



INDIANA UNIVERSITY

Visual Identity Summary

The Integrated Image Program was initiated by the IU Trustees to help establish a unified, flexible set of standards and guidelines that will enable all elements of IU to contribute to and benefit from a cohesive identity system. A distinctive, consistent and well-managed identity system will help us build recognition wherever and however we communicate.

After almost three years of considerable study, consultation, discussion, and development, on June 9, 2006, the Trustees of Indiana University voted in favor of the new visual identity system, approach, and architecture. The overarching goal for the Indiana University Integrated Image Program is to provide a consistent, unifying identity—a visual system we can proudly use to clearly identify our campuses, schools, departments, and other units to the communities we serve.

Consistent and widespread use of this program will communicate a greater sense of the scale and scope of Indiana University as a whole, and result in higher visibility and greater recognition for the individual elements that make it what it is. Indiana University is unique. This program has been designed to underscore expressions of individuality while clearly communicating the collective strength of IU as a unified, powerful, recognized entity.

The Indiana University Integrated Image Program is one way to bring greater recognition and clarity, as well as aesthetic unity, to the presentation of the university. The following pages offer a usage guide to university marks, the university seal, typography, and color associated with an IU signature system, including discussion of information hierarchies. The Indiana University Integrated Image Program is not designed to inhibit the expression of unique messaging and personalities specific to individual campuses, schools, or programs. Rather, it has been created to provide a comprehensive structure for presenting complex, variable information with logic and a visual rationale. Ultimately it should help all those who communicate on behalf of IU work more efficiently and effectively.

Integrated Image Components:

The Indiana University Integrated Image Program has been developed from a foundation of time-honored, recognizable symbols and colors that have come to define Indiana University to the world. Each component of the system is treated in an integrated, comprehensive manner.

MARKS: For generations, the initial letters of Indiana University, “IU,” have been expressed in a number of designs to represent the university. While the variety is interesting, it does not support a unified presentation. In the new system, one representation, called the Block IU, and a contemporary version of the initial letters for Indiana University–Purdue University Indianapolis, IUPUI, form the cornerstones of visual communication.

SEAL: Indiana University has a distinctive seal with a rich heritage. But the seal has sometimes been used as a default means of communication and occasionally without the gravity attached to its essential meaning. In the new system, the IU seal is reserved for specific ceremonial and executive-level applications, including permanent building insignias; diplomas; university ceremonies; and for stationery, presentations, Web sites, and invitations for the president, vice presidents, provost, chancellors, and trustees only. TYPOGRAPHY consistently applied typographic system supports the Indiana University Integrated Image Program. The program introduces a proprietary type font suggesting the strength and tradition of the university. It imparts a classic, yet welcoming tone to IU communications.

COLORS:

The use of carefully defined colors is critical to the new system. In addition to officially specified cream and crimson colors, recommended color palettes provide a range of options for development of official print and electronic communications.



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Logos for IU units will no longer be allowed. There are times when individual campuses, schools, or administrative units will want to create a theme for a special event, tour, season, or program. Care must be taken to distinguish when the graphic visual appears to be an "official" signature (or wordmark) and when it is a campaign theme's graphic element. Should your unit require a logo to be developed for a "them" or "campaign" you are required to contact the IU Northwest Office of Marketing and Communications for consultation and development of such a "logo".

In all cases, the formal IU signature should appear in a prominent location on marketing communications materials to promote an IU entity.

New IU Northwest Signatures

These marks are already being incorporated by the Office of Marketing and Communications for use in marketing materials and advertising effective immediately.



**INDIANA UNIVERSITY
NORTHWEST**



**INDIANA UNIVERSITY
NORTHWEST**

New RedHawk mascot

Distributed to the IU Northwest Office of Student Life and Athletics June 2006. The new mascot is slowly being integrated by the Office of Student Life in use on the website, student handbooks and other promotional items related to athletics.



Introduction to Signature System

The Indiana University signature system has been designed to facilitate consistent design and application of official identification. It includes both marks and typography.

The system offers horizontal and vertical configurations and a range of information hierarchy options, giving appropriate emphasis as required to meet specific needs. Through typography, the order of its presentation, and its relationship to the Block IU, the system provides a means for individual IU units to communicate critical information. It represents an effective way to address key audiences, all within a visually cohesive and unified structure.

