



Item: CG:I-1

COMMUNITY AND GOVERNMENTAL RELATIONS COMMITTEE

Tuesday, March 26, 2019

SUBJECT: New Branding/Marketing Campaign Presentation

PROPOSED COMMITTEE ACTION

Information Only

BACKGROUND INFORMATION

FAU's Division of Public Affairs has created a new branding/marketing campaign. The *Your Future Awaits* campaign is not a change to the university's brand identity, but rather an update to how FAU presents itself within the marketplace to various audiences. The campaign was developed throughout past year and features a new creative approach that includes several sub-looks, enhanced messaging and tag lines, and new photography. The campaign's themes highlight FAU's undergraduate research efforts, diversity, and location along Florida's southeast coast.

IMPLEMENTATION PLAN/DATE

N/A

FISCAL IMPLICATIONS

N/A

Presented by: Mr. Peter Hull, VP of Public Affairs

Phone: # 561-297-2354

Supporting Documentation:

Your Future Awaits Campaign Presentation

MAKING WAVES 2012 CAMPAIGN

billboard



postcard



advertising

BE BOLD BE DARING 2015 CAMPAIGN

flyer

FLORIDA ATLANTIC UNIVERSITY



Undergraduate Admissions Information

HOW TO APPLY:

- Apply online at www.fau.edu/admissions
- Pay the \$30 non-refundable application fee
- Submit official test scores. (SAT 5229, ACT 0729)
- Submit official high school transcripts
- Submit senior year course schedule
- Submit official college/university transcripts if applicable

APPLICATION CATEGORY

Freshman: 0-11 Credits
 Lower-division Transfer: 12-59 Credits
 Upper-division Transfer: 60+ Credits

TUITION AND FEES:

Undergraduate	In-State	Out-of-State
Per credit	\$201.29	\$719.84
30 credits	\$6,038.70	\$21,595.20
Books and Supplies	\$1,240.00	\$1,240.00
Housing/Meal Plan	\$11,784.00	\$11,784.00

Tuition and Fees are subject to change. Based on 15 credits per semester for 2 semesters- total of 30 credits. Housing/Meal plan includes 2 semesters (Fall and Spring) A bachelor's degree is approximately 120 credit hours.

HOW TO APPLY FOR FAU SCHOLARSHIPS AND FINANCIAL AID:
 For information on scholarships visit www.fau.edu/admissions/scholarships-all.php.
 The Freshman scholarship deadline is January 15; the Transfer deadline is March 1. For information on Financial Aid visit www.fau.edu/finaid.

UNDERGRADUATE APPLICATION DEADLINES:

Students	Fall	Spring	Summer
Freshmen	May 1	N/A	Feb 15
Transfer	July 1	Nov 15	April 15

REQUIREMENTS FOR FRESHMAN STUDENTS:

Freshman Fall 2015 Class Stats:
 ACT: 21-26 SAT (all 3 sections): 1480-1710
 Mid-Range GPA: 3.52-4.24

Freshman Summer 2015 Class Stats:
 ACT: 20-24 SAT (all 3 sections): 1420-1600
 Mid-Range GPA: 3.15-3.91

The following units of study in high school are required:
 English (3 with substantial composition): 4 units
 Mathematics (Algebra 1 level and above): 4 units
 Natural Science (2 with lab): 3 units
 Social Science: 3 units
 Foreign Language (of the same language): 2 units
 Academic Electives: 2 units
 Total: 18 units

BE bold.



