

FLORIDA INTERNATIONAL UNIVERSITY

**FIU**

# BRAND Guidelines

**FIU** | FLORIDA  
INTERNATIONAL  
UNIVERSITY

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**As FIU evolves from a local commuter school into a national powerhouse, the university is an anchor institution, engaging and empowering students and families through relevant connections, knowledge and solutions that shape our communities and radiate around the world. It's time for the FIU brand to reflect that.**




# ONE FIU

Just as FIU has evolved, how we represent ourselves must change as well. We need your support to tell our story with consistency and confidence, so that our audiences will recognize, understand and believe it. Every interaction, conversation, and marketing piece – from messages to visuals – contributes to this story, building toward our shared future.

That's why we're uniting under a clear, cohesive brand identity and guidelines. These provide the tangible framework for design and messaging that will elevate our communications and amplify our impact. By embracing these standards, you'll help drive us closer to our Experience Impact 2030 strategic plan goals and strengthen our reach and reputation. Together, we are FIU.

This guide shall serve as a resource for writing, designing and understanding the thinking behind the FIU brand. If you produce creative or represent FIU, **you are a brand ambassador.**



**FIU**



**BRAND**  
Overview



# BRAND Positioning

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

It is made up of three components:

## Brand Essence

*(our strategic North Star)*

## Brand Pillars

*(the four pillars that form the foundation upon which FIU stands)*

## 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

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

# FIU IS A LEADING FORCE ENERGIZING OUR WORLD

This brand essence sits atop four

## BRAND PILLARS

OUR ENTERPRISE

**EMPOWERING  
EXCELLENCE**

OUR LOCATION & RESOURCES

**EXPERIENCE  
MIAMI**

OUR CAMPUS & COMMUNITY

**CELEBRATING  
EVERYBODY**

OUTCOMES & IMPACT

**TRANSFORMING  
WORLDS**

... 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.

## BRAND TONE WORDS

The following tone words describe FIU's brand personality:

### DRIVEN

A community of hard-working dreamers, we grind every day to turn our aspirations into reality.

### ELECTRIC

Like our city, we are so full of life and energy that everything we do, we light. it. up.

### AUTHENTIC

We are transparent, grounded, welcoming and focused on our future.

### AGILE

Responsive, resilient, resourceful – and rising fast. These traits fuel our ability to innovate and succeed.

### WELCOMING

Wherever you come from, wherever you're going—everyone has a home at FIU.

These words should guide copy, design and other creative choices within the work. They can be dialed up or down to appropriately address each audience. For instance, the work might be more “vibrant” and “supportive” when talking to prospective students and faculty, but more “driven” and “agile” when speaking to alumni and donors.



## BRAND 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 a remote campus atop a hill – but rather in the heart of our community that we call home. An education that is centered around students looking forward and innovating, even as they remain firmly grounded in the realities of today.

At FIU, we are doing instead of preparing. We are joining the workforce while managing our classes. We are extending our reach across cultures and generations. We are redefining education on our own terms, with a dual focus on the current world we're navigating and the future world that awaits.

We own our authenticity. From our earliest days, we have known – and embraced – who we are.

We are about real impact, made possible because we are

**FORWARD-THINKING, INNOVATIVE AND UNSTOPPABLE.**

# FORWARD-THINKING. INNOVATIVE. UNSTOPPABLE.

## BRAND Promise

With the foundation of authenticity, **“Forward-Thinking. Innovative. Unstoppable.”** becomes a storytelling platform for existing and future content. It is a call to action that describes us but, more importantly, describes our students and alumni. It commands everyone to take notice.

**FORWARD-THINKING. INNOVATIVE. UNSTOPPABLE.** is rooted in the way our faculty, our community, and the nation characterize our students and alumni. In our previous communication campaign, FIU underscored its dedication to authenticity, highlighting its role as a catalyst for our achievements. In this upcoming phase of brand communication, our focus shifts towards the tangible results.

FIU has evolved into an anchor institution for a global metropolis, attracting students from across the nation and around the world. FIU is one of only four Preeminent State Research Universities in Florida and has earned its place among the nation’s elite, ranked as a Top 50 public university by *U.S. News & World Report*.

Our acronym helps describe who we are:

**FORWARD-THINKING. INNOVATIVE. UNSTOPPABLE.**

# FORWARD-THINKING. INNOVATIVE. UNSTOPPABLE.

## BRAND Promise

A Brand Promise captures the spirit of our narrative in its most distilled, succinct form. It has the flexibility to serve both as a **tagline**, reflecting FIU's commitment to excellence and progress, conveying its distinctive qualities and positioning in the marketplace. And as the **narrative springboard** for larger storytelling.

**IN CAMPAIGN MODE**, such as out-of-home advertising, **“Forward-Thinking. Innovative. Unstoppable.”** can serve as a tagline for a wide range of messages. It should always be paired with the FIU logo with our complete name to bring an element of cohesion to the campaign.

**OUTSIDE OF A MARKETING CAMPAIGN**, **“Forward-Thinking. Innovative. Unstoppable.”** is a narrative through-line for all types of FIU storytelling. While the physical product may not feature the actual words **“Forward-Thinking. Innovative. Unstoppable.”** the idea that FIU is authentic, powered by innovation and making real impact should be felt throughout.

**Note: Descriptors can be used individually; however, when used together as this tagline, please ensure they appear in this order, capitalized and with periods at the end of each word. Always hyphenate forward-thinking.**

# FORWARD-THINKING. INNOVATIVE. UNSTOPPABLE.

Here's the brand promise rationale for each element:

When we say “**FORWARD-THINKING**,” we mean that every day, our faculty and students are pushing the boundaries of knowledge. We're not just keeping up with the pace of change; we're setting it.

**INNOVATIVE** is in our DNA. We're not satisfied with the status quo; we thrive on creating the new, the groundbreaking, the transformative. Our innovation hubs and start-up incubators are where ideas come to life. But it's not just about what happens in the classroom and the lab. Our university is a vibrant part of the community, an anchor institution for a global metropolis. We're attracting talent from across the nation and around the world.

And what makes us “**UNSTOPPABLE**”? It's our unwavering determination and resilience. We're not just shaping our future; we're actively creating it. Challenges don't deter us; they inspire us to excel.

**Forward-Thinking. Innovative. Unstoppable. These words perfectly capture who we are and what we stand for. They're a promise to ourselves and to the world.**

It's not just about the words themselves; it's about the collective energy, the shared vision, and the unwavering commitment that they represent.

**It's crucial that we speak with one voice as one university.** In a world filled with noise and distractions, our unity as a community is our strength. We must remember that our brand is a promise to our community, our nation, and the world. It's a promise that every student who walks through our doors will experience forward-thinking education, engage in innovative pursuits, and possess the resilience to be truly unstoppable.

# 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 FIU's forward-looking aspirations and 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 pops of color reflective of the warm, energizing spirit of Miami. All of these elements combine to represent the powerhouse that is Florida International University.



## Our brand platform + messaging strategy inform our copy tone for a target audience.

Depending on which audience you are speaking to, tone can vary. For example, when connecting with prospective or current students, FIU's voice can take on a more personal, conversational tone. When appealing to alumni and donors, a more straight-forward, call to action approach can be taken.

## Headline Series

Below are examples of how the brand platform “**Forward-Thinking. Innovative. Unstoppable.**” can flex to reach multiple audiences and hit on various outcomes.

Using the three words in different executions 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.

The use of words “forward-thinkers” and “innovators” are great ways to tie into this language and create compelling headlines.

**FORWARD-THINKERS DRIVE REAL GLOBAL IMPACT**

**FORWARD-THINKING INNOVATORS LEADING THE CHARGE**

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

*Examples:*

**INNOVATION TRANSFORMING IDEAS INTO IMPACT**

**INNOVATION MEETS IMPACT**

**UNSTOPPABLE MINDS DRIVE INNOVATION**

**INNOVATORS FINDS ANSWERS WHERE NO ONE IS LOOKING**

**FORWARD-THINKERS IGNITING INNOVATION AND IMPACT IN MIAMI AND BEYOND.**

*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.*

Pillar	Empower Excellence	Experience Miami	Celebrate Belonging	Transform Worlds
<i>Audience</i>				
<i>Prospective and Current Students</i>	<p>EXCELLENCE ELEVATED AT FIU</p> <p>UNSTOPPABLE MINDS DRIVE INNOVATION AT FIU</p>	<p>AS VIBRANT AS THIS UNSTOPPABLE CITY</p> <p>GROW CONNECTIONS IN THIS GLOBAL CITY</p>	<p>YOU BELONG AT FIU</p> <p>OUR CULTURE OF BELONGING MAKES US UNSTOPPABLE</p>	<p>BE FORWARD-THINKING AT FIU</p> <p>BE INNOVATIVE AT FIU</p> <p>BE UNSTOPPABLE AT FIU</p>
<i>Peers</i>	<p>WHERE INNOVATION MEETS EXCELLENCE</p> <p>FORWARD-THINKING INNOVATORS LEADING THE CHARGE</p>	<p>AS UNSTOPPABLE AS THE GLOBAL CITY WE CALL HOME</p> <p>MIAMI'S CARNEGIE R1 PUBLIC RESEARCH UNIVERSITY</p>	<p>LEADING STUDENT SUCCESS IN AND OUTSIDE THE CLASSROOM</p> <p>CREATING ENGAGING EXPERIENCES AND EXPERIENTIAL LEARNING</p>	<p>INNOVATORS SEARCH FOR ANSWERS WHERE NO ONE IS LOOKING</p> <p>WE'VE TRANSFORMED— AND WE'RE UNSTOPPABLE</p> <p>WHERE RELENTLESS MOMENTUM MEETS FORWARD-THINKING SOLUTIONS</p>
<i>Alumni</i>	<p>YOUR SUCCESS IS UNSTOPPABLE</p> <p>INNOVATION KNOWS NO BOUNDS</p> <p>OUR ALUMNI ARE LEADERS</p>	<p>MIAMI'S PREEMINENT STATE RESEARCH UNIVERSITY</p> <p>WE'RE EMBEDDED AND ACTIVE IN THIS GLOBAL INNOVATION AND TECHNOLOGY HUB</p>	<p>WHERE DIFFERENT BACKGROUNDS CREATE DISTINCTIVE CULTURE</p> <p>EVERY PANTHER MAKES FIU FORWARD-THINKING, INNOVATIVE, AND UNSTOPPABLE</p>	<p>UNSTOPPABLE MINDS</p> <p>WE'RE AT THE FOREFRONT OF THE FUTURE</p> <p>OUR IMPACT IS UNSTOPPABLE</p>
<i>Donors/ Advocates/ Community</i>	<p>FORWARD-THINKERS AT SOUTH FLORIDA'S ONLY R1 PUBLIC RESEARCH UNIVERSITY</p> <p>EMPOWERING UNSTOPPABLE INNOVATION</p> <p>EXCELLENCE WITHOUT LIMITS</p>	<p>AS FORWARD-THINKING, INNOVATIVE, AND UNSTOPPABLE AS THE CITY WE CALL HOME</p> <p>THE POSSIBILITIES ARE ENDLESS IN OUR VIBRANT AND DYNAMIC CITY</p>	<p>PREPARING THE FORWARD-THINKING, INNOVATIVE, AND UNSTOPPABLE LEADERS OF TOMORROW</p>	<p>FIU'S INNOVATORS ARE TRANSFORMING IDEAS INTO IMPACT</p> <p>INNOVATION IN ACTION</p>

