

FSU SPORT CLUBS



BRAND & IDENTITY GUIDELINES

A GUIDE TO CONSISTENT COMMUNICATION, LANGUAGE,
GRAPHICS AND STYLE FOR FSU SPORT CLUBS

EFFECTIVE OCTOBER 1, 2024

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118 Varsity Way
Tallahassee, FL 32306



FIND WHAT MOVES YOU

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OUR BRAND

FSU Campus Recreation uses consistent and clear language across all promotional materials to reach a wide audience.

This guide is to assist FSU Campus Recreation Sport Clubs to develop content for publications, newsletters, web content, and social media that is consistent and aligned with FSU and Campus Rec brand policy.

Why it matters: Consistent communication helps build familiarity, engagement, and trust with students and other stakeholders.

Our primary audience is current FSU students, but also includes universities, families, employees, the community, alumni, and prospective students.

We must follow certain standards to be allowed represent FSU. This guide will help you:

- **Understand what you can/can't do** when representing your Sport Club publicly, on uniforms, in recruiting and on Campus Recreation social media accounts. This ensures your Sport Club can quickly identified as part of FSU and Campus Rec.
- **Mitigate risk** and protect your club from violating federal trademark law, FSU policy or losing the ability to operate as an FSU Sport Club.
- **Better engage** with your audiences, athletes and fans.

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FLORIDA STATE UNIVERSITY CAMPUS RECREATION MISSION, VISION & VALUES

Our mission is to move people.
We engage our community in lifelong wellbeing.
We provide premium recreation programs and experiences.
We encourage discovery and build resiliency.
We are friends, leaders and mentors.
We align our actions with our values.
We are committed.
We are driven.
We are FSU Campus Recreation.

Our values make us who we are.
Wellbeing: We model and support habits for a healthy lifestyle.
Community: We foster environments that support and respect all.
Development: We facilitate discovery and inspire determination for growth.
Integrity: We demand a culture of honesty, respect and responsibility.
Excellence: We uphold the highest standards of quality in our programs and facilities.
Our vision is to move people to total wellness.

FSU AND THE SEMINOLE TRIBE OF FLORIDA

Florida State University and the Seminole Tribe of Florida have a unique and longstanding relationship that defines our identity as FSU Seminoles. Respecting their culture and our traditions is integral to the continued relationship between ourselves and the Tribe. Remember: the Seminoles are not a mascot, but a respected partner of the university that deserves our respect and attention.

Updated policies aim to educate students and staff on the proper ways to engage with and respect the Seminole Tribe of Florida and its cultural traditions. Policies will include:

Don't use:

- Seminole Tribe of Florida seal, flag, or any associated images, unless specifically authorized by the Seminole Tribe of Florida.
- Any tribal patterns or caricatures of Native Americans, including headdresses
- Objects impaled on a spear (ex: another university's mascot)
- The Heritage Turquoise color as a design element in club logos, apparel, or gear
- Phrases such as "Seminole Nation," "Nole Nation"
- Puns using "Nole" (i.e. InNolevation, ChemiNoles, etc.)

Osceola & Renegade:

Representing Osceola and Renegade on the football field is a tradition at Florida State University. This tradition is supported by the Seminole Tribe of Florida tribal council. For more information, visit fsu.edu/seminole-tribe.

BRAND

For FSU Campus Recreation Sport Clubs, we primarily use three brand colors: FSU Garnet, FSU Gold, and White. Additionally, we have three secondary colors: Stadium Night (Black), Plaza Brick, and Gulf Sands. Accent colors include Legacy Blue, Wescott Water, Vault Garnet, and Vault Gold.

