

# FSU SPORT CLUBS



## BRAND & IDENTITY GUIDELINES

FOR MEMBER ORGANIZATIONS OF  
THE FSU SPORT CLUB COUNCIL

**EFFECTIVE SEPTEMBER 24, 2025**

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# OUR BRAND

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Florida State University and FSU Campus Recreation use consistent and clear language across all promotional materials to reach a wide audience.

This guide is to assist FSU Sport Club Council Member Organizations to develop designs for uniforms, apparel, printed materials and digital content that is consistent and aligned with Florida State University 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 alumni, prospective students, employees, family members, other institutions and the community.

Sport Club Member Organizations must follow certain standards to 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 club-specific social media accounts. This ensures your Sport Club can quickly be 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 represent FSU in collegiate club competition.
- **Better engage** with your audiences, athletes and fans.

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# FLORIDA STATE UNIVERSITY & THE SEMINOLE TRIBE OF FLORIDA

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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.

This policy aims to educate students and staff on the proper ways to engage with and respect the Seminole Tribe of Florida and its cultural traditions.

## **Don't use:**

- The 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," or "Nole Nation".
- Puns using "Nole" (i.e. InNolevation, ChemiNoles, etc.).
- Generic feather imagery. In Native American culture, feathers and their orientation carry deep symbolic meaning. To honor the university's partnership with the Seminole Tribe and respectfully reflect its heritage and traditions, all design elements must be culturally appropriate and aligned with University Marketing guidelines.

## **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](https://fsu.edu/seminole-tribe).

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# CLUB NAMES & LOGOS

## FOR SPORT CLUB COUNCIL MEMBER ORGANIZATIONS

FSU Athletics and Campus Recreation are two departments that work closely, but separately. The Sport Club Council and its member organizations fall underneath FSU 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 logo, social media post, marketing materials or club apparel or equipment designs, please keep these policies in mind to avoid licensing or copyright issues.

## YOUR CLUB NAME

All Sport Club Council member organizations **MUST** include the word "club" in the name of the organization. The word club must always appear in the name and must be the same size as the sport name when appearing on anything (including in logos and apparel).

✓ **TENNIS CLUB**

✗ **TENNIS TEAM**

✓ **CLUB TENNIS**

✗ **TENNIS**  
CLUB

## DESIGNING YOUR LOGO

Any FSU registered student organization (including sport clubs) may create its own logo subject to the [RSO Branding Guidelines](#) which requires inclusion of your full club name.

### WHAT TO CONSIDER INCLUDING

- Artwork that defines your club (ex. volleyball, oar, swimmer)

### WHAT NOT TO INCLUDE

- Any FSU trademarks as listed on pages 9 and 10.



## LOGO APPROVAL

All club logos must be approved by the university utilizing the logo approval process in NoleCentral ([nolecentral.dsa.fsu.edu](http://nolecentral.dsa.fsu.edu)) in conjunction with the Office of Trademark Licensing.

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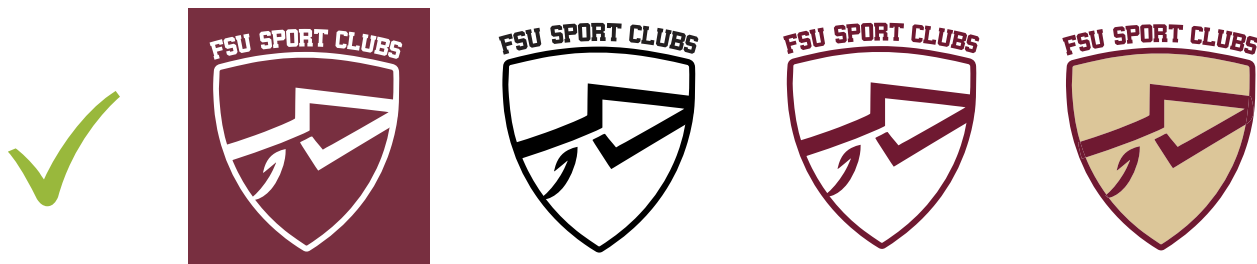
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# SPORT CLUBS SHIELD LOGO

