



CHARLES E. SCHMIDT COLLEGE OF MEDICINE

LOGOS, GRAPHICS & STANDARDS

FAU SCHMIDT COLLEGE
OF MEDICINE

Florida Atlantic University

FAU MEDICINE[®]

FLORIDA ATLANTIC UNIVERSITY

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INTRODUCTION

Conceptualizing the Brand

When developing design concepts for our brand, it is important to consider our role and position in the community. The Schmidt College of Medicine is advancing the health and well-being of the community by training future generations of humanistic clinicians and scientists and translating discovery to patient-centered care. This list of words embodies our values and strengths and conceptualizes our brand.

DIVERSITY

COLLABORATION

INNOVATION

RESPECT

COMPASSION

LIFELONG LEARNING

EQUITY

SERVICE

ACHIEVEMENT



OUR LOGOS

FAU MEDICINE[®]

FLORIDA ATLANTIC UNIVERSITY

**FAU
MEDICINE[®]**

FLORIDA ATLANTIC UNIVERSITY

FAU SCHMIDT COLLEGE
OF MEDICINE

Florida Atlantic University

FAU
SCHMIDT COLLEGE
OF MEDICINE

Florida Atlantic University

FAU CHARLES E. SCHMIDT
COLLEGE OF MEDICINE

Florida Atlantic University

FAU
CHARLES E. SCHMIDT
COLLEGE OF MEDICINE

Florida Atlantic University

FAU Medicine Logo

The FAU Medicine logo represents the clinical arm of the Schmidt College of Medicine. Examples of usage for the FAU Medicine logo include stationary, apparel, event materials, etc. Its use is governed by the guidelines in this manual.

Primary Logo Formats

The FAU Medicine logo is presented in different configurations. Acceptable variations are shown. There should never be a deviation from the proportions, layouts and colors shown in this manual.



The logo features the letters 'FAU' in a dark blue, bold, sans-serif font. A white swoosh underline is positioned beneath the 'A' and 'U'. Below 'FAU', the word 'MEDICINE' is written in a red, bold, sans-serif font. A registered trademark symbol (®) is located at the end of 'MEDICINE'.

FLORIDA ATLANTIC UNIVERSITY



This logo format is identical to the one above, featuring 'FAU' in dark blue with a white swoosh underline, followed by 'MEDICINE' in red. A registered trademark symbol (®) is at the end of 'MEDICINE'.

FLORIDA ATLANTIC UNIVERSITY

FAU MEDICINE LOGO

Acceptable Colors

The FAU Medicine logo has limited color variations. It is preferred that the two-color logo be used whenever possible. The two-color logo can be reproduced in FAU Blue and FAU Red or their process color equivalents. If the two-color version is not possible, it is preferred that the logo be reproduced in FAU Blue. If this is not possible, the logo should be reproduced in black.

The two-color logos, FAU Medicine blue and black, can be used on white or light-colored backgrounds. The FAU Medicine silver/gray or all white logo should only be used on dark color backgrounds, such as blue, black, red, or dark gray. The FAU Medicine logo should **never** appear in any colors other than blue and red (combination), blue, black, white, or silver/gray. When the logo is used in one color, the line should also be that color.



FLORIDA ATLANTIC UNIVERSITY

FAU Medicine two color logo



FLORIDA ATLANTIC UNIVERSITY

FAU Medicine blue, one color logo



FLORIDA ATLANTIC UNIVERSITY

FAU Medicine black, one color logo



FLORIDA ATLANTIC UNIVERSITY

FAU Medicine silver/gray, one color logo



FLORIDA ATLANTIC UNIVERSITY

FAU Medicine white, one color logo



FLORIDA ATLANTIC UNIVERSITY

FAU Medicine silver/gray, one color logo

Customized FAU Medicine Logo Formats

Some of the layout options for the FAU Medicine logo contain additional text to emphasize residency or fellowship programs. Permissible color variations and use on color backgrounds are the same as on page 4. There should never be a deviation from the proportions, layouts and colors shown in this manual.



FAU MEDICINE LOGO

FAU Medicine Logo Clear Zones

The FAU Medicine logo has established clear zones to maintain the image's integrity and to avoid visual confusion. No other text type or graphic element should appear within the **minimum** clear zones shown - the full height of the letter 'M' in the word 'medicine.'



FAU Medicine Logo Minimum Size

Each variation of the FAU Medicine logo has a minimum allowable size. To ensure clear reproduction and legibility, the logos may not be any smaller than the sizes depicted on this page. The logo should be used at these minimum sizes only when necessary. It is preferred that logos appear larger than the minimum sizes provided on this page.

See page 13 for special uses of FAU Medicine for small promotional items.



SCHMIDT COLLEGE OF MEDICINE LOGO

Schmidt College of Medicine Logo

Examples of usage for the Schmidt College of Medicine logo include items such as stationary, other printed materials, and promotional materials. Its use is governed by the guidelines in this manual.

Primary Logo Formats

The Schmidt College of Medicine logo is presented in different configurations. Acceptable variations are shown. There should never be a deviation from the proportions, layouts and colors shown in this manual.



