

ADDENDUM 6: The Honors College

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 the *Visual Standards 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.



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.