## FOR SPORT CLUB COUNCIL MEMBER ORGANIZATIONS

**The Sport Clubs Shield** | This logo encompasses the FSU Sport Club Council membership as a whole. All Sport Club Council member organizations must use this logo. This branded logo must be used on merchandise, flyers (print and digital) and other club materials to signify the item is associated with a member organization of the FSU Sport Club Council. *This logo shall **not** be used by Sport Club Program Affiliates.*

The Sport Clubs Shield logo is required on any club apparel (uniforms, t-shirts, etc.). For apparel, the shield must be placed on the FRONT or SLEEVE (not back). Exemptions may be made for apparel or gear that has size or design limitations. To request an exemption specific to the Sport Clubs Shield logo, please contact the Sport Club Program Office.



These are the acceptable brand color combinations for the Sport Clubs Shield logo: white, black, garnet or garnet/gold. It should not be modified beyond these colors unless approved by the Sport Club Program Office.



Logo mistakes that the Sport Club Program does NOT approve:

- Using an unapproved color combination
- 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 right, not flipped or rotated
- Cutting the logo off the edge of the page

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# OFFICIAL FSU LOCKUPS

## FOR SPORT CLUB COUNCIL MEMBER ORGANIZATIONS

### FSU Wordmark & Club Name | Broad Use

Sport Club Council Member Organizations receive special access to a lockup that includes the stylized FSU wordmark. These lockups can serve as a club's official logo, social media avatar, and an element in print and digital design. The lockup can also be used on club apparel.

vertical  
versions

**FSU**  
**CLUB BASEBALL**

**FSU**  
**EQUESTRIAN**  
**CLUB**



horizontal  
versions

**FSU** | **CLUB GYMNASTICS**

**FSU** | **ACTION SHOOTING**  
**CLUB**



Sport Club Council Member Organizations will be provided with approved designs by the university. The lockup designs may not be altered or incorporated into other logo designs.

Additional color combinations and single-color designs are available in alignment with FSU brand standards for all lockups on this page.

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# OTHER FSU TRADEMARK USES FOR SPORT CLUB COUNCIL MEMBER ORGANIZATIONS

## Standalone FSU Wordmark | Limited Use

The standalone FSU wordmark may be used by Sport Club Council member organizations on a limited basis.

- In print and digital media, use is permitted when the university name is associated with other institution names. Examples include FSU vs. Opponent graphics, use of an FSU logo in an online schedule hosted by your national governing body or league and scorebug graphics for streaming platforms.
- In uniform, apparel and gear designs, use is permitted in the design with or without the club name.
  - All designs must be approved by the university.
  - All designs must include the Sport Clubs Shield logo on the front or sleeve of the garment (or prominently on other items).
  - In cases with a special exemption when the Sport Clubs Shield logo does not appear on the garment, an alternate design with the club name appearing in association with the FSU wordmark may be approved by the Sport Clubs Office.



FSU

FSU

FSU

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

## Words Design | Limited Use

Sport Club Council Member Organizations may utilize “Florida State” in front of the club name in uniforms and apparel designs. The club name must remain a prominent feature in the design. The font for Florida State and the club name may vary from those displayed in the examples below.



**FLORIDA STATE**  
**CLUB BASKETBALL**



**FLORIDA STATE**  
TABLE TENNIS CLUB

This usage is not approved for print or digital media. In print and digital media, the club name shall be followed by “at FSU”, “at Florida State” or “at Florida State University”.

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# UNIVERSITY TRADEMARKS

## WHAT'S PROTECTED AS A REGISTERED MARK?

FSU has over 40 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 approved in this guide without written, explicit permission from FSU's Office of Trademark Licensing.

### INSTITUTIONAL MARKS



### STANDARD CHARACTER MARKS

(Text only - without font style, size or color)

FSU  
Florida State University  
Florida State  
Fear The Spear  
Doak  
Noles  
Seminoles  
Seminole Clubs  
Vires

### ADDITIONAL UNIVERSITY MARKS



## APPROVED USE OF SELECT INSTITUTIONAL MARKS

Sport Club Council member organizations may utilize the FSU standalone wordmark in uniform, apparel and gear design when accompanied the Sport Clubs Shield logo on the front or sleeve of the garment (page 8). No other institutional marks or other additional university marks may be used.