## 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 words “**Forward-Thinking. Innovative. Unstoppable.**” 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.

**INNOVATORS** COME FROM A PLACE  
THAT’S PERSONAL

EXPRESSING OUR HUMANITY IN EVERYTHING WE DO.

**FORWARD-THINKERS** DRIVE  
REAL GLOBAL IMPACT

FORWARD-THINKING. INNOVATIVE. UNSTOPPABLE.

# Naming

We're proud to tell the world who we are and what FIU is all about. And to make sure that people remember our name, we must exercise consistency.

For external use, please use our full name in the first instance. For remaining instances, consider using our casual name, FIU.

Refer to the logo section for the use of the official logo and alternative style of the "FIU" acronym mark.

## FORMAL NAME

**FLORIDA  
INTERNATIONAL  
UNIVERSITY**

## CASUAL NAME

**FIU**





# LOGOS & Lockups



Using the FIU logo over a college, school, or unit logo should be the default, particularly when creating promotional items or running advertising campaigns to wide audiences.

The university logo serves as the ultimate symbol of institutional unity and credibility. It represents the entire academic institution, encompassing all its colleges, schools, and units under one cohesive identity. By consistently using the FIU logo, a sense of belonging and unity is conveyed to the public. This approach also avoids potential confusion and ensures a clear association with the university's overarching brand and reputation.

# Logo Family

The FIU logo lockup is flexible and can be adapted to different background colors, production methods and layouts. Selecting the correct lockup depends on the format, available space, audience and optimal readability.

The primary logo is the horizontal lockup. Color alternates are also allowed, as shown.

Note that the color background is to represent a background, and is not part of the logo.

When the primary logo needs to be used at a small scale, it is advised to substitute for the FIU acronym mark.

The vertical logo is used when horizontal space is not available, when the composition suggests vertical-stacked elements and when there is a need to make the FIU acronym mark fit within a square space.

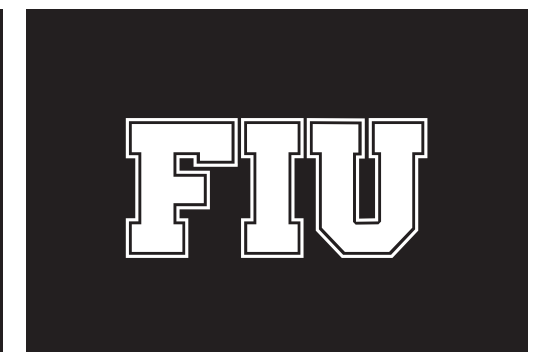
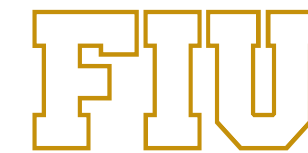
## PRIMARY FIU LOGO LOCKUP



## VERTICAL LOCKUP



## FIU ACRONYM MARK\*



\*The FIU acronym mark is allowed only when the context and the audience know the meaning of the "FIU" acronym. Otherwise, it must be accompanied by the full name of the university within the layout. (See Alternative Style on page 23).

# Components

We've developed a robust brand system that expands and contracts to serve the needs of the brand. The logo system consists of a preferred horizontal lockup, a standard vertical configuration, an FIU acronym mark\*, and a unit/school logo for different departments.

The logo is composed of three parts:

1. FIU acronym mark
2. Rule Line
3. Full Name

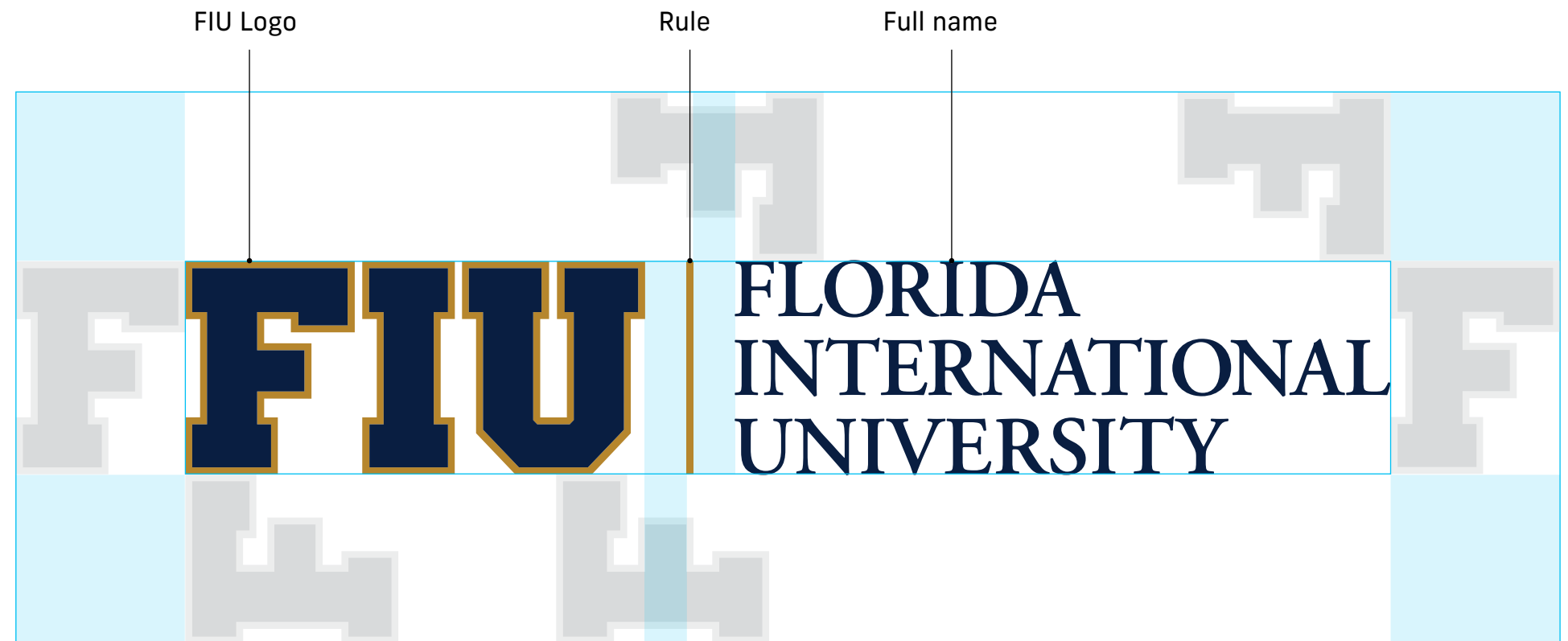
## SIZE AND SPACING RULES

The width of the golden stroke and the vertical rule are equal in weight.

The margins around the rule are determined by the height of the inner stem of the "F."

The protected space around the FIU logo is defined by the width of the full letter "F" of the FIU Acronym.

**These specifications applied to all logos including unit logos.**



Protected Space

Protected Space



FIU Acronym Mark  
(See Alternative Style)

# Alternative Style

Florida International University (FIU) uses its acronym mark as an alternative to its main official logo. **However**, it is important to always accompany this acronym mark with the separate full name of the university, “Florida International University.” This ensures clarity and maintains the university’s brand identity consistently. The acronym mark may be utilized in various contexts, such as marketing materials, communications, or signage, but it should never stand alone without the accompanying full name to avoid confusion.

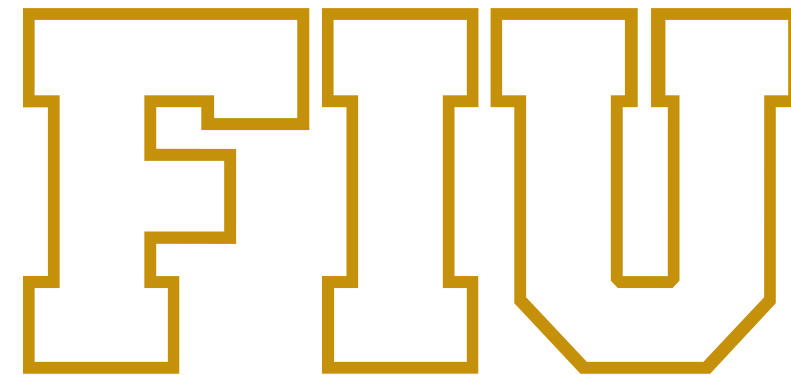
The alternative style is composed of two parts:

1. FIU acronym mark
3. Full Name

There is no predetermined lockup for this style. The placement of these elements is flexible, but it should always adhere to the hierarchy, proportions, and balance within the layout. Always follow the brand guidelines.

The protected space around the FIU logo is defined by the width of the full letter “F” of the FIU Acronym Mark.

