



F L O R I D A  
A T L A N T I C  
U N I V E R S I T Y

**VISUAL STANDARDS AND MESSAGING MANUAL**

Updated September 2020



FLORIDA ATLANTIC WILL PURSUE,  
WITH *UNBRIDLED AMBITION*<sup>®</sup>,  
THE INTENTION OF BECOMING  
THE COUNTRY'S **FASTEST-IMPROVING**  
PUBLIC RESEARCH UNIVERSITY.

**To the University Community:**

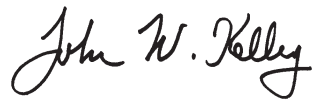
One of the goals outlined in FAU's strategic plan is to build a brand with a national reputation for excellence. FAU is well on its way to becoming one of the nation's top public universities, and it is important that we continue to adhere to a branding campaign in order to maintain a strong identity.

As a member of the FAU team, you share the responsibility of representing the University on a local, national, and global level. To that end, we have provided this Visual Standards Manual, which contains guidelines that must be followed to ensure that FAU has a clear and consistent identity in the public arena.

Any and all use of the University name or marks must be in accordance with the guidelines specified in this manual. Usage also must be approved by the Division of Public Affairs, which is charged with ensuring that University messages are conveyed in a unified voice, further strengthening our brand.

Your cooperation is expected and appreciated.

Sincerely,



John Kelly  
President  
Florida Atlantic University

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# THE FAU BRAND

Who we are

How we present ourselves

# The FAU Brand

Our brand promises and position inform how we tell our story.

**PROMISES**

What we offer

+

**POSITION**

How we differ from our competitors

# Brand Promises



**Tools for Success** in Higher Education and Life



**A Transformative Education** in a Sub-Tropical Climate



**Diversity** in Environment, Experiences and Engagement



**A Focus on Innovative Research, Scholarship and Public Service**

# Brand Position

**Florida Atlantic University offers a transformative education that prepares students for success in a rapidly changing world. Through cutting-edge research, the University tackles some of humanity's most challenging problems, addressing issues that impact Florida, our nation and beyond.**

An ambitious strategic plan reflects an institution focused on continuous improvement and determined to propel itself to the forefront of higher education. Through the coexistence of access and excellence, FAU disrupts traditional academia and embodies an innovative model where not only does everyone succeed, but research and scholarship thrive.



# Telling Our Story

Every brand has a personality that is born of its position and promises.

The **voice** and **tone** used in our content is how we convey FAU's brand personality verbally.

The creative is the visual and emotional translation of the position and personality of the brand.

# Our Voice

Our voice creates consistency in how FAU content is delivered. These words should inform the tone in your messaging and content choices:

**AMBITION**

**DIVERSITY**

**OPPORTUNITY**

**COASTAL**

**EXCEPTIONAL**

# am•bi•tion

FAU is an energetic and dynamic institution dedicated to continuous improvement. We are creative, bold and ready to take on the world.

## SUPPORTING EXAMPLES

- Rapidly improving academic progress and graduation rates
- FAU has doubled research expenditures in just five years
- Research pillars address issues that will impact our nation and humankind
- Research and business programs that encourage an entrepreneurial spirit
- Climbing *U.S. News & World Report* rankings

# di·ver·si·ty

More than half of our students are minority or international, making FAU the most diverse public university in Florida. We believe a varied collection of thoughts enriches the academic experiences of our students.

## SUPPORTING EXAMPLES

- Hispanic Serving Institution
- #1 most diverse school in SUS
- A student body that mirrors Florida's demographics
- Programing that prepares students for a diverse and global workforce

# op•por•tu•ni•ty

FAU excels at bringing higher education to underserved and underrepresented communities.

Award-winning programs provide students with the tools to turn their dreams into a reality and ensure that everyone succeeds.

