


APPENDIX B

FLORIDA STATE UNIVERSITY is the owner of all rights, title and interest in and to the following Indicia, which includes trademarks, service marks, trade names, designs, logos, seals and symbols.

 Florida State Seminoles Current Revision Date: 02/05/18			Verbiage	Restrictions
Established: 1851	Location: Tallahassee, FL	Symbol: Seminoles	Florida State University ® FSU ® Florida State ® Seminole ® Seminoles ® FSU ® Seminoles ® Florida State ® Seminoles ®	No one impaled on spear No reference to scalping No reference to red Do not use term "Mascot" No reference to "Seminole Nation" <i>Verbiage marks can be in any color</i>
Mascot Name: N/A	Conference: ACC			
Garnet	Gold	Metallic Gold	Black	White
PANTONE 195 C MADEIRA - Rayon: 1385 PolyNeon: 1784	PANTONE 7502 C MADEIRA - Rayon: 1070 PolyNeon: 1684	PANTONE 872 C MADEIRA - Rayon: FS Gold 32	PANTONE Process Black C MADEIRA - Black	White MADEIRA - White
Approved University colors or the *PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.				

Seminole Head Mark

- The mark can only be reproduced in two or four colors.
- The face should always be the lightest element of the mark.
- The face can never be garnet or black.
- The mark should always face directly to the right; the rotation of the mark should not be changed.
- When cropping, 3/4th of the mark must be visible, with the "FSU" and face being the primary elements viewable.



Secondary Athletics Marks



In addition to the Indicia shown above, any Indicia adopted hereafter and used or approved for use by FLORIDA STATE UNIVERSITY shall be deemed to be additions to the Indicia as though shown above and shall be subject to the terms and conditions of the Agreement.

APPENDIX B

FLORIDA STATE UNIVERSITY is the owner of all rights, title and interest in and to the following Indicia, which includes trademarks, service marks, trade names, designs, logos, seals and symbols.



Florida State Seminoles

Current Revision Date: 02/05/18

Word Marks

FLORIDA STATE.

FLORIDA STATE.

FLORIDA STATE.

FLORIDA STATE.

SEMINOLES.

SEMINOLES.

SEMINOLES.

SEMINOLES.

Baseball/Softball Marks



Seminoles

Seminoles

Seminoles

Helmet Marks

- Helmet marks require a specific spear to be used. Please see note on mark 33.
- Helmet marks may be produced using PMS 872 C.



When shown on a gold helmet or a depiction of a gold helmet, the spear should be produced in garnet and white as shown above.

In addition to the Indicia shown above, any Indicia adopted hereafter and used or approved for use by FLORIDA STATE UNIVERSITY shall be deemed to be additions to the Indicia as though shown above and shall be subject to the terms and conditions of the Agreement.

APPENDIX B

FLORIDA STATE UNIVERSITY is the owner of all rights, title and interest in and to the following Indicia, which includes trademarks, service marks, trade names, designs, logos, seals and symbols.



Florida State Seminoles

Current Revision Date: 02/05/18

Font System

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

34

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

35

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

36

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

37

Unconquered Statue

- Marks must always be solid, and cannot be altered or flipped.
- Mark is not permitted in mass distribution channels.
- For mark 36, any embroidery under 2" will require an approved embroidery sample.

38



39



University Seal

- University Seal permitted on products for resale (reviewed on a case-by-case basis).
- No alterations or overlaying graphics to seal permitted.

40



41



42



ADDITIONAL PERTINENT INFORMATION

- No alterations or overlaying graphics to Seminole head permitted
- University licenses consumables (with lab results; must have expiration date on packaging)
- University licenses health and beauty products (with test results)
- University permits numbers on products for resale
- Mascot caricatures not permitted (no Indian caricatures)
- Cross licensing with other marks may be permitted with an additional agreement

- No use of current players' name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks
- There can only be one manufacturer's brand per product. The brand cannot be more than 50% of symbol
- Metallic Gold and Flat Metallic are interchangeable unless otherwise specified

In addition to the Indicia shown above, any Indicia adopted hereafter and used or approved for use by FLORIDA STATE UNIVERSITY shall be deemed to be additions to the Indicia as though shown above and shall be subject to the terms and conditions of the Agreement.