

FIU

SPORT CLUBS

Branding Guide

Introduction

This Sport Clubs Branding Guide is intended for the use of official sport clubs of the university. These include all sport clubs listed in the official [Sport Clubs Directory by Student Affairs](#).

General Guidelines

The following document provides approved guidelines for logo usage. If you have additional questions, please contact the **Sport Clubs Office** at **305-348-6835** or sportclubs@fiu.edu. The modification or omission of any of the approved assets is not allowed.

Process & Approvals

All designs for both apparel and promotional materials **MUST** be approved by the Director of Sport Clubs and the Office of External Relations, Strategic Communications and Marketing prior to production.

The Office of External Relations, Strategic Communications and Marketing **MUST** develop any labels needed for any new sport club.

Approved Licensed Vendors

Materials such as apparel, printing, etc., **MUST** be produced by vendors licensed by CLC, FIU's licensing partner.

If you would like to confirm if a vendor is licensed, please contact licensing@fiu.edu.

For more information please contact us at licensing@fiu.edu. Managed by the Office of External Relations, Strategic Communications & Marketing.

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Sport Clubs Patch

The FIU Sport Clubs patch **MUST** be included in all materials and apparel representing sport clubs. These materials include but are not limited to uniforms, promotional items, etc., as well as any other items that officially represent sport clubs.



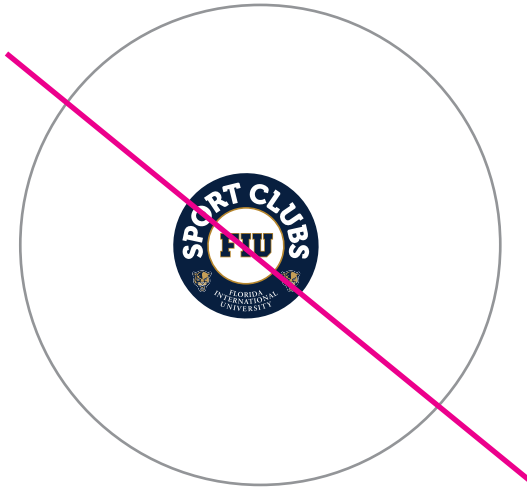
Size requirements:

Apparel: **MUST** be at least 2.5" in diameter Print & digital: **MUST** be no less than 1.5" in diameter.

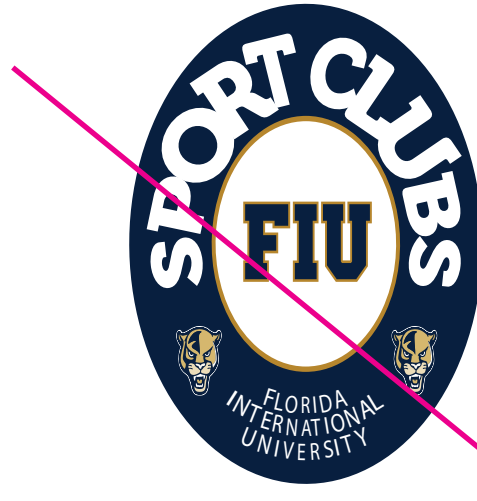
SPORT CLUBS



Unacceptable Use



Smaller than 1.5" in diameter



Any Distortion



Any extra element closer than the safe area



Any change in colors



Any change in fonts



Any effect or filter

SPORT CLUBS



Sport Clubs Labels

The following Sport Clubs labels are the **only** approved versions. Each of these versions **MUST** have the **graphic element (Panther graphic or "Panthers" wordmark) + sport club name**. See examples below. The omission of any of these elements is unacceptable.

When to use it?

Apparel: Use sport clubs label and patch. Both **MUST** be included.

Social media profile picture: Use sport clubs label to represent your specific sport.



RUGBY CLUB

Panther Graphic
+ sport club name



Panther Graphic
+ sport club name
(reverse)



RUGBY CLUB

Panthers Wordmark
+ sport club name



Panthers Wordmark
+ sport club name
(reverse)

Important note: Sponsors or co-branding with another entity **MUST** be approved by and follow FIU Athletics' guidelines. Conflicting sponsors or brands may not be utilized (i.e. Nike, Under Armour, etc.). Please visit the FIU Athletics website for more information.

