



FISU Logo Guidelines

Welcome

Welcome

We introduce you to our Logo.
It celebrates our heritage and our future and it is the core of our identity.

Following these guidelines will ensure a consistent visual identity
of the brand and will reinforce all the communications we create.

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The image features a solid blue background. On the left side, there are several thick, white, curved lines that sweep from the top-left towards the bottom-right, creating a sense of motion and depth. In the upper right quadrant, the word "Logo" is written in a clean, white, sans-serif font.

Logo

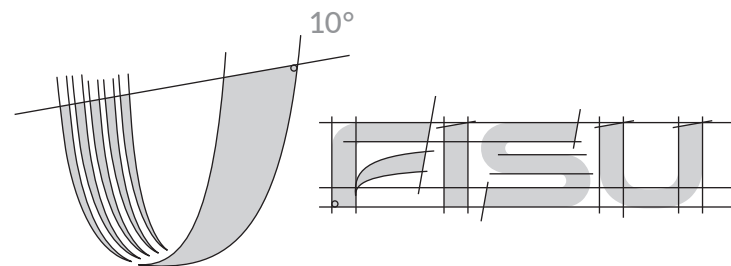
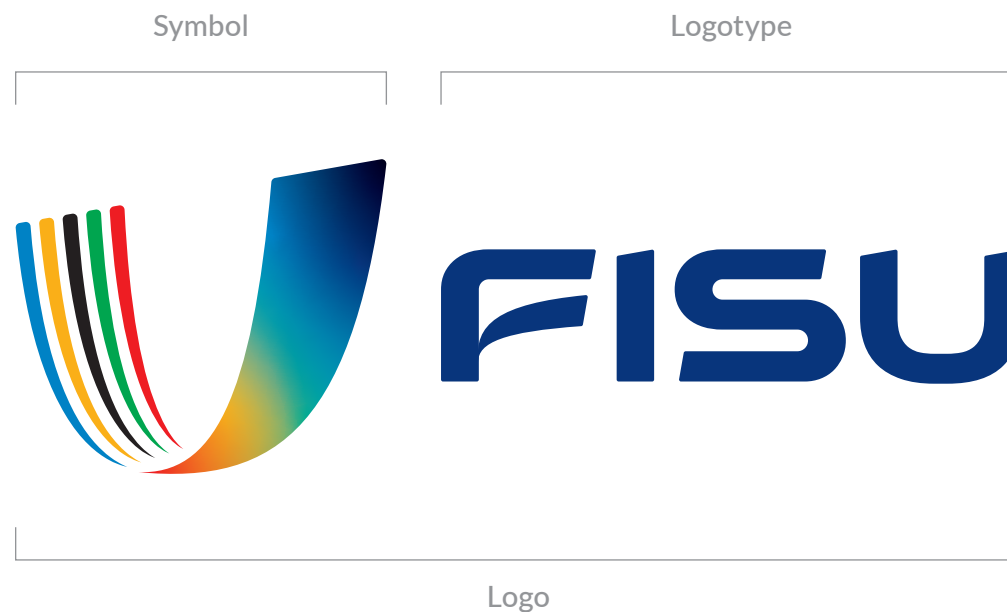
1.1 Architecture

Our logo is the combination of the “Dynamic U” Symbol and the “FISU” Logotype.

The 10 degrees diagonal characterizes the construction of the Symbol and the Logotype, adding dynamism and personality.

Do not use the Symbol or the Logotype alone, always use the complete Logo.

Logo



1.2 Origin

The “U” is a powerful letter and it stands for “University”, our key field of activity, but also for “You”, “Us”, “Union”, “Universality”, mirroring FISU commitment to inclusivity.

We call it the “Dynamic U”. It embodies the passion that empowers to overcome obstacles, go beyond limits and cross boundaries, in sport as in life.

FISU main colours symbolize universally the sports world and have remained constant in our visual identity since the very beginning.

The mixed gradient represents our dedication to diversity, equality, innovation and the joy of sport while creating and supporting the University Sports Community across the world.

