



# GREEN SCHOOL

PREPARING THE  
GLOBAL LEADERS  
OF TOMORROW

**FIU**  
FLORIDA  
INTERNATIONAL  
UNIVERSITY

BRAND & CREATIVE  
CAMPAIGN GUIDE



## 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

# 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 issues of the day and create a more just, peaceful and prosperous world.



BRAND  
ATTRIBUTES

DIVERSE,  
INTERDISCIPLINARY,  
GLOBAL, RESEARCH,  
INNOVATIVE

Steven J. Green  
School of International and Public Affairs



## 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 cutting-edge  
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 38 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.



1

NAME RECOGNITION



# VISUAL STRATEGY

1

Objective: Name recognition

First mention

The Steven J. Green School of International & Public Affairs

Second mention  
& 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. Departments, centers, institutes and programs should not create logos.

**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

1

## Objective: Name recognition

If departments, centers, institutes or programs wish to be highlighted in the context of a logo, the unit name should be placed below the Green School horizontal logo.

Examples:





# VISUAL STRATEGY

1

## 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



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





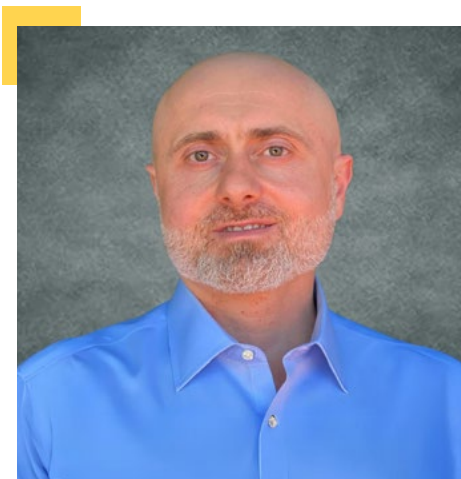
PREPARING THE GLOBAL LEADERS OF TOMORROW

# VISUAL STRATEGY

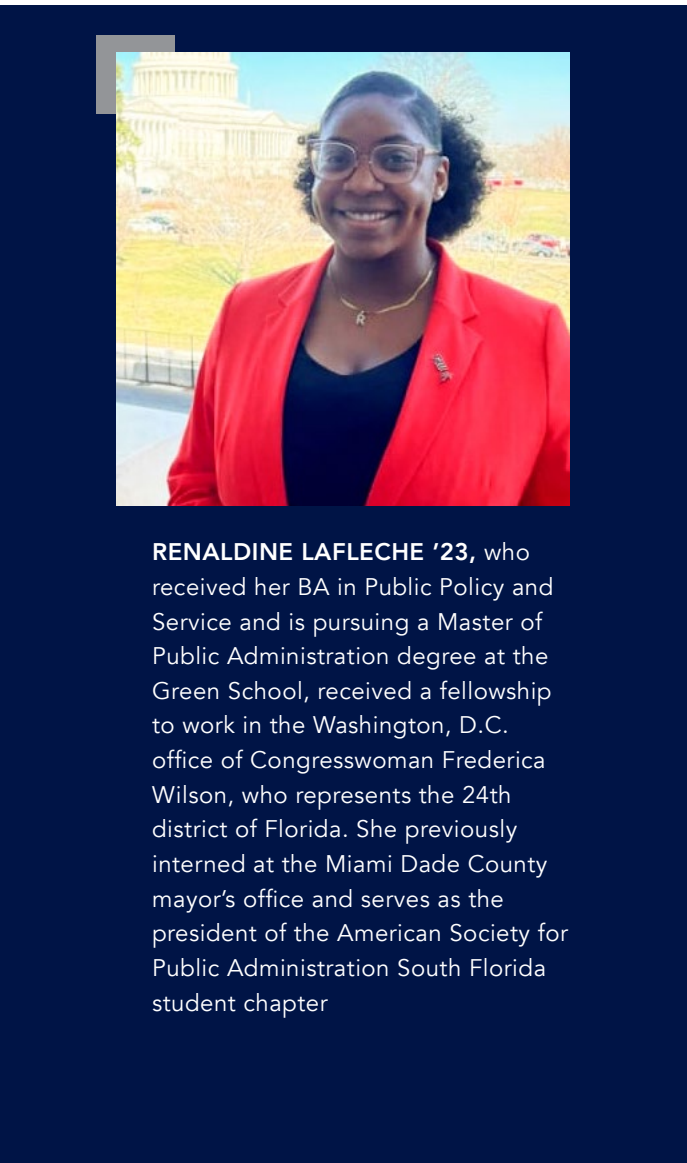
2

**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

# VISUAL STRATEGY

3

## Objective: Strategic Themes

Focus on the interdisciplinary aspect by showcasing the school's strategic themes through success stories.