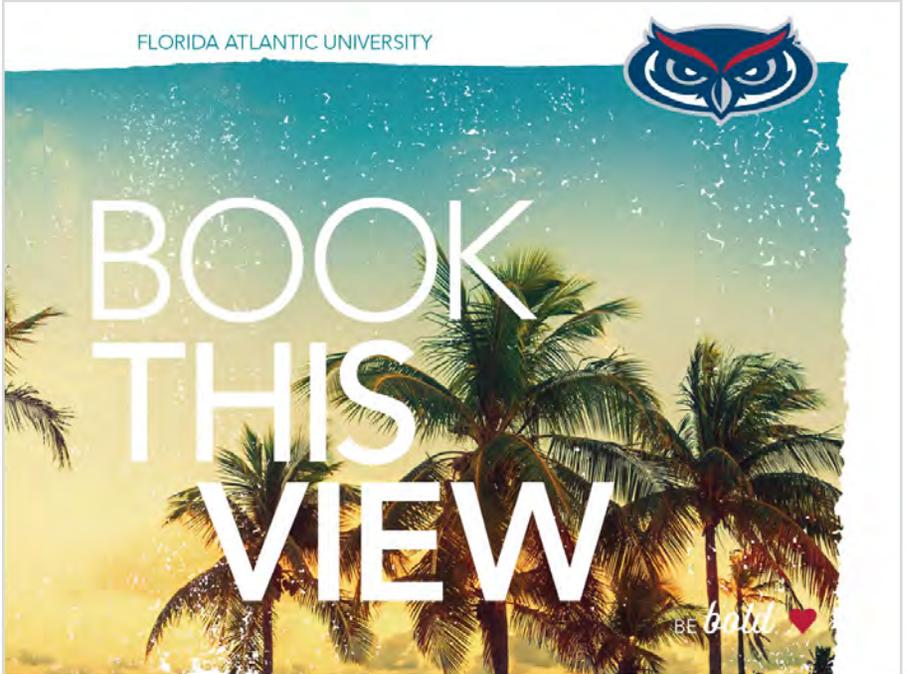
viewbook

FLORIDA ATLANTIC UNIVERSITY



BOOK THIS VIEW

BE bold ♥



postcard

FLORIDA ATLANTIC UNIVERSITY



YOU ARE INVITED TO OPEN HOUSE

April 9, 2016

We invite you to learn more about Florida Atlantic University. ♥

BE bold.





FLORIDA ATLANTIC UNIVERSITY | 2019

YOUR FUTURE AWAITS.
C A M P A I G N

BRAND COMMITTEE

- » Undergraduate Admissions
- » Athletics
- » Government Relations
- » HR Recruitment
- » Student Union
- » Provost's Office
- » Lifelong Learning
- » Broward
- » Davie
- » Jupiter
- » Dean of Students
- » Student Affairs
- » Advancement/Alumni
- » Global Engagement
- » Faculty (Science/Business)
- » Development (Business)
- » Transfer Admissions
- » Public Affairs

FOCUS GROUPS FINDINGS

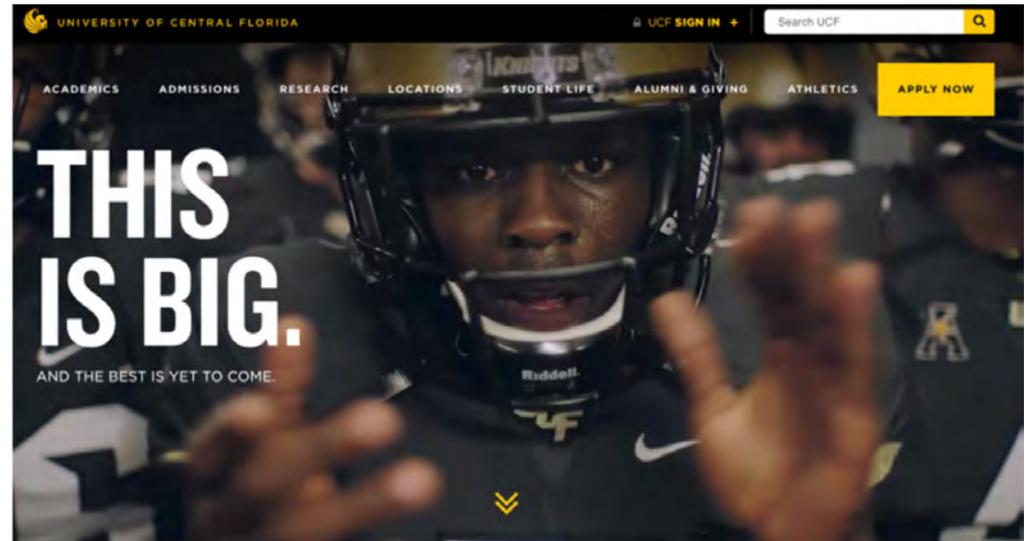
Words that Describe FAU

Welcoming
Warm
Diverse
Inclusive
United
Driven
Inspiring
Intimate
Supportive
Laid-back
Underrated