## SUPPORTING EXAMPLES

- No achievement gap – At FAU, Pell-eligible students, first-generation students, African-American students and Hispanic students all outpace the university's overall retention and graduation rates, eliminating the historical achievement gaps between minority and white students.
- #33 in U.S. for social mobility (*U.S. News & World Report*)
- Award-winning peer mentoring, advising and career guidance
- Award-winning undergraduate research program

# coast•al

In everything we do, the strength and vastness of the Atlantic serves as inspiration. Spanning 110 miles of Southeast Florida's coast, FAU embraces its surrounding environment through both research and campus culture.

## SUPPORTING EXAMPLES

- Harbor Branch Oceanographic Institute
- Ocean Engineering Programs
- Marine Science Research
- Coastal Resilience and Environmental Science

# ex•cep•tion•al

From its inception, FAU was envisioned as the first of a new breed of American universities that would invent new and better ways of making higher education available to those who sought it. That revolutionary thinking continues to fuel our progress forward.

## SUPPORTING EXAMPLES

- Artificial Intelligence and Data Analysis
- Novel research partnerships with Max Plank and Scripps
- Wilkes Honors College

## VOICE AND TONE GUIDANCE

- ✔ **Aim to Inspire**  
Use motivating and impactful language to convey the University's optimistic outlook and determination to go further.
- ✔ **Be Direct**  
Use clear and simple language to get your point across.
- ✔ **Be Confident**  
Celebrate FAU's strengths and success. Support your message with facts.
- ✔ **Draw Connections**  
Demonstrate how your college or unit positively impacts our community and the world.



## OUR VOICE IS **NOT**

### **Generic**

Don't just force the latest marketing campaign tagline into your copy. Use phrases that make sense for your purpose and audience.

### **Corporate**

Choose clear, simple language. Avoid jargon that only a handful of people will understand.

### **Punny**

We're more authentic and imaginative than owl rhymes or puns.

# VISUAL BRAND

How we consistently identify ourselves

Usage do's and don'ts



WORDMARK



INITIAL MARK

### FAU WORDMARK

The **wordmark** represents the University. It identifies the University on everything from stationery to vehicles, and its use is governed by the guidelines in this manual.

The **initial mark** should be used only after the name of the University (or the logo version with the wording) has already been used prominently.

The line is an essential part of the logo and must always be included.

The Florida Atlantic University logo features a depiction of a wave inside the letter “A.” This wave is a tribute to an important part of our name: *Atlantic*. The proximity of all of our campuses to the Atlantic Ocean is part of FAU’s cultural DNA. The ocean is not only an important element of the South

Florida culture but also the subject of many fields of specialized study at FAU.

The wave also represents energy and forward motion. The acclaimed faculty and staff and dedicated students at FAU are part of a “wave of the future.”

In addition to the logo, different configurations called **wordmarks** are available. Acceptable variations are shown here.

There should never be a deviation from the proportions and layouts shown on this page. Institutional (wordmark) logos and spirit logos (see page 20) **cannot be combined** on the same item.

Please address any questions to the Division of Public Affairs at [branding@fau.edu](mailto:branding@fau.edu) or 561.297.0096.



CENTERED VERSION



LEFT JUSTIFIED VERSION



HORIZONTAL VERSION



INLINE VERSION



STACKED VERSION

The University wordmark can be customized for schools, colleges or administrative units/departments. This allows schools, colleges and departments to have their own logos within FAU's visual identity. Examples are shown here.

**All custom FAU logos must be created by the Division of Public Affairs. Institutional (wordmark) logos and spirit logos (see page 20) cannot be combined on the same item.**

Contact the Division of Public Affairs at [branding@fau.edu](mailto:branding@fau.edu) or 561.297.0096 to request a custom school or department logo.



The FAU logo has set color variations. This page shows the only permissible logo colors.

- **First preference:** Two-color logo
- **Second preference:** FAU Blue (when it's not possible to use the two-color version)
- **Third preference:** All-black, gray, silver or white (when any of the color versions are not possible)

**These guidelines apply to all logo variations and all custom logos for schools, colleges and departments.**

**The University logo should never appear in any colors other than blue with a red line, blue, black, white or gray/silver. When the logo is used in one color, the line should also be that color.**



**TWO-COLOR**  
for white or light backgrounds



**FAU BLUE**  
for white or light backgrounds



**BLACK, GRAY/SILVER**  
for white or light backgrounds



**WHITE, GRAY/SILVER**  
for dark backgrounds

The University logo and wordmarks have established clear zones. These are intended to maintain the logo's integrity and avoid visual confusion. No other type or graphic element (including folds, trims, or edges) should fall within the minimum clear zones shown.



