



FLORIDA STATE UNIVERSITY ATHLETICS

BRAND GUIDE

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THE SEMINOLE HEAD

The Seminole logo, one of the most recognizable and iconic marks in sport, is the primary representation of the brand 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



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 (ex: 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.

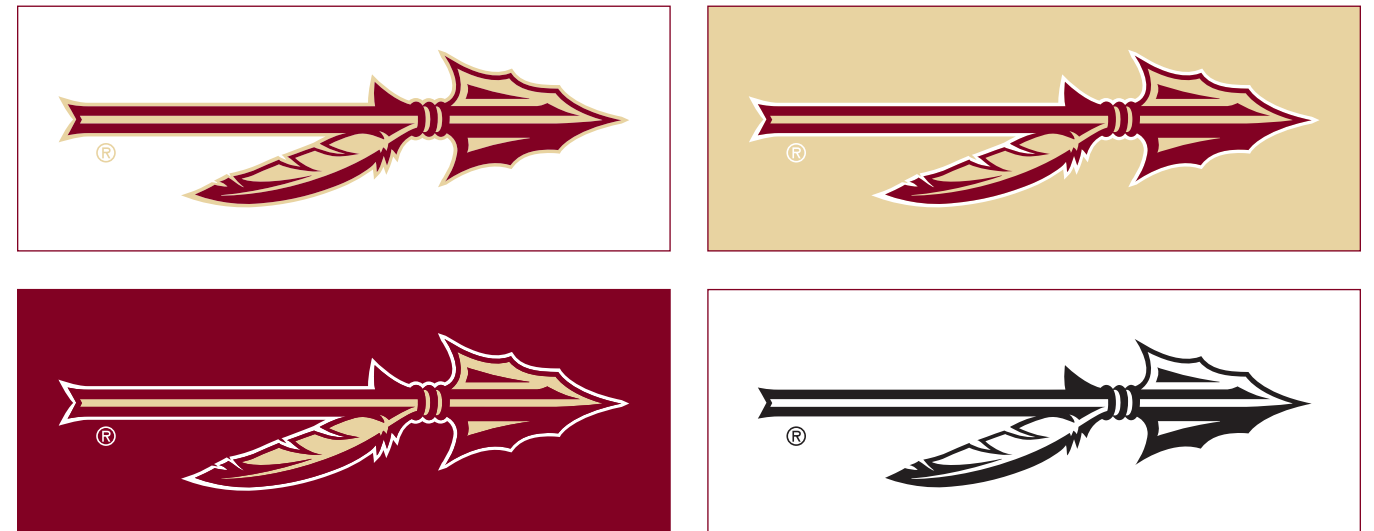
The face should always be the lightest element of the mark and can never be red, or black.

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.

SPEAR & SPEAR HEAD

Perhaps the most spectacular tradition in all of college football occurs on Bobby Bowden Field when a student portraying the famous Seminole leader, Osceola, charges down the field riding an Appaloosa horse named Renegade and plants a flaming spear at midfield to begin every home game. Together, Osceola and Renegade highlight a pregame ritual, considered to be one of the most popular in the nation.

SPEAR



In most applications, the spear should be positioned to be pointed the right.

- When the application permits, the spear will be allowed to point in different directions (example: directional signage).
- The spear can be placed facing down when referencing the planting of the spear.

When rotated, the mark should be rotated 180 degrees on a vertical axis and should not simply be flipped.

- The feather must be on the bottom of the spear (should never appear on the top).

The shaft of the spear can be extended to make it longer, however other proportions must be consistent.

The spear cannot be cut off, or added onto other marks.

The official spear mark should always be used, and should not be substituted out by a “fashion” spear/arrow on internal products.

Colors should not be reversed. The darkest element of the mark should always remain the darkest element of the mark.

SPEARHEAD



In most applications, the spearhead should be to the north-east position.

- The spearhead should not be placed facing down.

A spear cannot be made out of the spearhead (which would essentially be the spear mark without the feather).

Colors should not be reversed. The darkest element of the mark should always remain the darkest element of the mark.

