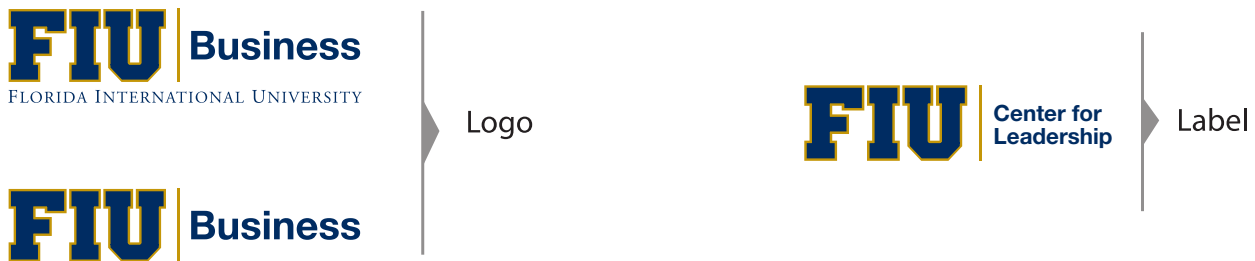


Logo Policy

Logo and Labels / terminology

Logo – Our Institutional logo with FIU Business and Florida International University

Labels – All the other adaptations we make to the main logo, will be considered a label.



Examples of when to use a label or logo.

FIU Business logo:

- Our main FIU Business logo with the "Florida International University" underneath should **ALWAYS** be used in international communication pieces.
- Our FIU Business logo without the "Florida International University" underneath can be used in local communication pieces and internally within the college.

FIU Business Labels:

- Labels can be used for vertical communication pieces that will be sent out to currently enrolled students.
- Labels can be used for national communication pieces
- Labels can be used in pieces for local events like banners, programs, name tags, etc.
- Labels can be used for internal communication pieces.

INAPPROPRIATE USE OF OUR LOGO AND LABELS

These are the most common misusage of our logos and labels these common mistakes are easy to remember and should be avoided at all times.



The gold stripe doesn't align with the FIU | Business



Space in between FIU and Business can not be altered



The font used on the label is not Helvetica 75 bold



The text underneath the logo is not in gold



The swatches are changed to another tone of blue and gold.



The font used on the logo is not Adobe Garamond



The line that divides the FIU Business is thicker than it's original.

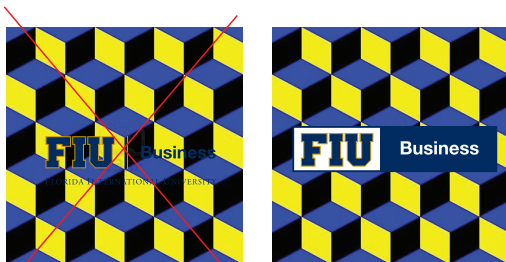
~~Career Management Services~~



The Text is placed on top of the FIU Business instead of underneath



Correct usage:



Correct usage

When using a busy pattern as a background the boxed version should be used

When using the logo in B&W the logo changes, do not change the color of the logo to B&W. Use the adaptation created specifically for Black and white.

All materials utilizing the FIU or FIU Business logo or name, must be approved by the Director of Marketing and Communications prior to print or online publishing. Please contact Luisa Perez via phone: 305 348-6165 or via email: PerezLui@fiu.edu

FONTS AND COLORS

Our logo/labels are constructed with two fonts: Helvetica and Adobe Garamond.

Helvetica is used on the creation of the labels and Adobe Garamond is the font that will always be used to spell out Florida International University in our main logo.

Fonts

Our institutional fonts are:

Helvetica (the complete family) for our sans serif

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

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

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

Adobe Garamond for our Serif

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

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

Colors

These are our institutional colors:

PMS Colors:

 PANTONE BLUE 282

 GOLD PANTONE 125

CMYK Colors:

 CMYK BLUE: 100 68 0 54

 CMYK GOLD: 0 26 100 26

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WHEN TO USE FIU MAIN LOGO *or* FIU BUSINESS LOGO

Our main FIU logo should be used in communications that involve our entire University community, not only FIU Business. For example, on collateral pieces that include all the of our colleges.



Main FIU Logo



FIU Business logo

When using a logo in a small size where the “Florida International University” is not legible we can use both versions of the logo, like this:



Main FIU Logo

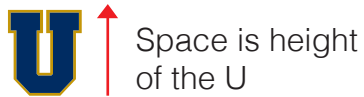


FIU Business logo

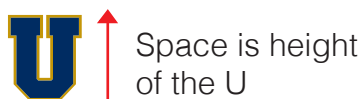
RESPECTING OUR LOGO SPACE

When using our logo there is a space that needs to be respected, meaning that no other graphic element (including text) can be in this space. This is the breathing room that our logo requires.

This space will be determined by the height of the letter U within the logo.



The red lines represent the space that needs to be respected.



The red lines represent the space that needs to be respected.