F L O R I D A I N T E R N A T I O N A L U N I V E R S I T Y



F L O R I D A I N T E R N A T I O N A L U N I V E R S I T Y



# Unit Logos

**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

**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.

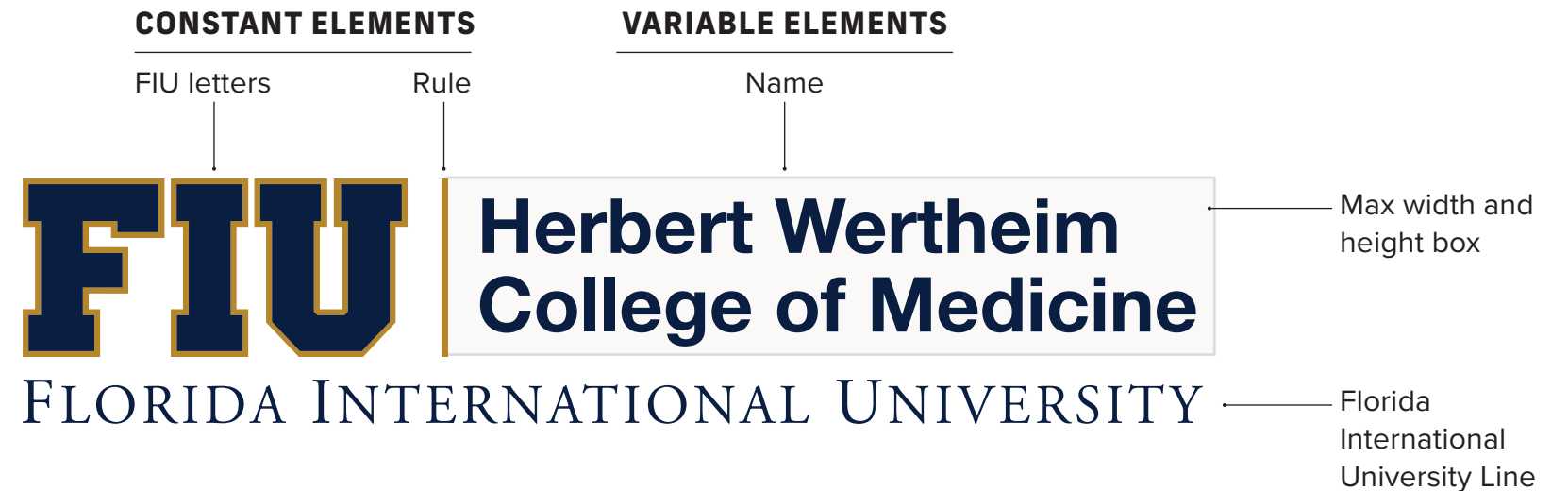
**Note:** Because the different unit names vary in length and amount of words, these rules are set to maintain aesthetic proportions of all the elements based on the official label template.

Six or fewer characters  
50 pt. font size

One single word  
42 pt. font size

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

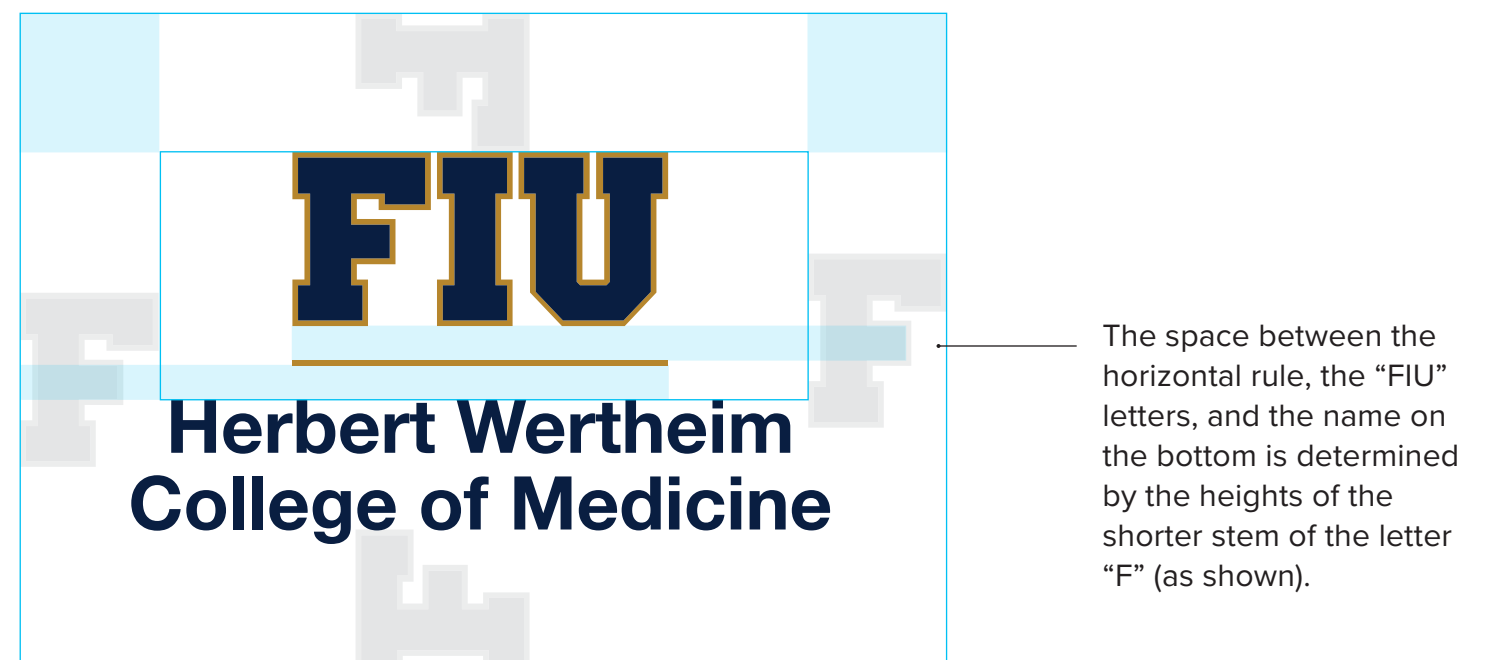
Three lines  
25 pt. font size  
26 pt. leading



## PRIMARY HORIZONTAL LABEL



## VERTICAL LABEL



# 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.

Multiple FIU logo should never appear on the same communication. If an event is sponsored by multiple entities inside FIU then the university logo should always be used and the units can be listed next to it or below it.

**FIU** | Communication,  
Architecture +  
The Arts

**FIU** | Chaplin School of  
Hospitality & Tourism  
Management

**FIU** | Herbert Wertheim  
College of Medicine

✘ Do not repeat the FIU logo for each unit

**FIU** | FLORIDA  
INTERNATIONAL  
UNIVERSITY

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

✔ Approved horizontal lockup – multiple units

**FIU** | FLORIDA  
INTERNATIONAL  
UNIVERSITY

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

✔ Approved vertical lockup – multiple units

# Unacceptable Uses

These examples aim to guarantee maximum readability of the FIU Brand, under different media and graphic elements.



✗ Do not compromise legibility with clashing backgrounds.



✗ Do not change brand colors. Use Logo Family versions when needed.



✗ Do not compromise legibility by placing over busy photographs.



✗ Do not change orientation of logo.



✗ Do not alter proportions of the lockup.



✗ Do not apply graphic effects to the brand.



✗ Do not use secondary brand colors in the main logo.



✗ Do not invert brand colors.



✗ Do not omit vertical rule.



✗ Do not omit stroke around "FIU"



✗ Do not reconfigure the logo.



✗ Do not distort size.



✗ Do not substitute fonts.



✗ Do not resize parts of the logo.



✗ Do not reproduce in low resolutions.



✗ Do not add or change names.



✗ Do not add graphic elements to the logo.



✗ Do not use all-black logo versions.



✗ Do not use alternate colors.



✗ Do not use full logo at less than 0.28" h.

# Affinity Mark

The Panther head mark has long been revered as a symbol of strength and pride within the FIU community, primarily associated with our esteemed Athletics program.

However, as the FIU brand continues to evolve, so too does the significance of this iconic emblem. No longer confined solely to the realm of athletics, the Panther head mark has transcended its initial boundaries to become a cherished secondary symbol representing the very essence of what it means to be an FIU Panther.

It serves as a powerful identifier, embodying the spirit, unity, and pride that unites our diverse community of students, alumni, faculty, and supporters. This evolution reflects our commitment to fostering a sense of belonging and connection among all who proudly proclaim their affiliation with FIU. Whether adorning merchandise, signage, or digital platforms, the Panther head mark stands as a timeless testament to our collective strength and unwavering Panther pride.

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Use it always in the FIU context and practice judgement on the audience you are trying to reach. This is an affinity mark.



AFFINITY MARK



✘ Do not invert the colors.



✘ Do not distort.



✘ Do not change colors..



✘ Do not alter any shapes.



✘ Do not add any elements to the logo.



