

# Florida State University



## Alumni & Community Branding Basics

An educational reference guide that to be used by the Florida State Alumni Community when making graphics, marketing materials or promotional items that feature any of Florida State Universities marks. By following the guidelines outline in this booklet, you will be adhering to the Florida State brand guidelines and continuing to represent the university in a positive light.

## FLORIDA STATE UNIVERISTY SEMINOLE CLUB & CHAPTER BRAND BASICS

The following information should be used as a reference guide by Seminole Club and Chapters when making graphics, marketing materials or promotional items that feature any of Florida State University's marks. By following the guidelines outline within this guide, you will be adhering to Florida State's brand guidelines and representing the university in a positive light.

Please note: Use of a University mark with an organization name implies association with the university. Therefore, only alumni clubs and chapters recognized by the FSU Alumni Association are allowed to use University marks in conjunction with their organization's name.



### LICENSING

Through the years, symbols, icons, traditions, and trademarks have come to represent Florida State University. In the early 1980s the Office of Trademark Licensing was established to ensure that these marks and images are used to represent the University properly.

The primary roles of the Office of Trademark Licensing are to:

- **PROTECT** the marks, images, and heritage associated with Florida State University, and ensure the proper use and application of those marks.
- **PROMOTE** the brand by elevating the level of exposure in the retail marketplace and heighten awareness among campus departments, student organizations, alumni, and fans.
- **PROVIDE** vital resources to support University and athletic initiatives through royalties on the sale of officially licensed merchandise.

Any product, packaging or signage bearing University trademarks (with or without club logos) must be purchased only from those manufacturers licensed to produce merchandise bearing University marks. Using an officially licensed company to manufacture a product ensures that brand guidelines are met, the company has provided appropriate product liability insurance, and has fulfilled contractual requirements to protect Florida State University and its intellectual property.



### RELATIONSHIP WITH THE SEMINOLE TRIBE OF FLORIDA

At Florida State University we have the honor of calling ourselves "Seminoles" in admiration of the only Native American tribe never conquered by the U.S. Government. For almost 70 years, Florida State has worked closely, side by side, with the Seminole Tribe of Florida. We continue to seek advice and direction to ensure tribal imagery is authentic and respectful.

Out of respect for our relationship with the Seminole Tribe of Florida, we refrain from using the following phrases and/or imagery:

- “Nation” (example: “Seminole Nation”)
- Scalp ‘em
- Territory
- Tomahawks (no mention of “tomahawks” or imagery)
- War
- Mascot
- Indian caricatures, including headdresses
- No objects may be impaled on a spear (ex: another University’s mascot)
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## OFF-LIMIT MARKS AND IMAGERY

- Tribal Pattern
  - The tribal pattern is reserved for athletic department use only and should not be used by registered student organizations, club sports, academic units, sponsors, etc.
  - The tribal pattern should not be used on products for promotional purposes (giveaways).
  - Designs that infringe on the pattern, or play-off of the pattern will not be approved.
  - Elements of the pattern cannot be removed to create their own marks.
- Vintage Marks
  - The University’s vintage athletic logos and wordmarks are not permitted for internal use, except for special circumstances with permission from Licensing and Athletics Executive Staff.
  - The University licenses these marks through a restricted program titled “College Vault” in retail channels.
- Imagery of Osceola and Renegade



## PROHIBITED USES

- Florida State University does NOT approve or endorse the use of its marks in conjunction with alcohol or tobacco related products, illegal or illicit activities or substances, firearms, religious affiliation, or political affiliation.
- Nothing should imply Florida State University’s endorsement, approval or underwriting of any organization, product, activity or service.
- No references to alcohol, illegal substances, sexually explicit graphics, weapons or profanity.



## SEMINOLE CLUB/CHAPTER WORDMARKS

When using these authorized wordmarks on promotional pieces, Seminole Clubs will not need to secure additional approval from the university on the design. However, you will still need to use a licensed vendor for your order. If you choose instead to design your own mark for your alumni community, you will need to get the mark approved by the Alumni Association, who will also seek approval from the Office of Trademark Licensing, and there is a chance that approval may not be granted.

Additionally, the authorized wordmarks cannot be combined with any other marks that your alumni community may currently have. If this is done, the mark will not be approved by the Alumni Association or Trademark Licensing.

The wordmarks your alumni community were provided have the proper registered trademark designation for use on promotional materials. This mark is not necessary for use on documents, brochures or other print materials and your alumni community can remove the registration symbol ( ® ) when using the mark on such items. The trademark designation must be present when working with a licensed vendor on promotional materials.

