Hello All,

We hope your Spring is off to a fresh start!

The Office of Trademark Licensing and Marketing prioritizes informing our licensees on what’s new, changing policies and past and upcoming events.

This is the 4th anniversary of the Spring Owl Post issue, we want to ensure that we continue to provide information necessary to you. Please feel free to contact us with any comments or concerns, as it is our goal to make our newsletter relevant to you.

Go Owls!

FAU Trademark Licensing & Marketing
A Look Back

FAU’s softball and baseball teams both won the 2016 Conference USA regular season! They were awarded rings earlier this Spring semester.

A ceremonial groundbreaking took place on January 20, 2017 for the Schmidt Family Complex. This transformation facility will play a central role in FAU’s athletics.

Upcoming Events

April 22
Spring Football Game- This will be FAU’s first game under new coach, Lane Kiffin.

August 19
Fall 2017- First day of classes!

September 1
College Colors Day- A national celebration dedicated to promoting the traditions and spirit that embody the college experience.
Football Home Opener- Lane Kiffin’s FAU debut vs. Navy will begin at 8 p.m.

September 13
Licensee Showcase- This event provides an opportunity for licensees to exhibit products and services while networking with faculty, staff and students.
Common Mistakes

CLEAR ZONE SPACE

FAU’s logo and word marks have established clear zones. The clear zones are intended to maintain the image integrity and avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the minimum clear zones. The clear zone must be one-fourth (1/4) of the height of the logo itself.

MODIFICATION

For FAU to maintain the design integrity of its identity marks and maximize each mark’s effectiveness as an identifier, it is mandatory that all marks be applied as indicated in the art sheet without modification. The marks are not to be altered in any way.

VERBIAGE

Florida Atlantic University®
Florida Atlantic University Owls™
Florida Atlantic™

*General verbiage will not need to carry a designation when used in conjunction with a FAU logo.

IMPRINT COLOR

FAU logo imprint color should never be in red or gold.

LOGO COMBINATION

Institutional logos, athletic logos and spirit logos cannot be combined on the same item.

Reminders

ARTWORK

It is still necessary to resubmit artwork through Trademarx when previous orders are being resubmitted without any changes. Additionally, artwork must always be submitted as it will appear on final product.

DEPARTMENT LOGOS

Crystal Bacchus, Art Director/FAU’s Creative Services department can provide all license vendors with logos upon request. She can be reached directly at 561-297-0096 or via e-mail at cbacchus@fau.edu.
Learfield Licensing invites you to watch one of our recorded webinar training sessions to help you submit your royalty report.

With the Trademarx software, licensees will have two options for submitting their reports in Trademarx – manual entry (current method) or sales data upload. Licensees will find both reporting options in the Royalties tab in Trademarx License Management. We will review both methods for submitting your report on the recorded webinars.

Please click the following link for a recorded royalty reporting webinar training session.

Please contact admin@learfieldlicensing.com if you have any questions. Thank you for your support of Learfield Licensing and our client institutions!
Marina Isaeva
Store Manager
Town Center at Boca Raton

What is your favorite part about working for Brooks Brothers?

Brooks Brothers is the oldest retailer in the USA. We were established in 1818 and this year, on April 7th, we celebrated our 199th birthday. We have dressed 43 of the US Presidents. We stand for top of the line clothing from the finest fabrics available in the world. Our Associates are the best in the industry and they go above and beyond for every client. I am proud to be a part of an icon in the Retail Industry and represent a brand with such high standards not only for its merchandise, but also people.

What is your favorite part about being a licensed FAU retailer?

Many clients are not aware that we carry FAU merchandise at Brooks Brothers in Town Center at Boca Raton, so when they see the FAU logos, their eyes light up and they start making gifting plans: “My sons goes to FAU! I will get that tie for Christmas!” I love seeing their enthusiasm!

What is the toughest lesson to learn as a retailer?

It may sound like a cliché, but the saying: “The customer is always right” has proven to be right in my 13 year retail career, even when they are not. There are so many retailers out there, meaning shoppers have choices. So, if we don’t make it right for them, they will just walk out and take their business elsewhere.

Who typically buys the most FAU gear (alumni, parents, etc.)?

Usually alumni and parents when they are in town for graduations and other school events. Not too many people are aware that we sell FAU branded merchandise, so we are still trying to spread the word.

What is the most frequently asked question by customers?

“Can I get a discount?”
The consumer today is conditioned to shop with a coupon, reward, or when the merchandise is discounted for holiday sales (Thanksgiving Sales, Semi-Annual Sales, End of Season Sale). Unless its something they need right away for a special event or an occasion (interview, wedding, business meeting) they wait until they can get it on sale.

What do you think is the hottest clothing trend today?

Classics pieces are always on trend. You can’t go wrong with a navy blazer, khaki pants, a crisp white non-iron shirt, and a rep tie. It’s about being well put together and carrying yourself with confidence.

What is the best piece of advice you could give store managers?

Not just for store managers, but any managers out there: get to know your people as much as you can - their strengths and opportunities and what motivates them. It shows that you care about them and makes it easier to know what motivates them. This information will come handy when you need to coach them and provide constructive feedback in order to improve results.