

# GENERAL GUIDELINES FOR THE USE OF FLAGLER COLLEGE TRADEMARKS

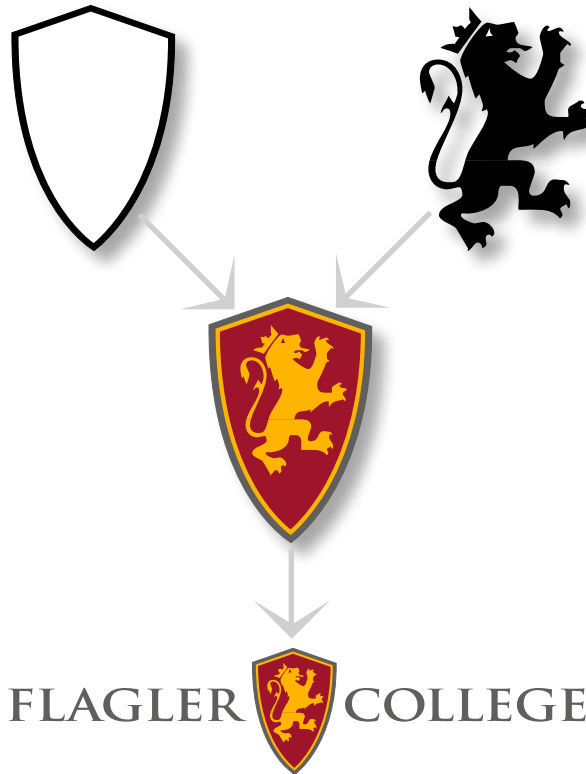
This policy is for Flagler College staff, faculty, students, or licensees who wish to use Flagler College's marks on their written materials, communications, products, packaging, labels, advertisements, instructional materials, street signs, or websites. If you are a licensee, you may have additional terms that you must follow in order to use the College's trademarks.

By using any of Flagler College's marks, or any variation thereof, you agree that Flagler College is the owner of the mark, that your use of the mark inures to the benefit of the College, that you will not object to or challenge in any manner Flagler College's use or registration of the mark anywhere in the world, and that you will include all legal notices as required by Flagler College (i.e., ® or ™). You further agree that any goodwill that accrues through your use of the Flagler College mark inures to the benefit of Flagler College, and that you do not obtain any trademark rights in that mark by virtue of your use.

You may not use or register the Flagler College marks, or any variation thereof, as a trade, company, product, domain, or service name without prior written consent of Flagler College. You should not use the Flagler College marks in a disparaging manner or in a manner that may cause harm to the goodwill of the marks. You must not imply that Flagler College or its marks is affiliated with, endorses, or sponsors you or your product or service unless you have written authorization from Flagler College to do so. You should not use the College's marks to manufacture, sell, advertise, or distribute merchandise or products, or offer, advertise, or provide services, without prior written authorization. Flagler College may withhold its authorization for any of these uses for any reason.

If you use Flagler College's marks for commercial purposes without Flagler College's prior written consent, you may infringe the College's trademark rights and/or engage in unfair competition. By releasing this policy, Flagler College does not expressly or unconditionally grant you the right to use its marks. Flagler College expressly reserves the right to prohibit the use of its marks.

# WHY DO WE NEED THIS MANUAL?



Placed in a particular fashion and used thoughtfully creates a visual representation that transcends ubiquitous symbols and is  
**UNIQUELY FLAGLER COLLEGE**

Flagler College's marks include the word mark FLAGLER COLLEGE and the crimson and gold lion shield, as well as combinations of the two. Flagler College's lion shield mark reflects the best of the College's heritage, history, and traditions. At the same time, it also attaches itself to the hearts of the Flagler College family. The lion shield mark retains a part of one of Flagler's previous marks that students, faculty, staff, and alumni have embraced over the years: the rampant lion. In addition, the mark combines the rampant lion with a new element – a shield emblem – that signifies strength and stability.

Also, the school colors were updated from the yellow and red of the Spanish flag to a more sophisticated crimson and gold. A warm gray was added as an accent color to provide additional depth and to permit some flexibility for our athletic teams.

# PRIMARY TRADEMARK



## Primary Trademark

The Flagler College Primary Trademark is a combination of the mark FLAGLER COLLEGE and the crimson, gold, and gray lion shield design. You should use this configuration whenever possible, and master files are to be used whenever the Primary Trademark is reproduced. You should not alter the Primary Trademark in any manner except as expressly authorized herein.

