

ADDENDUM 11: Secondary Graphics

Secondary graphics are those 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.



Example: The Christine E. Lynn College of Nursing's Dance of Caring Persons

Secondary graphics:

- Must be secondary (less prominent) to 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 Marketing and Creative Services before production commences



Example: The ACE graphic for the Adam's Center for Entrepreneurship

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 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.