

FIU

STUDENT

ORGANIZATIONS

Branding Guide

Introduction

This Branding Guide is intended for the use of official FIU student clubs/ organizations managed by Campus Life.

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General Guidelines

The following document provides approved guidelines for logo usage. If you have additional questions, please contact Campus Life at:

- MMC: 305-348-2138 | camplife@fiu.edu
- BBC: 305-919-5804 | bbccl@fiu.edu

IMPORTANT: 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 Campus Life prior to production. Campus Life **MUST** develop and provide approved FIU Student Clubs logos.

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 about licensed vendors, please contact Campus Life or the Office of External Relations, Strategic Communications & Marketing.

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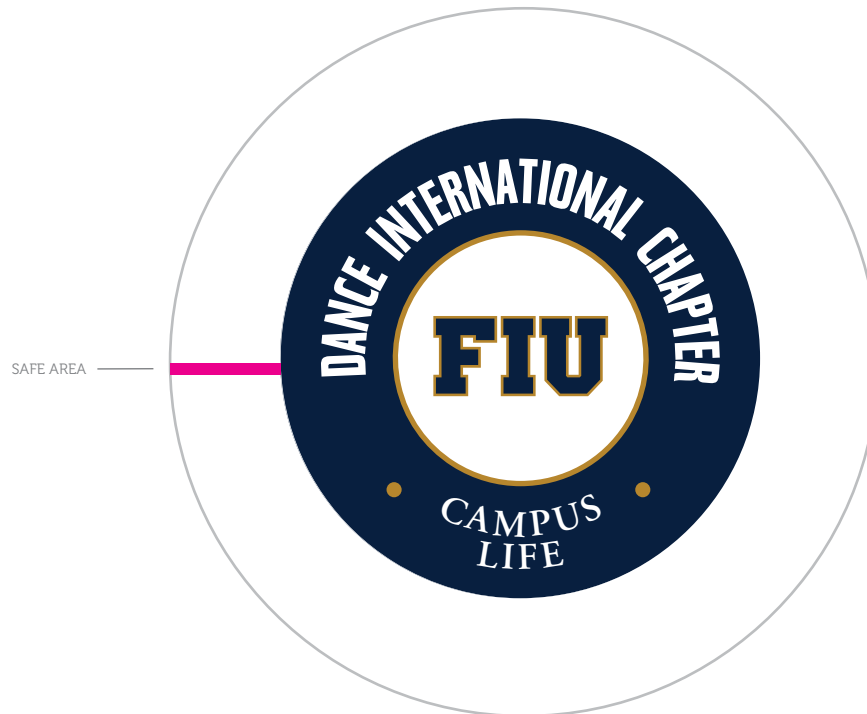


Student Clubs Logo Guidelines

Student Clubs are allowed to create their own logo to represent their identity. However, they **may not use** FIU's registered marks in the creation of their logo. The only way a Student Club is allowed to use the FIU registered marks is by using the approved Student Club logo.

Option 1: FIU Student Club logo *(This version can only be provided by Campus Life)*

- This is the official logo Student Organizations are allowed to use with the FIU block letters. Any variations or omissions are not allowed.
- The FIU block letters or logo cannot be used in any other way by Student Organizations.
- No other graphic elements or words can be included on or around this logo.



The minimum space required between this logo and other elements is the width of the blue band all around.

If the size of the logo is 2.5" then should be an empty circumference of 3.7" around the logo.

Size requirements:

Apparel: **MUST** be at least 2.5" in diameter

Print & digital: **MUST** be no less than 1.5" in diameter.

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Option 1: FIU Student Club logo *(This version can only be provided by Campus Life)*

- Alternative versions



Version 1
30 or less characters
Font size 30 pt.
(Based on the master of 2.5" file.)



Version 2
31 to 56 characters
Font size 14 pt.
(Based on the master of 2.5" file.)



Version 3
Inverted colors

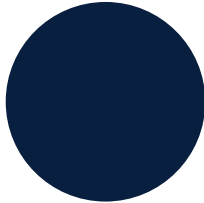
NOTE: Name should be a maximum of 56 characters including spaces.

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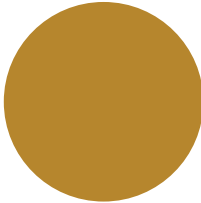
Colors

The official FIU colors **MUST** be used in the Student organizations logo.



