



INDIANA UNIVERSITY
LICENSING AND TRADEMARKS

PROMOTIONAL PRODUCTS STYLE GUIDE

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IU: A great tradition

One of the world's foremost public institutions—and the epitome of the modern university—Indiana University was founded in 1820 and has multiple campuses around the state.

There are more than 740,000 living IU alumni in all 50 states and in 155 countries, and are organized in over 160 chapters and groups.



IU Bloomington Sample Gates

The Office of Licensing and Trademarks

Indiana University's Office of Licensing and Trademarks is responsible for the protection, licensing, and use of trademarks at IU. This includes various names, indicia, designs, and symbols associated with Indiana University's campuses, including:

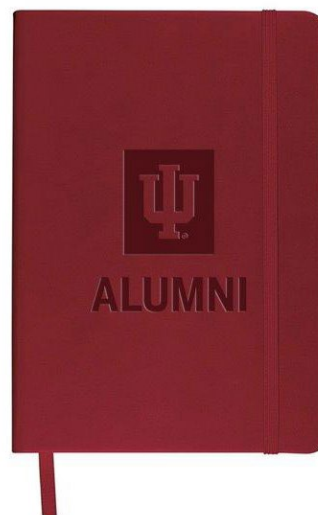
- Indiana University Bloomington (core campus)
- IUPUI (core campus)
- Indiana University East (regional campus)
- Indiana University Kokomo (regional campus)
- Indiana University Northwest (regional campus)
- Indiana University South Bend (regional campus)
- Indiana University Southeast (regional campus)
- IUPUC (IUPUI center)
- Indiana University Fort Wayne (IUPUI center)

Our trademarks are protected under federal and international law, and their use is licensed through and controlled by the Office of Licensing and Trademarks to protect the university.

It is IU's policy to charge a royalty for the use of university trademarks on products that are sold to anyone outside of the university or will be resold by IU for a profit (e.g., for a fundraiser). The revenue generated through the licensing program funds scholarships for IU's campuses.

Our promotional philosophy

Schools, departments, and units across the university produce promotional products—items bearing the Indiana University name and brand that are given away (free of charge) to promote IU. We have developed this guide as a resource so you have the knowledge and tools to work within IU’s brand guidelines when producing promotional items.



Let's put our best foot forward

It's important to make the best impression possible when promoting Indiana University—everything IU produces reflects back on the university's brand. Using high resolution art is a critical part of representing IU well.

Licensed promotional vendors have access to high resolution art through IU's licensing portal. University schools, departments, and units can also find a wide variety of resources on the IU Brand Guidelines website at brand.iu.edu.

Licensed vendors

The IU Purchasing department has negotiated contracts with specific licensed vendors for apparel and promotional product needs. IU units are required to use one of these vendors.

IU units should contact a vendor directly, and the vendor will send the art to Licensing and Trademarks for approval. The full list is located at <https://purchasing.iu.edu/contract/promotional/promotional.php>.

NOTE:

Refer to University Procurement Contracts policy FIN-PURCH-02.

The IU trident

The iconic IU trident is the foundational element of our visual identity. It is the unifying symbol that represents all IU campuses, schools, and units—without any text or other identifying elements.

It is important that the IU trident is presented consistently in the marketplace. The following guidelines apply to all uses of the IU trident on commercial or promotional products:

- The IU trident may only be presented in the following colors: crimson (PMS 201), white, grey, and black.
- The integrity of the IU trident must be maintained and, therefore, the trident cannot be altered in any way.
- When the trident is used on a graphic, free space must surround it and no other design elements may encroach into the immediate space surrounding the trident. Use a trident tab when appropriate.
- When the trident is embroidered, the I must always break the U.
- In the case of one-color imprint products, the trident tab should knock out the trident to reveal the product color below. For example: a black marketing lockup on a yellow highlighter would make the trident yellow.
- Non-traditional product colors will be reviewed on a case-by-case basis.

Individual unit logos are not permitted, refer to IU Marketing and Communication policy VPE-01 at <http://go.iu.edu/logopolicy>.

NOTE:

You should use only approved versions of the trident, including the trident as a stand-alone element, in the trident tab or extended tab, or as part of our lockups or marks.

Do not use old or altered versions of the trident.



