



# INTERNATIONAL DAY OF UNIVERSITY SPORT

20 September – Proclaimed by UNESCO

## GUIDELINES



**FÉDÉRATION  
INTERNATIONALE  
DU SPORT  
UNIVERSITAIRE**

**INTERNATIONAL UNIVERSITY SPORTS FEDERATION**

QUARTIER UNIL-CENTRE | BÂTIMENT SYNATHLON  
CH-1015 LAUSANNE | SWITZERLAND  
TEL: 41 (0) 216926400



**FISU@FISU.NET / WWW.FISU.NET / WWW.FISU.TV**

**DEPARTMENT  
EDUCATION &  
DEVELOPMENT**

RELEASE DATE  
**JUNE 2018**





# INTERNATIONAL DAY OF UNIVERSITY SPORT

20 September – Proclaimed by UNESCO

## GUIDELINES

PUBLISHED BY



**EDUCATION & DEVELOPMENT  
DEPARTMENT**

NUSF contact person

**Tarmo JAAKSON**

DEVELOPMENT & NUSF RELATIONS MANAGER

[development@fisu.net](mailto:development@fisu.net)

**FISU HEADQUARTERS**

International University  
Sports Federation

Quartier UNIL-Centre  
Bâtiment Synathlon

CH-1015 Lausanne | Switzerland

Tel +41 (0)21 6926400

This document is not  
for public distribution and remains  
the property of FISU





Dear friends,

Now in its third year, the International Day of University Sport (IDUS) will be celebrated worldwide on 20 September. Proclaimed by UNESCO, the occasion is an opportunity to promote sporting activities and programmes in higher education institutions for students and also wider society.

Young people are arriving at university having less experience of practicing sport than ever before. IDUS is a vital initiative for making sure that as young adults, students go out into society with healthy lifestyles and habits to share among their communities. IDUS promotes this healthy lifestyle and education across all areas of sporting competition, incorporating ethics, anti-doping, quality physical education, gender equality and social inclusion.

Every nation will have a different idea of how best to celebrate IDUS 2018. FISU very much welcomes this. I would encourage you to think creatively, shaping your events to represent the culture and personality of your country. The overall aim remains the same: developing university sport from grassroots to competition level, from local to international.

Whilst I would encourage you to celebrate IDUS on 20 September, in unison with higher education institutions all over the world, I understand that, due to a new term and specific academic calendars, this may not be possible. In this case, I ask that you pick a suitable date, in the same period, to mark your celebrations. The most important part is to engage with the wider population and sports communities, as well as academic and political leaders, on the great importance of uniting education and sport.

I want your event to be seen across the globe, on all social media channels. The best way to spread the word of your event is to use the hashtag **#IDUS2018**, and to encourage your participants and partners to do the same. Please also send us your articles and pictures, which will be displayed on the FISU website and social media channels.

Only by working together can we develop university sport at all levels, and I would like to personally thank you for your commitment to our common goal.

Kind regards,

**Oleg Matytsin,**

FISU PRESIDENT



# International Day of University Sports



Singapore University Sports



❤️ 1000000 likes

SGP #IDUS2017 #universitiesports #international #FISU #SUSC



UNESCO is delighted to join forces with the International University Sports Federation (FISU) to organise this new international day.

The university ideal, embodied even in the etymology of the word, aims at the complete development of skills and the acquisition of universal knowledge. This knowledge is not limited solely to the intellectual sphere: it also includes a knowledge of oneself, one's body, one's possibilities and one's limits. This synergy between body and spirit and this balanced and harmonious self-development constitute the very essence of university sport; they reflect the ancient wisdom expressed in the well-known dictum attributed to the Latin poet Juvenal: *mens sana in corpore sano*.

Sport opens up new horizons and provides joy and satisfaction at all stages of life. Practised within peer groups in the university, enhanced by its inclusion within a prestigious institutional framework, sport acts as a wonderful vehicle of individual and collective development for young people at a pivotal moment in their lives. It promotes core values such as fair play, respect, team spirit, responsibility and perseverance, and supplements, in an exciting way, the students' academic education. It fosters talent, reveals new forms of play and interaction, encourages excellence.

This International Day of University Sport is an occasion to celebrate all the benefits of sport. It is also an occasion to showcase the vital social role played by the universities in establishing a more inclusive world and educating responsible and flourishing adults.

UNESCO, the United Nations' lead agency for sport and physical education and partner to FISU, is particularly invested in promoting the values propagated by sport. It offers governments and associations its expertise in educational and sporting programmes in accordance with the principles defined in the International Charter of Physical Education, Physical Activity and Sport.

On this international day, UNESCO invites all the stakeholders in the university community to come together for the good of university sport and remember the words of Albert Camus when interviewed for the university Bulletin du Racing universitaire d'Alger: "All that I know most surely about morality and obligations I owe to sport."

### **Audrey Azoulay,**

DIRECTOR-GENERAL OF UNESCO







# INTRODUCTION



## WHAT IS THE INTERNATIONAL DAY OF UNIVERSITY SPORT ALL ABOUT?

The International Day of University Sport falls within the framework of a multi-disciplinary project which covers both physical education and sport. IDUS focuses in particular on the role universities play in teaching young people social and leadership skills through sport.

Students who have the leadership grounding that sports participation provides are set up to be the leaders of tomorrow, and a project such as IDUS

allows us to offer “Education through Sport and Citizenship” and deliver on our ultimate mission. That is why universities are entrusted to shape the future decision makers in ways that are not exclusively linked to education. When students participate in sport it perpetuates and enriches their life skills, leading to increased self-confidence and more socially responsible citizens. Sport offers students the chance to develop key attributes which are required to develop in their future careers.





Sport must be fully integrated in higher education and research structures. By devoting one day a year to universities and sport for students and the wider community, FISU and its 174 national university sport federations - which in total represents several thousand higher education establishments - aims to draw attention to the key role universities can and must play in order to rise to the challenges of the day. FISU, thanks to its network of university associations, clubs and partnerships that it has developed since its formation in 1949, mobilises the academic world to celebrate sport's role in society.

The population of students is rarely mentioned in international texts of reference on sport, which primarily addresses school sport. This is why we consider it important to hold an international event focusing on universities and the role they sport plays in society. The activities that take place, although unique for every federation, are based on robust guidelines, so that the easily identifiable global identity, while reflecting the sporting traditions specific to each of the host countries or regions. As a minimum, institutions organise at least one activity, in partnership with local authorities, so as to provide a fantastic experience for their local community.

