



FISU
University World Cup
Logo Guidelines

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1.0 Extended Version

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2.0 Short Version

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The background is a solid dark blue color. On the left side, there are several curved, overlapping lines in a lighter shade of blue, creating a sense of motion or depth. These lines curve from the top left towards the bottom center.

Extended Version

1.1 Architecture

The logo is made of three main parts:

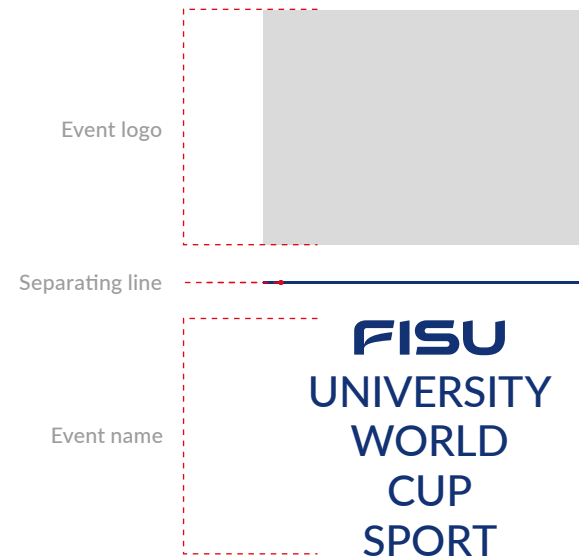
- 1) The event logo, where the official event symbol is placed. The mandatory key elements are the name of the city where the event is taking place and the year of the event.
- 2) A separating line.
- 3) The event name, which consists of FISU logotype followed by the event type name and the sport.

Extended Version

HORIZONTAL VERSION



VERTICAL VERSION



1.2 Design Rules

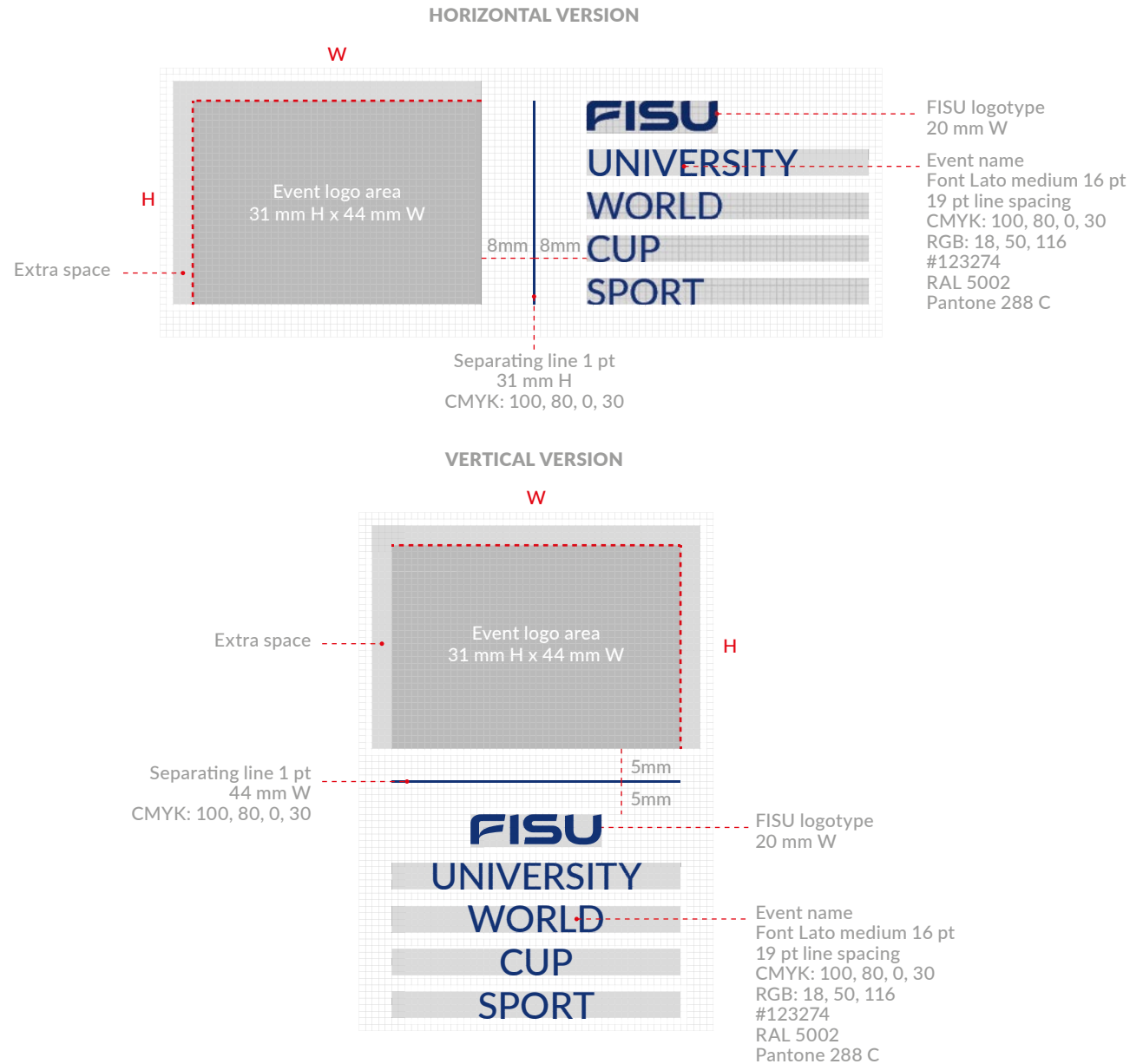
Event logo: the Organising Committee is responsible for the creative design of the event logo, which colours and style will be defined by the logo creators. The area provided for the event logo is extended by the extra space where some small elements of the event logo can be extended to - not more than 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 recognisable unifying element of FISU brand system. The name of the city and the year must be easily readable.