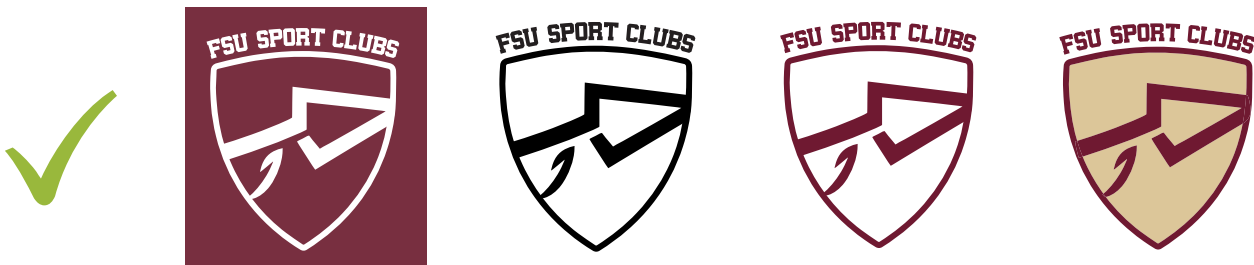
To maintain consistency and ensure our brand is recognizable as part of the university, please use these specified color variations.

	PRIMARY COLORS		SECONDARY COLORS			ACCENT COLORS				
NAME	FSU GARNET	FSU GOLD	WHITE	STADIUM NIGHT (BLACK)	PLAZA BRICK	GULF SANDS	LEGACY BLUE	WESCOTT WATER	VAULT GARNET	VAULT GOLD
HEX	#782F40	#CEB888	#FFFFFF	#101820	#572932	#DFD1A7	#425563	#5CB8B2	#A6192E	#FFC72C
RGB	120/47/64	206/184/136	255/255/255	16/24/32	87/41/50	223/209/167	66/85/99	92/184/176	166/25/46	255/199/44
CMYK	19/90/50/55	6/14/39/8	0/0/0/0	100/79/44/93	29/82/44/73	3/5/26/2	58/32/28/54	54/0/27/0	7/100/82/26	0/19/89/0
MADIERA (EMBROIDERY)	1385	1070	1002							
PANTONE	PMS 195 C	PMS 7502 C		BLACK 6C	504 C	7500 C	7545 C	7472 C	187 C	123 C

LOGOS & MARKS

The Sport Clubs Shield | This logo encompasses FSU Sport Clubs as a whole. Any and all sport clubs can and should use this logo. This branded logo should be used on social media posts, merchandise, flyers and other club materials to signify the item is associated with a sport club that is part of the FSU Sport Club program.

When required on a uniform, the shield must be placed on the FRONT or SLEEVE (not back).



These are the acceptable brand color combinations for the circle spear. It should not be modified beyond these colors unless approved by the Marketing department.



Logo mistakes that Campus Recreation does NOT approve:

- Changing the color or using a gold version
- Adding effects or shadows to the logo; should be 2 dimensional and a single color
- Using a background color that is not contrasting enough
- Rotating the logo; the arrow should always be facing the left and not flipped or rotated
- Cutting the logo off the edge of the page
- Using multiple colors on the logo

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LOGOS & MARKS

FSU Wordmark & Club Name | This logo is for social media avatars, official club logos, apparel and marketing materials. Clubs can use single line or two-line versions, and horizontal or vertical designs.

vertical
versions

FSU
CLUB BASEBALL

FSU
EQUESTRIAN
CLUB



horizontal
versions

FSU | **CLUB TENNIS**

FSU | **ACTION SHOOTING**
CLUB



Additional color combinations and single-color designs are available in alignment with FSU brand standards.

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LOGOS & MARKS

Words Design | This logo is for non-gameday apparel and club marketing graphics, to be used as a secondary mark to the FSU wordmark.



FLORIDA STATE
CLUB BASKETBALL



FLORIDA STATE
TABLE TENNIS CLUB

Additional color combinations and single-color designs are available in alignment with FSU brand standards.

Standalone FSU Wordmark | Limited use.

For use in marketing materials where the University name is associated with other institution names. Examples include FSU vs. Opponent graphics or use of FSU logo in an online schedule hosted by your National Governing Body or scorebug graphics for streaming platforms.

For use on any club uniforms, apparel, gear, or promotional items, the standalone FSU wordmark must be accompanied by the Club Name in a University-approved design OR the Sport Clubs Shield logo placed on the front or sleeve of the garment (or prominently on other items).



FSU

FSU



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BRANDING YOUR CLUB

FSU Athletics and Campus Recreation are two departments that work closely, but separately. Sport Clubs fall underneath Campus Recreation and therefore must follow different policy than FSU Athletics, including colors, logos, fonts, etc. to avoid infringing on trademarks and copyrights.

