

## ADDENDUM 9: School Spirit Marks

University-sponsored student clubs and organizations can use any of the four images listed below with prior approval from University Communications and Marketing and according to the guidelines set forth in the *Visual Standards Manual*. Representatives from these organizations or clubs should contact the Division of

Student Affairs before contacting the Marketing and Creative Services Department for assistance with the use of the University's marks.

University departments may also use the marks below for specific "school spirit" purposes. Contact the Marketing and Creative Services Department for assistance.



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.