



F L O R I D A A T L A N T I C U N I V E R S I T Y

VISUAL STANDARDS AND MESSAGING MANUAL

Updated January 2024

To the University Community:

One of the goals outlined in Florida Atlantic's strategic plan is to build a brand with a national reputation for excellence. Florida Atlantic is well on its way to becoming one of the nation's top public universities, and it is important that we continue to adhere to a branding campaign in order to maintain a strong identity.

As a member of the FAU team, you share the responsibility of representing the University on a local, national, and global level. To that end, we have provided this Visual Standards and Messaging Manual, which contains guidelines that must be followed to ensure that FAU has a clear and consistent identity in the public arena.

Any and all use of the University name or marks must be in accordance with the guidelines specified in this manual. Usage also must be approved by the Division of Public Affairs, which is charged with ensuring that University messages are conveyed in a unified voice, further strengthening our brand.

Your cooperation is expected and appreciated.

Sincerely,

A handwritten signature in black ink, appearing to read 'Stacy Volnick', with a long horizontal flourish extending to the right.

Stacy Volnick, Ph. D.
President
Florida Atlantic University

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THE FLORIDA ATLANTIC BRAND

Who we are

How we present ourselves

The Florida Atlantic Brand

Our brand promises and position inform how we tell our story.

PROMISES

What we offer

+

POSITION

How we differ from our competitors

Brand Promises



Tools for Success in Higher Education and Life



A Transformative Education in a Sub-Tropical Climate



Diversity in Environment, Experiences and Engagement



A Focus on Innovative Research, Scholarship and Public Service

Brand Position

Florida Atlantic University offers a transformative education that prepares students for success in a rapidly changing world. Through cutting-edge research, the University tackles some of humanity's most challenging problems, addressing issues that impact Florida, our nation and beyond.

An ambitious strategic plan reflects an institution focused on continuous improvement and determined to propel itself to the forefront of higher education. Through the coexistence of access and excellence, FAU disrupts traditional academia and embodies an innovative model where not only does everyone succeed, but research and scholarship thrive.

Telling Our Story

Every brand has a personality that is born of its position and promises.

The **voice** and **tone** used in our content is how we convey Florida Atlantic's brand personality verbally. The creative is the visual and emotional translation of the position and personality of the brand.

Our Voice

Our voice creates consistency in how Florida Atlantic content is delivered. These words should inform the tone in your messaging and content choices:

AMBITION

DIVERSITY

OPPORTUNITY

COASTAL

EXCEPTIONAL

am•bi•tion

Florida Atlantic is an energetic and dynamic institution dedicated to continuous improvement. We are creative, bold and ready to take on the world.

SUPPORTING EXAMPLES

- Rapidly improving academic progress and graduation rates
- FAU has doubled research expenditures in just five years
- Research pillars address issues that will impact our nation and humankind
- Research and business programs that encourage an entrepreneurial spirit
- Climbing *U.S. News & World Report* rankings

di•ver•si•ty

More than half of our students are minority or international, making Florida Atlantic the most diverse public university in Florida. We believe a varied collection of thoughts enriches the academic experiences of our students.

SUPPORTING EXAMPLES

- Hispanic Serving Institution
- #1 most diverse school in SUS
- A student body that mirrors Florida's demographics
- Programing that prepares students for a diverse and global workforce

op•por•tu•ni•ty

Florida Atlantic excels at bringing higher education to underserved and underrepresented communities. Award-winning programs provide students with the tools to turn their dreams into a reality and ensure that everyone succeeds.

SUPPORTING EXAMPLES

- No achievement gap – At FAU, Pell-eligible students, first-generation students, African-American students and Hispanic students all outpace the university's overall retention and graduation rates, eliminating the historical achievement gaps between minority and white students.
- #26 in U.S. for social mobility (*U.S. News & World Report*)
- Award-winning peer mentoring, advising and career guidance
- Award-winning undergraduate research program

coast•al

In everything we do, the strength and vastness of the Atlantic serves as inspiration. Spanning 110 miles of Southeast Florida's coast, Florida Atlantic embraces its surrounding environment through both research and campus culture.

