

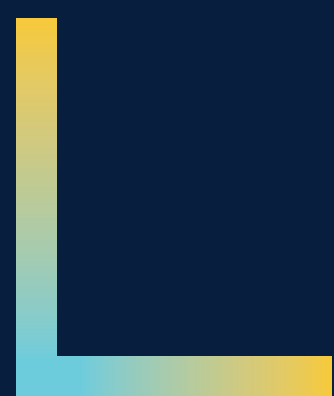
STYLE GUIDE

FIU

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REAL STYLE GUIDES START HERE



INTRODUCTION

As FIU continues to transform from a local commuter school into a national powerhouse, the university is engaging and empowering students and families—while generating connections, knowledge and solutions that shape our communities and radiate around the world. It's time for its brand to reflect that.

This style guide will serve as a resource for writing, designing and understanding the thinking behind the FIU brand. Whether you create the work or represent the school in any of the following roles, you are a brand ambassador.

- **Staff (Marketing & Communications Department)**
- **Advancement Communications, Leadership & Development Officers**
- **Alumni Relations Officers**
- **Donor & Volunteer Staff**
- **Campus Communicators Network**
- **Vendors/Partners**
- **Designers**
- **Copywriters**
- **Creative Directors**
- **Photographers**

On the following pages, you'll find the tools you need to develop and create consistent messaging as we extend FIU's look and feel in any and all directions, to a wide variety of audiences. Keep in mind that this is a "living document" and will always be updated as the work moves forward and evolves. Maintaining a single guide that streamlines standards helps to ensure consistency in both internal and consumer-facing communications.

INCLUDED IN TOOLKIT

To ensure proper usage of certain elements, we have developed a brand toolkit as an extension of this guide. In it you'll find color swatches, type styling, design elements and more. Throughout this guide you will see the above icon to indicate what will be included.

To obtain the toolkit, please contact:

Andrea Plasencia, Brand Manager

Division of External Relations, Strategic Communications & Marketing
(305) 348-4317 | anplasen@fiu.edu

BRAND POSITIONING



BRAND POSITIONING

The **brand positioning** serves as a **strategic blueprint** that informs and guides all of the creative work that follows.

It is made up of three components:

A **Brand Essence** (our strategic north star) sits atop four **Brand Pillars** (the foundations that FIU stands on) that are guided by our **Brand Tone** (FIU's personality).

On the following pages, we'll expand on these three components and describe how they should influence the overall creative process.



BRAND ESSENCE, PILLARS AND TONE

Our big idea has been summed up in the following brand essence, an internal north star to guide all of FIU's work. It's not a tagline and should never be used in outward-facing materials.

**FIU IS AN EMPOWERING FORCE
ENERGIZING OUR WORLD**

This brand essence sits atop four brand pillars...

- NOT JUST IN MIAMI, WE ARE MIAMI**
- EMPOWERING FORCE**
- OPPORTUNITY GENERATOR**
- TRANSFORMING LIVES & COMMUNITIES**

... and serves as the inspiration for all that drives FIU.

Check all creative work against this brand essence, and its four supporting pillars, to ensure that the spirit of FIU shines through in all forms of communications.

TONE WORDS

The following tone words describe the personality of FIU's brand:

Dynamic
Enterprising
Driven
Proud
Welcoming

These words should guide copy, design and other creative choices within the work. They can be dialed up or down in order to appropriately address each audience. For instance, the work might be more "dynamic" and "welcoming" when talking to prospective students, but more "proud" and "enterprising" when speaking to alumni and donors.



DYNAMIC
ENTERPRISING
DRIVEN
PROUD
WELCOMING



BRAND ESSENCE

**FIU IS AN EMPOWERING FORCE
ENERGIZING OUR WORLD**

BRAND PILLARS

**NOT JUST IN
MIAMI.
WE ARE MIAMI.**

**AN
EMPOWERING
FORCE**

**TRANSFORMING
LIVES AND
COMMUNITIES**

**AN
OPPORTUNITY
GENERATOR**

BRAND TONE

DYNAMIC



ENTERPRISING



DRIVEN



PROUD



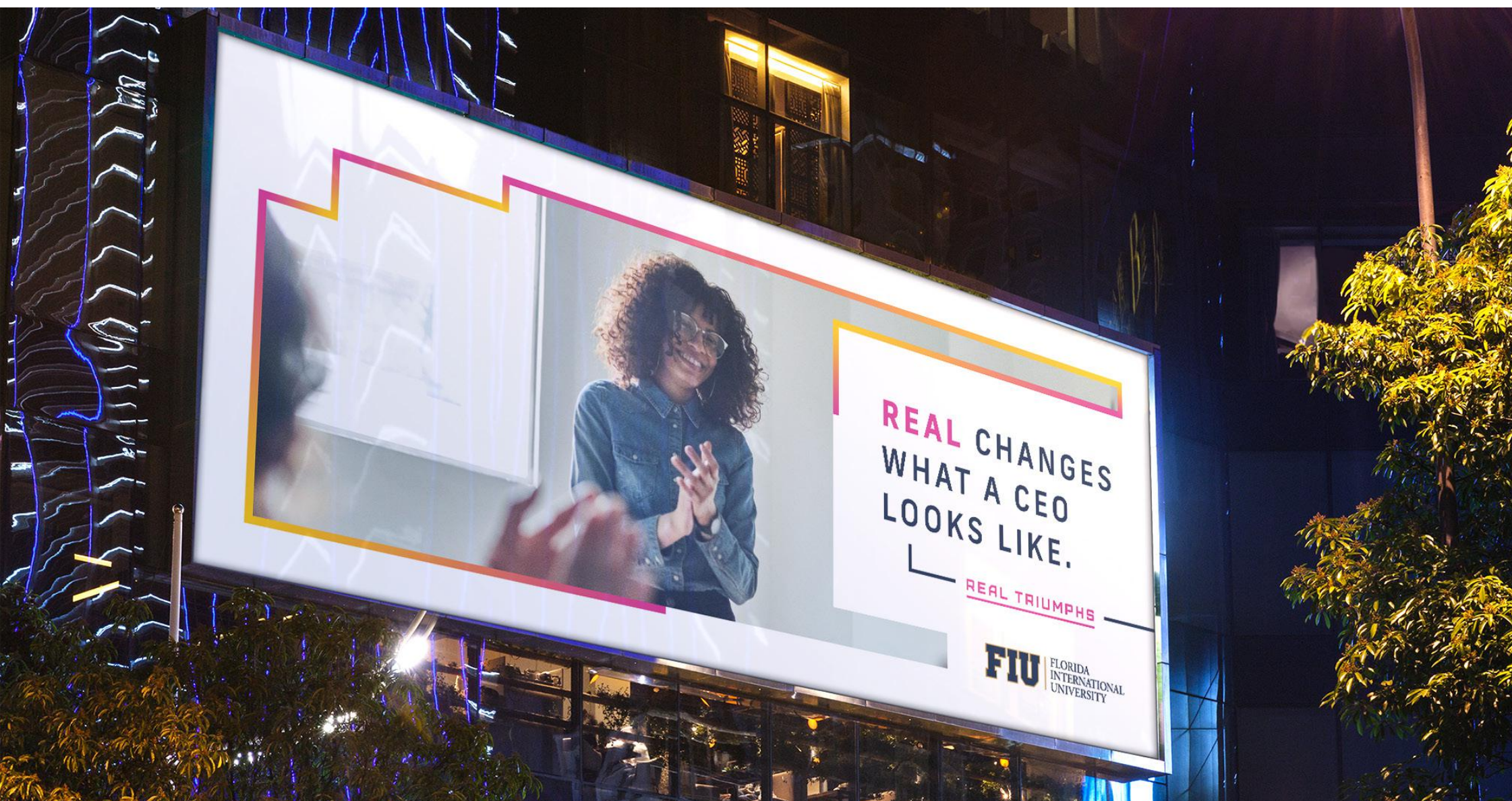
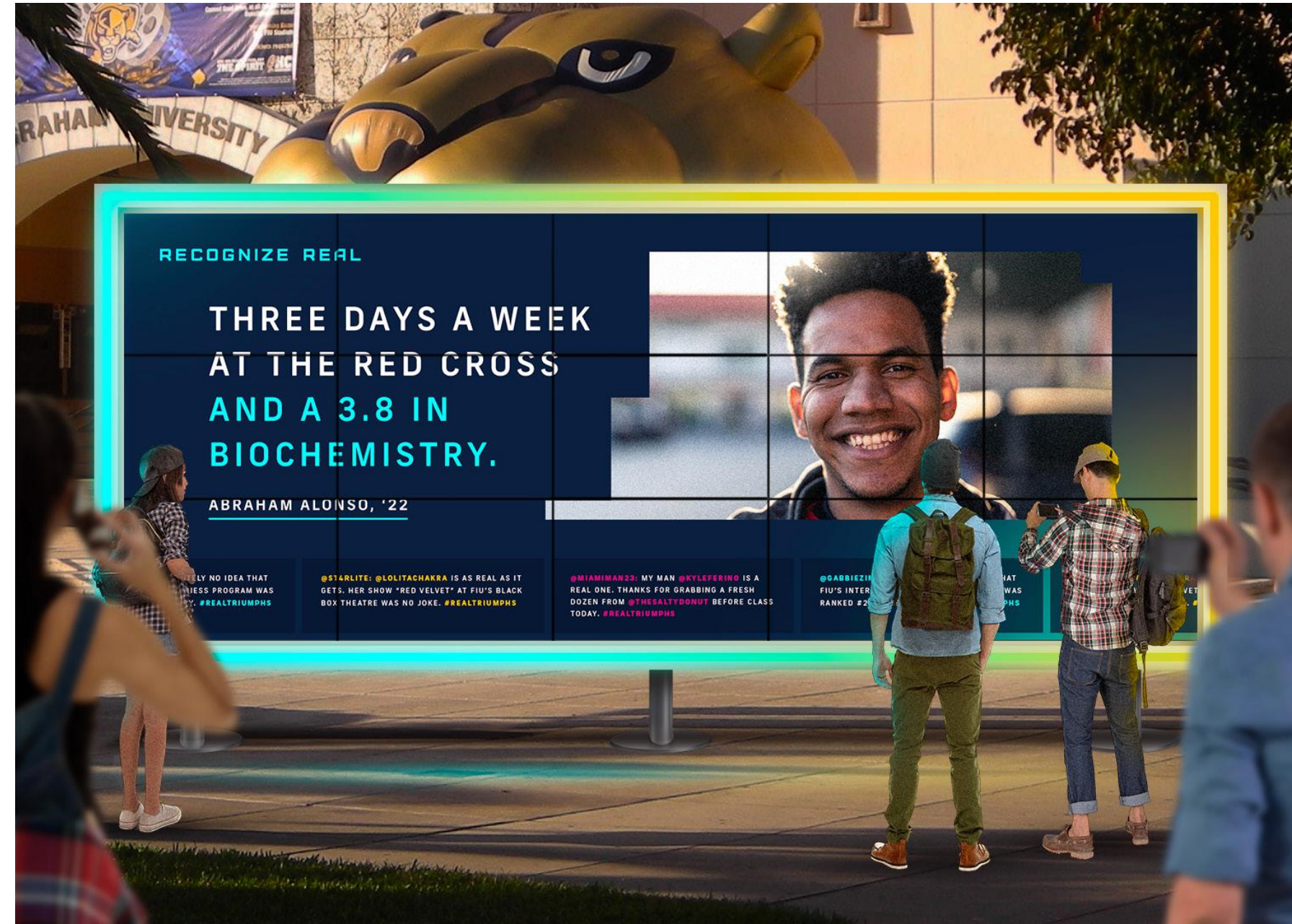
WELCOMING

CREATIVE OVERVIEW



CREATIVE OVERVIEW

Creating a brand for a university that is built not just for the present but for the future requires a modern, dynamic identity. Typefaces reflect the forward-looking aspirations and are meant to work together. The flexible shapes show individuality but an ability to change and grow. Color palettes build on the heritage of the FIU blue and gold, adding in pops of color to show the warm, energizing spirit of Miami. All of these elements combine to represent the powerhouse that is Florida International University.



CREATIVE EXPRESSION

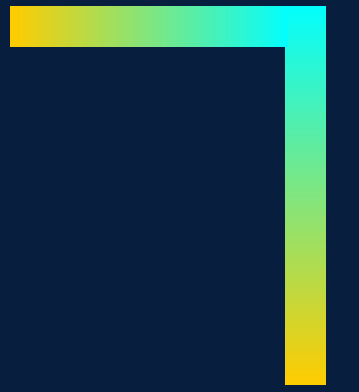
Rationale

Building on the brand essence, **the following rationale—and subsequent brand platform—is the conceptual foundation** for all creative work going forward. The rationale explains how we are Energizing Our World and introduces a tone of voice and element of storytelling to the overall brand.

There's a new school of thought spreading in and around Miami. One that wasn't created on some campus atop a hill—but in the heart of a community that we call home. An education that focuses on real students with real goals and real responsibilities, rooted in the realities of today.

At FIU, we are doing instead of preparing. We are joining the workforce while juggling our workloads. We are extending our reach across cultures and generations. We are approaching education in a new way on our own terms for the worlds of both today and tomorrow.

We are as real as it gets—and what real does makes a real difference.



BRAND PLATFORM

Real Triumphs. A Brand Platform captures the spirit of our narrative in its most distilled, succinct form. It can therefore serve as an effective tagline when communicating in a campaign mode. Outside of a campaign it serves as the narrative springboard for larger storytelling.

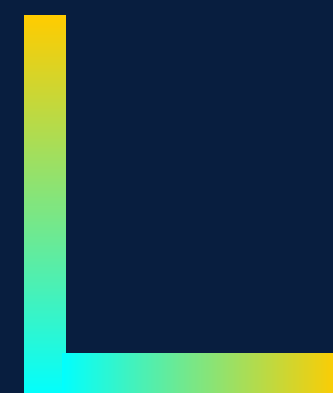
The phrase “Real Triumphs” can be read two ways:

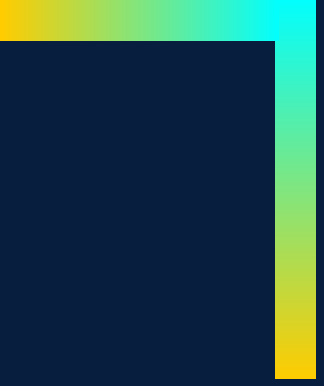
- 1. In one way, it showcases the real impact that FIU is making throughout the world—tackling real challenges, coming up with real solutions, making a real difference and ultimately, achieving real triumphs.**
- 2. In another way, it flips the adjective “real” and turns it into a noun—a noun that represents FIU, and how real the university is. Real is the constant. Real is the force behind our actions.**

This flexible, concise, brand platform allows FIU to take ownership of the word “real”—and encapsulates the determination, vibrancy, humility and understanding that is authentic to FIU.

Real Questions.
Real Answers.
Real Explores.
Real Discovers.
Real Challenges.
Real Changes.

REAL TRIUMPHS.





BRAND PLATFORM

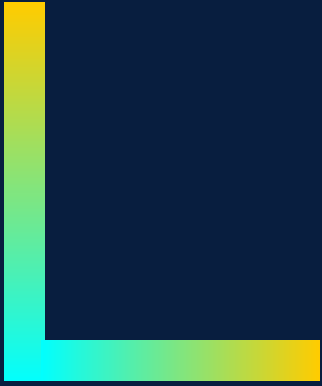
With a foundation that is both humble and bold, Real Triumphs becomes a storytelling platform for existing and future content. It's a call to action for every member of FIU to take pride in what the university is doing, and importantly, ensures everyone else takes notice.

IN CAMPAIGN MODE, such as out-of-home advertising, "Real Triumphs" can serve as a tagline to connect a wide range of messaging. While not necessarily locked up with the FIU logo, it brings an element of cohesion to the campaign.

OUTSIDE OF A MARKETING CAMPAIGN, "Real Triumphs" serves as a narrative through-line for all types of FIU storytelling. While the physical product may not feature the actual words "Real Triumphs," the idea that FIU is powered by real people making a real difference should be felt throughout.

Real Questions.
Real Answers.
Real Explores.
Real Discovers.
Real Challenges.
Real Changes.