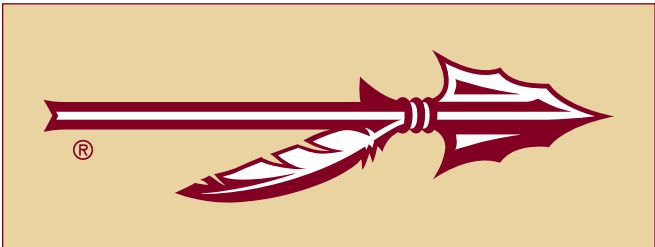
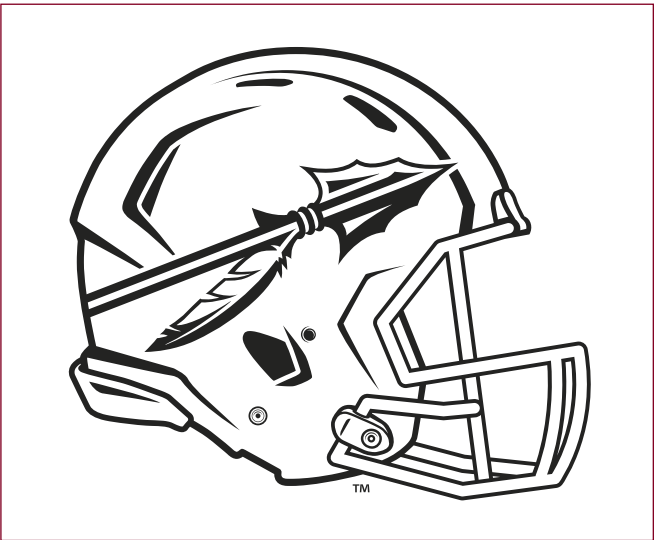
FSU



The FSU Logo is a stylistic ligature. At the origin of typographical ligatures is the simple running together of letters in manuscripts. In writing and typography, a typographic ligature occurs where two or more letters are joined as a single glyph.

The FSU Logo was created from the custom unconquered alphabet and should follow these colorway patterns. It works closely in support of the primary identity to represent Seminole Athletics. This type-based mark gives the identity flexibility while staying consistent with the main look and feel.

HELMET MARK



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

Florida State’s trademark helmet is well known throughout all of college football. This design was first introduced during Bobby Bowden’s first year as head coach in 1976. Prior to that season, FSU had used a variety of different helmets ranging from gold with a garnet FSU, solid gold with garnet and white striping, an image of the state of Florida with STATE running down it, and various others.

- Helmet art is primarily intended as retail marks and as decorative art. The primary identifying mark for Florida State Athletics is and should always be the Seminole primary mark.
- The spear on the helmet should always be shown in garnet and white *(except on the alternative helmet)*.

BASEBALL/SOFTBALL MARKS



The interlocking FS and Seminole Script marks below are only associated with the sports of baseball and softball and should not be used by any other team.

On retail product, these marks can be used on non-sport specific items, but cannot be used on graphics that are sport specific outside of baseball and softball.

UNCONQUERED STATUE SILHOUETTE

Dedicated on October 10, 2003, Fritz White’s bronze statue “Unconquered” was designed to capture the indomitable spirit of the Seminole people and those who have adopted that spirit as a symbol for their university.

The massive structure, including its granite-covered pedestal base, stands approximately 31 feet in the air and depicts a spear-brandishing Seminole astride a rearing horse. At sunset the night before each home game, the spear is ignited and burns until sunrise on the next morning after the game.



While casual observers probably will identify the image with FSU’s living symbols, Renegade and Osceola, the statue embraces and represents a much broader concept; the Unconquered spirit of the Seminole people.

An official Unconquered statue silhouette was adopted in 2018.

- These are the only silhouette versions of the statue that should be used.
- The mark should not be flipped.
- Additional text should not be added to the “UNCONQUERED” base.
- At retail, stylistic renderings of a horse and rider should be modeled off of the statue.



YOUTH MARK – CIMARRON

While Osceola and Renegade, the best tradition in all of college football, remain an on-field icon at football games, Cimarron is the mascot of the Florida State University Kid’s Club and makes appearances at athletic events and functions outside of football, as well as visits to area schools and service projects.



