Branding & Logo Guidelines for Student Affairs
(updated 7/26/16)

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Branding

Why does it matter?
Brands are valuable. Without branding, there is no differentiation. People don’t have relationships with products or services, they have loyalty to the brand. Brands inspire people to join a community, rally for or against something, or activate them to change the world. Brand becomes the promise of quality and reputation.

A logo is simply a mark that represents the emotions, feelings and beliefs that come to mind when you see or think of a particular brand. A logo alone is not a brand.

The FIU Brand
• One of the top 10 public universities in the nation
• The largest Hispanic serving university in the nation
• Emphasizes research as a major component in the university’s mission
• Provides high-quality teaching to students
• Collaborates with local and global communities

The Student Affairs Brand
• A family brand of FIU
• Cares for students outside the classroom, either pro-actively (SHS/CAPS) or reactively (Conduct)
• The first point of contact with students is through Orientation
• Provides opportunities for leadership, group activities, career advice, fitness and recreation, and other support services
• Also creates an on-campus experience for students through housing, entertainment (speakers, films), and two student-centered hubs (Graham & Wolfe Centers)

While the Student Affairs brand represents something different than FIU, it ties in to the mother brand by providing opportunities and skills that allow graduates to be successful in the community and workforce. Through experiences with Student Affairs, we help build affinity for FIU.
Logo and Label Policy

- **Logo =** FIU
- **Label =** FIU | Student Affairs
  
  FIU | Student Affairs
  
  FLORIDA INTERNATIONAL UNIVERSITY

- **Labels are NOT to be used on stationary or business cards.** For stationary and business cards, use the university logo, pictured on the top of this memo.

**Student Affairs label**

- All Student Affairs departments should use the Student Affairs label at the bottom of the page on brochures, websites, flyers, event programs, invitations and other marketing materials
- Your department name should appear as text in Helvetica font at the top of the materials or websites
- **NO department, program, initiative or special committee should have, use or create its own label or logo unless one was provided to you by the Student Affairs marketing communicator**
- As of June 2016, there will be only two options (with color and black & white variations) of the logo that your department can use
  - See examples below:
Taglines

• No phrase, slogan or promise should be directly connected to ANY label
• Even if your department has already created a “tag line” for communication pieces, that phrase must be written out separately from the logo moving forward
  – Example: Campus Life at BBC uses “Work Hard, Play Hard” on its marketing materials. It is clearly written out as a standalone but never with the department’s label.
All websites for Student Affairs departments, program, initiatives and other affiliations must meet minimum standards set forth by the Division of Student Affairs and FIU’s Digital Communications office. Please see contact info on page 15 before building a website.

Recommendations:

• Once you have a presence on the Student Affairs website, be sure to use the university calendar for upcoming events in order to activate the calendar feed on your website.
• Be sure to update your social media pages frequently if they are also feeding into your website in order to ensure information is up-to-date.
• Training and refresher courses are available for web masters for each department. Please see contact information (pg. 15) to set up a training session.
• To create a new marketing URL, consider using an FIU Go Link. Rather than paying for a URL, you can create custom shortened links at go.fiu.edu.
Example of brochure/flyer hierarchy and logo placement:

Requirements:
- Include name of service/event/reason for brochure or flyer as text at top
- Second line must identify the name of the Student Affairs department
- Include an image
- Include Student Affairs label in the bottom section of the brochure or flyer

Recommendations:
- When possible, real images work best to capture attention
- Keep message direct and not too wordy to prevent information overload
- Isolating the date and time of an event from the rest of the text works best as a mental reminder to save the date
Publications with multiple sponsors/contributors:

**BEND**

EXHIBITION OPENING / MAY 22, 2014 AT 6PM
AT THE PATRICIA & PHILLIP FROST ART MUSEUM
THROUGH JUNE 11, 2014

**BEND,** the 2nd annual LGBTQ Art Show sponsored by CAPS, focuses on LGBTQ lived experiences, especially as they relate to issues of empowerment and equality, and emphasizes artworks that deal with bending dominant “rules” of gender and sexuality while not jettisoning the important and ongoing activist and political valences of LGBTQ identity formation.