SCHMIDT COLLEGE OF MEDICINE LOGO

Acceptable Colors

The Schmidt College of Medicine logo has specific color variations. This page depicts the only permissible logo colors.

- **First preference:** two-color logo
- **Second preference:** FAU Blue (when it's not possible to use the two-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. The Schmidt College of Medicine logo should never appear in any colors other than blue with a red line, blue, black, white or silver/gray. When the logo is used in one color, the line should also be that color.



two color logo



blue, one color logo



black, one color logo



silver/gray one color logo



one color logo, dark background



silver/gray one color logo, dark background

SCHMIDT COLLEGE OF MEDICINE LOGO

Schmidt College of Medicine Logo Clear Zones

The Schmidt College of Medicine logo and wordmarks have established clear zones. These are intended to maintain the logo's integrity and avoid visual confusion. No other text or graphic element (including folds, trims, or edges) should fall within the minimum clear zones shown. For all of the wordmarks, the clear zone equals the full height of the letter "F."



Schmidt College of Medicine Logo Minimum Size

Each variation of the Schmidt College of Medicine logo has a minimum allowable size. In order to ensure clear reproduction and legibility, the marks may not be any smaller than the sizes depicted on this page. The logo should be used at these minimum sizes only when necessary.



FAU LOGO / WORDMARK / SEAL

FAU Wordmark

The wordmark represents the University and is used for specific items within the Schmidt College of Medicine as outlined on this page.

The line is an essential part of the logo and must always be included.

Seals and Spirit mark

FAU spirit mark and COM and FAU seals are secondary marks and can only be used for special purposes as outlined on this page and only in conjunction with a primary logo, such as the Schmidt College of Medicine, or Florida Atlantic University.



FAU WORDMARK

for use on standard business cards and letter heads.



INITIAL MARK

for use in videos, standard and custom size envelopes, mailers.



COM SEAL

for Commencement materials only. *The seal is a secondary mark and must be used in conjunction with the college logo.*

An invitation card for the Commencement Ceremony Class of 2020. The card is dark blue with white and gold text. It features the FAU logo at the top, followed by the text 'SCHMIDT COLLEGE OF MEDICINE Florida Atlantic University'. The main text reads 'You're Invited!' and 'CHARLES E. SCHMIDT COLLEGE OF MEDICINE ANNOUNCES THE Commencement Ceremony CLASS OF 2020'. It specifies the date as 'FRIDAY, THE FIRST OF MAY AT TEN O'CLOCK IN THE MORNING' and the location as 'THE CAROLE AND BARRY KAYE PERFORMING ARTS AUDITORIUM'. A map shows the location at the FAU Student Union in Boca Raton. A list of services is provided, including preventive care, routine check-ups, management of acute and chronic health problems, medical and laboratory tests, women's wellness checks, and geriatric care. The card also includes contact information for the Student Affairs office and a note about parking.



FAU SEAL

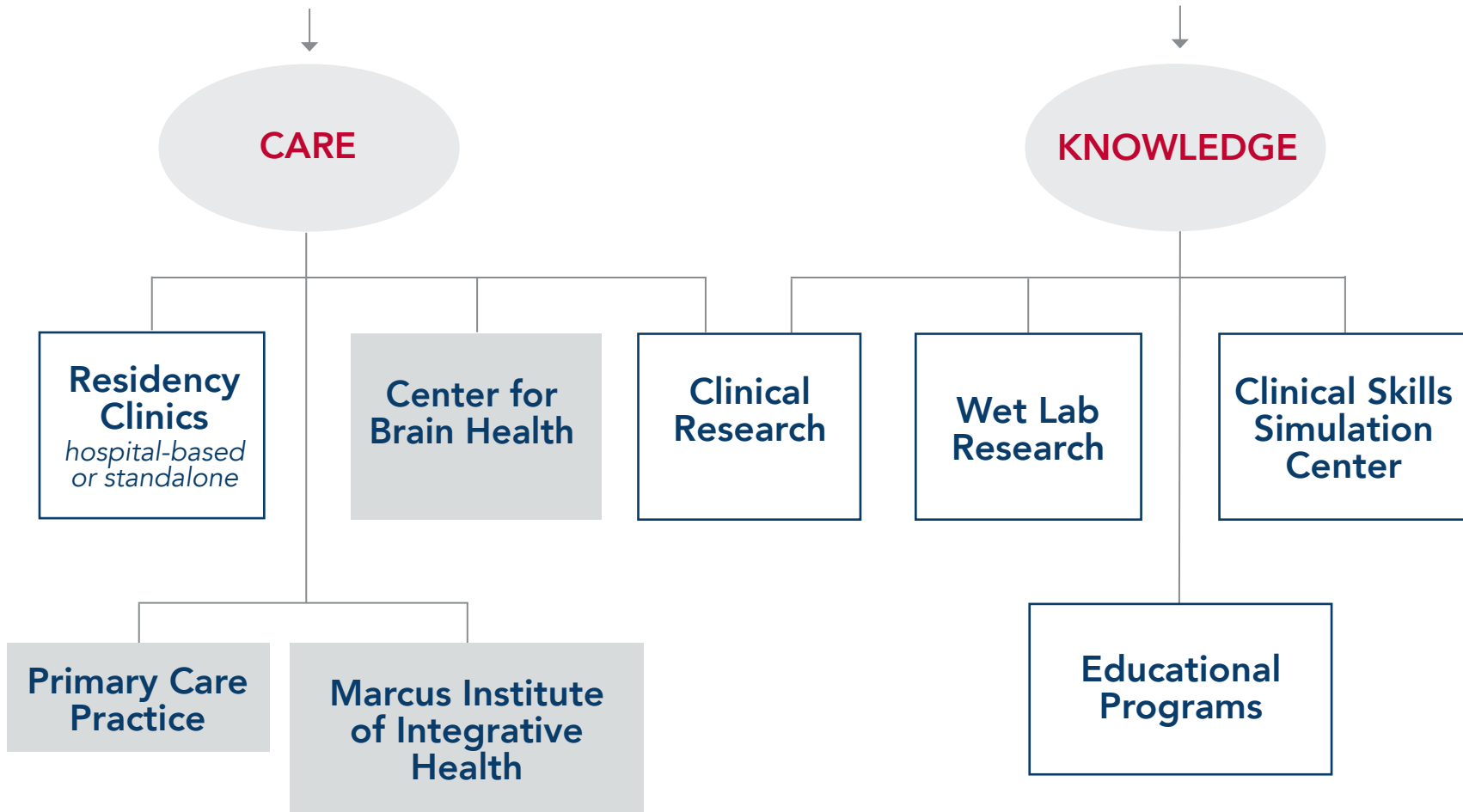
for use on university flags, diplomas, commencement related items: banners, regalia, commencement program



