



# Florida State Seminoles

Current Revision Date: 03/06/20

**Established:** 1851      **Location:** Tallahassee, FL      **Symbol:** Seminoles  
**Mascot Name:** N/A      **Conference:** ACC

Verbiage		Restrictions
Florida State University ® FSU ® Florida State ® Seminole ® Seminoles ® FSU ® Seminoles ® Florida State ® Seminoles ®	Noles ® Nole ™ F + S ® (Interlocking) Unconquered ® Doak Campbell Stadium ™ Doak ® Fear the Spear ®	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>

Garnet	Gold	Metallic Gold	Black	White
<b>PANTONE 195 C</b> MADEIRA - Rayon: 1385 PolyNeon: 1784	<b>PANTONE 7502 C</b> MADEIRA - Rayon: 1070 PolyNeon: 1684	<b>PANTONE 872 C</b> MADEIRA - Rayon: FS Gold 32	<b>PANTONE Process Black C</b> MADEIRA - Black	<b>White</b> 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.



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### Secondary Athletics Marks



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## Word Marks

17	18	19	20
FLORIDA STATE®	FLORIDA STATE®	FLORIDA STATE®	FLORIDA STATE®
21	22	23	24
SEMINOLES®	SEMINOLES®	SEMINOLES®	SEMINOLES®

## Baseball/Softball Marks

25	26	27
28	29	30

## 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.

31	32	33

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.



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## Font System

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

## 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.



## University Seal

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



## ADDITIONAL PERTINENT INFORMATION

- No alternations 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