# SECONDARY TRADEMARKS



FLAGLER  
COLLEGE



FLAGLER  
COLLEGE

## SECONDARY TRADEMARKS

You should only use the Secondary Trademarks when space constraints or vendor guidelines dictate that the Primary Trademark cannot be used. Master files of each configuration are to be used in all methods of reproduction, and you should not alter the Secondary Trademarks in any manner except as expressly authorized herein.

# USE OF PRIMARY AND SECONDARY TRADEMARKS



## SPACING

When using the Primary and Secondary Trademarks, it is important to maintain enough clear space around them for clarity. The diagram above indicates how to determine that space. No matter what size you are using, ensure the cap height of the letters is used as a guide. Therefore, the size of the clear space should increase or decrease proportionately to the size of the Primary Trademark. Please allow for more space whenever possible.

## COLOR

You should use the color version of the Primary and Secondary Trademarks on a white background whenever possible. The words “FLAGLER COLLEGE” are in gray and the Flagler shield is in crimson, gold, and gray. Situations may arise for the Primary and Secondary Trademarks to be used in different colors and backgrounds. Examples of acceptable color variations of the Primary Trademark are shown on page 11.

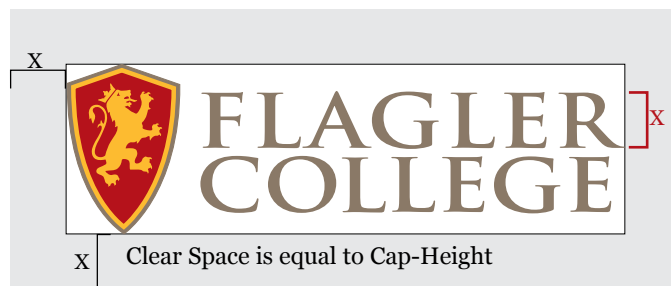
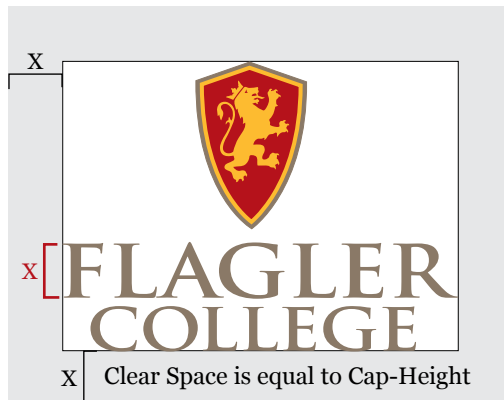
## SIZING

Depending on how they are used, the Primary and Secondary Trademarks may need to be reproduced in a number of sizes. However, they should never measure less than two inches in width to ensure legibility.

## USAGE

Our Primary Trademark is a very valuable asset of Flagler College and deserves to be treated with respect. When reproducing the Primary and Secondary Trademarks, use the appropriate master art files which are available through Flagler College. You should not alter the Primary or Secondary Trademarks in any manner, such as by changing the proportions and colors, other than as provided for herein.

# USE OF PRIMARY AND SECONDARY TRADEMARKS



# DOs & DON'Ts

## COMPOSITION



When using the Flagler College marks, please follow these rules:

When printing three colors or more, DO keep the logo colors as indicated above

Use only the logos provided on the Flagler College Network for identifying marks.



DON'T recreate the mark

DON'T move the shield in relation to the text

DON'T stretch or squish the type or logo mark

DON'T alter the typeface in any way

DON'T distort the shield

DON'T change the font of the word mark

DON'T use the lion alone without the shield

DON'T put anything on top of the shield

# DOs & DON'Ts

## COLORS & CONTRASTS

FLAGLER  COLLEGE    FLAGLER  COLLEGE

FLAGLER  COLLEGE    **FLAGLER**  **COLLEGE**

FLAGLER  COLLEGE

FLAGLER  COLLEGE



When using the Flagler College mark, please follow these rules:

When printing two colors or more, DO keep the mark colors as indicated above

DON'T change the individual elements of the mark individually.

DON'T use unapproved colors for the mark.

DON'T change the word or design colors of the marks