## APPROVED USE OF SELECT STANDARD CHARACTER MARKS

Sport Club Council Member Organizations may utilize the following Standard Character Marks in uniform, apparel and gear design when accompanied by the Club Name.

- FSU
  - Florida State
  - Florida State University
  - Seminole
  - 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.**

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

**ANY CURRENT OR VAULT ATHLETIC LOGOS OR MARKS**

## ATHLETIC MARKS

FLORIDA STATE  
SEMINOLES.

**VAULT MARKS**

The use of the tribal pattern is only permitted by the Florida State Athletics Association. The tribal pattern should not be used on products for promotional purposes (giveaways). Any organization **CANNOT** use this pattern or attempt to replicate it in any way on any designs including logos, jerseys, social media posts, posters, etc.



X ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

**X** 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”, “Work”, or “Unconquered”.

**X** The use of turquoise (including on uniforms) is strictly reserved for FSU Athletics. Any organization **cannot** use this color on any designs including logos, jerseys, social media posts, posters, etc. Permissible blue accent colors for social media are listed on page 11.



**FSU** Campus Recreation  
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# COLORS

## COMPETITION UNIFORM COLORS

The primary colors utilized in competition uniform designs for sport clubs shall be FSU Garnet, FSU Gold, White and Black. FSU Garnet shall never be lightened or tinted, and FSU Gold shall never be darkened. Optimally, primary colors shall take up 70% of all color usage in uniforms. Grey may be used as a neutral base color for a uniform but shall not be used as a secondary or accent color.

Secondary colors such as Gulf Sands and Plaza Brick may be used to complement the primary colors in competition uniform designs to add depth, but shall not overwhelm the primary colors.

The use of Heritage Turquoise (see page 10), Legacy Blue or Westcott Water and any similar blue colors are strictly prohibited in designs of any uniforms or club-related apparel.

PRIMARY

FSU GARNET

HEX	RGB	CMYK	PANTONE	MADEIRA
#782F40	120 47 64	19 90 50 55	PMS 195 C	1385

PRIMARY

WHITE

HEX	RGB	CMYK	PANTONE	MADEIRA
#FFFFFF	255 255 255	0 0 0 0	N/A	1002

PRIMARY

BLACK

HEX	RGB	CMYK	PANTONE	MADEIRA
#101820	16 24 32	100 79 44 93	BLACK 6C	1000 2296

PRIMARY

SLATE GREY

HEX	RGB	CMYK	PANTONE	MADEIRA
#8D969D	141 150 157	10 4 0 38	PMS 443C	1613

SECONDARY

PLAZA BRICK

HEX	RGB	CMYK	PANTONE
#572932	87 41 50	29 82 44 73	504 C

ACCENT

LEGACY BLUE

HEX	RGB	CMYK	PANTONE
#425563	66 85 99	58 32 28 54	7545 C

SECONDARY

GULF SANDS

HEX	RGB	CMYK	PANTONE
#DFD1A7	223 209 167	3 5 26 2	7500 C

ACCENT

WESTCOTT WATER

HEX	RGB	CMYK	PANTONE
#5CB8B2	92 184 176	54 0 27 0	7472 C

## PRINT AND DIGITAL MEDIA

FSU Garnet, FSU Gold, White and Black (Stadium Night) are encouraged as primary colors in print and digital media. Plaza Brick and Gulf Sands may be used as secondary colors. Legacy Blue and Westcott Water are permitted as limited accent colors only.

Heritage Turquoise (page 10) shall not be used as a primary color in print and digital media.