Please note that the creation of other logos for units within IU is no longer allowed.



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New Signature / Word Marks – to be developed for all IU Northwest departments and academic units

Appearance of New Department/Academic Unit Signature

Vertical Signatures	Horizontal Signatures
 <p>INDIANA UNIVERSITY NORTHWEST</p> <hr/> <p>SCHOOL OF PUBLIC AND ENVIRONMENTAL AFFAIRS</p>	 <p>INDIANA UNIVERSITY NORTHWEST</p> <hr/> <p>SCHOOL OF PUBLIC AND ENVIRONMENTAL AFFAIRS</p>
 <p>SCHOOL OF BUSINESS AND ECONOMICS</p> <hr/> <p>INDIANA UNIVERSITY NORTHWEST</p>	 <p>SCHOOL OF BUSINESS AND ECONOMICS</p> <hr/> <p>INDIANA UNIVERSITY NORTHWEST</p>

Signature Requests

The Office of Marketing and Communications is developing all signatures for the IU Northwest campus.

The following items will need to be determined PRIOR to signature request for each department or academic unit requiring a new mark:

1. Identify two to three levels of information that need to be conveyed in your signature. Often these include a campus name, a school or administrative unit name, and a departmental or division name.
2. Identify the order in which you would like that information to be conveyed. That is, what information is to be presented in the primary, secondary, and tertiary fields. (See [style guide](#) pages 30, 32, and 33.)

Note: Each initial signature request will include a set of signatures with names displayed in hierarchical order. Signatures with names in a different order, consistent with the style guide, may be requested.
3. Understand how your unit is situated in the IU organization. You may be asked to answer questions about the campus(es) and/or school(s) where your unit resides, whether your unit is a division or a department, the exact and official spelling of your unit's name, etc.
4. Only official titles should be used in signatures (e.g., "Department of Psychology" instead of "Psychology Department").



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Future Use of the IU Seal Limited to Formal, Ceremonial Usage:

The Indiana University Seal dates back to 1820. In July of 1841, it was officially adopted by the trustees from a drawing taken from a minute book. Featuring an open book in the center of the sun and the motto "Lux et Veritas"—light and truth—the seal has since been used in virtually every aspect of IU communication, from limestone carvings to souvenirs and apparel. **The recommendation specifies that the seal be presented more sparingly than in the past. Overuse diminishes its importance and historical significance. This unique expression of Indiana University's purpose and tradition suggests that it is best reserved for officially sanctioned, formal, ceremonial occasions, and certain university executive uses.**

In all cases, the formal IU signature should appear in a prominent location on marketing communications materials to promote an IU entity.

A 98-page IU Identity Style Guideline has been developed to provide more detail on appropriate use of the new marks and IU seal. Visit:
<http://visualidentity.iu.edu/doc/manual101306.pdf>.

University-Wide Timeline of Deliverables for Signature Mark

- Revise the Integrated Image Web site.
 - Reorganize existing content to make it more user-friendly (October 15).
 - Finalize a permanent site for downloading campus and unit signature files (November 1).
 - Overhaul the site to accommodate new guidelines; offer an HTML-friendly version of the guidelines; etc. (March 15).
- Establish a new policy committee to address unique challenges (October 15).
- Accept new stationery and business card orders (October 15).
- Release campus personality tools (November).
- As requested, conduct campus/school workshops to articulate guidelines (October-December). Send your request to marcom@iun.edu.
- Apply new guidelines to major university-wide tools (January).
- Release the next iteration of the guidelines with IUPUI components (January).
- Overhaul the Licensing and Trademarks packet for external vendors (March 15).
- Address IU centers, institutes, auxiliaries, and co-branding opportunities.
- Full implementation (July 2007)

IU Northwest Specific Timeline of Deliverables and Next Steps

Office of Marketing and Communications

- October 9, 2006 Introduce Integrated Image Initiative to Cabinet.
- October 17, 2006 Present Integrated Image to Dean's Council.
- Oct./Nov. 2006 Discuss with individual units Integrated Image and assess signature needs.
- November 2006 (Mid) Submit requested list of IU Northwest department marks to Creative Services for development.
- December 2006 Submit proposal on web re-design
- Feb./Mar. 2007 Estimated delivery date for campus marks. Development of a campus-specific identity style guide
- July 1, 2007 All IU Northwest units to be in full compliance by July 1, 2007 in terms of appropriate signature marks and usage on letterhead and other stationary supplies.