For the initial mark, the clear zone equals the height of the cross bar of the "F"



For all of the wordmarks, the clear zone equals the full height of the "F"



The spirit logos are the **preferred marks to represent FAU**. The three spirit logos can be used interchangeably, but they should be used in strict adherence to the identity guidelines.

- **First preference:** Full- or two-color spirit logo
- **Second preference:** FAU Blue (when it's not possible to use the full- or two-color versions)
- **Third preference:** All-black or white (when any of the colored versions are not possible)

The spirit logos should **never** appear in any colors other than those shown on this page. Institutional (wordmark) logos and spirit logos **cannot be combined** on the same item.

*Note: The FAU spirit marks are also used as our main athletic marks.*

FULL-COLOR SPIRIT LOGOS:



TWO-COLOR:



FAU BLUE:



BLACK:

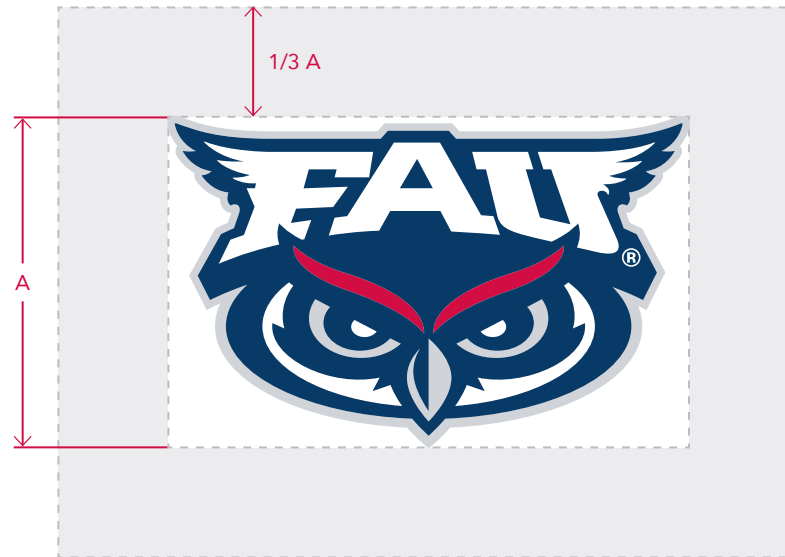


WHITE:

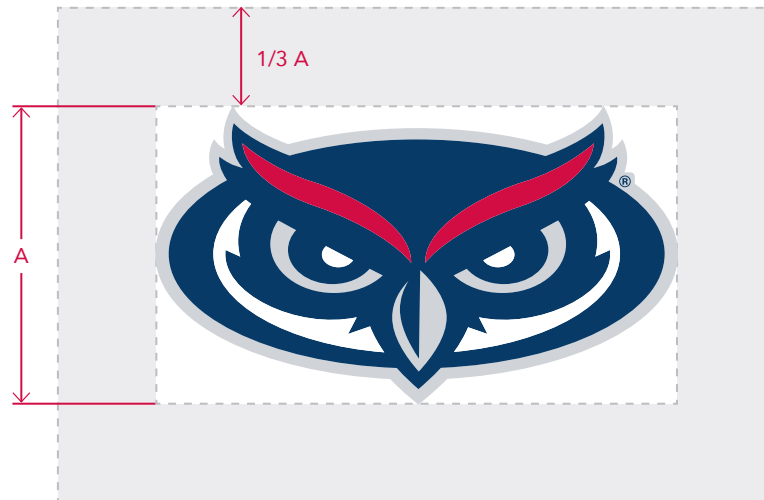




The FAU spirit marks have established clear zones. These are intended to maintain the logo's integrity and avoid visual confusion. No other type or graphic element (including folds, trims, or edges) should fall within the minimum clear zones shown.