Organized by Dr. Tyler Wasson, University Psychologist & LGBTQ Specialist and curated by MFA in Visual Arts: Curatorial Practice student, Brittni S. Winkler.


Presented by Counseling and Psychological Services (CAPS) and Multicultural Programs and Services (MPAS): LGBTQ Initiatives

Use text to show sponsoring units. Do NOT repeat the FIU logo with unit names.

Only one FIU logo should be used on publications. Depending on the audience, use the logo or label most appropriate to show the lead department or sponsor. For joint unit partnerships, the institutional logo may work best.
Example of a bad flyer:

The Fourth Annual
FIU
Global Learning
Conference
Engaging Dialogue for Global Learning
April 3rd & 4th, 2014 • MARC International Pavilion • FIU Modesto A. Maidique Campus

Thursday, April 3rd
5:00-6:30pm • Postconference Presentation
“A Report from the Field: Covering the Israeli-Palestinian Conflict for The New York Times”
Ethan Bronner, Deputy National Editor, The New York Times

Friday, April 4th
9:30-11:30am • Global Learning Blasts
10-minute hands-on demonstrations of global learning strategies that can be implemented across the curriculum and co-curriculum
12:00-1:15pm • Lunch Discussion
“Discussions Across Borders: Preparing Students for Global Dialogue”
Moderated by Theresa Witherell, FIU Vice President for External Relations

1:30-2:45pm • Keynote Address
“From Miami to Moscow: Critical Dialogue in Global Education”
Dr. Tom Fries Kohrrood’s Traveler, Former Director
Miami-Dade Public Schools International/Global Education Program
3:00-4:00pm • Global Learning Student and Faculty Fellowship Presentations
4:00-4:30pm • “What’s Next” for FIU Global Learning

Attend all or any part of the conference!

General Registration
Includes full day conference attendance, conference t-shirt, and refreshments
Cash, check, or departmental transfer accepted
Registration on or by March 28: $20.00
Registration after March 28: $30.00

FIU Students
Valid ID Required
Full-day conference access: FREE
Lunch (optional): $10.00

Visit GoGlobal.fiu.edu/Conference to register!
For more information contact the Office of Global Learning Initiatives at 305-348-4145 or goglobal@fiu.edu

Large label at top takes away from the point of the flyer. In addition, the brain does not identify logos as text, but rather images. So “reading” this in sentence form is not easy for most brains.

The fact that it’s a conference is hidden.

Without an image, this flyer becomes text heavy and not very appealing to our young student audience.
Example of a good flyer:

Professional Science Master’s in Forensic Science
School of Integrated Science and Humanity

Prepare for the next stage of your career in Forensic Science
Gain the skills necessary for a management or professional career in Forensic Science. This unique degree program combines advanced science education with business fundamentals, personnel management and communication skills to give you an edge in this exciting field.

What is the Professional Science Master’s Degree in Forensic Science (PSM-FS)?
An innovative degree program, the PSM-FS at FIU enables students to pursue advanced training in the forensic sciences while developing highly valued management skills. The program provides an innovative online curriculum in forensic science while providing access to research facilities through participation in hands-on workshops, taught by expert faculty. The program also requires a final project that is a real-world internship in a forensic science private or public sector enterprise.

Why should I enroll?
The PSM-FS at FIU offers a valuable education that combines elements from two of our nationally recognized programs: Forensic Science and Business Administration. The program maintains partnerships with the University of Florida, the University of Central Florida and the law enforcement community. It is an excellent option for forensic practitioners and other science practitioners and educators interested in professional career development that incorporates cutting-edge science.

