



INDIANA UNIVERSITY  
LICENSING & TRADEMARKS

# RETAIL 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.

## 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.

# 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.**

## CREAM

**C0 M0 Y0 K0**  
HEX #EDEBEB

For retail products, our primary colors are crimson and white. Do not use cream.

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.

## 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

# The IU trident

The iconic IU trident is the foundational element of our visual identity. 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 201c), 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, a 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.
- Light blue and pink may only be used on infant/toddler products, and pink may be used on products associated with Breast Cancer Awareness.



## IU TRIDENT — PRIMARY

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

### NOTE:

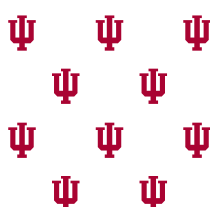
You should use only approved versions of the trident, including the trident as a stand-alone element, in the trident tab or extended tab, or as part of our lockups or marks.

Do not use old or altered versions of the trident.



## TRIDENT TAB

Similar to the stand-alone trident, the trident tab was created to provide an easy way to brand 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



One-color marketing lockups

The university marketing lockups were created to provide a consistent and easily identifiable mark for the university to be used on all materials, both on screen and in print.

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.

The signature is intended for official and formal communication and should only be used on products that fall within this category. (See page 9.)

When referencing an IU school or unit on a commercial product, the school or unit's marketing lockup should be the primary mark.

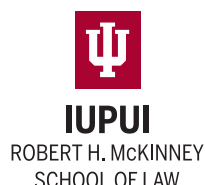
## HORIZONTAL LOCKUPS



## VERTICAL LOCKUPS



## LOCKUPS FOR NAMED SCHOOLS



### NOTE:

Contact our office with questions or requests for marketing lockups.

### 1. PRIMARY USAGE CRIMSON AND BLACK

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



### 2. ONE-COLOR LOCKUP

The one-color, reversed lockup can only be used when placed on a Crimson (PMS 201c) background or in black and white pieces. All other background colors will require review and approval on a case-by-case basis.

The trademark designation symbol should be placed in the lower right-hand corner of the trademark we are protecting. Place the trademark symbol inside the trident tab when using a marketing lockup.



### 3. CRIMSON AND WHITE ON BLACK

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



NOTE:

IUPUI and IUPUC have a specific acronym version of their marketing lockup. They are the only campuses that do. Schools, departments, and units are not allowed to use acronyms.



# 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



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

# Logo staging and free space (areas of isolation)

These examples show how to combine the IU trident with a graphic pattern.

Free space surrounds the logo and the design element does not appear within the space.

This mark is only intended to be used on products with a pattern or design element behind the logo.



# Improper use of the trident

The trident is the core of the IU identity.

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

Do not use old or altered versions of the trident, or any other brand marks, including the ones below.



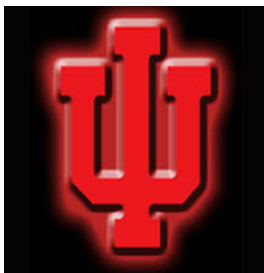
Do not use colors other than crimson, white, or black for the trident.



Do not add illustrations around or behind the trident.



Do not outline, emboss, or add a drop shadow to the trident.



Do not add a glow to the trident.  
Do not make it appear three-dimensional.



Do not put the trident in a box other than the trident tab.



Do not crop or otherwise obfuscate the trident.



Do not stretch or distort the trident.



Do not add a gradient or pattern to the trident.

