FIU Label structure and restrictions
(For the use of academic and non academic units)

The Label is composed of four elements:

Constant elements:
- FIU letters
- Vertical line

Variable elements:
- Name
- Florida International University line

Variable elements:
- Name: The name of the unit maximum width area is twice the width of the FIU letters and maximum height of the FIU letters. As shown above with gray box.
  - Font: Helvetica 75 Bold
  - Note: Because the different unit names vary in length and amount of words, these are the rules to maintain aesthetic proportions of all the elements based on the official FIU label template.
- Florida International University line:
  - The length of this element is determined and must be adjusted to match the length of the largest name line and no wider than twice the width of the FIU letters.
  - To be used when external audience or standing alone.

Label Vertical:

Primary Label Horizontal
Preferred

FIU | Herbert Wertheim College of Medicine
Florida International University

The width of FIU letters

The same proportions and numbers of lines as determined on the Horizontal version but centered.
FIU Label Unit Unacceptable Use

Unacceptable Executions

- Do not omit the vertical line.
- Do not omit golden stroke.
- Do not distort.
- Do not substitute font.
- Do not reproduce sloppily.
- Do not convert the color version to one color.
- Do not go over the established area for the name of unit.
- Do not reconfigure.
- Use official vertical version.
- Follow instruction on how to fit the name on FIU label structure page.
FIU Business Cards

Notes:
- Business Card Size - Standard (3.5" x 2")
- ONLY the President/Provost business card is allowed to have the FIU seal
- ONLY the Sr. Vice Presidents, Vice Presidents, Deans and Members of the Executive Committee business cards are allowed to have outlined FIU letters
- NO METALLIC INKS
- Typeface - Adobe Garamond Pro, Name (bold); Copy (regular)
- Names, Titles, FIU name and address are to be written in Small Caps
- Font Size - Names (12pt), Titles (8pt), Contact Information (8pt)
- Type of printing - Engraved
- Paper - Classic Linen (Natural White) in 130# Cover
- How to Order - Please contact Design Services in the Department of External Relations at 305-348-2236 or designs@fiu.edu.
FIU Business Cards

Faculty/Staff (option #1)

John Sample
Title
Department
Division of External Relations
Modesto A. Maidique Campus
11200 S.W. 8th Street, PC 555 • Miami, FL 33199
Tel: 305-348-5555 • Fax: 305-348-5555 • sample@fiu.edu

Faculty/Staff (option #2)

John Sample
Title
Department
Undergraduate Education
11200 S.W. 8th St., SASC 555 • Miami, FL 33199
Tel: 305-348-5555 • Fax: 305-348-5555
johnsample@fiu.edu • sample.fiu.edu

NOTES:
- Two business card options for Faculty/Staff
- FIU logo MUST be horizontal version (no reverse)
- NO METALLIC INKS
- Typeface - Helvetica Neue LT Std: Name/Department (75 Bold); Titles/Contact info. (55 Roman)
- Font Size - 8pt
- Type of printing - Offset printing
- Paper - Classic Crest (White), 100% Recycled, in 100# Cover

Paper Sample
- Gold – PMS 117U
- Blue – PMS 282U
FIU Business Cards

NOTES:
- NO METALLIC INKS
- ONLY Athletic business card is allowed to use official athletic mark (panther)
- Two business card options for Alumni
- "FIU | Alumni" logo MUST be horizontal version (no reverse)
- Student bc - MUST have disclaimer at the bottom of card
- Student bc - FIU logo MUST be horizontal version (no reverse)

- Typeface - Helvetica Neue LT Std; Name/Department (75 Bold); Titles/Contact info. (55 Roman)
- Type of printing - Offset printing
- Paper - Classic Crest (White), 100% Recycled, in 100# Cover

Paper Sample
- Gold – PMS 117U
- Blue – PMS 282U
FIU Business Card DO NOT'S

NOTES:

• DO NOT print with your own vendor. Printing MUST go through Design Services or https://premiercorporateprinting.com/fiu/index.cfm.
• DO NOT design your own business card
• DO NOT alter logos or labels
• DO NOT use FIU seal unless for President or Provost cards