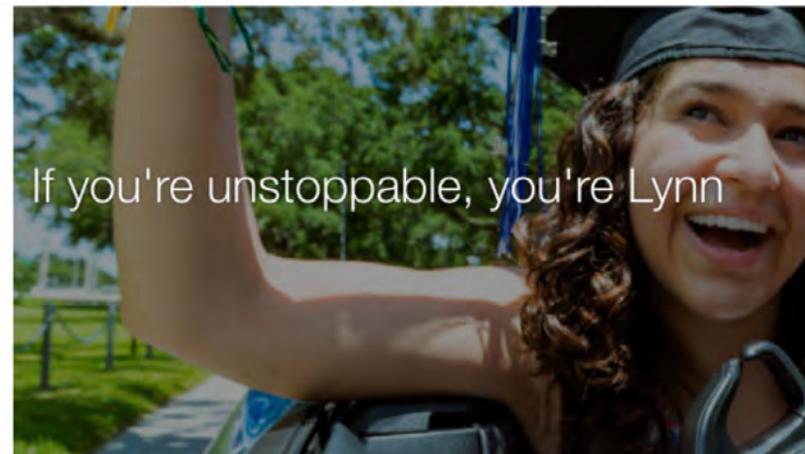
What Makes FAU Special?

Opportunities
Diversity
Not a "generic school"
Beautiful campus
You can be yourself here
Not just a number, personal
engagement from professors

