A Letter from Trademark Licensing & Marketing

“Spring is the time of plans and projects.”
-Leo Tolstoy

The office of Trademark Licensing and Marketing wants to ensure that our licensees are continuously updated on what’s new and what is going on within the University!

Florida Atlantic University is excited to welcome Follett Higher Education Group, Inc. to Florida Atlantic University. Follett handles the management and operations of Florida Atlantic University Campus Stores.

Maureen Vear
Vice President, General Merchandise Planning& Allocation
E-mail: mvear@follett.com
Phone: 708-884-1131

Contact Us!

Trademark Licensing & Marketing
Division of Public Affairs
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Boca Raton, FL. 33431
trademarklicensing@fau.edu
Florida Atlantic University’s football team ended its 2017 record-breaking season with a Conference USA Championship, a CheriBundi Tart Cherry Boca Raton Bowl Title, the program’s first Associated Press All-American, and 21 C-USA postseason honorees.

University Campus Events

APRIL 21
Spring Football Game

AUGUST 18
Classes begin

SEPTEMBER 7
College Colors Day

OCTOBER 10
Licensee Showcase and Workshop

Stay Connected

FAU Licensing

FAU Licensing

FAU Trademark Licensing
Important NEWS & REMINDERS

ELIMINATION OF “WINGED OWL”
Effective immediately, Florida Atlantic University will no longer use the “winged owl” visual identity in any form. The winged owl was used to represent Athletic. However, this created confusion both in the marketplace and internally. Eliminating the winged owl will help accelerate the FAU brand through the achievements of our sports teams and academics.

The University’s art sheet and visual identity guidelines is in the process of being updated accordingly.

SANCTIONED NUMBERS FOR LICENSED PRODUCT
Florida Atlantic University allows only #1, #18, and #61 on licensed products and promotional materials.

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

DIVISION/DEPARTMENT LOGOS
Crystal Bacchus, FAU’s Creative Services Art Director can provide all licensees with department/division logos upon request. She can be reached directly at 561-297-0096 or via email at cbacchus@fau.edu.

THE UNIVERSITY SEAL
The Florida Atlantic University seal is to be used only for official business of the University. Like other institutional seals, it is designed to function as a stamp of validation and not as a logo. The University logo provides an official University mark to signify FAU’s quality and excellence.

EMBROIDERY
FAU requires the trademark designation embedded in logos to be included on all products. If FAU believes the notice would be extremely large to be legible, we will waive the requirement but require an indicia statement either sewn on the product (preferred) and/or on the hang tag.

OFFICIAL COLOR INFORMATION

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Reproduction of any logos or wordmarks is prohibited without the approval of Florida Atlantic University and Learfield Licensing Partners. For licensing information, please contact Learfield Licensing Partners at (516) 395-0676.
FAU's logo and work 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 should fall within the minimum clear zones. The clear zones must be one-fourth of the height of the logo itself.

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.

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

FAU logo imprint color should never be red or gold.

Institutional logos and spirit logos cannot be combined on the same item.
Earlier this year, FAU licensees took part in the Learfield Corporate Responsibility Annual Review. This Annual Review is aimed at providing the University with additional information and documentation regarding their licensees’ supply chains and manufacturing procedures so that the University can ensure that any merchandise bearing the FAU logos and marks is being produced under fair and ethical conditions and in accordance with the high standards of the University.

One hundred and fifty-five licensees took part in this Annual Review by completing a short questionnaire and providing details about their supply chain monitoring procedures and additional initiatives or programs they might have pursued in an effort to improve working conditions within their supply chain.

As our global economy and market expands, the importance of ensuring the products and merchandise we purchase and use are produced under fair and ethical working conditions continues to grow and Learfield and FAU remain committed to working with our licensees to increase awareness regarding the importance of responsible sourcing and manufacturing practices.

Questions?
Contact Cassie Shilito
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317-660-7147