REAL TRIUMPHS.



COPY GUIDELINES



TO NE

While the previously mentioned tone words (p. 8) will guide a lot of the copy, FIU's voice should also be confident, aspirational and authentic.

DYNAMIC: Vigorously active or forceful and characterized by energy and effective action.

ENTERPRISING: Will to take initiative and be resourceful – in order to advance goals and push for better outcomes.

DRIVEN: Enthusiastically marked by a passion to pursue accomplishments and strive for greater.

PROUD: Honorable; feeling satisfaction over something regarded as gratifying.

WELCOMING: Reachable or approachable; treating guests politely and in a friendly manner.

Depending on which audience we are speaking to, tone can vary. For example, when connecting with prospective or current students, FIU's voice can take on a more personal and conversational tone. When appealing to alumni and donors, a more straight-forward, CTA approach can be taken. All the while, FIU's voice should be rooted in realness.

Audience: Prospective or Current Students

REAL COMES FROM A PLACE THAT'S PERSONAL

There's a reason Abraham Alonso attends a school with over 55,000 students—in a metro area buzzing with 6.1 million people—he is a man of the people. Born and bred in Dade County, raised on family values and block party cookouts, Abraham experienced firsthand what it was like to lift up neighbors in need. So now, at FIU, he's doing the same. Splitting time between chemistry lab and the Red Cross Disaster Team, where Abraham works to help families who lost everything. Volunteering at West Kendall Baptist Hospital, where he administers free health checks to community members who need them. Sharing ideas with classmates, collaborating with partners and still pulling a 3.8 GPA. Helping others is at his core.

Audience: Alumni and Donors

WHAT REAL DOES MAKES A REAL DIFFERENCE

FIU's upward trajectory could not have been launched without the foundation that you and your fellow Panthers provided. The only way that we can continue to push this university forward is to stay connected.

Together, we can take FIU to the Next Horizon—as we work to solve the world's most pressing challenges, from tackling college affordability to sea level rise.

Learn how you can make a difference here.

REAL HEADLINE SERIES

Below are examples of how the brand platform “REAL TRIUMPHS” can flex to reach multiple audiences and hit on various outcomes.

This fill-in-the-blank structure of “REAL ____ ” easily allows FIU to connect to a wide range of subject areas in a consistent, easily digestible way that ultimately drives home the main theme of the overarching campaign concept.

Subheads and photo choice are important to support the headlines by providing additional context to the stories we tell.

Examples:

REAL CHANGES WHAT A CEO LOOKS LIKE

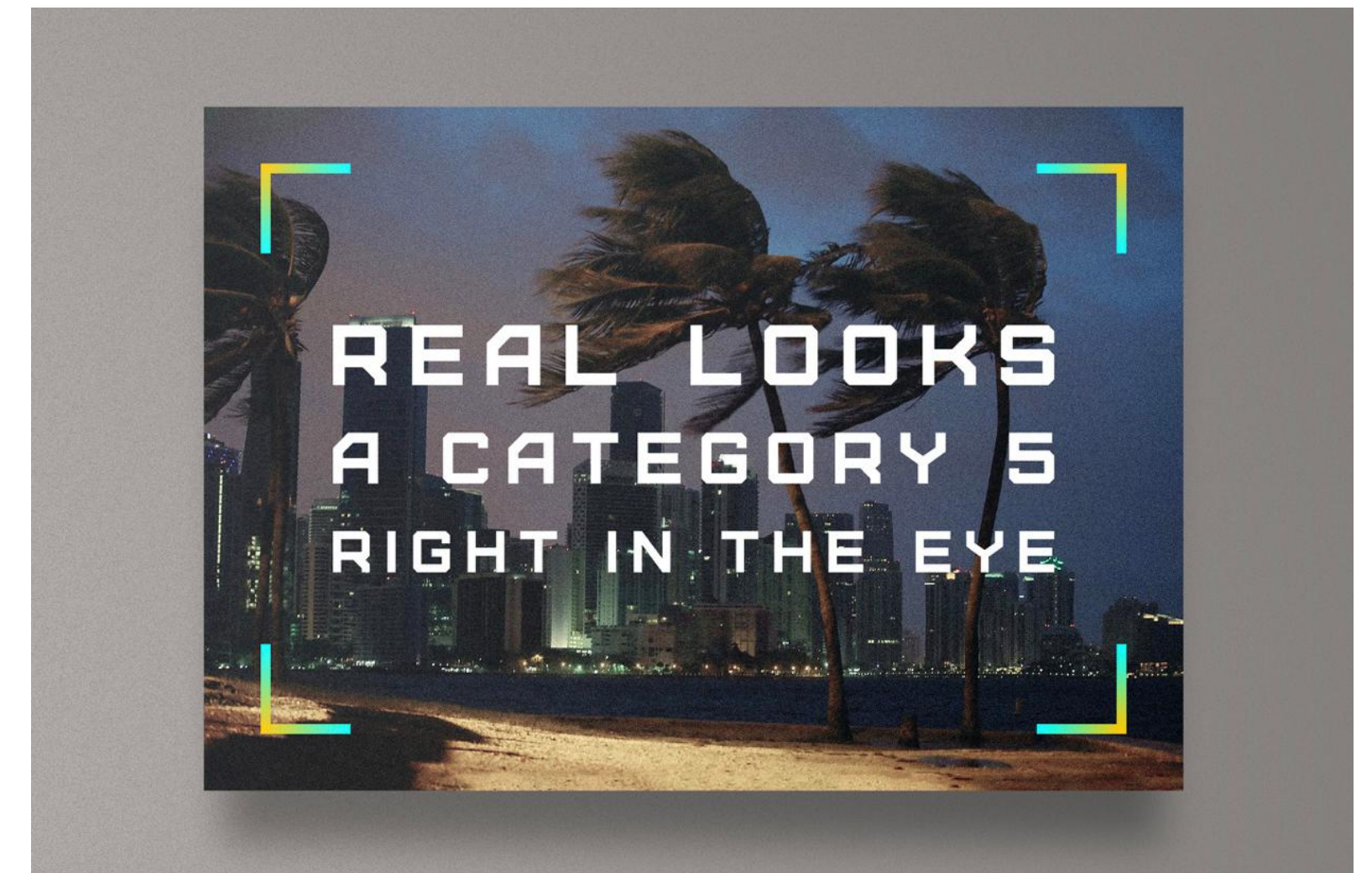
REAL CREATES OPPORTUNITIES FOR THE REAL MIAMI

REAL TAKES 18 CREDITS AND NOTHING FOR GRANTED

REAL FINDS ANSWERS WHERE NO ONE IS LOOKING

Use this headline device when you are looking to connect a series of messages, such as in an outdoor campaign, a shorter-length print piece, a video series, etc.

Feel free to use the headline “Real Triumphs” as a hero message (on the front page of FIU’s website) or when celebrating a specific accomplishment (big football win, faculty achievement, student award).



GENERAL HEADLINES

Headlines should feel like quick bursts of prideful energy. They may be inspired by familiar language but adapted to speak to whatever story FIU wishes to tell.

Examples:

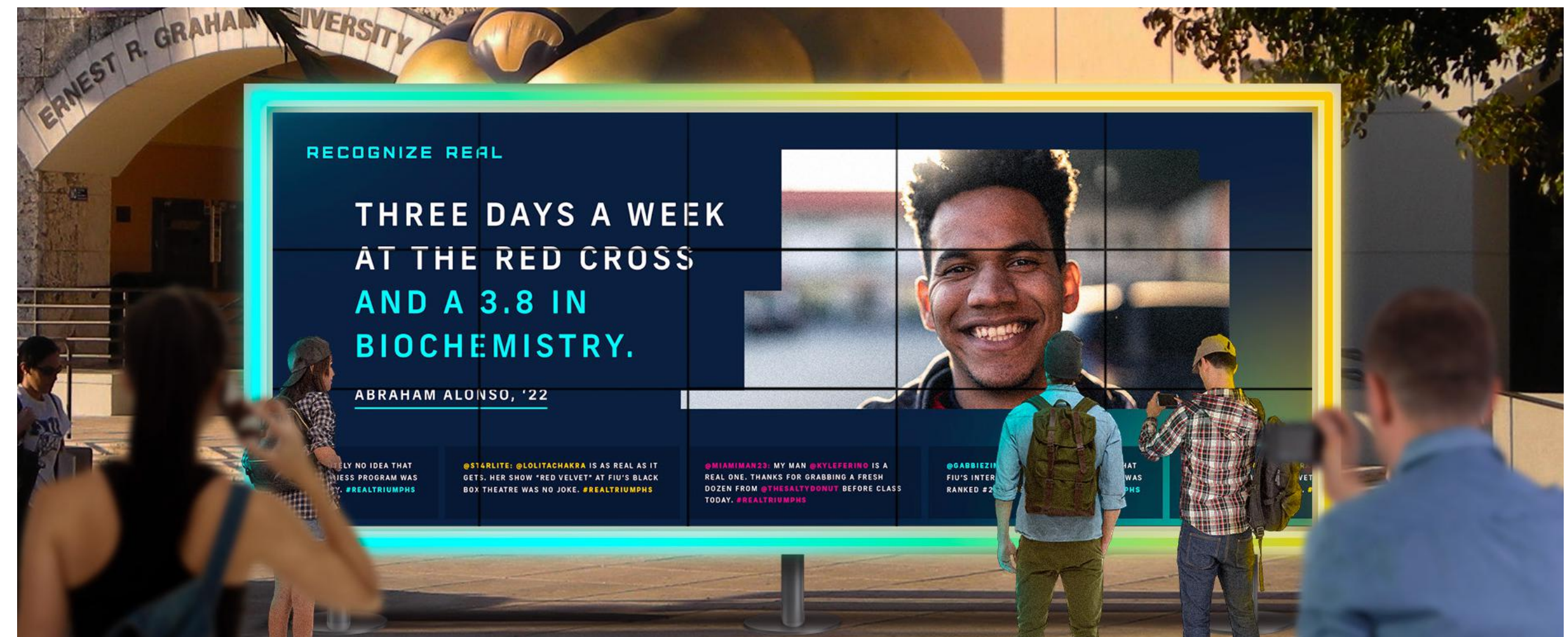
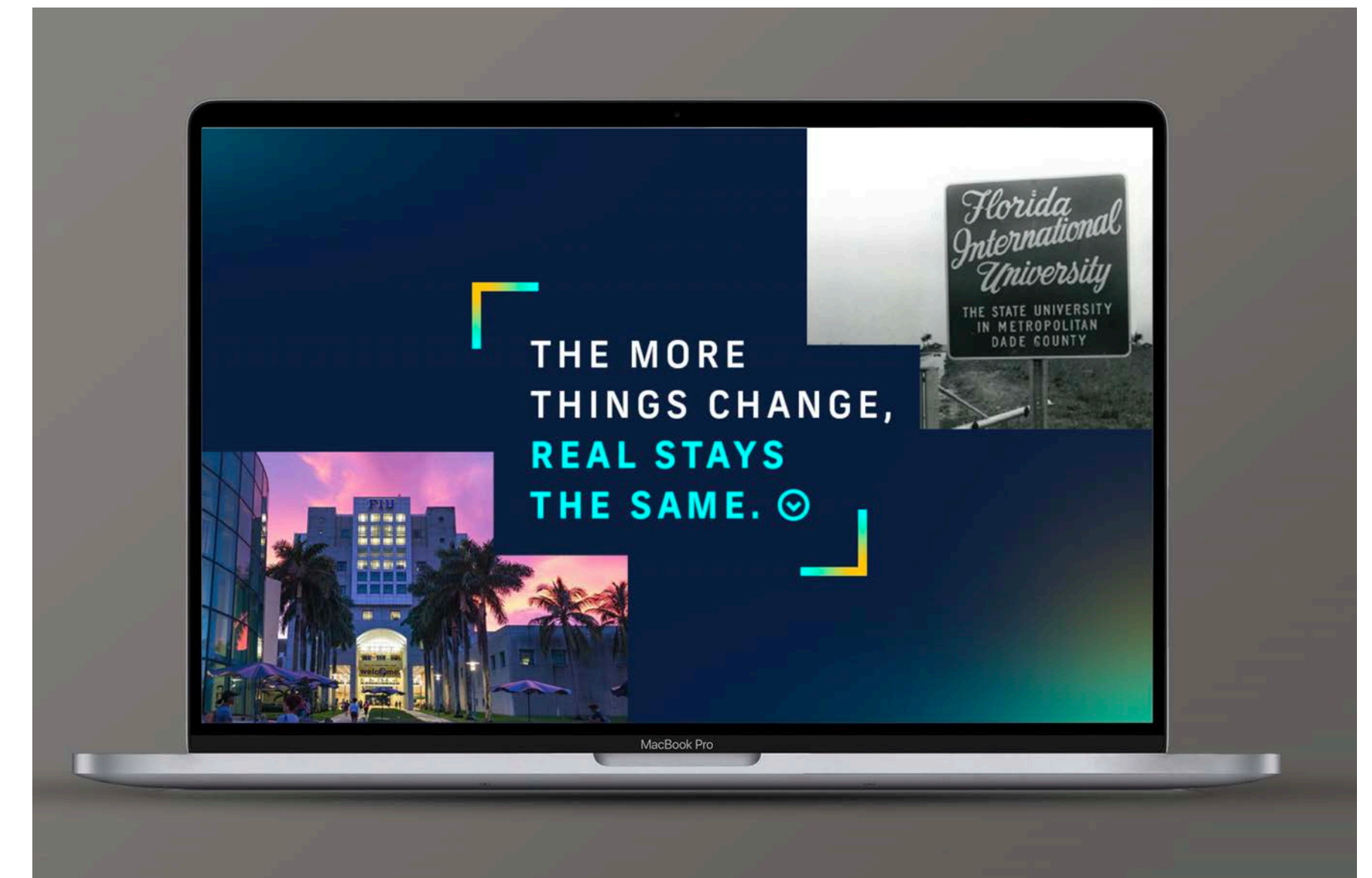
WE'RE AS REAL AS IT GETS

RECOGNIZE REAL

INTERNATIONAL IS OUR MIDDLE NAME

THE MORE THINGS CHANGE—REAL STAYS THE SAME

Use general headlines wherever you see fit, specifically when you do not have the luxury of a contained series of messages, such as in a longform viewbook, throughout the vast FIU website, when announcing university news or when you need to express a greater variety of tones.



BODY COPY

Overall, body copy should enhance and celebrate FIU's ability and achievements. Regardless of subject matter, keep this big idea in mind when telling every story.

To bring this idea to life, body copy should maintain the pace and momentum of the headline while reinforcing FIU's credibility and capabilities. Copy should feel lofty and inspirational without losing the punchy FIU tone that is so unexpected and fresh within the higher education space.

Body Copy
Example

REAL COMES FROM A PLACE THAT'S PERSONAL

There's a reason Abraham Alonso attends a school with over 58,000 students—in a metro area buzzing with 6.1 million people—he is a man of the people. Born and bred in Dade County, raised on family values and block party cookouts, Abraham experienced firsthand what it was like to lift up neighbors in need. So now, at FIU, he's doing the same. Splitting time between chemistry lab and the Red Cross Disaster Team, where Abraham works to help families who lost everything. Volunteering at West Kendall Baptist Hospital, where he administers free health checks to community members who need them. Sharing ideas with classmates, collaborating with partners and still pulling a 3.8 GPA. Helping others is at his core.

☰ RECOGNIZE REAL

FIU

REAL COMES
FROM A PLACE
THAT'S PERSONAL.

ABRAHAM ALONSO, '22

MacBook Pro

There's a reason Abraham Alonso attends a school with over 58,000 students—in a metro area buzzing with 6.1 million people—he is a man of the people. Born and bred in Dade County, raised on family values and block party cookouts, Abraham experienced firsthand what it was like to lift up neighbors in need. So now, at FIU, he's doing the same. Splitting time between the chemistry lab and the Red Cross Disaster Team, where Abraham works to help families who lost everything. Volunteering at West Kendall Baptist Hospital, where he administers free health checks to community members who need them. Sharing ideas with classmates, collaborating with partners and still pulling a 3.8 GPA. Helping others is at his core.