MARKET LANDSCAPE



LYNN
UNIVERSITY



THE PRIMARY VISUALS

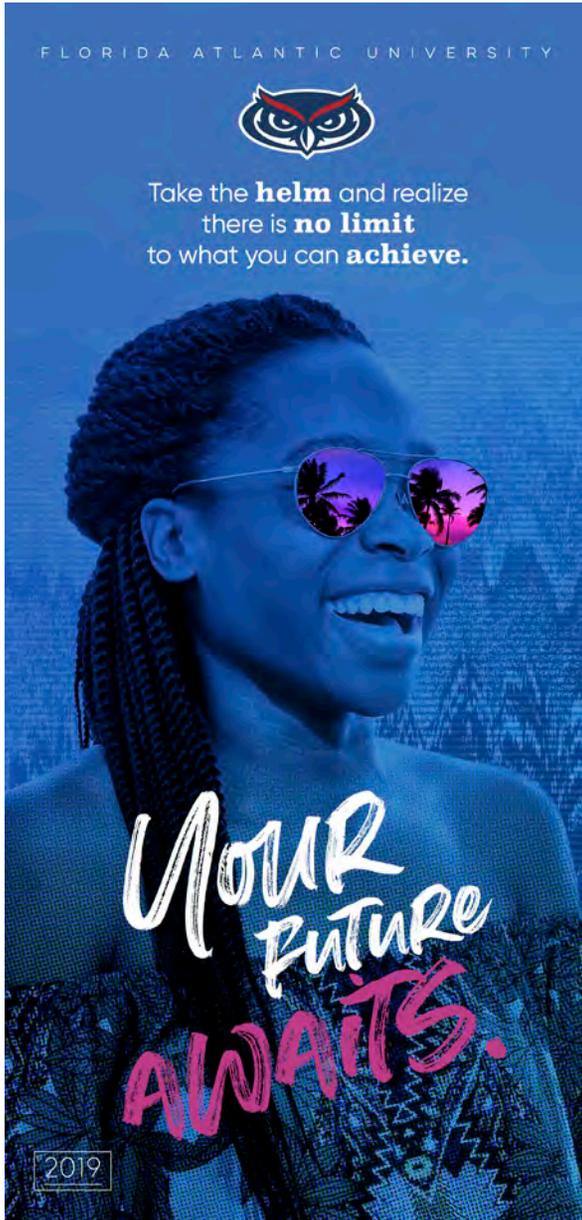
SUBLOOK 1: HORIZON

viewbook cover

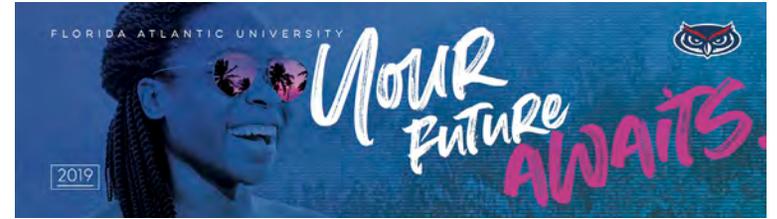


SUBLOOK 1: HORIZON

sun sentinel newspaper ad



social media graphic



billboard



email header



tv screen

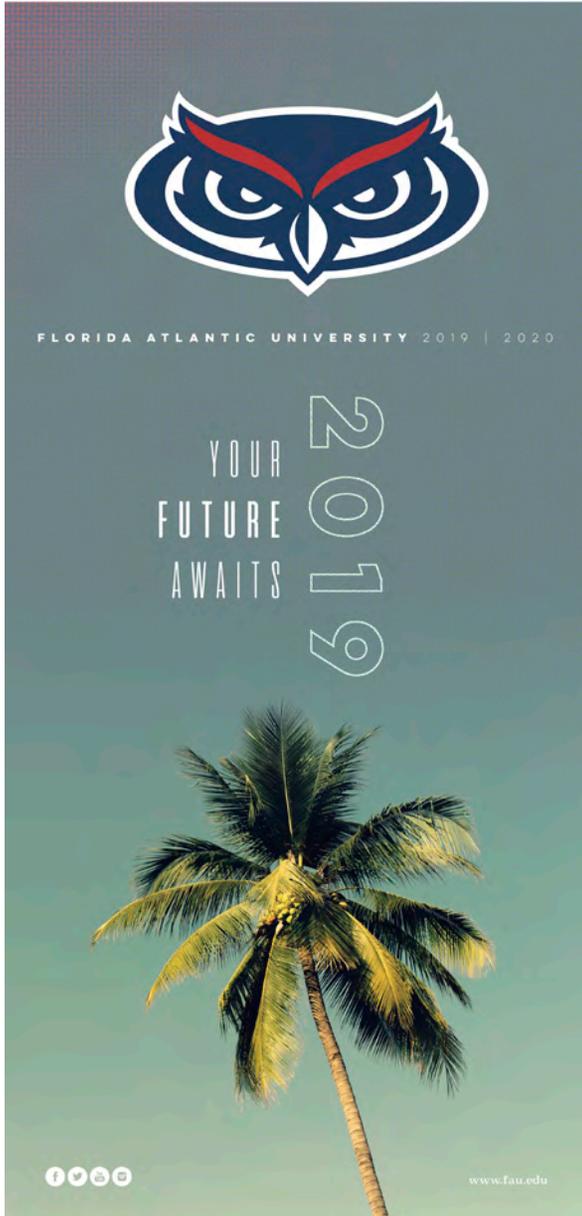
SUBLOOK 2: PALM

viewbook cover



SUBLOOK 2: PALM

sun sentinel newspaper ad



social media graphic



billboard



email header



tv screen

SUBLOOK 3: AVIATOR

viewbook cover



SUBLOOK 3: AVIATOR

sun sentinel newspaper ad

FLORIDA ATLANTIC UNIVERSITY



Take the **helm** and realize there is **no limit** to what you can **achieve**.

Forge Your Path



2019 | 2020

billboard



social media graphic



FLORIDA ATLANTIC UNIVERSITY 2019 | 2020

email header

FLORIDA ATLANTIC UNIVERSITY 2019 | 2020 



Forge your path.

tv screen



FLORIDA ATLANTIC UNIVERSITY



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Forge Your Path

2019 | 2020

SUBLOOK 4: MOOD

viewbook cover



SUBLOOK 4: MOOD

sun sentinel newspaper ad



billboard



social media graphic



email header



tv screen



SUBLOOK 5: EXECUTIVE

sun sentinel newspaper ad

FAU

FLORIDA ATLANTIC UNIVERSITY

FAU has earned placement amongst top research universities.

FAU has earned placement amongst top research universities.

Our Unbridled Ambition* extends to the playing field. You'll find heart-pounding competition year-round: NCAA Division I-A football, baseball, basketball, cross country, cheer, dance, soccer, softball, swimming and diving, tennis, track, volleyball and golf. Join a team or cheer your Owls on from our 29,419-seat FAU Stadium; 5,000 seat Basketball Arena; Aquatic Center; Baseball, Soccer and Softball Arenas; Beach Volleyball Complex; or other on-campus facilities.

Step out of class and into all that South Florida offers: stunning beaches, boating and fishing. World-class shops and restaurants. Engaging culture and arts. Top-tier entertainment.

www.fau.edu

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Step out of class and into all that South Florida offers: stunning beaches, boating and fishing. World-class shops and restaurants. Engaging culture and arts. Top-tier entertainment. You'll quickly see why millions travel here from around the globe - and why so many choose to stay.

www.fau.edu

email header

FAU

Find **paradise** through knowledge.

brochure cover

FLORIDA ATLANTIC UNIVERSITY

Renewable energy green future.

FAU has earned placement amongst top research universities.

FAU

www.fau.edu

billboard

FAU

Find **paradise** through knowledge.

