ADDENDUM 3: Retail Items

Items produced for resale (i.e., intended to be sold to the public), which bear any University trademark, must be produced by an approved vendor holding a standard license. All items produced for retail purposes must adhere to the guidelines set forth in the Visual Standards Manual including restrictions on allowable color combinations. The University shall have the right to disallow the production of any retail item deemed inappropriate.

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.