RED CROSS
SUPERVISOR



BAPTIST HEALTH
VOLUNTEER

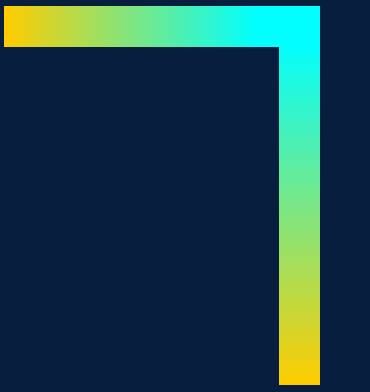
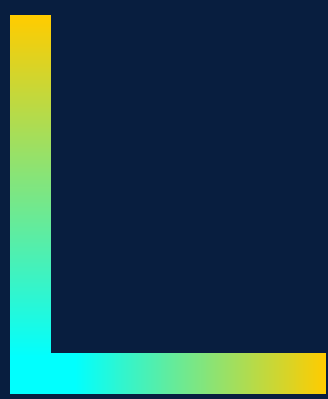


KAYAKER
AND BICYCLIST



DEAN'S SCHOLAR
HONOR COLLEGE

TYPOGRAPHY



TYPOGRAPHY

The brand uses two typefaces: Frank New and Furore. Frank New has several weights that can be used for headlines, subheadlines, body copy and more.

Furore is mainly used as a decorative or display typeface in the brand, especially when highlighting the word “Real” or the brand platform “Real Triumphs.” Other uses include labeling and eyebrow treatment.

In cases **where the above typefaces are truly inaccessible**, please leverage Helvetica and its weights as an alternate typeface option.

PRIMARY TYPEFACES

FRANK NEW BOLD

FRANK NEW BOLD ITALICS

FRANK NEW MEDIUM

FRANK NEW MEDIUM ITALIC

FRANK NEW REGULAR

FRANK NEW REGULAR ITALIC

FRANK NEW LIGHT

FRANK NEW LIGHT ITALIC

FURORE

ALTERNATE OPTION

HELVETICA BOLD

HELVETICA REGULAR

HELVETICA LIGHT

HEADLINE STYLING

There are two ways to treat your copy. The first treatment uses your general headline and subheadline. The second treatment uses a headline that contains the word “Real” and uses “Real Triumphs” as the subheadline.

When to employ either one of these treatments depends on the content and audience. Refer to the copy tone suggestions for when to use each.

General headlines should use the first style, employing the subheadline treatment when necessary.

Headlines using “real” should use the second style, adding the Real Triumphs line depending on the audience and whether or not the campaign needs to be reinforced.

INCLUDED IN TOOLKIT

Type: Frank New Medium
Kern: 130 pt.
Case: all caps

Type: Frank New Bold
Kern: 130 pt.
Case: all caps

Type: Frank New Medium
Kern: 130 pt.
Case: all caps

“Real” word
Type: Frank New Bold
Kern: 130 pt.
Case: all caps

EYEBROW TREATMENT

HEADLINE GOES HERE

SUBHEADLINE GOES HERE

Lorem ipsum dolor sit amet, ad minim adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

Type: Frank New Medium
Kern: 130 pt.
Case: all caps

Type: Frank New Regular/Light
Kern: 0 pt.
Case: sentence case

EYEBROW TREATMENT

REAL HEADLINE GOES HERE

REAL TRIUMPHS

Lorem ipsum dolor sit amet, ad minim adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

Second part of headline
Type: Frank New Medium
Kern: 130 pt.
Case: all caps

Type: Furore
Kern: 200 pt.

Type: Frank New Regular/Light
Kern: 0 pt.
Case: sentence case

REAL WORD MARK

There are four fixed wordmarks for the word “real” and each can be colored in both gradient options. Refrain from recreating new wordmarks for consistency. It can also be used as a large textural element in environmental graphics.

This wordmark should be used separately from the “Real Triumphs” subheadline, in instances when “REAL” can be called out and treated on its own.

Using this wordmark reinforces the emphasis on real people making a real difference in the FIU community.

INCLUDED IN TOOLKIT



REAL



REAL



REAL



REAL

REAL

BUSTS DOWN
DOORS.

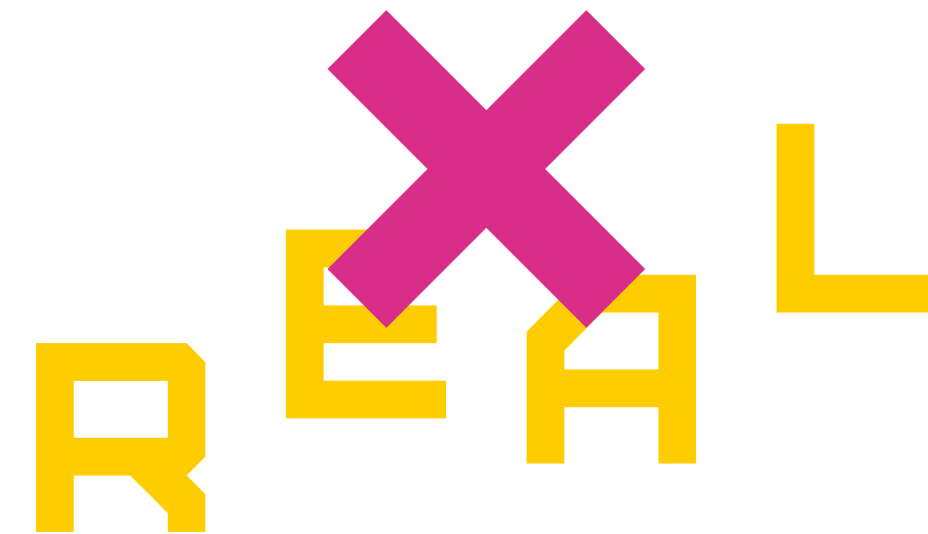
AND HOLDS THEM
OPEN TOO.

FIU

**REAL
WORD MARK
DON'TS**



Do not use the real wordmark as part of the Real Triumphs lockup.



Do not create alternate-color versions of the wordmark.



Do not use the real wordmark as part of the Real Triumphs headline lockup. It can be used with general headlines, see previous page for an example.

COLOR PALETTE



COLOR PRINT PALETTE

Blue and gold are the university's official colors. Bright gold, cyan and magenta are the secondary colors that are used throughout the brand. White is used as a neutral and alternate background color to blue.

For legibility purposes, cyan should never be used for type when appearing on a white background, particularly when it comes to digital and web applications.

New brand campaign colors can be used in all marketing materials, including but not limited to: advertising, email campaigns, websites, flyers/brochures, billboards, pole banners, floor stickers, etc.

Blue and gold should be used for all official documents and adhere to the logo appendix at the end of this document.

INCLUDED IN TOOLKIT

BLUE

CMYK: 100/87/42/52 (COATED PAPER)

PMS: 282C (COATED PAPER)

282U (UNCOATED PAPER)

GOLD

CMYK: 26/46/100/6 (COATED PAPER)

PMS: 125C (COATED PAPER)

117U (UNCOATED PAPER)

MAGENTA

CMYK: 5/92/0/0

PMS: RHODAMINE RED

CYAN

CMYK: 70/0/13/0

PMS: 3115C

WHITE

CMYK: 0/0/0/0

BRIGHT GOLD

CMYK: 0/16/80/0

PMS: 1225C

COLOR WEB AND DIGITAL PALETTE

Blue and gold are the university's traditional colors. Bright gold, cyan and magenta are the secondary colors that are used throughout the brand.

For legibility purposes, **cyan should never be used for type when appearing on a white background**, particularly when it comes to digital and web applications.

In order to comply with web accessibility, shades of these colors can be used when necessary.

INCLUDED IN TOOLKIT

BLUE

HEX: 081E3F

GOLD

HEX: B6862C

MAGENTA - WEB

HEX: CC0066

CYAN - NOT FOR TEXT

HEX: 00FFFF

WHITE

HEX: FFFFFFFF

BRIGHT GOLD - WEB

HEX: FFCC00

GRADIENTS

INCLUDED IN TOOLKIT



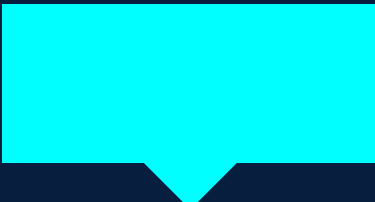
HEX: F8C93E
CMYK: 0/16/80/0
PMS: 1225C

HEX: CC0066
CMYK: 5/92/0/0
PMS: RHODAMINE RED



HEX: F8C93E
CMYK: 0/16/80/0
PMS: 1225C

HEX: 00FFFF
CMYK: 70/0/13/0
PMS: 3115C



GRADIENTS

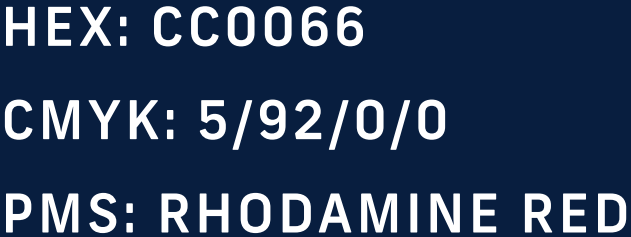
DON'TS

Only the gradients provided on the previous page should be implemented in the brand for consistency.

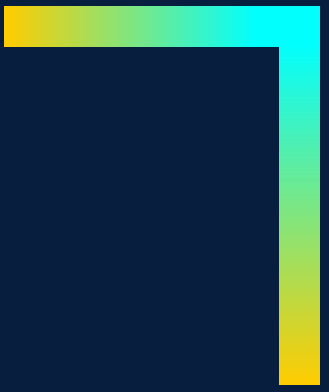
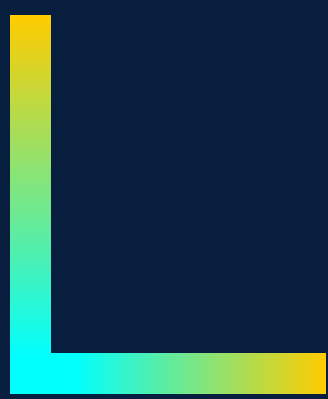
Avoid orange being a prominent color in the bright gold to magenta gradient.

Gradients should be used in corners or around the edges, not in the middle of compositions.

The below gradient is not part of the brand language and should not be used.



LOGO USAGE



LOGO USAGE

Throughout the Real Triumphs brand, we make use of the institutional logo as well as an outlined FIU block letter version.

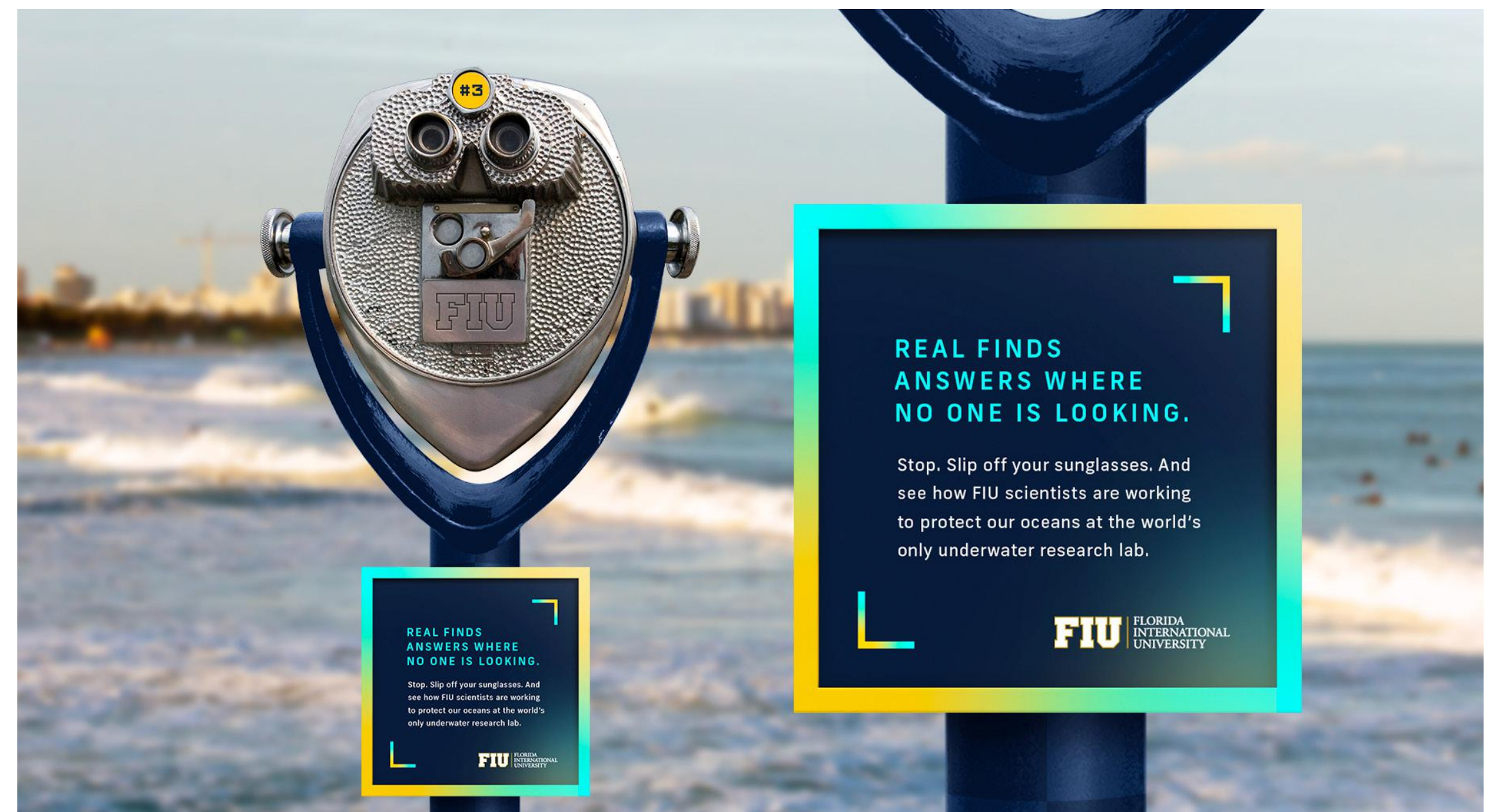
The outlined block letter version should only be used for marketing materials, and never for official institutional documents. It can be used alone for pieces that appear on FIU's campus, such as the signage on the top right. For other marketing materials outside of the campus environment, such as the bottom left example, it should only appear in combination with the official logo so communication is clear.

The outlined logo should not be made in different colors. The colors allowed are gold and blue as well as the reverse version (black and white).

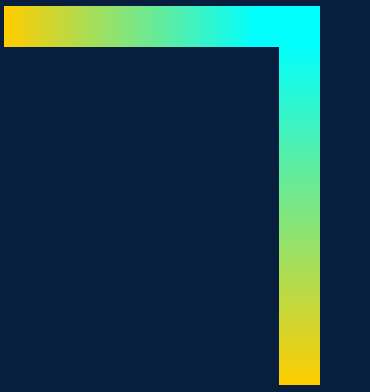
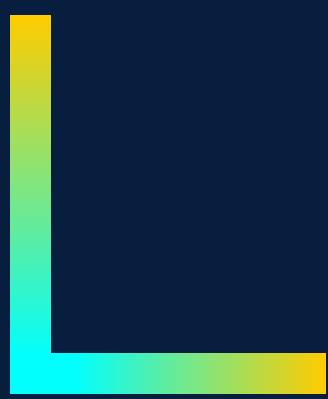
Colleges/Units may use the outlined logo for specific advertising and marketing materials if approved by External Relations, Strategic Communications & Marketing.

Colleges/Units are not allowed to combine the outlined FIU block letters with their official unit logo. Also, the outlined block letters cannot be used in addition to the unit logo in the same material as only one logo can be present.

For more information on logo usage for official documents, see pages 63-85.