ATLANTA



SEMINOLE CLUB

## CREATING YOUR OWN CLUB/CHAPTER LOGOS

All logos using the University's marks must be approved by Licensing. The following guidelines apply:

- Club/Chapter logos must identify the organization by including the official name of the Seminole club or chapter (example: "CITY" Seminole Club, or Seminole Club of "City")
- Designs must follow University Brand Guidelines, which can be found at <https://licensing.fsu.edu/brand-guidelines>.
- Only current University trademarks can be used (use of vintage marks is not permitted).
- University marks may not be altered. Marks may not be stretched, squeezed, have added patterns or effects, or otherwise modified.
- Before incorporating a community landmark or icon into a club logo, ensure that that imagery is not protected by a third party.
  - This includes any imagery that plays off a horse and rider.

*Please note that if the Seminole Club/Chapter elects to create its own mark, Florida State University still maintains ownership of the mark and all product that contains the mark still has to be produced by a licensed vendor of the University.*



## COLORS

When garnet and gold is part of the color palette in either logo or design, only the official PMS colors may be used. Alternative shades of garnet and gold will not be approved.

Garnet	Gold	Metallic Gold
<b>PANTONE 195 C</b> MADEIRA - Rayon: 1385 PolyNeon: 1784	<b>PANTONE 7502 C</b> MADEIRA - Rayon: 1070 PolyNeon: 1684	<b>PANTONE 872 C</b> MADEIRA - Rayon: FS Gold 32



## CLUB PROMOTIONAL MERCHANDISE DESIGN GUIDELINES

- The purpose of promotional merchandise created by Seminole Clubs/Chapters should be to promote the specific Club/Chapter and not to create general Florida State merchandise.
- The official Seminole Club name must be on the product (unabbreviated).
- Do not use acronyms if the design isn't clear ("FARFNC" may mean something to your group, but not to external audiences).
- Use of trademarks or other intellectual property owned by a third party must be approved by that entity in writing and submitted to the Licensing Office along with the desired artwork. If this is not submitted with the design, the request will be denied.
- University marks cannot otherwise be altered, tampered with, modified, incorporated into other marks, or overprinted with other words or design elements.
- No representation of any Native American image or identity should be used as a part of a Seminole Club mark or design.



## CLUB SPONSORS

In order to protect the relationships that the University has with corporate sponsors, it should be clear that any Seminole Club/Chapters Sponsor is a sponsor of that club/chapter, and not the University as a whole. Therefore, sponsor logos can only be used in conjunction with official club/chapter wordmark (furnished by the Alumni Association), and cannot be combined with standalone University trademarks (ex: The Seminole head cannot appear alongside a sponsor restaurant on a koozie).



## PRODUCTION GUIDELINES

To ensure consistency in the use and protection of the University's name and marks, all product designs and club/chapter logos using the University's marks must be approved by Licensing and follow these guidelines:

1. Select a licensed vendor that will be producing your merchandise.
  - a. A complete Licensee/Vendor information can be found at [licensing.fsu.edu](http://licensing.fsu.edu). Under the "Campus Use" tab, select "Find a Licensee".
  - b. While the University has over 400 licensed vendors that can manufacture essentially any product you may need, there are a few licensees who offer a wide assortment of products and are also experienced in working with Seminole Clubs/Chapters across the country. These licensees include:
    - i. **Clothesline** - [www.clothesline.net](http://www.clothesline.net) or Ph: 850-877-917
    - ii. **Custom Ink** - [www.customink.com](http://www.customink.com)
    - iii. **Full Press Apparel Inc.** - <http://fullpressapparel.com> or Ph: 850-222-1003
    - iv. **Tallahassee Engraving & Awards/Awards4U** - [www.awards4u.com](http://www.awards4u.com) or Ph: 850-668-5007
2. Take your artwork to a licensed manufacturer or ask the licensee to create the artwork for you.
3. Provide the vendor the following information (to be submitted to Office of Trademark Licensing in artwork approval):
  - Customer name/organization and contact information
  - Use of Product (internal consumption, resale, fundraising, etc.)
  - Quantity
  - Is this item being purchased with University funds?
  - If a reorder, date original order was placed
4. The licensee will submit the artwork to Florida State's Licensing Office for approval and remit royalties to CLC on the University's behalf.

A 12% royalty is required for organizations ordering Florida State-embellished items not paid for by university funds, as well as for all products that are used for fundraising. These royalties will be included in bill by your licensed vendor. With your purchase of licensed merchandise for your organization the royalties added will be reinvested back into the University.