SPORT CLUBS



Unacceptable Use



RUGBY CLUB

At no time should anything be placed over any FIU athletic logo.



RUGBY CLUB

FIU athletic logos should not be modified, stretched or distorted.



CLUB RUGBY

FIU athletic logos should not use any color other than the approved color combination.



RUGBY CLUB

Do not crop FIU athletic logos in any way.



RUGBY CLUB

Do not add additional elements to any of the FIU athletic logos.



RUGBY CLUB

FIU athletic logos should not appear against any distracting textures or repeated patterns.



RUGBY CLUB

Do not fill any FIU athletic logo with any gradients, texture, or patterns.



RUGBY CLUB

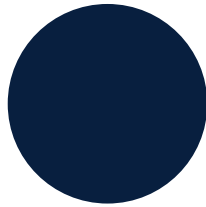
FIU athletic logos should not have additional outlines placed around them.

SPORT CLUBS



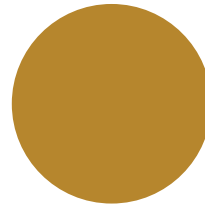
Colors

The official FIU colors **MUST** be used in the Sport Clubs patches and Labels.



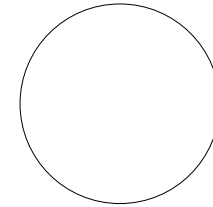
BLUE

PANTONE 282
 CMYK: 100-87-42-52
 RGB: 9-30-65
 HEX: 081E3F



GOLD

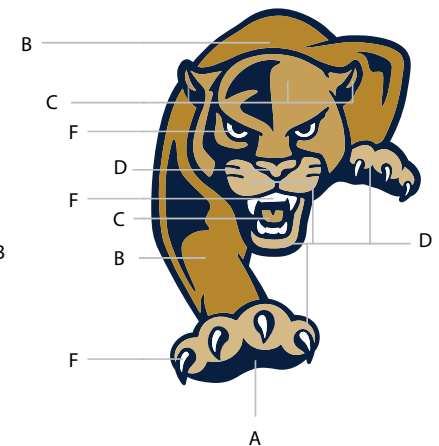
PANTONE 125
 CMYK: 26-46-100-6
 RGB: 182-134-45
 HEX: B6862C



WHITE

EMBROIDERY THREAD COLORS:

BRAND:	Madeira	Robison-Anton	Tristar Textile	Salus
A	1742	2439 Blue Ribbon	530 Eclipse	665
B	1672	2471 Shimmering Gold	715 Ginger	719
C	1673	2630 Pro Beige	694 Root Gold	771
D	1670	2586 14 Kt. Gold	779 Riviera Sand	770
F	1001	2342 Natural White	930 White	504



