The information in this document 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. A complete overview to our brand and all trademarks of Florida State University can be found under the “Our Brand” section on licensing.fsu.edu.

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SEMINOLE CLUB/CHAPTER LOGOS

In July of 2021, the FSU Alumni Association provided all active alumni clubs and chapters with a university-approved wordmark in order to create a more unified brand across the network of Seminole Clubs/Chapters.

When using these authorized wordmarks on merchandise, a licensed vendor will still need to be utilized to fulfil the club/chapters order.
Why were these wordmarks created?
Creating a consistent brand across all Seminole Clubs/Chapters ensures that there is a cohesive brand identity for all groups and when used, it's easily recognizable that the group is recognized by the FSU Alumni Association.

Additionally, clubs/chapters were spending a lot of time, money, and energy creating new logos that were tending to be more of a t-shirt or graphic design instead of a logo. The creation of these official marks eliminates the process of having a logo approved, and will hopefully also save the clubs money.

Can our club/chapter continue to use our old mark? How can we create product with a local feel?
This new policy does not prevent Seminole Clubs/Chapters from creating merchandise that celebrates their hometown or region. Seminole Clubs are still able to create unique designs, the official mark will need to be used somewhere on the merchandise (back neck, sleeve, within the graphic, etc.).

When should this logo be used?
Anytime you are promoting your club/chapter through the use of a logo. The logo should be displayed online, somewhere on club merchandise, through all channels of social media, and on all promotional items.

Can we adjust the logo?
The logos have been designed to meet Florida State University brand standards therefore cannot be altered.
 CLUB/CHAPTER PROMOTIONAL MERCHANDISE DESIGN GUIDELINES

In order to safeguard the Florida State University’s intellectual property, Seminole Clubs/Chapters planning to utilize University trademarks and imagery on merchandise or promotions but receive authorization from the Office of Trademark Licensing via one of the university's authorized licensees.

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/Chapter logo must be somewhere on the product. For instance, on a t-shirt, it could be placed on the sleeve, the back neck, or be incorporated into the main design.

- 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/Chapter design.

Steps for Obtaining Approval on Promotional Items and/or Merchandise

1. Select an officially licensed vendor from the list found here: https://licensing.fsu.edu/find-licensee
2. Submit artwork/order to the licensed vendor, or work with them to create the artwork
3. The licensee will do the rest!
CLUB/CHAPTER 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 specifically, 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).

Please be reminded that the club sponsor can promote that they are a partner of your Seminole Club/Chapter, but they are not able to promote that they are a sponsor or partner of Florida State University. Seminole Clubs/Chapters are not authorized to give them permission to use university marks outside of the Seminole Club/Chapter logo.

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.
THE SEMINOLE HEAD

The Seminole logo is one of the most recognizable and iconic marks in sport and is used as the main identifying device for Florida State Athletics.

This mark should not be changed or altered in any way and its use must adhere to the color variations and guidelines noted in this document.
COLOR VARIATIONS

4-Color Application

2-Color Application

Tonal Application

NO TONAL VERSION OF THE SEMINOLE HEAD LOGO CAN BE USED WHERE THE SKIN APPEARS GARNET
GUIDELINES FOR USE

No overlaying graphics to the Seminole mark are permitted.

The mark should not be modified, skewed or distorted and proportions must remain constant.

The mark should always face directly to the right.

The angle or rotation of the mark should not be changed.

Do not fill the mark with a pattern or gradient.

The Seminole mark cannot be placed on or in the American flag.

The feather cannot be taken out of the Seminole mark to create a separate mark.

Never add other elements or props to the mark (e.g., a hat or body); there should be clear space in the area immediately surrounding the mark.

When cropping, 3/4th of the mark must be visible, with the “FSU” and face being the primary elements left visible.

Mark must be reproduced in either 2 or 4 colors; three color pathway is not permitted.

The face should always be the lightest element of the mark and can never be red, or black.

The face should not be altered to disproportionate color ratios; the garnet portion in front of the face should always remain a darker element than the face itself.
SEMINOLE TRIBAL PATTERN

In the early 1900s a new decorative technique was developed by Seminole women, now commonly known as patchwork. Early patterns included blocks and bars of alternating color with occasional sawtooth designs that were sewn directly into garments. Patchwork was rapidly adopted as a standard means of embellishing the Seminoles' traditionally vibrant clothing.

The Seminole symbols for Arrow, Man on Horse, and Fire (top to bottom, repeating) were the inspiration for this unique pattern.

