



# Florida Atlantic University

Current Revision Date: 03/07/24

**Established:** 1961

**Location:** Boca Raton, FL

**Nickname:** Owls

**Mascot Name:** Owlsley

**Conference:** American Athletic

## Verbiage

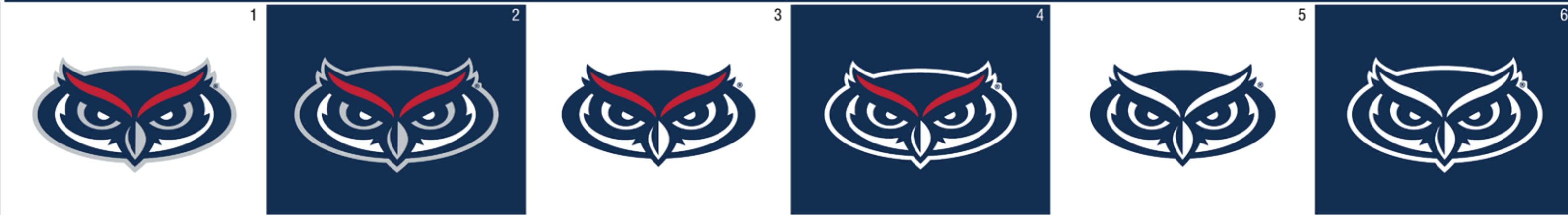
Florida Atlantic University®  
Florida Atlantic University Owls™  
Florida Atlantic®  
Florida Atlantic Owls®  
Unbridled Ambition®  
Owlsley®

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

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

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## Primary Marks



## Athletic Word Marks



























## University Wordmarks











## University Wordmarks (Cont.)

18 	19 	20 	21 
22 	23 	24 	25 
26 	27 	28 	29 
30 	31 	32 	33 
34 	35 	36 	37 
38 	39 	40 	41 

## Helmet Marks

42 	43 	44 	45 	46 	47 
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## Owl Script Marks



## Kids Club Marks



## I Heart Florida Atlantic Marks



## Collegiate Font

ABCDEFGHIJ  
KLMNOPQ  
RSTUVWXYZ  
0123456789

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

## Mascot Marks

PANTONE 300 C

PANTONE 466 C

PANTONE 469 C



## Florida Marks

Note: Restricted for athletics and retail use



## Winning in Paradise Mark

Note: Restricted for Athletics and retail.



- 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;

To request department and specialty marks not listed on the art sheet, please contact FAU 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").