ADDENDUM 13: Video Standards

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 University Communications. Please allow 24-48 hours for review.
   a. Consulting with University Communications 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 50-75% of the video (Image A).
5. All videos must end with a graphic containing an FAU mark and pertinent call to action (website, phone number, etc.) information (Image B).
6. All videos must be transcribed and captions must be available (as well as other formats if requested) (Image C).

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 branding@fau.edu or 561.297.0096, before beginning the project, for additional information and guidance or if you have specific concerns about how these standards affect your project.