When creating a Sport Club logo, social media post, marketing materials, or poster, please keep these policies in mind to avoid licensing or copyright issues.

YOUR CLUB NAME

Sport Clubs **MUST** include the word "club" in the name of the organization. The word "club" must appear either before or after the sport name and must be the same size as the sport name when written on anything (including logos, apparel, flyers, etc.)



DESIGNING YOUR LOGO

WHAT TO INCLUDE

- Official name of your club
- Artwork that defines your club (ex. volleyball, oar, swimmer)
- Sport Clubs may use the FSU wordmark with their club name as provided by the University (page 8). The wordmark may not be altered or incorporated into other designs.



WHAT NOT TO INCLUDE

- Any Florida State Athletics registered mark

LOGO APPROVAL

ALL LOGOS MUST BE APPROVED BY THE DIVISION OF STUDENT AFFAIRS & THE OFFICE OF TRADEMARK LICENSING THROUGH [NOLECENTRAL](https://www.nolecentral.com).

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DON'T VIOLATE FEDERAL TRADEMARK LAW!

WHAT'S PROTECTED AS A REGISTERED MARK?

FSU has 45 registered trademarks that are protected under federal trademark law. To protect FSU's brand and ability to maintain these registrations, the university must maintain control of all marks.

You may never use any registered mark for any purpose **(with the exception of the logos and marks on pages 7-9 on this guide)** without written, explicit permission from BOTH the Chief Marketing Officer (brand@fsu.edu) and FSU's Office of Trademark & Licensing.



APPROVED USE OF SELECT INSTITUTIONAL MARKS

Sport Clubs may utilize the FSU wordmark in uniform, apparel, and gear design when accompanied by either the Club Name or the Sport Club Shield logo on the front or sleeve of the garment **(page 9)**. No other Institutional Marks or other Additional University Marks may be used.

APPROVED USE OF SELECT STANDARD CHARACTER MARKS

Sport Clubs may utilize the following Standard Character Marks in uniform, apparel, and gear design **when accompanied by either the Club Name or the Sport Club Shield logo on the front or sleeve of the garment.**

- FSU
 - Florida State
 - Florida State University
 - Seminoles
 - Noles
 - Seminole *
- * Only when used with Club Name, such as "Seminole Tennis Club" or "Seminole Club Basketball"*

Other than the approved use of the FSU wordmark, the Unconquered font may not be used for other Standard Character Marks (Florida State, Seminoles, etc) in any sport club designs.

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ATHLETICS BRANDING

The following information should be adhered to when designing team uniforms, merchandise, apparel, and equipment.

CAN NEVER BE USED

ANY CURRENT OR VAULT ATHLETIC LOGOS OR MARKS



ATHLETIC MARKS



VAULT MARKS



UNCONQUERED FONT



FSU CLUB WATER POLO

SLOGANS



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

TURQUOISE UNIFORMS

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



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). Sport Clubs **CANNOT** use this on any designs including logos, jerseys, social media posts, posters, etc.



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UNIFORMS

NEW UNIVERSITY BRANDING STANDARDS FOR 2024-25

Current uniform designs that do not meet the University's new brand standards will require a redesign during the 2024-25 academic year. Any new uniform ordered must be in compliance beginning Fall 2024. Uniform design requires the collaboration of University Marketing to ensure that all brand policies are followed.

DESIGN & ORDERING TIMELINE

Please note that uniform design can take up to 4 weeks for campus input and approvals in addition to any ordering, product manufacturing, and shipping timelines from vendors. Start early and involve club leaders who will respond quickly to questions that will occur throughout the process.

GET ON THE DESIGN LIST

When your club is planning to order uniforms or other merchandise that requires campus design or licensing approval, you will want to get your request officially started:

- Email Jen Fasano at jfasano@fsu.edu
 - Club Name
 - List of Key Club Contacts for this Order
 - Items to Be Ordered (such as jerseys or shorts or hats, etc)

GATHERING YOUR DESIGN PREFERENCES

After your club gets on the list, gather your club's design preferences for each item.