⊘ SPIRIT MARK is reserved for usage by central Public Affairs only to use on coordinated college efforts such as college social media pages.

Spirit mark cannot be used in conjunction with any College of Medicine wordmark or logo.

WHEN TO USE EACH LOGO



WHEN TO USE EACH LOGO



- Gift agreements and other official college documents, such as academic transcripts
- Diplomas and Certificates



- Appointment cards – 4th yr students
- Email signatures
- Promotional items
- Banners, brochures, flyers, folders, donor materials
- Internal document header
- Lecture PowerPoint Presentation
- Printed/electronic advertisements, newsletters, announcements, and videos
- Other event materials (signage, table cards, promotional items)
- Awards
- White coats - students, teaching and research faculty and staff
- Musical groups
- Scientific posters
- Event save the dates, invitations and programs
- Biography flyers
- Student Curriculum forms



- Appointment cards - residents, primary care practice
- Promotional items
- Banners, brochures, flyers, folders, donor materials
- Internal document header
- Lecture PowerPoint Presentation
- Printed/electronic advertisements, newsletters, announcements, and videos
- Other event materials (signage, table cards, promotional items)
- Awards
- White coats - residents, faculty practicing at clinics
- Resident Curriculum forms
- Musical groups
- Scientific posters
- Primary care practice materials

LOGO STANDARDS



The FAU Medicine logo without Florida Atlantic University written underneath is restricted to small promotional items like pens, flash drives and pins.

No other text can be used in conjunction with this particular logo.

Incorrect logo usage

Some examples of unacceptable uses of the Schmidt College of Medicine and FAU Medicine logos are shown on this page.

⊘ Do not use unapproved color combinations



⊘ Do not stretch logo out of proportions



⊘ Do not add graphic elements to the logo



COLOR PALETTE

Official FAU Colors

The FAU colors on this page are the only official and approved identity colors. The Schmidt College of Medicine and FAU Medicine logos should not be reproduced in any other colors.

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 to complement FAU Blue.

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

Additional identity colors are FAU Silver (metallic) and FAU Gray (non-metallic).

FAU Silver is always preferred, but when a metallic ink is not practical or possible, FAU Gray may be substituted.

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



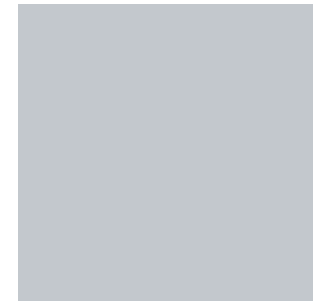
FAU BLUE
PANTONE: 295
CMYK: 100 - 78 - 26 - 28
WEB SAFE/RGB: 003366