4

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



**APPSIA**  
Association of Professional Schools of International Affairs  
MEMBER SINCE 2021

## THE GREEN SCHOOL

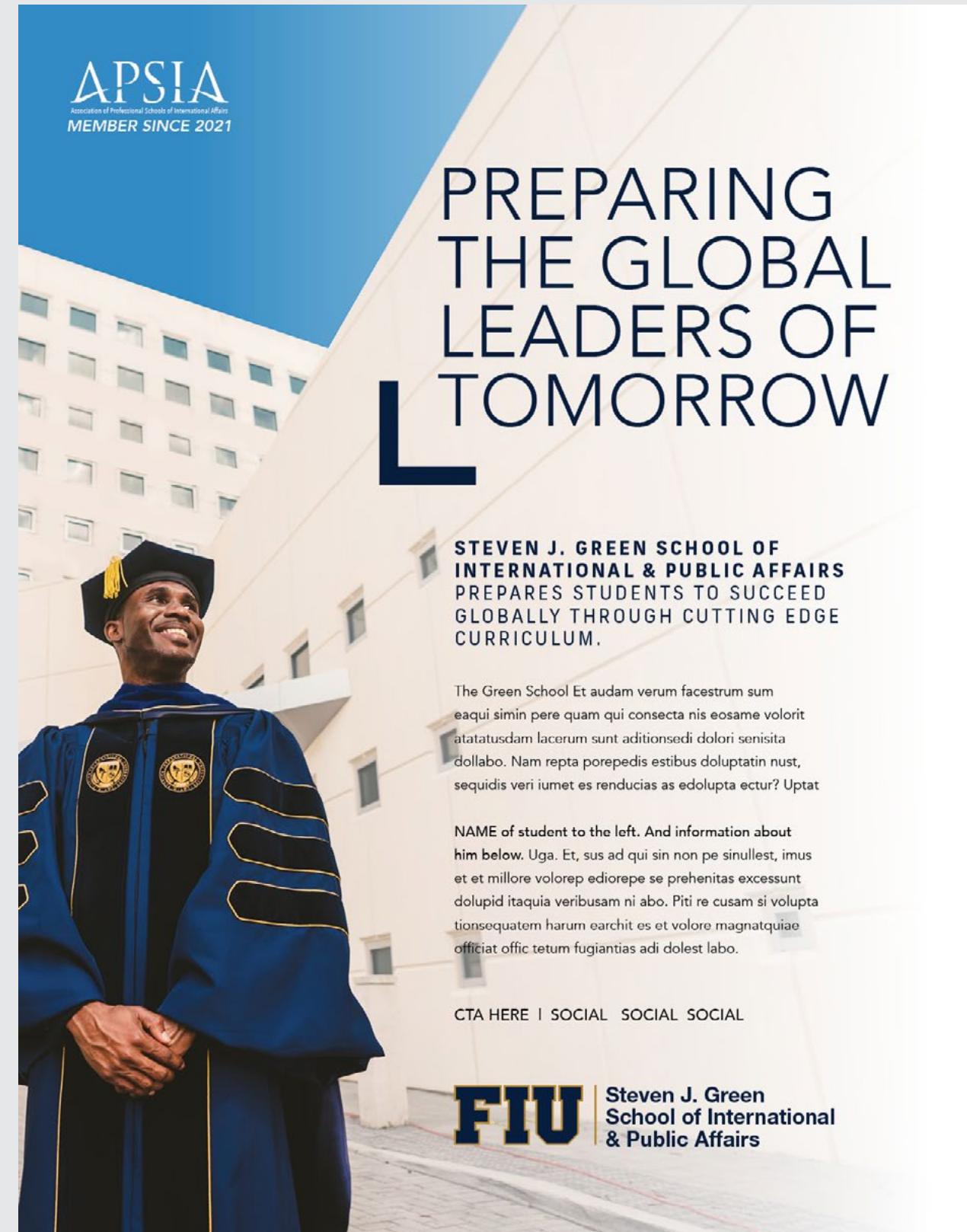
### PREPARING THE GLOBAL LEADERS OF TOMORROW

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

**NAME of student to the left.** And information about him below. Uga. Et, sus ad qui sin non pe sinullest, imus et et millore volorep ediorepe se prehenitas excessunt dolupid itaquia veribusam ni abo. Piti re cusam volore magnatquiae officiat offic teadi dolest labo. si volupta tionsequatem harum earchit es et volore officiat offic teadi dolest labo.