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

1 mm = 0.0393701 in
1 in = 25.4 mm

Extended Version



1.3 Example

This is an example of a FISU
University World Cup logo.

Extended Version

HORIZONTAL VERSION



VERTICAL VERSION



1.4 Usage

Clear Space

A clear space around the 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 twice the height of the FISU logotype “U” character.

Minimum Size

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

1 mm = 0.0393701 in

1 in = 25.4 mm

Extended Version

HORIZONTAL VERSION



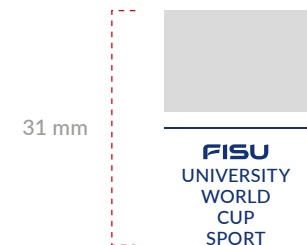
VERTICAL VERSION



HORIZONTAL VERSION



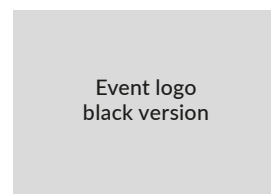
VERTICAL VERSION



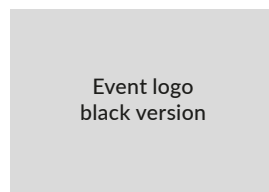
1.5 Black and White

The black and white versions can be used when printing does not allow the use of colour, as well as on photographic or coloured backgrounds.

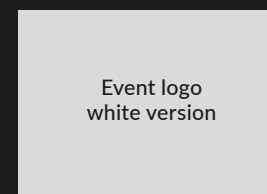
Extended Version



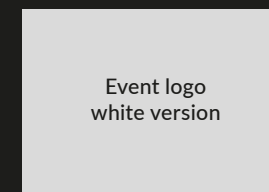
FISU
UNIVERSITY
WORLD
CUP
SPORT



FISU
UNIVERSITY
WORLD
CUP
SPORT



FISU
UNIVERSITY
WORLD
CUP
SPORT



FISU
UNIVERSITY
WORLD
CUP
SPORT

The background is a solid dark blue color. On the left side, there are several curved, overlapping lines in a lighter shade of blue, creating a sense of motion or a stylized graphic element. The lines curve from the top left towards the bottom center.