In addition to the Cimarron costume character, there are two stylized Cimarron marks that can be used, mainly on licensed product.



In terms of retail placement of the Cimarron mark, it is mainly limited to youth and pet items, and is not permitted on product that references football.



Pet Toys



Youth T-Shirts

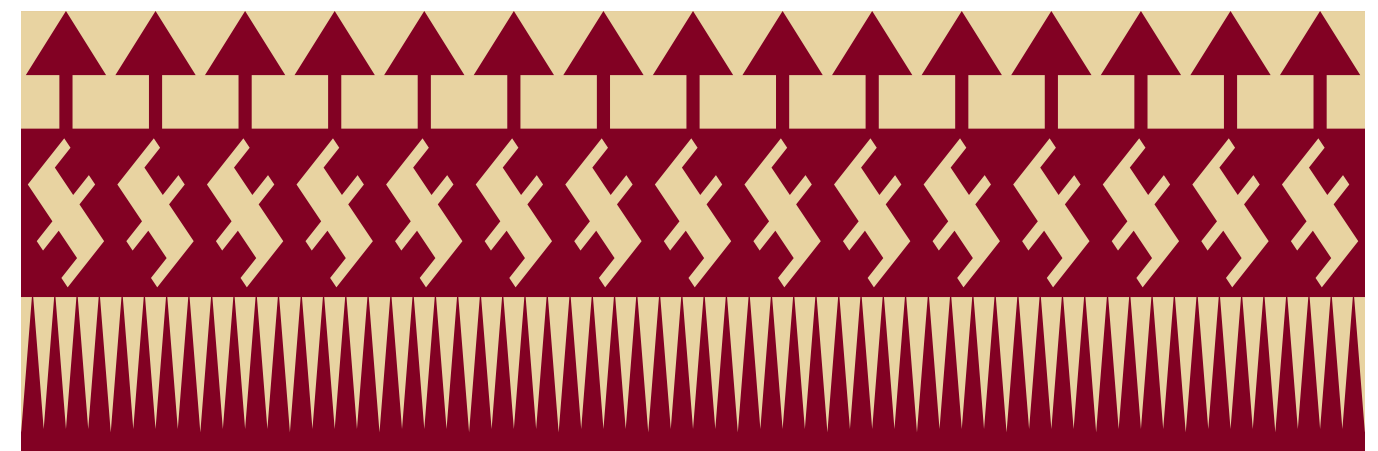


Plush

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 FONT – UNCONQUERED

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

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

FLORIDA STATE®	SEMINOLES®
FLORIDA STATE®	SEMINOLES®
FLORIDA STATE®	SEMINOLES®
FLORIDA STATE®	SEMINOLES®

SECONDARY FONT – UNITED

UNITED SANS REGULAR MEDIUM

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
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

UNITED SANS REGULAR BOLD

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
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

UNITED SANS REGULAR HEAVY

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
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

UNITED SANS REGULAR BLACK

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
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

UNITED SANS COND LIGHT

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
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

UNITED SANS COND MEDIUM

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
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

UNITED SANS COND BOLD

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
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

UNITED SANS COND HEAVY

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
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

UNITED SANS COND BLACK

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
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

COLORS

Florida State’s school colors of garnet and gold date back to the Florida State College championship football teams of 1904 and 1905. In those championship seasons, FSC donned purple and gold uniforms. When Florida State College became Florida Female College in 1905, the student body selected crimson as the official school color for that year. The administration in 1905 took crimson and combined it with the recognizable purple of the championship football teams to achieve the color garnet. The now-famous garnet and gold colors were first used on an FSU uniform in a 14-6 loss to Stetson on October 18, 1947.

PRIMARY COLORS: GARNET & GOLD

- Garnet symbolizes passion and strength
- Gold traditionally evokes a sense of quality and pride

SECONDARY COLORS: BLACK & WHITE

- The color black is authoritative and powerful
- White represents confidence and honesty

Using the official colors within the brand approved color palette amplifies the university-wide communications efforts and invokes consistent visual identity.