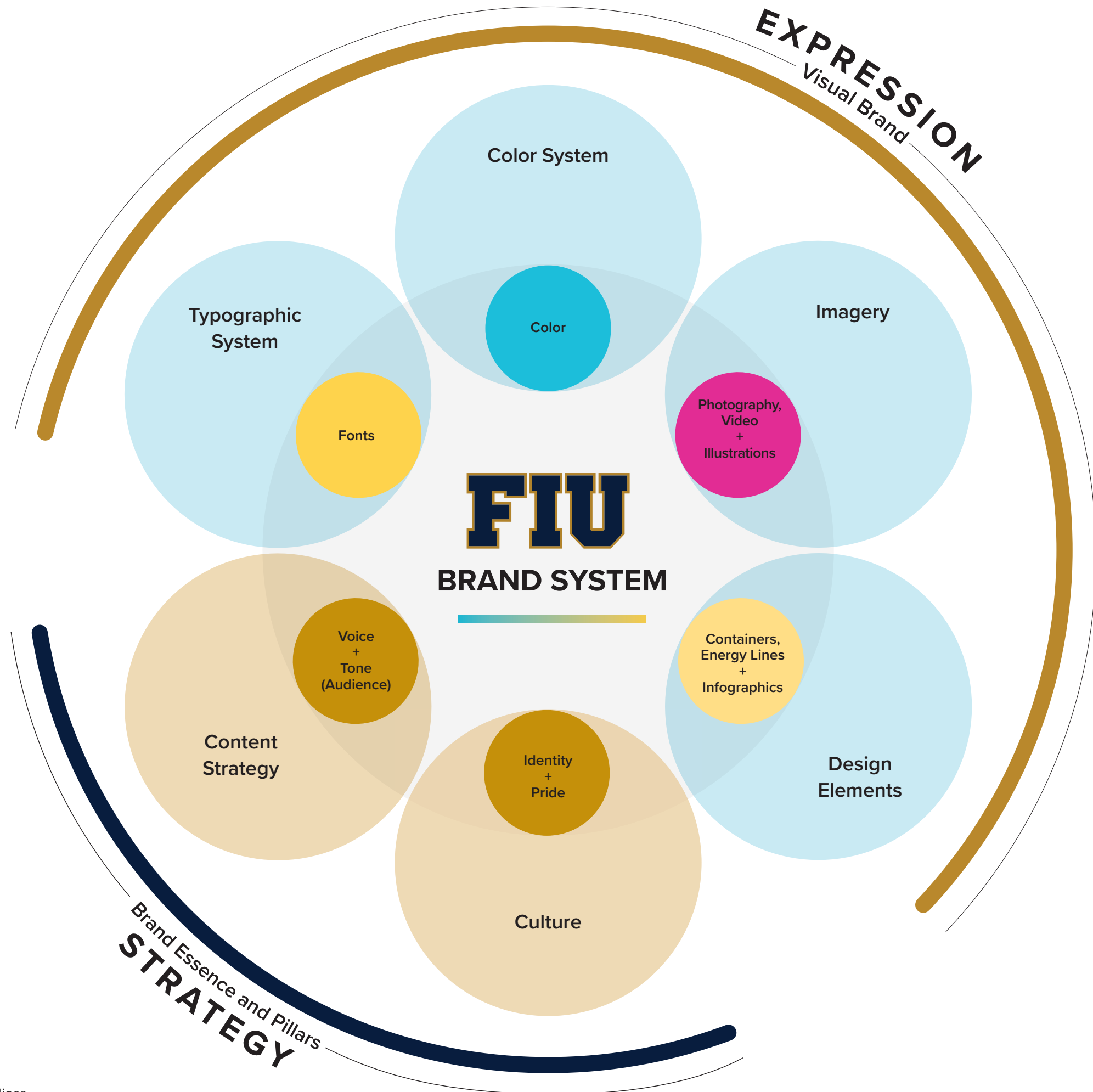
✘ Do not add any elements within the the protected area.



# Visual BRAND

**The visual brand is a collection of design elements that together, and combined in different measures, represent the FIU brand identity.**

Let these guidelines help your decision-making when creating assets for FIU; they provide a flexible framework for expanding the brand's visual language.



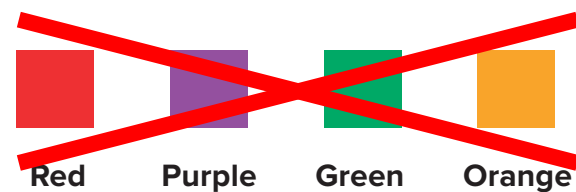


# Primary Brand Colors

The importance of colors cannot be overstated. Colors play a pivotal role in establishing a university's identity and conveying its values and character to the world. Using official university colors or their variations is essential for maintaining brand consistency and recognition. **These colors have likely been carefully chosen to reflect the institution's heritage, values, and mission.**

Furthermore, by adhering to these specific colors and avoiding those of competing brands, a university ensures that its visual identity remains distinctive and memorable. Consistency in color usage fosters a sense of unity and credibility, reinforcing the institution's reputation and helping it stand out in a crowded marketplace of higher education. In essence, colors are not just a matter of aesthetics but a powerful tool for reinforcing a university's brand and leaving a lasting impression on students, alumni, and the wider community.

For that reason the following colors **SHOULD NEVER BE USED** as primary in any execution of collateral, promotional items and clothing:

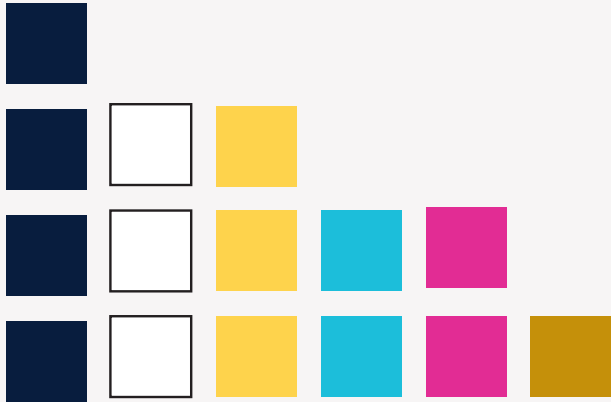
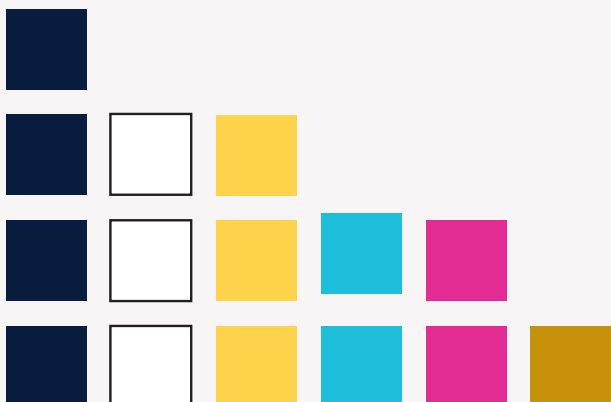
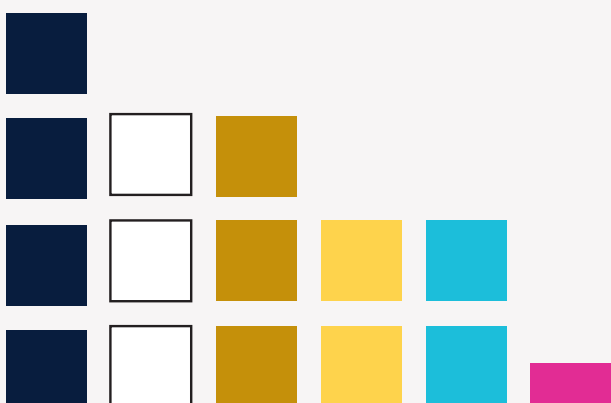


<p><b>FIU BLUE</b>                  RGB: 9/30/65                  HEX: 081E3F                  CMYK: 100/87/42/52 (COATED PAPER)                  PMS: 282C (COATED PAPER)                  282U (UNCOATED PAPER)</p>		<p><b>WHITE</b>                  OR NEGATIVE SPACE</p>
<p><b>GOLD</b>                  RGB: 182/134/45                  HEX: B6862C                  CMYK: 0/31/100/25 (COATED PAPER)                  PMS: 125C (COATED PAPER)                  117U (UNCOATED PAPER)</p>	<p><b>FIU CYAN</b>                  RGB: 0/184/214                  HEX: 00B7D5                  CMYK: 70/0/13/0                  PMS: 3115C</p>	
	<p><b>FIU YELLOW</b>                  RGB: 248/201/62                  HEX: F8C93E                  CMYK: 0/16/80/0                  PMS: 1225C</p>	<p><b>MAGENTA</b>                  RGB: 217/45/138                  HEX: D92D8A                  CMYK: 5/92/0/0                  PMS: RHODAMINE RED</p>



# Guidance per Audience

FIU has identified a series of audiences that interact with the brand. To respond to their interests and needs, we have assembled a framework of color combinations, graphic elements and mood. The purpose is to bring forward the most important graphic elements for each different audience.

<p><b>ADMISSIONS</b></p> 	<p><b>Selling Point:</b>                  Location                  Academic Reputation                  Accesibility                  ROI</p>	<p><b>Tone:</b>                  Electric                  Welcoming                  Driven                  Agile                  Authentic</p>	<p><b>Content and Design:</b>                  Aspirational-driven copy                  Informational copy                  Testimonial                  Shape layering overlay                  Energy lines and Accents                  Candid, Hands-on photography                  Campus and location photography                  Infographics                  Iconography                  Vibrant colorways</p>
<p><b>AFFINITY / ADVOCACY</b></p> 	<p><b>Selling Point:</b>                  Location                  Community Engagement                  Pride                  Economic engine                  Impact</p>	<p><b>Tone:</b>                  Driven                  Agile                  Electric                  Welcoming                  Authentic</p>	<p><b>Content and Design:</b>                  Pride-driven copy                  Testimonial                  Shape layering overlay                  Energy lines, Accents                  Empathetic, relatable photography                  Infographics                  Vibrant colorways</p>
<p><b>PEER REPUTATION</b></p> 	<p><b>Selling Point:</b>                  Location                  Academic Reputation                  Research                  Rankings                  Impact</p>	<p><b>Tone:</b>                  Welcoming                  Agile                  Driven                  Authentic                  Electric</p>	<p><b>Content and Design:</b>                  Data-driven copy                  Shape layering overlay                  Editorial photography                  Hands-on photography                  Campus and location photography                  Restrained Energy lines                  Restrained colorways</p>

# Brand Type

Proxima Nova is the official type family for FIU. It's an organic, humanist modern sans serif optimized for screens and print media.

Proxima Nova is an Adobe font.

## PROXIMA NOVA USES

The FIU brand uses all of Proxima Nova's type weights. For optimal use, it is recommended to use contrasting weight combinations, reserving the heavier variations to bring emphasis to headlines or keywords within the copy.

Headlines in Proxima Nova are heavier in weight than the body copy. Preferably they are set in All-Caps, with wider tracking (between 10 and 30).