DESIGN ELEMENTS



DESIGN ELEMENTS

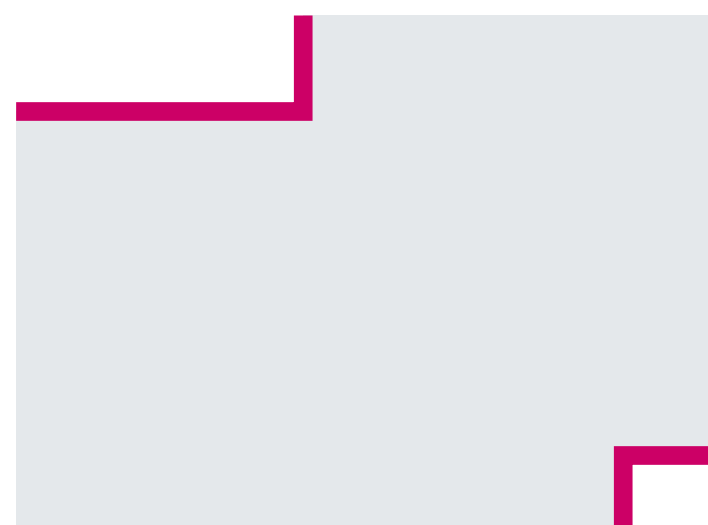
Various design elements are used throughout the FIU brand. To keep it clean, legible and consistent, these elements should be used sparingly. When using these elements, be sure to allow for white space and a clear hierarchy of information. Never allow graphic elements to overpower the messages we are communicating.



SHAPES

Shapes can be used as a container for imagery as well as a textural element when used as a pattern. Though all shapes are different, there are three moves that define a shape in this brand. Each can be used in any combination to give you your desired shape.

INCLUDED IN TOOLKIT



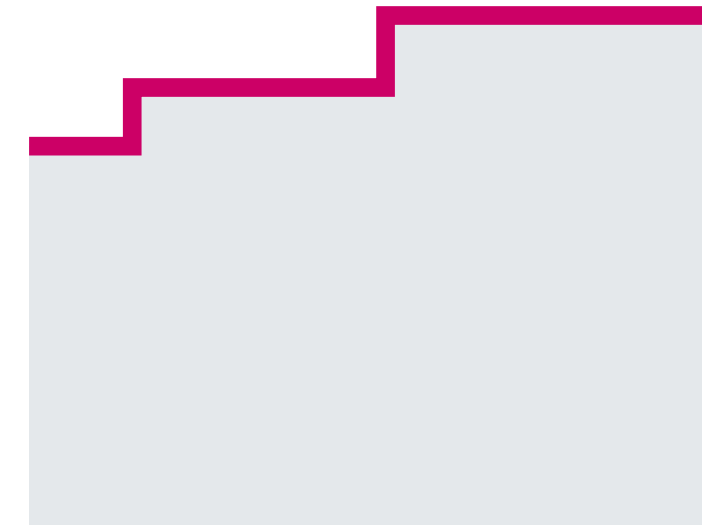
INDENTS

Concave part of the shape that can be used as a style when short, or used to hold information or logos when long.



TAILS

Extremity of the shape that can be used to add small, stylistic touches when short; and to add dramatic but subtle touches when elongated.



STEPS

A move that can give more style to the shape. Can also help with masking negative space when holding images.



COMBO

Use any combination of moves as you like. Use your imagery and the shape of your copy block as a guide when creating shapes.



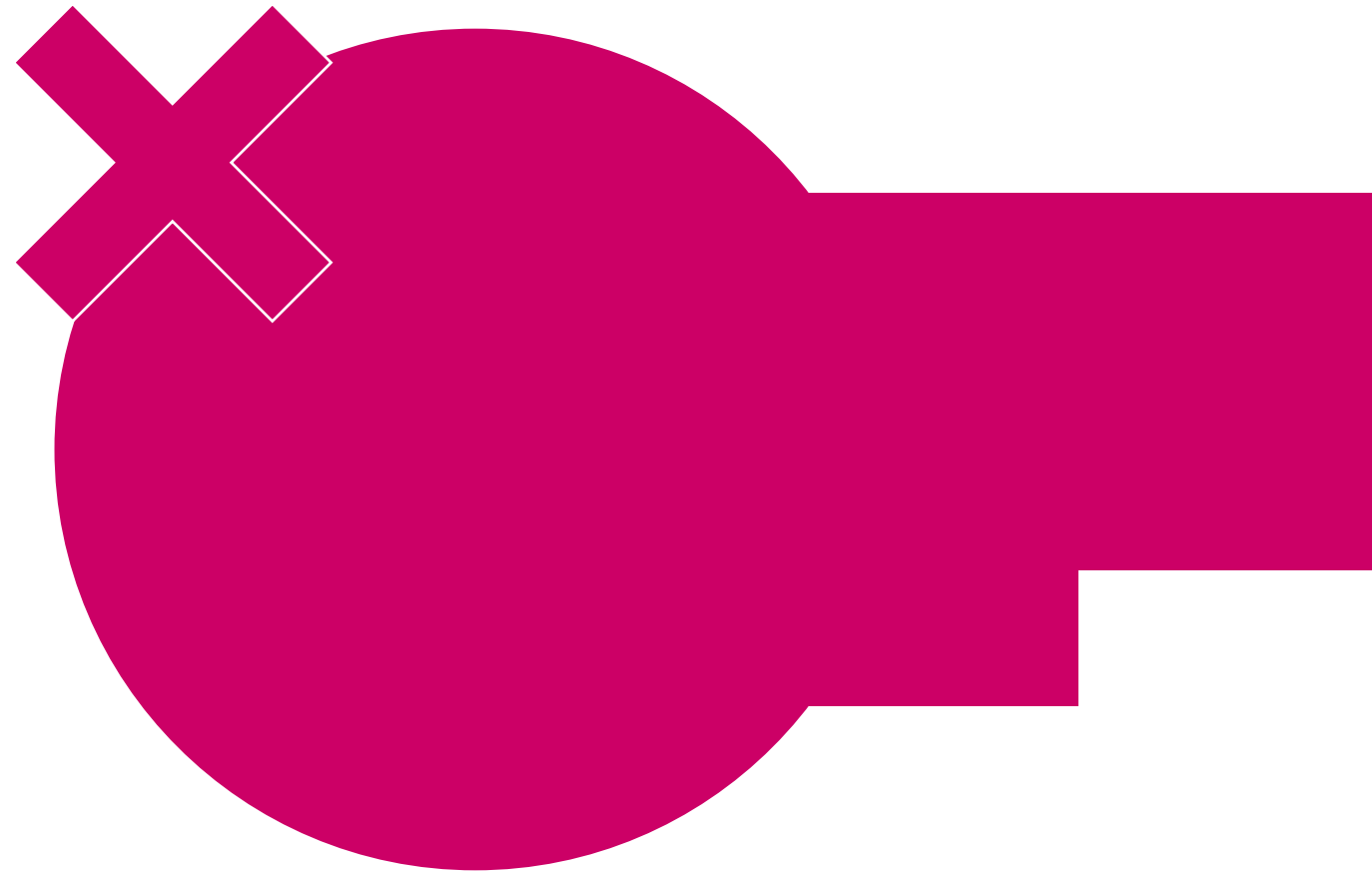
**REAL CHANGES
WHAT A CEO
LOOKS LIKE.**

REAL TRIUMPHS

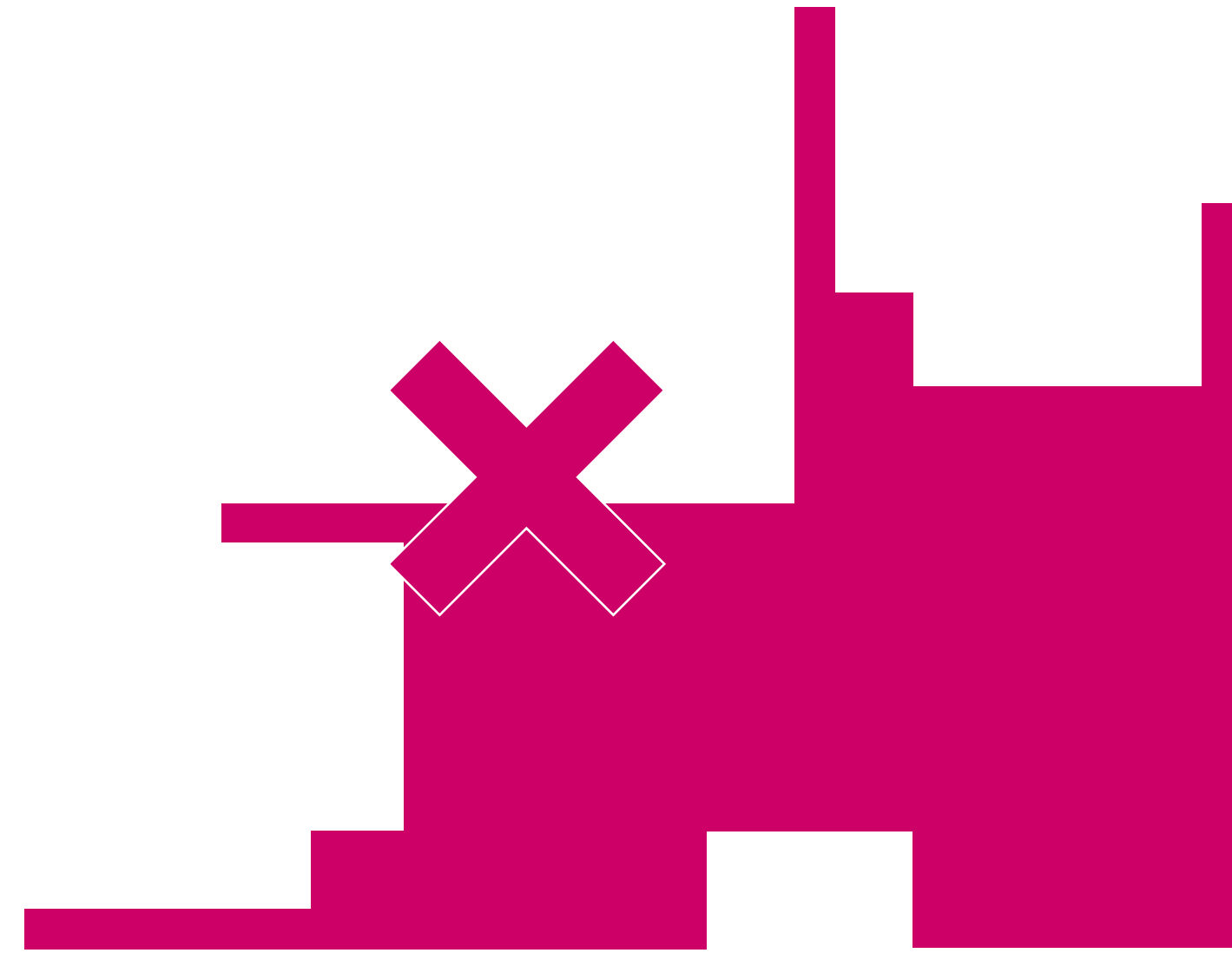
FIU FLORIDA
INTERNATIONAL
UNIVERSITY

The billboard features a woman with curly hair and glasses clapping in front of a whiteboard. The whiteboard displays a line graph with a sharp upward trend. The text is arranged in a clean, modern layout with a mix of bold and regular fonts. The entire advertisement is framed by a colorful, stepped border in shades of pink, orange, and yellow.

SHAPES DON'TS



Do not use round or elliptical forms to build shapes.



While shapes can have several elements to them, refrain from creating shapes that become too complex.

ENERGY LINES

These gradient lines represent FIU's empowering force that energizes the world. They live on the edges of shapes or can be used as a frame. While there is no exact measurement for the width and spacing of the energy lines, the examples created should serve as a guide. The lines should be thin, and not compete with photography or other information when used as a frame.

Energy lines are also used throughout the brand as corners - they can be used in pairs or in all four corners. When using a pair, they should appear in the top right and bottom left of a composition. Sizing and spacing reference should follow the guidance above. Examples occur throughout these guidelines.

INCLUDED IN TOOLKIT



REAL

BUSTS DOWN
DOORS.

AND HOLDS THEM
OPEN TOO.

FIU

ENERGY LINES DON'TS



Do not use more than two lines per shape. Energy lines should move the eye around the composition rather than being a solid frame. Four shapes can be used on the corners of an image (see page 45.)



Gradient colors should always be seamless. Make sure to connect the colors at the corners.

PATTERN

The pattern is composed of unique shapes and boxes that are connected by their sides and corners to create different mosaic patterns. Pattern can be used as a texture in large fields of negative space or as a background element. It can also be used to show multiple photos in a single layout. See examples on the following pages.

INCLUDED IN TOOLKIT





FIU
AQUARIUS
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
If you're even in the area, come check it out. Still blow you away.
Bob Green
Director, Fall Extreme Events Institute

