About:
Indiana University is one of the oldest state universities in the Midwest. It was founded in 1820; only four years after Indiana achieved statehood, and has grown to include eight campuses. The residential campus at Bloomington and the urban campus at Indianapolis (IUPUI) are the largest.

- More than 80% of Indiana’s population lives within a 50-mile radius of an IU campus.
- With an enrollment of more than 115,000 students statewide, Indiana University is one of the largest universities in the United States.
- The University’s 600,000 plus alumni live in all 50 states and in 155 countries, and they are organized in 100+ alumni chapters.
- The University’s intercollegiate athletic teams compete in several conferences, including the Big Ten, the Kentucky Intercollegiate Athletic Conference, and the Summit League. The Hoosier athletic program on the Bloomington campus is the university’s largest, with more than 600 athletes competing on 24 varsity teams.

Overview:
The Office of Sponsorships, Licensing, and Trademarks is responsible for protection, promotion, licensing and use of trademarks, including various names, indicia, designs, symbols and identifiable properties associated with Indiana University and its campuses:

- Indiana University Bloomington
- Indiana University East
- Indiana University Purdue University Columbus
- Indiana University Purdue University Indianapolis
- Indiana University Kokomo
- Indiana University Northwest
- Indiana University South Bend
- Indiana University Southeast

*Please note that the Indiana Purdue Fort Wayne (IPFW) Campus is managed by Purdue University and Learfield Licensing Partners manage its licensing program.

IU Trademarks are protected under state, federal and international law, and their use is licensed through and controlled by the Office of Sponsorships, Licensing, and Trademarks to protect the brand and integrity of the University. It is the University’s policy to charge a royalty for the use of University trademarks on any items that are resold, at retail, for a fundraiser, or otherwise.

Licensing Process:
- ALL uses of Indiana University trademarks on products require licensing. This includes products sold at retail, promotional giveaways, sponsor giveaways, products for student organizations, etc. Artwork must be reviewed and approved by the IU Office of Sponsorships, Licensing, and Trademarks. Unlicensed vendors will not be authorized.
- The office will direct you to place a ® or ™ on IU trademarks when the artwork has been submitted.
- A royalty will be assessed on all products that are resold, including for fundraisers, or given away when not paid for with IU funds.
• All products, including giveaways, must display the CLP label.
• Please note that PMS-201c, crimson, is the only shade of “red” that will be authorized for use with IU trademarks. This includes the product itself or the imprint color.

**Indiana University Primary Colors:**

### Approved Madeira Thread Colors for IU’s Crimson:
- 910-1038 Rayon
- 911-1038 Rayon
- 918-1982 Polyneon
- 910-1238 Rayon
- 919-1982 Polyneon.

**Primary Colors for Promotional Items:**
Indiana University has designated Cream and Crimson as the school’s official colors. It is critical that these colors be used consistently to present a unified brand image. Only the exact Pantone colors will be authorized in the production of products bearing IU trademarks. In instances where IU Cream is impractical or unavailable, white may be used.

Promotional Items given away by IU Departments and Units or apparel purchased for staff use when representing IU in an official capacity/event should primarily be Crimson (PMS-201c), cream, white, gray or black to represent IU’s primary color ways.

**The Interlocking Block IU Logo:**
The Interlocking Block IU logo is Indiana University’s primary mark and used by 7 of its 8 campuses. IPFW is the only campus that does not use the logo as its primary identifier. It is important that the Interlocking Block IU logo is presented consistently. The following guidelines apply to all uses of the logo:

- The Interlocking Block IU Logo may only be presented in the following colors:
  - Crimson (PMS-201c equivalent only)
  - Cream or White
  - Black
  - Gray or Silver
  - Light Blue or Light Pink relating to Breast Cancer Awareness Products or baby products
  - IU’s Candy-Striped Design
  - IU Plaid
The integrity of the Interlocking Block IU logo must be maintained and as such cannot be altered in any way. The Interlocking Block IU Logo may be presented with or without an outline in a one color process, using any of IU’s primary colors. When the Interlocking Block IU is used on a graphic or patterned fabric, a free space must surround the logo and no other design elements may encroach into the immediate space surrounding or within the free space between the I and U.

When embroidering the Interlocking Block IU logo, the I must always break the U.

Words and designs related to Indiana University may be featured inside the Interlocking Block IU logo as long as they are contained within the mark itself.

Show older logos no longer permitted.

Legal Notices:
The use of the ® or ™ depends upon the product on which the trademark will be used. Please contact the Office of Sponsorships, Licensing, and Trademarks for up-to-date instructions on the proper use of these legal trademark designations. The ® or ™ should be displayed in the lower right hand corner of the marks in a small size as though to be barely visible. If use of the ® or ™ detracts from a design or seems overly repetitious, one of the following statements may be printed, beside or beneath the design, or on the product packing, in lieu of the ™ or ®:

- Produced by (licensee name) under license from the Indiana University Office of Licensing & Trademarks.
- Trademarks owned by the Trustees of Indiana University.
- Used under license by the Indiana University Office of Licensing & Trademarks.

The Seal:
The Indiana University seal is reserved for officially sanctioned uses; executive level stationery, legal and official documents, formal academic ceremonies and permanent building insignias. Use of the seal on commercial or promotional products must be approved in advance through the Office of Sponsorships, Licensing, and Trademarks.

