



Florida Atlantic University

Current Revision Date: 09/17/20

Established: 1961

Location: Boca Raton, FL

Nickname: Owls

Mascot Name: Owlsley the Owl

Conference: Conference USA

Verbiage

Florida Atlantic University®
Florida Atlantic University
Owls™
Florida Atlantic®
Florida Atlantic Owls®
FAU®

FAU Owls®
Unbridled Ambition®
Owlsley®

designation when used
in conjunction with
Florida Atlantic
University mark.

Note: General verbiage will not need to carry a trademark

Blue	Red	Metallic Silver	Gray	White	Black
PANTONE 295 C CMYK: 100, 78, 26, 28 RGB: 0, 51, 102 MADEIRA Rayon: 1242 RA: 2609	PANTONE 200 C CMYK: 20, 100, 81, 10 RGB: 204, 0, 0 MADEIRA Rayon: 1147 RA: 2472	PANTONE 877 C	PANTONE 428 C CMYK: 23, 16, 14, 0 RGB: 204, 204, 204 MADEIRA Rayon: 1010 RA: 2537	White CMYK: 0, 0, 0, 0 RGB: 255, 255, 255 MADEIRA Rayon: 1001 RA: 2342	PANTONE Process Black C CMYK: 0, 0, 0, 100 RGB: 0, 0, 0 MADEIRA Rayon: 1000 RA: 2296

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.

Institutional Marks

FAU-00001A



FAU-00002A



FAU-00003A



FAU-00019A



FAU-00020A



FAU-00021A



FAU-00007A



FAU-00008A



FAU-00009A



FAU-00025A

FAU-00013A



FAU-00014A



FAU-00015A



FAU-00026A

FAU-00027A





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Spirit Marks

Primary Athletic Mark

FAU-00049A



Full Color

FAU-00050A



FAU-00055A



Two Color

FAU-00056A



FAU-00061A



One Color

FAU-00062A



Secondary Athletic Mark

FAU-00067A



Full Color

FAU-00068A



FAU-00073A



Two Color

FAU-00074A



FAU-00079A



One Color

FAU-00080A



Additional Option

FAU-00031A



Full Color

FAU-00032A



FAU-00037A



Two Color

FAU-00038A



FAU-00043A



One Color

FAU-00044A



Heart Marks

FAU-00085A



FAU-00086A



Mascot Marks

PANTONE 300 C

FAU-00098A



PANTONE 466 C

PANTONE 469 C

FAU-00099A





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Word Marks Stacked

FAUA-00055A



FAUA-00056A



FAUA-00057A



FAUA-00058A



FAUA-00059A



FAUA-00060A



Helmet Marks

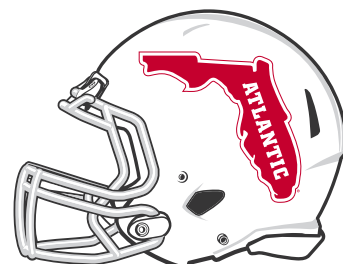
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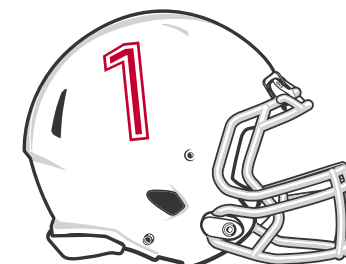
FAUA-00062A



FAUA-00063A



FAUA-00064A



FAUA-00065A



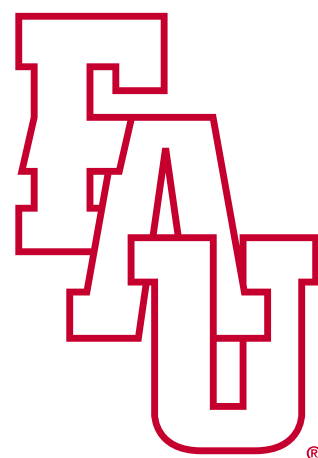
FAUA-00066A



Baseball Use Only

Note: Logos restricted to baseball caps and apparel only.

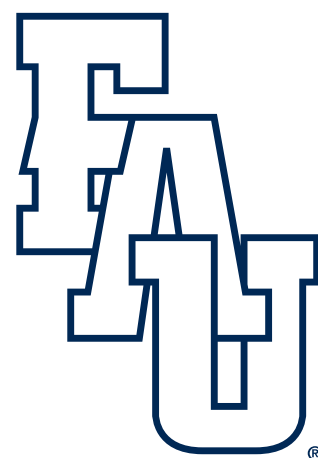
FAUA-00073A



FAUA-00074A



FAUA-00075A



FAUA-00076A





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Athletic Font

FAUA-00085A

**ABCDEFGHI
JKLMNOPQ
RSTUVWXYZ
0123456789**

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

Florida Marks

FAU-00092A



FAU-00093A



Patriotic Mark

PANTONE 288 C

PANTONE 7621 C

FAU-00110A



Note: Restricted for special occasions (Memorial Day, July 4, Labor Day, Veterans Day, etc.) and

Winning in Paradise Mark

FAU-00111A



Note: Restricted for Athletics and retail.

Kids Club Marks

FAU-00094A



FAU-00095A



FAU-00102A



FAU-00103A



FAU-00106A



FAU-00107A



FAU-00108A



FAU-00109A



Florida Atlantic University requires royalties if:

- The product promotes a specific event for which a fee is charged (12% royalty);
- The product is being resold by members of the University community, including with- out limitation, registered student organizations and other affiliated organizations (12% royalty); or
- The name, mark, or logo of a third party is used with a Florida Atlantic University trade- mark (14% royalty).
- The product is being resold by members of the University community, including without limitation, registered student organizations and other affiliated organizations.

*Activities or products that include the use of commercial entities names

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

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.

- No use of current players' name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.
- For more information on FAU's visual standards, please reference the Visual Standard Manual which is located in the "Other Information" section of Logos on Demand.