

GREEN SCHOOL

STEVEN J. GREEN SCHOOL OF
INTERNATIONAL & PUBLIC AFFAIRS

PREPARING THE
GLOBAL LEADERS
OF TOMORROW

BRAND & CREATIVE
CAMPAIGN GUIDE

FIU
FLORIDA
INTERNATIONAL
UNIVERSITY

MISSION & VISION



**GRADUATE FUTURE GLOBAL LEADERS
AND CHANGEMAKERS WHO WILL LEAD
MEANINGFUL ACTION TO CREATE A
BETTER WORLD.**

**BECOME THE NATION'S PREMIER
EDUCATOR OF GLOBALLY
ENGAGED CITIZENS.**

Become one of the world's foremost schools that integrates theory with practice, bridges the social sciences with the humanities and generates impactful policy-relevant research and programming.

BRAND
PROMISE

A young man in a blue graduation gown and cap stands in front of a modern, multi-story building with a grid of windows. He is smiling and looking upwards. The building is light-colored with many small, square windows. The sky is blue with some clouds. The ground is paved with light-colored bricks.

PREPARE OUR STUDENTS TO BECOME THE GLOBAL LEADERS OF TOMORROW.

Equip our students with knowledge and tools – and conduct attendant research, scholarship and outreach – to address the most pressing contemporary issues, and create a more just, peaceful and prosperous world.

BRAND
ATTRIBUTES

DIVERSE, INTERDISCIPLINARY,
GLOBAL, POLICY RELEVANT,
INNOVATIVE



AUDIENCES

STUDENTS, ALUMNI, FACULTY,
RESEARCHERS, GOVERNMENTAL
INSTITUTIONS, NGOs,
POLICYMAKERS, PROSPECTIVE
STUDENTS, DONORS

CREATIVE STRATEGY



BRAND STRATEGY

This visual and brand identity seeks to achieve four objectives:

1

To promote The Green School as the school's name and phase out the SIPA acronym.

2

To showcase the school's next-level educational experience through success stories highlighting its policy-relevant research, first-rate teaching, innovative training and impactful outreach.

BRAND STRATEGY

3

Communicate the unique strategic strengths:

- eight academic departments that bridge the social sciences and humanities
- prominent international centers and institutes
- address timely consequential issues and produce policy-relevant research

4

Highlight APSIA membership: A full member of the Association of Professional Schools of International Affairs (APSIA), the first university in Florida to achieve the prestigious designation and one of only 26 U.S member schools and 39 in the world.

The design is simple, minimalist, and modern to evoke the forward-thinking nature of the school. The Green School isn't stuck in the past, it is looking ahead with purpose and confidence.



NAME RECOGNITION

VISUAL STRATEGY



Objective: Name recognition

When referring to the school name in text:

First mention

The Steven J. Green School of International & Public Affairs

Second mention
and in conversation

The Green School

VISUAL STRATEGY

1

Objective: Name recognition

Depending on the audience “The Green School” type will be prominent but should always be accompanied by the school’s full name and the FIU logo or the School logo with FIU under it. The FIU and Green School logos are the only logos to be used in communications. There may be instances when a unit logo is the appropriate branding mark to be used. Approved use of unit logos will be determined by the Dean’s Office.

**GREEN
SCHOOL**

STEVEN J. GREEN SCHOOL OF
INTERNATIONAL & PUBLIC AFFAIRS

FIU | FLORIDA
INTERNATIONAL
UNIVERSITY

**GREEN
SCHOOL**

PREPARING THE GLOBAL
LEADERS OF TOMORROW

FIU | Steven J. Green
School of International
& Public Affairs
FLORIDA INTERNATIONAL UNIVERSITY

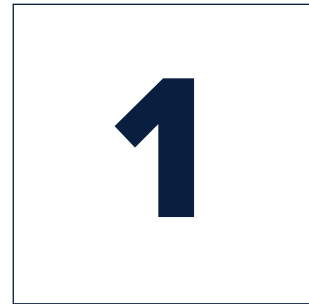
Depending on the audience, the headline can switch to the main message of “Preparing Tomorrow’s Global Leaders.” “The Green School” will become part of the sub headline.

