**Visual Standards Quick Guide**

By Presidential Memorandum, the Florida Atlantic University marks must be used in a unified and consistent manner, strengthening the University brand. Listed below are 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 the Marketing and Creative Services Department at creativeservices@fau.edu or 561.297.3696, before beginning the project, for additional information and guidance or if you have specific concerns about how these standards affect your project. Further details on can be found in the *Visual Standards Manual* at www.fau.edu/branding.

### Primary Identity Colors

Color is one of the most important elements of the FAU visual identity. FAU Blue is the dominant color in all University communications. FAU Red is to be used as a complement to FAU Blue and should never be the dominant color. FAU Silver (and its nonmetallic alternative FAU Gray) may be used with FAU Blue and FAU Red as an accent only. Black (or white, when reversed out) may be used as a substitute on FAU logos if none of the official colors is available.

#### FAU Blue

- PANTONE 295
- CMYK: 100C - 78M - 26Y - 28K
- Web Safe: 003366
- RGB: 0R - 45G - 98B

#### FAU Red

- PANTONE 200
- CMYK: 20C - 100M - 81Y - 10K
- Web Safe: CC0000
- RGB: 193R - 4G - 53B

#### FAU Silver

- PANTONE 877
- No CMYK
- No Web/RGB Safe

#### FAU Gray

- PANTONE 428
- CMYK: 23C - 16M - 14Y - 0K
- Web Safe: CCCCCC
- RGB: 195R - 200G - 205B

### The FAU Seal

The seal is designed to function as a stamp of validation and not as a logo. Its use is highly restricted. For details on its use, see the *Visual Standards Manual* at www.fau.edu/branding.

### The FAU Logo

The logo must be used as supplied by the Marketing and Creative Services Department. The logos should never be taken from the website. The two-color logo is for use in publications printing in two or more colors and should be used on white or light backgrounds. The single-color version FAU Blue or FAU Gray can be used on darker backgrounds. All-black or all-white versions are allowed and must be supplied by Marketing and Creative Services at creativeservices@fau.edu or 561.297.3696.

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**For More Information:**

Contact Marketing and Creative Services at creativeservices@fau.edu or 561.297.3696.

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The FAU Initial Mark
For use only after the name of the University (or the logo version with the wording) has already been used prominently. Usage guidelines are the same as the logo (see previous page).

The FAU Wordmarks (with and without text)
The wordmarks, which combine the initial mark and different text treatments of “Florida Atlantic University” and/or department and college names follow the same usage guidelines as the logo (see previous page). Contact Marketing and Creative Services at creativeservices@fau.edu or 561.297.3696, for your college’s or department’s wordmark.

The Florida Atlantic Athletic Logos
The athletic logos can be used only with the approval of the Athletics Department at 561.297.2953, with one exception (see below).

The School Spirit Logos
University-sponsored school spirit and student activities organizations may use the logos, at right, in their materials.
The FAU Fonts

Two primary fonts complement our new logos. The first is Palatino, which is the typeface used for our University’s name in the seal and logo. The second primary font is Optima, which is the typeface used in the logo with type and wordmark with type variations.

Other clean, classic fonts (such as Times) are allowable for body copy, headlines, etc. For more information about appropriate fonts or font use, contact Marketing and Creative Services at creativeservices@fau.edu or 561.297.3696.

Clear Zones and Minimum Sizes

FAU logos should generally have at least a 1/2” clear space around them. FAU logos also have minimum allowable sizes. In general, logos should never appear smaller than 1”. Details can be found in the Visual Standards Manual available at www.fau.edu/branding.

Violations

At right and below, are a few examples of improper use of the FAU family of identity marks. If you have any questions, please contact Marketing and Creative Services at creativeservices@fau.edu or 561.297.3696.