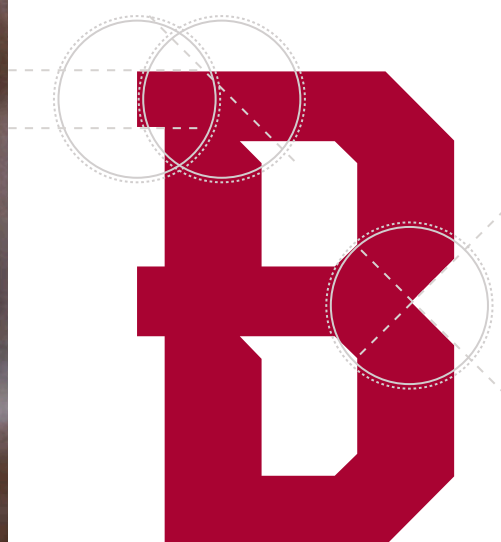
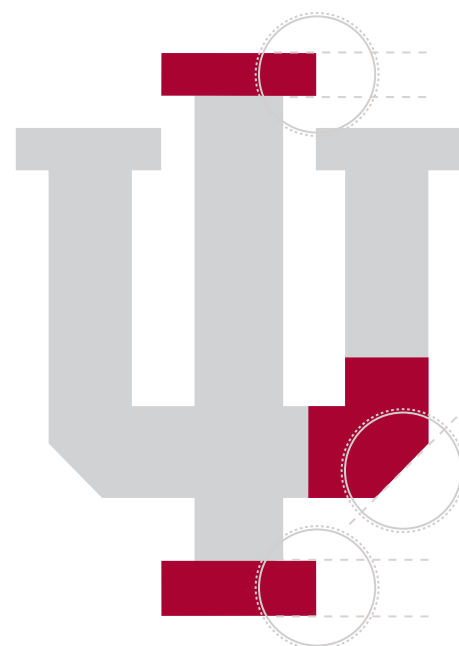
# IU fonts

## HOOSIER BOLD

Indiana University's preferred athletic-style font

Hoosier Bold is classic and spirited—ideal for conveying a collegiate feel on spirit gear.

Hoosier Bold evokes the IU trident's distinctive graphic characteristics, such as the 45-degree angle.



# Indiana

## Indiana Script

### IU Athletics' proprietary script typeface

Indiana Script is light, sleek, spirited, and based on the original "Script Indiana" (see page 14). For maximum effect, it should be used sparingly and strategically. It works best as a visual accent or paired with another font. Only IU Athletics and its partners in and outside the university should use Indiana Script in addition to retail items.

IU also uses three university-wide fonts—Benton Sans, Salvo Serif, and Georgia Pro.



## 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

# Script Indiana marks

IU Bloomington's most widely recognized spirit mark

Script Indiana is an official trademark that has been used for decades.



# Arched Indiana marks

The Indiana typographic treatment represents the core of collegiate gear.

IU has a set of standard arched Indiana marks that are approved and accessible online.



# Athletic spirit marks

Each IU campus has its own athletic spirit mark.

These marks should be used when representing intercollegiate athletics spirit and pride.

The art sheet for each IU campus provides detailed guidelines on how to use the athletic spirit marks.



# IU Bloomington athletic brand assets

The state graphic and student spirit marks convey the rich history and spirit of IU, symbolizing that, as a member of the IU family, you are part of something bigger than yourself.



## THE STATE GRAPHIC

The state graphic proclaims our status as Indiana's university. It appears on courts and fields, and can also be used on gear and accessories.

## Soccer spirit marks



## CRIMSON GUARD CREST

The Crimson Guard is the official student section at all IU sporting events except soccer.

## HOOSIER ARMY CREST

The Hoosier Army is the official fan club for IU men's soccer.



# IU Candy Stripes

## Big. Bold. Candy stripes.

The candy stripes can be used on all sorts of uniforms, apparel, merchandise, marketing materials, and facilities. As a guiding principle, always consider how large the stripes can be—we want them to be as big and bold as possible.

Please note that candy stripes are a premium mark with an increased royalty rate and require additional rights from the Office of Licensing and Trademarks to reproduce. IU owns a trade dress registration for the candy stripe design.

### EQUAL WIDTH, WITH EQUAL SPACING

Our stripes and the spaces between them are all the same width. This width sustains the integrity of the candy stripes and differentiates us from other brands that use stripes.

### CRIMSON AND WHITE

The candy stripes are always crimson and white. Don't apply gradients to them or make them any other colors.

