



**FISU**  
**World University Championship**  
**Logo Guidelines**

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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:

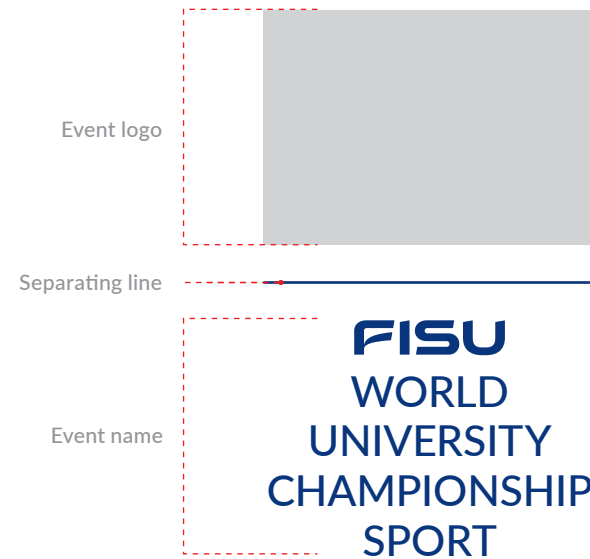
- 1) The event logo, where the official event symbol is placed. The mandatory key elements are the name of the city where the event is taking place and the year of the event.
- 2) A separating line.
- 3) The event name, which consists of FISU logotype followed by the event type name and the sport.

### 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.

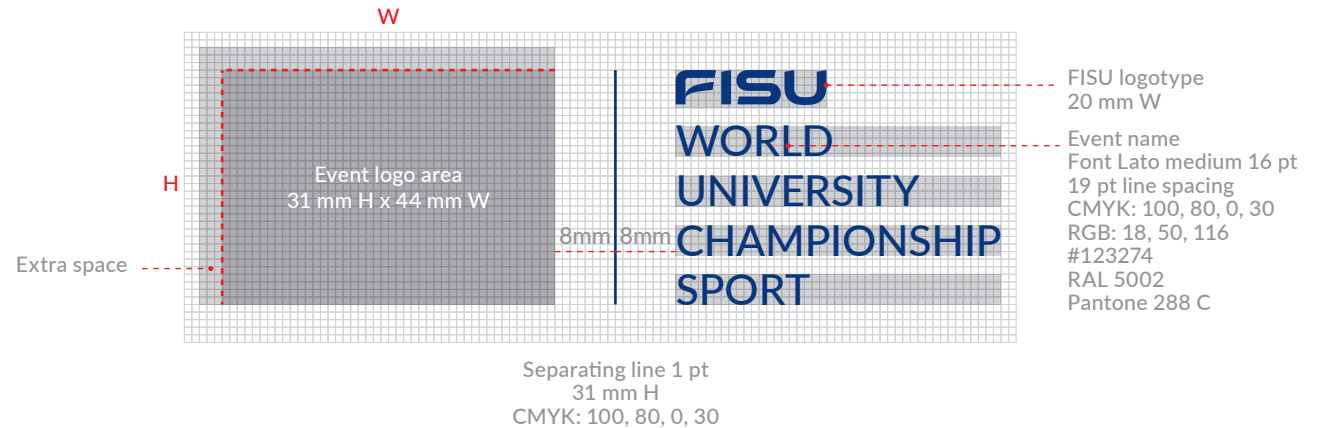
The visual design of the event logo must recall the letter “U”, as a tribute to the University Sports world and as a recognisable unifying element of FISU brand system. The name of the city and the year must be easily readable.