Logo



1.3 Horizontal Version

The horizontal version of the Logo is the primary version and should be used in all communications and media.

Logo



1.4 Vertical Version

Use the vertical version when there is not enough space for the official horizontal version.

Logo



1.5 Extended Version

FISU letters are the abbreviation of “Fédération Internationale du Sport Universitaire”, officially known as “International University Sports Federation”.

This version can be used where the full name is desired or necessary.

Logo



1.6 Slogan

The Logo can also be accompanied by our official slogan “Excellence in Mind and Body”.

Do not use the slogan without FISU Logo. Do not alter these proportions and the position of the slogan.

Logo



1.7 Clear Space

A clear space around any FISU Logo is required to preserve its integrity and make sure it is easy to read.

The minimum clear space that must surround the Logo is equivalent to the height of the character “U”.

Logo



1.8 Minimum Sizing

To ensure legibility for any small-size application, never reduce FISU identity elements below the minimum size guidelines.

1 mm = 0.0393701 in

1 in = 25.4 mm

Logo



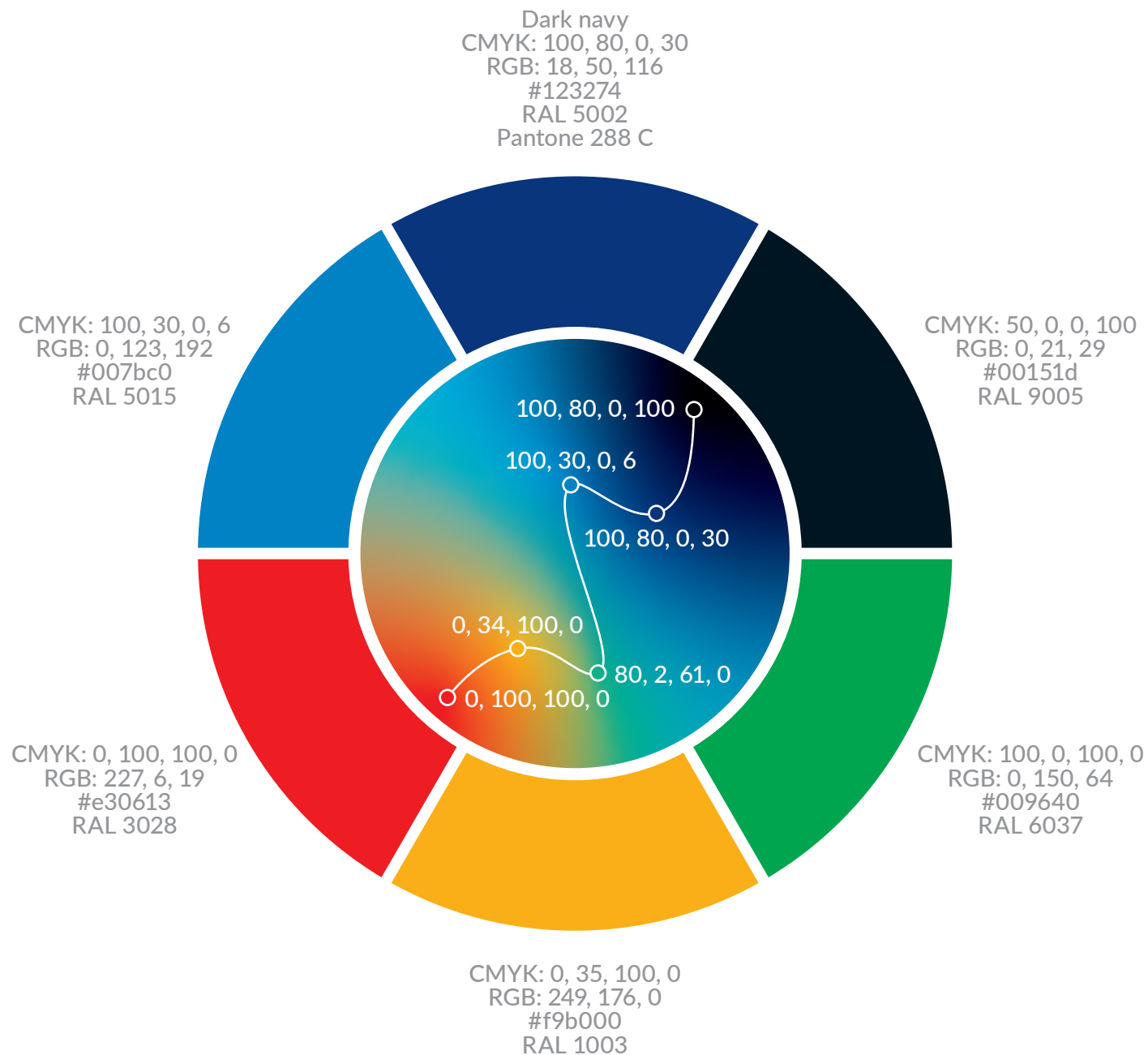
Colours



2.1 Brand Colours

FISU main colours are cyan, yellow, black, green and red. Dark navy is our corporate colour. Together, all FISU colours compose the official gradient.

Colours



2.2 The Gradient

The gradient inside the Dynamic U symbol is cut out from the official FISU gradient.

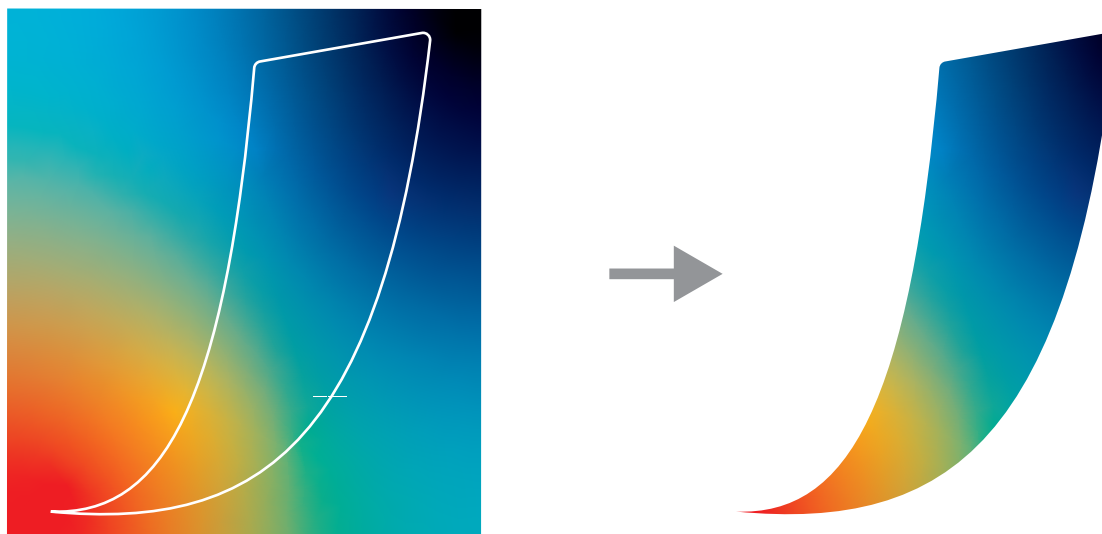
Do not attempt to recreate the gradient yourself.

Do not alter the composition of the gradient.

Do not alter the position of the cut out.

For any use of the gradient seek prior permission from FISU brand team.

Colours



2.3 Gradient Version

The full color version on white background of FISU Logos is the preferred version. Use it in nearly all circumstances.

Colours



2.3 Gradient Version

Use the gradient version on fairly uniform or light backgrounds, within the recommended colour intensity. On dark backgrounds use the achromatic white version.

Do not use FISU Logos on busy or complicated backgrounds that make them illegible.

