FSU BRAND GUIDELINES

RESTRICTED TERMS AND PRACTICES

OUT OF RESPECT FOR THE RELATIONSHIP WE HAVE WITH THE SEMINOLE TRIBE OF FLORIDA PLEASE REFRAIN FROM USING THE FOLLOW PHRASES OR IMAGERY ON SOCIAL MEDIA

KEEP IN MIND, YOU REPRESENT FLORIDA STATE IN EVERYTHING YOU DO

PHRASES (NOT TO USE)

"Seminole Nation"

"Nole Nation"

Tribe

Scalp ‘Em

Territory

War

Mascot

Chief Osceola

(He was not a Chief, so the proper term to use is just Osceola and Renegade)

IMAGERY

No Tomahawks

No Indian caricatures

(Including Headdresses)

No objects impaled by a spear

(This includes other schools mascots)

No changing the Seminole Head colors

(The mark should not be modified, skewed, or distorted)

Do not alter Osceola and Renegade in ANY WAY