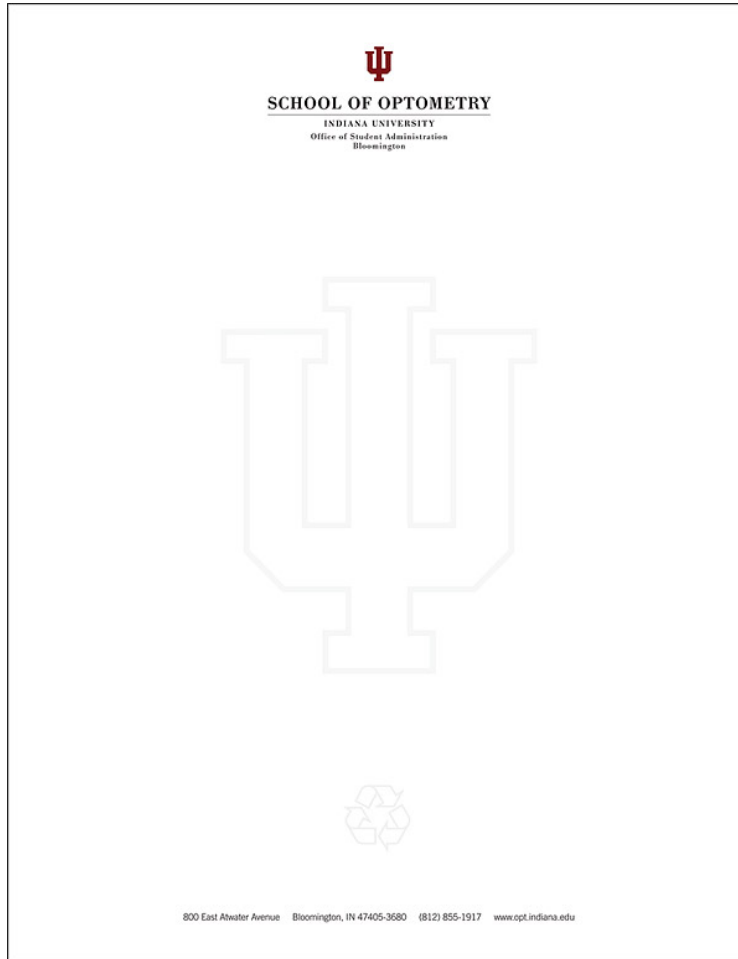
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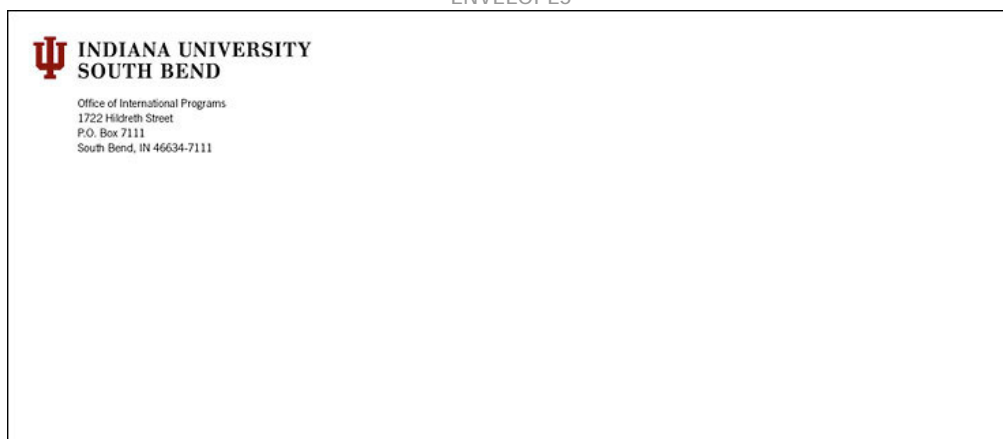
New Stationery

Indiana University stationery products bearing the new font and signature—including letterhead, business cards, and envelopes—are available now. All materials should be ordered from our preferred suppliers, [University Printing Services](#) at (812) 855-6072 for IU Bloomington and most other IU campuses, and [IKON Office Solutions for IUPUI](#).

