

**FAU**  

---

**MARKETING AND  
CREATIVE SERVICES**  
Florida Atlantic University

FAU is proud to provide the **50th Anniversary campaign graphic** for your use. Please follow all of the guidelines below pertaining to the use of the graphic.

To obtain a copy of the graphic for use in print or online materials, send your requests to [wplate@fau.edu](mailto:wplate@fau.edu) or [mreno@fau.edu](mailto:mreno@fau.edu). When contacting us, explain how the graphic will be used and what file format you need for your particular purpose. This will ensure that we provide you with the best format for your needs. If you require further explanation, contact Bill Plate at [wplate@fau.edu](mailto:wplate@fau.edu) or Crystal Bacchus at [cbacchus@fau.edu](mailto:cbacchus@fau.edu).

Use of the 50th Anniversary campaign graphic must comply with Addendum 12 of the University [Visual Standards Manual](#).

All materials, including print and electronic communications, must be approved prior to dissemination. Please send files via email to [wplate@fau.edu](mailto:wplate@fau.edu). You will receive a response in 24-48 hours.

For more information on the approval process, visit our [website](#).

## 50th Anniversary Campaign Graphic

Below are the acceptable forms of the 50th Anniversary campaign graphic. Please provide this information to your graphics or printing representative.

### Color



**FAU Blue**

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

### Grayscale



**FAU Red**

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

# FAU

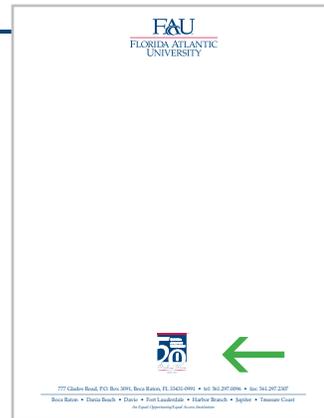
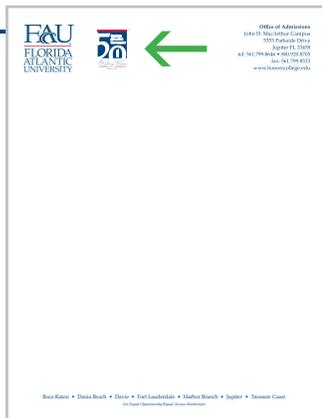
## MARKETING AND CREATIVE SERVICES

Florida Atlantic University

### Letterhead

- When using the 50th Anniversary campaign graphic on pre-printed FAU stationery or on electronic FAU stationery the graphic should be positioned as shown, at right.

To obtain the electronic letterhead or to print envelopes call 7-1352 or email [mreno@fau.edu](mailto:mreno@fau.edu)



### Additional Guidelines

- The 50th Anniversary campaign graphic should be reproduced only from official files obtained from the Marketing and Creative Services department.
- If enlarged or reduced, the relative proportions of each component of the design must remain unchanged.



- The graphic may not be used in conjunction with any other elements, such as other logos or words, in such a way that these elements could be interpreted as being part of the design. If a line of lettering is to be placed above or beside the graphic, it must not be within 0.5" on all sides.



- The graphic should always include a white background and border. It should not be placed on a background color without using the white background and border.



**FAU**  

---

**MARKETING AND  
CREATIVE SERVICES**  
Florida Atlantic University

- Do not reduce the graphic size to smaller than 0.5" height, proportioned for width. The graphic will be illegible at any smaller size. Ensure the graphic always prints plainly and clearly.
- Never reproduce the graphic in colors other than those specified.
- The graphic should not be flipped or placed on a diagonal or horizontal axis.
- Do not remove or cover up for the trademark (™) symbol on this graphic.



## Vending Permission

---

Written permission from the Marketing and Creative Services department must be received before vendors may produce any item using the 50th Anniversary campaign graphic. The graphic may not be used for commercial purposes unless otherwise approved.

## Text to Accompany 50th Anniversary Campaign Graphic (optional)

---

Florida Atlantic University Celebrates 50th Anniversary  
1961-2011

Florida Atlantic University moved from idea to reality when the 1961 Florida Legislature passed a bill allocating \$100,000 to establish the state's fifth public university in Boca Raton. Local boosters, led by banker Tom Fleming, conducted a fundraising campaign under the rallying cry of "Open the Door in '64." The campaign was a success, and FAU welcomed its founding class of 867 students in the fall of 1964. The keynote speaker at the dedication ceremony was President Lyndon Johnson, who called for "a new revolution in education" that would offer opportunity to all Americans.

---