## PROXIMA NOVA CONDENSED USES

The Proxima Nova Condensed could be use in constrained spaces like digital screens, videos and print too. Headlines in Proxima Nova condensed are heavier in weight than the body copy.

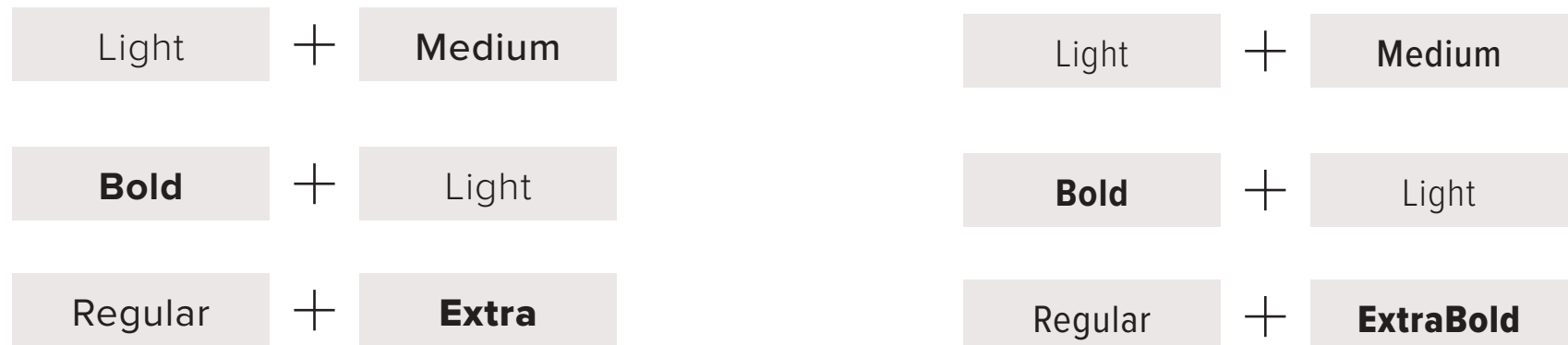
### PROXIMA NOVA

ABCDEFGHIJKLM  
 NOPQRSTUVWXYZ  
 abcdefghijklm  
 nopqrstuvwxyz  
 1234567890&!\$\*

### PROXIMA NOVA CONDENSED

ABCDEFGHIJKLM  
 NOPQRSTUVWXYZ  
 abcdefghijklm  
 nopqrstuvwxyz  
 1234567890&!\$\*

### COMBINATION EXAMPLES



# Brand Type

The FIU Brand has two secondary type families for emphasis and decorative uses.

## NEW FRANK

The FIU brand uses all of New Frank's type weights. For optimal use, it is recommended to use contrasting weight combinations, reserving the heavier variations to bring emphasis to headlines or keywords within the copy.

It can be used in headlines, call-outs, quotes and infographics or whatever emphasis is needed.

## FURORE

Furore is the official decorative headline font for FIU. It's a geometric sans serif with limited glyphs and special characters. It does not include lowercase letter forms.

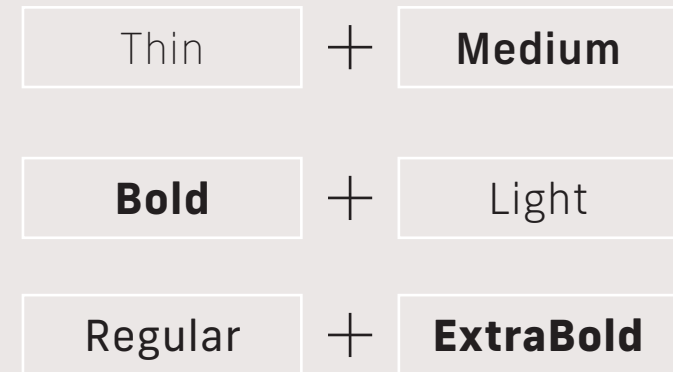
The FIU brand uses Furore in short sentences (no more than 5 words), to highlight keywords or for decorative numbers. It is paired with Proxima Nova and/or New Frank for longer headlines and copy.

The All-Caps set is used with wider tracking (between 100 and 250).

**NEW FRANK**

**A B C D E F G H I J K L M**  
**N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m**  
**n o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 0 & ! \$ \***

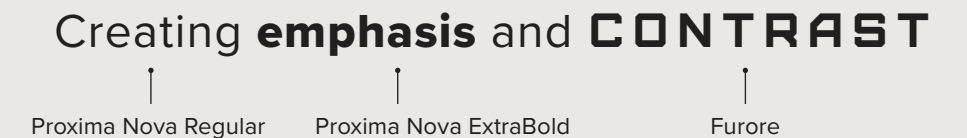
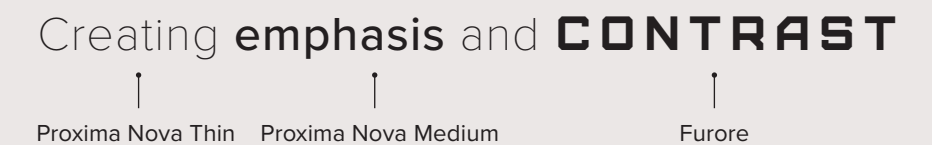
### COMBINATION EXAMPLES



**FURORE**

**A B C D E F G H I J K L M**  
**N O P Q R S T U V W X Y Z**  
**1 2 3 4 5 6 7 8 9 0 & ! \$ \***

### USE EXAMPLES



## DESIGN ELEMENTS

# Creating Geometric Containers

Shapes can be used as a container for imagery or text as well as a textural element when used as a pattern. Though all shapes are different and modular make sure to adhere to a grid. Each can be used in any combination to give you your desired shape block colors, overlapping blocks and photographs can lend additional flexibility to the visual representation of the brand.

## KEY TAKEAWAYS

- Use the grid as a composition guide, and size graphic elements at different scales to add visual interest.
- Invisible grid overlay can be used as a guide for composition purposes.
- The added opacities of gradient blocks or colors provide a richer visual texture to gradient or solid color backgrounds.
- Use energy lines to connect elements or as a framing or accent device; refer to examples provided.

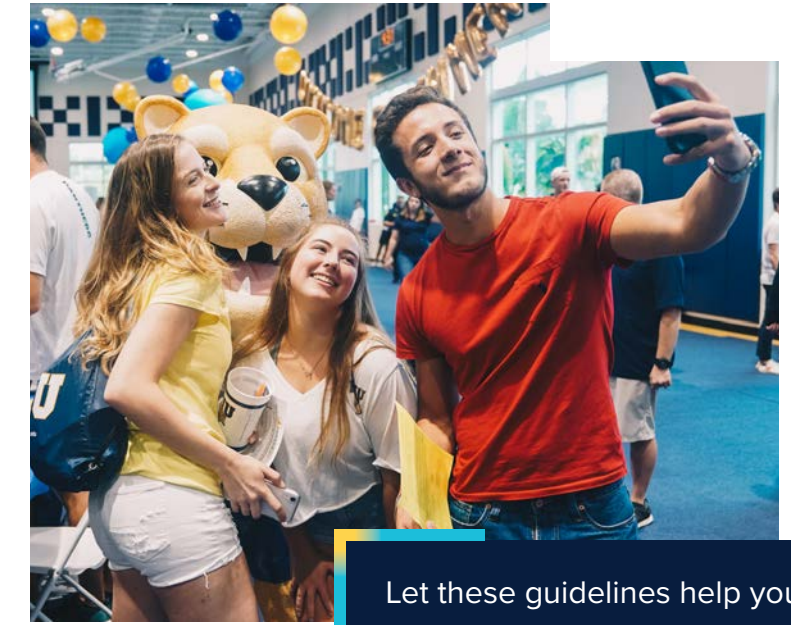
Let these guidelines help your decision-making when creating assets for FIU; they provide a flexible framework for expanding the brand's visual language.

### TEXT CONTAINER



### PHOTOGRAPH CONTAINER

### OVERLAPPING BLOCKS



Let these guidelines help your decision-making when creating assets for FIU; they provide a flexible framework for expanding the brand's visual language.



### TEXTURAL PATTERNS



# Energy Lines

These energy lines represent FIU's empowering force that energizes the world. They serve to punctuate graphic elements like photographs, shaded rectangles, borders of a media format and text underlines. 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, pointers and brackets.

## KEY TAKEAWAYS

- Use one gradient type only for each composition or piece. Do not combine both types of gradients into a single piece.
- Use one or two energy lines on the entire layout.
- Stroke weight of the energy lines varies, depending on the scale of the piece.
- Gradient angle is adjusted to make the transition clearly visible.
- There are three types of gradient energy lines used for FIU. The colorways allowed are:
  - Yellow to Cyan
  - Yellow to Magenta
- Solid brand colors may be used for energy lines.