---

## WHEN DO WE CELEBRATE IDUS?

---

The International Day of University Sport is celebrated annually on **20 September**. This date was chosen because in most countries this is the time when the academic year starts. The date also has a special meaning inside the international Universi-

ty Sports Movement as this is also the date during which the first Student World Championships took place, back in 1924 in Warsaw, Poland. IDUS events are most often organised during the week leading up to or immediately after 20 September.

---

## COOPERATION WITH UNESCO

---

The International Day of University Sport must promote the revised International Charter of Physical Education and Sport, which was adopted in 2015 by UNESCO. Each IDUS celebration must also consider the vision shared by UNESCO and FISU, aimed at ensuring the promotion of physical education in university curricula to a high level of quality.

Every IDUS around the world will incorporate the objectives of the 2013 Declaration of Berlin (Fifth International Conference of Ministers and Senior Officials Responsible for Physical Education and Sport (MINEPS V)), the International Convention against Doping in Sport, and the UNESCO programs on quality physical education, women and sport, education for all, and democracy and global citizenship. Considering that in many countries, physical and sport education is no longer a compulsory discipline in higher education programmes, IDUS has become more important than ever.

In its capacity as the United Nations agency responsible for education, culture and science and,

accordingly, lead agency for physical education and sport (PES), UNESCO is a natural partner of FISU. UNESCO could play a special role in the educational aspect linked to the recognition of sport and physical education teachers in higher education systems, and in this connection with the possible inclusion of courses in higher education curricula in many countries. FISU also undertakes the promotion of UNESCO policies and activities, particularly in the fields of physical education and education.



## WHO IS INVOLVED IN PUTTING ON SUCH A GREAT EVENT?

### »»» LEADING PARTNERS

- **FISU - International University Sport Federation** - the international governing body of all world-wide student sport events.
- **NUSF - National University Sports Federations** - organises and selects the activities proposed by the partners like universities, National Olympic Committees and National Sports Federations, establishing close links with rectors and student associations, seeking for the support of the relevant political authorities from the national level (Ministry of Sport and Education) to local level.
- **Universities** - The organisation of these events is open to all universities and higher education Institutions that are member of the National University Sport Federation which is a FISU member association.

**The NUSF of FISU will cooperate directly with the Universities that wish to organise IDUS events.**

### »»» KEY PARTNERS

- **Continental University Sports Federations**
- **National UNESCO Committees**
- **National Olympic Committees**
- **National Sports Federations**
- **University and Higher Education Institutions Rectors and Chancellors of Associations**
- **Ministries of Sport**
- **Ministries of Higher Education**
- **Ministries of Health and Social Care**
- **Scientific and academic societies related to the study of sport**
- **Local and International organisations recognised by the IOC such as Sport for All**

# INTERNATIONAL UNIVERSITY SPORTS FEDERATION (FISU)

## »»» MISSION

FISU's mission is to provide access for all students to participate in physical activity while acting for the health and wellbeing of students and thereby help them to become tomorrow's leaders.

## »»» MOTTO

**"Today's Stars, Tomorrow's Leaders"**

## »»» VALUES

FISU follows the principles of equality in all of the federation's actions. FISU does not discriminate anyone based on their race, colour, gender, language, religion, political or other opinion, national or social origin, property, birth or other status. FISU sets the values that shape and underpin all the work of Federations and FISU Members.

- **EXCELLENCE** (in mind, body and lifestyle) – a passion for excellence in sport and education.
- **TEAMWORK** – utilise individual capabilities in a coordinated effort to develop and promote the University Sports Movement.
- **INNOVATION** – embrace new event formats and cutting edge technology to enhance the entertainment value.
- **JOY OF SPORT** – create excitement across student-athlete sport events and a global fan base.
- **INTEGRITY** – all that FISU does is honest, transparent, and promotes fair play. Athletes deserve the highest levels of integrity and ethics from those working in the sport.

# INTERNATIONAL DAY OF UNIVERSITY SPORTS

FISU wants to involve university sports people and member organisations in IDUS activities, not only to promote its sports but also to create a debate on university sport and to promote FISU's university sport mission. IDUS must be structured in formats aimed at strengthening the sport programmes of universities and must stress the educational side of sport and its benefits for health, inclusion etc.

IDUS is FISU's platform for the exchange ideas, developments, challenges and opportunities within and through university sport on a worldwide level with its partner UNESCO.

IDUS presents an opportunity to share knowledge on key issues relating to the development of sport and university sport worldwide, and to improve awareness of the importance of sport in educational institutions, as well as FISU's mission, current programmes, policies and priorities.





## IDUS - EVENTS

### SPORT EVENTS

It is imperative that physical activities must be all-inclusive. The activities could be presented as an exhibition, initiation, training or a contest. They should be fun and attractive, so that people engage and may be encouraged to the university's sports clubs and societies. The events should also encourage students to be active daily. Events can be organised on the level of leisure/mass sports and elite sport.

### EDUCATIONAL ACTIVITIES

The educational projects, such as lectures, conferences, seminars, roundtables and workshops give an opportunity to promote healthy lifestyle for university students.

### CULTURAL EVENTS

Cultural activities are seen as a platform for promoting sports by displaying the true spirit of the university sport movement by celebrating sports through university sport clubs songs, shows, debates and other type of exhibitions. Some activities may include using local heritage sites, or visiting a museum of sport in the region.

### FESTIVALS

The Festival is a multi-activity event in one location. University sports festivals are an opportunity to invite local residents to try out physical exercise, whilst bringing university sport outside of the campus and into the city. The Festivals, organised in the city is an opportunity to attract a much larger audience than just university students.

