Rules and Regulations

Logos, Labels and Business Cards
OFFICIAL FIU LOGO

Rules and Regulations
FIU Primary logo structure and restrictions

The Logo is composed of three main elements:

- FIU letters
- Divider line
- Name

Width of golden stroke and vertical line is the same

The space between the divider line and the “FIU” letters on the left and the name on the right is determined by the height of the shorter stem of the letter “F”

Clear space all around the primary FIU logo is determined by the width of the letter “F”

“FIU” letters height no less than 0.28”

The primary FIU logo should be reduced no less than 25% of the vector logo size or “FIU” letters height no less than 0.28”

Once logo is reduced to 1” or below, **ONLY USE** FIU block letters. (This rule applies to both FIU generic logo and all other labels.)
FIU Label structure and restrictions
(For the use of academic and nonacademic units)

The Label is composed of four elements:
- FIU letters
- Vertical line
- Name
- Variable elements

Constant elements

Variable elements:

Name: The name of the unit has a max width of twice the FIU letters and has a max height equal to the FIU letters (as shown with the gray box). All names should be centered with FIU letters.

Font: Helvetica 75 Bold

Note: Because the different unit names vary in length and amount of words, these rules are set to maintain aesthetic proportions of all the elements based on the official label template.

Florida International University line:
The length of this element is determined by, and must be adjusted to match, the length of the longest portion of text in the line and no wider than twice the width of the FIU letters.

Width of golden stroke and vertical line is the same

The space between the vertical line and the “FIU” letters on the left and the name on the right is determined by the height of the shorter stem of the letter “F”
FIU OFFICIAL TYPOGRAPHY
Primary Typefaces

ADOBE GARAMOND

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HELVETICA

Regular 55
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Italic 56
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Medium 65
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Medium 66
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold 75
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold Italic 76
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
FIU Label Alternative Official Versions
(For the use of academic and nonacademic units)

Primary FIU label

Herbert Wertheim
College of Medicine

Primary Reversed FIU label

Herbert Wertheim
College of Medicine

Florida International University

Vertical Reversed FIU label

Herbert Wertheim
College of Medicine

Primary FIU label - One color

Herbert Wertheim
College of Medicine

Primary Reversed FIU label - One color

Herbert Wertheim
College of Medicine

Florida International University

Vertical FIU label - One color

Herbert Wertheim
College of Medicine

Vertical Reversed FIU label - One color

Herbert Wertheim
College of Medicine

Note: Colored boxes around reversed logo examples are meant to replicate dark backgrounds only. There is no official logo with a surrounding box.
Alternative Official Versions

Primary FIU logo

Primary Reversed FIU logo

Primary Vertical FIU logo

Primary Vertical Reversed FIU logo

Note:
Colored boxes around reversed logo examples are meant to replicate dark backgrounds only. There is no official logo with a surrounding box.

Primary FIU logo - One color

Primary Vertical FIU logo - One color

Primary Vertical Reversed FIU logo - One color

Primary Vertical Reversed FIU logo - One color on gold.

Note:
For gold backgrounds, only use the one color reversed style as shown. Do not use primary reverse with gold stroke.

Once logo is reduced to 1” or below, ONLY USE FIU block letters. (This rule applies to both FIU generic logo and all other labels.)
Unacceptable Executions

1. Do not omit the vertical line.
2. Do not omit golden stroke.
3. Do not distort.
4. Do not substitute font.
5. Do not resize individual elements.
6. Do not reproduce sloppily / low resolution.
7. Do not add or change the "Name". Use official label template for your unit.
8. Do not add anything to the logo.
9. Do not convert colors to black. Use the official one color version.
10. Do not use other colors.
11. Do not reproduce it if height is less than 0.28".
Primary FIU label

Herbert Wertheim College of Medicine

Unacceptable Executions

Do not omit the vertical line.

Do not distort.

Do not reproduce sloppily.

Do not convert the color version to one color.
Use the official one color version.

Do not omit golden stroke.

Do not substitute font.

Do not add anything to the logo.

Do not reconfigure.
Use official vertical version.

Do not go over the established area for the name of unit.
Follow instruction on how to fit the name on FIU label structure page.
FIU Label structure and restrictions
(For the use of academic and nonacademic units)

The Label is composed of four elements:

- FIU letters
- Vertical line
- Constant elements
- Variable elements

Variable elements:

- Name: The name of the unit has a max width of twice the FIU letters and has a max height equal to the FIU letters (as shown with the gray box). All names should be centered with FIU letters.
  - Font: Helvetica 75 Bold

Note: Because the different unit names vary in length and amount of words, these rules are set to maintain aesthetic proportions of all the elements based on the official label template.