SUPPORTING EXAMPLES

- Harbor Branch Oceanographic Institute
- Ocean Engineering Programs
- Marine Science Research
- Coastal Resilience and Environmental Science

ex•cep•tion•al

From its inception, Florida Atlantic was envisioned as the first of a new breed of American universities that would invent new and better ways of making higher education available to those who sought it. That revolutionary thinking continues to fuel our progress forward.

SUPPORTING EXAMPLES

- Artificial Intelligence and Data Analysis
- Novel research partnerships with Max Plank and Scripps
- Wilkes Honors College

VOICE AND TONE GUIDANCE

- ✔ **Aim to Inspire**
Use motivating and impactful language to convey the University's optimistic outlook and determination to go further.
- ✔ **Be Direct**
Use clear and simple language to get your point across.
- ✔ **Be Confident**
Celebrate Florida Atlantic's strengths and success. Support your message with facts.
- ✔ **Draw Connections**
Demonstrate how your college or unit positively impacts our community and the world.

OUR VOICE IS **NOT**

Generic

Don't just force the latest marketing campaign tagline into your copy. Use phrases that make sense for your purpose and audience.

Corporate

Choose clear, simple language. Avoid jargon that only a handful of people will understand.

Punny

We're more authentic and imaginative than owl rhymes or puns.

VISUAL BRAND

How we consistently identify
ourselves

Usage do's and don'ts



FLORIDA ATLANTIC LOGO

The **logo** represents the University. It identifies the University on everything from stationery to vehicles, and its use is governed by the guidelines in this manual.



The Florida Atlantic University logo features a depiction of a burrowing owl, which is a small, ground-dwelling owl with a round head, prominent eyebrows and no ear tufts. They have yellow eyes and long legs and are easy to see because they are often active in daylight and are bold and approachable. Florida Atlantic's Boca Raton campus was designated as a

burrowing owl sanctuary in 1971 by the National Audubon Society. The owls nest here because there are not many predators, near the Boca Raton airport. The feisty bird, traditionally associated with wisdom and determination, serves as the University mascot.

In addition to the logo, different configurations are available. Acceptable variations are shown here.

There should never be a deviation from the proportions and layouts shown on this page.

Please address any questions to the Division of Public Affairs at branding@fau.edu or 561.297.0096.



STACKED CENTERED VERSION



STACKED LEFT-JUSTIFIED VERSION



CENTERED VERSION



LEFT-JUSTIFIED VERSION



STACKED CENTERED SHORT VERSION



STACKED LEFT-JUSTIFIED SHORT VERSION



CENTERED SHORT VERSION



LEFT-JUSTIFIED SHORT VERSION

The University mark can be customized for schools, colleges or administrative units/departments. This allows schools, colleges and departments to have their own logos within Florida Atlantic's visual identity. Examples are shown here.

All custom FAU logos must be created by the Division of Public Affairs.

Contact the Division of Public Affairs at branding@fau.edu or 561.297.0096 to request a custom school or department logo.



FLORIDA ATLANTIC UNIVERSITY

College of Education



FLORIDA ATLANTIC UNIVERSITY

Alumni Association

The Florida Atlantic logo has set color variations. This page shows the only permissible logo colors.

- **First preference:** Full-color logo
- **Second preference:** FAU Blue (when it's not possible to use the full-color version)
- **Third preference:** All-black, gray, silver or white (when any of the color versions are not possible)

These guidelines apply to all logo variations and all custom logos for schools, colleges and departments.

The University logo should never appear in any colors other than full color (gray, blue and red), blue, black, white or gray/silver. When the logo is used in one color, the line should also be that color.



TWO-COLOR
for white or light backgrounds



FAU BLUE
for white or light backgrounds



BLACK, GRAY/SILVER
for white or light backgrounds



WHITE, GRAY/SILVER
for dark backgrounds

The University logos have established clear zones. These are intended to maintain the logo's integrity and avoid visual confusion. No other type or graphic element (including folds, trims, or edges) should fall within the minimum clear zones shown.



For the university logo, the clear zone equals the height of the owl head



For all of the departmental marks, the clear zone equals height of the owl head

The owl head logo is the **preferred mark to represent FAU**.

- **First preference:** Full- or two-color spirit logo
- **Second preference:** FAU Blue (when it's not possible to use the full- or two-color versions)
- **Third preference:** Black or white (when any of the colored versions are not possible)

The logo should **never** appear in any colors other than those shown on this page.