FIU | Steven J. Green
School of International
& Public Affairs

**PREPARING
TOMORROW’S
GLOBAL LEADERS**

THROUGH CUTTING-EDGE CURRICULUM
THE GREEN SCHOOL PREPARES STUDENTS
TO SUCCEED GLOBALLY.

VISUAL STRATEGY



Objective: Name recognition

Email Signature: To reinforce our brand, members of the Green School community should include the school logo and full name as part of their email signature – which is your digital business card every time you send an email.

Xxxxx XXXXXXXXXXXX

Title

Steven J. Green School of International & Public Affairs – Room 123

Florida International University

xxxxx@fiu.edu | 305-348-xxxx

FIU | **Steven J. Green
School of International
& Public Affairs**



PREPARING THE GLOBAL LEADERS OF TOMORROW

2

Objective: To showcase the school's next-level educational experience

Success Stories: To show the Green School's global reach through the use of student, alumni and faculty profiles. The profiles would also highlight the cutting-edge research, first-rate teaching, innovative training and impactful outreach the school provides.



BESIKI LUKA KUTATELADZE, associate professor of Criminology and Criminal Justice, is founder and co-manager of Prosecutorial Performance Indicators (PPIs), a national research and technical assistance project focusing on prosecutorial reform. He is principal investigator on multiple National Institute of Justice-funded projects, and his scholarship has been featured in many publications, including the field's three leading journals. In 2019, he was named FIU's Top Scholar for Research, and in 2021, he received a prestigious FIU Award for Excellence in Research and Creative Activity.



RENALDINE LAFLECHE '23, who received her BA in Public Policy and Service and is pursuing a Master of Public Administration degree at the Green School, received a fellowship to work in the Washington, D.C. office of Congresswoman Frederica Wilson, who represents the 24th district of Florida. She previously interned at the Miami Dade County mayor's office and serves as the president of the American Society for Public Administration South Florida student chapter.



STRATEGIC THEMES

3

Objective: Strategic Themes

Focusing on the school's interdisciplinary strength by showcasing the school's strategic themes through success stories.

 <p>MIGRATION, DIASPORA AND TRANSIENT COMMUNITIES</p>	 <p>POVERTY, HEALTH AND GLOBAL INEQUALITIES</p>	 <p>ECONOMIC DEVELOPMENT, SUSTAINABILITY AND RESILIENCE</p>	 <p>RELIGION, SOCIETY AND INTERFAITH ENGAGEMENT</p>	 <p>HUMAN RIGHTS AND DEMOCRATIZATION</p>
 <p>SECURITY, FOREIGN POLICY AND GOVERNANCE</p>	 <p>NATIONALISM, IDENTITY AND LANGUAGE</p>	 <p>HISTORICAL INQUIRY, MEMORY AND RECONCILIATION</p>	 <p>CRIME, JUSTICE AND REFORM</p>	 <p>COMMUNITY ENGAGEMENT AND PUBLIC ADMINISTRATION</p>



APsia MEMBERSHIP

VISUAL STRATEGY

4

Objective: APSIA Membership

To reiterate the APSIA status of the school, an “APSIA MEMBER SINCE 2021” will appear in key marketing pieces for the school.

APSIA
Association of Professional Schools of International Affairs
MEMBER SINCE 2021

DESIGN RESOURCES

SAMPLES—FULL PAGE AD

APsia
Association of Professional Schools of International Affairs
MEMBER SINCE 2021

GREEN SCHOOL

PREPARING THE GLOBAL LEADERS OF TOMORROW

STEVEN J. GREEN SCHOOL OF INTERNATIONAL & PUBLIC AFFAIRS PREPARES STUDENTS TO SUCCEED GLOBALLY THROUGH CUTTING EDGE CURRICULUM.

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FIU Steven J. Green School of International & Public Affairs
FLORIDA INTERNATIONAL UNIVERSITY

APsia
Association of Professional Schools of International Affairs
MEMBER SINCE 2021

PREPARING THE GLOBAL LEADERS OF TOMORROW

STEVEN J. GREEN SCHOOL OF INTERNATIONAL & PUBLIC AFFAIRS PREPARES STUDENTS TO SUCCEED GLOBALLY THROUGH CUTTING EDGE CURRICULUM.

