

FLORIDA STATE UNIVERSITY SCHOOLS

POLICY MANUAL

STUDENTS

CHAPTER 3

3.53

BRANDING POLICY

I. INTRODUCTION

Florida State University Developmental Research Laboratory Schools are committed to upholding the integrity, consistency and recognition of Florida State University's brand.

This policy outlines the guidelines for the appropriate use of FSU trademarks, branding elements and licensed materials by FSU Laboratory Schools, in alignment with Florida State University's Branding Policy (Policy 2-8) and each school's respective charter or affiliation agreement.

Adhering to these standards ensures legal compliance, safeguards institutional trademarks and honors the university's longstanding relationship with the Seminole Tribe of Florida.

II. SCOPE

This policy applies to all FSUS departments, programs, student organizations, booster groups and affiliated entities. It governs the use of FSU trademarks, FSUS-developed marks, merchandising, signage and vendor partnerships. FSUS will utilize the approved Brand Book as the operational document for branding.

- a. FSUS may use the following approved verbiage in school-affiliated branding, merchandise and/or communications:
 - i. Florida State University Schools
 - ii. FSUS
 - iii. FSUS Seminoles
 - iv. FSUS Noles
 - v. FSU High
 - vi. Florida High
 - vii. Florida High Seminoles
 - viii. Florida High Noles

- ix. Florida State University Schools Seminoles
- x. Florida State University Schools Noles
- xi. FHS
- xii. FSU Leon
- xiii. FSU Elementary Campus
- xiv. FSU-Lab
- xv. FSU-Lab Leon

- b. Usage Guidelines for Florida High:
 - i. Use of the terms “Seminoles” or “Noles” is permitted only when directly paired with “FSUS” or “Florida State University Schools” or “Florida High”.
 - ii. The “Unconquered font” cannot be used in athletics, but you may use the Seminole Bold font.

III. TRADEMARK USAGE AND LICENSING

These limitations are in place to ensure legal protection of university assets and to preserve the integrity of the Florida State University brand.

- a. Florida High is permitted to use these brand elements:

- i. The **FH**



- ii. The **FSUS**

spear



- iii. The **FSUS spear head**



- iv. The **FSUS wordmark** typeset in the **Unconquered font** or the **variation of Seminole Bold**, used solely as a wordmark and not in conjunction with other FSU marks or imagery.

FSUS

FSUS

- v. The **FSUS | Florida State University Schools lockup** provided through FSU Marketing on Brandfolder.

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- b. **FSUS may NOT use FSU’s athletic marks – including, but not limited to:** the Seminole Head, Unconquered font (except for the letters “FSUS”), Interlocking FS, FSU’s spear or spearhead, the Unconquered statue, Heritage Turquoise color, or any tribal patterns is prohibited unless explicitly authorized.

IV. RESTRICTED TERMS AND IMAGERY

Out of respect for FSU’s relationship with the Seminole Tribe of Florida, FSU prohibits the use of the following:

- a. *Prohibited Phrases:*
 - i. Seminole Nation / Nole Nation
 - ii. Tribe
 - iii. Scalp 'Em
 - iv. Territory
 - v. War / Warpath
 - vi. Mascot

- vii. "Lady Seminoles" or "Lady Noles"
- viii. Tomahawk

b. *Prohibited Imagery:*

- i. Headdresses, tomahawks, Native caricatures or anything inherently Native American
- ii. Osceola and Renegade (including the spear, horse or the Unconquered statue)
- iii. Tribal patterns, cultural motifs or inherently Native American
- iv. Impaled mascots or objects

V. MERCHANDISE AND ROYALTIES

- a. All merchandise using FSUS & FSU marks (e.g., "Florida High") requires producing items through licensed vendors.
- b. Merchandise using FSU trademarks must be produced by a licensed vendor.
- c. FSUS booster organizations may sell merchandise bearing the FSUS wordmark in Unconquered font or Seminole bold font the standard character marks Seminoles and Noles in conjunction with "FSUS", "Florida State University Schools" or "Florida High" but are subject to the internal royalty rate (currently 12%).
- d. FSUS merchandise may be sold in the commercial retail marketplace if they are using a licensed vendors and paying royalties.

STATUTORY AUTHORITY: BOG 1.001(7)(g), s. 1001.706(7)(b), F.S., Delegation of Authority form BOT to President 2-19-2010

HISTORY:

ADOPTED: _____

REVISION DATES: None