REAL HELPS AN EVER-SHRINKING WORLD THINK BIGGER

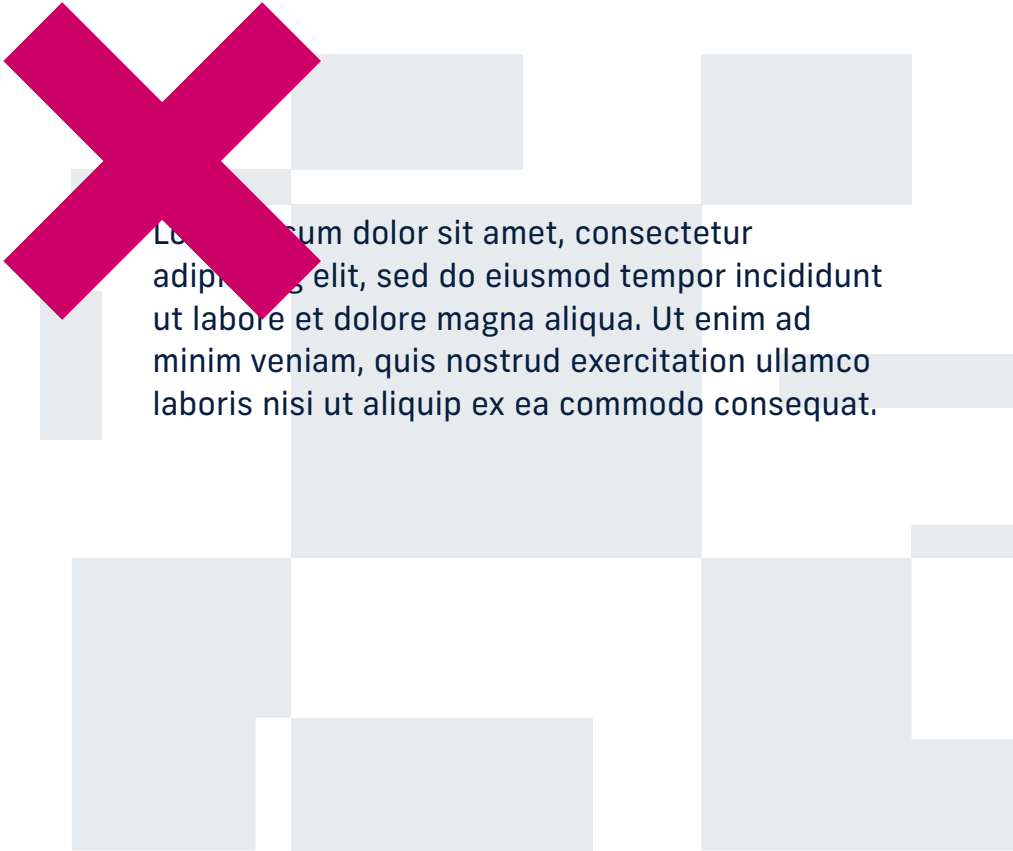
A REAL LOOKS IS RIGHT IN THE EYE

FIU | FLORIDA
INTERNATIONAL
UNIVERSITY



POSTCARDS
FROM
REALITY

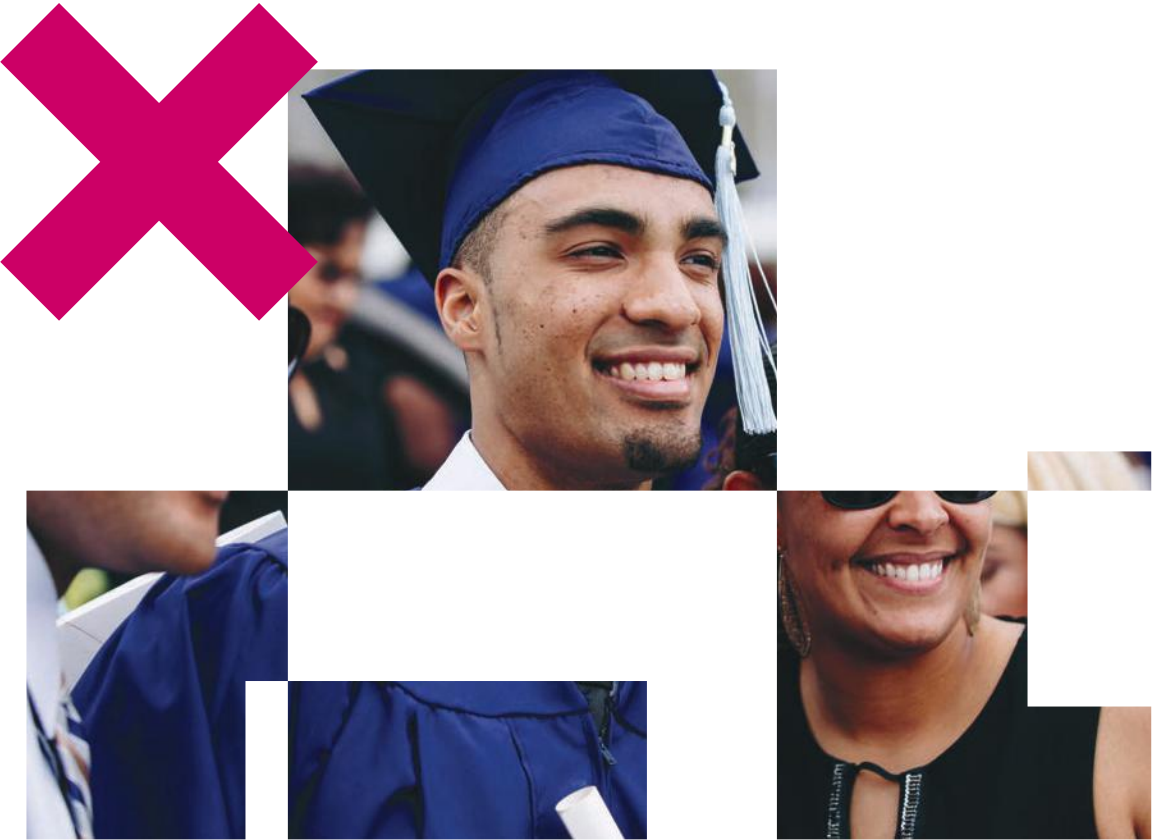
PATTERN DON'TS



Do not run type over the pattern.



Do not use the pattern on top of imagery.

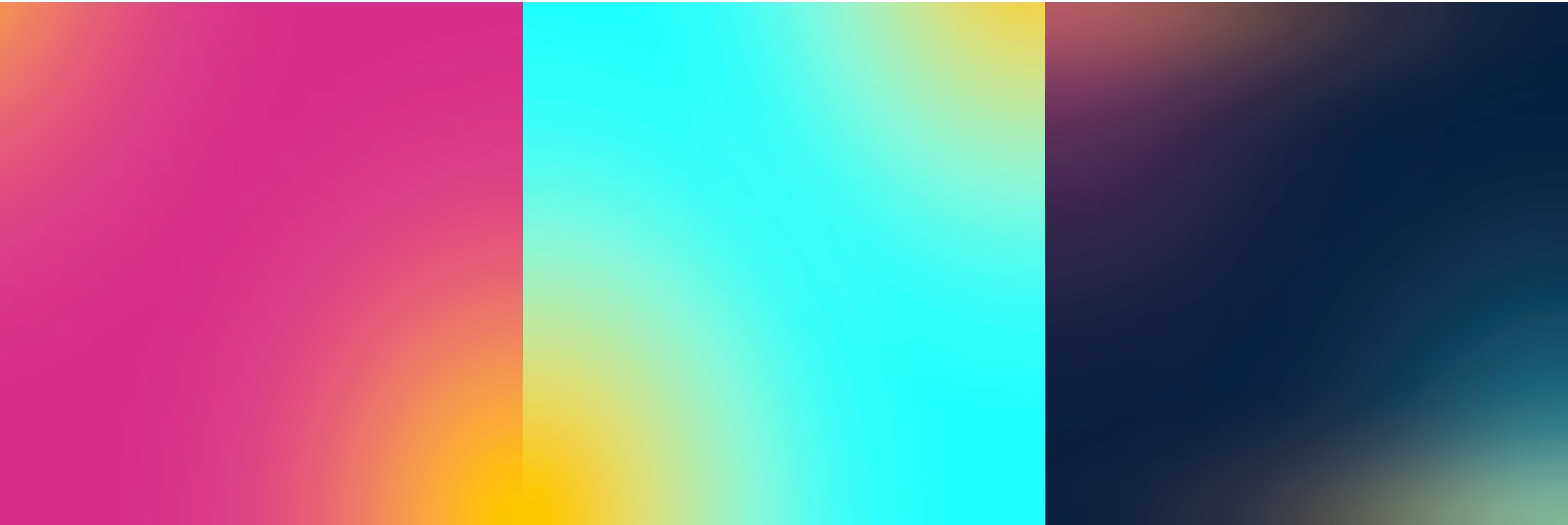


Do not use the pattern to crop an individual image.

TEXTURED BACKGROUNDS

Textured backgrounds are made from solid colors with a subtle glow located on the corners. If using copy over the textured backgrounds, take care to avoid running type over the corner gradient sections, as it will create legibility issues.

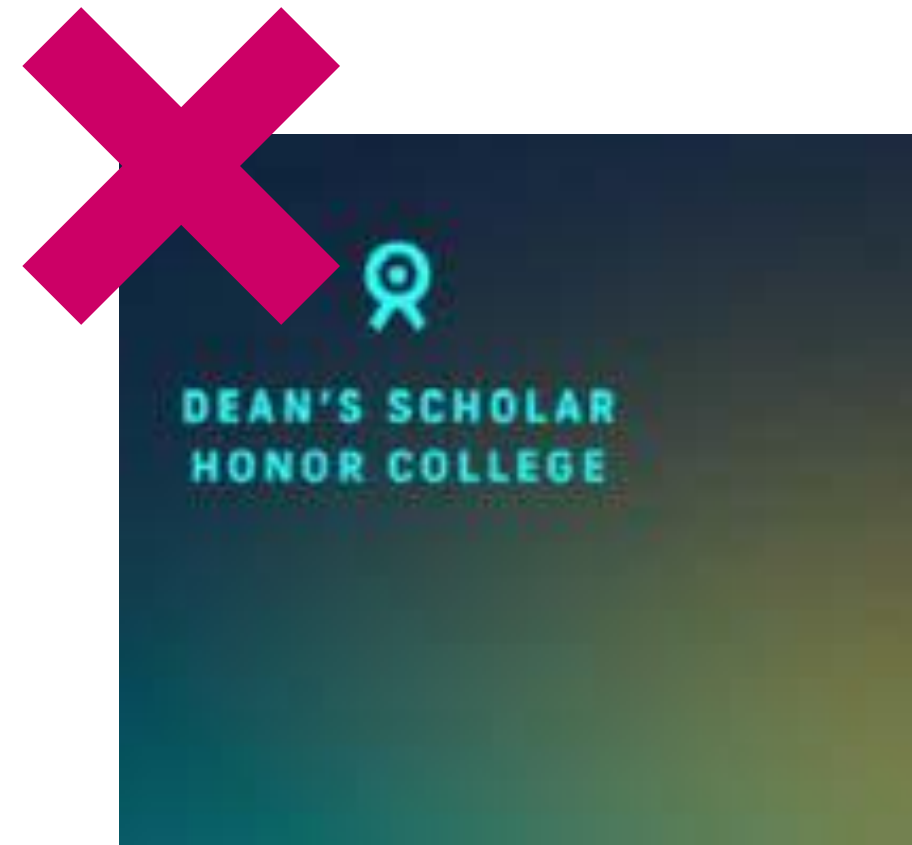
INCLUDED IN TOOLKIT



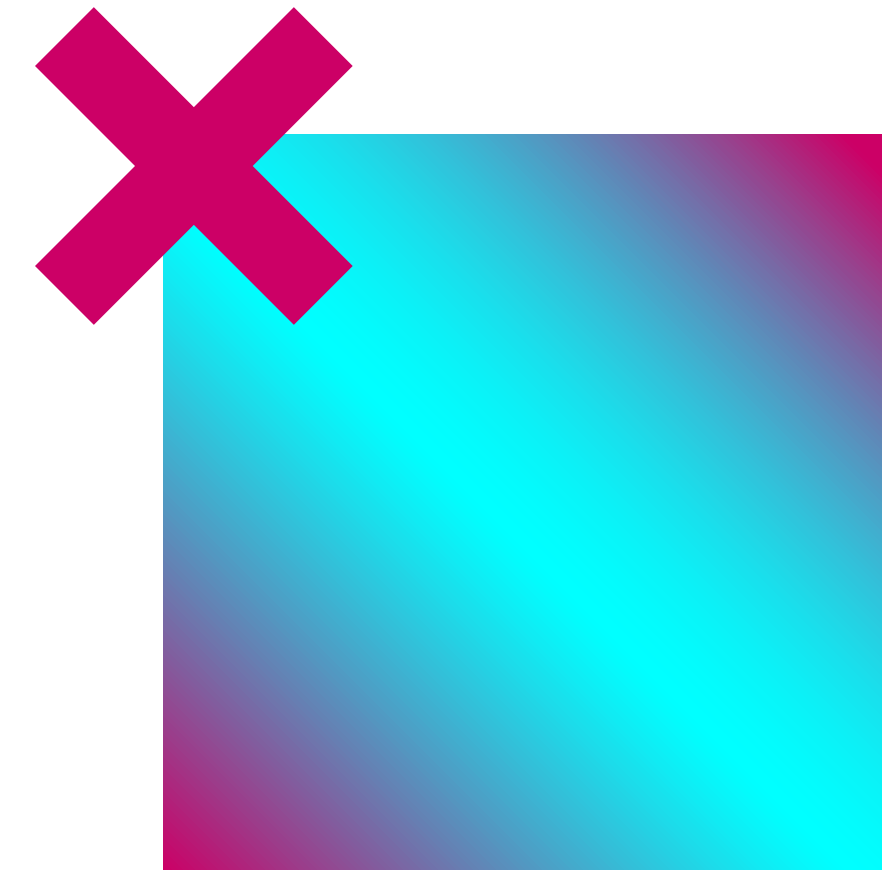
TEXTURED BACKGROUND EXAMPLE



TEXTURED BACKGROUNDS DON'TS



Avoid running low-contrast copy over gradient transitions where possible, especially in web applications, to prevent legibility issues.

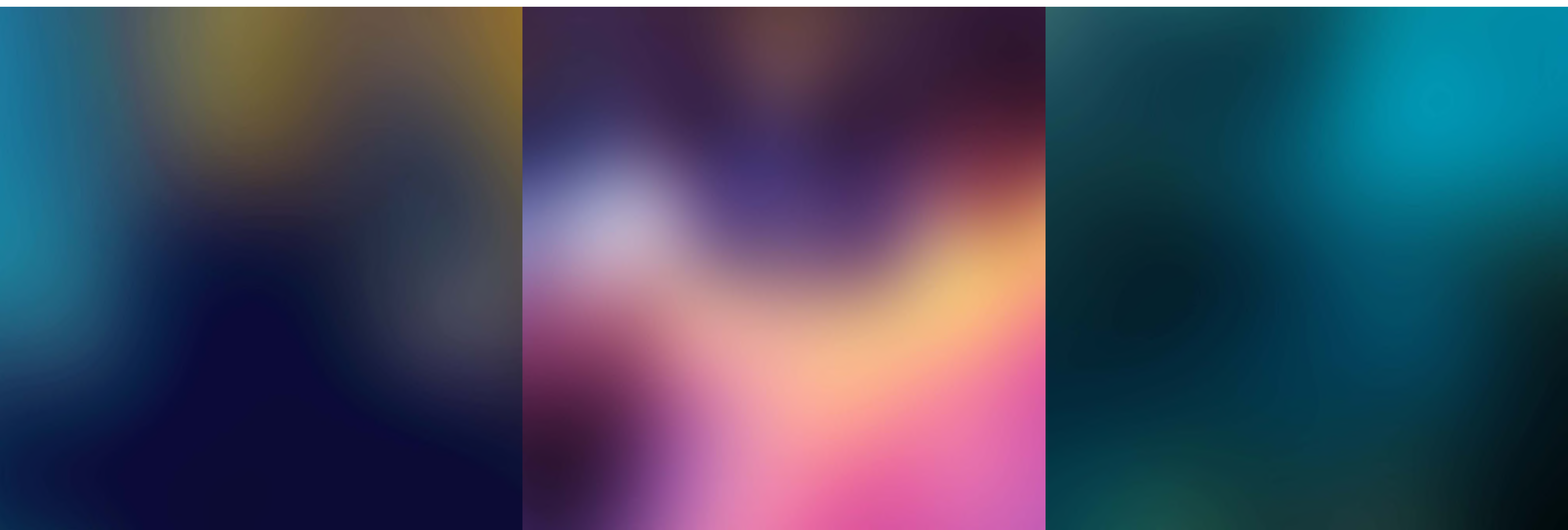


Don't create textured backgrounds outside of the versions provided.

BLURS

Blurs are created by cropping sections of images and using a Gaussian blur at 175.0 pixels to give the image a textural quality. These are used sparingly throughout the brand, but provide a visual juxtaposition against the real world of FIU.

INCLUDED IN TOOLKIT





REAL POSTCARDS FROM REAL FIU FACULTY
MAKING A REAL DIFFERENCE ACROSS THE WORLD.

BLURS
DON'TS



Make sure image is blurred to 175.0 pixels so it appears as a texture and not just an out-of-focus image.



Don't use blurs as the main part of a composition.

PHOTOGRAPHY



PHOTOGRAPHY

To this point, photo usage in conceptual work for FIU was limited to stock photography and existing university assets. A more defined photographic style will continue to be developed as the work progresses.

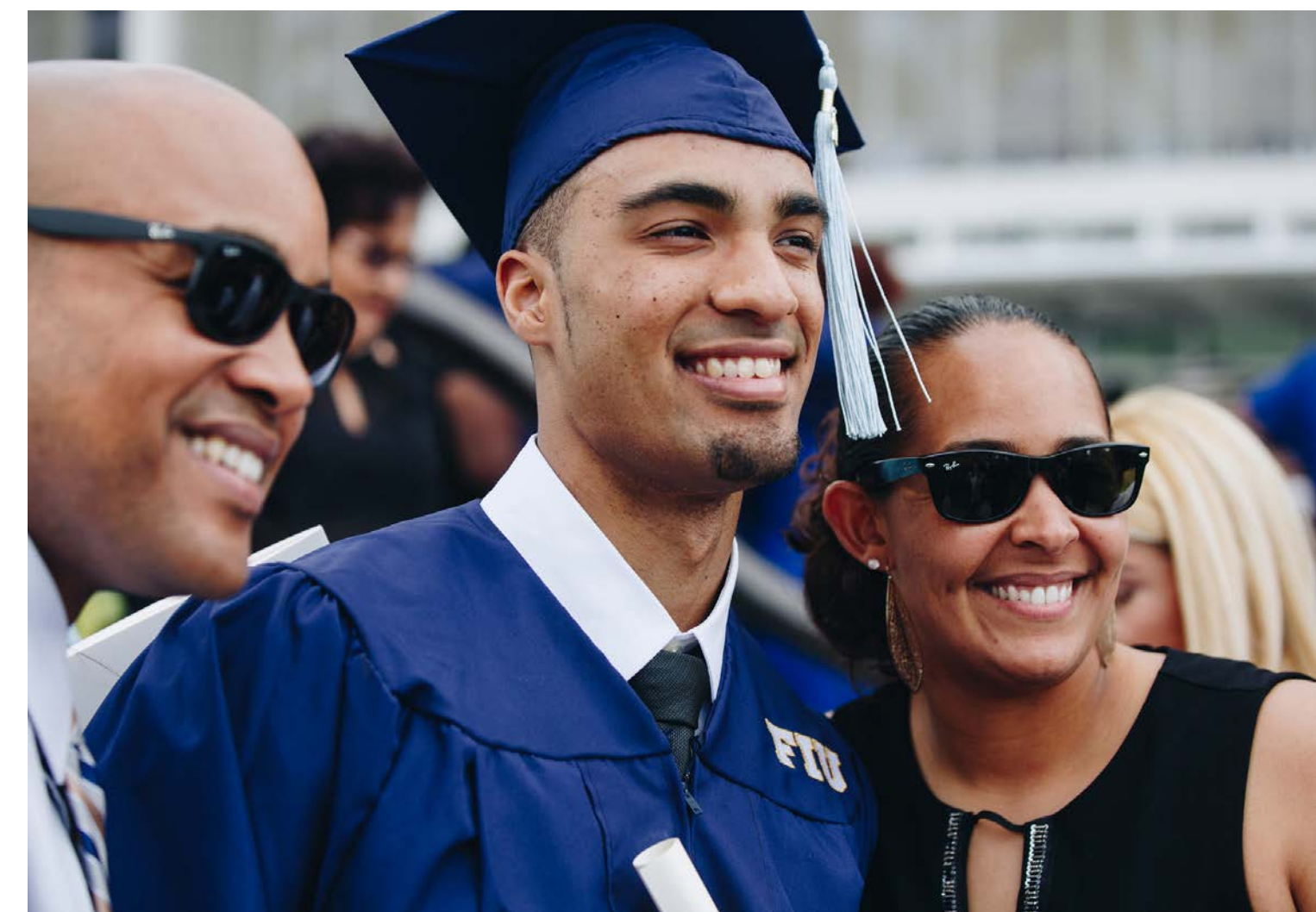
When selecting or shooting images for FIU's brand, strive for bold, friendly, expansive and optimistic photography.



