

FSU BRANDING QUICK REFERENCE

Creating a consistent brand across all Seminole Clubs/Chapters and Networks ensures that there is a cohesive brand identity for all groups and when used, it's easily identifiable that the group is recognized by the FSU Alumni Association.

Primary Colors

FSU Garnet



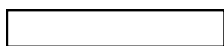
CMYK: 19/90/50/55
RGB: 120/47/64
HEX (WEB): #782F40
PANTONE: PMS 195 C

FSU Gold



CMYK: 6/14/39/8
RGB: 206/184/136
HEX (WEB): #CEB888
PANTONE: PMS 7502 C

White



CMYK: 0/0/0/0
RGB: 255/255/255
HEX (WEB): #FFFFFF

Secondary Colors

Stadium Night



CMYK: 100/79/44/93
RGB: 16/24/32
HEX (WEB): #101820
PANTONE: BLACK 6C

Plaza Brick



CMYK: 29/82/44/73
RGB: 87/41/50
HEX (WEB): #572932
PANTONE: 504 C

Gulf Sands



CMYK: 3/5/26/2
RGB: 223/209/167
HEX (WEB): #DFD1A7
PANTONE: 7500 C

Accent Colors

Legacy Blue



CMYK: 58/32/28/54
RGB: 66/85/99
HEX (WEB): #425563
PANTONE: 7545 C

Westcott Water



CMYK: 54/0/27/0
RGB: 92/184/176
HEX (WEB): #5CB8B2
PANTONE: 7472 C

Vault Garnet



CMYK: 7/100/82/26
RGB: 166/25/46
HEX (WEB): #A6192E
PANTONE: 187 C

Vault Gold



CMYK: 0/19/89/0
RGB: 255/199/44
HEX (WEB): #FFC72C
PANTONE: 123 C

Primary Typeface

Our primary typeface is **Open Sans**.

Arial may be used as a substitute font if Open Sans is not available.

Secondary Typeface

Our secondary typeface is **Garamond Premier Pro**.

This is the "legacy" font of FSU. Garamond has been used for many years and is associated with the brand primarily because of its use in the university seal.

Garamond should never appear as body text on a website or in digital content.

Times may be used as a substitute font for programs that don't allow Adobe fonts such as Microsoft Apps (Outlook, PowerPoint, Word and Excel).

ATHLETICS BRANDING

The following information should be adhered to when designing club merchandise, apparel and promotions.

DO NOT USE

Athletic Marks



Tribal Pattern

The use of the tribal pattern is only permitted by the Florida State University Athletic Association. The tribal pattern should not be used on products for promotional purposes (giveaways). Seminole Clubs **CANNOT** use this on any designs including logos, jerseys, social media posts, posters, etc.



Unconquered Font

Do **not** use the unconquered font. It is reserved for FSU Athletics.



Student-Athlete Imagery

Seminole Clubs are prohibited from using photos of student-athletes on social media, merchandise, website and promotional materials unless explicitly stated in their Name, Image and Likeness (NIL) agreements. This policy ensures compliance with NCAA regulations and protects the rights of student athletes.

Vault Marks



Heritage Turquoise

The use of turquoise uniforms is only permitted by the Florida State University Athletic Association. Seminole Clubs cannot use this on any designs including shirts, merchandise, social media posts, posters, etc.



Slogans

The use of the Athletic slogans for promotional materials should not be used by any Seminole Clubs. This could include, but is not limited to, "Climb" or "Unconquered."

Restricted Terms

FSU and the Seminole Tribe of Florida have a unique and longstanding relationship. The Seminoles are not a mascot, but a respected partner of the university who deserve respect.

Do not use the Seminole Tribe of Florida seal, flag or any associated images unless specifically authorized by the tribe. Do not use any tribal pattern or caricatures of Native Americans (including headdresses) or objects impaled on a spear. Refrain from puns using the word "Nole," such as internatioNole and professioNole. Do not use phrases such as "Seminole Nation," "Nole Nation," "Tribe," "Scalp 'Em," "Territory" or "War."