**IDUS activities (sports, educational, cultural events and festivals) can be implemented also as part of the existing national, regional or continental campaigns (such as the European Week of Sport “#beactive” campaign in Europe)**

# » OPERATIONAL PLAN FOR ACTIVITIES



# HOW TO ORGANISE THE IDUS EVENT?

## STAGE 1

### VISION, OBJECTIVES, PROVISIONAL BUDGET



- Check the IDUS guidelines to have a complete understanding of IDUS
- Decide why you want to organise an event(s) and what you hope to achieve
- Identify your target group (University students, public, athletes)
- Choose the right tools for your audience (e.g. would they be more interested in taking part in a new or traditional sport, or would a discussion/seminar be a better fit?)
- Plan the first provisional budget to get an idea of the cost of the project
- If you have any questions about the organisation of an IDUS event, contact the FISU development department (development@fisu.net)

**Please note:** All IDUS organisers should be aware and follow the points below, to help stage a successful event.

## STAGE 2

### TEAM SET-UP, PARTNERS, VENUE MANAGEMENT, CO-OPERATION



- Clarify roles in the team and expectations
- Set up the team of area managers
- Make sure everybody understands their job and knows responsibilities and possibilities (allocated funds, workforce, partners etc.)
- Manage the necessary venue bookings (FISU recommends to organise activities at the University Campus to provide access to all students). Don't forget about safety measures
- Start communication with possible partners, sponsors and co-organisers (Universities, City, Ministries), try to involve NUSF partners, University teachers etc.

**Please note:** There is more information about partnerships and co-operation possibilities from the "PARTNERS" chapter.

## STAGE 3

### PROGRAMME OF THE EVENT, PROMOTION AND COMMUNICATION PLANS, EVENT BRANDING



- Make a general programme (timeline) of the event(s) for everybody to understand and follow
- Create a general plan to encompass all aspects of the event(s), including activities, logistics, speakers/presenters, publicity, promotion, event calendar, sponsors, partners, guest, volunteer management, catering, etc.
- Develop a realistic promotion and communication plan aimed to the target groups

**Please note:** Check IDUS Kit of Parts folder on [www.fisu.net/extranet/nusf/idus](http://www.fisu.net/extranet/nusf/idus)



## STAGE 4

### IDUS PROMOTION, EVALUATION PROCESS

- Establish a working system to monitor your success. Make sure the progress is scalable.
- Share FISU official IDUS video and news on your media channels to spread the IDUS idea
- Recommendations for media (including social media):
  - Press releases informing media about your event (refer to IDUS Kit of Parts for basic template)
  - Invite local journalists and university media
  - Post info about your event on your social media platforms, use students/university platforms
- Print posters and put them in the campus
- Let FISU know about your events by sending news, sharing Facebook events or contacting [development@fisu.net](mailto:development@fisu.net)
- Plan the team tasks on site during the IDUS activities

**Please note:** When reaching out to your target group, please do use #IDUS2018

## STAGE 5

### EVENT(S) DAY - INTERNATIONAL DAY OF UNIVERSITY SPORT

- Keep on top of the event with regular checks and ensure the celebrations reflect the spirit of IDUS
- Follow the #IDUS2018 posts from your event on social media platforms and share the best part of it with FISU



## FINAL STAGE

### CLOSURE OF THE IDUS EVENT(S)

- Send news, good quality pictures and videos to [media@fisu.net](mailto:media@fisu.net) soon after the event
- Post photos and videos from the event on social media platforms
- Thank participants, volunteers, partners and sponsors and let them know about your plans with them with the next IDUS event(s)



## PROMOTION TIPS & REMINDER



### **DIRECT ADVERTISING**

Do not forget about advertising around the event place 1-2 weeks before the celebration. It is important to implement an official poster around and in main city points.

### **CELEBRITIES**

Celebrities and other officials are always important in the promotion process. If you have got advertising videos/photos with them please brand it. As minimum, the interview backdrop, t-shirts with IDUS brand.

### **COMMERCIAL RECOURSES**

Commercial partners are not only financial resources. Do not hesitate to involve them into the IDUS promotional programme. For example, information distribution using a mobile network. Or spreading of print publications by means of the stores of the company. It is important to note that alcohol and tobacco companies are not allowed to be partners.

**Tip:** Start to collaborate with commercials even without partnerships. Use this channel for promotions.

**Please use IDUS templates from EXTRANET and get more information from FISU webpage**



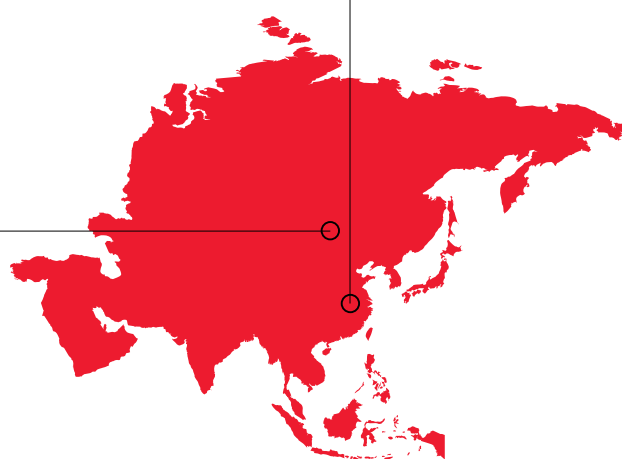
## GOOD PRACTICE EXAMPLES FROM PREVIOUS EVENTS

# ASIA

<b>NUSF</b>	Mongolia (2016)
<b>NAME OF THE ACTIVITY</b>	The celebration of IDUS
<b>INTRODUCTION</b>	Mongolia celebrated IDUS 2016 by taking the opportunity of 6 <sup>th</sup> Asian University Men's Basketball Championship. 7 countries and regions, more than 150 delegates from China, Hong Kong, Kazakhstan, Republic of Korea, Macau, Chinese Taipei and Mongolia celebrated this day together
<b>NUMBER OF PARTICIPANTS</b>	more than 2000 in 2016; 5699 in 2017



<b>COUNTRY</b>	Peoples Republic of China (2017)
<b>NAME OF THE ACTIVITY</b>	Campus Marathon
<b>INTRODUCTION</b>	China celebrated IDUS 2017 by with a Marathon on Campus event in Yangzhou University. The event was first launched for IDUS 2016 with more than 2000 students and faculty staff got engaged in it. In 2017, IDUS was celebrated during 13th National Students Games of China, which altogether 5699 athletes participated in this big event
<b>NUMBER OF PARTICIPANTS</b>	over 2000 in 2016; 5699 in 2017



