



2-7 **BRANDING POLICY**

Responsible Executive: President
Approving Official: President
Effective Date: TBD (on notice and final approval)
Revision History: New, 05/13/2024

I. INTRODUCTION

Florida State University has one of the most recognized brands among all universities in the nation. This policy protects and provides guidelines to promote FSU's brand.

Adherence to established trademarks, brand components, and guidelines plays a pivotal role in maintaining consistency and aiding recognition of the strong brand identity.

II. POLICY

All FSU colleges, divisions, departments, business units, institutes, centers, organizations and/or activities or any university entity representing themselves to be a part, belong, or in partnership with the University must adhere to the University Brand Guidelines **brand.fsu.edu**.

A. PRIMARY LOGO



The FSU wordmark is the university's primary identification across all colleges, divisions, departments, business units, institutes and centers and support units.

This must be used as the identifying mark on all websites, promotional materials, social media, grant applications, signage, recruitment materials, poster presentations, conferences, sponsorships, merchandise, or anything used for promotional, educational or academic purposes.

Marketing activities and advertising materials created by all divisions, departments or business units or other university entities must contain a university-approved logo in an approved format. University-approved logos can only be created by the University Marketing.

University colleges, divisions, departments, business units, institutes and centers and support units may not create their own logos or identifying marks, with limited exceptions.

They may, however, employ creative designs incorporating the mark, within University Brand Guidelines brand.fsu.edu.

B. Restricted Use: University Seal

The university seal is sacred. It is restricted use, specifically used for commencement, diplomas and certificates; for use by the President, Provost and Board of Trustees; on library books; and for significant faculty life events.

The university seal may not be printed or fashioned for any other purpose without first gaining approval from University Marketing.

C. Restricted Use: Athletics Marks

With limited exceptions, these marks are meant for use by Athletics, Office of the President and for licensed products only.



D. Restricted Use: Marketplace Sub-Brands

Marketplace sub-brands have significant recognition beyond Florida State University or are separate legal entities associated with FSU. Sub-brand marks must be registered as trademarks and include reference to Florida State University.

New sub-brands must be approved by Cabinet. To request a sub-brand, email brand@fsu.edu.

Sub-Brands include:

- FSU Health
- National MagLab

- Opening Nights
- The Ringling
- FSUFilm & Torchlight Studios (production company)
- FSU Veterans Alliance

E. Institutional Sub-Brands

Institutional Sub-Brands consist of signature events and a limited number university-wide initiatives that may require separate branding. These separate logos must adhere to university color policies and include the words Florida State University, Florida State or the stylized FSU.

Approved Institutional Sub-Brands include:

- Advancement comprehensive campaigns
- Discovery Days
- Family Weekend
- FSU Day at the Capitol
- FSU Great Give
- Homecoming
- Horizon's Unlimited
- IGNITE
- INSPIRE
- Key university milestones, including 175th anniversary or college milestone anniversaries
- New Student Orientation
- President's Ice Cream Social
- President's Symposium
- Welcome Week

To request approval for or development of an institutional sub-brand logo, please email brand@fsu.edu.

F. AFFILIATED ORGANIZATIONS

Florida State University affiliated organizations consist of Alumni Affinity groups, Seminole Clubs, Recognized Student Organizations, and Club Sports.

- May not use athletic marks (including the Seminole Head, Unconquered font, or any tribal patterns).
- Must not imply the endorsement of the university.
- Name must indicate the distinction between the organization and the relationship to the university.

RSOs are bound by [RSO guidelines](#).

Club Sports websites, uniforms and promotional materials must clearly and legibly identify as a club sport. Club Sports are authorized on to use one restricted-use athletic mark: the spearhead, when included in a lockup provided by University Marketing.

G. Seminole Tribe and Heritage Representation

FSU has the honor of representing a living group of people with their own history and legacy and must always do so with respect and deference.

Banned imagery/content within FSU materials-includes:

- The Seminole Tribe of Florida seal, flag or any associated images
- Any tribal patterns or caricatures of Native Americans, including headdresses
- Face paint of any kind—except for Osceola during football games
- Tomahawks—except for stickers on football helmets
- Objects impaled on a spear (ex: another University’s mascot)
- Phrases such as, "Seminole Nation," "Nole Nation," "Tribe*," "Scalp 'Em," "Territory," "War," "Warpath," "Mascot," "Seminole Nation"
- Puns or compound words incorporating the word Nole. Note: There is no change to the use of Noles (e.g. Go Noles, New Nole Orientation), as long as it is referring to a group of people and not combining it with something to make a new word.
- Osceola and Renegade are for football purposes only (unless pre-approved)
- Osceola must not be referred to as "Chief Osceola"
- Osceola’s spear is reserved for use by Osceola only

H. Trademark Protection

The university’s trademark protection and any infringement is a serious matter.

No university entity may:

- Alter any of the University's trademarks.
- Create a caricature of any University trademarks.
- Incorporate the University trademarks into other marks.
- Overprint University trademarks with other words or design elements.
- Use the University's brand on any products that may be harmful to the image or mission of Florida State University.

Please note that any use of university marks that does not comply with the University's licensing and approval requirements is unauthorized and may violate federal law.

III. LEGAL SUPPORT, JUSTIFICATION, AND REVIEW OF THIS POLICY

[Click here to enter Support Information for Policy](#)

/s/ Name of Approving
Official

[Signature or other
approval]