LETTERHEAD



ENVELOPES






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Business Cards

Your school or department's business cards should clearly and concisely communicate each employee's job title, department, and Indiana University affiliation. Except for presidents, vice presidents, the provost, chancellors, and trustees, new business cards will not contain the IU Seal, which has been discontinued for non-official communications. Business cards usually contain the following information: the individual's name, job title, department or school, and campus address, as well as phone number, fax, personal e-mail, and unit e-mail if available. An appropriate Indiana University signature (Block IU combined with IU campus) should appear on business cards.

ONE-SIDED BUSINESS CARD

	James Doe <i>Associate Director</i>
	INDIANA UNIVERSITY

**SCHOOL OF HEALTH,
PHYSICAL EDUCATION, AND RECREATION**
Department of Recreation, Park, and Tourism Studies
Bloomington

HPER Building 333	(812) 855-0000 <i>phone</i>
Bloomington, IN 47405-7109	(812) 855-0001 <i>fax</i>
www.indiana.edu/~recpark	jdoe@indiana.edu

TWO-SIDED BUSINESS CARD


SCHOOL OF OPTOMETRY

INDIANA UNIVERSITY
Office of Student Administration
Bloomington

James A. Grey <i>Office Manager</i>	
800 E. Atwater Avenue	(812) 855-0000 <i>phone</i>
Bloomington, IN 47405-3680	(812) 855-0001 <i>voice mail</i>
www.opt.indiana.edu	(812) 855-0002 <i>fax</i>
	jgrey@indiana.edu



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Selected FAQ's

(view complete list of FAQs at <http://visualidentity.iu.edu/help/faq.shtml>)

Notes regarding IU Northwest are in red.

Many student groups are currently using the academic seal and other IU marks. What should they do to be in compliance with the new guidelines?

Student groups should do the following as soon as they make any new investments in materials:

1. Discontinue use of the academic seal. (Only permanent building insignias; diplomas; university ceremonies; and stationery, presentations, Web sites, and invitations for the president, vice presidents, provost, chancellors, and trustees will use the seal in the future.)
2. Student groups are not allowed to use the Block IU or signature mark. We are currently developing a standard signature for use by all student organizations.

Why can't all student groups use the official IU signature system?

Student groups are not official IU entities approved and directed by the Trustees of Indiana University, and therefore some of our external audiences will assume that an official signature means official sign-off on the collateral. For now, we are concentrating our efforts on official communications on behalf of Indiana University.

Can we use the approved RedHawk mascot in lieu of the Block IU?

You cannot do so on official stationery materials. These materials represent the official voice of Indiana University, and a mascot cannot replace the Block IU on those materials. Rather, a spirit mark is promotional and should appear only on promotional materials.

The new RedHawk mascot is not to be used on stationary or by any other unit other than Athletics. Usage of the RedHawk mascot must be approved by Marketing and Student Life for use outside of Athletics.

I'm a school dean and want to use my school crest or other affiliated mark (e.g., an association or accrediting mark) in conjunction with the Block IU. Can I do so?

You cannot do so at this time. The next iteration of the guidelines will address co-branding opportunities.

At IU Northwest this will affect a couple of academic units. The University is evaluating further whether academic units will be allowed to co-brand on their letterhead with accrediting organization logos.

When can my unit use the Block IU alone, without an official campus or unit signature?

Your unit is free to use the Block IU anytime, as long as you follow the guidelines at <http://visualidentity.iu.edu/>. In other words, the mark requires a certain amount of space around it, it cannot be altered in any way, it cannot be paired with other graphic elements, etc. Please note any usage of block IU or signature mark outside of normal stationary usage must be approved by the Office of Marketing and Communications. Visit http://www.iun.edu/~marcom/logo_request.shtml to complete the request form.

Due to the complexity of the new signature marks, and to protect its integrity and ensure proper use, any use of the IU Northwest logo must be approved and provided by the Office of Marketing and Communications. Moving forward this will include all event and program fliers, websites, and all promotional items such as pens, shirts, and pens, etc. (only exemption are the items sold in the IU Northwest Bookstore because they are working directly with the Licensing and Trademark division of IU for clothing and other trademarked items.)