The graphic identity of each University-based center and program shall adhere to the guidelines set forth in the Visual Standards Manual. Logos for all new and existing University-based centers and programs must be created by University Communications prior to use. University-based centers and programs should contact University Communications for assistance in creating a compliant mark, which will be based on the University’s graphic identity.

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.