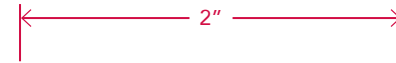
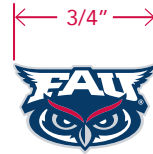
The clear zone equals one-third the height of the logo



Each of the FAU logos has a minimum allowable size. In order to ensure clear reproduction and legibility, the marks may not be used at any smaller size than what's shown on this page. The art should be used at these minimum sizes only when necessary.

Please address any questions to the Division of Public Affairs at [branding@fau.edu](mailto:branding@fau.edu) or 561.297.0096.

MINIMUM SIZES FOR FAU LOGOS:



MINIMUM SIZES FOR WORDMARKS:

The wordmark minimum sizes are all based on the minimum size of the FAU initial mark within the art.



Florida Atlantic University



### FAU SEAL

The **lamp of knowledge** represents our commitment to academic excellence.

The **sea of waves** symbolizes the word “Atlantic” in our name and the important role the ocean plays in the life of the FAU community—from research to recreation.

The radiating **rays of light** above the lamp of knowledge represent the energy and excitement emanating from our campuses as we move into the future. The rays also depict the sun—and our “Sunshine State.”

**RESTRICTED USE!** The Florida Atlantic University seal is to be used only for official business of the University. Like other institutional seals, it is designed to function as a stamp of validation and not as a logo.

See the following page for a list of approved and non-approved seal uses.

**APPROVED SEAL USE**

Diplomas

Academic Certificates (must have signature of Dean,  
Provost, or President)

Honorary Degrees

Official Documents:

- Letters of certification
- Transcripts
- Resolutions
- Grant applications/requests
- Course catalogs

Legal Documents:

- Contracts
- MOUs

Commencement/Convocation-Related Items:

- Banners
- Sashes
- Regalia
- Class rings
- Graduation diploma frames
- Podium signs

University flags

Pre-approved gifts (not for resale)

Letterheads specific for the:

- President
- Provost
- BOT members

*(To be used when the letter is signed by the President, Provost,  
BOT member; not for use by staff members of each office.)*

**EXAMPLES OF NON-APPROVED SEAL USE**

Business cards

Stationery other than letterhead

Signage

PowerPoint presentations

*(PowerPoint presentations made to the BOT or the BOG  
may display the seal.)*

Ads (print, web, or television)

Merchandise available for sale

Web sites

Podium signs

*(except at commencement and convocation)*

Videos

Printed material:

- Brochures
- Magazines
- Newsletters, etc.

**Please address any questions to the Division of Public  
Affairs at [branding@fau.edu](mailto:branding@fau.edu) or 561.297.0096.**



Our primary colors are **FAU Blue** and **FAU Red**. FAU Blue should be the dominant color in all University communications. FAU Red can be used as a complement to FAU Blue.

- **Blue:** wisdom, trust, Atlantic
- **Red:** boldness, vibrancy, spirit

Additional identity colors are **FAU Silver** (metallic) and **FAU Gray** (non-metallic). FAU Silver is always preferred, but at times when a metallic ink is not practical or possible, FAU Gray may be substituted.

- **Silver:** dignity, illumination
- **Gray:** formal, intelligence

Please address any questions to the Division of Public Affairs at [branding@fau.edu](mailto:branding@fau.edu) or 561.297.0096.



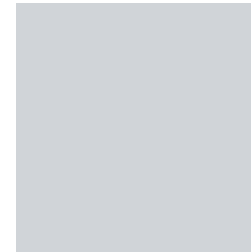
**FAU BLUE**  
PANTONE 295  
CMYK: 100C - 78M - 26Y - 28K  
WEB SAFE/RGB: 003366



**FAU RED**  
PANTONE 200  
CMYK: 20C - 100M - 81Y - 10K  
WEB SAFE/RGB: CC0000



**FAU SILVER**  
PANTONE 877  
NO CMYK  
NO WEB SAFE/RGB



**FAU GRAY**  
PANTONE 428  
CMYK: 23C - 16M - 14Y - 0K  
WEB SAFE/RGB: CCCC

Color is one of the most important elements of FAU's visual identity. **The FAU colors on this page are the only official and approved identity colors.**

When designing various collateral, refer to colors in these secondary palettes as suggested complements (accents) to the primary identity colors.