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

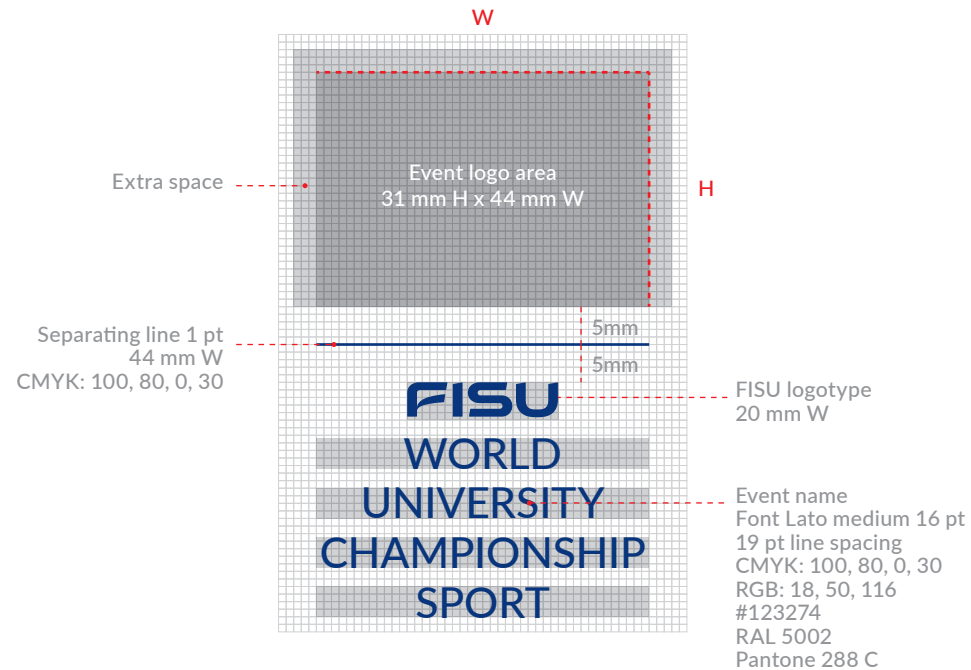
1 mm = 0.0393701 in  
1 in = 25.4 mm

### Extended Version

#### HORIZONTAL VERSION



#### VERTICAL VERSION



## 1.3 Example

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

Extended Version

HORIZONTAL VERSION



VERTICAL VERSION



## 1.4 Usage

### 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.

### Minimum Size

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

1 mm = 0.0393701 in

1 in = 25.4 mm

HORIZONTAL VERSION



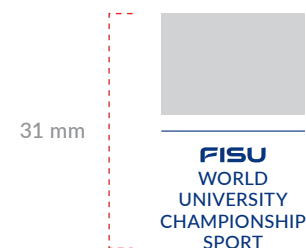
VERTICAL VERSION



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**  
WORLD  
UNIVERSITY  
CHAMPIONSHIP  
SPORT

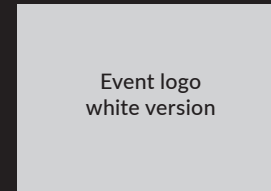


**FISU**  
WORLD  
UNIVERSITY  
CHAMPIONSHIP  
SPORT



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**FISU**  
WORLD  
UNIVERSITY  
CHAMPIONSHIP  
SPORT



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**FISU**  
WORLD  
UNIVERSITY  
CHAMPIONSHIP  
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 World University Championship logo exists to make sure that the Organising Committee can communicate the brand also on particularly small-sized applications.

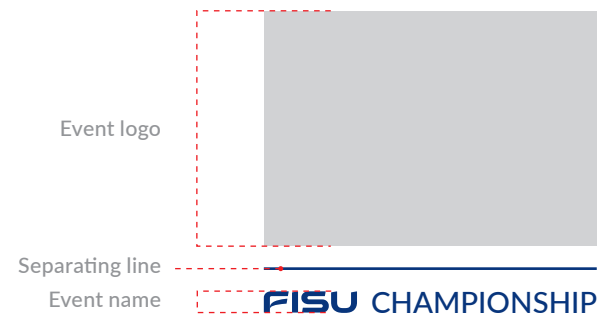
The logo is made of three main parts:

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

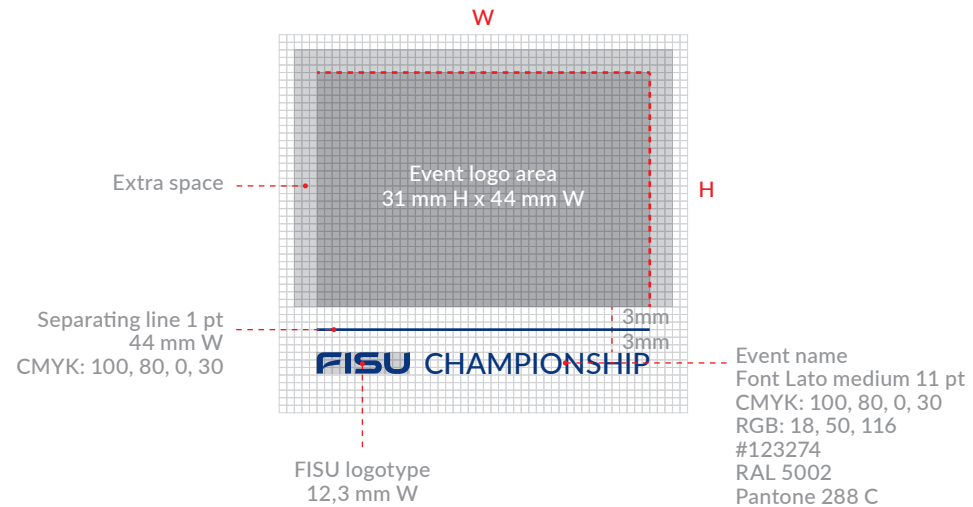


## 2.2 Design Rules

**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 World University Championship short version logo.

Short Version



**AMSTERDAM 2020**

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**FISU** CHAMPIONSHIP

## 2.4 Usage

The short version of the FISU World University Championship 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

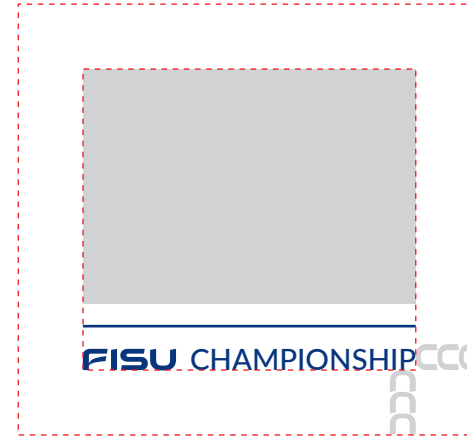
A clear space around the logo is necessary to protect its integrity and legibility.

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.

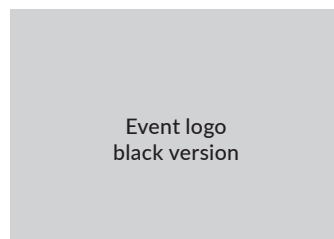
## Short Version



## 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



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**FISU** CHAMPIONSHIP



For further guidance or information please  
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