## ENERGY LINES



## ENERGY LINES CORNERS



## ENERGY LINES BRACKETS



## ENERGY LINES POINTERS

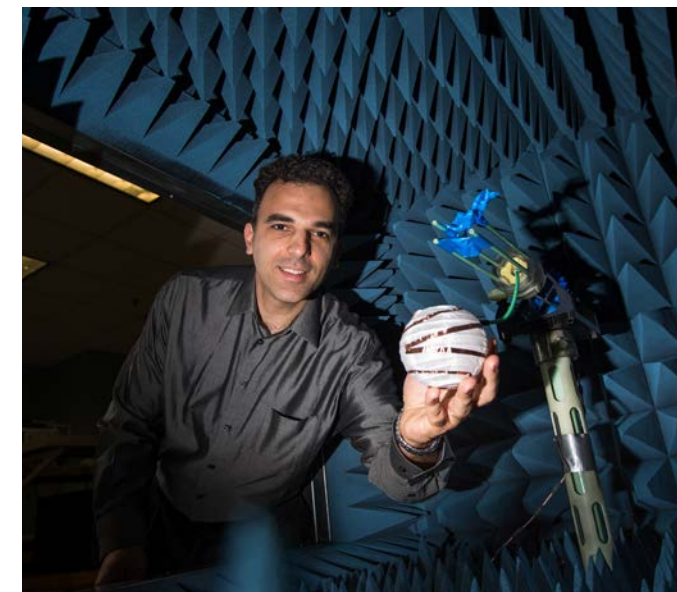
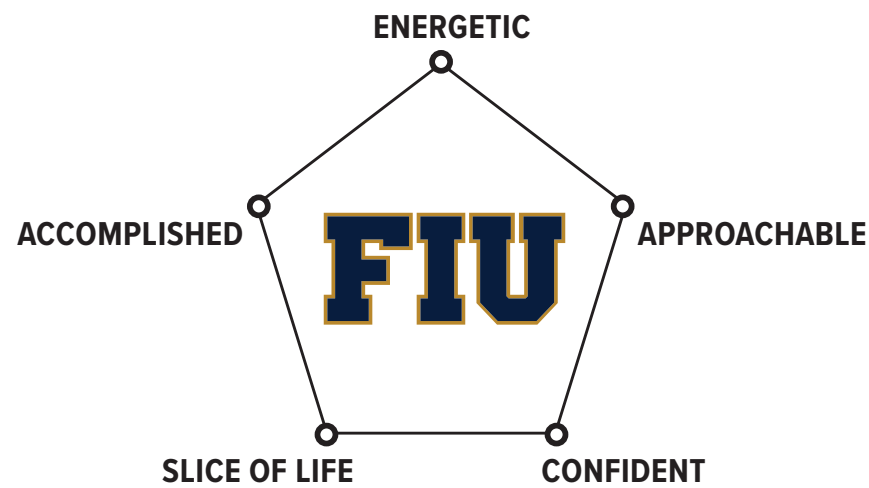




# Photography and Video

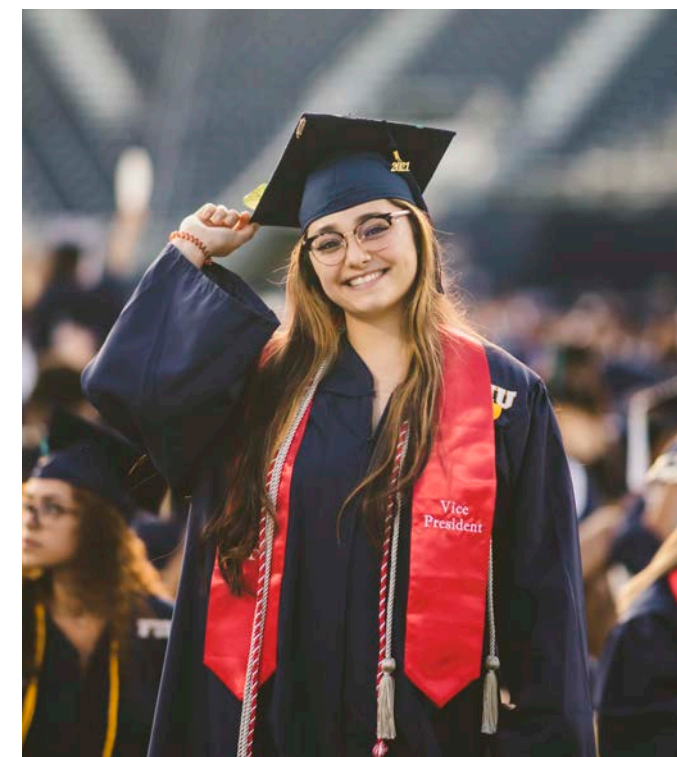
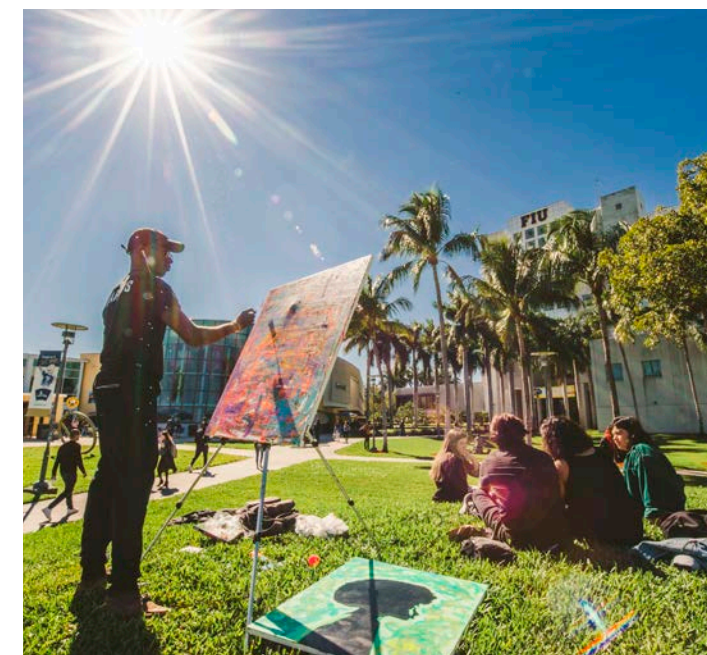
FIU has a rich repository of video and photography and generates highly sophisticated visual content.

To ensure consistency in tone and art direction, the key takeaways are:



## Art Direction

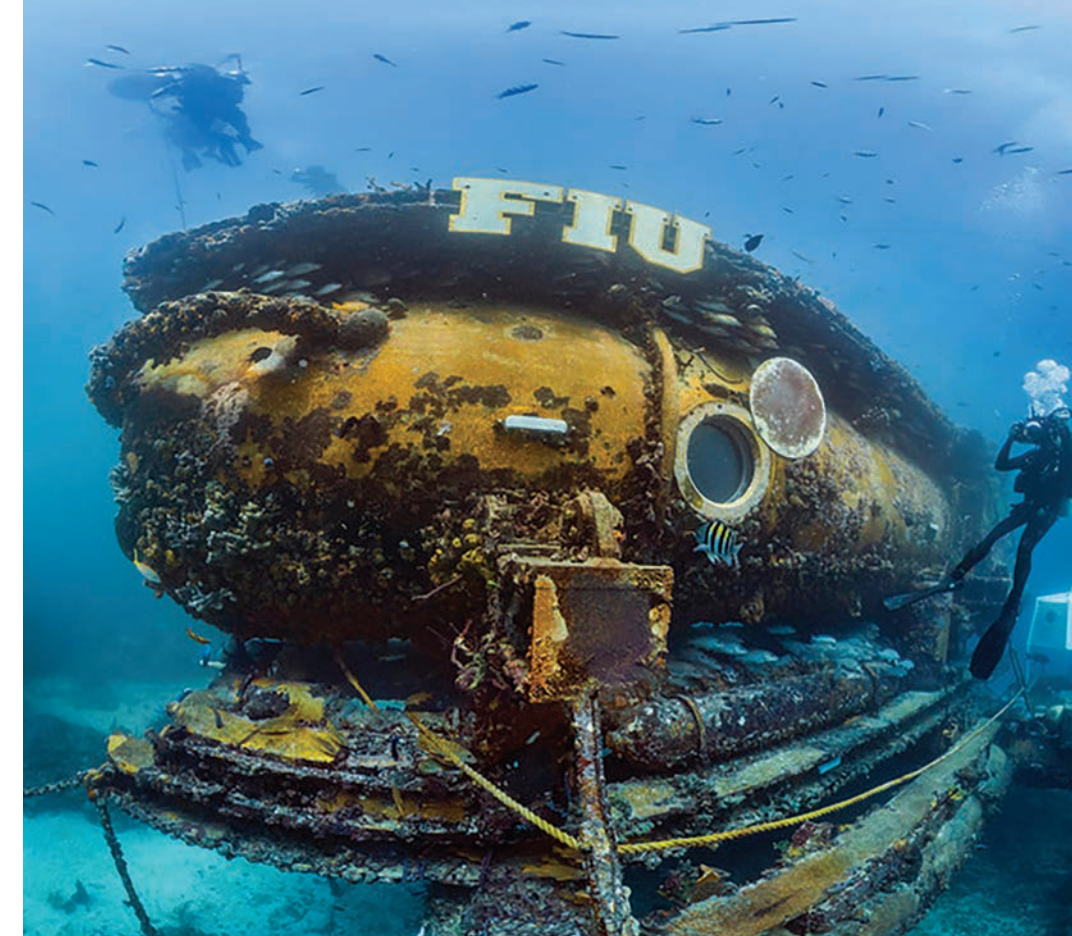
- Use brand colors whenever possible.
- Leverage FIU's built-in wealth of diversity.
- Hands-on action situations.
- Candid and spontaneous.
- Confidence and natural.
- Cut-outs of prominent faculty, alumni or staff are permitted and encouraged when available/possible.
- Embrace joy.











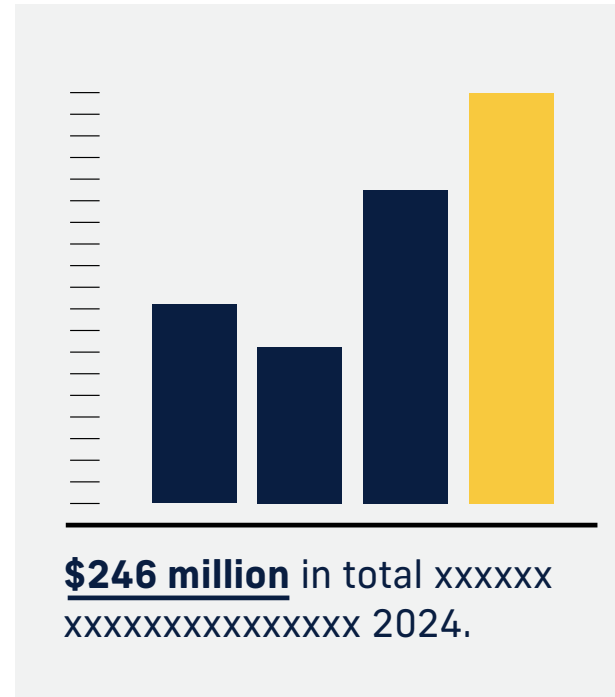


# Information and Data Visualization

To showcase accomplishments, milestones or important data, the brand can use a formalized data visualization system.