Communication pieces should always be dominated by the **primary identity colors**, and these secondary colors should be less dominant accents.

Please address any questions to the Division of Public Affairs at [branding@fau.edu](mailto:branding@fau.edu) or 561.297.0096.

GEM TONES PALETTE



**TEAL**  
PANTONE 320  
CMYK: 80C - 25M - 35Y - 2K  
WEB SAFE/RGB: 1E929E



**DARK MAGENTA**  
PANTONE 254  
CMYK: 45C - 100M - 0Y - 0K  
WEB SAFE/RGB: 9A258F



**OLIVE**  
PANTONE 619  
CMYK: 38C - 34M - 100Y - 7K  
WEB SAFE/RGB: A09132

VIBRANT/POP PALETTE



**OCEAN BLUE**  
PANTONE 7689  
CMYK: 95C - 35M - 0Y - 0K  
WEB SAFE/RGB: 0085CA



**BRIGHT GREEN**  
PANTONE 361  
CMYK: 75C - 0M - 100Y - 0K  
WEB SAFE/RGB: 39B54A



**PURPLE**  
PANTONE 266  
CMYK: 70C - 88M - 4Y - 0K  
WEB SAFE/RGB: 6C4395

MUTED PALETTE



**SLATE GRAY**  
PANTONE 5425  
CMYK: 56C - 32M - 24Y - 0K  
WEB SAFE/RGB: 7B98AB



**BEIGE**  
PANTONE 467  
CMYK: 17C - 25M - 50Y - 0K  
WEB SAFE/RGB: D5BA8C



**SAGE**  
PANTONE 580  
CMYK: 24C - 6M - 42Y - 0K  
WEB SAFE/RGB: C5D5A4

# Palatino

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 1234567890!?

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
*abcdefghijklmnopqrstuvwxyz 1234567890!?*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
*abcdefghijklmnopqrstuvwxyz 1234567890!?*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
*abcdefghijklmnopqrstuvwxyz 1234567890!?*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
***abcdefghijklmnopqrstuvwxyz 1234567890!?***

**Application:** Formal and all-purpose use. Headlines, body copy. Better for print than web, but can be used for both.

**Variants:** Five weights (Light, Regular, Medium, Bold, Black) in upright and italic styles.

The Palatino family is a classic serif typeface with beautiful details. It is used in the University logo and seal, and is the first choice for all formal FAU communications.

**ALTERNATIVES:** Minion Pro, Georgia

# Optima

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 1234567890!?

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890!?**

**Application:** Mostly formal use. Headlines, body copy. Better for print than web.

**Variants:** Two weights (Regular, Bold) in upright and italic styles.

The Optima family is an elegant sans serif typeface with some serif characteristics. It is used in some of the University wordmarks and best reserved for formal applications. It pairs especially well with serif typefaces.

**ALTERNATIVES:** Lucida Sans, Myriad Pro



# Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 1234567890!?

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 1234567890!?

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 1234567890!?

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890!?**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890!?**

**Application:** All-purpose use. Headlines, body copy. Can be used for both web and print.

**Variants:** Five weights (Light, Roman, Medium, Heavy, Black) in upright and italic styles.

The Avenir family is a clean, friendly, highly readable sans serif. It is extremely versatile—usable for both print and digital applications, and able to convey informal and playful messaging as well as formal and conservative.

**ALTERNATIVES:** Arial, Helvetica, Century Gothic

# FAU Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890!?**

**Application:** Mainly for athletic applications.

**Variants:** One weight, no italics.

**Obtaining:** Contact the Division of Public Affairs at [branding@fau.edu](mailto:branding@fau.edu) or 561.297.0096.










FAU Bold is a proprietary square serif typeface created for FAU athletics. The font can be used to create a consistent look for athletic merchandise and publications.

