



FISU
World University Games
Logo Guidelines

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

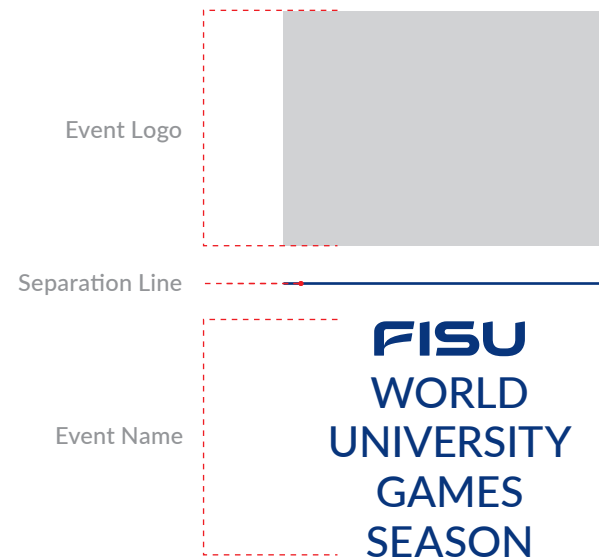
The logo is made of three main parts:

- 1) The **Event Logo**, where the official event symbol is placed. The mandatory key elements are the name of the city where the event is taking place and the year of the event. If the city is still in the bidding process, this area must also include “Bidding City”.
- 2) A **Separation Line**.
- 3) The **Event Name**, which consists of FISU Logotype followed by the event type name and the season (Winter/Summer).

HORIZONTAL VERSION



VERTICAL VERSION



1.2 Design Rules

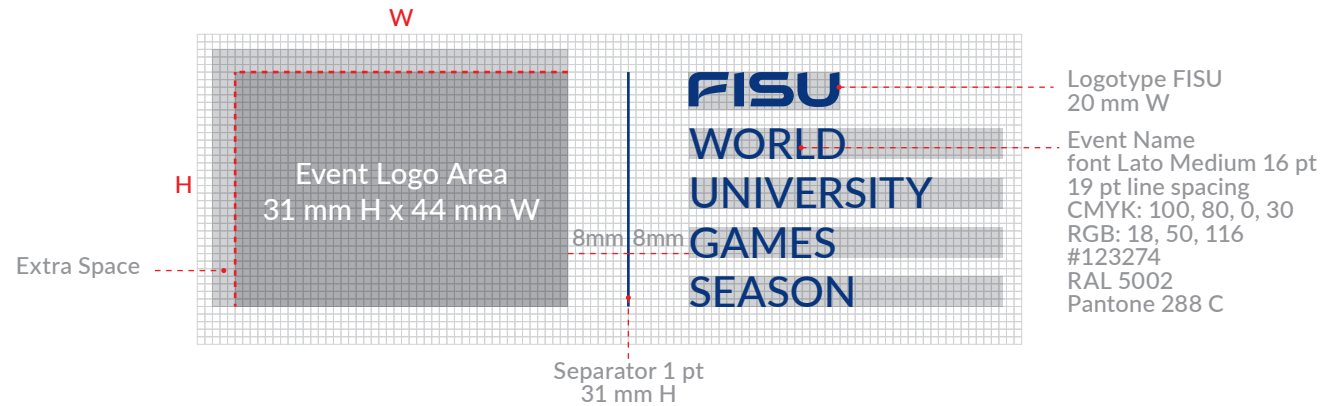
Event Logo: The Organizing Committee is responsible for the creative design of the Event Logo, which colors and style will be defined by the Logo creators. The area provided for the Event Logo is extended by the **Extra Space** where some small elements of the Event Logo can be extended to - not more than 20% of the Event Logo Area.

The visual design of the Event Logo must recall the letter “U”, as a tribute to the University Sports world and as a recognizable unifying element of FISU brand system. The name of the City, the Year and possibly “Bidding City” must be easily readable.

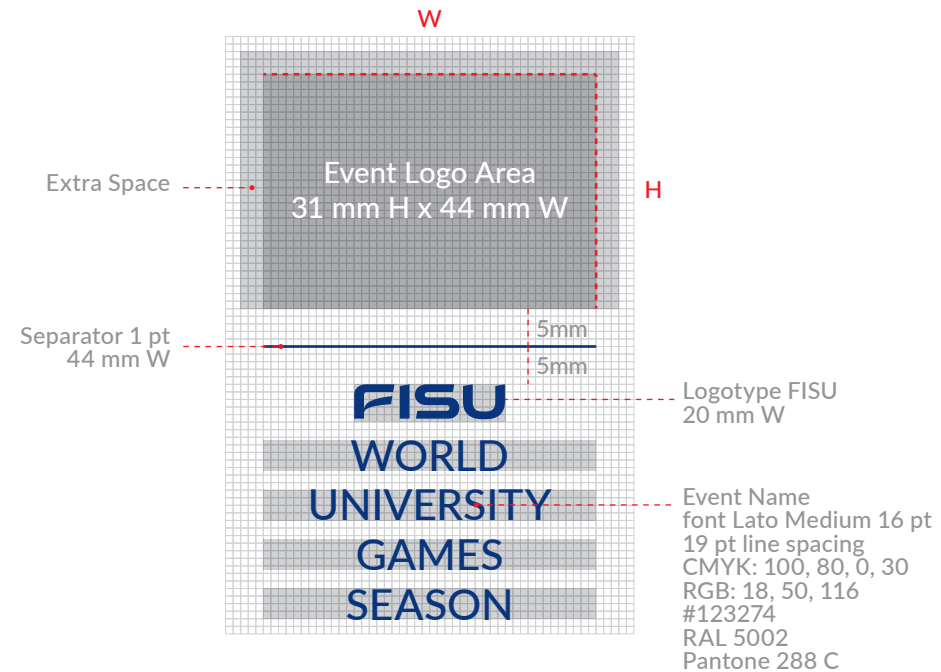
Event Name: this area is defined by FISU and can't be altered. The primary color is always the FISU corporate navy blue.

1 mm = 0.0393701 in
1 in = 25.4 mm

HORIZONTAL VERSION



VERTICAL VERSION



1.3 Example

This is an example of a World University Games Logo. Always place “Bidding City” under the name of the city and the year.

HORIZONTAL VERSION



FISU
WORLD
UNIVERSITY
GAMES
SUMMER



FISU
WORLD
UNIVERSITY
GAMES
SUMMER

VERTICAL VERSION



CHENGDU 2021
BIDDING CITY

FISU
WORLD
UNIVERSITY
GAMES
SUMMER



CHENGDU 2021

FISU
WORLD
UNIVERSITY
GAMES
SUMMER

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 twice the height of the FISU Logotype “U” character.

HORIZONTAL VERSION



VERTICAL VERSION



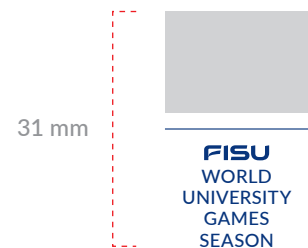
1.5 Minimum Size

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

HORIZONTAL VERSION

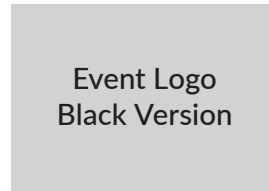


VERTICAL VERSION



1.6 Black & White

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



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GAMES
SEASON





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