FIU Primary logo structure and restrictions

The Logo is composed of three main elements:

- FIU letters
- Divider line
- Name

Width of golden stroke and vertical line is the same

The space between the divider line and the “FIU” letters on the left and the name on the right is determined by the height of the shorter stem of the letter “F”

Clear space all around the primary FIU logo is determined by the width of the letter “F”

"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”
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

Primary Vertical Reversed FIU logo - One color on gold.

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

Note:
For gold backgrounds, only use the one color reversed style as shown. Do not use primary reverse with gold stroke.
FIU Label structure and restrictions
(For the use of academic and nonacademic units)

The Label is composed of four elements:

- Constant elements
  - FIU letters
  - Vertical line

- Variable elements
  - Name
  - 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 no wider than twice the width of the FIU letters.

Width of golden stroke and vertical line is the same

The space between the vertical line and the “FIU” letters on the left and the name on the right is determined by the height of the shorter stem of the letter “F”

Same proportions and number of lines as determined on the horizontal version, but centered underneath the FIU letters.
FIU Label Alternative Official Versions
(For the use of academic and nonacademic units)

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

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

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".
Colors

**Primary FIU logo**

**FIU letters**

**Vertical line**

**Name**

- **Inside FIU letters**
  - Blue Pantone 282

- **Name**
  - Blue Pantone 282

- **Vertical Line**
  - Gold Pantone 125

- **Stroke FIU letters**
  - Gold Pantone 125

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**FIU Blue**

<table>
<thead>
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<th>Coated Paper</th>
<th><strong>PANTONE 282 C</strong></th>
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<tr>
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<tr>
<td>M 87</td>
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<tr>
<td>Y 42</td>
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<td>K 52</td>
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**Uncoated Paper**

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<td>G 30</td>
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<td>B 63</td>
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**Screen Mode**

| **Hex Code:** 081E3F |

**FIU Gold**

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<tbody>
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<td>M 46</td>
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<tr>
<td>Y 100</td>
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<td>K 6</td>
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**Uncoated Paper**

<table>
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<tr>
<td>G 134</td>
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<td>B 44</td>
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**Screen Mode**

| **Hex Code:** B6862C |
FIU OFFICIAL TYPOGRAPHY
Primary Typefaces

ADOBE GARAMOND

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

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