**ALTERNATIVES:** none

To maintain design integrity and maximize each mark's effectiveness as an identifier, it is mandatory that all marks be applied as indicated in this manual **without modification**. The marks are not to be altered in any way.

Some examples of unacceptable uses of the University marks are shown on this page. This list is not exhaustive.

Please address any questions to the Division of Public Affairs at [branding@fau.edu](mailto:branding@fau.edu) or 561.297.0096

<p>Do not use unapproved color combinations</p> 	<p>Institutional logos and spirit logos cannot be combined on the same item</p> 	<p>Do not change typefaces</p> 
<p>Do not delete the line</p> 	<p>Do not resize individual elements</p> 	<p>Do not redraw or reproportion</p> 
<p>Do not realign typography</p> 	<p>Do not add shapes</p> 	<p>Do not use the art in the center of the seal alone</p> 

# APPLICATIONS

Our brand in action

Items intended for promotional purposes (i.e., to be given away), which bear any University trademark, **must be produced by an approved licensee** (see [fau.edu/otlm](http://fau.edu/otlm) for licensee information). These items must be purchased using a purchase order and shall adhere to the guidelines set forth in this manual.

The University shall have the right to disallow the production of any promotional item deemed inappropriate.

Please address any questions to the Division of Public Affairs at [trademarklicensing@fau.edu](mailto:trademarklicensing@fau.edu) or 561.297.1665



Items produced for resale (i.e., intended to be sold to the public), which bear any University trademark, must be produced by an approved licensee (see [fau.edu/otlm](http://fau.edu/otlm) for licensee information).

All items produced for retail purposes must adhere to the guidelines set forth in the Visual Standards Manual including restrictions on allowable logo color combinations.

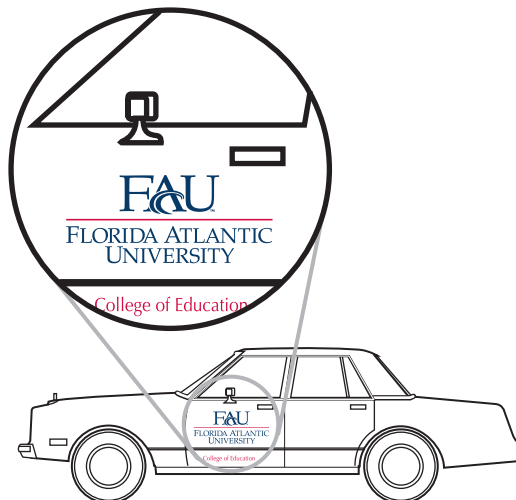
**The University shall have the right to disallow the production of any retail item deemed inappropriate.**

Please address any questions to the Division of Public Affairs at [trademarklicensing@fau.edu](mailto:trademarklicensing@fau.edu) or 561.297.1665



**Vehicles for University Use:**

- Cars bearing the University mark must be white or silver (except when applying a full vehicle wrap)
- The mark must be in the center of the driver and front passenger doors only
- The department/unit name may be displayed below the logo in the Optima typestyle
- Pick-up trucks, SUVs, passenger vans, and station wagons may additionally bear the University mark on the rear door of the vehicle
- Box trucks and storage trailers shall bear the University mark on both sides and rear of the storage compartment
- Graphics on windows are not allowed

**Vehicles for Athletics Use:**

*NOTE: Only vehicles directly connected to the athletics department may bear the athletics mark unless otherwise approved by the Division of Public Affairs.*

- Cars bearing the athletics mark must be white, dark blue or red (except when applying a full vehicle wrap) and will display the athletics mark in the center of the driver and front passenger doors only
- The individual sport name may be displayed below the logo in the FAU Bold typestyle
- Pick-up trucks, SUVs, passenger vans, and station wagons may additionally bear the athletics mark on the rear door of the vehicle
- Box trucks and storage trailers shall bear the athletics mark on both sides and rear of the storage compartment
- Graphics on windows are not allowed

**Vehicles for Special Use:**

For guidance regarding the use of graphics on special-use vehicles, such as boats, lifts, tractors, etc., please contact the Division of Public Affairs.

