

INTERNATIONAL DAY OF UNIVERSITY SPORT

2018年SSU特派員扎根計畫



IDUS BRANDING

Organised by
CTUSF

Established by
FISU

BRANDING RULES

IDUS is the worldwide and still very young event. All it once we will make it a recognizable and important event in the urban space. Unique but unified design is a significant factor of successful promotion of IDUS in particular and the university sport movement in general. Please follow the branding principles and guides in your event.

1.1. GENERAL PRINCIPLES

The images below illustrates appropriate placement of the all logos and words.

The design proposal has to be presented to FISU for approval not later than 2 weeks before the production deadline. The email for FISU approval procedure is marketing@fisunet.

1.2. IDUS AND FISU BRANDS

- IDUS logo consist of 2 elements – FISU logo and event name part. These 2 parts should always be together and used as logo of all activities related to the IDUS. Once IDUS logo presented on the application please Do Not repeat FISU Logo at the same application.
- All applications must follow the graphic guide detailed below the FISU and IDUS logo guideline (Appendix). IDUS and FISU visual identity must never be altered in any way.
- The primary version of the name is International day of University Sport. But IDUS can be applied as well. Please refer to the examples below.

1.3. NUSF BRAND

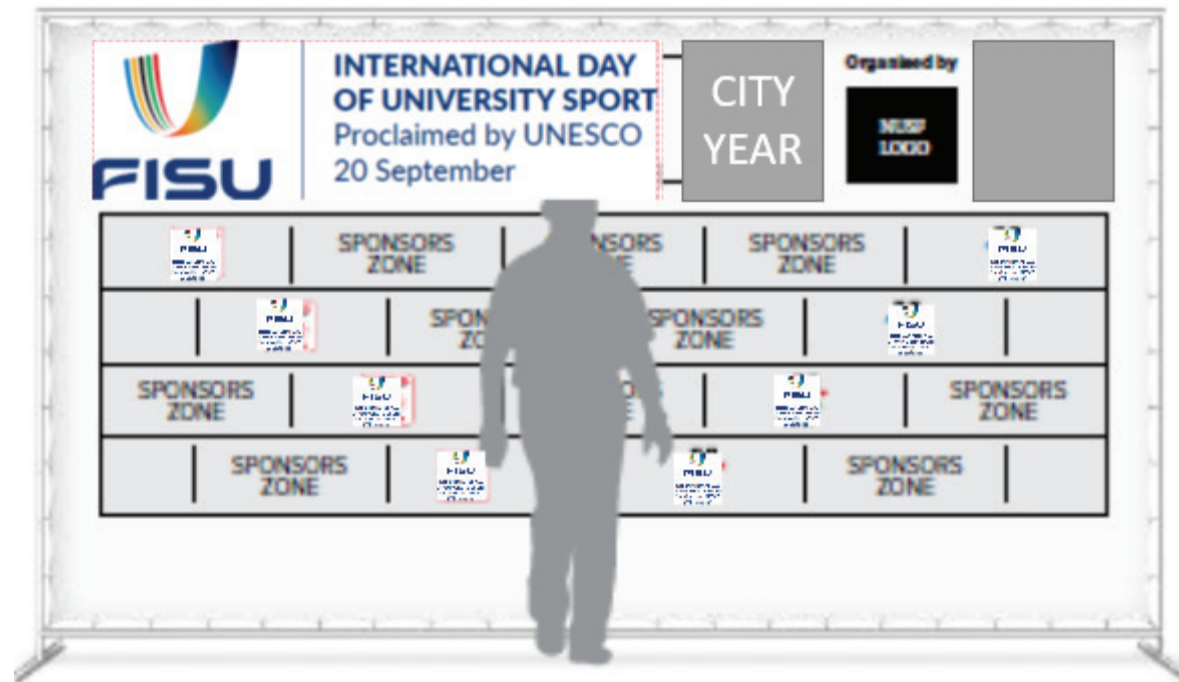
Implement the NUSF brand in all the event applications in the “Organisers bar” with an appropriate qualifier, e.g. “Organised by”.

1.4. PARTNERS BRANDS

All the commercial and non-commercial logos can be incorporated into or combined ONLY with the NUSF logo. In case of commercial brands IDUS and/or FISU logo should be placed separately.

IDUS ITEMS BRANDING

1.5. BACKDROP

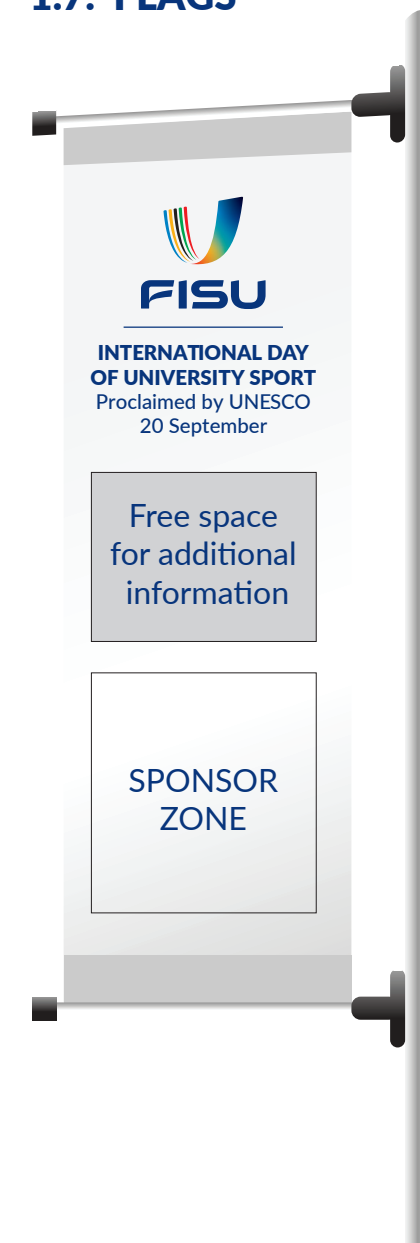


1.6. UNIFORM



+ lower #letsidus (in Lato)

1.7. FLAGS



FISU SPECIAL PROJECTS
IDUS
ARCHITECTURE

HORIZONTAL VERSION



VERTICAL VERSION



IDUS logo is made of three main parts:

- 1 FISU logo.
- 2 A separating line.
- 3 the IDUS area with the information about the project.

FISU SPECIAL PROJECTS
IDUS
 USAGE



CLEAR SPACE

A clear space around the logo is necessary to protect its integrity and legibility.

The minimum clear space that must surround the logo is equivalent to the height of the FISU logotype "U" character.

MINIMUM SIZE

The minimum size is defined by the legibility of the logo. Never reduce it below the minimum size guidelines.

HORIZONTAL VERSION



30 mm

VERTICAL VERSION



18 mm

FISU SPECIAL PROJECTS

IDUS

BLACK AND WHITE



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The black and white versions can be used only when printing does not allow the use of colour.



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INTERNATIONAL DAY OF
UNIVERSITY SPORT
BRANDING GUIDELINES

PUBLISHED BY



**EDUCATION & DEVELOPMENT
DEPARTMENT**

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