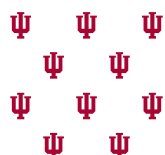
IU TRIDENT — PRIMARY

The IU trident is Indiana University's primary mark and is used by all of its campuses.



TRIDENT TAB

Similar to the stand-alone trident, the trident tab was created to give you an easy way to brand your products.



REPEATING TRIDENT PATTERN

The trident may be repeated in an offset pattern. Proper spacing around the trident must be maintained. It is not recommended to use the trident tab in a repeat pattern.

Campus and school marketing lockups

The university marketing lockups were created to provide a consistent and easily identifiable mark to identify your unit on any type of promotional item or marketing material.

For design flexibility, the lockup has horizontal and vertical options, and either black or white text depending on background image or color. The key is making sure the lockup is distinguishable and legible. Never alter or try to recreate the lockups. Create a lockup for your unit by using the lockup generator at vpcmapps.sitehost.iu.edu/lockup/create. Select your campus to begin the process.

The marketing lockups are the preferred way to promote your unit on promotional items.

HORIZONTAL LOCKUPS



VERTICAL LOCKUPS



LOCKUPS FOR NAMED SCHOOLS



Official signatures

The IU brand includes the traditional campus signatures that have identified Indiana University and its campuses for years. They should be used on formal materials, such as stationery, official documents, and ceremonial materials.



INDIANA UNIVERSITY



Using the Lockup vs. the Signature

The signature is appropriate on more formal items, such as a leather journal or stationary. The more informal lockup can be used on a wider variety of items, at a smaller scale with better legibility. **The signatures are only to be used infrequently, and on formal promotional items.**



Official signature



Marketing lockup

Official IU seal

The Indiana University seal is reserved for trustee, presidential, ceremonial, or commemorative use and is not designed for use on promotional products.

In general, the seal should not replace the trident. Any use of the seal requires prior approval from the Office of Licensing and Trademarks. Additional information about the IU seal is located at <https://iu.edu/brand/brand-expression/visual-language/logo-and-marks/official-seal.html>.



The anniversary mark system

Indiana University has developed a visual mark system for observing major anniversaries on all IU campuses.

The anniversary marks are the official identifying marks for all anniversary marketing materials.

ANNIVERSARY LOCKUPS



INDIANA UNIVERSITY
KOKOMO
1945–2020



SCHOOL OF DENTISTRY
1925–2020

NOTE:

Campuses and units are not permitted to create or use any other anniversary marks.

Contact the Office of Licensing & Trademarks for more information.



T-shirt



Ceramic mug

Primary colors

Cream and crimson are key components of the IU brand.

Crimson is the visual anchor and should be dominant in all licensed goods. **Crimson is the only shade of red that will be authorized on garment/product and imprint color.**

Although we think of our official colors as “cream and crimson,” white has been substituted for decades and is more consistent with our brand equity. In addition, cream doesn’t reproduce well in most executions.

CREAM

C0 M0 Y0 K0
HEX #EDEBEB

The item or imprint colors of promotional products given away by the university—or apparel purchased for employee use when representing IU in an official capacity or at an event—should be primarily:

- IU’s official crimson
- White (do not use cream)
- Black
- Gray

CRIMSON

PMS 201C
C0 M100 Y65 K34
HEX #990000

APPROVED MADEIRA THREAD COLORS FOR IU CRIMSON:



910-1038 Rayon
911-1038 Rayon



910-1238 Rayon



918-1982 Polyneon
919-1982 Polyneon

Using the lockup on various backgrounds



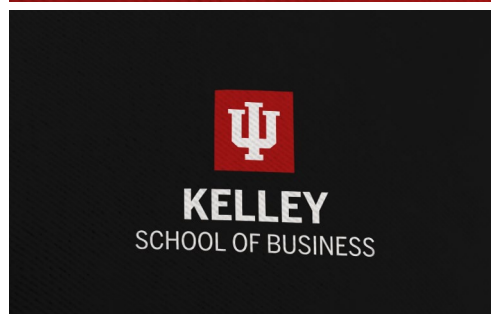
PRIMARY USAGE CRIMSON AND BLACK

The other primary option for the lockup is the crimson tab with white text for darker backgrounds and images.