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



FAU SILVER
PANTONE: 877
NO CMYK
NO WEB SAFE/RGB



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

COLOR PALETTE

Secondary Colors

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



INTEGRATIVE HEALTH GREEN
PANTONE: 375
CMYK: 47 - 0 - 100 - 0
WEB SAFE/RGB: 93D500



LIGHT BLUE
PANTONE: 292
CMYK: 56 - 16 - 0 - 0
WEB SAFE/RGB: 65B2E8



TURQUOISE
PANTONE: 7466
CMYK: 95 - 0 - 31 - 0
WEB SAFE/RGB: 00ADB8



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



TEAL
PANTONE: 320
CMYK: 80 - 25 - 35 - 2
WEB SAFE/RGB: 1E929E



DARK MAGENTA
PANTONE: 254
CMYK: 45 - 100 - 0 - 0
WEB SAFE/RGB: 9A258F



OLIVE
PANTONE: 619
CMYK: 38 - 34 - 100 - 7
WEB SAFE/RGB: 00ADB8



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



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



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



BEIGE
PANTONE: 467
CMYK: 17 - 25 - 50 - 0
WEB SAFE/RGB: D5BA8C



SAGE
PANTONE: 580
CMYK: 24 - 6 - 42 - 0
WEB SAFE/RGB: C5D5A4

MARCUS INSTITUTE OF INTEGRATIVE HEALTH
SEMINAR SERIES

N. ANTON BORJA, D.O.
Director, Marcus Institute of Integrative Health at FAU Medicine
Assistant Professor, Department of Integrated Medical Sciences
Schmidt College of Medicine

Before joining FAU, Dr. Borja served at the Ohio State University as Division Director of Integrative Medicine and as Medical Director of Integrative Oncology at the James Comprehensive Cancer Center. Combining eastern and western approaches, Dr. Borja specializes in Integrative Health clinical services that includes acupuncture, micronutrient, vitamin & supplement infusions, mind-body practices, nutrition and osteopathic manipulation.

INTEGRATIVE MEDICINE: A NEW PARADIGM IN PATIENT CARE

Webinar
May 6, 2020 | 12 - 1 p.m.

HealthFirst
HEALTH AND WELLNESS INITIATIVE AT FAU

Eat smart, Move more, Just breathe...

At the Charles E. Schmidt College of Medicine, we promote a culture of well-being by providing lectures, hosting wellness events, and participating in charity walks that encourage our students, faculty, and staff to put their **HealthFirst!**

- Barbara Schmidt's Mindfulness Lecture - Students learn how meditation and mindfulness help to manage stress
- Fitness Month - Students are able to attend fitness classes every Friday in September at FAU's Recreation Center
- Wellness Cafes - Students enjoy a healthy meal during exam weeks
- Mason Salad Jar Event - Students learn how easy and nutritious it is to prepare a salad meal on the go
- The Wellness in Medicine lecture series - Students hear from experts in the fields of Nutrition, Exercise, and Stress Management to learn the best practices to help maintain well-being.

FAU MEDICINE
FLORIDA ATLANTIC UNIVERSITY

To find more information, please visit: Med.fau.edu/HealthFirst

Family Day
FOR THE CLASS OF 2023

JOANNA DROWOS, D.O.
Associate Chair, Department of Integrated Medical Sciences
Associate Dean, Faculty Affairs
Schmidt College of Medicine

Dr. Drowos earned her DO and Public Health Degrees at Nova Southeastern University College of Osteopathic Medicine. She completed a PA tracked Internship at Palms West followed by a Preventive Medicine Residency with the Palm Beach Health Department and a Family Residency at Broward General Center. She is board certified in Medicine, Family Medicine and Quality. She earned her Master's Business Administration in Health Administration from Florida Atlantic University in 2008.

Want to know about it's like being a medical student at the FAU Schmidt College of Medicine?
Join the students of the Class of 2023 and their families and friends for a day full of activities at the medical school!

Formal invitation to follow:
April 4 2020

FAU SCHMIDT COLLEGE OF MEDICINE
FLORIDA ATLANTIC UNIVERSITY

Wellness Hub

MINDFULNESS NUTRITION WELLNESS
SELF-CARE FITNESS

FAU MEDICINE
FLORIDA ATLANTIC UNIVERSITY

Palatino

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!?

Palatino is a classic serif typeface used in the University logo and seal, it is the first choice for all formal FAU communications.

Alternatives: Minion Pro, Georgia

Optima

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!?

Optima is a sans serif typeface used in some of the University wordmarks and is best reserved for formal applications.

Alternatives: Lucida Sans, Myriad Pro

Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!?

Avenir is a sans serif typeface used in both print and digital applications, it is versatile and able to convey informal and formal messaging.

Alternatives: Arial, Helvetica, Century Gothic

PHOTOGRAPHY

Photography is a key element of our identity. Photos should be unique, inspiring, uplifting and warm.

Photos to Avoid

Photos can distract from our core message. Here are a few examples of what to avoid when creating marketing materials or sending photos to media for press releases.

- ⊘ Do not use photos with needle injections.
- ⊘ Do not use photos with blood and/or bodily fluids.
- ⊘ Do not use photos of cadavers and/or individual organs.
- ⊘ Do not use pictures with people consuming alcohol.

To request photography, visit comsupport.fau.edu/new-ticket to fill in a communications request form.



VIDEO

Videos that display or convey information about the Schmidt College of Medicine or FAU Medicine, its programs, activities, events, etc. must adhere to the following guidelines.

- FAU's Public Affairs Video team maintain first right of refusal for all hired, professional video requests.
- Before contacting an external vendor, please contact COM Communications to discuss options. Visit comsupport.fau.edu/new-ticket to fill in a communications request form.