- Consider the overall look
 - Collect photos of what your design could look like
 - Or, work with an approved vendor to create designs (digital mock-ups)
- Refer to the [Brand Policies](#) for use of FSU's specific colors, logos, and marks
- Consider uniform requirements and preferred fabrics / materials
 - You may identify preferred brands or vendors

When you have your design preferences ready, you will submit those to the Sport Clubs Office which will then connect your club with University Marketing resources for design assistance and/or review for approval. Club leaders will remain engaged throughout the process, receiving final approval of any designs prior to any order approval or submission.

APPROVED VENDORS

All jerseys and merchandise must be ordered through an FSU licensed vendor. A number of common vendors are part of FSU's [Licensed Vendor List](#), available online and updated regularly. If you want to work with a vendor that is not on the list, the vendor can be approved for special one-time use. Please contact Jen Fasano at jfasano@fsu.edu to learn more about the information that must be gathered to submit to the University to seek approval.

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ORDERING MERCHANDISE

Any product bearing University trademarks must be purchased only from those manufacturers licensed to produce merchandise bearing University marks. Using an officially licensed company to manufacture a product ensures that brand guidelines are met, the company has provided appropriate product liability insurance, and has fulfilled contractual requirements to protect Florida State University and its intellectual property.

Florida State University's licensing program has more than 350 manufacturers licensed to produce a variety of products, many of which focus on servicing internal groups and departments on campus. For a complete list of vendors, [please see the Licensed Vendor list](#).

Please note that royalties are waived for team uniforms only.

LICENSING QUESTIONS

For assistance in locating a licensee or any other questions, contact the Sport Clubs Office at jfasano@fsu.edu or (850) 644-7902. They will work with the Licensing Office on your behalf.

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. Florida State University does NOT approve designs on behalf of any third party right's holder.

NON-COMPLIANCE

Please note that any use of University federally registered marks, including FSU's federally registered standard character marks (i.e. the words/letter combinations Seminoles; Seminole; Noles; Nole; FSU; Florida State University) that does not comply with the University's licensing and approval requirements is unauthorized and may violate federal and/or state laws.

The University reserves the right to take appropriate legal action when confronted with unauthorized use of its marks.

Additionally, non-compliance with University Branding policy ([University Policy 2-8](#)) will be considered a major disciplinary incident and is subject to disciplinary action by the Sport Club Program, the Sport Club Executive Council, and Campus Recreation as outlined in the [Sport Club Handbook](#) (pg. 23). Sanctions may include, but are not limited to, loss of facility space, loss of travel privileges, club probation and club suspension. Incidents of non-compliance may also be referred to the Office of Student Conduct and Community Standards and other University entities for further review and action.

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SPONSORSHIPS

Sport clubs are free to associate with various sponsors to provide additional resources to their organizations following these guidelines:

- Florida State University including the Campus Recreation Department and Sport Clubs Office may deny clubs the use of specific sponsors who are deemed inappropriate based on the product or service associated with the sponsor.
 - For example, alcohol and tobacco companies may not be associated with a Sport Club as a sponsor.
- Florida State University may deny clubs the ability to associate with specific sponsors that conflict with major sponsorship agreements of the University.
 - Clubs may purchase, receive free, or receive discounted products and services from such sponsors and use them in club activities, but may not formally associate with the sponsoring entity.
- When a sport club sponsorship is denied, the club and the sponsor may not associate the sponsor's name, logo, or marks with any University marks including any FSU logos, any mention of FSU, Florida State, or Florida State University, club logos that incorporate University marks, and the club name that includes FSU, Florida State, or Florida State University.
- Florida State University may limit the use of its logos and marks in association with any club sponsor or by any club sponsors.
- FSU Athletics branding including logos, the Unconquered font, or other marks are not permitted for use by Sport Clubs and therefore may also not be used in association with any club sponsors or by any club sponsors.
- Sport clubs may utilize non-permanent signage, banners, and other displays to recognize sponsors during hosted home events, but such displays must be removed at the conclusion of the event.

If your club has questions regarding sponsor relations, please contact the Sport Clubs Office for advice.

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CONTENT

This section will include information and tips for branding your social media accounts under the umbrella of Campus Recreation, technical writing tips, consistent language, how to use abbreviations, inclusive language, and referencing our department and others.