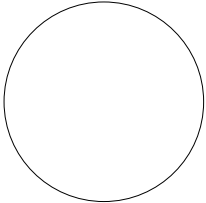
BLUE

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



GOLD

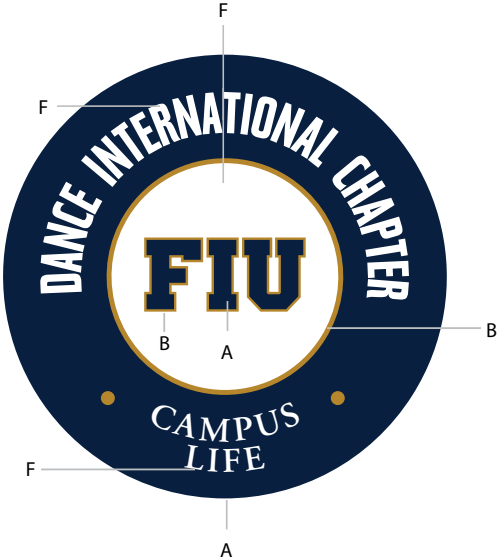
PANTONE 125
 CMYK:26-46-100-6
 RGB: 182-134-45
 HEX: B6862C



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



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Option 2: Student Club Logo *(created by Club or Organization)*

- Students Clubs have the option to create their own logo.
- These are **not allowed** to include the FIU block letters, logos, panther or other registered marks of the university.
- If a Student Organization wishes to mention the university in their logo, the following guidelines must be followed.
No variations are allowed.

Samples of student organization logos



NOTE: Mention of the university MUST be in writing.

[Student Club logo] + "at Florida International University" or [Student Club logo] + "at FIU"

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Use Cases:

- Both the official FIU Student Organization logo or the logos created by the students can be used at the same time as long as both visuals meet the spacing requirements indicated on page 4.
- Student Clubs are free to use either of these options as long as they follow the approved guidelines. Clubs are not required to use the FIU Student Club logo.
- Both options can be used in different marketing materials such as social media, flyers, website, apparel, premium items, etc., as long as they're used to represent its organization.

Official Student Organization logo



Combo



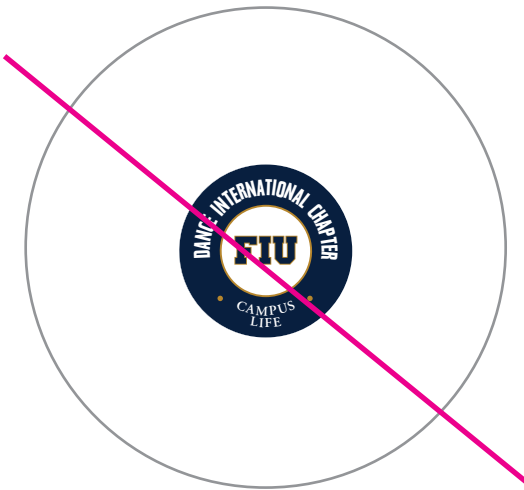
Student Organization logo (Create by the student organization)



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Unacceptable Use



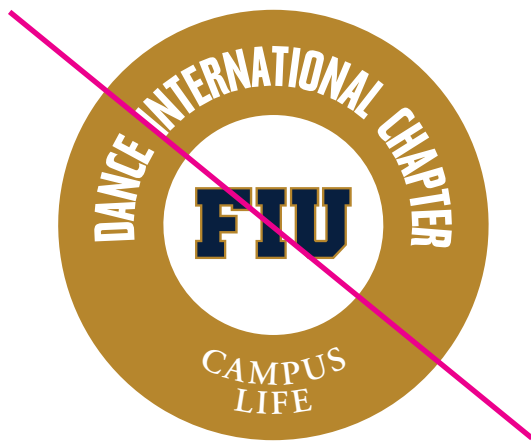
Smaller than 1.5" in diameter



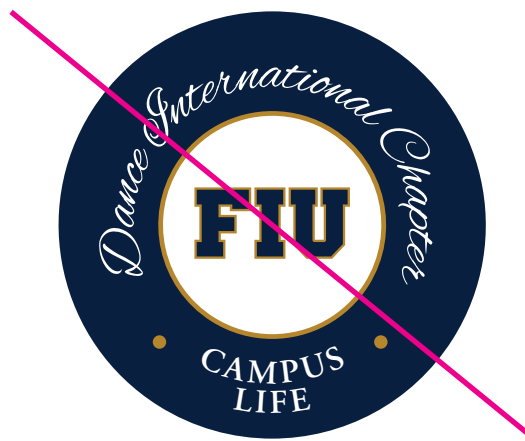
Any Distortion



Any extra element closer than the safe area



Any change in colors



Any change in fonts



Any effect or filter

FIU

Campus Life
305-348-2138
campuslife@fiu.edu

External Relations, Strategic Communications & Marketing