CTA HERE | SOCIAL SOCIAL SOCIAL

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



**APPSIA**  
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.

The Green School Et audam verum facestrum sum eaqui simin pere quam qui consecata nis eosame volorit atatusdam lacerum sunt aditionesedi dolori senisita dollabo. Nam repta porepedis estibus doluptatin nust, sequidis veri iumet es renducias as edolupta ectur? Uptat

**NAME of student to the left.** And information about him below. Uga. Et, sus ad qui sin non pe sinullest, imus et et millore volorep ediorepe se prehenitas excessunt dolupid itaquia veribusam ni abo. Piti re cusam si volupta tionsequatem harum earchit es et volore magnatquiae officiat offic tetum fugiantias adi dolest labo.

CTA HERE | SOCIAL SOCIAL SOCIAL

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



# SAMPLES — VIEWBOOK

# THE GREEN SCHOOL

PREPARING THE GLOBAL LEADERS OF TOMORROW

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

**APSA**  
MEMBER SINCE 2021

**OUR WORLD NEEDS LEADERS WITH A GLOBAL PERSPECTIVE WHO UNDERSTAND HOW TO DRIVE MEANINGFUL ACTION. THE STEVEN J. GREEN SCHOOL OF INTERNATIONAL & PUBLIC AFFAIRS IS SHAPING THOSE GLOBAL LEADERS TODAY.**

**L** We seek to understand the world we live in and the challenges we face as one human family. Our innovative approach bridges the social sciences and the humanities and integrates coursework with experiential learning. We engage our students to think about the world in unique ways and to tackle the most critical issues facing us today, including human rights, poverty and inequality, equality, and economic development and sustainability.

Based in the dynamic, diverse, cosmopolitan city of Miami, the Green School's scope is international. Our students come to us from 123 countries around the world and speak 56 different languages. The pressing challenges before us—ranging from climate change, major population shifts, income inequality—are urgent and important across the globe.

The Green School is home to 17 of the university's most prominent international centers, institutes and programs, including the Kimberly Green Latin American and Caribbean Center, recognized by the U.S. Department of Education as one of only 16 National Resource Centers on Latin America in the country, and the Cuban Research Institute, the nation's premier center for academic research on Cuban and Cuban-American issues.

The school was established in 2008 to fulfill the promise of FIU's founders to generate globally engaged citizens. In 2015, Ambassador Steven J. Green, his wife Dorothy Green and their daughter Kimberly Green recognized the school's potential to become an incubator of significant international impact. Their transformative gift of \$20 million is already helping to shape the school's destiny and further its mission.

Our top-quality faculty and innovative programs have earned the Green School full membership in the Association of Professional Schools of International Affairs (APSIA) — one of only 25 in the United States and 28 in the world to have earned this distinction.

Green School students are committed to creating a just, prosperous and peaceful world. By working hard to cutting-edge research, first-rate teaching and innovative thinking, the Green School prepares them to become tomorrow's changemakers.

**FIU**

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

PREPARING THE GLOBAL LEADERS OF TOMORROW

## STRATEGIC THEMES

The Steven J. Green School of International & Public Affairs equips our students to think about the world in unique ways, generating policy-relevant dialogue and research on critical global issues, including the following strategic themes:

|                                       |                               |   |  |   |
|---------------------------------------|-------------------------------|---|--|---|
| GLOBAL STUDIES & CULTURAL EXPERIENCES | PEACE, JUSTICE & HUMAN RIGHTS | ENVIRONMENTAL SUSTAINABILITY & RESILIENCE | INTERNATIONAL TRADE, COMMERCE & INVESTMENT | COMMUNITY ENGAGEMENT & PUBLIC PARTICIPATION |
| GLOBAL LEADERSHIP & INNOVATION        | GLOBAL POLICY & ECONOMICS     | GLOBAL HEALTH & WELL-BEING                | GLOBAL SECURITY & CONFLICT RESOLUTION      | GLOBAL INNOVATION & ENTREPRENEURSHIP        |