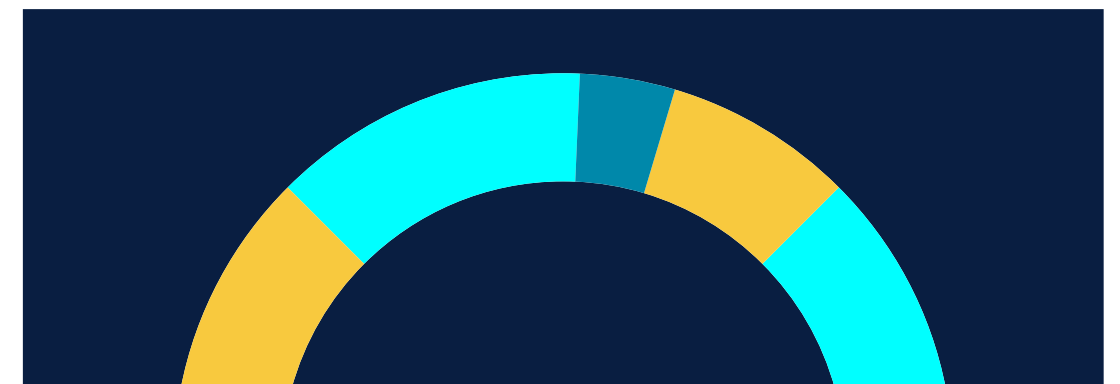
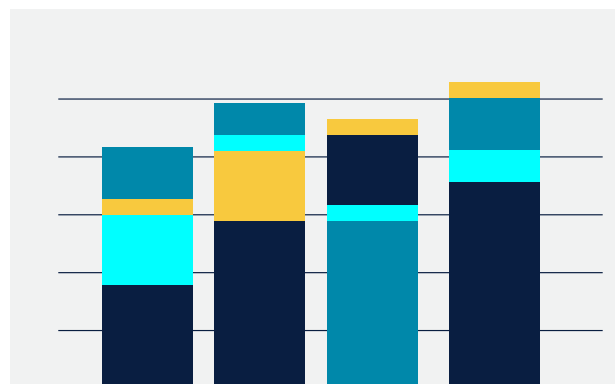
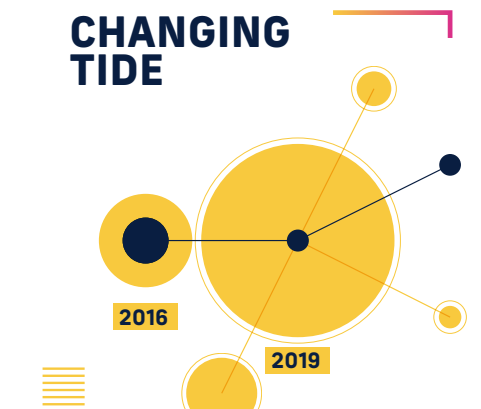
## KEY TAKEAWAYS

- Use FIU colors to highlight the data point that is pertinent to the university.
- Use Furore’s number characters to create visual contrast.
- Use different levels of opacity of FIU yellow to indicate levels of the same data point.
- When creating scatter-plots, use a subtle grid behind the dot plot to provide order.
- Use elementary shapes to indicate percentages, areas, amounts and other values. Use squares, circles, bar charts, wheel charts, etc.



**TOP 25**

XXX XXXXXXXX XXXXXXXX  
XXXXXXXX XX XXXXXXX



# Social Media

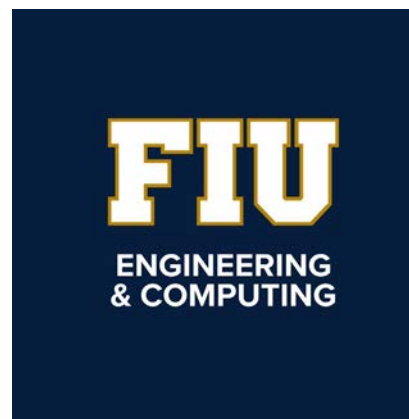
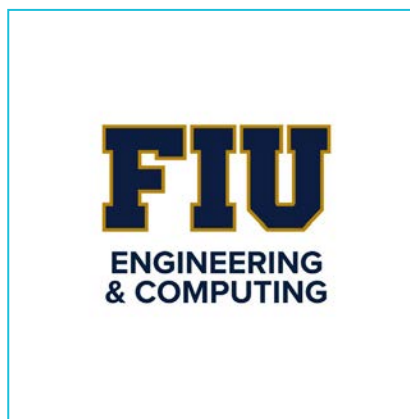
College & School Social Media Profile Images

Beyond our websites and the large flagship social media channels, college and school social channels are the first impression to online interactions with the FIU brand.

As such many audiences' first experience is seeing the profile image next to a piece of content or a post. For this fact we have created the complete set of social profiles for colleges and schools. You will notice that the donor names are omitted from the art files however they should be included in the official name of the account and the profile name itself can include this.

The purpose of this strategy is to allow future students and new supporters to easily identify the academic areas the college or school is responsible for.

[go.fiu.edu/sociallogos](http://go.fiu.edu/sociallogos)





# BRAND In Action

**This collection of visual assets have been used in the marketplace over the past one to two years, and represent approved messaging and design aligned with our brand guidelines. They are provided as inspiration, and you are welcome to use them as needed.**

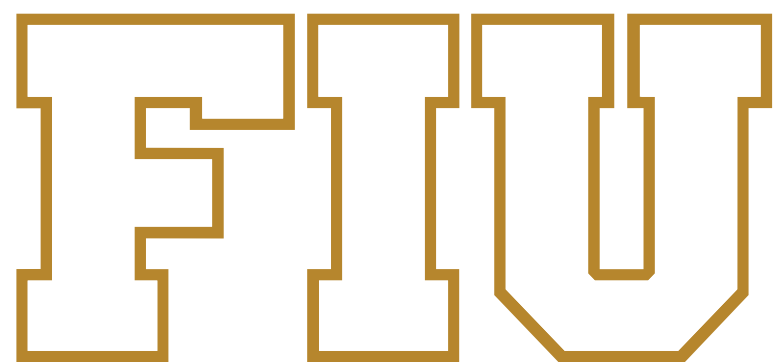
**Top 50 - Preeminent  
Public Research University**



**FORWARD-THINKING. INNOVATIVE. UNSTOPPABLE.**



This example shows the use of the Official FIU logo



FLORIDA INTERNATIONAL UNIVERSITY

**FORWARD-THINKING. INNOVATIVE. UNSTOPPABLE.**



This example shows the use of the Alternative Style.

Acronym mark and the line FLORIDA INTERNATIONAL UNIVESRSITY in the layout.



FLORIDA INTERNATIONAL UNIVERSITY



**FORWARD-THINKING  
DRIVES REAL  
GLOBAL IMPACT**

RESEARCH ACROSS 60+ COUNTRIES  
DRIVE FIU'S TOP-TIER R1 STATUS.




**FORWARD-THINKING  
DRIVES REAL  
GLOBAL IMPACT**

RESEARCH ACROSS 60+ COUNTRIES  
DRIVE FIU'S TOP-TIER R1 STATUS.



FLORIDA INTERNATIONAL UNIVERSITY

Digital Ads 2023

FLORIDA INTERNATIONAL UNIVERSITY



**INNOVATION  
ELEVATES  
EXCELLENCE**

FIU HOLDS THE  
**HIGHEST RANKING**  
IN CARNEGIE  
RESEARCH  
CLASSIFICATION.



**LEARN MORE**

This example shows the use of the Official FIU logo

FLORIDA INTERNATIONAL UNIVERSITY



**INNOVATION  
ELEVATES  
EXCELLENCE**

FIU HOLDS THE  
**HIGHEST RANKING**  
IN CARNEGIE  
RESEARCH  
CLASSIFICATION.



**LEARN MORE**

This example shows the use of the Alternative Style.

Acronym mark and the line FLORIDA INTERNATIONAL UNIVESRSITY in the layout.



FLORIDA  
INTERNATIONAL  
UNIVERSITY

**INNOVATION  
SEARCHES  
FOR ANSWERS  
WHERE NO ONE  
IS LOOKING**



**FIU RESEARCHERS ARE BUILDING  
A MORE RESILIENT WORLD.**

Aquarius: 60 feet below the surface in the Florida Keys, FIU's Aquarius Reef Base is the world's only underwater research laboratory.

Learn more about  
FIU's real impact at [go.fiu.edu/research](https://go.fiu.edu/research)



A UNIVERSITY OF DISTINCTION  
IN ENVIRONMENTAL RESILIENCE

Peer campaign Ad

**INNOVATION MEETS IMPACT**



FIU researcher Dr. Diana Azzam with patient Logan Jenner.

**GROUNDBREAKING TREATMENT APPROACH  
SHOWS PROMISE IN HARD-TO-TREAT CANCERS**

Researchers have developed a functional precision medicine approach that targets cancer by combining genetic testing with a new way to test individual drugs on tumor samples. The results of the clinical study are featured on the cover of April's *Nature Medicine*.

This combined approach, developed by Florida International University (FIU) cancer researcher Diana Azzam, was used successfully for the first time to guide treatment of relapsed pediatric cancer patients in collaboration with Dr. Maggie Fader at the *Helen & Jacob Shaham Cancer & Blood Disorders Institute at Nicklaus Children's Hospital in Miami*.

The approach resulted in 83% of the children showing improvement, including Logan Jenner, 8, whose relapsed leukemia was successfully treated through Azzam's new guided approach.



DISCOVER THE POWER OF FIU



Peer campaign Ad





*Your new chapter*  
**STARTS NOW.**

NEQUASSI MUSDANTO DOLOR-  
PFOREM

Dam quis etur adici voluptaqui repta  
vita venimpor sent, tectibea del ma  
volorupta am dem re rerum cus qua-  
tusae consent.

