ADDENDUM 1: Web Standards

FAU’s presence on the Web is an extension of our brand identity and should be handled with the same careful consideration as with any printed material. All design and visual elements should be approved by the Office of University Communication.

All areas of FAU and anyone using the Florida Atlantic University name including departments, groups, clubs and student organizations must adhere to the Web branding standards of the University.

FAU uses a content management system (CMS) to unify the entire Web site. Web pages must be developed through the CMS. Any sites that cannot use CMS must provide written justification.

For questions and inquiries regarding web standards, contact Office of University Communications at 561.297.0096. Technical questions should be directed to www.fau.edu/oit.

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As with any project using the University identity, please contact the 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.

Version 3.0 (2/2013)
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

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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.

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ADDENDUM 4: Print Advertisements

All print advertisements must be approved by University Communications prior to being sent to their respective publications. An approved University mark must appear in the lower right-hand corner of the ad. The mark shall be no smaller than a measurement equal to 15% of the vertical dimension of the ad.

Contact University Communications at branding@fau.edu for assistance in conceptualization, design and placement of all advertising.

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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.

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Due to legislation providing for the Harriet L. Wilkes Honors College within Florida Atlantic University, the Honors College has a unique logo that incorporates elements of the University identity.

There are two formats for the logo which can be used in only two-color or one-color formats. Guidelines for use of the FAU marks apply in the use of the Honors College logo and are detailed in the Visual Standards Manual.

The following are guidelines specific to the Honors College logo:

- The Honors College mark should not be used in conjunction with the FAU mark as the University name is included in the Honors College mark.
- The “H” with the wave should never be used as a stand-alone element apart from the entire mark.
- The words “Honors College” (incorporating the “H” with the wave) should never be used as a stand-alone element apart from the entire mark.
The University has established an official lapel pin design for non-athletic purposes. No other University lapel pin shall be produced for retail or non-retail purposes without the approval of University Communications. Unit-specific lapel pins are allowed, but must be produced by a licensed vendor and approved by University Communications. Lapel pins bearing a University trademark must be produced using materials that adhere to the guidelines set forth in the Visual Standards Manual (e.g., yellow gold or brass are not allowable materials).

For information on obtaining a supply of University lapel pins, contact University Communications at branding@fau.edu.
University marks must appear on University vehicles according to the following guidelines:

**Vehicles for University Use:**
Cars bearing the University mark shall be white or silver and will bear the University mark in the center of the driver and front passenger doors only. The department/unit name may be displayed below the logo in the Optima typestyle. (Graphics on windows are not allowed.)

Pick-up trucks, SUVs, passenger vans and station wagons may additionally bear the University mark on the rear door of the vehicle. (Graphics on windows are not allowed.)

Box trucks and storage trailers shall bear the University mark on both sides and rear of the storage compartment.

**Vehicles for Athletics Use:**
NOTE: Only vehicles directly connected to the athletics department may bear the athletics mark unless otherwise approved by University Communications and Marketing.

Cars bearing the Athletics mark shall be white, dark blue or red and will display the athletics mark in the center of the driver and front passenger doors only. The individual sport name may be displayed below the logo in the FAU Bold typestyle. (Graphics on windows are not allowed.)

Pick-up trucks, SUVs, passenger vans and station wagons may additionally bear the athletics mark on the rear door of the vehicle. (Graphics on windows are not allowed.)

Box trucks and storage trailers shall bear the athletics mark on both sides and rear of the storage compartment.

**Vehicles for Special Use:**
For guidance regarding the use of graphics on special-use vehicles, such as boats, lifts, tractors, etc., please contact University Communications.

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ADDENDUM 11: Secondary Graphics

Secondary graphics are those elements used to communicate a marketing message in conjunction with the brand identity. While secondary graphics are sometimes effective, there is a risk of such graphics becoming so closely associated with the unit that they are perceived as a “logo.” The following guidelines are designed to avoid this confusion and protect the integrity of the University marks and apply to all communications including, but not limited to brochures, ads, websites, videos and promotional items.

Secondary graphics:
- Must be secondary (less prominent) to FAU logo
- May be used only in the presence of the FAU logo
- Cannot be treated as a logo by appending with text
- May be screened in the background as long as the FAU logo is not overlaid
- Cannot be used on letterhead or other stationery in any form
- Must be approved by University Communications before production commences

Example: The Christine E. Lynn College of Nursing’s Dance of Caring Persons

Example: The ACE graphic for the Adam’s Center for Entrepreneurship

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Campaign graphics are visual elements used to communicate a marketing message for a particular program or event in conjunction with the brand identity. While campaign graphics are sometimes an effective way to create consistency throughout a marketing campaign, they risk being mistaken for the official “brand.” The following guidelines are designed to avoid this confusion and protect the integrity of the University brand. The following guidelines apply to all communications including, but not limited to brochures, ads, websites, videos and promotional items.

Campaign graphics:
- May be used only in the presence of the FAU logo
- May be screened in the background as long as the FAU logo is not overlaid
- Cannot be used on letterhead or other stationery in any form
- Must be approved by University Communications before production
- A date must be incorporated into the campaign graphic

*Note: In certain circumstances a campaign graphic may be used without a date. A determination will be made on a case by case basis at the discretion of the Office of University Communications.

Example: The FAU Baseball 30th Anniversary campaign graphic

Example: The FAU Today and Wellness Center Triathlon graphic

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