FULL-COLOR SPIRIT LOGO:



TWO-COLOR:



FAU BLUE:



BLACK:



WHITE:



The Florida Atlantic logo mark has an established clear zone. These are intended to maintain the logo's integrity and avoid visual confusion. No other type or graphic element (including folds, trims, or edges) should fall within the minimum clear zones shown.



The clear zone equals one-third the height of the logo

Each of the FAU logos has a minimum allowable size. In order to ensure clear reproduction and legibility, the marks may not be used at any smaller size than what's shown on this page. The art should be used at these minimum sizes only when necessary.

Please address any questions to the Division of Public Affairs at branding@fau.edu or 561.297.0096.

MINIMUM SIZES FOR FAU LOGOS:



MINIMUM SIZES FOR DEPARTMENT MARKS:

Departmental mark minimum sizes are all based on the minimum size of the University name within the art.





FLORIDA ATLANTIC SEAL

The **lamp of knowledge** represents our commitment to academic excellence.

The **sea of waves** symbolizes the word “Atlantic” in our name and the important role the ocean plays in the life of the FAU community—from research to recreation.

The radiating **rays of light** above the lamp of knowledge represent the energy and excitement emanating from our campuses as we move into the future. The rays also depict the sun—and our “Sunshine State.”

RESTRICTED USE! The Florida Atlantic University seal is to be used only for official business of the University. Like other institutional seals, it is designed to function as a stamp of validation and not as a logo.

See the following page for a list of approved and non-approved seal uses.

APPROVED SEAL USE

Diplomas

Academic Certificates (must have signature of Dean, Provost, or President)

Honorary Degrees

Official Documents:

- Letters of certification
- Transcripts
- Resolutions
- Grant applications/requests
- Course catalogs

Legal Documents:

- Contracts
- MOUs

Commencement/Convocation-Related Items:

- Banners
- Sashes
- Regalia
- Class rings
- Graduation diploma frames
- Podium signs

University flags

Pre-approved gifts (not for resale)

Letterheads specific for the:

- President
- Provost
- BOT members

(To be used when the letter is signed by the President, Provost, BOT member; not for use by staff members of each office.)

EXAMPLES OF NON-APPROVED SEAL USE

Business cards

Stationery other than letterhead

Signage

PowerPoint presentations

(PowerPoint presentations made to the BOT or the BOG may display the seal.)

Ads (print, web, or television)

Merchandise available for sale

Web sites

Podium signs

(except at commencement and convocation)

Videos

Printed material:

- Brochures
- Magazines
- Newsletters, etc.

Please address any questions to the Division of Public Affairs at branding@fau.edu or 561.297.0096.



Our primary colors are **FAU Blue** and **FAU Red**. FAU Blue should be the dominant color in all University communications. FAU Red can be used as a complement to FAU Blue.

- **Blue:** wisdom, trust, Atlantic
- **Red:** boldness, vibrancy, spirit

Additional identity colors are **FAU Silver** (metallic) and **FAU Gray** (non-metallic). FAU Silver is always preferred, but at times when a metallic ink is not practical or possible, FAU Gray may be substituted.

- **Silver:** dignity, illumination
- **Gray:** formal, intelligence

Please address any questions to the Division of Public Affairs at branding@fau.edu or 561.297.0096.



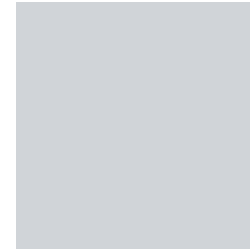
FAU BLUE
 PANTONE 295
 CMYK: 100C - 78M - 26Y - 28K
 WEB SAFE/RGB: 003366



FAU RED
 PANTONE 200
 CMYK: 20C - 100M - 81Y - 10K
 WEB SAFE/RGB: CC0000



FAU SILVER
 PANTONE 877
 NO CMYK
 NO WEB SAFE/RGB



FAU GRAY
 PANTONE 428
 CMYK: 23C - 16M - 14Y - 0K
 WEB SAFE/RGB: CCCCCC

Color is one of the most important elements of FAU’s visual identity. **The FAU colors on this page are the only official and approved identity colors.**

When designing various collateral, refer to colors in these secondary palettes as suggested complements (accents) to the primary identity colors.

Communication pieces should always be dominated by the **primary identity colors**, and these secondary colors should be less dominant accents.

