

## ADDENDUM 12: Campaign Graphics

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. The following guidelines apply to all communications including, but not limited to brochures, ads, websites, videos and promotional items.

### 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 Marketing and Creative Services before production



Example: The “Serving U.” image above must be accompanied by the logo below.



Example: The FAU Mission Green campaign graphic

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.