Short Version

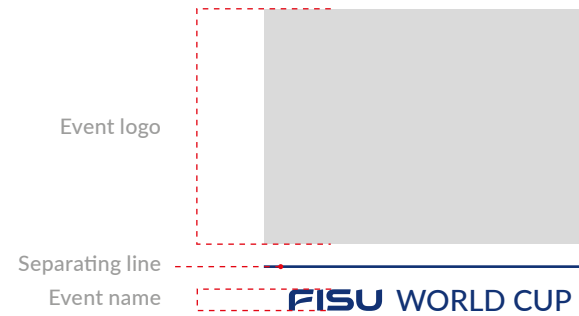
2.1 Architecture

The short version of the FISU University World Cup logo exists to make sure that the Organising Committee can communicate the brand also on particularly small-sized applications.

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.
- 2) A separating line.
- 3) The event name, which consists of FISU logotype followed by the shortened description of the event type name.

Short Version

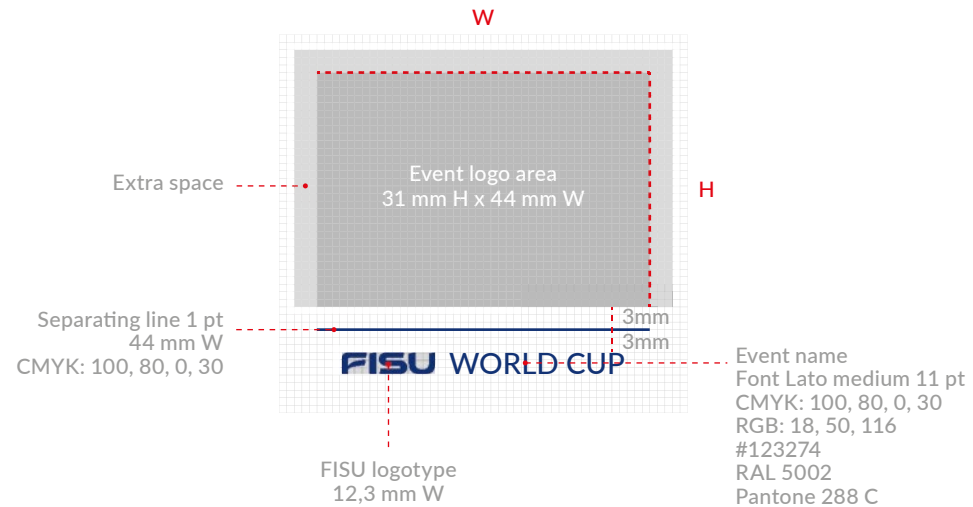


2.2 Design Rules

Event logo: the event logo area is made of the same event logo designed for the primary extended version. It follows the same design rules and it cannot be altered from the original design.

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

1 mm = 0.0393701 in
1 in = 25.4 mm



2.3 Example

This is an example of a FISU University World Cup short version logo.

Short Version



JINJIANG 2019

FISU WORLD CUP

2.4 Usage

The short version of the FISU University World Cup logo must be used to communicate the brand only on particularly small-sized applications (i.e. a pin).

If the size of the application supports the minimum size guidelines of the extended version logo and preserves its legibility, then the extended version must always be preferred.

Clear Space

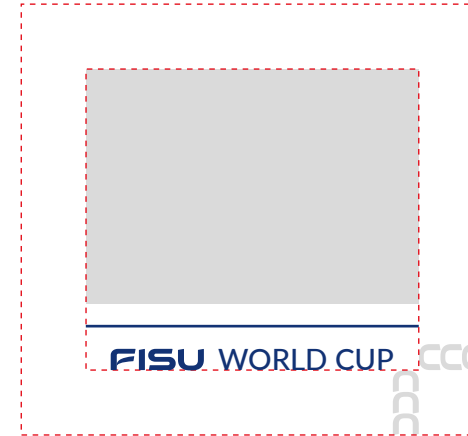
A clear space around the logo is necessary to protect its integrity and legibility.

The minimum clear space that must surround the logo is three times the height of the FISU logotype “U” character.

Minimum Size

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

Short Version



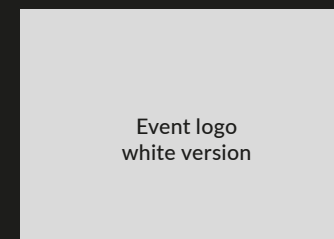
2.5 Black and White

The black and white versions can be used when printing does not allow the use of colour, as well as on photographic or coloured backgrounds.

Short Version



FISU WORLD CUP



FISU WORLD CUP

For further guidance or information please
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