ADDENDUM 2: Promotional Items

Items intended for promotional purposes (i.e., to be given away), which bear any University trademark, must be produced by an approved vendor holding a standard or restricted license (see www.fau.edu/branding for licensee information). These items must be purchased using a purchase order and shall adhere to the guidelines set forth in the Visual Standards Manual. University trademarks include, but are not limited to, all registered marks and the words/phrases: “Florida Atlantic University”, “Florida Atlantic University Owls”, “Florida Atlantic”, “Florida Atlantic Owls”, “FAU” and “FAU Owls.” The University shall have the right to disallow the production of any promotional item deemed inappropriate.

Examples include (but not limited to):
- Departmental Shirts
- Coffee Mugs
- Pens/Pencils
- Key Chains

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 University Communications at branding@fau.edu or 561.297.0096, before beginning the project, for additional information and guidance or if you have specific concerns about how these standards affect your project.