

ADDENDUM 7: University Lapel Pin

The University has established an official lapel pin design for non-athletic purposes. No other University lapel pin shall be produced for retail or non-retail purposes without the approval of University Communications and Marketing. Unit-specific lapel pins are allowed, but must be produced by a licensed vendor and approved by University Communications and Marketing at

marketing@fau.edu. Lapel pins bearing a University trademark must be produced using materials that adhere to the guidelines set forth in the *Visual Standards Manual* (e.g., yellow gold or brass are not allowable materials).

For information on obtaining a supply of University lapel pins, contact University Communications and Marketing at *marketing@fau.edu*.



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.