PHOTOGRAPHY-PEOPLE

Photographs of people should show them honestly and realistically. Portraits should be straight on and expressive. Outside of portraiture, people should be shown in action, doing the real things which make them part of the FIU family.





PHOTOGRAPHY-PLACES

Photos of campus and other locations including Miami should be shown as expansive and optimistic and give viewers the chance to see possibility.





**PHOTOGRAPHY
DON'TS**



Don't crop actions out of photos.



Don't crop out faces.

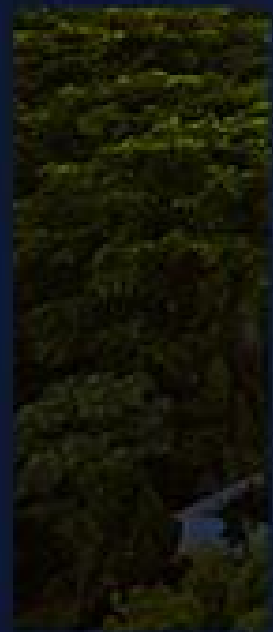
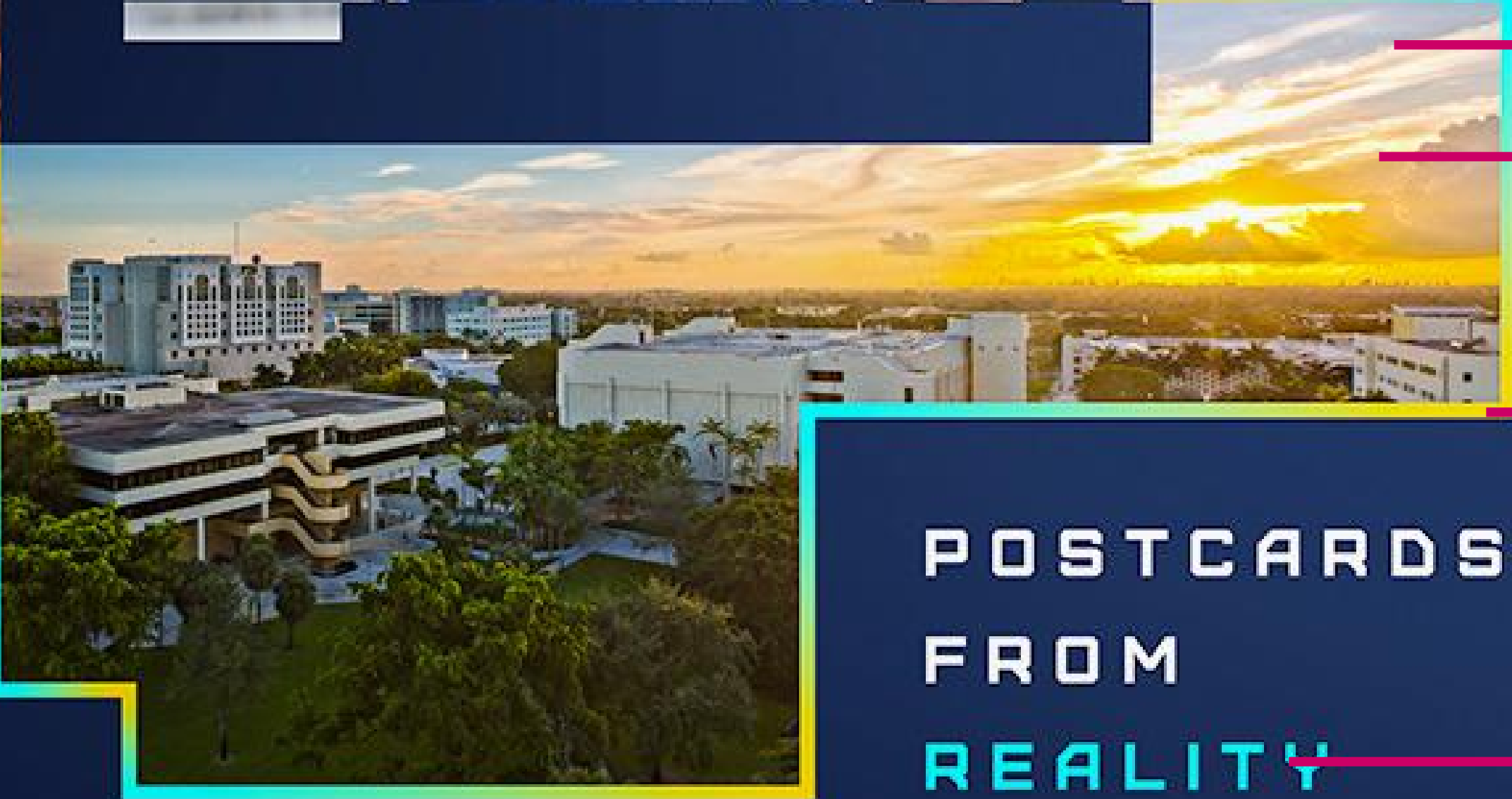


Avoid imagery that shows more functional views of buildings. Use images that clearly communicate architecture and landscape.

PRACTICAL EXAMPLES



FIU | FLORIDA INTERNATIONAL UNIVERSITY



POSTCARDS
FROM
REALITY

PEOPLE AND PLACE PHOTOGRAPHY

PATTERN

ENERGY LINES

FUORE DISPLAY TYPEFACE HEADLINE

PRACTICAL EXAMPLES



ENERGY LINES

PEOPLE PHOTOGRAPHY

REAL HEADLINE
SERIES STYLING

SHAPES

LOGO GUIDELINES APPENDIX



FIU

Rules and Regulations

Logos, Labels and Business Cards

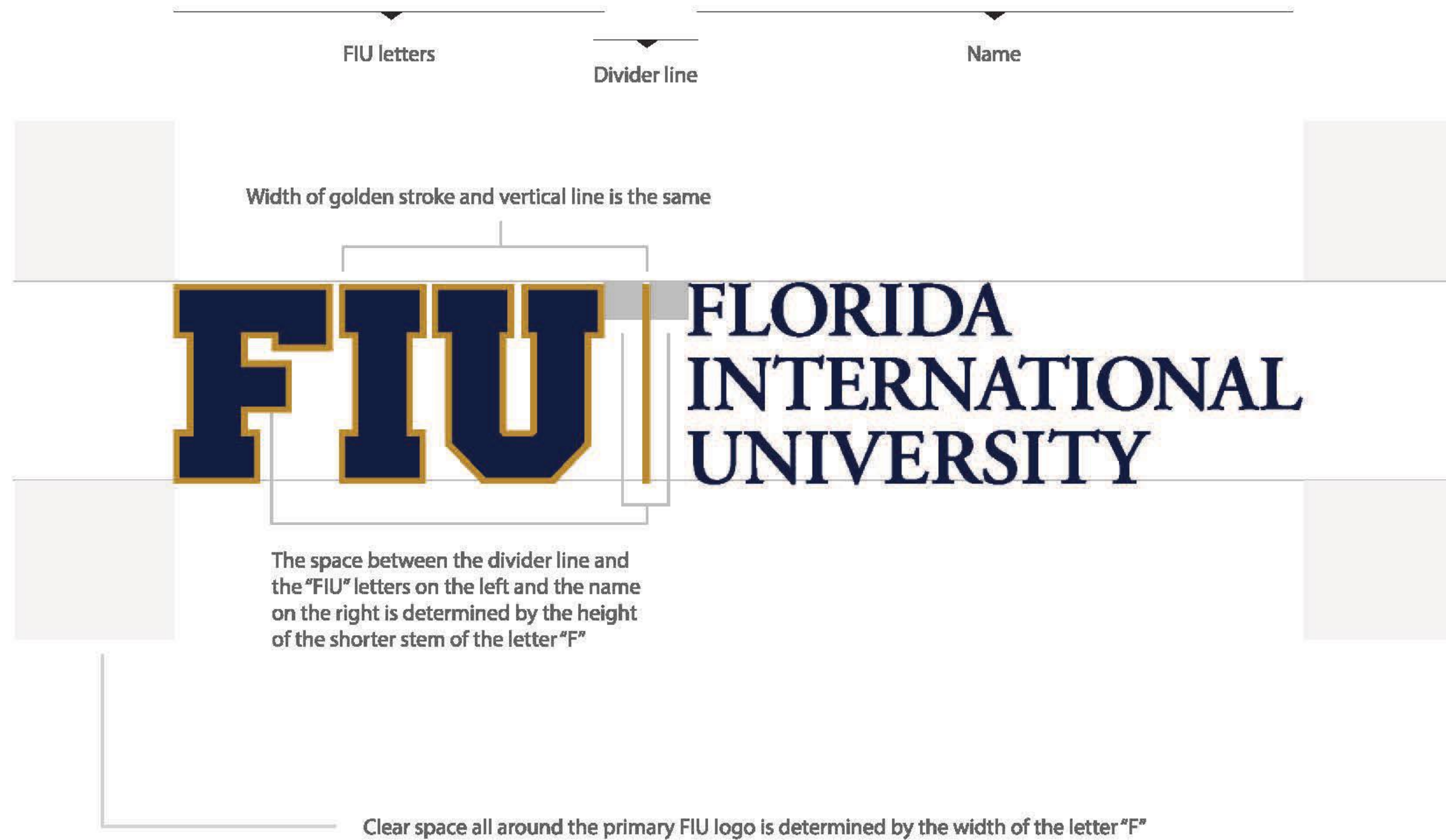
OFFICIAL FIU LOGO

Rules and Regulations



FIU Primary logo structure and restrictions

The Logo is composed of three main elements:



"FIU" letters height
no less than 0.28"



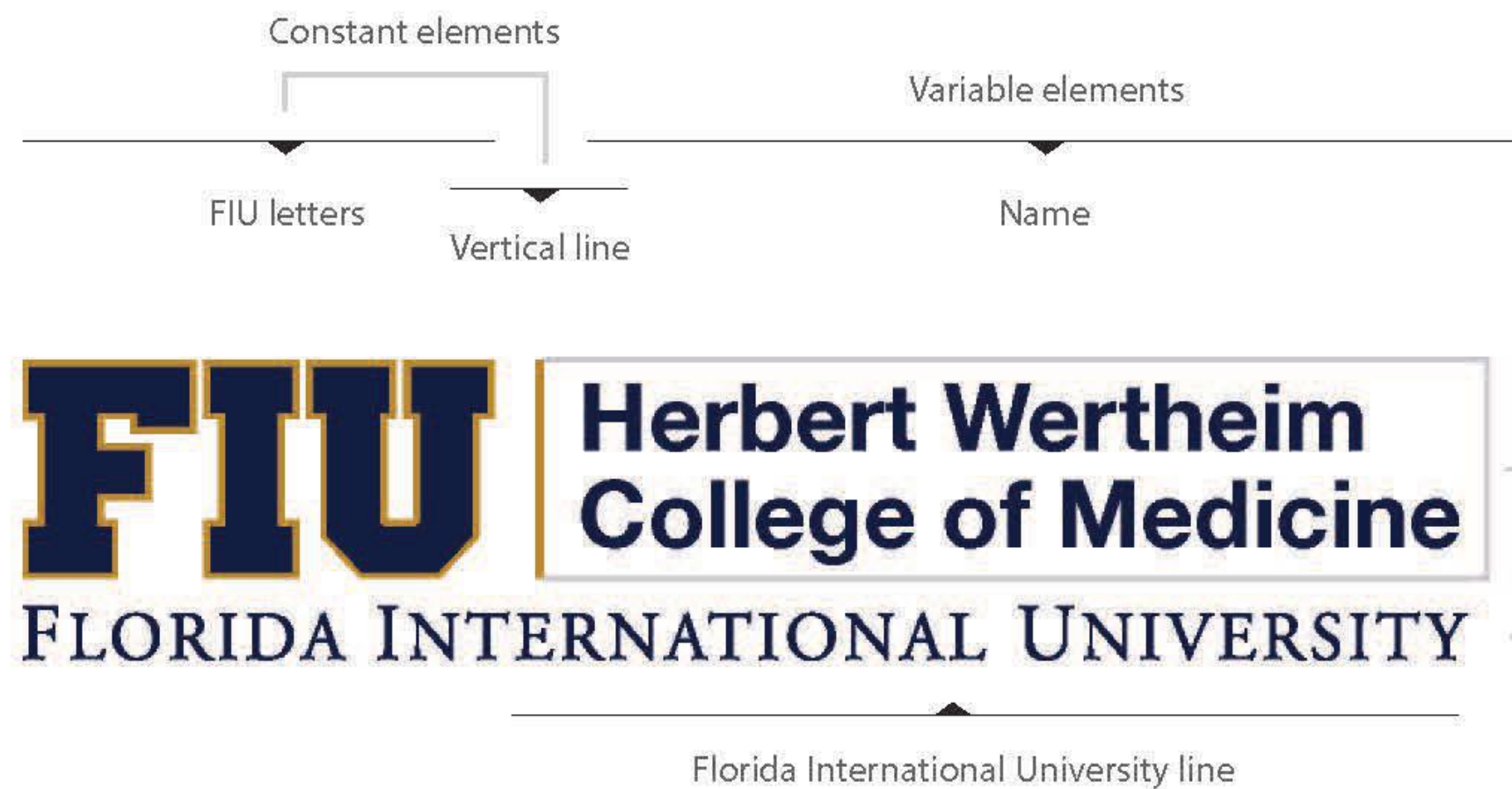
The primary FIU logo should be reduced no less than 25% of the vector logo size or "FIU" letters height no less than 0.28"

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 Unit Logos structure and guidelines

(For the use of academic and non-academic units)

The Label is composed of four 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 be no wider than twice the width of the FIU letters.