# AMERICA



<b>COUNTRY</b>	Costa Rica (2016)
<b>NAME OF THE ACTIVITY</b>	3x3 Basketball and IDUS
<b>INTRODUCTION</b>	September 19, Minister of Sport officially opened the IDUS pledging to work hand in hand with the NUSF on future projects. The same day a 3x3 Basketball championship took place on the campus. The next day, on 20 September, Costa Rican Universities celebrated IDUS with various sporting activities throughout the country
<b>NUMBER OF PARTICIPANTS</b>	more than 400



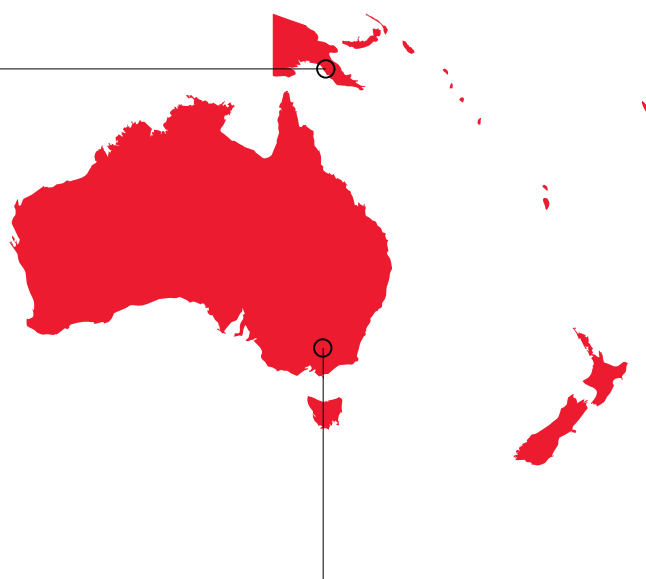
<b>COUNTRY</b>	Brazil (2016 & 2017)
<b>NAME OF THE ACTIVITY</b>	IDUS
<b>INTRODUCTION</b>	Various activities that took place during the CBDU National League 2017 and an evening celebration, with more than 500 athletes participating. Celebrations included presentation of videos, sports and musical show
<b>NUMBER OF PARTICIPANTS</b>	More than 600 athletes, 80 coaches and 32 universities





# OCEANIA

<b>COUNTRY</b>	Papua New Guinea (2016)
<b>NAME OF THE ACTIVITY</b>	IDUS celebrations
<b>INTRODUCTION</b>	IDUS greetings from Minister for Sport and NUSF. Basketball, Volleyball and Touch Football tournaments. Health and Lifestyle awareness education presented by athlete from PNG Hunters Rugby League team (focus on water conservation and importance of sport and good health)
<b>NUMBER OF PARTICIPANTS</b>	90 students from 6 universities



<b>COUNTRY</b>	Australia (2017)
<b>NAME OF THE ACTIVITY</b>	Australian University Games, Monash in Motion festival and IDUS celebrations
<b>INTRODUCTION</b>	Australian University Games – multi sport event with an opening and closing ceremony recognising IDUS as a part of the opening ceremony activities, 34 sports were organised across 37 different venues
<b>NUMBER OF PARTICIPANTS</b>	7247 students from 39 universities



# AFRICA

<b>COUNTRY</b>	Senegal (2016)
<b>NAME OF THE ACTIVITY</b>	Student hike and IDUS concert
<b>INTRODUCTION</b>	Senegal University Sports Federation (UASSU) together with the Ministry of Sports organised a hiking for students in the Dakar region. Among other activities planned by the UASSU, a national concert on was organised for students to celebrate IDUS. On the following day a basketball tournament at the Marius Ndiaye stadium was held
<b>NUMBER OF PARTICIPANTS</b>	Around 300

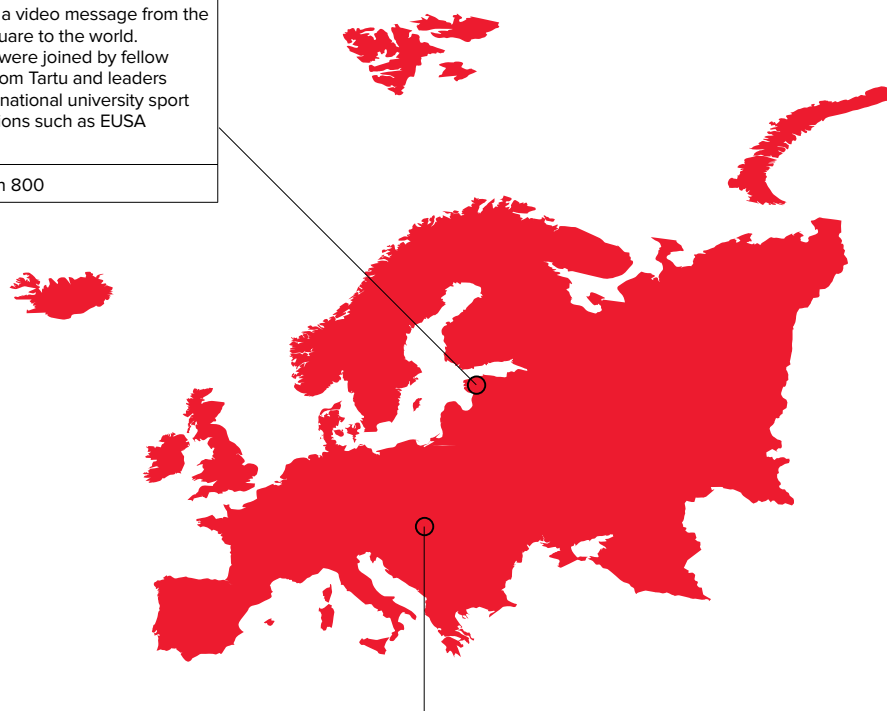


<b>COUNTRY</b>	South Africa (2016)
<b>NAME OF THE ACTIVITY</b>	Inter Varsity and IDUS celebrations
<b>INTRODUCTION</b>	The University of the Western Cape (UWC) was hosting the Inter Varsity on September 23 and 24, 2016. During the 2 days in the UWC campus, students from four different universities participated in 14 Sporting, educational and entertainment events. All student also participated in a fun walk to celebrate National Heritage Day in South Africa and IDUS 2016
<b>NUMBER OF PARTICIPANTS</b>	More than 500



# EUROPE

<b>COUNTRY</b>	Estonia (2017)
<b>NAME OF THE ACTIVITY</b>	IDUS Celebrations with sports activities, conference and European Week of Sport opening events.
<b>INTRODUCTION</b>	Estonian Students from Tartu launched a video message from the town's square to the world. Students were joined by fellow citizens from Tartu and leaders from international university sport organisations such as EUSA and FISU
<b>NUMBER OF PARTICIPANTS</b>	More than 800



<b>COUNTRY</b>	Hungary (2016)
<b>NAME OF THE ACTIVITY</b>	IDUS celebrations
<b>INTRODUCTION</b>	Students participated in 129 sporting events during the day, at 27 different universities, uniting to celebrate the first International Day of University Sport
<b>NUMBER OF PARTICIPANTS</b>	Around 50,000 students from all over the country



---

# » BRANDING





## BRANDING RULES

IDUS is a worldwide and still very young event. All at once we will make it a recognisable and important event in the urban space. Unique but unified design is a significant factor of successful promotion of IDUS in particular and the university sport movement in general. Please follow the branding principles and guides in your event.

