



# Florida Atlantic University

Current Revision Date: 01/02/24

## Verbiage

Florida Atlantic University®  
Florida Atlantic University Owls™  
Florida Atlantic®  
Florida Atlantic Owls®  
Unbridled Ambition®  
Owlsley®

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

**Established:** 1961

**Location:** Boca Raton, FL

**Nickname:** Owls

**Mascot Name:** Owlsley

**Conference:** American Athletic

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

## Primary Marks



## Word Marks



## Athletic Word Marks





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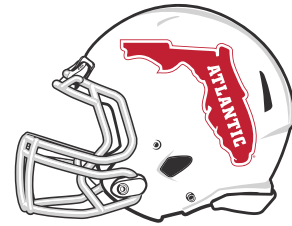
## Helmet Marks



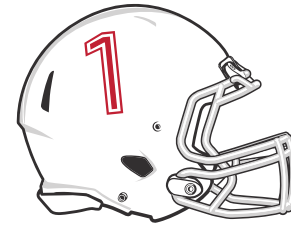
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## Collegiate Font

ABCDEFGHIJ  
KLMNOPQ  
RSTUVWXYZ  
0123456789

24

For access to the font files, please contact [branddevelopment@fau.edu](mailto:branddevelopment@fau.edu)

## Florida Marks



25



26

## Mascot Marks

PANTONE 300 C

PANTONE 466 C

PANTONE 469 C



27



28

## Winning in Paradise Mark



29

Note: Restricted for Athletics and retail.

## I Heart Florida Atlantic



30



31



32



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## Kids Club Marks



34



35

## Owl Script Marks



36



37

- Florida Atlantic University requires royalties if:**
- The product is for resale;
  - 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.
  - The product promotes a specific event for which a fee is charged or requires a financial transaction;

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

To request department and specialty marks not listed on the art sheet, please contact Florida Atlantic University Creative Services Department at [cbacchus@fau.edu](mailto: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.

- 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").