VIDEO

Requirements for videos created by *external vendors*:

- Final videos must be submitted to COM Communications to review and submit to Public Affairs for approval. Please allow 24-48 hours for review.
- The Schmidt College of Medicine logo or FAU Medicine logo should appear in 1 of 4 corners, represent 5%-10% of the screen, appear evenly spaced on all sides, and retain an opacity of between 25%-100%.
- All videos must be transcribed and captions must be available.
- All images and on-screen text must be in compliance with this manual.

Requirements to request an informal video produced by the Schmidt College of Medicine staff:

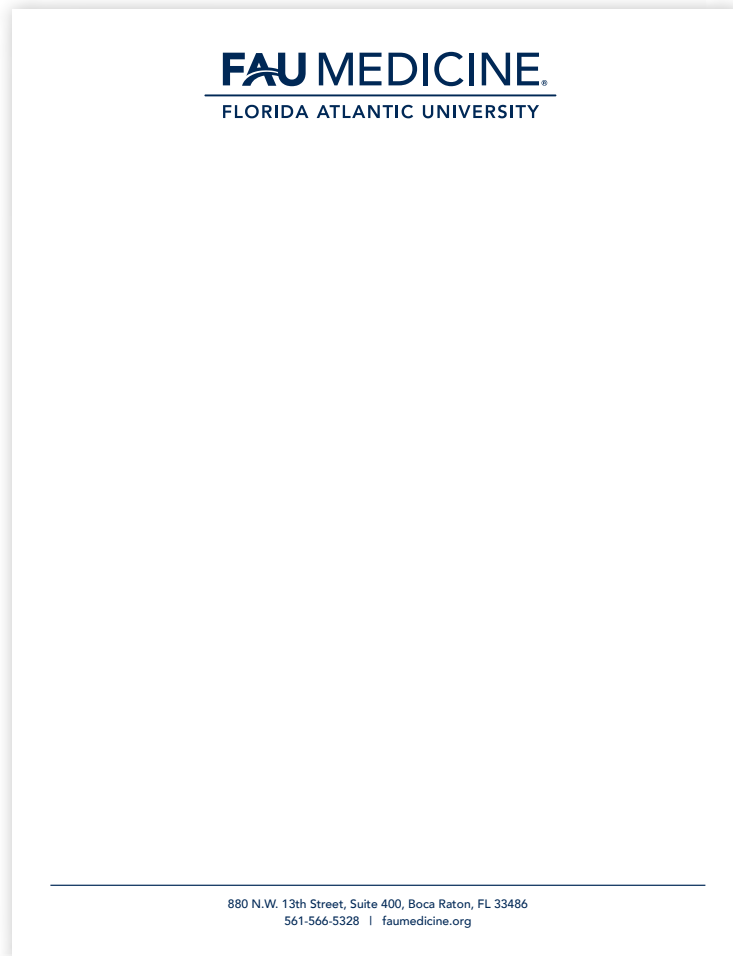
- Visit comsupport.fau.edu/new-ticket to fill in a communications request form.
- COM Communications must submit the final video to Public Affairs for approval. Please allow 24-48 hours for review.



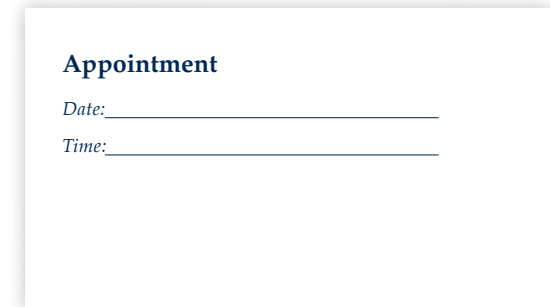
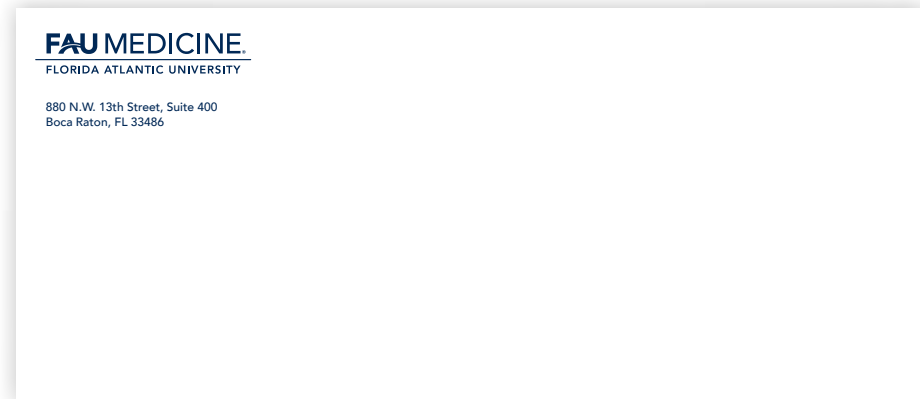
APPLICATIONS - CUSTOM STATIONARY

FAU Medicine Custom Stationary

Visit comsupport.fau.edu/new-ticket to fill in a communications request form.