The FIU PSM-FS degree:
• Emphasizes development of professional skills in: written and verbal communication, expert testimony, forensic science, leadership, business and management;
• Is a multidisciplinary/interdisciplinary program;
• Accommodates most working professionals.
• Includes a capstone internship and project report.
• Provides connections to potential employers through internships.
• Offers online courses with unique hands-on components.
• Consists of a cohort 16-month curriculum.

Clearly identifies to whom the flyer belongs.
Uses a real, compelling image to draw attention to the flyer.
Clearly identifies the purpose in the top half of the flyer.
Uses text and complete sentences to convey the call to action.
Reinforces who the flyer belongs to with proper use and placement of logos/labels.
Examples of other collateral:

Samples below show hierarchy for departments when creating or producing promotional items. For Student Affairs departments, the Student Affairs label would be used, with the name of the department appearing below the label.
Best Practices

Labels & Logos
• An FIU label or logo should NEVER:
  • Serve as a headline in marketing materials
  • Appear in the top half of a flyer
  • Be changed into a color that is not blue/gold, black or white
  • Be repeated multiple times on a flyer

• An FIU label or logo should:
  • Clearly identify FIU as the master brand
  • Clarify that the unit is Student Affairs
  • Reflect its original blue and gold colors or be used in black and white reverse

Marketing collateral
Before creating marketing materials for any initiative, it is important to consider the following:
• Audience: who do you hope to reach with the message?
• Prioritize information: what message are you hoping to convey? What information is essential to include? Is there a call to action?
• Timing: when is the event/program/initiative taking place? When do you need to get your materials out to the audience?
• Support: how will this initiative be supported (other departments, co-sponsors, media coverage)?
• Cost: how much are you willing to spend (consider design, production, event costs)?
• Frequency: is this project one-time only or recurring?
• Images: do you have or need images to convey your message?
• Measurement: how will you measure success with this initiative?
Common Questions

1. Why is it important for us all to use the Student Affairs label?
   - Using the correct label shows consistency and unity within the division. Following these guidelines ensures that other units, students, parents and external audiences all understand what Student Affairs does for students at FIU. It gives Student Affairs brand recognition and presents a cohesive unit.

2. What logo can I use for social media?
   - Use the square, stacked label provided to your department. Departments must use the label as their profile picture in order to be included in the FIU social media directory.

3. What about custom folders?
   - Student Affairs has custom folders designed for the unit (shown below). Departments can order and use the folders for whatever they please.

4. Will any Student Affairs departments receive their own label?
   - Veteran and Military Affairs, Graham Center, Wolfe University Center (including TRAC) and the Children’s Creative Learning Center are the only external-facing departments within the division and will therefore receive their own labels. All other departments will use the Student Affairs label.

5. What about Campus Life councils, such as SGA, SPC, CSO?
   - Student-run organizations can use their own logos, so long as they do not infringe on university standards. For example, FIU logos cannot be neon green, pink or another non-university color. All marketing
materials produced by Campus Life on behalf of FIU clubs and organizations should have oversight to prevent any offensive, egregious mistakes.

6. What about the BBC distinction?
   - For the departments with distinct BBC and MMC locations, you may include the “BBC” text in your department name. i.e. – “Campus Life at Biscayne Bay Campus” or “Student Government Association at Biscayne Bay Campus.”

7. How else am I suppose to brand my department?
   - You can still use custom or unique images on your website and materials to tell your story. They just can’t act as a logo.

8. Can I use the panther in my marketing materials?
   - The panther is reserved for Athletics and spirit-events only. Please check with the marketing communicator before using the Panther on any materials. You may use the Panther’s eyes, paws or claws, or pictures of the Panther statutes in your creative designs.
Contact

For questions or concerns about label or logo usage on marketing materials, including (but not limited to):

- Websites
- Flyers
- Brochures
- Signage
- T-shirts or other apparel
- Pens
- Tote bags
- Magnets
- Floor decal or stickers
- Other promotional items

Contact Jamie Giller, assistant director of marketing and public relations for Student Affairs. Jamie can be reached at jagiller@fiu.edu or 786-565-2456.