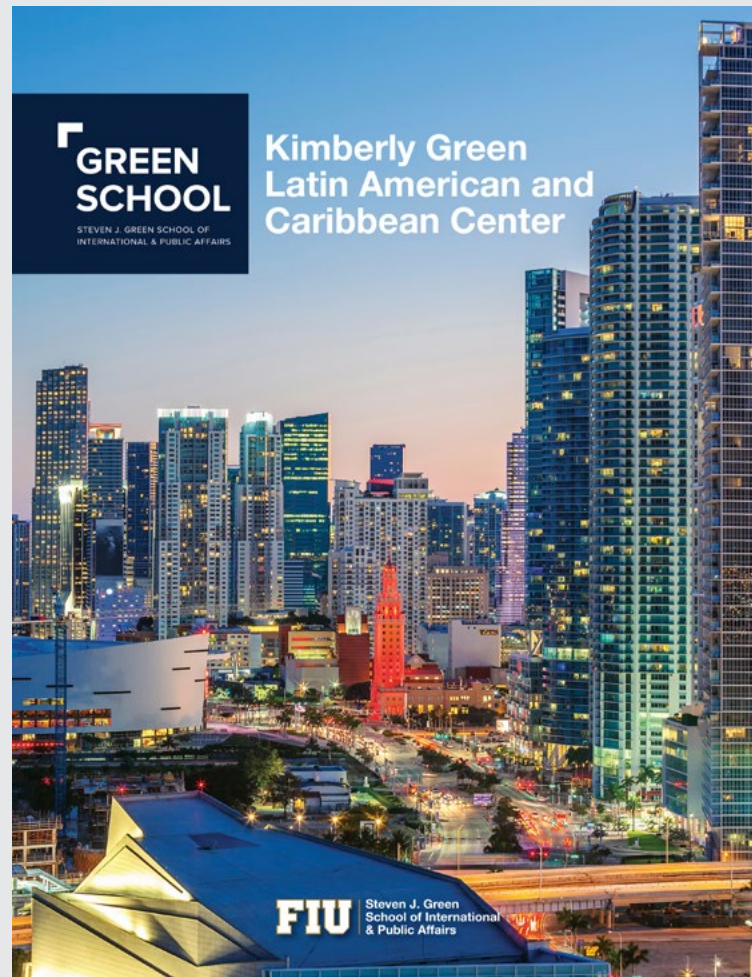
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CTA HERE | SOCIAL SOCIAL SOCIAL

FIU Steven J. Green School of International & Public Affairs

SAMPLE—DEPARTMENT BROCHURES



SAMPLE—DEPARTMENT FLYER AND POSTCARD



POLITICS AND INTERNATIONAL RELATIONS

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Borendun totatiis eos molore, ad quis endanda essum cullenis nullabo. Elit vide vendi tem quiae. Ovitaerumque quisium, temque vellab int adit modis a veni volor aboreribus exceperfero berit excearit aliqui apiende pligenis mo ipitior magnime dolupta tatuscid qui aute cus quis sa parumque as evel estet quos es ut volupticiae nonsed que volutendam id magnit ra dolupta acculpa vernamus doluptur as ditiem essum audis autation elique porrum quis ut volupti asperro bla sedis eosamen ducius, etur autem aut re lab id mollam faccusam faccatur, nobit, sit, sin por molupta tusamus ium que verchiliquo eos erum ditiscit quis nemporita porehendel ium quo dem am, tessequatur autempo reratet es veri dicabore sit unte volut aut expla nam ex ea commienias autemporro tem harchil ipsunt volore id maiorem porest lamenisque poreprat.

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Steven J. Green
School of International
& Public Affairs



INVEST IN CREATING A MORE PEACEFUL, JUST AND PROSPEROUS WORLD

In 2023, the Steven J. Green School of International & Public Affairs opened its new 85,000-square-foot second building – giving our students access to state-of-the-art facilities and bringing many of our departments, institutes and programs together for heightened synergy. By collaborating with community members, educators and philanthropic partners, we aim to create spaces where learning thrives and lives are transformed.