GUIDELINES FOR USE

- 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).
- The pattern should only be replicated in garnet and gold or garnet and black, or tonal applications.
- 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.
- The pattern should begin with Arrow and end with Fire; each symbol of the pattern must be complete.
- The pattern should be no less than three elements wide.
PRIMARY ATHLETIC FONT

<table>
<thead>
<tr>
<th>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z</th>
<th>1 2 3 4 5 6 7 8 9 0</th>
</tr>
</thead>
<tbody>
<tr>
<td>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z</td>
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<td>1 2 3 4 5 6 7 8 9 0</td>
</tr>
</tbody>
</table>

GUIDELINES FOR USE

- Font cannot be altered in any way.

- There is no lowercase version; do not try to “make” a lowercase version.

- The font is not intended for large bodies of copy; use of this font should be limited to no more than one sentence.

- The font should always appear as two colors, with an inlay.

- Proper color combinations are shown above.
EXAMPLES OF IMPROPER USE

Do not add additional inlay. (In this case a garnet inlay was added.)

Do not add additional borders or change the color combination. (Black should be removed and the font should be gold with a white inlay.)

EXAMPLE WORDMARKS UTILIZING FONT SYSTEM
SEMINOLE TRIBE OF FLORIDA

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

Florida State University is proud of its longstanding cooperative relationship with the Seminole Tribe of Florida. The Seminole people have suffered many hardships and injustices, but they have remained brave, dignified and proud. The Seminoles are Unconquered. They symbolize what we hope will be the traits of all of our graduates, including our student-athletes.

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

**Phrases**
- “Seminole Nation” and “Nole Nation”
- Tribe
- Scalp ‘em
- Territory
- War
- Mascot
- Do not refer to Osceola as Chief Osceola. He was not a chief so the proper term to use is Osceola and Renegade.

**Imagery**
- Tomahawks (except on football helmets)
- Indian caricatures, including headdresses
- No objects may be impaled on a spear (ex: another University’s mascot)
FLORIDA STATE UNIVERSITY PHOTOS

Seminole Clubs and Chapters frequently use various types of photographs in marketing materials and on social media channels. As an extension of the university, it is extremely important that your club is paying special attention to who owns the rights to the photos you use.

We have put together a collection of Florida State University images that can be used for club marketing and communication purposes only which can be found at https://alumni.fsu.edu/photo-library-seminole-clubs. Please note that these images should not be resold or shared with outside entities, including club sponsors. If you have additional photography needs, please reach out to the Alumni Association who can work with University Communications to source imagery that meets your specific needs.

STOCK PHOTOS

When searching for other stock photos, use sites that offer clear language regarding usage rights. Photos must either be “copyright-free,” or “royalty-free” and “free for personal and corporate use.” Most photos that are not “copyright-free” will still require an initial purchasing fee. Please note that most photos will require a fee for use and some photos may also require you to credit the original photographer.

Some popular stock photo sites include dreamstime.com, shutterstock.com and 123rf.com.

Do not take photos that you find on the web without permission. Photos should not be added to your website or marketing materials as if they are your own original photos. If you have permission to use a photo, please be sure to credit the original photographer in any location where the photo is being used.
THE OFFICE OF TRADEMARK LICENSING

The Office of Trademark Licensing manages and markets the trademarks, logos, likeness and branded intellectual property of Florida State University. Our mission is defined by these main goals:

- **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.
- **PRESERVE** Florida State University’s history by conserving and maintaining historically significant trademarks.
- **PROVIDE** vital resources to support University and athletic initiatives through royalties on the sale of officially licensed merchandise.

WHY LICENSED VENDORS?
Licensed vendors have been vetted for product quality, carry required product liability insurance, and are required to sign a labor code agreement, disclose factories, and be a member of the Fair Labor Association. By using approved licensed vendors, you know you’ll get quality goods that will positively reflect the Florida State University name.

WHEN TO USE THE OFFICE OF TRADEMARK LICENSING
All usage of trademarks, symbols, imagery, or other insignia must be approved by the Office of Trademark Licensing. The Office of Trademarks Licensing should be involved any time merchandise is produced using one of the official University marks. This applies, but is not limited to, University departments, student groups, and outside vendors.

WHY DO MARKS HAVE A™ or ® DISPLAYED?
If a trademark bears the ®, then it is a federally registered trademark of Florida State University. If a trademark bears the ™, then it is not federally registered but is still a recognized University trademark. Use of the proper trademark designation symbols in connection with the goods and services associated with the University will assist in effectively protecting the rights that the University has developed in its marks.

KATIE PUGH  
*Director*  
Ph: (850) 644-3141  
katie.pugh@fsu.edu

GARRETT O’CONNOR  
*Assistant Director*  
Ph: (850) 644-8690  
goconnor2@fsu.edu