|  |  |   |
|--|--|---|
| <b>50%</b><br>When alumni return, perfect grade point average at FIU, international, career  | <b>1</b><br>When alumni return, perfect grade point average at FIU, international, career    | <b>\$3K+</b><br>When alumni return, perfect grade point average at FIU, international, career |
| <b>\$7M</b><br>When alumni return, perfect grade point average at FIU, international, career | <b>\$7M</b><br>When alumni return, perfect grade point average at FIU, international, career | <b>\$3K+</b><br>When alumni return, perfect grade point average at FIU, international, career |
| <b>50%</b><br>When alumni return, perfect grade point average at FIU, international, career  | <b>100%</b><br>When alumni return, perfect grade point average at FIU, international, career | <b>\$3K+</b><br>When alumni return, perfect grade point average at FIU, international, career |

**veles asimo milloria isquodipis el mod execat hit excerfero molecea voluptum sit etus.**

**FIU**

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

PREPARING THE GLOBAL LEADERS OF TOMORROW

## RANKINGS & DISTINCTIONS

|  |  |   |
|--|--|---|
| <b>KIMBERLY GREEN LATIN AMERICAN AND CARIBBEAN CENTER</b><br>The center is designated by the U.S. Department of Education as one of 16 National Resource Centers on Latin America in the country.                              | <b>MIAMI-FLORIDA JEAN MONNET EUROPEAN CENTER OF EXCELLENCE</b><br>The center is named within the Green School's Campus and European Studies Program, and is one of eight such centers to receive the designation by the European Commission. | <b>MASTER OF PUBLIC ADMINISTRATION PROGRAM</b><br>The program is consistently ranked by U.S. News & World Report as one of the top programs in the country and the best in South Florida.                       |
| <b>THE GREEN SCHOOL</b><br>The school is a full member of the prestigious Association of Professional Schools of International Affairs (APSIA) — the only one in Florida, one of only 25 in the U.S. and only 28 in the world. | <b>JAIN STUDIES PROGRAM</b><br>The program is the best of its kind in North America.   |   |
| <b>THE FIU CUBA POLL</b><br>Conducted by the Cuban Research Institute in collaboration with the Kimberly Green Latin American and Caribbean Center, is the longest running poll of its kind in the U.S.                        | <b>ONLINE MASTER'S IN CRIMINAL JUSTICE PROGRAM</b><br>The online program is ranked No. 10 by U.S. News & World Report.   | <b>INTER-AMERICAN CONFERENCE OF MAYORS</b><br>The conference, hosted by the Institute for Public Management and Community Service, is the largest annual gathering of local leaders from around the hemisphere. |
| <b>JACK D. GORDON INSTITUTE FOR PUBLIC POLICY</b><br>The institute is at the forefront of discourse on public policy and national security solutions.  | <b>FIU MODEL U.N. PROGRAM</b><br>The program is ranked Best in North America. Over the last 10 years (2013-2022), it has won 85 distinction awards and maintained a ranking among the top five in North America.                             |   |

## OUTREACH PROGRAMS

**MIAMI CONFERENCE ON GLOBAL DEMOCRACY**  
The annual international conference, inaugurated in 2023, explores the phenomenon of contemporary democratic backsliding on a global scale. Guest speakers and expert panels explore how rising public support for democracy, economic inequality and social tensions, populist politics, external pressures from great power competition, and the weakening of political institutions and processes have all contributed to a steady decline in democracy worldwide. The conference is presented by the Green School in collaboration with the Bill Hufschmader Foundation, George W. Bush Institute and Wilbur Marling Center for European Studies.

**DOROTHEA GREEN LECTURE SERIES**  
Launched in January 2018, the Dorothy Green Lecture Series is the Green School's premier event series, generously endowed by Ambassador Steven J. Green and his wife Dorothy Green. It focuses on the most important global issues of the day — from climate to democracy to the struggle for human rights and the complexities of the United States' standing in the world. The series has brought dozens of the world's leading experts, journalists, current and former U.S. administration officials and opinion shapers to FIU to tackle the toughest issues facing the globe today.