### 1. IDUS and FISU brands

All applications must follow the graphic guide detailed below the IDUS and FISU logos guideline (Appendix #1 and #2). IDUS and FISU visual identity must never be altered in any way.

- Organisers can chose whether to display the original logo of IDUS **OR** the name of International day of University Sport. Please refer to the Appendix #1 – IDUS brand guide. In both ways please chose the main position in the application as showing in the pictures (point 4) below this page.
- FISU logo must be implemented in the “Organisers bar” with qualifier “Established by”

### 2. NUSF brand

Implement the NUSF brand in all the event applications in the “Organisers bar” with an appropriate qualifier, e.g. “Organised by”.

### 3. Partners brands

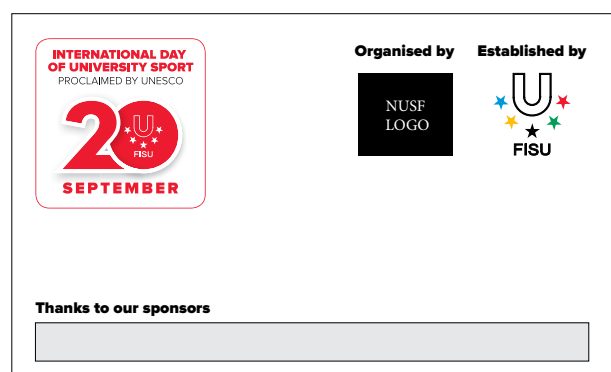
- Advertising in connection with alcohol, tobacco, commercial betting companies and drugs, as well as any signs or marks with reference to culture, race, or religion are not allowed.
- All the commercial and non-commercial logos can be incorporated into or combined **ONLY** with the NUSF logo. In case of commercial brands IDUS and/or FISU logo should be placed separately.
- All applications must follow the graphic guide detailed below. IDUS and FISU visual identity must never be altered in any way. All the sponsors logos must be placed on the “thanks to” bar.

### 4. Illustration of general principles

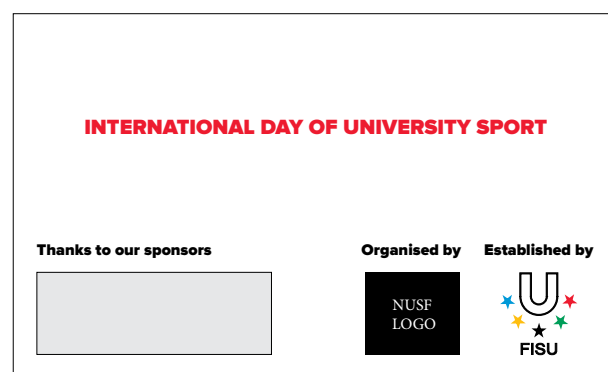
The images below illustrates appropriate placement of the all logos and words

There are 2 options: to use the IDUS logo or wording International Day of University Sport.

