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.
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.
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 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.

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.
Unacceptable Use

**GAME**

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 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.

**RUGBY CLUB**

Do not crop FIU athletic logos in any way.
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:

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

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