While most floors are now occupied, the fourth floor has not been completed due to a funding gap. We invite you to help fund the interior buildout so that we can welcome other top programs to their new Green School home. Your investment will help us build a foundation for the global leaders of tomorrow and create the spaces that enable world-class research and impactful dialogue.




JOIN US BY
CONSIDERING A
NAMING OPPORTUNITY
AT ONE OF THE
WORLD'S LARGEST AND
MOST PRESTIGIOUS
SCHOOLS OF ITS KIND.
VISIT SIPA.FIU.EDU

To learn more, contact:
Stephany Alvarez-Ventura
Sr. Director for Advancement
scaalvar@fiu.edu
305-348-7407



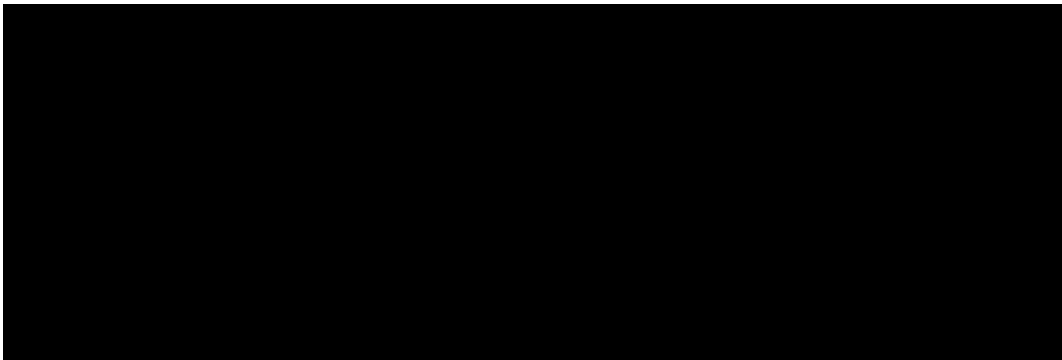
SAMPLE

EVENT FLYER



STEVEN J. GREEN SCHOOL OF INTERNATIONAL & PUBLIC AFFAIRS


UNIT NAMES




Date,
Month X, 2023

X:00 - X:00 p.m.

Location name and address
Location name and address



RSVP BY X/X



Steven J. Green
School of International
& Public Affairs

EVENT TITLE
EVENT TITLE

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PRESENTERS

Name, *Titles Tiurio Cupplica nove, condi, eo et; iam impliam porudam et L. Mae inestorat*

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Name, *Titles Tiurio Cupplica nove, condi, eo et; iam impliam porudam et L. Mae inestorat*

MODERATOR

Name, *Titles Tiurio Cupplica nove, condi, eo et; iam impliam porudam et L. Mae inestorat*

Sponsored by: *Tiurio Cupplica nove, condi, eo et; iam impliam porudam et L. Mae inestorat Tiurio Cupplica nove, condi, eo et; iam*

EVENT HTML TEMPLATE

[View this email in your browser](#)

SAVE THE DATE



GREEN SCHOOL
STEVEN J. GREEN SCHOOL OF INTERNATIONAL & PUBLIC AFFAIRS

Join us for a reception and ribbon-cutting ceremony of the new five-story wing of the Green School complex



Friday, November 3, 2023
Reception 9:30 a.m. – 10:30 a.m.
Ribbon Cutting 10:30 a.m. – 11:30 a.m.

Invitation to follow



EVENT SOCIAL POST



12:27 94

FIU Steven J. Green School of...