TALKING ABOUT FACILITIES

Dr. Bobby E. Leach Recreation Center: Leach (LCH)

Fitness and Movement Clinic (FMC)

Tully Gymnasium: Tully

Rec SportsPlex (RSP)

Main Campus Fields (MCF)

Westside Courts (WSC)

Speicher Tennis Courts (STC)

FSU Lakefront Park*

***The Rez and The Reservation are no longer utilized as the name for this facility. Please use FSU Lakefront Park when referring to the park.**

DEPARTMENT NAME

Primary: FSU Campus Recreation

Informal: FSU Campus Rec or Campus Rec

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SOCIAL MEDIA BRANDING

For consistency purposes, use @FSU**Club** (name of sport) when available

- ex: @FSUWClubRugby - Women's Club Rugby
- Include **M or W** before club if specifically a men's or women's team
 - ex: @FSUWClubSwimming - Women's Club Swimming
- If the team name is really long, **abbreviate**
 - ex: FSUMClubVB - Men's Club Volleyball

Your social media avatar shall be either:

- A University-provided club logo design (examples on page 8, with additional logo lock-ups and colors in digital files provided to club)
- Your University-approved custom club logo

In your bio include:

- The official Instagram account of the Florida State University Wo/Men's Club Insert Sport Team
- Tag both @FSUCampusRec & @FSUSportClubs

Keep your handles consistent across all social media accounts

- Instagram
- Twitter
- Facebook



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COPYWRITING

FSU Campus Recreation follows the University Communications and the Division of Student Affairs guidelines of the Associated Press Stylebook with a few exceptions. The information below highlights some notable writing style guidelines specific to our university that we should adhere to when possible:

- You may use FSU in place of Florida State University in any written material.
 - Refer to FSU as **the university** not the University or The University.
 - Use **Noles** not 'Noles.
 - The first letter of the term can be capitalized if it is followed by the year.
 - For example: *Spring 2024*
- Phone numbers should be typed out as **(850) 445-1220** *not* 850-445-1220 or 850.445.1220.
 - For **academic departments**, use lowercase except for words that are proper nouns or adjectives, or when the word “department” is part of the official and formal name.
- For **building names**, use the proper official title of the building on first reference. Second reference can be shortened version or building acronym.
- **Kick off** versus kickoff - Use kick off as a verb and kickoff as a noun or adjective.
- Per AP Style, use commas to separate three or more words, phrases or clauses written in a series.
 - For example: She is in the Student Government Association, Lady Spirithunters, and FSU Ad Club.
 - AP style says: Use a **single space** after a period at the end of a sentence.
 - No hyphen with the suffix **-wide**. So campuswide, collegewide, statewide, worldwide.

COPYWRITING

- **Spell out numbers one through nine.** Use figures for 10 and up.
 - If a number must start the sentence, spell out the number, capitalizing its first letter.
- Use commas in all dollar amounts of \$1,000 or more. However, \$1,000,000 can be written as \$1 million.
- Spell out **percent** as one word or use %.
 - When referencing **fractions**, spell out amounts less than one in stories, using hyphens between the words: two-thirds, four-fifths
- Do not tell someone to “find info on the web”, instead give the reader the web address to easily find the info so they do not have to hunt for it. Keep the web address as short as possible.
 - If the URL is too long to fit on one line, insert a line break after a forward slash or period or use the [FSU URL link shortener](#).
 - You can direct people to a link in your bio if you have a link
- Use **website** not web site or Website.
 - The word **internet** is lowercase.
 - Use one word, no space or hyphen, for **login, logon or logoff** as a noun. But use as two words in verb form: I log in to my computer.
- Use **email** not e-mail or E-mail.

SPORT SPECIFIC

- When talking about a player on the team, always share their first and last name (and position if relevant) the first time and then refer to them by their last name in subsequent mentions.
- Tag @FSUCampusRec in all posts you want to be shared with the larger FSU community.
 - Stories, Feed, Posts and/or Reels

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REQUESTS

This section will walk you through how to contact the Marketing Department for requests for photo/video needs, marketing materials, social media needs via the [@FSUCampusRec](#) account, and other deliverables such as banners, plaques, awards, etc.

