Welcome

We promote and supervise a wide range of international sport competitions and educational projects, all part of the FISU family.

These guidelines are here to ensure we create a connected visual identity system and maintain a consistent style across all our activities.
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1.1 Architecture

Non-Sport Events logos are made of three main parts:

1) **FISU Logo** always in its vertical version.

2) A **Separation Line**.

3) The **Event Name**, followed, if necessary, by the name of the hosting city and the year of the event.

This applies to all FISU Non-Sport Events:
- World Forum
- World Conference
- Volunteer Leaders Academy
- Healthy Campus
1.2 Design Rules

Non-Sport Events logos share the same general logo design rules.

FISU Logo: this is the area where FISU Logo must be placed, always in the vertical version.

Event Name: this is the area provided for the name of the event, the name of the hosting city and the year of the event.

1 mm = 0.0393701 in
1 in = 25.4 mm
1.3 Example

These are applied examples of FISU main Non-Sport Events logos.
1.4 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.
1.5 Minimum Size

The minimum size is defined by the legibility of the Event Name font. Never reduce it below the minimum size guidelines.
1.6 Black & White

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