

## ADDENDUM 10: Vehicles

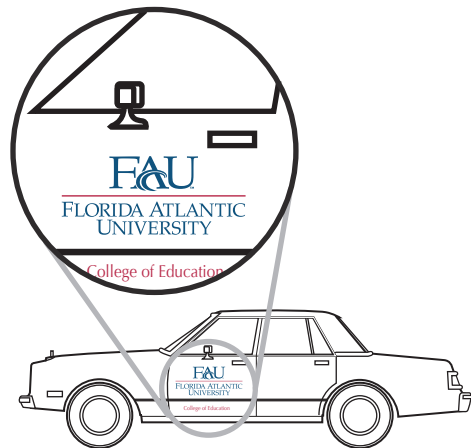
University marks must appear on University vehicles according to the following guidelines:

### Vehicles for University Use:

Cars bearing the University mark shall be white or silver and will bear the University mark 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. (Graphics on windows are not allowed.)

Pick-up trucks, SUVs, passenger vans and station wagons may additionally bear the University mark on the rear door of the vehicle. (Graphics on windows are not allowed.)

Box trucks and storage trailers shall bear the University mark on both sides and rear of the storage compartment.



### Vehicles for Athletics Use:

*NOTE: Only vehicles directly connected to the athletics department may bear the athletics mark unless otherwise approved by University Communications and Marketing.*

Cars bearing the Athletics mark shall be white, dark blue or red 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. (Graphics on windows are not allowed).

Pick-up trucks, SUVs, passenger vans and station wagons may additionally bear the athletics mark on the rear door of the vehicle. (Graphics on windows are not allowed).

Box trucks and storage trailers shall bear the athletics mark on both sides and rear of the storage compartment.



### Vehicles for Special Use:

For guidance regarding the use of graphics on special-use vehicles, such as boats, lifts, tractors, etc., please contact Marketing and Creative Services.

By Presidential Memorandum, the Florida Atlantic University marks must be used in a unified and consistent manner, strengthening the University brand. This addendum, when used in conjunction with *Visual Standards Manual*, lists the essential guidelines that must be followed when using the FAU marks in print and electronic (including Web) formats.

As with any project using the University identity, please contact the Marketing and Creative Services Department at [creativeservices@fau.edu](mailto:creativeservices@fau.edu) or 561.297.1352, *before beginning the project*, for additional information and guidance or if you have specific concerns about how these standards affect your project.