PRIMARY VISUALS COMBINED

NEWSPAPER ADS

HORIZON

FLORIDA ATLANTIC UNIVERSITY



Take the **helm** and realize there is **no limit** to what you can **achieve**.



YOUR FUTURE AWAITS.

2019

www.fau.edu

PALM



FLORIDA ATLANTIC UNIVERSITY 2019 | 2020

YOUR FUTURE AWAITS **2019**



www.fau.edu

AVIATOR

FLORIDA ATLANTIC UNIVERSITY



Take the **helm** and realize there is **no limit** to what you can **achieve**.

Forge Your Path



2019 | 2020

MOOD

FLORIDA ATLANTIC UNIVERSITY 2019 | 2020



Break down barriers and **define** not only **what** you want to be, but **who** you want to be.

STAND OUT



www.fau.edu

BILLBOARDS

HORIZON



PALM



AVIATOR



MOOD



CLASSIC VISUALS

CLASSIC LOOK 1: PERSONA

sun sentinel newspaper ad



billboard



social media graphic



email header



tv screen

CLASSIC LOOK 2: SIMPLE

sun sentinel newspaper ad



social media graphic



billboard



email header



tv screen

THE ELEMENTS

COLOR PALETTE: TROPIDECO

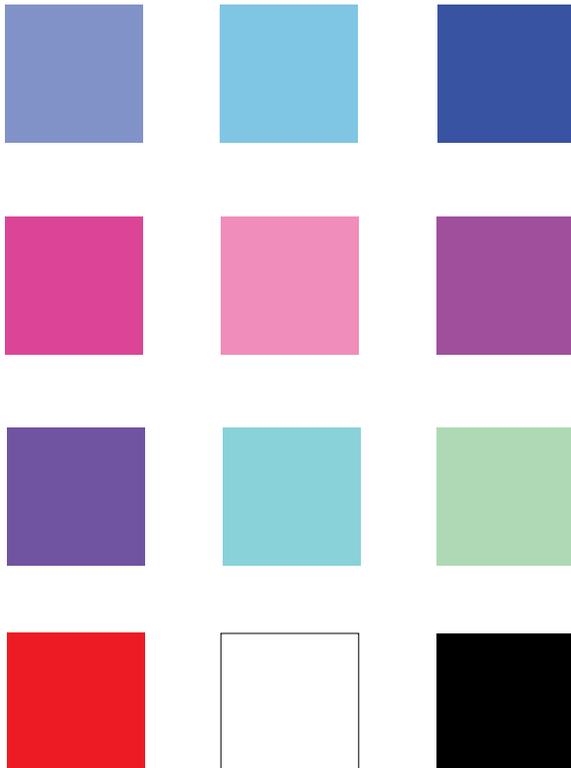
Primary Colors (CMYK - print)



Primary Colors (RGB - digital)



Secondary Colors (CMYK - print)



Secondary Colors (RGB - digital)

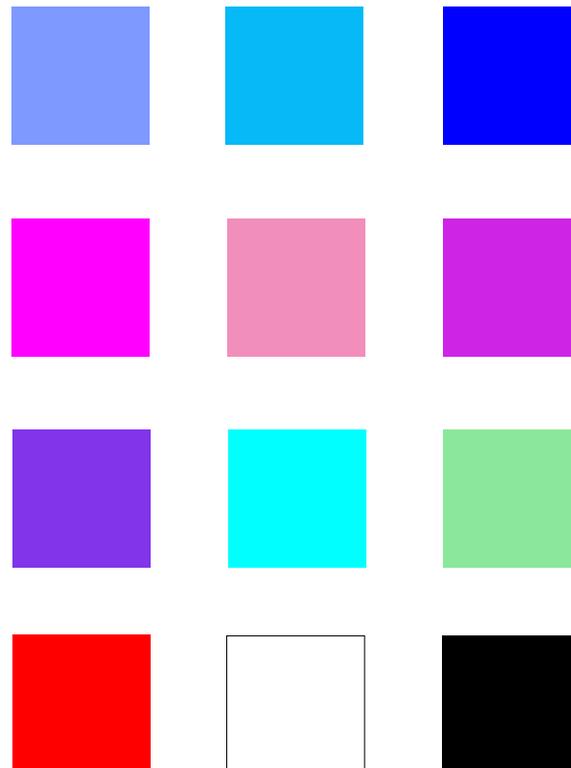


PHOTO STYLE





FLORIDA ATLANTIC UNIVERSITY | 2019

YOUR FUTURE AWAITS.
C A M P A I G N