Please address any questions to the Division of Public Affairs at branding@fau.edu or 561.297.0096.

SECONDARY PALETTE



OCEAN BLUE
PANTONE 7689
CMYK: 95C - 35M - 0Y - 0K
WEB SAFE/RGB: 0085CA



BRIGHT GREEN
PANTONE 361
CMYK: 75C - 0M - 100Y - 0K
WEB SAFE/RGB: 39B54A



PURPLE
PANTONE 266
CMYK: 70C - 88M - 4Y - 0K
WEB SAFE/RGB: 6C4395



SLATE GRAY
PANTONE 5425
CMYK: 56C - 32M - 24Y - 0K
WEB SAFE/RGB: 7B98AB

Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890!?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890!?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890!?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890!?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890!?

Application: All-purpose use. Headlines, body copy. Can be used for both web and print.

Variants: Five weights (Light, Roman, Medium, Heavy, Black) in upright and italic styles.

The Avenir family is a clean, friendly, highly readable sans serif. It is extremely versatile—usable for both print and digital applications, and able to convey informal and playful messaging as well as formal and conservative.

ALTERNATIVES: Arial, Helvetica, Century Gothic

Owls Collegiate

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890!?

Application: Mainly for athletic applications.

Variants: Two weights, no italics.

Obtaining: Contact the Division of Public Affairs at branding@fau.edu or 561.297.0096.

Owls Collegiate

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890!?


The Owls Collegiate Font Family is a proprietary typeface created for Florida Atlantic university. The font can be used to create a consistent look for university merchandise and publications.

ALTERNATIVES: Athletico

To maintain design integrity and maximize each mark's effectiveness as an identifier, it is mandatory that all marks be applied as indicated in this manual **without modification**. The marks are not to be altered in any way.

Some examples of unacceptable uses of the University marks are shown on this page. This list is not exhaustive.

Please address any questions to the Division of Public Affairs at branding@fau.edu or 561.297.0096

<p>Do not use unapproved color combinations</p>  <p>⊘</p>	<p>Do not use discontinued marks</p>  <p>⊘</p>	<p>Do not change typefaces</p>  <p>⊘</p>
<p>Do not turn the logo vertically</p>  <p>⊘</p>	<p>Do not resize individual elements</p>  <p>⊘</p>	<p>Do not reproportion</p>  <p>⊘</p>
<p>Do not realign typography</p>  <p>⊘</p>	<p>Do not add shapes</p>  <p>⊘</p>	<p>Do not use the art in the center of the seal alone</p>  <p>⊘</p>

APPLICATIONS

Our brand in action

Items intended for promotional purposes (i.e., to be given away), which bear any University trademark, **must be produced by an approved licensee** (see fau.edu/otlm for licensee information). These items must be purchased using a purchase order and shall adhere to the guidelines set forth in this manual.

The University shall have the right to disallow the production of any promotional item deemed inappropriate.

Please address any questions to the Division of Public Affairs at branddevelopment@fau.edu or 561.297.1665



Items produced for resale (i.e., intended to be sold to the public), which bear any University trademark, must be produced by an approved licensee (see fau.edu/otlm for licensee information).

All items produced for retail purposes must adhere to the guidelines set forth in the Visual Standards Manual including restrictions on allowable logo color combinations.

The University shall have the right to disallow the production of any retail item deemed inappropriate.

Please address any questions to the Division of Public Affairs at branddevelopment@fau.edu or 561.297.1665



Vehicles for University Use:

- Cars bearing the University mark must be white or silver (except when applying a full vehicle wrap)
- The mark must be 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
- Pick-up trucks, SUVs, passenger vans, and station wagons may additionally bear the University mark on the rear door of the vehicle
- Box trucks and storage trailers shall bear the University mark on both sides and rear of the storage compartment
- Graphics on windows are not allowed

Vehicles for Athletics Use:

NOTE: Only vehicles directly connected to the athletics department may bear the athletics mark unless otherwise approved by the Division of Public Affairs.

- Cars bearing the athletics mark must be white, dark blue or red (except when applying a full vehicle wrap) 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
- Pick-up trucks, SUVs, passenger vans, and station wagons may additionally bear the athletics mark on the rear door of the vehicle
- Box trucks and storage trailers shall bear the athletics mark on both sides and rear of the storage compartment
- Graphics on windows are not allowed

Vehicles for Special Use:

For guidance regarding the use of graphics on special-use vehicles, such as boats, lifts, tractors, etc., please contact the Division of Public Affairs.