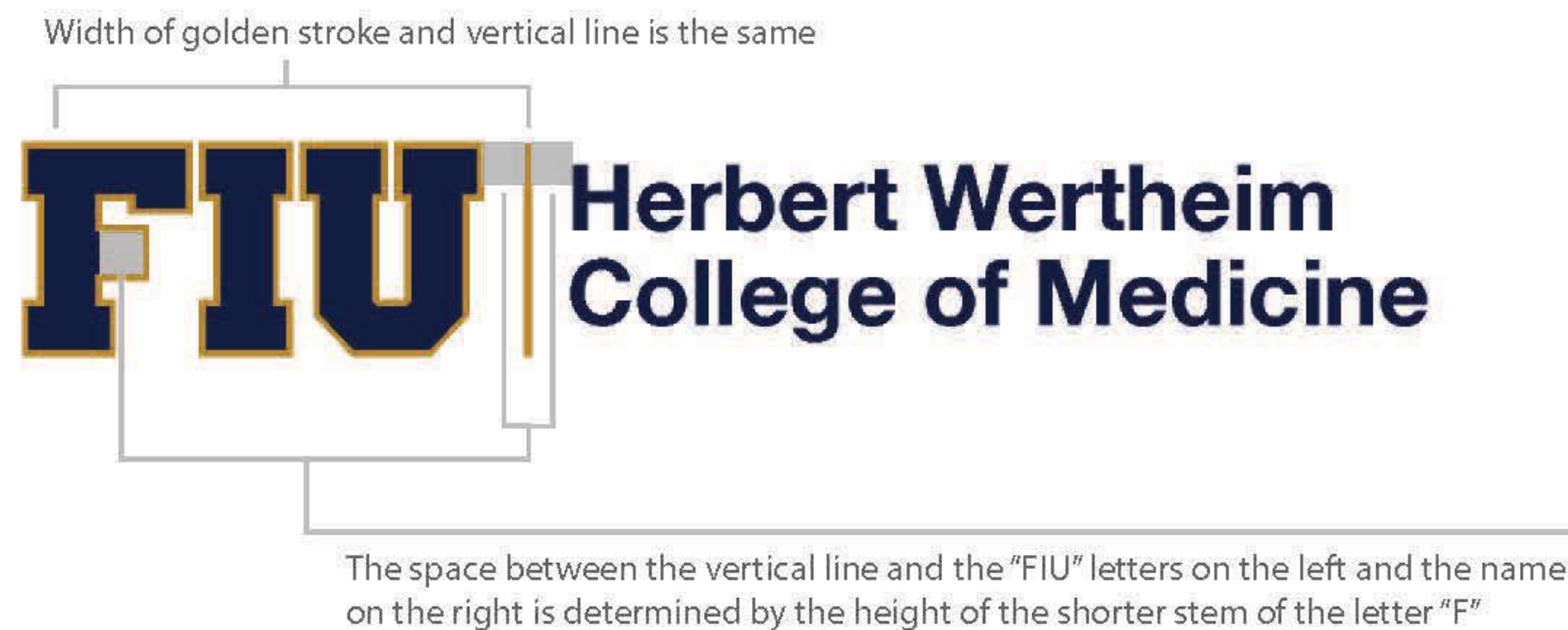
Six or fewer *characters*
 50 pt. font size

One *word*
 42 pt. font size

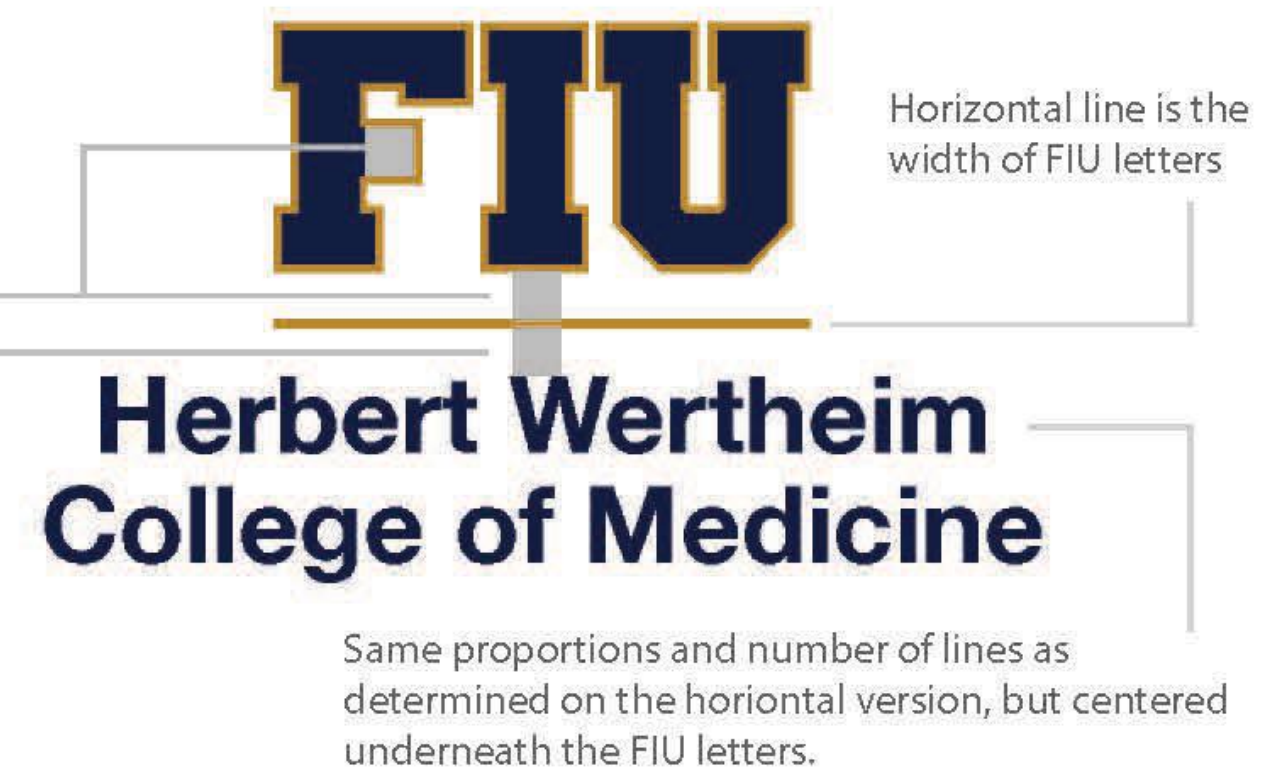
One or two *lines*
 30 pt. font size
 31 pt. leading

Three *lines*
 25 pt. font size
 26 pt. leading

Primary Label Horizontal
Preferred



Label Vertical



FIU OFFICIAL TYPOGRAPHY FOR LOGO USE
Primary Typefaces

ADOBE GARAMOND PRO

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 NEUE LT STD

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

Colors

Primary FIU logo



FIU Blue

FIU Gold

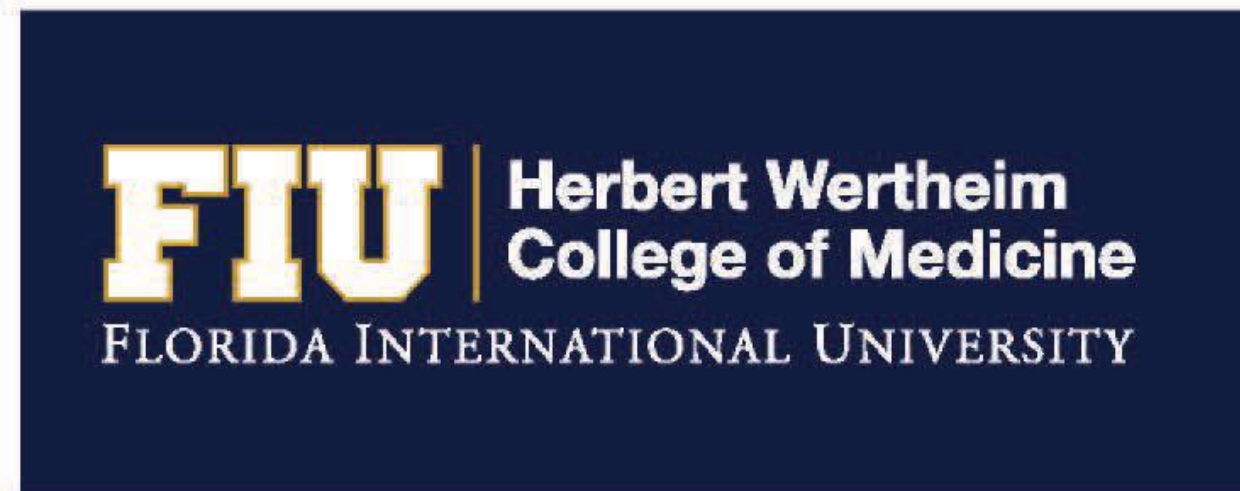
Coated Paper	PANTONE 282 C C 100 M 87 Y 42 K 52	PANTONE 125 C C 26 M 46 Y 100 K 6
	PANTONE 282 U	PANTONE 117 U
Uncoated Paper		
Screen Mode	R 9 G 30 B 65 Hex Code: 081E3F	R 182 G 134 B 45 Hex Code: B6862C

FIU Unit Logos Alternative Official Versions
(For the use of academic and nonacademic units)

Primary FIU label



Could be used with or without the "Florida International University" line, depending on context.



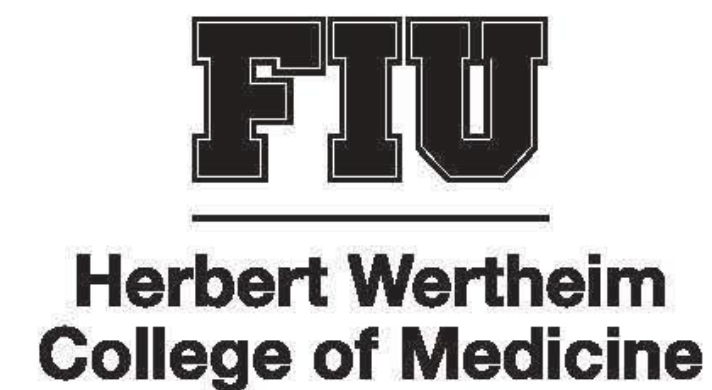
Primary Reversed FIU label



Vertical Reversed FIU label



Primary FIU label - One color



Vertical FIU label - One color



Primary Reversed FIU label - One color



Vertical Reversed FIU label - One color

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



Primary FIU logo - One color



Primary Vertical FIU logo
One color



Primary Vertical Reversed FIU logo
One color

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



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.)



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.

Unacceptable Use

Primary FIU logo



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 / low resolution.



Do not add or change the "Name".
Use official label template for your unit.



Do not add anything to the logo.



Do not convert colors to black.
Use the official one-color version.



Do not use other colors.



Do not reproduce it if height is less than 0.28".

FIU Label Unit Unacceptable Use

Primary FIU label



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.

The use of multiple FIU logos

Rules and Regulations

FIU Multiple Logos | Structure and Guidelines

When an externally focused communications piece requires multiple FIU units to be represented in the same space or page, the institutional logo should be used along with a list of the units.



Communication, Architecture + The Arts | Chaplin School of Hospitality & Tourism Management | Herbert Wertheim College of Medicine



Communication, Architecture + The Arts
Chaplin School of Hospitality & Tourism Management
Herbert Wertheim College of Medicine

FIU Labels

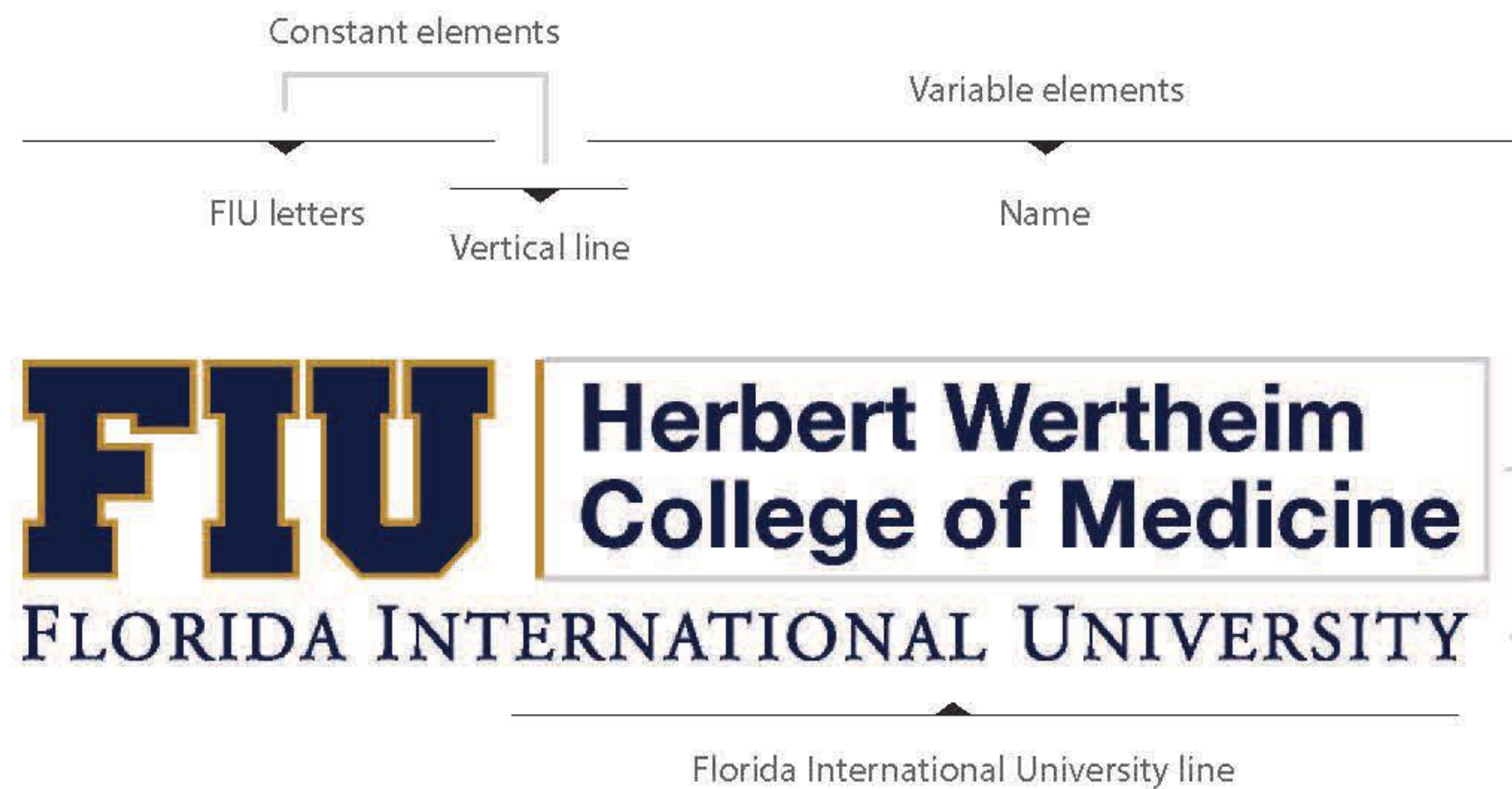
Rules and Regulations



FIU Label with second tier | Structure and Restrictions

(For the use of academic and non-academic units)

The Label is composed of four 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 be no wider than twice the width of the FIU letters.