ONE-COLOR LOCKUP

One-color lockups can be either white or black. The reversed-tab lockup can only be used when placed on a Crimson (PMS 201c) background or in black and white pieces. One-color lockups should not be all Crimson



CRIMSON AND WHITE ON BLACK

The crimson and white lockup is the preferred option on black.



STAINLESS STEEL

On stainless steel, use either the black and crimson lockup, or the black-only version.

NOTE:

The trademark designation symbol should be placed in the lower right-hand corner of the trademark we are protecting. Place it inside the tab when only the trident is the trademark.

Schools, departments, and units are not allowed to use acronyms.

Some promotional items, such as those using IU plaid and candy stripes, are considered premium products, and there are specific guidelines for producing them. If you are interested in a premium product, please contact the Office of Licensing and Trademarks at iulogo@iu.edu or 812-855-8830.

Embellishment processes



SCREENPRINTING

A printing method in which ink is forced onto a surface through a prepared screen of fine material to create a picture or pattern.



EMBROIDERY

The process of creating a design on any woven fabric with a needle using threads of silk, cotton, or other material.



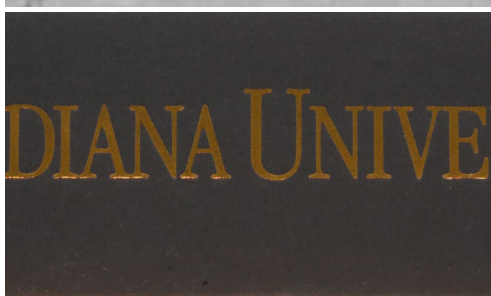
SUBLIMATION

A computer printing process which uses heat to transfer dye onto materials such as a plastic card, paper, or fabric.



ENGRAVING

The process or art of cutting or carving a design on a hard surface, especially to make a print.



EMBOSSING

The process of molding or carving a design on a surface so that it is raised above the surface in low relief.



DEBOSSING

A design sunken into the surface of a material.

IU fonts

IU uses three university-wide fonts—Benton Sans, Salvo Serif, and Georgia Pro—and one athletic font. These fonts should be used on any specialty item when you are creating text outside of the trident or the lockup.



BENTON SANS

Indiana University's official university-wide sans serif typeface



SALVO SERIF

Indiana University's official university-wide slab serif typeface



GEORGIA PRO

Indiana University's official university-wide serif typeface



HOOSIER BOLD

Indiana University's official athletics typeface. Reserved for athletic applications only.

Student organizations at IU

Self-governed student organizations (SGSO) are not departments or administrative units of Indiana University.

We encourage SGSOs on all IU campuses to use the official student organization mark on marketing materials and merchandise if they would like to include the IU trident. Use of this mark indicates that an organization is an official SGSO at IU.

The purpose of the SGSO marks is to ensure that outside organizations understand that their dealings are with the club or group and not with the University itself.

Definitions of each type of student organization can be found within Policy STU-01: <http://policies.iu.edu/policies/stu-01-student-organizations/index.html>.

Self-Governed Student Organizations (SGSOs)

Self-Governed Student Organizations (SGSOs) should reference themselves as “student organization name” at “campus name” (e.g., Chess Club at IUPUI).

Student organization marks containing the IU trident can be found within the “Related Information” of the student organization’s policy. Use of marks by an SGSO is limited to the student organization mark (which should not be modified) and the “student organization name” at “campus name.”

SGSOs are not permitted to use IU marks like Hoosier(s), Indiana, IU, or others in their organization name, events, or paraphernalia.

University Student Organizations (USOs)

USOs are treated as operating units of the university. They should use IU branding and follow the guidelines outlined on brand.iu.edu.

Nonregistered Organizations

Nonregistered groups should not use IU branding in their organization name, events, or paraphernalia.

SGSO marks

This mark is designed to be used with (not in place of) an SGSO's identifying graphics to indicate the organization's affiliation with Indiana University. SGSOs are not permitted to use a standalone IU trident, the trident tab, or marketing lockups in their graphics. In plain text, SGSOs may only indicate an association with IU in a locational sense (i.e. "Club at Indiana University").

Individuals should contact the student activities office on their campus for guidance on student organizations and their status. For more information on IU policies for student organizations, and to download the marks, visit <http://go.iu.edu/studentmarks>.

NOTE:

The marks come in PMS 201c, black, and white. There is one for each campus.



