For more information about the campuses, visit their individual Web sites:

- Bloomington: www.iub.edu
- Indianapolis (IUPUI): www.iupui.edu
- Fort Wayne: www.ipfw.edu
- Gary (Northwest): www.iun.edu
- Kokomo: www.iuk.edu
- New Albany (Southeast): www.ius.edu
- Richmond (East): www.iue.edu
- South Bend: www.iusb.edu

The Office of Licensing and Trademarks

The Indiana University’s Office of Licensing and Trademarks is responsible for the protection, licensing, and use of trademarks, including various names, indicia, designs, and symbols, associated with Indiana University, including the following 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

Our trademarks are protected under state, federal, and international law, and their use is licensed through and controlled by the Office of Licensing and Trademarks to protect the integrity of the University. It is the University’s policy to charge a royalty for the use of University trademarks on commercial merchandise. The revenue that is generated through the licensing program provides funds for athletic programs and scholarships for all eight IU campuses.

While the Office of Licensing and Trademarks encourages originality and creativity in products that feature art from this packet, we remind our licensees that a concept sample of your product and the art you propose to use must be submitted to our office for approval before the manufacturing process.
IU 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 to the public. Only the exact Pantone colors will be authorized for production of commercial or promotional goods. In instances where IU Cream is impractical or unavailable, white may be used.

**Primary Colors**

- **IU Crimson**
  - Pantone© 201
  - C0 M100 Y63 K29

- **IU Cream**
  - Pantone© 9161
  - C7 M9 Y20 K0

- **Purdue Gold**
  - Pantone© 1245
  - C0 M28 Y100 K18

- **Black**
  - C0 M0 Y0 K100
The Block IU

Indiana University began using the Block IU in 2004. The Block IU can only be presented in one of the four ways shown on the left and must stand alone.

The block IU can not be modified in anyway or presented over, under, or inside of another mark. The block IU can only be presented in Crimson (PMS-201), Cream, or White. The only outline permitted around the block IU is a Cream or White outline on a Crimson block IU or a Crimson outline on a Cream or White block IU. Nothing can be placed inside the block IU. When the block IU is used, no other design elements can encroach into the immediate spacing surrounding, or within, the mark.

Examples of how the Block IU should never be presented:
Older Trademarks

Older Versions of the block IU that can no longer be used are shown to the left.

Please note that the size of the serifs at the top and bottom of the I and U are much thicker, or more square than our current version.
IUPUI Spirit Marks

Spirit Marks should be used when representing spirit and pride initiatives of the unit. They are not meant to be used in place of the IUPUI word mark as an official identifier for the campus.

The full value of the Spirit Marks as the secondary identifier of the campus can be sustained only if it is used correctly and consistently by all units at IUPUI. Download the appropriate graphic from the [Official Spirit Wordmarks Page](#).

Area of Isolation

For the logo to achieve maximum impact, it must be kept free from conflicting visual elements. The “area of isolation” is the minimum amount of free space that must surround the IUPUI identifying marks. Do not place type, photos, or any other elements within this space.

IUPUI Jaguar Head

The IUPUI word mark must always accompany the IUPUI Jaguar Head on all communications, signage, print, web, goods and services. The IUPUI Jaguar Head may never appear alone without the word mark IUPUI.
The Seal

The Indiana University seal is reserved for Trustee, Presidential, ceremonial, or commemorative use and is not designed for use on commercial or promotional products. Use of the seal on commercial or promotional products must be approved through the Office of Licensing and Trademarks.

Legal Notices

The use of ® or ™ depends upon the product on which the trademark will be used. Please contact the Office of Licensing and Trademarks for up-to-date instructions on the proper use of these legal notices. If use of the ® or ™ detracts from a design or seems overly repetitious, one of the following statements may be printed in lieu of the ® or ™:

- Produced by (licensee name) under license from Indiana University Office of Licensing and Trademarks.
- The above trademarks are owned by the Trustees of Indiana University.
- Used under license from Indiana University Office of Licensing and Trademarks.

One of these statements must be printed beside or beneath the design, close to the protected names or marks.

IU Font Family

Indiana University has designated several fonts for official communication. These fonts are not mandatory on commercial or promotional products. If an IU customer requests that the IU font to be used, Georgia or Franklin Gothic may serve as a substitute.
Guidelines for use of Indiana University Trademarks

Indiana University trademarks may not be modified in any way or incorporated into another name or mark.

Indiana University trademarks may not be used in any manner that suggests or implies Indiana University's endorsement of another organization, company, product, service, political party or view, or religious belief.

Indiana University's trademarks may not be used in any way that discriminates or implies discrimination against any person or group based on age, ancestry, belief, color, creed, disability, national origin, race, religion, sex, sexual orientation or veteran status, or in any other way that would be in violation of Indiana University's anti-discrimination policies or practices.

All uses of Indiana University's trademarks on commercial products shall incorporate the appropriate trademark designation symbols. Designs using Indiana University trademarks shall include ® or ™ dependent upon the international class the logo or word mark is registered.