Please address any questions to the Division of Public Affairs at branding@fau.edu or 561.297.0096





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Boca Raton Campus
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Boca Raton, FL 33431
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An Equal Opportunity/Equal Access Institution

FAU letterhead is available for download at fau.edu/public-affairs/branding/downloads. This is a Microsoft Word document that you can type into and send digitally. For printed copies of stationery, contact the Procurement Department.

Please address any questions to the Division of Public Affairs at branding@fau.edu or 561.297.0096

When choosing images, keep in mind these concepts that embody Florida Atlantic from a photographic standpoint. Choosing images that fit these concepts will maintain a cohesiveness and unity across FAU materials.

FAU units are encouraged to use university photography rather than stock images, whenever possible. Find our photography collection at fau.tandemvault.com.

Sunny Optimism
 Natural-looking, energetic shots of positive people in action. Colorful, bright images that reflect the mood and environment surrounding FAU.



Curiosity and Innovation
 Images of students and researchers immersed in their work. Shots that highlight the opportunity to learn through experience.

Quiet Confidence

Shots that portray a confident individual who is secure in their abilities and ready to take on the world. Reflects the ambition and drive inherent in FAU Owls.



Exploration

Bold images of students interacting with the world through research, career or philanthropy. Powerful shots of students engaging with the South Florida environment that depict a desire to impact the world around us.



Any video being used to display or convey information about Florida Atlantic University, its programs, activities, colleges, departments, etc. must adhere to the following guidelines.

1. All video content must be approved by the Division of Public Affairs. Please allow 24-48 hours for review.
 - Consulting with the Division of Public Affairs prior to production may save time in post-production revisions.

2. Use of the FAU visual image (logos, colors, fonts, images, etc.) must be in compliance with the Visual Standards Manual.
3. On-screen text must abide by the Visual Standards Manual and the Editorial Style Guide.

4. All videos must end with a graphic containing an FAU mark (Image A).
5. All videos must be transcribed, and captions must be available (as well as other formats if requested) (Image B).

Please address any questions to the Division of Public Affairs at marketing@fau.edu or 561.297.3025.



IMAGE A



IMAGE B

Secondary graphics are visual 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.

Please address any questions to the Division of Public Affairs at branding@fau.edu or 561.297.0096

Secondary Graphics:

- **Must be secondary to (less prominent than) 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 adhere to guidelines set forth in the Visual Standards Manual**
- **Must be approved by the Division of Public Affairs before production commences**



EXAMPLE:
The Caducee Symbol for the College of Medicine



EXAMPLE:
The red heart for the Florida Atlantic Giving Day initiative

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. These guidelines apply to all communications including, but not limited to, brochures, ads, websites, videos, and promotional items.

Please address any questions to the Division of Public Affairs at branding@fau.edu or 561.297.0096

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 adhere to guidelines set forth in the Visual Standards Manual
- Must be approved by the Division of Public Affairs before production
- A date* must be incorporated into the campaign graphic

**Note: In certain rare 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 Division of Public Affairs.*



| 2024 | *President’s Gala* |
FLORIDA ATLANTIC UNIVERSITY

EXAMPLE:
2024 President’s Gala graphic



EXAMPLE:
Florida Atlantic University
60th Anniversary graphic



FLORIDA ATLANTIC UNIVERSITY

College of Education

PARTNER LOGO

Partnerships established (contractually) between university entities and outside establishments should be represented using the predetermined layout displayed on this page.

Partnership Mark Layout

The FAU logo should be placed on the left hand side of the graphic and the outside establishment mark should be placed on the right hand side. The two marks should be separated by a vertical grey line.

Please address any questions to the Division of Public Affairs at branding@fau.edu or 561.297.0096

RESOURCES

Find helpful downloads at
fau.edu/public-affairs/branding

- Logo downloads
- Stationery downloads
- Publication template downloads

Find our FAU photography
collection at
fau.tandemvault.com

QUESTIONS/ CONTACT

Division of Public Affairs

Creative Services

561.297.0096

branding@fau.edu

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**Brand Development,
Licensing & Marketing**

561.297.1665

branddevelopment@fau.edu