Colours



2.4 Alternative Version – B&W

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

Colours

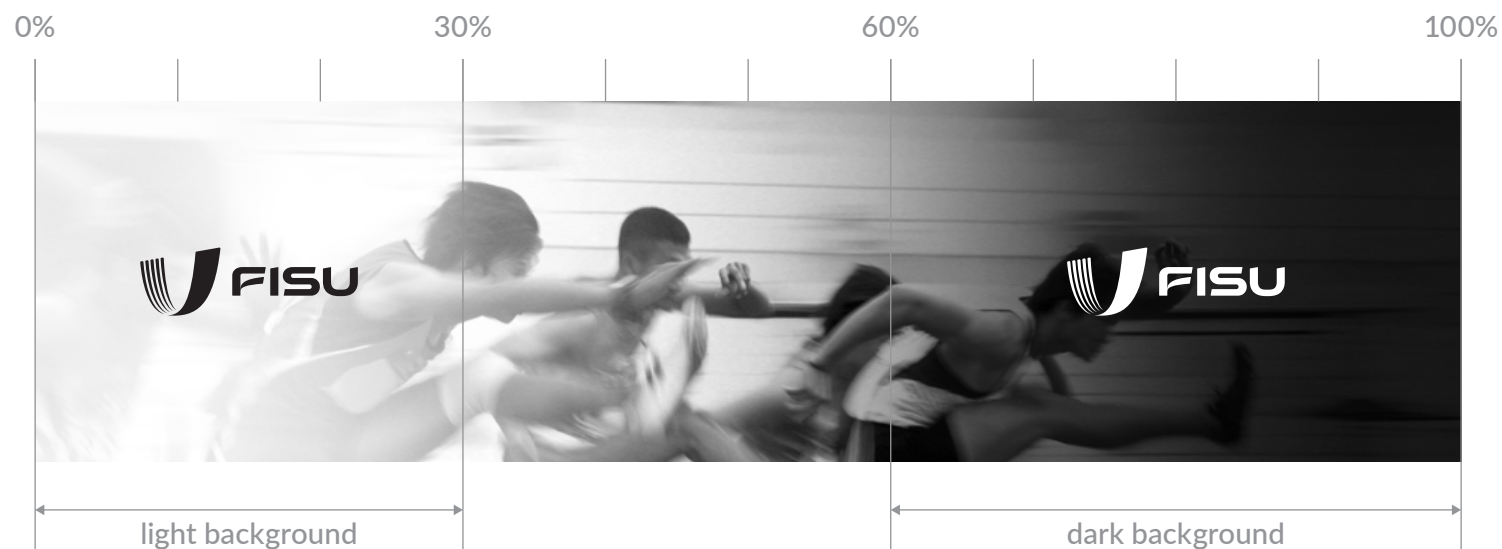


2.4 Alternative Version – B&W

Use FISU Logos in black on light backgrounds, within the recommended colour intensity. Use them in white on dark backgrounds.

Do not use the Logos on busy or complicated backgrounds that make them illegible.

Colours



2.5 Don'ts

It is not allowed to alter the structure, colours, proportions, elements or the direction of the Logo.

Colours



Never stretch, compress or distort the Logo



Never change the orientation of the Logo



Never stray from the color palette and guidelines



Never rearrange elements of the Logo



Never use the Logo on backgrounds that make it illegible



Never use portions of the Logo



Never place the Logo over busy photographic backgrounds



Never use alternative typography



Never alter the graphic style



Never remove graphic elements



Never add shadows



Never add effects



Typography

3.1 Lato

Lato is FISU's primary type family. It supports most of the languages and it comes with 18 weights adaptable for all possible uses.

We use the weights for the uses stated.

Lato Black: titles and subtitles.

Lato Medium: body copy, quotes, variety i.e. bullet points.

Lato Light: body copy.

The Lato fonts is available free of charge under the SIL Open Font License and can be used without any limitations for commercial and non-commercial purposes.

Lato is available at www.latofonts.com

Typography

Lato Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&*

Lato Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&*

Lato Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&*



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