#### OPTION 1



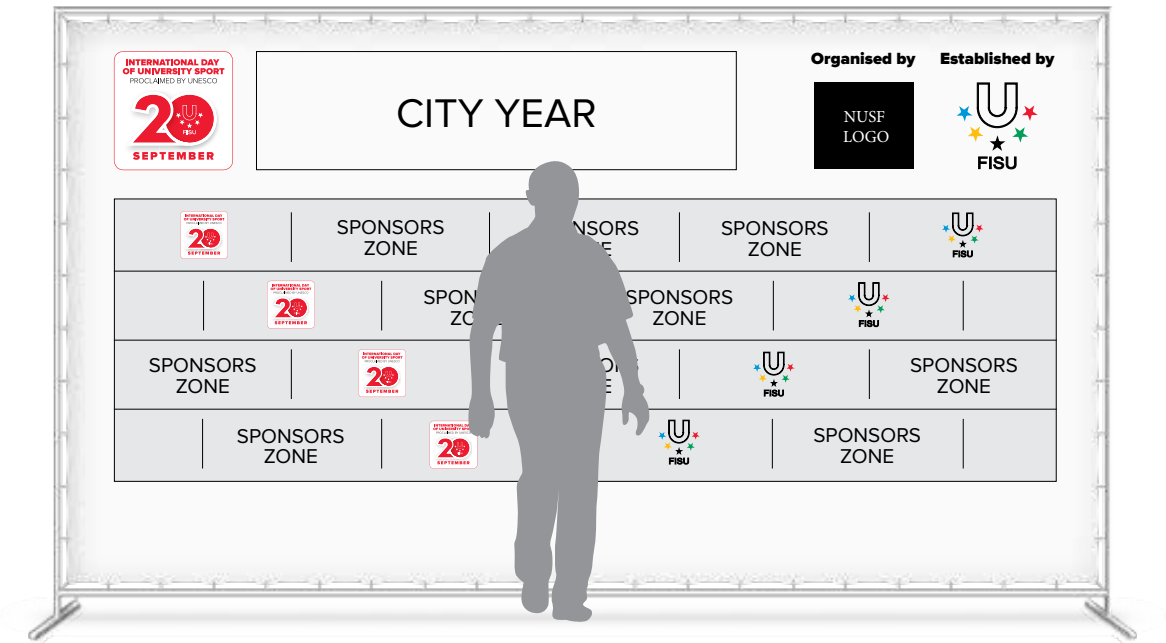
#### OPTION 2



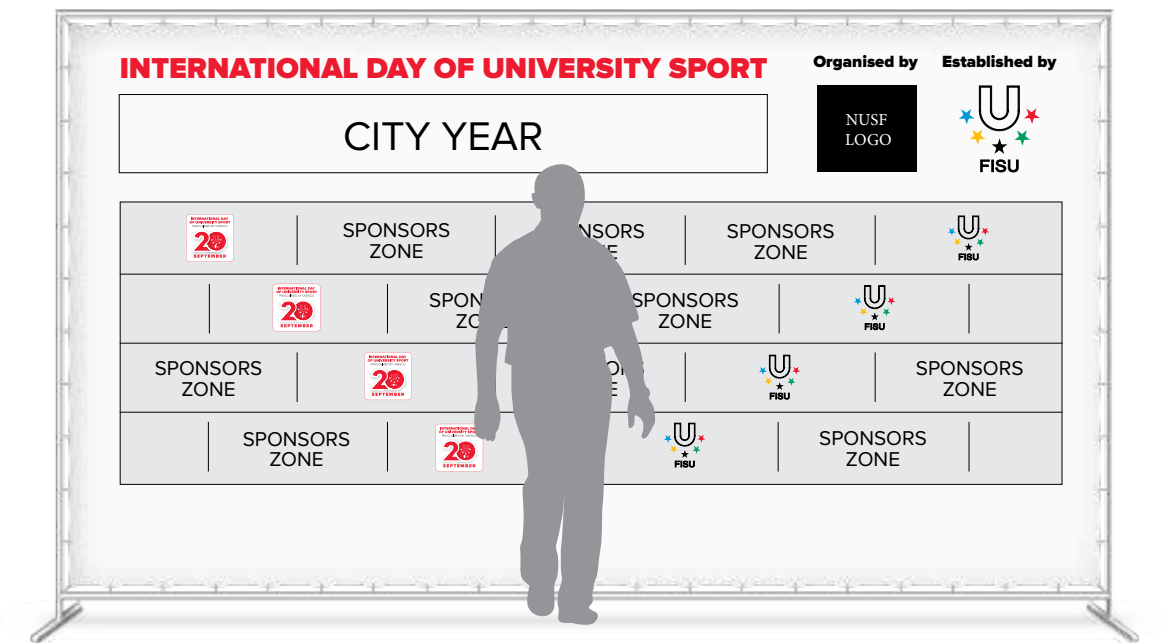
# BRANDING EXAMPLES

## INTERVIEW BACKGROUND

### OPTION 1



### OPTION 2



## CAPS



## T-SHIRTS



---

## PROMOTIONNAL ARCH

---

### OPTION 1

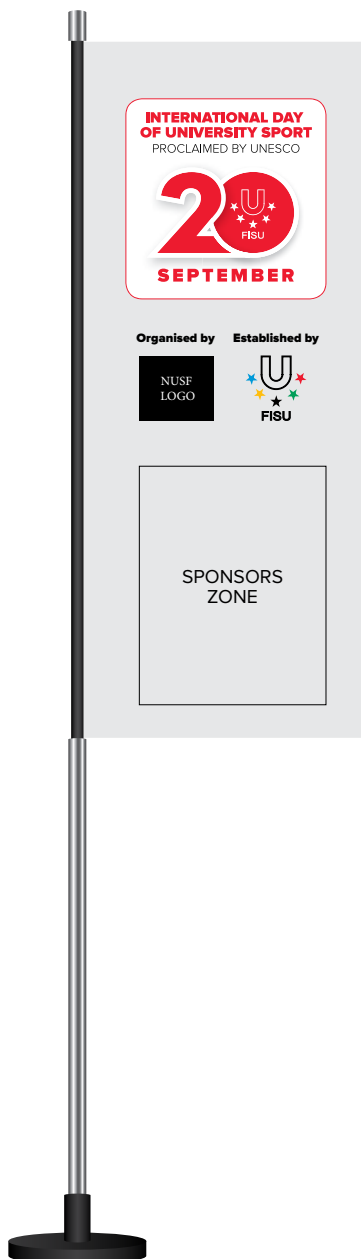


### OPTION 2





## FLAGS



The design proposal has to be presented to FISU for approval not later than **2 weeks before the production deadline.**

The email for FISU approval procedure is **marketing@fisunet**

# APPENDIX 1

## IDUS LOGOTYPE & IDUS NAMING

### 01.

## THE IDUS LOGOTYPE

### A | INTRODUCTION AND USE

The IDUS Logotype is the official International Day of University Sport emblem.

It is used on all official communication printed/mail/web communications items in relation with International Day University Sport.

As we will see in this document, the constitutive elements of the logotype cannot be used separately. The constitutive elements cannot be scaled separately or reorganised in a different way.

The logotype cannot be stretched nor transformed (see point "E" page 32).

### B | 3 WAYS TO USE

As shown just below, the IDUS Logotype exists in Red ; in white ; in black.

The use of the Red IDUS logotype must be privileged in the majority of the cases.



(fig.1: Red Logotype)



(fig.2: White/Positive Logotype)



(fig.3: Black/Negative Logotype)

### 1—Full colour of Logo

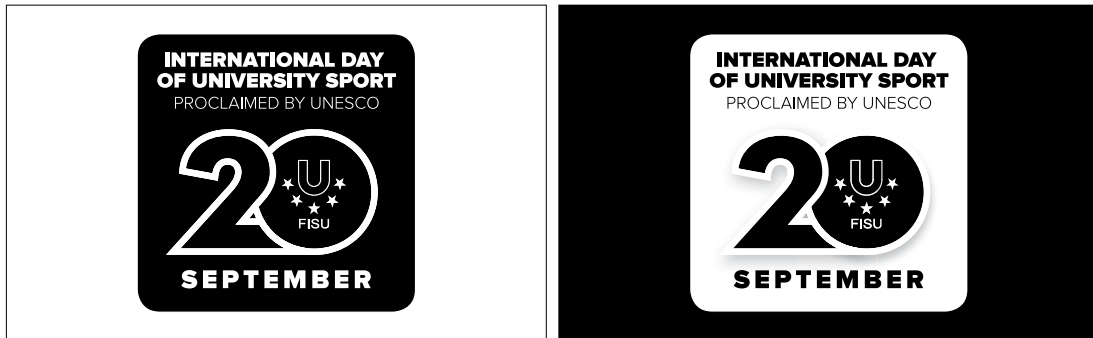
To respect the logo colours it must always be used in a white background. For the version of colour background please use the white shape around the logo. To use the coloured version must be privileged in the majority cases.



