

FIU | Business



FIU BUSINESS LOGO USAGE GUIDELINES

FLORIDA INTERNATIONAL UNIVERSITY

Consistency in style helps us maintain a strong, focused brand.

LOGO GUIDELINE AND USAGE

Color palettes, typography, logos and other brand assets are the most obvious elements used to convey our identity. Because of their importance in defining how the College of Business is perceived, these assets must be carefully curated and consistently applied.

Use the assets provided here to help the College of Business speak to its audience with one cohesive, professional voice.

Terminology

Logo - A logo is a design that represents an entity. The FIU logo is proprietary. It has different variations based on the use case – i.e. vertical/horizontal formats, color or B&W versions and FIU block letters.

FIU Business - Unit Logo: A unit logo is defined as a variation of the FIU logo to represent a specific unit, college, office, department, etc. In this case, this guide provides specific information to the College of Business and the different departments and initiatives that fall under the same college.



Logo



Unit Logo

LOGO USAGE BY REGION

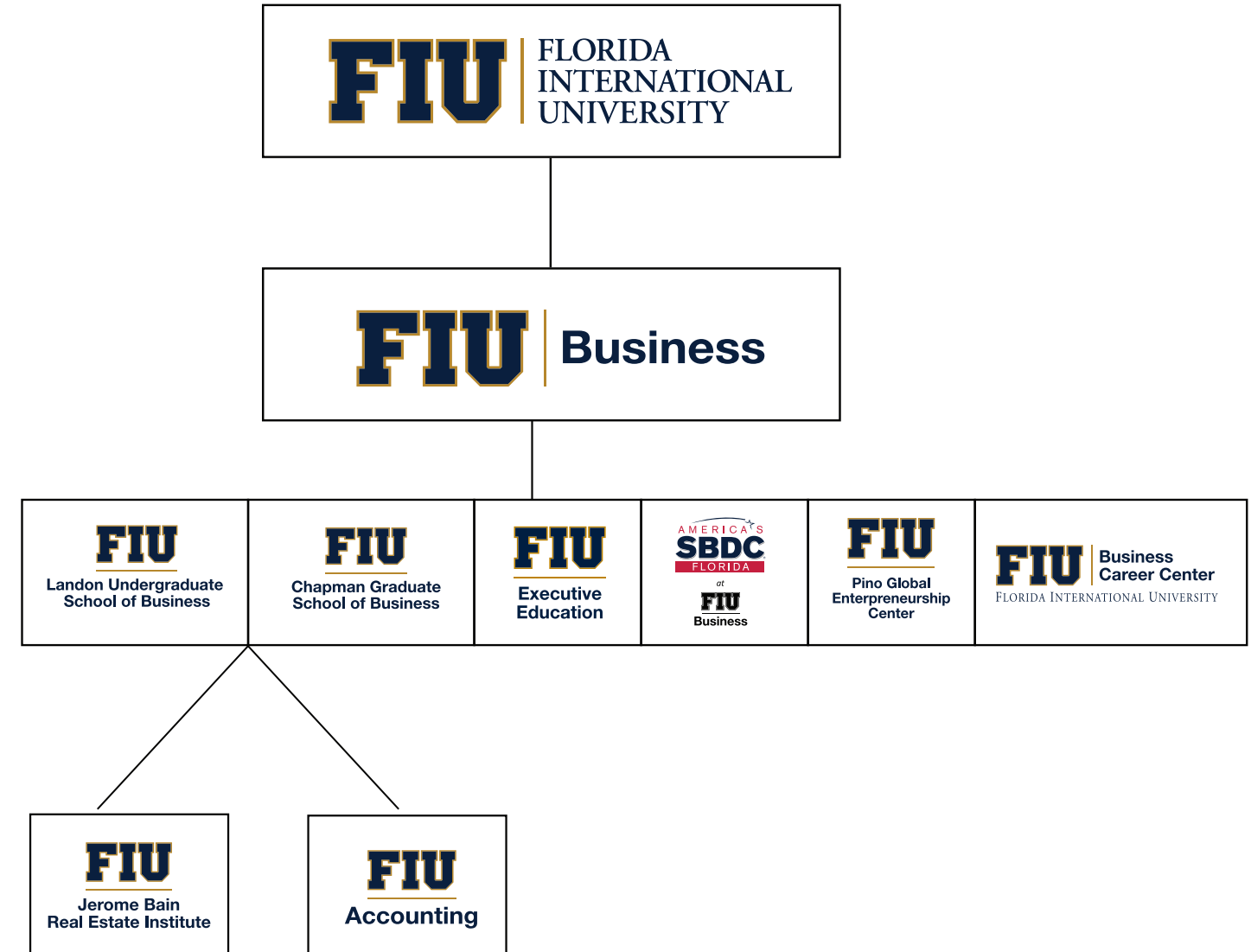


In South Florida and throughout the State.