Posts About Videos More

FIU Steven J. Green School of International and Public Affairs
Nov 27, 2023 ·

Webinar tomorrow: Learn the findings of the Jack D. Gordon Institute for Public Policy's Latino Public Opinion F... See more



WEBINAR
EXPLORING VENEZUELAN PERSPECTIVES IN FLORIDA **11/28/23 11:30 AM**

3 1 share

Like Comment Send Share

FIU Steven J. Green School of International and Public Affairs

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SAMPLE

INFORMATIONAL FLYER



GREEN SCHOOL
STEVEN J. GREEN SCHOOL OF INTERNATIONAL & PUBLIC AFFAIRS

GENOA AND THE ITALIAN RENAISSANCE

A MULTIDISCIPLINARY STUDY ABROAD PROGRAM FOR UNDERGRADUATE STUDENTS

The Italian Renaissance of the 14th and 15th centuries is regarded as one of the most important cultural movements of world history, and it also helped usher in major social changes in other arenas. These developments occurred in independent Italian city-states, most notably Florence, Genoa and Venice.

The Green School Semester in Genoa for Spring 2025 offers a multidisciplinary program to learn about these developments while immersing oneself in this beautiful port city. Courses (12 credits) will be taught by faculty from FIU and the University of Genoa. Students will reside in modern apartments in the historic Genoa city center and take classes at the FIU Genoa Center, housed in a medieval convent.

The program includes sponsored visits to Venice and Florence, plus you'll have opportunities to travel to other places in Italy on weekends and during spring break. A wealth of wonderful academic and cultural experiences awaits you!

CURRICULUM AND FACULTY:
ITA 1135 Accelerated Italian (Magda Pearson, Modern Languages)
EUH 4434 Italy During the Renaissance (Elizabeth Terry-Roisin, History)
SYD 4610 Topics in Sociology: Genoa, Venice, and the Rise of the Capitalist World Economy (Guillermo Grenier and Douglas Kincaid, Global and Sociocultural Studies)
ARH 4310 Early Italian Renaissance (Margherita Orsero, University of Genoa)

For information contact:
Stephanie Silva
Department of Global and Sociocultural Studies
stesilva@fiu.edu
305 348-2247
gss.fiu.edu

To apply, go to StudyAbroad.fiu.edu

FIU
Steven J. Green School of International & Public Affairs

SPRING 2025
January 6 to April 19



GREEN SCHOOL
STEVEN J. GREEN SCHOOL OF INTERNATIONAL & PUBLIC AFFAIRS

DEPARTMENT OF POLITICS AND INTERNATIONAL RELATIONS MIAMI POLITICS

(POS 4188)

The City of Miami is a vibrant and diverse international metropolis that has experienced rapid change and transformation over the years. This course, taught by City of Miami Commissioner Christine King, analyzes the politics and political culture of both Miami-Dade County and Metro Miami. By exploring the politics of Miami in both a historical and current context, the course provides students with an in-depth understanding of their community and the functioning of the City's government today and in the future.

Christine King is City of Miami Chairwoman and District 5 Commissioner. Born in Guyana, she previously served as Chief of Constituent Services for a Miami-Dade County Commissioner and as an executive with the Community Action Agency. A practicing attorney, she most recently served as President and CEO of the Martin Luther King Economic Development Corporation.

For information contact:
Department of Politics and International Relations
pir@fiu.edu
305-348-2226

FIU | Steven J. Green School of International & Public Affairs

NEW FALL 2024 COURSE
Mondays & Wednesdays
1:00 PM - 2:15 PM
Classroom TBA



GREEN SCHOOL
STEVEN J. GREEN SCHOOL OF INTERNATIONAL & PUBLIC AFFAIRS

DEPARTMENT OF POLITICS AND INTERNATIONAL RELATIONS SPECIAL TOPICS IN COMPARATIVE POLITICS

LAW, POLITICS, AND SOCIETY IN ISRAEL
(CPO 4930 / CPO 5934)

This seminar, taught by Visiting Professor Rifat Azam, will focus on Israel after the Hamas attack of October 7, 2023, with special attention paid to the central legal, political, and social issues currently facing Israeli society. The seminar will also examine the role of the judiciary and contemporary debates surrounding the rule of law, the functioning of the judicial system, and the place of the Supreme Court in Israeli politics.

Rifat Azam is a Visiting Scholar in the Department of Politics and International Relations. He is an Associate Professor of Law at Harry Radzyner School of Law at Reichman University, where he researches and teaches in the fields of Israeli tax law, international taxation, constitutional law, cyberspace law, digital economy, and e-commerce.