1. PHOTOGRAPHY/VIDEOGRAPHY
2. MARKETING MATERIALS
3. SOCIAL MEDIA

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REQUESTS

1. Photography/ Videography

The marketing department has photographers and videographers on their team who take pictures and videos of intramural sports, campus activities, events, student life, and more. Throughout the year they attend sport club games and practices to photograph them for marketing purposes, but because of the volume of teams, we often do not make it out to every single one. If your team would like professional photos taken, whether team photos, reels, headshots, candid or action, you can request this by doing the following:

To request a photographer come to a specific game or practice, please email Kari DiDonato, Assistant Director of Marketing with Campus Recreation at kmscott@fsu.edu with the subject line **Photography Request- (Your Sport Club Team Name)** to set up a time with one of our photographers to make sure your team is covered.

- Clarify what type of photos you would like taken (team photos, headshots, candid, action)
- Consider that night game photos will be dark and day time game or practices will be brighter and lit differently
- Remember that photos at practices can be taken closer up and can be more casual, but do not have opponents or uniforms pictured

All requests must be made 2 weeks to a month in advance. Any photos taken by our photographers are able to be used in future marketing materials.

The final album can be shared with you and your team and the photos can be shared on your own social media accounts with credit given to @FSUCampusRec.

REQUESTS ARE NOT GUARANTEED. All requests must be approved by our marketing and social media team and are subject to volume of requests and availability.

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REQUESTS

2. Marketing Materials

Campus Recreation has 30+ competitive sport club teams that travel across the country to compete in tournaments and represent our university. If your team would like custom marketing materials either print or digital, the marketing department can design, print, and ship flyers, brochures, stickers, booklets, presentation folders, plaques, awards, banners, shirts, and more for a discount price.

To request marketing materials:

- Email Kari DiDonato, Assistant Director of Marketing with Campus Recreation at kmscott@fsu.edu with the subject line **Marketing Materials Request- (Your Club Sport Team Name)**
- Outline the type of material you are looking for and the size:
 - ex: flyer 8"x10", banner 3 ft. x 6 ft., Player of the Year trophy, etc.
 - *Include the following:*
 - The text you would like included, *for example: 2022 Ultimate Frisbee Tournament Champions!*
 - For flyers, type up any and all information you would like included on a Word Doc
 - Quantity (for example 30 flyers, 2 banners, 150 stickers)
 - Include colors if you want *specific* ones used
 - Include photo examples if you have a design in mind

All requests must be made 3 weeks to a month in advance. The marketing department will let you know within a week whether or not they can accept your request. At that point they will provide you with the following:

- Timeline for your project
- Estimated cost of project (discounted for sport clubs)
- Rough Draft of design

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3. Social Media Content

With a university as large as Florida State, the official @FSUCampusRec Instagram, Facebook, and Twitter, accounts have a combined reach of 1.8 million engagements a year. That being said, our social media accounts are here to promote programs that support students throughout their time at FSU, to share their accomplishments, and encourage active participation.

Sport Clubs are a vital part of that. Every semester we strive to promote and celebrate tryouts, wins, tournaments, and championships of the Sport Club teams. We want to work in tandem with @FSUSportClubs to promote the 30+ competitive sport club teams we have. Because there are so many teams, sometimes the individual successes of each team aren't spotlighted on our main account as much as our Sport Club pages.

If your team has a tryout, important win, tournament, individual or team accomplishment they would like to be shared on our social media accounts, here is how you can request that:

- Email Kari DiDonato, Assistant Director of Marketing with Campus Recreation at kmscott@fsu.edu with the subject line **Social Media Request- (Your Club Sport Team Name)**
- Tell us the accomplishment, event, or tryout you would like spotlighted with as much detail as possible
 - *For events include the following:*
 - **Date, Time, Location, description of event**
- Attach any photos you would like shared; be sure to include multiple to choose from when possible
 - Share the first and last names of any students pictured in photos with less than 5 people, group photos it is not necessary

Individual teams can also DM @FSUCampusRec directly as well as tag us in posts they would like shared on our account stories for a wider reach.

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