

shopFIU

Brand Manual

A standards manual of brand mission, brand guidelines, and marketing protocol.

Office of Business Service

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Contents

2 Mission

3 Protocol

4-6 Logo

- Use of logo
- Brand Colors
- Typefaces

7 Sub-brands

8-9 Editorial

10 Photography

11 Hours of Operation

- Use of logo
- Brand Colors

About the brand



The Office of Business Services has created an umbrella brand to encompass all dining, retail, and service brands operation on campus.

The Office of Business Services offers a wide array of services ranging from books, food, convenience stores and cafés, to a barber shop and hair & nail salon, on campus printing and shipping services and three car wash locations in the parking garages.

University Mission Statement

Florida International University is an urban, multi-campus, public research university serving its students and the diverse population of South Florida. We are committed to high-quality teaching, state-of-the-art research and creative activity, and collaborative engagement with our local and global communities.

University Values

Truth — in the pursuit, generation, dissemination, and application of knowledge

Freedom — of thought and expression

Respect — for diversity and the dignity of the individual

Responsibility — as stewards of the environment and citizens of the world

Excellence — in intellectual, personal, and operational endeavors

Logo

Use of the shopFIU logo on all of our communications helps ensure a consistent, professional appearance.



The exclusion zone around the shopFIU logo is the width of the "F" from FIU.



Use of Logo

Use of the shopFIU logo on all of our communications helps ensure a consistent, professional appearance. Use only the official logos provided. Any unsanctioned logo, or incorrect use of logo is subject to immediate removal and discontinuation.

- White background logo use



- Dark background logo use



- One color logo use



- Do not angle, tilt, or add effects



- Do not distort or squeeze



- Do not use other colors with the logo

Logo file can be downloaded at <https://shop.fiu.edu/about-us/brand/index.html>

Brand colors

Use of correct shopFIU colors helps us create professional-looking assets that help reinforce our brand identity. Our official colors are provided in a variety of color spaces to address a range of digital and print formats.



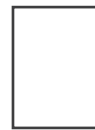
PANTONE 282 C
C: 100 M: 87 Y: 42 K: 52
RGB Hex Code: #081E3F



PANTONE 282 C
C: 100 M: 87 Y: 42 K: 52
RGB Hex Code: #081E3F



C: 60 M: 60 Y: 60 K: 100



C: 0 M: 0 Y: 0 K: 0

Typeface

Use official fonts and typography to achieve a professional, uniform look-and-feel in documents, presentations and other assets. FIU's official fonts are Adobe Garamond (serif) and Helvetica (sans-serif).

Adobe Garamond (serif)

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz1234567890

Helvetica (sans-serif)

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz1234567890

Digital use

Bitter (serif)

**AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz1234567890**

Roboto (sans-serif)

**AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz1234567890**

Sub brands

Use of the shopFIU sub-brands may be used when applicable. Use only the official logos provided. Any unsanctioned logo, or incorrect use of logo is subject to immediate removal and discontinuation.



The FIU One Card is the official university ID



FIUcash is a fund account offered through the FIU One Card.
FIUcash is a valid form of payment in most locations on campus.



Student Rewards is a loyalty program for active students of the university. The Student Rewards program allows you to generate points by completing purchases using FIUcash.



shopFIU Employee Perks is a program established for university employees. This program details the campus locations that have special discounts and promotions for employees



shopFIU Alumni Perks is a program established for university alumni. This program details the campus locations that have special discounts and promotions for alumni.

*Do not angle, tilt, or add effects. Do not distort or squeeze. Do not change colors on logos.

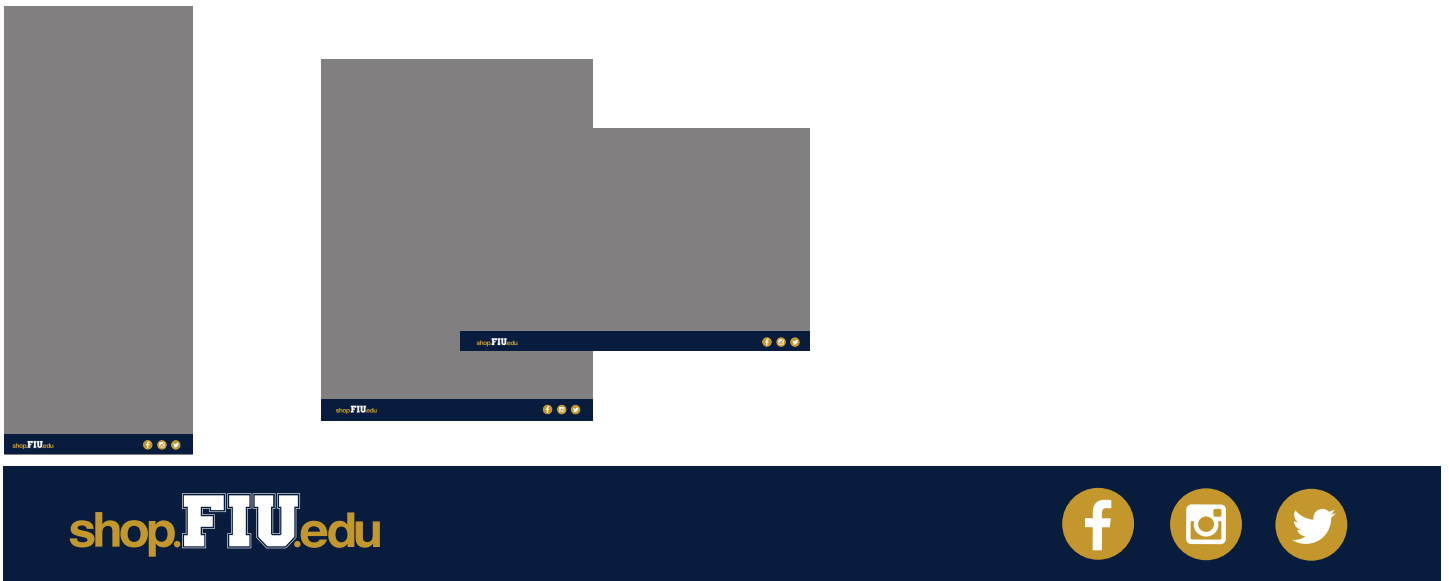
Logo file can be downloaded at <https://shop.fiu.edu/about-us/brand/index.html>