For information contact:
Department of Politics and International Relations
pir@fiu.edu
305-348-2226

FIU | Steven J. Green School of International & Public Affairs

NEW FALL 2024 COURSE
Thursdays
2:00 PM - 4:40 PM
Classroom TBA

CREATIVE STRATEGY

SOCIAL MEDIA

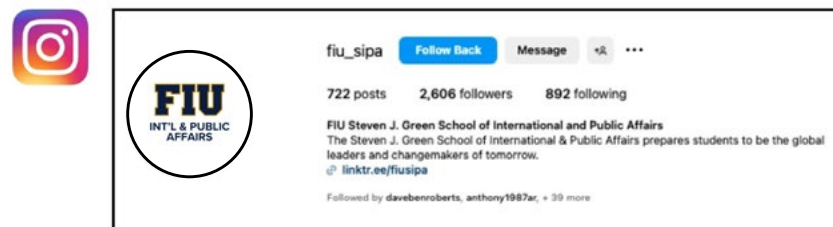
Profile image

The profile image must be consistent across all platforms – Instagram, Facebook, LinkedIn, etc. The FIU block letters with INT’L & PUBLIC AFFAIRS under it will be placed on a blue (FIU Blue: #081E3F) or white background.

Profile name

The name of the department or center will have - FIU Green School added at the end of its name.

Main School Social Media



Department or Center



SAMPLE—POWERPOINT

GREEN SCHOOL
STEVEN J. GREEN SCHOOL OF INTERNATIONAL & PUBLIC AFFAIRS

PREPARING THE GLOBAL LEADERS OF TOMORROW

FIU
Steven J. Green School of International & Public Affairs

GREEN SCHOOL
STEVEN J. GREEN SCHOOL OF INTERNATIONAL & PUBLIC AFFAIRS

STRATEGIC RESEARCH THEMES
Multidisciplinary addressing ubiquitous issues

FIU
Steven J. Green School of International & Public Affairs

GREEN SCHOOL
STEVEN J. GREEN SCHOOL OF INTERNATIONAL & PUBLIC AFFAIRS

INTERNATIONAL PERSPECTIVE
Our institutional DNA

GLOBAL LEARNING

COLLABORATIVE ONLINE INTERNATIONAL LEARNING (COIL)

SUSTAINABLE DEVELOPMENT GOALS
INTEGRATING UN SDGS IN COURSES

FIU
Steven J. Green School of International & Public Affairs

GREEN SCHOOL
STEVEN J. GREEN SCHOOL OF INTERNATIONAL & PUBLIC AFFAIRS

DEEPENING CONNECTIONS ACROSS THE WORLD

GREEN SCHOOL

UNIVERSITIES
THINK TANKS
PROFESSIONAL ORGANIZATIONS
NGOs
ACADEMIC NETWORKS

FIU
Steven J. Green School of International & Public Affairs

WAYFINDING NAME PLATES



PRIMARY SCHOOL LABEL



For national and international audiences we recommend the use of the full version of The Green School logo with Florida International University under it.

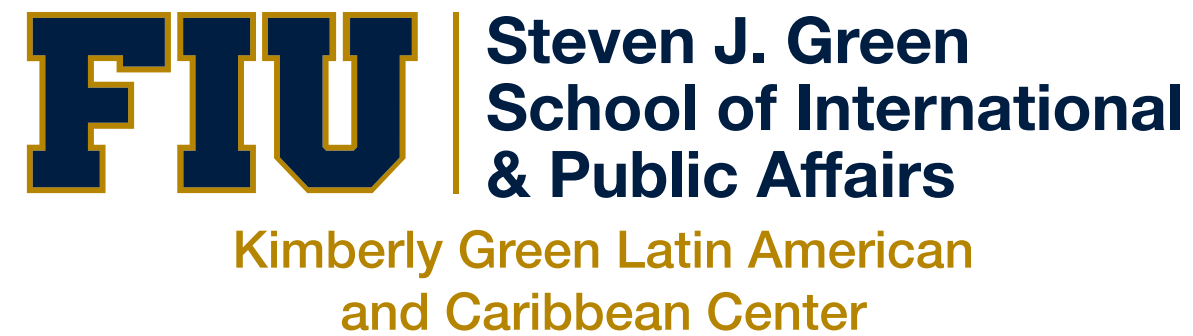


**Steven J. Green
School of International
& Public Affairs**

For local and Green School knowledgeable audiences we recommend the School logo without Florida International University