**Please address any questions to the Division of Public Affairs at [branding@fau.edu](mailto:branding@fau.edu) or 561.297.0096**





FAU letterhead is available for download at [fau.edu/publicaffairs/branding/templates](http://fau.edu/publicaffairs/branding/templates). These are Microsoft Word documents that you can type into and send digitally. For printed copies of stationery, contact the Division of Public Affairs.

Please address any questions to the Division of Public Affairs at [branding@fau.edu](mailto:branding@fau.edu) or 561.297.0096

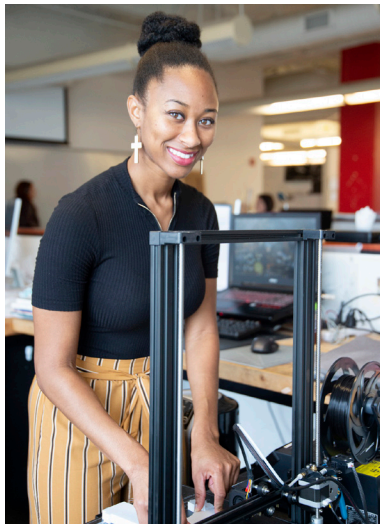


When choosing images, keep in mind these concepts that embody FAU from a photographic standpoint. Choosing images that fit these concepts will maintain a cohesiveness and unity across FAU materials.

FAU units are encouraged to use university photography rather than stock images, whenever possible. Find our photography collection at [fau.tandemvault.com](http://fau.tandemvault.com).

**Sunny Optimism**

Natural-looking, energetic shots of positive people in action. Colorful, bright images that reflect the mood and environment surrounding FAU.

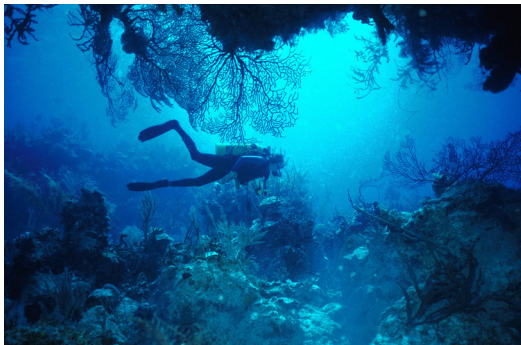


**Curiosity and Innovation**

Images of students and researchers immersed in their work. Shots that highlight the opportunity to learn through experience.

**Quiet Confidence**

Shots that portray a confident individual who is secure in their abilities and ready to take on the world. Reflects the ambition and drive inherent in FAU Owls.



**Exploration**

Bold images of students interacting with the world through research, career or philanthropy. Powerful shots of students engaging with the South Florida environment that depict a desire to impact the world around us.



Any video being used to display or convey information about Florida Atlantic University, its programs, activities, colleges, departments, etc. must adhere to the following guidelines.

1. All video content must be approved by the Division of Public Affairs. Please allow 24-48 hours for review.
  - Consulting with the Division of Public Affairs prior to production may save time in post-production revisions.

2. Use of the FAU visual image (logos, colors, fonts, images, etc.) must be in compliance with the Visual Standards Manual.
3. An FAU recognized mark or graphic must be visible in no less than 50% of the video (Image A).
  - The FAU watermark should appear in the corner, represent 5% - 10% of the screen, and be between 100% and 25% opacity.

4. On-screen text must abide by the Visual Standards Manual and the Editorial Style Guide.
5. All videos must end with a graphic containing an FAU mark (Image B).
6. All videos must be transcribed, and captions must be available (as well as other formats if requested) (Image C).

Please address any questions to the Division of Public Affairs at [marketing@fau.edu](mailto:marketing@fau.edu) or 561.297.3025.



