**Brand:** Florida Atlantic University Athletic  
**Current Date:** November 5, 2014

**NOTE:** The marks of Florida Atlantic University Athletic are controlled under a licensing program administered by Strategic Marketing Affiliates. Any use of these marks will require written approval from Strategic Marketing Affiliates.

### Colors:

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<th>Pantone</th>
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Never use fluorescent lights when color matching. When using CMYK builds match the PMS color not the CMYK.

Do not use a Pantone book older than 1 year to use for matching.

### Verbiage:

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

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

### General Information:

- **Location:** Boca Raton, FL
- **Mascot:** Owls
- **Established Date:** 1961
- **Conferences:** Conference USA  
  NCAA Division 1

### Additional Pertinent Information:

- University seal permitted on products for resale: **N/A**
- Alterations to seal permitted: **NO**
- Overlaying/intersecting graphics permitted w/ seal: **NO**
- University licenses consumables: **YES**
- University licenses health and beauty products: **YES**
- University permits numbers on products for resale: **YES**
- Mascot caricatures permitted: **YES**
- Cross licensing with other marks permitted: **YES**

* Only on commencement / convocation related items.

NO USE of current player’s names, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.

NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.

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Colors: Pantone

- PMS Black
- White
- PMS 295
- PMS 200
- PMS 877
- PMS 428

Madeira RA

- Black
- White
- 1242
- 1147
- 1010
- 2537

Full Color Secondary Athletic Marks

- FAUA-00037A
- FAUA-00043A
- FAUA-00049A
- FAUA-00050A
- FAUA-00057A
- FAUA-00067A

2 Color Secondary Athletic Marks

- FAUA-00043A
- FAUA-00049A
- FAUA-00050A
- FAUA-00057A
- FAUA-00067A

1 Color Secondary Athletic Marks

- FAUA-00055A
- FAUA-00056A
- FAUA-00056A
- FAUA-00056A
- FAUA-00066A

Word Mark Stacked

- FAUA-00037A
- FAUA-00037A
- FAUA-00037A
- FAUA-00040A
- FAUA-00040A

Helmet Mark

- FAUA-00061A
- FAUA-00061A
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