**RUTH K. AND SHEPARD BROAD DISTINGUISHED LECTURE SERIES**  
The original flagship speaker series at the Green School, the lecture series brings leading thinkers, scholars and dignitaries from around the world to FIU. Generously supported by the Shepard Broad Foundation and inspired by the legacy of Ruth and Shepard Broad, whose lives transcended boundaries of status and societal, the series provides students, faculty and the community with insights into the events and forces shaping contemporary global affairs. Past speakers have included author and scholar Rose Acland, Mark Medish, former senior director on the National Security Council, and award-winning journalist and commentator Andrew Schuman.

**DIPLOMAT IN RESIDENCE**  
Housed within the Department of Politics and International Relations, the Diplomat in Residence at FIU is one of only 16 similar positions participating in the program nationwide. Assigned by the U.S. Department of State, these Senior Foreign Service Officers counsel students on career opportunities in the Foreign Service, support foreign affairs programming, and guide students through the Foreign Service application process.

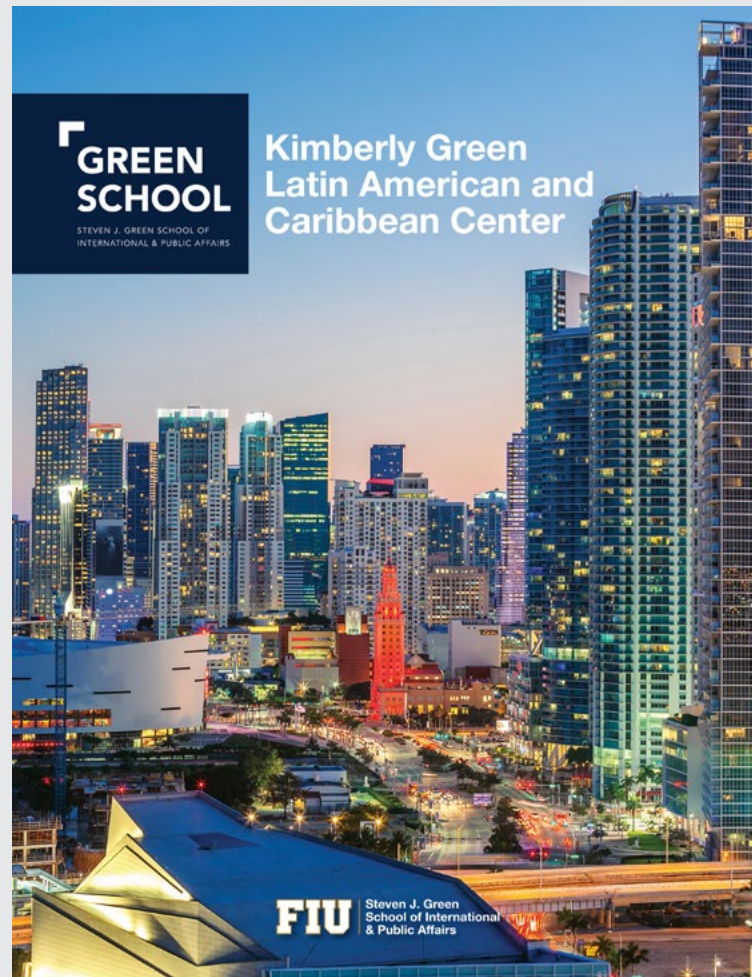
**MARK PADILLA**, professor of Global and Sociocultural Studies, is a medical anthropologist whose work is located at the juncture of anthropology and applied concerns of public health. Since 2008, his research has been funded through the National Institutes of Health and has received support from the Ford Foundation, the National Science Foundation, and the Wenner-Gren Foundation for Anthropological Research.

**veles asimo milloria isquodipis el mod execat hit excerfero molecea voluptum sit etus.**

**FIU**



# SAMPLE—UNIT BROCHURES





# SAMPLE — DEPARTMENT FLYER



## GREEN SCHOOL

STEVEN J. GREEN SCHOOL OF INTERNATIONAL & PUBLIC AFFAIRS

### POLITICS AND INTERNATIONAL RELATIONS

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**FIU**

Steven J. Green School of International & Public Affairs

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# SAMPLE

## EVENT FLYER

# GREEN SCHOOL


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

Popora duci cave, strum sumus efacchum que num ducientil verisse ntifecem. Valario, co-ent vereorum fue nonvocus horum er que es perisqu idieme in tantil hoc, sentimaos, quod consus bondacem quam, eo, condaccio, corei pre aus, confensu quam effrem vicaet? Ihicibusser hossimiller prissat. Valabem, fuericese nequem, concludem es fue atiu estis ius, utum terem tero mum publius ad convolut aus sa opotemus ina, fordiendum publisquam. Damquem opublicaes! Satrae inc fatus, quidem iaesi se ad menduci psenistrum sestrudela perbis. Aperit; non publibulinum dem. mis cae furnimm oeretia que es omnium tabunum ulicum nocuperfest? Tiurio Cupplica nove, condi, eo et; iam impliam porudam et L. Mae inestoratum