Editorial

Use of the shopFIU logo on all of our communications helps ensure a consistent, professional appearance. Use only the official logos provided. Any unsanctioned logo, or incorrect use of logo is subject to immediate removal and discontinuation.

Print material

All vendor communication created for the university community **must** include the shopFIU footer. Use of the footer helps aid in consistent touch points for individual brand communications and redirect to the shopFIU digital touch points which provide dynamic content about service offering for all shopFIU brands



Social Media

Social media artwork must be created at 72 dpi with the dimensions of 600x600 px

Website promotion

Web promotions artwork must be created at 72 dpi with the dimensions of 800x800 px

Website banners

Website banners artwork must be created at 72 dpi with the dimensions of 1600x500 px & 640x350 px. All banners must have linked to a web page, web promotion, external file, etc.

Footer file can be downloaded at <https://shop.fiu.edu/about-us/brand/index.html>

Editorial cont.

Email

Email artwork must be created at 72 dpi with a maximum dimensions of 800x1200 px

Email banner

Email banner artwork must be created at 72 dpi with a maximum dimensions of 800x400 px

Digital screens

Artwork for the digital screens must be created 1920 x 1080 pixels with a resolution of 72 dpi. Color mode must be "RGB". JPG and PNG image files work best. MP4 files work best for video.

Screens locations:

- **MANGO**, 3 screens in front of Taco Bell.
- **PG5**, 4 screens in the main common area.
- **PG6**, 2 screen in the main common area.
1 screen in the east patio.

To submit artwork, visit

<https://shop.fiu.edu/about-us/advertise/index.html>.

Anyone creating marketing material containing the shopFIU brand must seek approval with the Business Services Marketing Team before print/publising.

Image/Photography

Our use of student and campus imagery is distinct to our brand and reflects our mission. Images should reinforce the words on the page and vice versa. This ensures we convey the right messages and have consistency in our communications.

- Images should be used confidently, use one larger image to provide impact, don't use multiple small images. Avoid manipulating or distorting images. Such as changing the contrast and/or saturation, cropping beyond recognition, and collaging or blended imagery.

If you have questions or doubts on the requirements for imagery, or advice on the selection of images appropriate for your needs, please contact us on shopfiu@fiu.edu



A selection of suitable images is available for download. A large database of images can be found in the FIU flickr library: <https://www.flickr.com/photos/fiu/>. Additional images can be found on the shopFIU flickr library: <https://www.flickr.com/photos/146781207@N06/albums>

Protocol



This protocol guidelines are designed by the Office of Business Services for the university vendors and business partners operation on campus. The purpose of this document is to provide clear guidance on how and when the logo should be used and to protect the integrity and brand reputation of shopFIU and related brands.

Anyone using the shopFIU brand must seek approval before print/publising any material for the university with the Business Services Marketing Team.

For other brand protocol such as FIU, FIU Athletics, and Alumni Assosication. P lease refer to <https://policies.fiu.edu/policy/755>

Hour of Operation

All vendors are responsible for providing the approved hours of operation to the Business Services marketing team one week prior to the change. Provided hours will be inputted into the schedules system and be published on shop.fiu.edu and the FIU Mobile App.

All vendors are responsible for posting physical signage of the current hours of operation at their respective locations. The signage must be placed at eye level (48"-60" off the ground) at the entrance of the space. An official hours template has been created to keep the consistency of the brand.

FALL 2018
8/20/18 - 12/05/18

Location Logo

Monday	11:00am - 6:00pm
Tuesday	11:00am - 6:00pm
Wednesday	11:00am - 6:00pm
Thursday	11:00am - 6:00pm
Friday	11:00am - 5:00pm
Saturday	11:00am - 2:00pm
Sunday	Closed

To find out whats open visit:
shop.FIU.edu

shop.FIU.edu

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Hours template can be downloaded at <https://shop.fiu.edu/about-us/brand/index.html>