Indiana University will not approve the use of its trademarks in conjunction with certain types of products. These include, but are not limited to:

- Alcohol and alcohol-related products
- Tobacco and tobacco-related products
- Illegal drug products
- Inherently dangerous products, including weapons, firearms or explosives
- Sexually suggestive products
- Products that are or depict racists, sexist, hateful, demeaning or degrading language or statements
- Products that use profanity
- Gambling-related products
- Products that contain statements impugning other universities
- Products that present an unacceptable risk of liability
- Products that are harmful to the mission or integrity of the institution
- Products that contain another entity's registered trademark, unless explicit written permission has been granted from that entity

Any and all uses of the names, numbers, and/or images of Indiana University student-athletes must comply with Indiana University policies and NCAA regulations.

University trademarks cannot be used by private and/or corporate businesses in the sale of commercial products or advertising.
Endorsements and Sponsorships

Endorsements can be mutually beneficial in business relationships, but they can also send a conflicting message to the marketplace regarding Indiana University’s name and reputation. To avoid misinterpretation, endorsements are discouraged. Use the following guidelines to determine when the use of Indiana University’s name, trademarks, and identifiable properties is allowable:

- Indiana University does not endorse products or services.
- The University Seal cannot be used in connection with promotional materials.
- Promotional announcements that identify a unit at Indiana University as a customer must be specific and accurate (ex. It is not “Indiana University” that is purchasing software, but the “Indiana University Accounts Payable Department”).
- Accurate statements which describe a fact but do not express an endorsement may be allowable with advance permission of the University official responsible for dealing with the vendor (ex. “The Indiana University Office of University Telecommunications is a client of X Technology Group”).
- Photographs of identifiable Indiana University landmarks, buildings, statues, etc. which imply an endorsement of a product or service are not permissible (ex. An advertisement for a new car parked in front of the Sample Gates).

- Sponsorships: When using another entity’s trademarks in conjunction with Indiana University for the purpose of a sponsorship, a statement must accompany the outside entity’s trademarks that define the nature of their association with the specific department or unit of the University (ex. Special Thanks to our Sponsor: ABC Retail Group).

  The Sponsor can use:
  - Name
  - Address
  - Phone
  - 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”)
Visual Identity Guidelines

Recently, Indiana University adopted Visual Identity Guidelines to strengthen the IU brand through consistent use of images, messages, and trademarks. While not all guidelines apply to commercial products, it is important that they are reviewed. Find the guidelines at www.visualidentity.iu.edu. As part of the guidelines, Indiana University’s names or trademarks should never be abbreviated or modified. Follow the guidelines below:

• Do not create an acronym out of any of the campus’ names. **Example:** IUSB should never be used. It should read IU South Bend or Indiana University South Bend. – The only exception to the rule is IUPUI, an officially recognized trademark of IU.

• Do not remove “University” from “Indiana” when referencing a campus. **Example:** Indiana Bloomington should never be used. It should read IU Bloomington or Indiana University Bloomington.

• Do not put a regional campus’ name in parenthesis after IU or Indiana University. **Example:** IU (Kokomo) Alumni should never be used. It should read IU Kokomo Alumni or Indiana University Kokomo Alumni.

• When using the acronym IU, do not put place a period (.) after the ‘i’ or ‘U’.

Student Organization Names

Per IU Legal Counsel, “Indiana University and IUPUI recognizes and supports the development of all student organizations. Student organizations are not departments or administrative units of Indiana University, and therefore we require all student groups who choose to use the Indiana University, IU, or IUPUI name to clearly indicate in their organizational title, construction, and paraphernalia that they are ‘at Indiana University or at IUPUI’.”

“The purpose of this distinction is to ensure that outside organizations that do not interact with student organizations are aware that their dealings are with the club or group and not with the University itself.

Student Organization Products

Only those student organizations which are officially recognized by The Student Activities Office may use University trademarks on commercial or promotional products. University trademarks on commercial or promotional products may only be used in conjunction with the student organization’s name and/or an event they are hosting. Any use of University trademarks by student organizations must adhere to University trademark guidelines. All commercial or promotional products bearing University trademarks must be produced by a University licensee and submitted to the Office of Licensing and Trademarks for review and approval.
Sample trademarks included on CD:

ψ INDIANA

IUPUI

Marks licensed for commercial use:

- Cream & Crimson
- Crean & Crimson
- Hoosiers
- Indiana
- Indiana Basketball
- Indiana Hoosiers
- The block IU
- Indiana University
- IUPUC
- IUPUI
- IUPUI Jaguars
- IUPUI Jaguars and Design
- Kelley School of Business
- Herron
- Herron School of Art & Design
- Indiana University East-Red Wolves & Design
- Indiana University Jacobs School of Music

*Please note “Indiana Basketball” and “Indiana Hoosiers” are registered trademarks of IU, and they require only one registration symbol.