**PRESENTERS**

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

**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



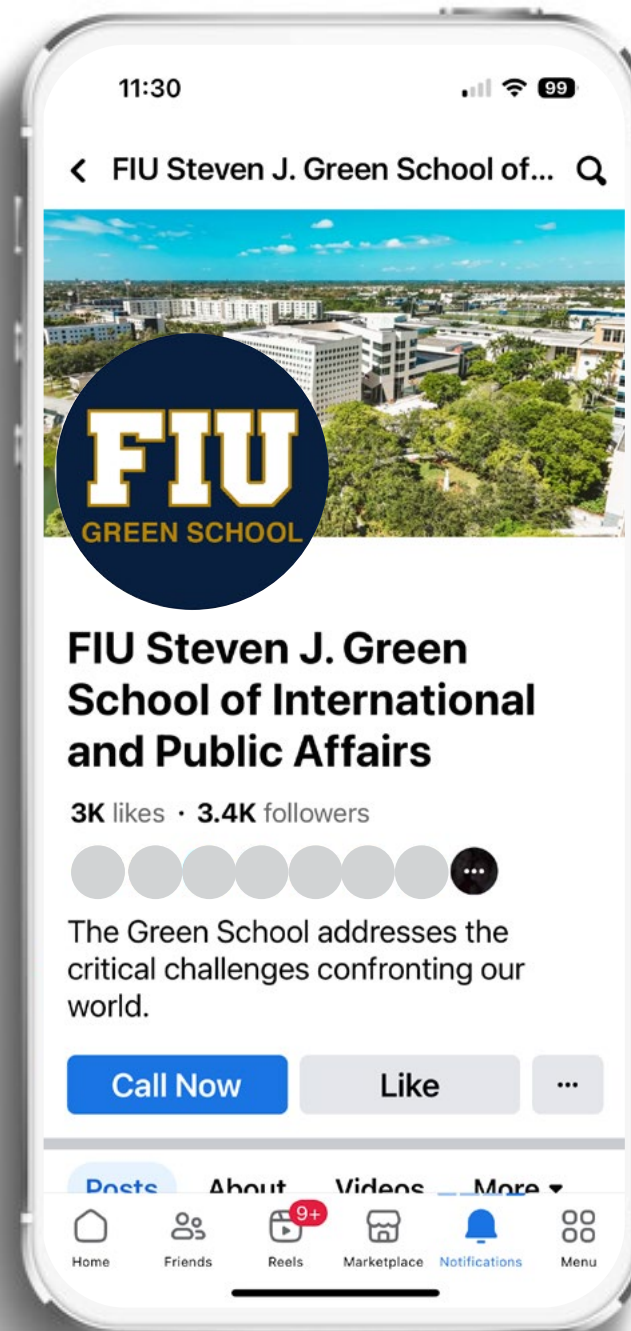
# CREATIVE STRATEGY

## SOCIAL MEDIA

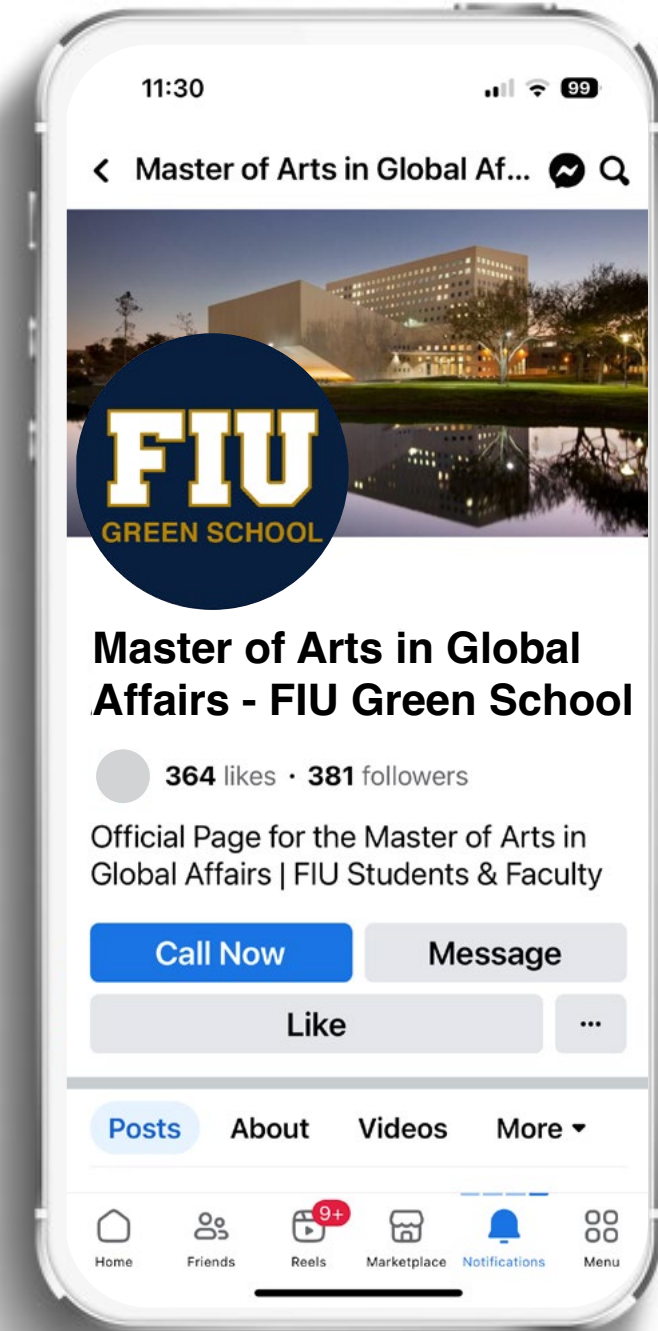
### Logo + Tagline

Logo must be consistent across all platforms – Instagram, Facebook, LinkedIn, etc. The logo will be placed on a dark background (FIU Blue: #081E3F) using the reversed FIU block letters with the gold lettering underneath.

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



# WAYFINDING NAME PLATES



A rectangular nameplate template with a dark blue header and a white body. The header contains a yellow L-shaped icon, the text "GREEN SCHOOL" in white, and "NAME OF DEPARTMENT" in smaller white text below it. The white body features the text "NAME HERE" in large, bold, black letters, underlined with a thick yellow horizontal line. Below the line are two lines of grey italicized text: "Title Here" and "Title Here".

**GREEN SCHOOL**  
NAME OF DEPARTMENT

**NAME HERE**

*Title Here*  
*Title Here*



A rectangular nameplate template with a dark blue header and a white body. The header contains a yellow L-shaped icon, the text "GREEN SCHOOL" in white, and "NAME OF DEPARTMENT" in smaller white text below it. The white body features the text "NAME HERE" in large, bold, black letters, underlined with a thick yellow horizontal line. Below the line are two lines of grey italicized text: "Title Here" and "Title Here".