Physician Business Card



Resident Appointment Card

APPLICATIONS - STANDARD STATIONARY

FAU Stationary

Standard FAU stationary, including #10 envelopes, 8.5x11 letterhead, and business cards can be ordered directly through Workday. The fillable PDF forms to add address and info can be found on the Purchasing site:

www.fau.edu/controller/purchasing/forms

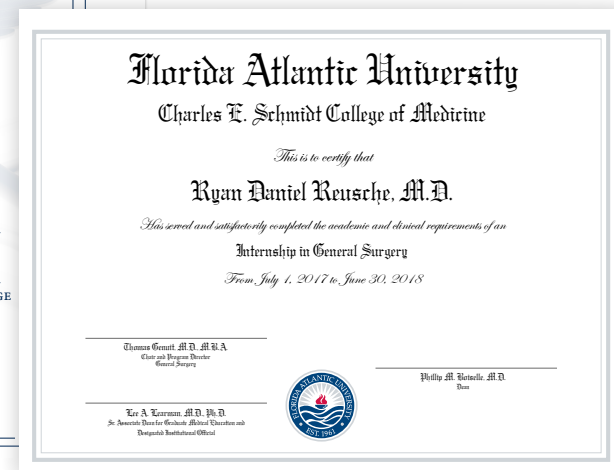
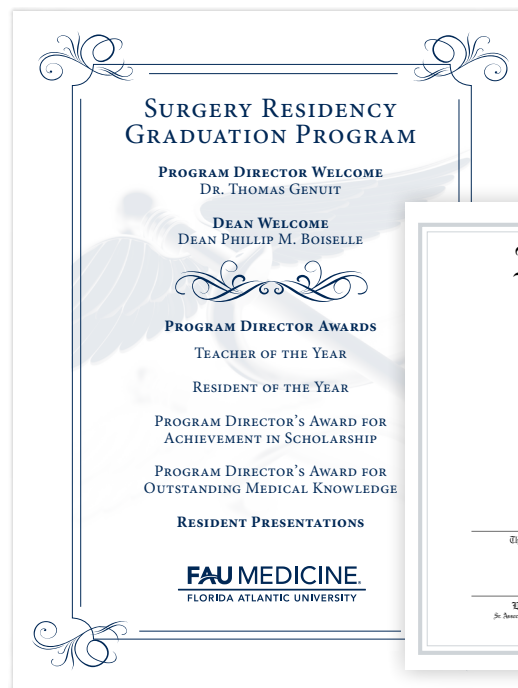
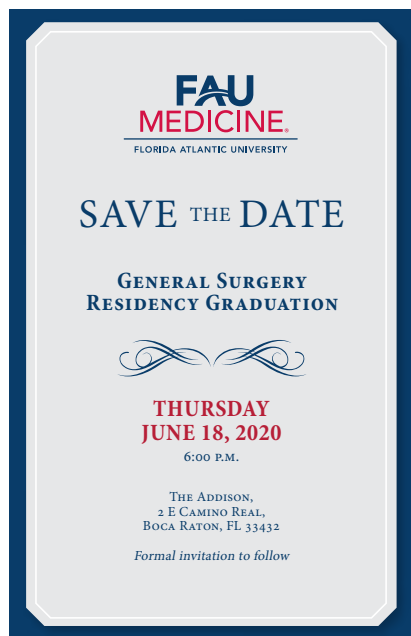


APPLICATIONS - GRADUATION MATERIALS

Residency Graduation Materials

All the residency programs at the Schmidt College of Medicine have a unified graduation invitation package.

- **Save the Date:** electronically distributed
- **Formal invitation with an envelope:**
5x7 inches, 1 color print
- **RSVP insert with a return envelope:**
4x6 inches, 1 color print
- **Graduation Program:** optional




APPLICATIONS - SCIENTIFIC POSTERS AND POWERPOINT SLIDES

Fill in the template without distorting the logo and visit comsupport.fau.edu/new-ticket to fill in a communications request form.


Poster Title
 Researchers' Names
 Florida Atlantic University, Charles E. Schmidt College of Medicine

FAU SCHMIDT COLLEGE OF MEDICINE
 Florida Atlantic University

<p>Background</p> <p> Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing</p>	<p>Discussion</p> <p> Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.</p>	<p>Imaging</p> 	<p>Conclusion</p> <p> Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.</p>
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Poster Title
 Researchers' Names
 Florida Atlantic University, Charles E. Schmidt College of Medicine

FAU MEDICINE
 FLORIDA ATLANTIC UNIVERSITY

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 Florida Atlantic University, Charles E. Schmidt College of Medicine

FAU SCHMIDT COLLEGE OF MEDICINE
 Florida Atlantic University

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Scientific research poster templates

FAU SCHMIDT COLLEGE OF MEDICINE
 Florida Atlantic University

INSERT TITLE HERE

Name First Last, M.D., Ph.D.
 Professor of Biomedical Science

Date, 2020

INSERT HEADER HERE

Insert text here

FAU SCHMIDT COLLEGE OF MEDICINE
 Florida Atlantic University

FAU SCHMIDT COLLEGE OF MEDICINE
 Florida Atlantic University

Insert Title Here

Lindsey Henson, M.D., Ph.D.
 Vice Dean, Medical Education and Student Affairs
 Professor of Clinical Biomedical Science

Powerpoint presentation templates

APPLICATIONS - WHITE COATS

White Coats

Coat lapels should not cover the logo.

