[ACCESS ON ADOBE FONTS](#) 

New Science Serif

WEIGHTS

Thin

Light

Regular

Medium

Semibold

Bold

NEW SCIENCE

Aligned with the University’s brand, New Science serves as a secondary typeface for body copy and captions within Florida Poly Athletics communications. Its inclusion ensures visual consistency across academic and athletic platforms.

While it should be used as an alternative to the primary body font, New Science may be preferred in certain applications where a cleaner, more minimal presentation or enhanced legibility is required. The extended width should be used sparingly.

[ACCESS ON ADOBE FONTS](#) 

New Science

WEIGHTS

Thin
Light
Regular
Medium
Semibold
Bold

WIDTHS

Regular
Extended

FLORIDA POLY ATHLETICS

DESIGN ELEMENTS

Solaris

Claw Tears

Polygon Pattern

SOLARIS

Solaris is the official mascot of Florida Poly Athletics and embodies the energy and unstoppable rise of the Phoenix. With a playful and competitive personality, Solaris stands as a fierce symbol of Florida Poly pride on and off the field.

Solaris exists as two variations depending on the application. The full body version replicates the physical mascot costume and works best at larger sizes due to its detailing and shadowing. The head version has a simpler form and can be used at any size.



FULL BODY

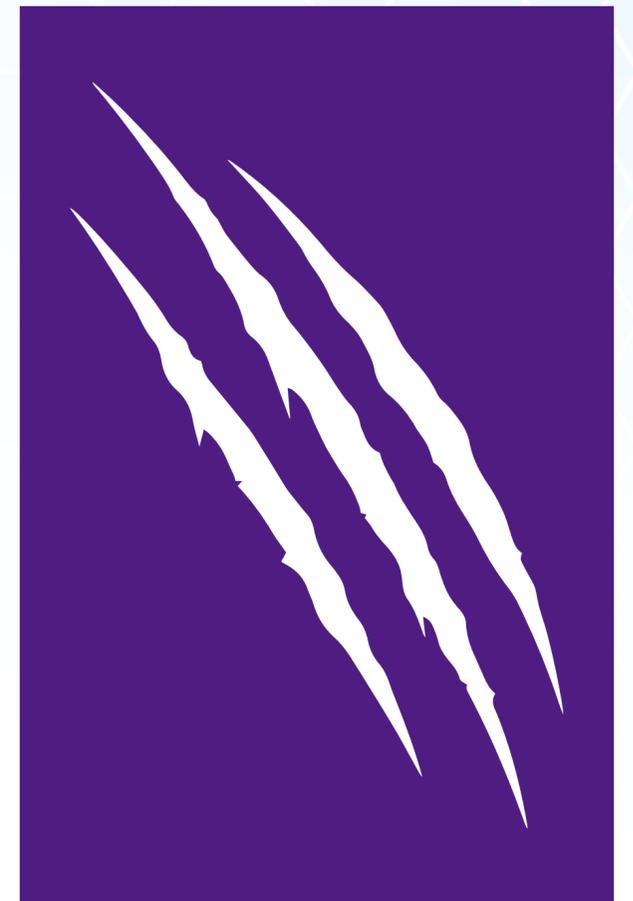


HEAD

CLAW TEARS

Inspired by the Phoenix, the claw-tear visual effect reflects the power and precision of the bird's talons, symbolizing both fierce strength and dynamic motion. As a defined spirit mark, the claw tears accentuate both the primary logo and the Solaris mascot.

The claw-tears mark should be used with creative purpose and intention to support the personality of the Florida Poly Athletics brand system.



POLYGON PATTERN

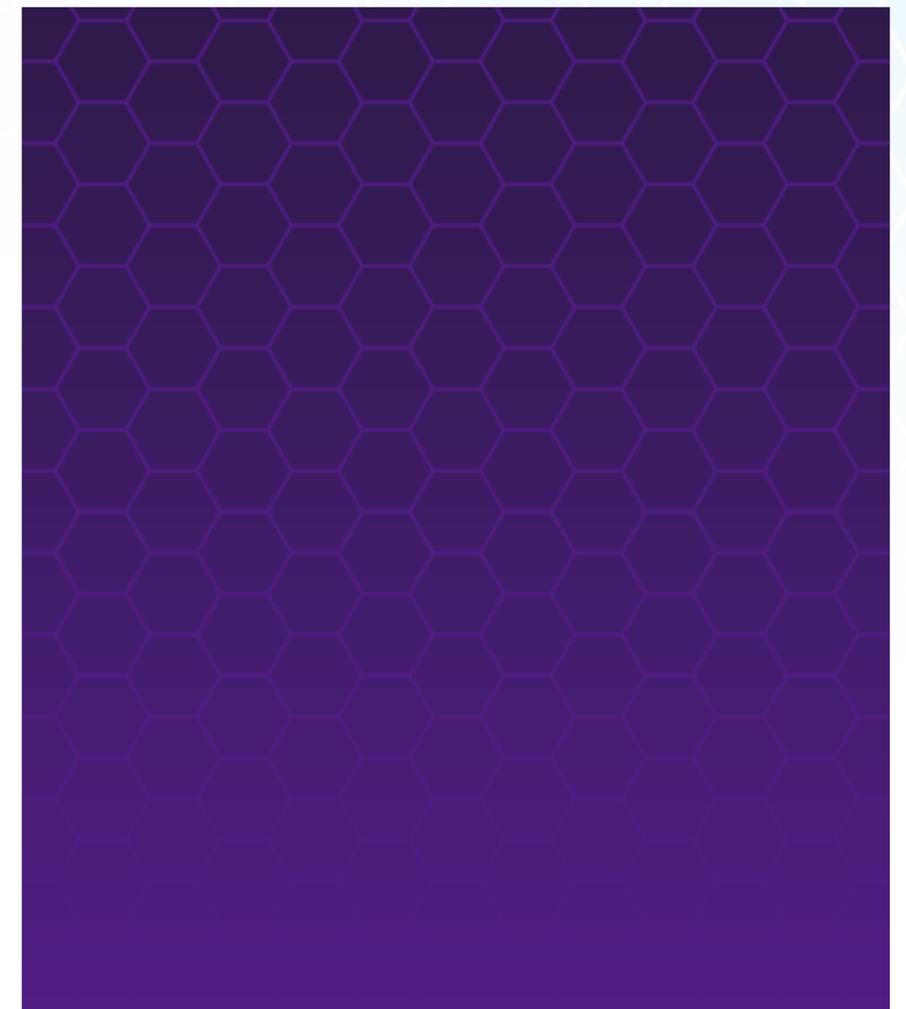
Built from a repeating hexagonal form, the polygon pattern subtly references the innovation, technology, and precision that defines the University. When used as a background element, it adds depth and visual interest while reinforcing a forward-thinking identity.

The polygon pattern exists in two variations, solid and outline, and should only be applied using colors from the approved brand palette. It may exist as a full repeated background, in segmented clusters, or softened with gradients to fade it out. As a geometric pattern, it should be used subtly, serving as a supportive design element rather than overwhelming the layout and message.

OUTLINE



SOLID





Florida Poly Athletics

For questions related to brand, marketing, and communications:

marketing@floridapoly.edu | 863 874 8837

athletics.floridapoly.edu