IMAGE A



IMAGE B



IMAGE C

**Secondary graphics** are visual elements used to communicate a marketing message in conjunction with the brand identity. While secondary graphics are sometimes effective, there is a risk of such graphics becoming so closely associated with the unit that they are perceived as a “logo.”

The following guidelines are designed to avoid this confusion and protect the integrity of the University marks and apply to all communications including, but not limited to, brochures, ads, websites, videos, and promotional items.

Please address any questions to the Division of Public Affairs at [branding@fau.edu](mailto:branding@fau.edu) or 561.297.0096

**Secondary Graphics:**

- **Must be secondary to (less prominent than) FAU logo**
- **May be used only in the presence of the FAU logo**
- **Cannot be treated as a logo by appending with text**
- **May be screened in the background as long as the FAU logo is not overlaid**
- **Cannot be used on letterhead or other stationery in any form**
- **Must adhere to guidelines set forth in the Visual Standards Manual**
- **Must be approved by the Division of Public Affairs before production commences**



**EXAMPLE:**  
FAU wave is a University secondary graphic



**EXAMPLE:**  
The Caduceus Symbol for the College of Medicine

**Campaign graphics** are visual elements used to communicate a marketing message for a particular program or event in conjunction with the brand identity. While campaign graphics are sometimes an effective way to create consistency throughout a marketing campaign, they risk being mistaken for the official “brand.”

The following guidelines are designed to avoid this confusion and protect the integrity of the University brand. These guidelines apply to all communications including, but not limited to, brochures, ads, websites, videos, and promotional items.

Please address any questions to the Division of Public Affairs at [branding@fau.edu](mailto:branding@fau.edu) or 561.297.0096

**Campaign Graphics:**

- May be used only in the presence of the FAU logo
- May be screened in the background as long as the FAU logo is not overlaid
- Cannot be used on letterhead or other stationery in any form
- Must adhere to guidelines set forth in the Visual Standards Manual
- Must be approved by the Division of Public Affairs before production
- A date\* must be incorporated into the campaign graphic

*\*Note: In certain rare circumstances a campaign graphic may be used without a date. A determination will be made on a case-by-case basis at the discretion of the Division of Public Affairs.*



EXAMPLE:  
Owlstock 2019 Homecoming graphic



EXAMPLE:  
Harriet L. Wilkes Honors College  
20th Anniversary graphic



Due to legislation providing for the **Harriet L. Wilkes Honors College** within Florida Atlantic University, the Honors College has a unique logo that incorporates elements of the University identity.

There are two formats for the logo which can be used in only two-color or one-color formats. Guidelines for use of the FAU marks apply in the use of the Honors College logo and are detailed in this manual.

The following are guidelines specific to the Honors College logo:

- The Honors College mark should not be used in conjunction with the FAU mark as the University name is included in the Honors College mark.
- The "H" with the wave should never be used as a stand-alone element apart from the entire mark.
- The words "Honors College" (incorporating the "H" with the wave) should never be used as a stand-alone element apart from the entire mark.

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# FAU MEDICINE®

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Due to legislation providing for the **FAU Medicine Primary Care** facility within Florida Atlantic University, FAU Medicine has a unique logo that incorporates elements of the University identity.

There are two formats for the logo which can be used in only two-color or one-color formats. Guidelines for use of the FAU marks apply in the use of the FAU Medicine logo and are detailed in this manual.

The following are guidelines specific to the FAU Medicine logo:

- The "FAU" with the wave should never be used as a stand-alone element apart from the entire mark.
- The words "FAU Medicine" (incorporating the "FAU" with the wave) may only be used as a stand-alone element apart from the entire mark once the entire mark has already appeared on the same item.

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# RESOURCES

Find helpful downloads at  
[fau.edu/publicaffairs/branding](https://fau.edu/publicaffairs/branding)

- Logo downloads
- Stationery downloads
- Publication template downloads

Find our FAU photography  
collection at  
[fau.tandemvault.com](https://fau.tandemvault.com)



# QUESTIONS/ CONTACT

Division of Public Affairs

**Creative Services**

561.297.0096

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**Brand Development,  
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