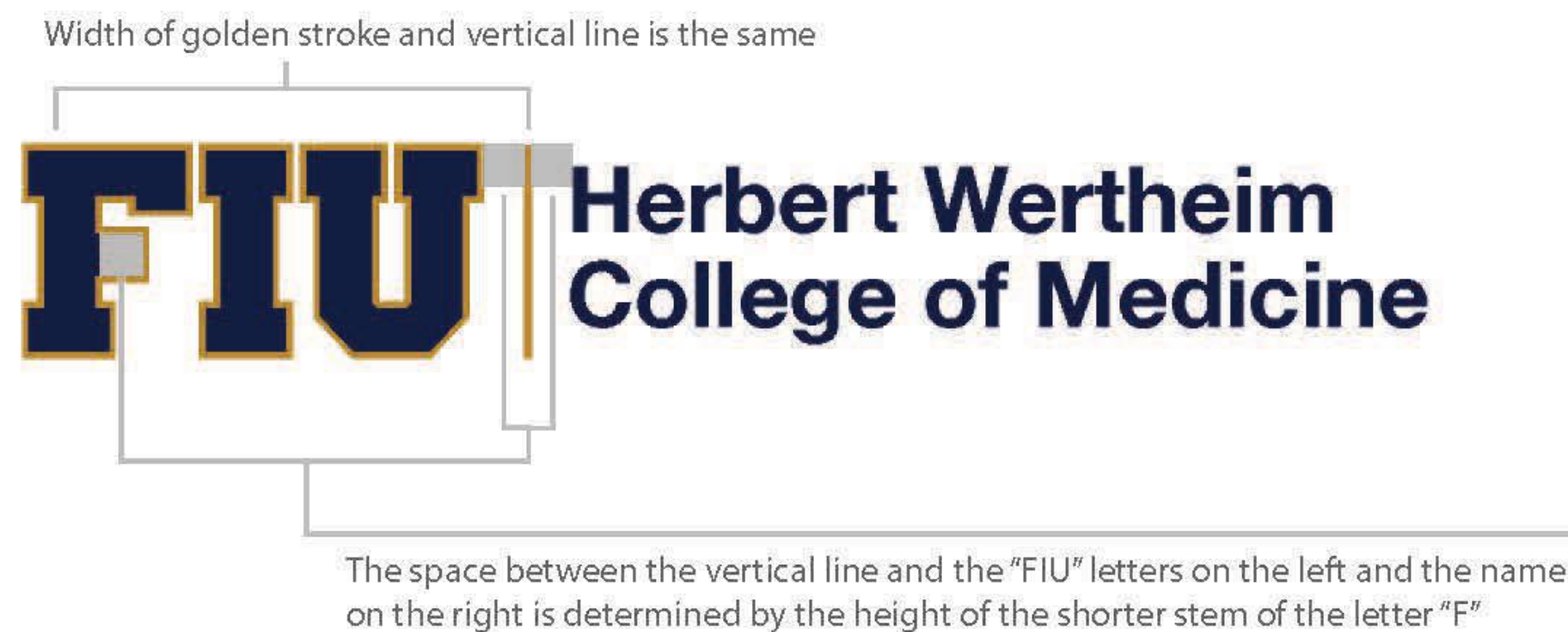
Six or fewer *characters*
 50 pt. font size

One *word*
 42 pt. font size

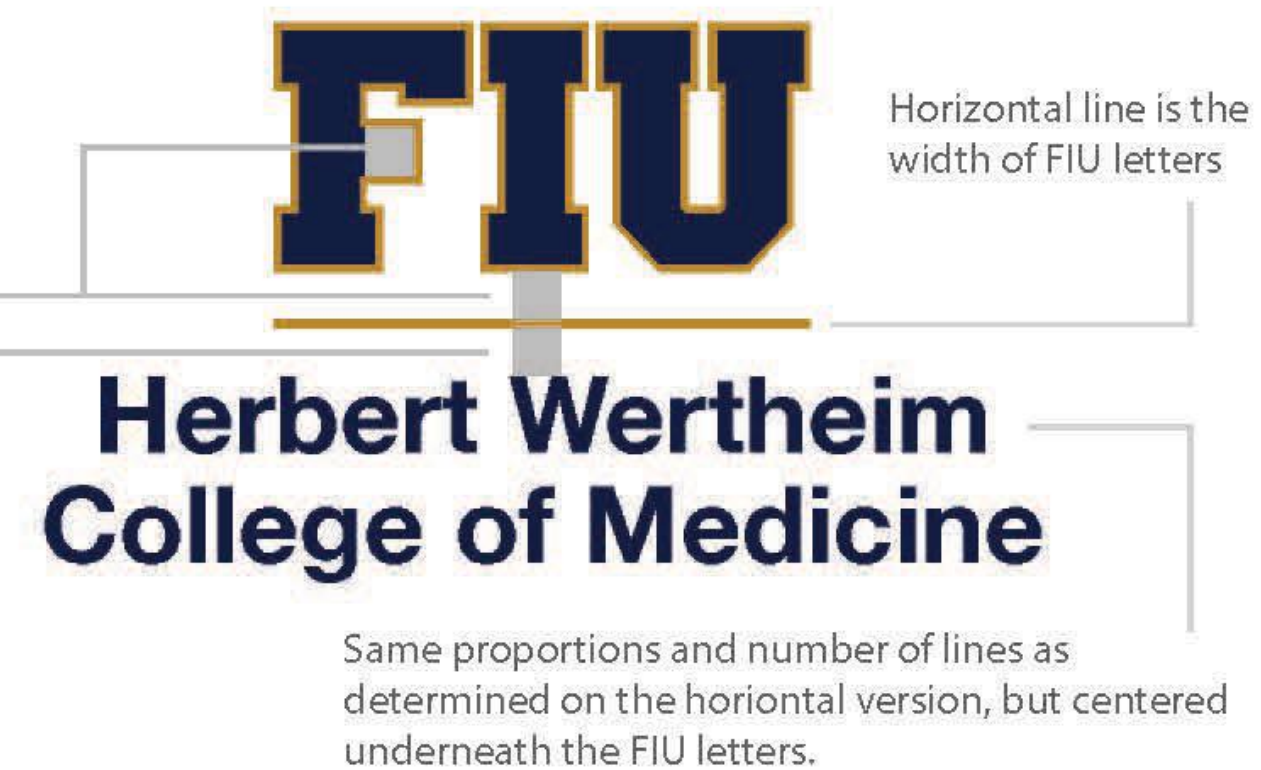
One or two *lines*
 30 pt. font size
 31 pt. leading

Three *lines*
 25 pt. font size
 26 pt. leading

Primary Label Horizontal
Preferred



Label Vertical



FIU Label Unit Unacceptable Use

Primary FIU label



Unacceptable Executions



Do not omit the vertical line.



Do not omit golden stroke.



Do not reconfigure.
Use official vertical version.



Do not distort.



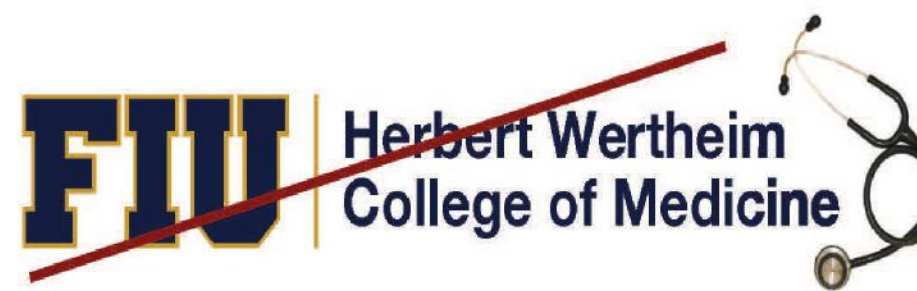
Do not substitute font.



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



FIU Unit Logos with second-tier* | Structure and Guidelines

In addition to previously mentioned label rules and regulations, a second-tier label is available



FIU | **Herbert Wertheim
College of Medicine**

Master in Physician Assistant Studies

Centered to the full width of label

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

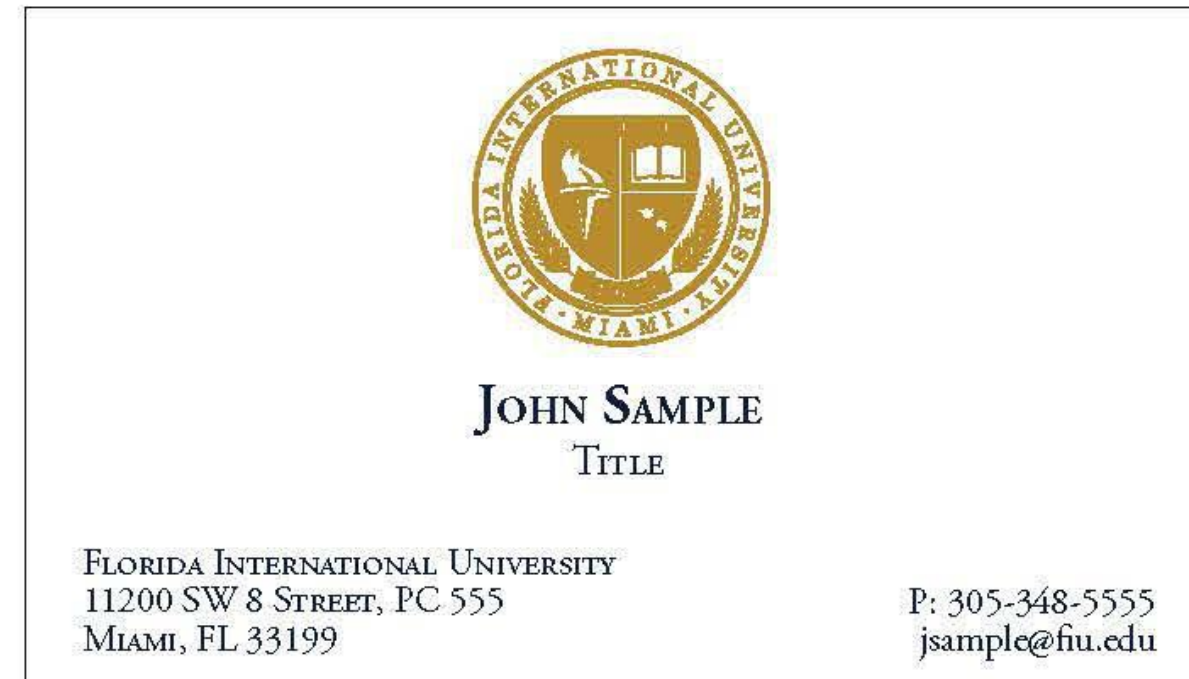
FIU Business Cards

Rules and Regulations

Business Cards

 PMS 117U

 PMS 282U



President/Provost



Sr. Vice Presidents, Vice Presidents,
Deans, Special Assignment,
Members of the Executive Committee

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

 PMS 117U

 PMS 282U



Faculty/Staff
(option #1)



Faculty/Staf
(option #2)

NOTES

- 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

 PMS 117U

 PMS 282U



Athletics



Students



Alumni (option #1)

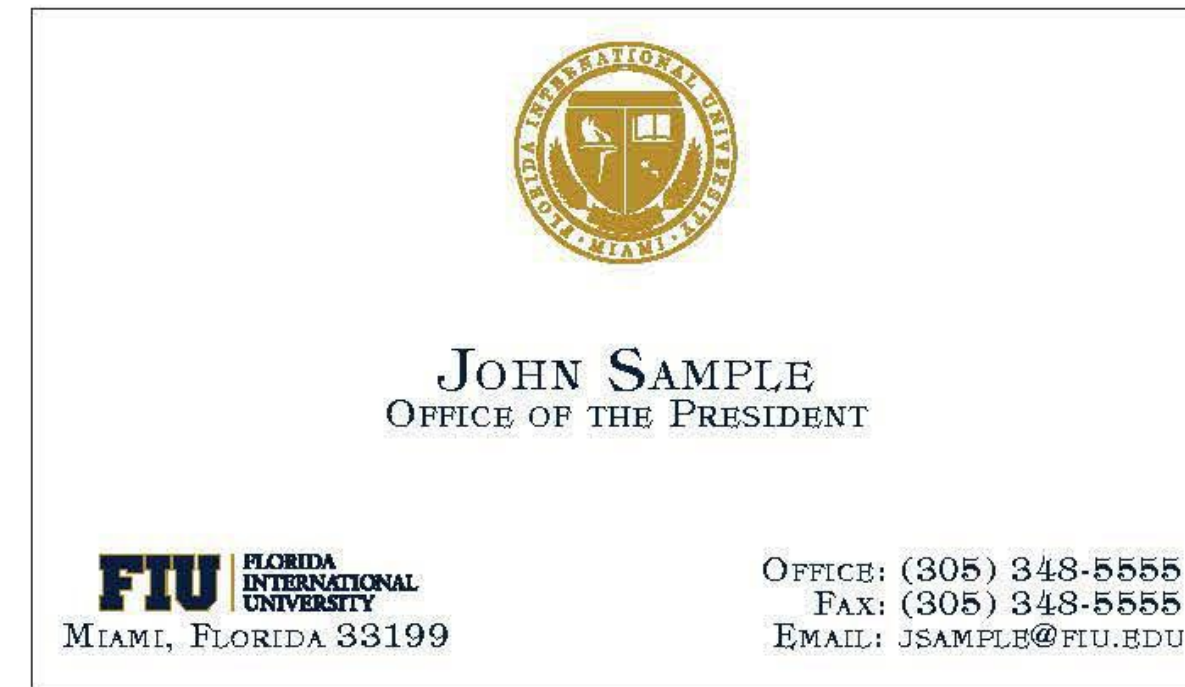
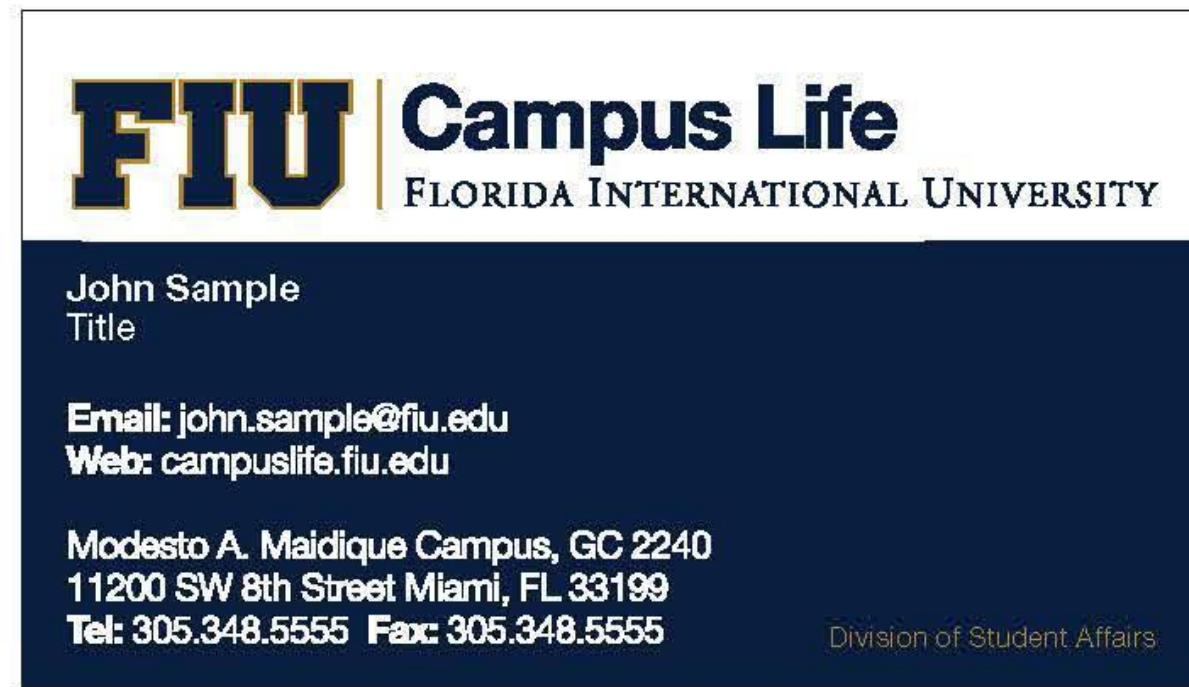


Alumni (option #2)

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>

Business Cards | Unacceptable Use



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

CONNECTIONS TO OTHER FIU CAMPAIGNS



In 2009, FIU introduced Worlds Ahead—a primarily internally focused campaign, and good early step to unify the university. Now, more than a decade later, the time has come to refresh FIU’s look and feel through Real Triumphs.

Worlds Ahead can still remain part of the brand ecosystem—specifically in connection to commencement awards—but will no longer be featured as the overarching institutional narrative.

Feel free to run the **“Next Horizon”** campaign alongside “Real Triumphs” in market but keep it limited to only fundraising-specific messaging. This way, we can avoid having competing messages for the overarching brand.

Going forward, take inspiration from the Real Triumphs brand concept in order to keep audiences abreast of the successes that are taking place all around the FIU community. Tell authentic stories. Highlight real change in our communities. It is the result of these real triumphs—and the connection we foster with our donors and alumni—that will ultimately push FIU Worlds Ahead and lead the university to the Next Horizon.

QUESTIONS

This style guide was created and adopted during the 2020 school year. Moving forward, as updates are made and future editions are released, please make sure you maintain consistent overall branding.

If you have any questions while developing creative work within this brand, please contact:

Andrea Plasencia, Brand Manager

Division of External Relations, Strategic Communications & Marketing

(305) 348-4317 | anplasen@fiu.edu