The logo should appear on the left side of coat. If the individual's name is included, it should be on right side of lab coat (not under the logo.)

Use only one logo per lab coat for clear branding.

The two-color logo should be used (see pages 4, 8.)

Scrubs

For dark colored scrubs, the logo should appear in white. For light colored scrubs, the 2 color logo can be used.



Policy Statement

The administration of the Schmidt College of Medicine recognizes that social media websites and applications, Facebook, Instagram, Snapchat, Tumblr, Twitter, Pinterest, LinkedIn and YouTube are an important and timely means of communication. Faculty, staff, employees, residents, fellows, volunteers, and students should be aware that posting certain information may be illegal or look unprofessional. Violation of existing statutes and administrative regulations may expose the offender to criminal and civil liability, and the punishment for violations may include fines. Offenders also may be subject to adverse employment actions, disciplinary sanctions and/or academic actions that may include, but not be limited to, a verbal or written reprimand, probation, and suspension or dismissal from employment, school and/or resident training. All faculty, staff, employees, residents, fellows, volunteers and students in the College are also subject to University policies and/or regulations on social media, (i.e. <http://www.fau.edu/publicaffairs/marketing/social-media.php>)

Administration of all social media platforms is centralized within the college. Requests for new platforms require a formal request and approval by Public Affairs.

For post requests visit comsupport.fau.edu/new-ticket to fill in a communications request form. The request should include the desired posting date, a 1 sentence blurb, relevant links if applicable, and a picture. The maximum allowed characters are 280. A link uses 23 characters and any hashtags also use characters.

Please refer to the photography section of this guide for appropriate and inappropriate photos.

Social Media Account

For the creation of new pages, please fill in FAU's form to obtain permission. Forms must be completed and attached to the communications ticket.

Each new page will follow the naming scheme set forth by the COM Communications group.

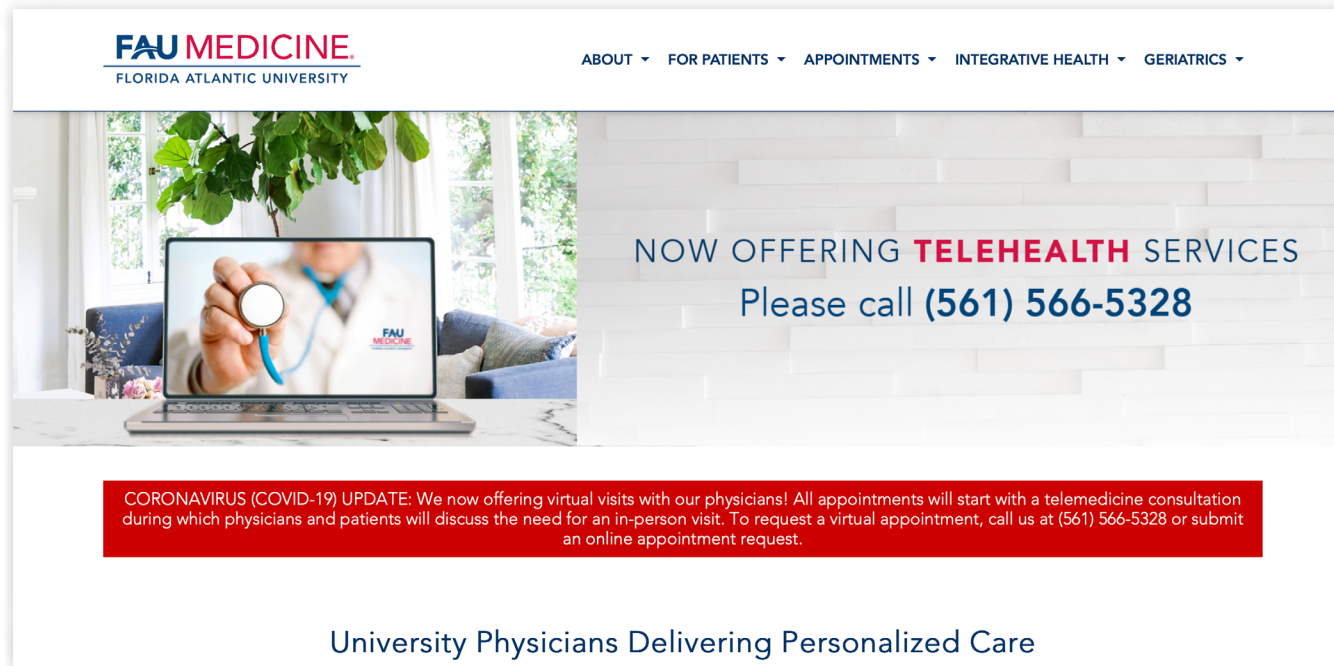


WEBSITE

The Schmidt College of Medicine and FAU Medicine websites are maintained and managed by the college's Marketing and Communications team and populated with content provided by corresponding units.

