### Florida Atlantic University

**Current Revision Date: 07/06/23**

<table>
<thead>
<tr>
<th>Established:</th>
<th>Boca Raton, FL</th>
<th>Nickname:</th>
<th>Owls</th>
<th>Conference:</th>
<th>American Athletic</th>
</tr>
</thead>
</table>

**Mascot Name:** Owlsley

**Logo Name:**
- Owlsley®
- Florida Atlantic Owls™
- Florida Atlantic®
- Florida Atlantic Owls®
- Unbridled Ambition®
- Florida Atlantic®

**Note:** General verbiage will not need to carry a trademark designation when used in conjunction with Florida Atlantic University mark.

### Color Specifications

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>Madeira Rayon</th>
<th>RA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue</td>
<td>CMYK: 0, 51, 102</td>
<td>RGB: 0, 255, 191</td>
<td>1010</td>
<td>2342</td>
</tr>
<tr>
<td>Red</td>
<td>CMYK: 78, 0, 20</td>
<td>RGB: 255, 0, 204</td>
<td>1147</td>
<td>2472</td>
</tr>
<tr>
<td>Metallic Silver</td>
<td>CMYK: 17, 17, 17</td>
<td>RGB: 255, 255, 255</td>
<td>1242</td>
<td>2609</td>
</tr>
<tr>
<td>Gray</td>
<td>CMYK: 0, 0, 0</td>
<td>RGB: 255, 255, 255</td>
<td>1147</td>
<td>2472</td>
</tr>
<tr>
<td>White</td>
<td>CMYK: 0, 0, 0</td>
<td>RGB: 255, 255, 255</td>
<td>1001</td>
<td>2342</td>
</tr>
<tr>
<td>Black</td>
<td>CMYK: 0, 0, 0</td>
<td>RGB: 0, 0, 0</td>
<td>1000</td>
<td>2296</td>
</tr>
</tbody>
</table>

Approved University colors or the *PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.*

### Marking Options

#### Primary Marks

- **Full Color**
- **Two Color**
- **One Color**

#### Word Marks Stacked

- **Florida Atlantic**

#### Helmet Marks

- **Florida Atlantic**

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**Note:** The marks of Florida Atlantic University are controlled under a licensing program administered by Collegiate Licensing Company. Any use of these marks will require written approval from CLC.
## Florida Atlantic University

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### Athletic Font

```
ABCD EFGHI
JKL MNOPQ
RSTUVWXYZ
0123456789
```

For access to the font files, please contact branddevelopment@fau.edu.

### Florida Marks

<table>
<thead>
<tr>
<th>19</th>
<th>20</th>
<th>21</th>
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</thead>
<tbody>
<tr>
<td>PANTONE 300 C</td>
<td>PANTONE 466 C</td>
<td>PANTONE 469 C</td>
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</tbody>
</table>

### Mascot Marks

### Winning in Paradise Mark

### Kids Club Marks

<table>
<thead>
<tr>
<th>25</th>
<th>26</th>
<th>27</th>
<th>28</th>
</tr>
</thead>
<tbody>
<tr>
<td>I Heart Florida Atlantic</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

For access to the font files, please contact branddevelopment@fau.edu.

### Florida Atlantic University requires royalties if:

- The product is for resale;
- The product promotes a specific event for which a fee is charged or requires a financial transaction;
- The name, mark, or logo of a third party is used with a Florida Atlantic University Trademark; or
- The product is being resold by members of the University community, items for fundraisers, items for giveaways, gifts, including without limitation, registered student organizations and other affiliated organizations.

* Activities or products that include the use of commercial entities names or logos on them will generally be assessed a higher royalty.

### ADDITIONAL PERTINENT INFORMATION

- University licenses consumables (must have expiration date on packaging).
- University licenses health and beauty products.
- University permits numbers on products for resale.
- Mascot caricatures permitted.
- Cross licensing with other marks may be permitted with an additional agreement.

- Any and all uses of the names, images, likeness and/or numbers of Florida Atlantic University student-athletes must comply with university policies and applicable NCAA regulations.
- NO references to alcohol, drugs, or tobacco related products may be used in conjunction with University Trademarks - logos, symbols, indicia, insignia, trade names, service marks, and trademarks (collectively “Florida Atlantic University Trademarks”).

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To request department and specialty marks not listed on the art sheet, please contact FAU Creative Services Department at cbacchus@fau.edu.

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