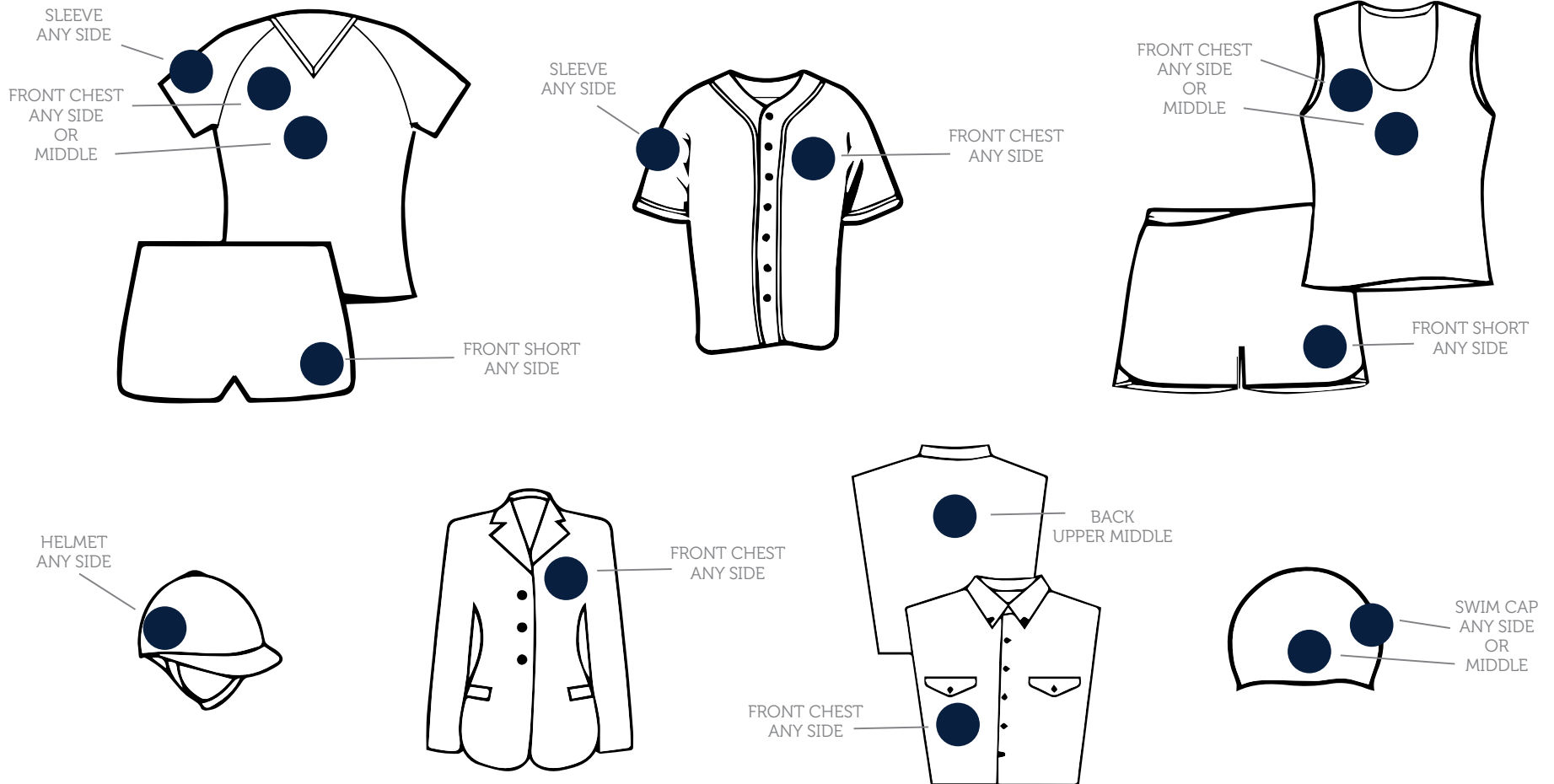
SPORT CLUBS



Game Day Apparel

Sport Club Patch **MUST** be included in game day and non-game day apparel. Label is optional for game day apparel.

Game day apparel **MUST** follow these approved placements for the Sport Clubs patch or label. If you choose to include the label in addition to the patch, both will have to be present in each item (i.e. shorts, shirts, etc.)



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Non-Game Day Apparel

Sport Clubs patch **MUST** be included in game day and non-game day apparel.

Sport Clubs labels **MUST** be included in **Non-game** day apparel.



Print, Signage & Digital

Print and signage includes flyers, banners and other collateral materials.

Digital includes social media, websites and other online components.

Guidelines:

Sport Clubs patch **MUST** be included in print, signage and digital assets. Sport Clubs label **may be** included in addition to the official patch.

RUGBY CLUB GAME DAY

March 24, 2020

7:00 PM

Location



In print Patch **MUST** be no less than 1.5" in diameter.

Panthers

RUGBY CLUB

GAME DAY

March 24, 2020

7:00 PM

Location



FIU

Sport Clubs Office
305-348-6835
sportclubs@fiu.edu

External Relations, Strategic Communications & Marketing