Units are strongly encouraged to include photos, videos and other visual aids with their content submissions. Photos originating from College of Medicine events are ideal and can be found on the college's photo platform www.flickr.com/photos/134373002@N06/albums

For all web requests, visit comsupport.fau.edu/new-ticket to fill in a communications request form.



PROMOTIONAL AND RETAIL ITEMS

Items intended for promotional purposes (i.e., to be given away) or retail (i.e., intended to be sold to the public), which bear any Schmidt College of Medicine logo or FAU Medicine 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.

- 1) select a licensed vendor (see website above)
- 2) request a quote
- 3) open a purchase requisition in Workday
- 4) visit comsupport.fau.edu/new-ticket to fill in a communications request form for logo and to approve vendor mock-up

Medical Student purchases go through the GPSA Office. First, please get an approval from COM Communications Office (see item 4 above), then start the requisition process using Owl Central.



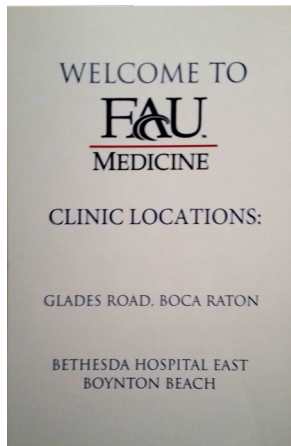
Online Store

[Click here](#) to visit our online store to purchase approved merchandise.

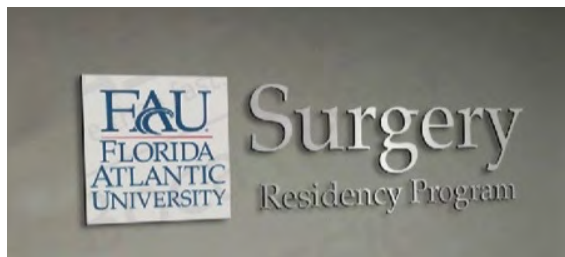
PROMOTIONAL AND RETAIL ITEMS

Unapproved Logo Usage on Items

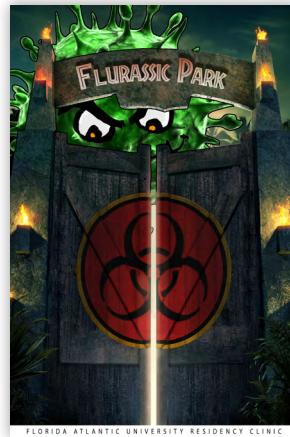
Some examples of unacceptable uses of the Schmidt College of Medicine and FAU Medicine logos are shown on this page.



text must maintain even distance around the logo (see page 6), incorrect FAU Medicine logo



incorrect logo usage



FAU discourages the use of puns as it detracts from the mission of the university, these posters mention Florida Atlantic University at the bottom which is an unauthorized use of the University name



an established logo must appear on all promotional items



additional words must appear on the back of a t-shirt



incorrect FAU Medicine logo and unauthorized secondary mark next to a logo

NEUR *Owl* **LOGY**

do not create new logos



COMPREHENSIVE CENTER FOR **BRAINHEALTH**

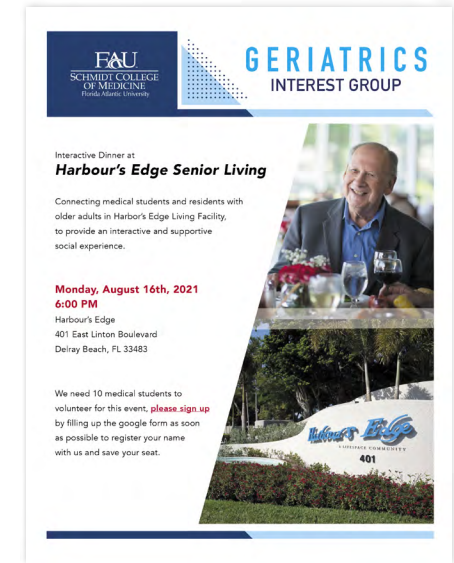
do not put graphic elements next to the program name, makes it appear as a new/unauthorized logo

STUDENT ORGANIZATION

Please open a ticket comsupport.fau.edu/new-ticket with the Communication's group to create text treatments for your group. Text treatments will be created for usage on flyers and promotional items that identify the group.

- Logos cannot be created for student groups, which includes adding a graphic element next to the text.
- Any graphics that are developed must not appear next to the text of the group name, or next to the college's logo.
- The college logo must be placed far away from the text treatment for the group name.

flyers and promotional items examples



text treatment examples

GERIATRICS
INTEREST GROUP

ELEVATE
MEDICAL STUDENT MENTORSHIP PROGRAM

STUDENT NATIONAL
Medical Association
Est.1964

Pediatric
INTEREST GROUP

Creating and Using Acronyms

Each new acronym must be vetted by the College of Medicine's Communications group, prior to usage to an internal & external audience.

Internal acronyms - for instance, COM, HCOP and JEDI are authorized.

Acronyms established by the AAMC can be used for any FAU chapter

Example of **unauthorized** acronym - CESCOPIG
(please do not create an acronym from the official name of our college, please avoid the creation of acronyms that may elicit negative connotations)