PANTONE™	PANTONE 485 C
CMYK 4 Color Process	C:0 / M:100 / Y:90 / K:0
RGB Projection Screen	R:254 / G:0 / B:13
RGB HEX Web Colors	# FE000D
RAL // Paint	3020
NCS // Paint	S 0585-Y 80R
AVERY 500 Adhesive	541
ECONOMY FILM Adhesive	Poppy Red

## 2–Monochrome black (negative) or positive versions

When, for a reason or another, printed item is monochromatic or Black & White, please use only one out of the two versions here. Please do not transform logo into a “greyish” version.



## 3–Full colour on the white background

Colour picture as a background can be difficult to handle as we need to add the IDUS logo. The only option is the white Solid-Color rounded corners background added behind the positive IDUS Logo. The white Solid-Color rounded corners background must be built on the same basis as the protective zone around the logotype.



Both version (monochromatic & red) can be used here but red version must be privileged

## C | PROTECTIVE AREAS

Please respect a protective area around the IDUS Logo. The protective area is an invisible zone made by a square the height of the space between the word “September” and the frame. It must be applied all around the logotype. This area must remain free of any other graphics.



## D | MINIMUM SIZE

To ensure the event name and FISU logo remain visible, the minimum size of the identity must be at least **2,5x2.5cm.**



minimum size 25mm

## E | FORBIDDEN WAY TO USE

ANY changes and modifications with logo are forbidden.



Do not change opacity of the logotype



Do not change red tint percentage



Make no color modifications in the logotype



NEVER make modifications in the logotype or use it partially



Don't stretch the logotype



Don't distort the logotype



Don't rescale elements of the logotype in any way

## 02.

## THE IDUS NAMING

### A | COLOR

The IDUS naming is the alternative to use of official International Day of University Sport emblem.

It is used on all official communication printed/mail/web communications items in relation with International Day of University Sport.

Please do respect color chart presented shown next page.

**INTERNATIONAL DAY OF UNIVERSITY SPORT**

(Naming - red version)

or

**INTERNATIONAL DAY OF UNIVERSITY SPORT**

(Naming - white version)

or

**INTERNATIONAL DAY OF UNIVERSITY SPORT**

(Naming - black version)



<b>PANTONE™</b>	<b>PANTONE 485 C</b>
<b>CMYK</b> 4 Color Process	C:0 / M:100 / Y:90 / K:0
<b>RGB</b> Projection Screen	R:254 / G:0 / B:13
<b>RGB HEX</b> Web Colors	# FE000D
<b>RAL</b> // Paint	3020
<b>NCS</b> // Paint	S 0585-Y 80R
<b>AVERY 500</b> Adhesive	541
<b>ECONOMY FILM</b> Adhesive	Poppy Red

## B | FONT

For the IDUS name on the official images, posters and all the layouts only **Proxima Nova Black** (Capital letters / Tracking 0) is permitted.

# INTERNATIONAL DAY OF UNIVERSITY SPORT

## C | MINIMUM SIZE

To ensure the event name remain visible/readable, the minimum size of the font must be at least 6pt.

INTERNATIONAL DAY OF UNIVERSITY SPORT

## D | PROTECTIVE AREAS

Please respect a protective area around the IDUS name. The protective area is an invisible zone made by a square the height of the letters. It must be applied all around the name. This area must remain free of any other graphics.



## E | IDUS NAMING DISPLAY VARIATIONS

If for some reasons the IDUS Naming cannot be displayed on a single line it is allowed to display on two lines BUT please do respect the separation as shown below AND do remember that 1 line display must be privileged.

### INTERNATIONAL DAY OF UNIVERSITY SPORT

1 line display



2 lines display: Please do respect central alignment.  
Interline must be equal to font size (example here 12pt/12pt)  
Tracking = 0

## F | FORBIDDEN WAY TO USE

ANY changes and modifications with logo are forbidden

# APPENDIX 2

## FISU LOGOTYPE

### 01.

## THE FISU “U” LOGOTYPE

*“A BRANDING FOR THE INTERNATIONAL UNIVERSITY SPORTS FEDERATION”*

### A | INTRODUCTION AND USE

The FISU “U” Logotype is the official International University Sports Federation emblem.

It is used on all official communication printed/mail/web communications items in relation with the University Sports Federation institution. For Sports related matters and events the FISU “5-STARS” brand must be used.

As we will see in this document, the constitutive elements of the logotype cannot be used separately. The constitutive elements cannot be scaled separately or reorganized in a different way.

The logotype cannot be stretched nor transformed (see point “J” page 9). Color-chart must also be respected (see point “E” page 4).

### B | 4 WAYS TO USE

As shown just below, the FISU “U” Logotype exists in color ; in white ; in black and in Single-color.

The use of the colored FISU “U” logotype must be privileged in the majority of the cases.



(fig.1: Color Logotype)



(fig.2: White/Positive Logotype)



(fig.3: Black/Negative Logotype)



(fig.4: Pantone 647 C Single-Color Logotype)

### C | MINIMUM SIZE AND READABILITY

As shown just beside, the FISU “U” Logotype doesn’t requires a minimum size but it is adviced to avoid uses under 10mm width in order to distinguish the drawing in each star and the word “FISU”.



## D | DEDICATED COLOR CHART

The FISU “U” Logotype is made of five PANTONE Colors : PANTONE PROCESS BLUE

PANTONE 130 C

PANTONE PROCESS BLACK

PANTONE 355C

PANTONE 485C

- ➔ Please use these colors on a 100% basis. Don’t use another percentage of opacity (as showed on fig.5) or another Color percentage (as showed on fig.6) ! Do also respect these colors on all CMYK/RGB/HEX/RAL and AVERY use.



(fig.5: Layer Opacity 50%)



(fig.6: Color Percentage 30%)

## E | COMPLETE COLOR CHART & CONVERSION MODE

- ➔ The FISU “U” Logotype can be converted into a printable/seeable color mix.

These values are a visual interpretation NOT the exact conversion.

So please **avoid “automatic” conversion** as in use on softwares or websites and use the correct values hereunder !