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# APPAREL DESIGN PROCESS

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## 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

Uniform design requires collaboration with the university to ensure that all brand policies are followed. 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 Brandon Smithson at [bsmithston@fsu.edu](mailto:bsmithston@fsu.edu)
  - Club Name
  - List of Key Club Contacts for this Order
  - Items to Be Ordered (such as jerseys, shorts, 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 & Identity Guidelines](#) and [licensing.fsu.edu](http://licensing.fsu.edu) 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 available resources for design assistance and assist with the submission to the Office of Trademark Licensing to 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 Brandon Smithson at [bsmithston@fsu.edu](mailto:bsmithston@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](#).

## ROYALTIES

### ROYALTY-FREE EXCEPTIONS

Sport club merchandise may qualify as royalty-free only if all of the following conditions are met:

#### **Use Restricted to Club Members & Related Activities**

- Items must be for internal use only (e.g., uniforms or warm-ups).
- Distribution shall be limited to team / club members and registered coaches only.

#### **Meets University Requirements**

- The design must be approved by the university's Office of Trademark Licensing.
- All items must be produced by an FSU licensed vendor.
  - Licensed vendors are vetted to ensure compliance with insurance, labor and quality standards.

### ROYALTY-BEARING USES

Sport club merchandise is considered royalty-bearing in [all other cases](#), including:

#### **For Profit or Free Promotional Use**

- Any merchandise that is sold at a profit (raising more money than the cost of the item) to anyone including club members, alumni, family members, friends or the general public.
- Any merchandise that is sold at cost, sold at a loss or given away to non-club members including alumni, family members, friends or the general public.
- This includes preorders, online storefronts or sales at club events.

The quantity of items purchased as well as the primary funding source may also be considered in determining the assessment of royalties.

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# SPONSORSHIPS

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

- Florida State University 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. Venues under the primary management of FSU Athletics may have additional restrictions.

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

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# COMPLIANCE ENFORCEMENT

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**All purchases of new uniforms, apparel or any other items that will feature FSU marks associated with a sport club must meet current Brand & Identity Guidelines for Sport Club Council Member Organizations.**

## **COMPLIANCE TIMELINE FOR CLUB UNIFORMS**

Current uniform designs that do not meet the university's brand standards can be utilized in competition through December 31, 2025. Non-compliant uniforms may not be used in active competition on or after January 1, 2026. Clubs shall utilize the Fall 2025 semester to complete any design and ordering needs for required use beginning in the Spring 2026 semester.

## **USE OF PREVIOUSLY APPROVED, CURRENTLY NON-COMPLIANT CLUB APPAREL & GEAR**

Uniforms and other club apparel that was approved under previous University Branding Guidelines and was purchased before October 1, 2024, may be worn by any individuals outside of competition and club activities. Any non-compliant gear shall not be featured collectively in group photos or other instances when the club is actively promoting its association with Florida State University. For example, previously approved, currently non-compliant apparel may be worn by individual club members and/or supporters casually on campus or during practice.

When representing FSU in competition or at a competition venue, non-compliant apparel shall not be worn. Non-compliant apparel may not be featured in new, organized photos that may be posted on the club's digital media accounts on or after January 1, 2026.

## **COMMERCIALY AVAILABLE MERCHANDISE**

When representing FSU in competition or at a competition venue, replica jerseys or other FSU-branded apparel that is specific to an official FSU Athletics varsity team (men's or women's) shall not be worn. This includes apparel featuring team-specific logos, names, or designs that may imply representation of or affiliation with any varsity athletic program. For example, a club (Club Baseball, Club Softball, or any other sport club) shall not wear FSU Baseball replica jerseys or shirts featuring the Florida State Baseball logo when representing FSU in a competition or at a competition venue.

When not in active competition, club members may wear any other (non-Athletics team specific) commercially available and purchased FSU-branded apparel or utilize any commercially available and purchased FSU-branded equipment that includes any FSU marks.

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# NONCOMPLIANCE

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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 Council and Campus Recreation as outlined in the [Sport Club Handbook](#). 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.

# ADDITIONAL ASSISTANCE

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For assistance in locating a licensee or any other questions, contact Brandon Smithson in the Sport Club Program Office at [bsmithson@fsu.edu](mailto:bsmithson@fsu.edu) or (850) 644-7902. The Sport Club Staff 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 rights holder.

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