Um raecum et fugias alita incidus  
esedis idebri atiore, volo odit volut  
laborero opta qui odit, ex et quae-  
ceptus intur? Quia que omnis dolo  
conceditibea si ut id quaecto int arum  
facopro voluptat quas magnam sed  
utem aut laut occullor aut ut quam res  
cominit, ut optatur adis as as vent  
velit de venitatus perchicet, quam,  
undaerum fugianimi, omno te viti  
none et et ommodignamus ipis earis  
volorum explant.



FLORIDA INTERNATIONAL UNIVERSITY

MORE THAN  
**200**  
MAJORS  
**100**  
MINORS



Admission suite

# FIU

## GENERAL TRANSFER Application Deadlines

SUMMER A/C 2024	APRIL 1
SUMMER B 2024	MAY 13
FALL 2024	JULY 10
SPRING 2025	DEC 2

COLLEGE SPECIFIC APPLICATION DEADLINES*	
<b>COLLEGE OF BUSINESS</b> Summer A/B/C 2024 Fall 2024 Spring 2025	MARCH 25 JUNE 28 NOV 8
<b>NICOLE WERTHEIM COLLEGE OF NURSING &amp; HEALTH SCIENCES</b> Fall 2024 Spring 2025	MARCH 15 JULY 15

\*Deadlines subject to change, check admissions website for updates. These are deadlines for applicants transferring from a US institution only, applicants transferring from a university outside of the US may be subject to earlier deadlines.

To learn more about International Transfer Admissions, visit [go.fiu.edu/ITRF](http://go.fiu.edu/ITRF)

To view a complete list of deadlines, visit [go.fiu.edu/appdeadlines](http://go.fiu.edu/appdeadlines)

ADMISSIONS.FIU.EDU

FLORIDA INTERNATIONAL UNIVERSITY

## TRANSFER Process

- 1

**Apply for Admission!**  
(Connect4Success students: update your application after earning 30 credits)
- 2

**Submit official transcripts from all current and previously attended institutions**  
Also send test scores (AP, IB, CLEP)
- 3

**Checklist is complete! Application is reviewed for admission**
- 4

**Admitted students visit: Admissions.fiu.edu/admitted**
- 5

**Confirm your seat on your MyFIU account!**  
(Submit tuition deposit)
- 6

**Review Financial Aid Award Letter If Applicable**
- 7

**Complete 2-Step Transfer Orientation**  
Part 1: Virtual Orientation  
Part 2: Attend Orientation Day (Virtual and in-person options available)
- 8

**Meet with your Academic Advisor and choose your courses!**  
(Virtual)
- 9

**Attend Panther Camp**  
(Optional orientation enrichment program; go.fiu.edu/panthercamp)
- 10

**WELCOME TO FIU**

Apply to transfer today!

Visit [transfer.fiu.edu](http://transfer.fiu.edu) for more transfer resources.  
Visit [scholarships.fiu.edu](http://scholarships.fiu.edu) for more financial aid opportunities.

# SCHOLARSHIP RESOURCES

at

FIU

## NEED A SCHOLARSHIP?

The Office of Scholarships is dedicated to helping students find, apply for, and attain national and university-based opportunities.

APPLY ONLINE!

As easy as 1. 2. 3.

1. SIGN IN  
 Use your myFIU username and password at [go.fiu.edu/scholarship](http://go.fiu.edu/scholarship)
2. COMPLETE THE GENERAL APPLICATION  
 AcademicWorks will search and recommend scholarships for you
3. APPLY  
 Browse and apply for FIU scholarships

For questions, or to schedule an appointment contact  
**Office of Scholarships**  
 SACS 440 • 305-348-0349 • [scholarships@fiu.edu](mailto:scholarships@fiu.edu)  
[scholarships.fiu.edu](http://scholarships.fiu.edu)





EXPERIENCE MIAMI'S  
**TOP RANKED**  
PUBLIC UNIVERSITY

[LEARN MORE](#)

**FIU** FLORIDA INTERNATIONAL UNIVERSITY



EXPERIENCE MIAMI'S  
**TOP RANKED**  
PUBLIC UNIVERSITY

[LEARN MORE](#)

**FIU**  
FLORIDA INTERNATIONAL UNIVERSITY



EXPERIENCE MIAMI'S  
**TOP RANKED**  
PUBLIC UNIVERSITY

**FIU**  
FLORIDA INTERNATIONAL UNIVERSITY

[LEARN MORE](#)

Digital Ads



**FIU**  
FLORIDA INTERNATIONAL UNIVERSITY

**INNOVATION  
MEETS IMPACT**

*From next-gen antennas to advanced materials, we are shaping a better world.*

**FORWARD-THINKING. INNOVATIVE. UNSTOPPABLE.**

Patented antennas are deployable, packable and multifunctional for faster, more reliable wireless communication systems.  
Funded by the National Science Foundation and the Air Force Office of Scientific Research

The Cold Spray 3D printing lab for advanced manufacturing of high-performance materials is first of its kind at a Florida university.  
Funded by U.S. Army Combat Capabilities Development Command

A satellite is shown in the bottom left, and a robotic arm is shown in a circular inset in the top right. The background features a view of Earth from space.

**FIU**  
FLORIDA INTERNATIONAL UNIVERSITY

**RESEARCH**  
FORWARD-THINKING. INNOVATIVE. UNSTOPPABLE.

**World's Largest  
Environmental  
Restoration Project**

Experience FIU on Capitol Hill in Washington D.C.

A QR code is located in the bottom right corner. The background shows three people in a field, one holding a map, under a blue sky.

Washington, DC airport billboards



Local market billboard

**FIU** FLORIDA INTERNATIONAL UNIVERSITY



**BE UNSTOPPABLE IN MIAMI.**

Discover Your Future at Miami's Public Research University

**FORWARD-THINKING. INNOVATIVE. UNSTOPPABLE.**

New York airport ads

**FIU**  
FLORIDA INTERNATIONAL UNIVERSITY



**BE UNSTOPPABLE IN MIAMI.**

Discover Your Future at Miami's Public Research University



FORWARD THINKING. INNOVATIVE. UNSTOPPABLE.



Start  
Your Journey  
Today!



Be a part of  
**MIAMI'S**  
**UNSTOPPABLE**  
**ENERGY**

Discover Yourself at Miami's  
Public Research University

**FIU**

FLORIDA INTERNATIONAL UNIVERSITY

FLORIDA INTERNATIONAL UNIVERSITY

**FIU** FLORIDA INTERNATIONAL UNIVERSITY

FORWARD-THINKING. INNOVATIVE. UNSTOPPABLE.



Read FIU's Research Magazine

MIAMI'S CARNEGIE R1 PUBLIC RESEARCH UNIVERSITY



**FIU**

MIAMI'S CARNEGIE R1 PUBLIC RESEARCH UNIVERSITY

**FIU** FLORIDA INTERNATIONAL UNIVERSITY



**Wall of Wind**, one of only eight National Science Foundation-supported experimental facilities in the U.S., is used to test construction materials to enable better performance-based design and safer building codes.

**INNOVATION MEETS IMPACT**

An FIU biologist sets up a 360-degree camera off the coast of Bimini to film hammerheads as part of long-standing research on marine predators. Marine ecologist **Mike Heithaus**, and his colleagues focus on the ecological importance of sharks and other large marine species.



Robert Stempel College of Public Health & Social Work Dean **Tomás R. Guilarte** has been among the first to document lead's damaging impacts on the brain. He and his collaborators identified a flavonoid that reverses some of the negative effects of lead and could be a possible therapeutic solution.



FIU scientists are heavily involved in the world's largest restoration project - the **Florida Coastal Everglades (FCE)** Long Term Ecological Research (LTER) Program - providing the science to ensure Everglades restoration is successful for people and nature.



MIAMI'S CARNEGIE R1 PUBLIC RESEARCH UNIVERSITY

The Chronicle Higher Education bellyband cover



**FIU** FLORIDA INTERNATIONAL UNIVERSITY



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**WHERE INNOVATION MEETS IMPACT**




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Discover the power of FIU



MIAMI'S CARNEGIE R1 PUBLIC RESEARCH UNIVERSITY

The Chronicle Higher Education Ads

**INNOVATION MEETS RESEARCH BENEATH THE WAVES**

An FIU biologist sets up a 360-degree camera off the coast of Bimini to film hammerheads as part of long-standing research on marine predators. Marine ecologist **Mike Heithaus**, executive dean of the College of Arts, Sciences & Education and his colleagues focus on the ecological importance of sharks and other large marine species.



**\$400M**  
in research awards for environmental resilience in the past 10 years

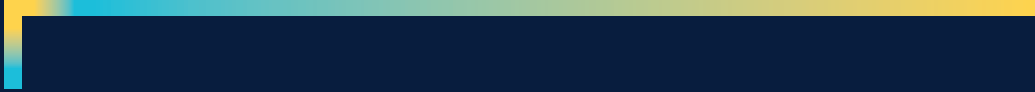
**200+**  
local, state, national and international collaborations around the environment

**3,000+**  
students enrolled in programs related to environmental resilience

**FIU** FLORIDA INTERNATIONAL UNIVERSITY

DISCOVER THE POWER OF FIU





**As we look to the future, FIU is embarking on an exciting journey guided by our vision and Experience Impact 2030 strategic plan for the next five years. Starting in 2025, a bold, new creative campaign, developed by FIU’s Strategic Communications, Government and External Affairs team, will engage our core internal and external audiences to help us promote the university brand – locally and globally.**

**Our aim is clear: to cement FIU’s position as a top 30 public university in the U.S. and to elevate our brand and reputation into the global powerhouse that we are, attracting students and leaders from across the nation and the world.**

---

This campaign will shine a spotlight on FIU’s remarkable achievements in critical areas like environmental resilience, health, and technology and innovation—fields that hold the keys to addressing the challenges of today and shaping a better tomorrow. With an unwavering commitment to excellence, we will continue to deliver transformative student experiences, foster pioneering research, and build powerful global partnerships.



License plate



## For questions about the brand, please contact:

[brand@fiu.edu](mailto:brand@fiu.edu)

[brand.fiu.edu](http://brand.fiu.edu)



## Explain execution

# BRAND Voice & Language

While the previously mentioned tone words (p. 9) 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.