

ADDENDUM 8: University Name Badges

The University has established an official name badge design for non-athletic purposes. No other University name badge shall be produced without the approval of University Communications and Marketing.

The name badge design reflects the visual standards (shown below) and can be ordered through Business Services at www.fau.edu/business-services.



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.