Legal notices

The ® or ™ should be displayed in the lower right-hand corner of the mark in a small size, as though barely legible. 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

Either the ® or ™ or one of these statements must be printed on the products or the product packaging.



THE REGISTRATION SYMBOL

The registration symbol is used to display exclusive federal trademark rights to a mark.



THE TRADEMARK SYMBOL

The trademark symbol is used when claiming trademark rights to a mark without a registration.



Guidelines for use of IU trademarks

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

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

IU's trademarks may not be used in any way that discriminates.

All uses of IU's trademarks on products should incorporate the appropriate trademark designation symbols. Designs using IU trademarks should include ® or ™ depending on how the logo or word mark is registered.

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

- Tobacco and tobacco-related products
- Gambling and gambling-related products
- Illegal drug products
- Inherently dangerous products, including weapons, firearms, or explosives
- Patches for sale
- Sexually suggestive products
- Products that contain racist, sexist, hateful, demeaning, or degrading language or sentiments (or depict these sentiments)
- Products that use profanity
- 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, images, and/or likeness of IU student-athletes must comply with IU NIL policies and NCAA or NAIA regulations.

All uses of University trademarks in connection with alcohol products require authorization from the Alcohol Sponsorship Review Committee, whose members shall be designated by the President.

University trademarks cannot be used by private and/or corporate businesses in their legal business name, website, domain names, phone numbers, marketing materials, or in the sale of commercial products or advertising.

IU trademarks

IU licenses certain marks for commercial use, and claims rights to certain iconic properties and campus structures.

The following trademarks are licensed for commercial use:

- IU Trident
- Candy Stripes
- Cream & Crimson
- Crimson Guard
- Go Big Red
- Herron
- Herron School of Art & Design
- Hoosier Army
- Hoosier Nation
- Hoosiers
- Indiana
- Indiana Basketball
- Indiana Hoosiers
- Indiana University
- Indiana University East
- Indiana University East Red Wolves and Design
- Indiana University Fort Wayne
- Indiana University Fort Wayne Red Foxes and Design
- Indiana University Jacobs School of Music
- Indiana University Kelley School of Business
- Indiana University Kokomo
- Indiana University Kokomo Cougars and Design
- Indiana University Maurer School of Law
- Indiana University McKinney School of Law
- Indiana University Northwest
- Indiana University Northwest Red Hawks and Design
- Indiana University South Bend

- Indiana University South Bend Titans and Design
- Indiana University Southeast
- Indiana University Southeast Grenadiers and Design
- IUPUC (IUPUI Center)
- IUPUC Crimson Pride and Design
- IUPUI
- IUPUI Jaguars and Design
- LEO
- Letters IU
- Plaid
- Script Indiana
- Show Your Stripes
- Vault Marks

IU claims rights to the IU candy stripe design and the IU plaid. IU claims rights to its identifiable properties, including, but not limited to:

- Bell Tower
- Dunn Meadow
- Dunn's Woods
- IU Natatorium
- IUPUI Campus Center
- IUPUI University Library
- Memorial Stadium
- Rose Well House
- Sample Gates
- Showalter Fountain
- Simon Skjodt Assembly Hall
- Student Building
- Student Union

Endorsements and sponsorships

Endorsements can be mutually beneficial in business relationships, but they can also send a conflicting message to the marketplace regarding IU’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 allowed:

- Indiana University does not endorse products or services.
- The Indiana University seal cannot be used in connection with sponsorships.
- Promotional announcements that identify a unit at Indiana University as a customer must be specific and accurate. For example, it is not “Indiana University” that is purchasing software, but the “Indiana University Accounts Payable Department.”
- Accurate statements that describe a fact but do not express an endorsement may be allowed with advance permission of the university official working with the vendor, along with IU’s Office of Licensing & Trademarks. For example, “The Indiana University (enter office name) is a client of (enter vendor name).”
- Photographs of identifiable IU landmarks, buildings, statues, etc., that imply an endorsement of a product or service are not allowed (e.g., an advertisement for a new car parked in front of the Sample Gates).
- 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. An example of this kind of statement is: “Special thanks to our sponsor, ABC Retail Group.”

Sponsors may use:

- Name
- Address
- Phone
- Fax
- Email
- Website
- Slogan
- Brand or trade name
- A value-neutral description of products or services

Sponsors may not 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”)