Must be used nationally, outside of Florida, and Internationally, to allow for full University name.

FIU BUSINESS BRANDS



APPROVED SUB-TIERS

1. Named Schools
2. Centers
3. Institutes



Named Schools



Centers



Institutes

Our institutional fonts are:

Helvetica

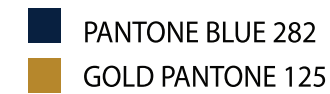
ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Adobe Garamond

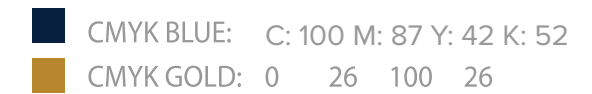
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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INSTITUTIONAL COLORS

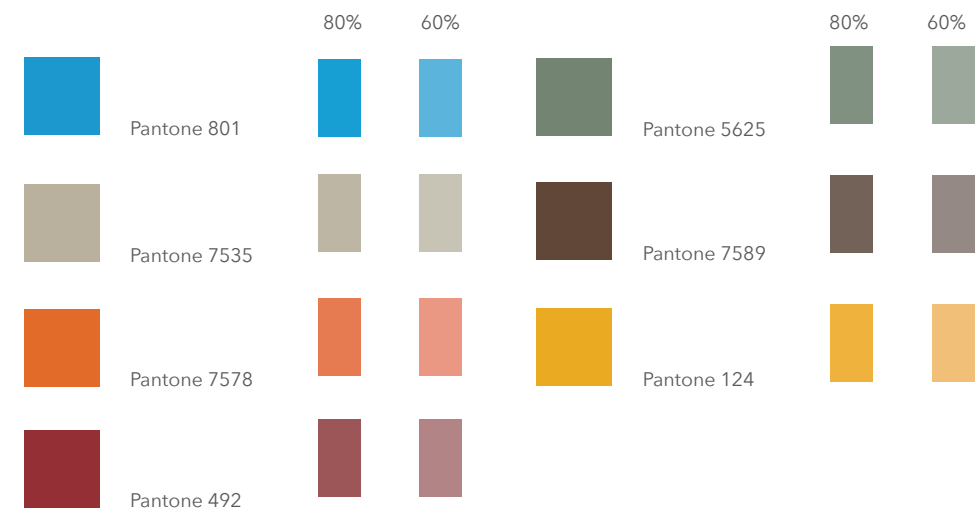
PMS Colors:



CMYK Colors:





ACCENT COLORS





Unit logos or sub-tiers must be created by the Office of External Relations, Strategic Communications & Marketing. These must be approved by the Dean of College of Business and External Relations.


IMPROPER USE OF THE LOGO


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The logo cannot be altered in any way.
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No text can be placed underneath, or on top of the logo to create a new version of the logo or label. If text is placed under the logo, spacing must be respected, see next page for spacing guidelines.
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Do not stretch the logo when making larger or smaller in a document.
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The line to the right of "FIU" cannot be altered, nor any other design element in the logo.
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The colors of the logo cannot be modified or altered in any way.
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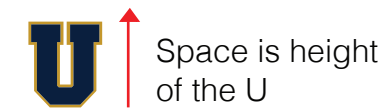
The font underneath the logo that spells out the university name cannot be changed.
- 

Outline of the black and white version of the logo cannot be filled in at any time.

RESPECTING OUR LOGO SPACE

For all versions an area of free space must be kept around the logo. The minimum clear space for the FIU Business logo is defined as the height of the letter block "U". No other type of graphic symbol may appear in this space.

This space rule is essential and should be respected and maintained as the logo is proportionately enlarged or reduced in size.



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



To download our full set of logos and more information on our brand guidelines, visit:
brand.fiu.edu | business.fiu.edu/marketing-communications

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