	★	★	★	★	★
PANTONE™	PANTONE PROCESS BLUE	PANTONE 130 C	PANTONE PROCESS BLACK	PANTONE 355 C	PANTONE 485 C
CMYK 4 Color Process	C:100 / M:10 / Y:0 / K:5	C:0 / M:27 / Y:100 / K:0	C:50 / M:0 / Y:0 / K:100	C:100 / M:0 / Y:90 / K:5	C:0 / M:100 / Y:90 / K:0
RGB Projection Screen	R:1 / G:137 / B:181	R:255 / G:186 / B:0	R:0 / G:0 / B:0	R:0 / G:131 / B:66	R:254 / G:0 / B:13
RGB HEX Web Colors	# 0189B5	# FFBA00	# 000000	# 008342	# FE000D
RAL // Paint	5015	1003	9005	6024	3020
NCS // Paint	S-1565-B	S 1080-Y 10R	S 9000-N	S 1565-G	S 0585-Y 80R
AVERY 500 Adhesive	521	504	502	518	541
ECONOMY FILM Adhesive	Intense Blue	Primrose Yellow	Black	Grass Green	Poppy Red

## F | LOGOTYPE IN BLACK OR WHITE

- ➔ The FISU “U” Logotype can be used in single Black or white color. Colors must be also be tuned on a 100% percentage basis. If black must or can be converted into CMYK, then use the CMYK Conversion 50/0/0/100 (as for the Process Black Conversion - see conversion frame above).



- ➔ Please note that black frame and the black stroke on the examples here on the left are NOT part of the logo - only an example of single-color background.  
Black & White version of the logo on a **single-color background cannot be used in frames and strokes cannot surround the logo.**

## F2 | MISUSES OF THE LOGOTYPE IN BLACK OR WHITE

- ➔ The FISU “U” Logotype cannot be used on a different value than 100% Black or White.

**Examples hereunder are strictly forbidden.**



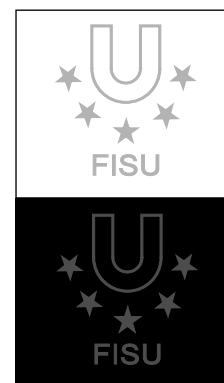
(fig.1: Mid-tones, P.ex : 30% tint value)

**NO HALF-TONE STARS**



(fig.2: Mix of different tint value)

**NO MIX OF HALF-TONE STARS**



(fig.3: Layer Opacity 30%)

**NO TINT ALTERATION  
BY LAYER OPACITY**

## G | LOGOTYPE IN SUPPORTING SINGLE COLOR PANTONE 647C

- ➔ The FISU “U” Logotype can be used in PANTONE 647 C. This color has been chosen to complement the logotype for all types of printed or digital material, architectural or promotional. It is the preferred color to use if single color printing is required for some reasons. For these reasons we decided to keep this solution even if it must be used as the last solution. All other Logotypes (Color, single black or single white) must be preferred.
- ➔ If needed CMYK Conversion of this PANTONE 647 C is: 95/40/0/35.



## G2 | MISUSES OF THE SUPPORTING SINGLE COLOR PANTONE 647C

- ➔ The FISU “U” Logotype cannot be used on a different value than 100% Pantone 674C or its CMYK conversion.

**Examples hereunder are strictly forbidden.**



(fig.1: Mid-tones, P.ex : 30% tint value)

**NO HALF-TONE**



(fig.2: Mix of different tint value)

**NO MIX OF TONES**



(fig.3: Layer Opacity 30%)

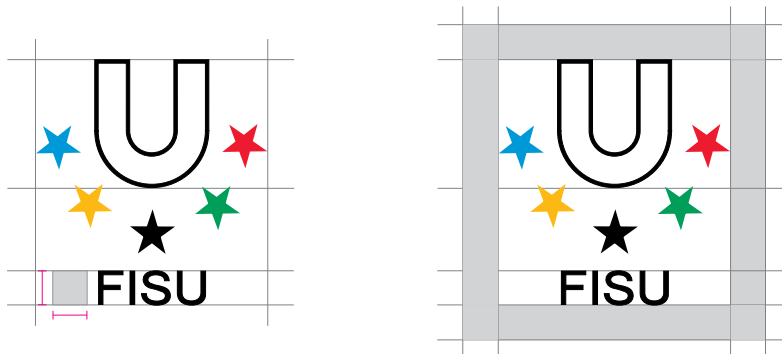
**NO TINT ALTERATION  
BY LAYER OPACITY**



## H | THE FISU “U” LOGOTYPE USE - PROTECTIVE AREAS

- ➔ Please do respect a protective area round The FISU “U” Logotype. The protective area is an invisible zone made by a square the height of the “FISU” word. It must be applied all around the logotype.

**This area must remain free of any other graphics**



## I | THE FISU “U” LOGOTYPE & INTERACTIONS WITH THE BACKGROUND

- ➔ For readability reasons it is advised to use the FISU “U” Logotype on monochromatic backgrounds. As explained (point B: “4 way to use”).
- ➔ The FISU “U” Logotype (color / Supporting Color / Black / White) can be used on pictures or monochrome backgrounds. Please take care of readability by using the appropriate version of the FISU “U” Logotype on light or dark backgrounds.

**In most of the cases, the use of the Color FISU “U” Logotype must be preferred.**

**We have to make a distinction between use on Color picture / Monochrome picture / Monochrome Color background:**

### 1. USE LOGOTYPE ON THE COLOUR PICTURE

Color picture as a background can be difficult to handle as we need to add the FISU “U” logotype. Color versions of the Logotype must be preferred but in all color examples hereunder we can see a lack of readability (fig.1).



(fig.1: positive color Logotype on blurred background)



(fig.2: positive color Logotype on a white solid-color frame)



(fig.2: Avoid for readability reasons)



(fig.2: Correct readability)

## J | THE FISU “U” LOGOTYPE & FORBIDDEN USES

ANY changes and modifications with logo are forbidden







**INTERNATIONAL UNIVERSITY SPORTS FEDERATION**

QUARTIER UNIL-CENTRE | BÂTIMENT SYNATHLON  
CH-1015 LAUSANNE | SWITZERLAND  
TEL: 41 (0) 216926400

**FISU@FISU.NET / WWW.FISU.NET / WWW.FISU.TV**