GARNET

Pantone (Spot Printing): **PMS 195 C**
C/M/Y/K (4c Printing): **19/90/50/55**
R/G/B (Video): **120/47/64**
HTML (Web): **782F40**
MADEIRA (Embroidery): **1385**
ROBISON-ANTON (Embroidery): **2496**
TCX: **19-2024**

GOLD

Pantone (Spot Printing): **PMS 7502 C**
C/M/Y/K (4c Printing): **6/14/39/8**
R/G/B (Video): **206/184/136**
HTML (Web): **CEB888**
MADEIRA (Embroidery): **(1305)**
ROBISON-ANTON (Embroidery): **(2570)**

BLACK

Pantone (Spot Printing):
PANTONE Process Black C
C/M/Y/K (4c Printing): **0/0/0/100**
R/G/B (Video): **44/42/41**
HTML (Web): **2C2A29**
MADEIRA (Embroidery): **1000**
ROBISON-ANTON (Embroidery): **2296**

WHITE

Pantone (Spot Printing): **WHITE**
C/M/Y/K (4c Printing): **0/0/0/0**
R/G/B (Video): **255/255/255**
HTML (Web): **FFFFFF**
MADEIRA (Embroidery): **1002**
ROBISON-ANTON (Embroidery): **2297**

METALLIC GOLD (LIMITED USE)

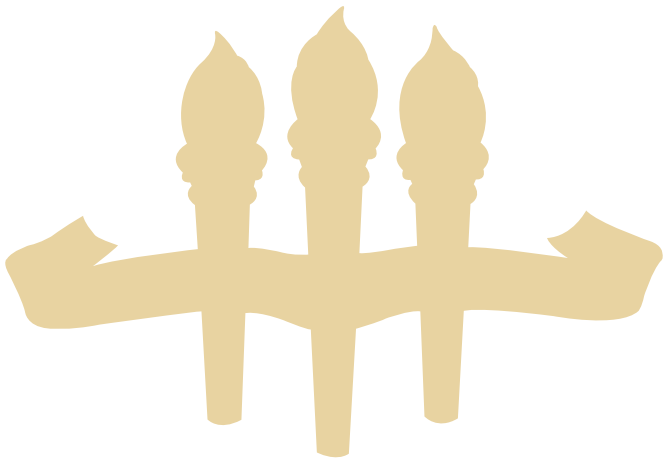
Pantone (Spot Printing): **PMS 872 C**
C/M/Y/K (4c Printing): **0/25/56/51**
R/G/B (Video): **133/113/77**
HTML (Web): **85714D**
MADEIRA (Embroidery): **FS GOLD 32**

FLORIDA STATE UNIVERSITY SEAL



- The seal is not to be re-typeset, rearranged, or altered in any way.
- The seal must stand alone. Designs with overlaying, intersecting, or touching elements are not allowed.
- Merchandise designs using the University seal may not incorporate any Athletic marks.
- Do not use segments or portions of the seal as an artistic element.

Although the official seal's torches and Vires, Artes, Mores banner have been used as separate emblems over the years, this use is defined as dismantling of the seal and is no longer permitted. Instead, we recommend using the format below, which was created from an image of the Heritage Tower fountain and therefore doesn't involve the university's official seal at all. The color can be changed as necessary, but kindly ensure the proportions are constrained.



More information about the official seal of Florida State University, including colleges, department, and other unit lockups can be found at <http://unicomm.fsu.edu/brand/applying/seal/>.

TRADEMARKED VERBIAGE OF FLORIDA STATE UNIVERSITY

Please keep the in mind the following guidelines when it comes to use of verbiage:

- “Florida” and “State” must be of the same size and prominence
- State cannot be abbreviated (ex: Florida St. is not permitted)
- Periods are not allowed in “FSU”
- There is no “The” before Florida State University

Florida State University®

FSU®

Florida State®

Seminole®

Seminoles®

Noles®

Nole™

Unconquered®

Doak Campbell Stadium™

Doak®

Fear the Spear®

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)



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.

MERCHANDISING

In order to safeguard the Florida State University's intellectual property, campus departments and recognized student organizations planning to utilize University trademarks or specific department logos for t-shirts, pens, mugs, and other merchandising programs or promotions requires review and authorization from the Office of Trademark Licensing via one of the university's authorized licensees.

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.

Office of University Trademark Licensing

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