IU Font and Hoosier Font:
Indiana University has designated three brand typefaces for official communication. They are:

- Benton Sans
- Georgia Pro
- Salvo Serif

The IU Font will still continue to be reserved for campus, school, department, and center signatures. Promotional products are NOT considered official communication; as such you may use the font of your choice on these products.

Indiana University has designated the Hoosier Font for athletic products and certain retail products. Please contact the IU Office of Licensing and Trademarks to discuss its use.

Guidelines for use of Indiana University Trademarks:

- IU trademarks may not be modified in any way or incorporated into the name or mark of another entity.
- IU trademarks may not be used in a manner that suggests or implies endorsement of another organization, company, product, service, political party or view, or religious belief or view.
- Indiana University marks may not be used in any way that discriminates or implies discrimination.
- IU trademarks cannot be used by private and/or corporate businesses in sale of commercial products or its advertising.
- IU trademarks cannot be incorporated into business telephone numbers, domain names or URLs.
- IU will not approve the use of its marks in conjunction with:
  - Alcohol products and brands
  - Controlled substances and brands
  - Tobacco products and tobacco brands
  - Weapons and weapons manufacturers
  - Adult entertainment companies
  - Gaming or Gambling
  - Products or services that may undermine the mission and academic standards of IU.
    - A current or former student athletes name, image or likeness.

Sponsorship guidelines:
- Indiana University does not endorse products or services.
- Promotional announcements for sponsors must be factual and specific to IU department or unit that is being sponsored. We ask that the sponsors define the nature of their association with IU by listing that they are a sponsor of IU the specific unit or department that they have engaged, and not list IU itself.
- Photographs of identifiable IU landmarks, buildings, statues, etc. which imply an endorsement of a product or service are not permissible.
- Indiana University trademarks must be separate and distinct from sponsors’ marks. Indiana University does not co-brand with sponsors.

The Sponsor can list:
- Name
- Address
- Phone or Fax
- Email
- Website
- Slogan
- Brand or Trade Name
- A value neutral description of products or services

The Sponsor cannot use:
- Qualitative Language (“highest quality”)
- Comparative Language (best in town”)
- Calls to Action (“go to ABC Retail Group”)
- Inducements (“you owe it to yourself”)
- Endorsements (“the official IU notebook”)

**IU Brand Guidelines:**
Indiana University recently updated its branding guidelines to strengthen the IU Brand through consistent use of images, messages, and trademarks. The IU Brand guidelines can be found at: [http://brand.iu.edu](http://brand.iu.edu). The guidelines continue to use the IU Signature System which provides a consistent design and application for official identification. The IU Signature System is meant to be used for official communication and can be used on commercial or promotional items if it fits. Commercial and promotional items are NOT considered official communication and therefore the IU Signature System does not have to be used on these types of items.

**Student Organizations at IU:**
Student organizations are not departments or administrative units of Indiana University. Officially recognized Self-governed student organizations who chose to use the Indiana University, IU or IUPUI name, must clearly indicate in their organization title, constitution, and paraphernalia that they are “at IU, at Indiana University, at IUPUI”, etc. the purpose of this distinction is to ensure that outside organizations that do interact with student organizations are aware that their dealings are with the club or organization and not with the University itself.

Refer to the Draft Student Organizations policy for more information: [http://policies.iu.edu/policies/categories/academic-faculty-students/academic-student-affairs/student-organizations.shtml](http://policies.iu.edu/policies/categories/academic-faculty-students/academic-student-affairs/student-organizations.shtml)

The Student Organization Marks and Style Guide can be found under the Related Information section of the Student Organization Policy.

Please note that all uses of Indiana University trademarks must be approved by the IU Office of Sponsorships, Licensing, and Trademarks. All products bearing IU Trademarks MUST be produced by a vendor licensed with IU. Permission will not be provided to an unlicensed vendor.

**CLPA Label:**
The Collegiate Licensed Properties Association (CLPA) is a nonprofit organization made up of colleges and universities who manage their own licensing programs or partner with Learfield Licensing Partners (LLP) for trademark managements services. These institutions have come together to launch the CLPA Authentication Program, which is designated to protect legitimate licensees from the production and sale of counterfeit products. Here are a few quick facts about the program:

- The CLPA offers a hangtag for apparel and two labels in small and standard size, that are Optically Variable Devices, or OVDs. This technology uses several imaging techniques built into one single image to create the high level of security found in our labels. Because of this new level of security, licensees will not be able to print their own CLPA labels.
Contact OpSec Security, Inc. at 717-293-4110 or email clap@opsecsecurity.com to order labels or hangtags. 
More information can be found at: http://www/clpa.us/

Sample trademarks 
Indiana University Trademarks licensed for commercial use:
- The Interlocking Block IU logo
- Indiana University
- Cream & Crimson
- Candy Striped Design
- Crean & Crimson
- Crimson Guard
- Grenadiers
- Grenadiers Full Body logo
- Indiana University Southeast Grenadiers
- Hoosiers
- Indiana
- Indiana Basketball
- Indiana Hoosiers
- Herron
- Herron School of Art & Design
- Hoosiers
- Hoosier Army
- Hoosier Nation
- Indiana University Jacobs School of Music
- Indiana University East Red Wolves design
- IUPUC (IUPUI Center)
- IUPUI
- IUPUI Jaguars
- IUPUI Jaguars design
- Jacobs School of Music
- Kelley School of Business
- Kelley
- Maurer School of Law
- Robert H. McKinney School of Law
- The Quarry
- Show Your Stripes