LOGOS FOR DEPARTMENTS, CENTERS INSTITUTES AND PROGRAMS

There may be instances when a unit logo is the appropriate branding mark to be used.
Approved use of unit logos will be determined by the Dean's Office.



COLOR

Blue and gold are the university's official colors. Bright gold, cyan and magenta are the secondary colors that are used throughout the brand. White is used as a neutral and alternate background color to blue.

For legibility purposes, cyan should never be used for type when appearing on a white background, particularly when it comes to digital and web applications.

New brand campaign colors can be used in all marketing materials, including but not limited to: advertising, email campaigns, websites, flyers/brochures, billboards, pole banners, floor stickers, etc.

Blue and gold should be used for all official documents and adhere to the logo appendix at the end of this document.

Primary Colors



Blue

CMYK: 100/87/42/52 (coated paper)
PMS: 282C (coated paper)
282U (uncoated paper)

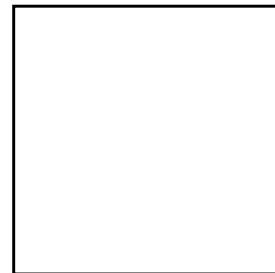
HEX: #081E3F
RGB: 8/30/63



Gold

CMYK: 26/46/100/6 (coated paper)
PMS: 125C (coated paper)
117U (uncoated paper)

HEX: #B6862C
RGB: 182/134/44



White

CMYK: 0/0/0/0

HEX: #FFFFFF
RGB: 255/255/255



Grey

CMYK: 0/0/0/0

HEX: #FFFFFF
RGB: 255/255/255

Secondary Colors

REAL COLORS



Cyan

CMYK: 70/0/13/0
PMS: 3115C
HEX: #00FFFF - NOT FOR TEXT
RGB: 0/255/255



Bright Gold

CMYK: 0/16/80/0
PMS: 1225C
HEX: #FFCC00
RGB: 255/204/0

TYPOGRAPHY

New Frank

Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HEAVY OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Medium Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Light Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TYPOGRAPHY

Proxima Nova

Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HEAVY OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Medium Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Light Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PHOTOGRAPHY

PEOPLE PHOTOGRAPHY should generate an emotional connection to the subject matter and be powerful and authentic. It needs to capture genuine expressions, a moment in time, have an intimate quality, communicate emotion and engagement.

“Individual portraits” are encouraged. Candid and real-life action photos will tell the story in a more effective and compelling way. This will communicate a real-world perception while giving the opportunity to showcase research, student and hands-on activities in our community.

Portraits should be straight on and expressive. Outside of portraiture, people should be shown in action, doing the real things which make them part of the FIU family.



ENVIRONMENT PHOTOGRAPHY should evoke and provide context. Each photograph should bring a sense of our true dynamic, diverse and beautiful tropical settings where FIU enterprise happens.

Photos of campus and other locations including Miami, should be shown as expansive and optimistic and give viewers the chance to see possibility.

STYLE CONSIDERATIONS

When photographing people, capture genuine expressions. Use as much natural light as possible to be authentic. If artificial light is necessary, try to imitate natural light. Hands-on photography should capture authentic moments that feel real.

Make sure to understand the specifics of the assignment or project to better convey and interpret photographically the goal of the project.

When selecting or shooting images for FIU's brand, strive for bold, friendly, expansive and optimistic photography. The ultimate goal is to use a collection (library) of photos that belong together and represent the FIU universe. Always communicating one or more of the FIU brand attributes.



BRAND & CREATIVE CAMPAIGN GUIDE

Prepared by FIU's Division of Strategic Communications, Government and External Affairs.