Florida International University line:
The length of this element is determined by, and must be adjusted to match, the length of the longest portion of text in the line and no wider than twice the width of the FIU letters.

- Six or less characters
  - 50 pt. font size
- One word
  - 42 pt. font size
- One or two lines
  - 30 pt. font size
  - 31 pt. leading
- Three lines
  - 25 pt. font size
  - 26 pt. leading

Width of golden stroke and vertical line is the same

The space between the vertical line and the “FIU” letters on the left and the name on the right is determined by the height of the shorter stem of the letter “F”
FIU Label Unit Unacceptable Use

Primary FIU label

FIU | Herbert Wertheim College of Medicine

Unacceptable Executions

Do not omit the vertical line.

Do not omit golden stroke.

Do not reconfigure. Use official vertical version.

Do not distort.

Do not substitute font.

Do not resize individual elements.

Do not reproduce sloppily.

Do not add anything to the logo.

Do not convert the color version to one color. Use the official one color version.

Do not go over the established area for the name of unit. Follow instruction on how to fit the name on FIU label structure page.
FIU Labels | 2nd Tier

Rules and Regulations
In addition to, previously mentioned, label rules and regulations, a second tier label is available.

FIU Label with second tier | Structure and Restrictions

Master in Physician Assistant Studies

Sentence Case
Helvetica Neue LT Std (Medium)
FIU Gold (even in reversed format)
FIU Business Cards

Rules and Regulations
Business Cards

NOTES

- Business Card Size—Standard (3.5” x 2”)
- ONLY the President/Provost business card is allowed to have the FIU seal
- ONLY the Sr. Vice Presidents, Vice Presidents, Deans and Members of the Executive Committee business cards are allowed to have outlined FIU letters
- NO METALLIC INKS
- Typeface—Adobe Garamond Pro; **Name (bold)**; Copy (regular)
- Names, Titles, FIU name and address are to be written in **Small Caps**
- Font Size—**Names (12pt)**, **Titles (9pt)**, Contact Information (8pt)
- Type of printing—Engraved
- Paper—Classic Linen (Natural White) in 130# Cover
- How to Order—Please contact Design Services in the Department of External Relations at 305-348-2236 or designs@fiu.edu
Business Cards

- Two business card options for Faculty/Staff
- FIU logo MUST be horizontal version (no reverse)
- NO METALLIC INKS
- Typeface—Helvetica Neue LT Std; Name/Department (75 Bold); Titles/Contact information (55 Roman)

- Font Size—8pt
- Type of printing—Offset printing
- Paper—Classic Crest (White), 100% Recycled, in 100# Cover
- How to Order—
  Please visit https://premiercorporateprinting.com/fiu/index.cfm
Business Cards

Athletics

John Sample
Title
Office/Department

FIU Athletics
11200 S.W. 8th Street, FIU Arena
Miami, FL 33199
Tel: 305-348-5555
Fax: 305-348-5555
sample@fiu.edu

Students

John Sample
Class of 2017
School of Business
Master of International Business

This card does not confer on the holder any other status (e.g., employee, volunteer, agent) with FIU besides being a student.

Notes

- NO METALLIC INKS
- ONLY Athletic business card is allowed to use official athletic mark (panther)
- Two business card options for Alumni
- "FIU | Alumni" logo MUST be horizontal version (no reverse)
- Student bc—MUST have disclaimer at the bottom of card
- Student bc—FIU logo MUST be horizontal version (no reverse)
- Typeface—Helvetica Neue LT Std; Name/Department (75 Bold); Titles/Contact info. (55 Roman)
- Type of printing—Offset printing
- Paper—Classic Crest (White), 100% Recycled, in 100# Cover
- How to Order—
  Please visit https://premiercorporateprinting.com/fiu/index.cfm
John Sample
Title
Email: john.sample@fiu.edu
Web: campuslife.fiu.edu
Modesto A. Maidique Campus, GC 2240
11200 SW 8th Street Miami, FL 33199
Tel: 305-348-5555  Fax: 305-348-5555

John Sample
Board of Trustees
Office of the President
Florida International University
University Park, Miami, Florida 33199
(305) 348-5555 • FAX (305) 348-5555
E-mail: John.Sample@fiu.edu

John Sample
Office of the President
Florida International University
University Park, Miami, Florida 33199
(305) 348-5555 • FAX (305) 348-5555
E-mail: jsample@fiu.edu

NOTES
• DO NOT print with your own vendor. Printing MUST go through Design Services
  or https://premiercorporateprinting.com/fiu/index.cfm
• DO NOT design your own business card
• DO NOT alter logos or labels
• DO NOT use FIU seal unless for President or Provost cards