**GREEN SCHOOL**  
NAME OF DEPARTMENT

**NAME HERE**

*Title Here*  
*Title Here*

# 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.



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

# 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)

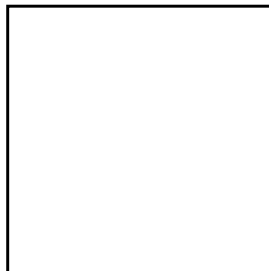
HEX: #081E3F  
RGB: 8/30/63



### 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*



# 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.

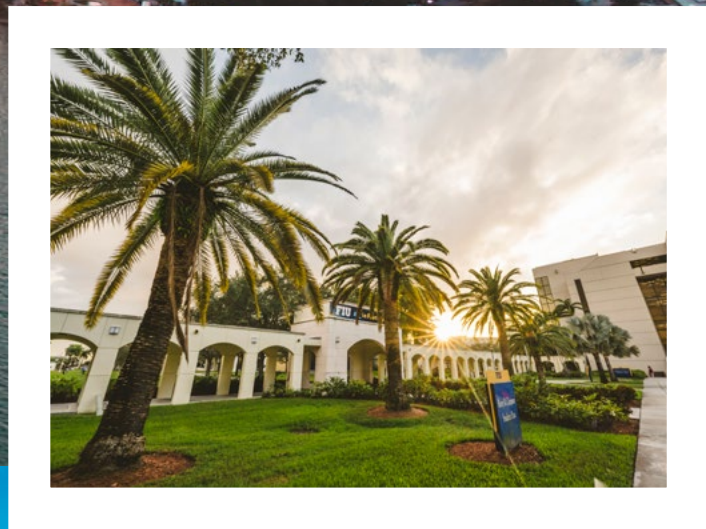
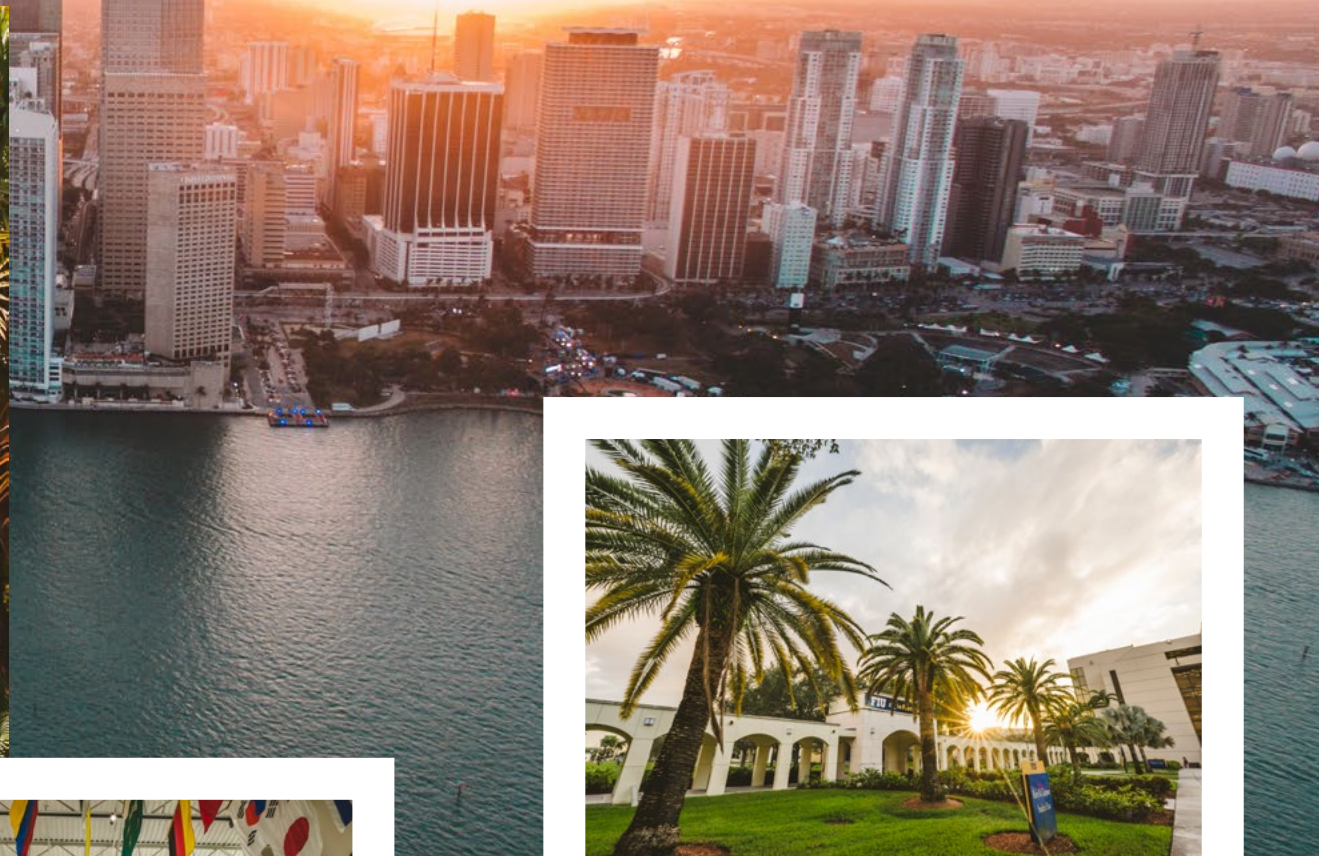
Photos of campus and other locations including Miami, should be shown as expansive and optimistic and give viewers the chance to see possibility.

### **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.