### SIMPLE

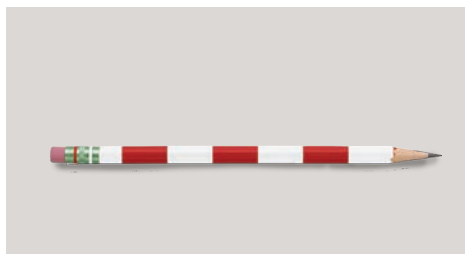
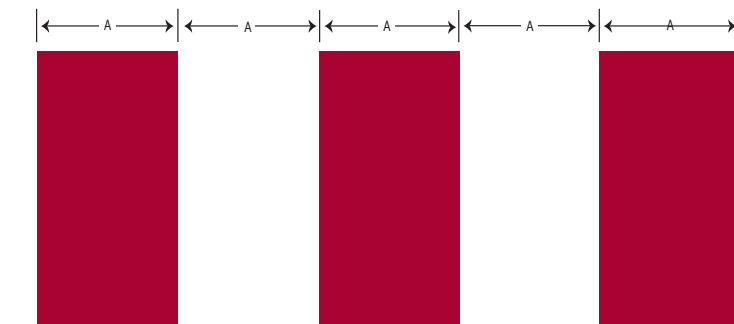
The stripes speak for themselves, so don't overdesign with them. Their simplicity is part of their effectiveness.

### VERTICAL

Our stripes are always vertical, like the original candy stripes and the IU trident. The stripes may be tilted slightly for use in facilities. They are never horizontal.

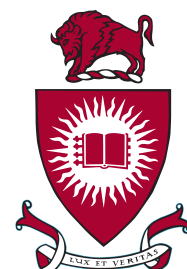
### CONTINUOUS

The candy stripes always fill a space, creating a field of stripes. The "space" varies from project to project—for example, it could be an entire wall, part of a poster, or a uniform sleeve.



# Vintage marks

Vintage is a premium category, and should not be used for production and product without express approval. Contact the Office of Licensing and Trademarks to request access to the full assortment of vintage marks.



NOTE:

The vintage marks are premium marks with an increased royalty rate and require additional rights from the Office of Licensing and Trademarks to reproduce.

## Official IU seal

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



# Plaid

## Indiana University has an official plaid design.

The official IU Plaid was created by the IU Student in Free Enterprise Group—an international nonprofit organization. The design by Linda Xiong, B.A./B.S. '12, was chosen out of 26 student-submitted entries. Nearly 8,000 online votes were cast in early 2012 to determine the winning design. A portion of the royalty proceeds from IU Plaid support student scholarships in the IU Apparel Merchandising and Interior Design Department.

When using IU's official plaid, there must always be free space around the trident so the plaid does not directly touch the trident. Additionally, the integrity of the design must stay intact—we do not allow the plaid to be stretched or distorted in any way. There is a primary design for hard goods and accessories as well as a "balanced" version for apparel with seams.

Please note that plaid is a premium product with an increased royalty rate that supports scholarships in IU's Apparel Merchandising and Interior Design Program.



### **"BALANCED" PLAID**

A "balanced" version of IU Plaid exists for apparel with seams.

# 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.



# 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

One of these statements must be printed on the product packaging.

When using a trident tab, the trademark designation symbol should be placed in the lower right-hand corner of the tab, as the trademark we are protecting is the IU trident. If the trident is embroidered, you can create a tone-on-tone ® or ™ within the tab.



## 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 likenesses 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 the following language:

- 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")



# 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.

**NOTE:**

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



## The mark

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.

# CLPA authentication

The Collegiate Licensed Properties Association (CLPA) is a nonprofit organization made up of colleges and universities who manage their own licensing programs for trademark management services.

These institutions have come together to launch the CLPA Authentication Program, which is designed to protect legitimate licensees from the onslaught of unlicensed and counterfeit products found in the market today. Licensees are required to affix a CLPA hang tag or label to each product. This helps us to guard against counterfeit merchandise and assure the consumers that the products they purchase are officially licensed.

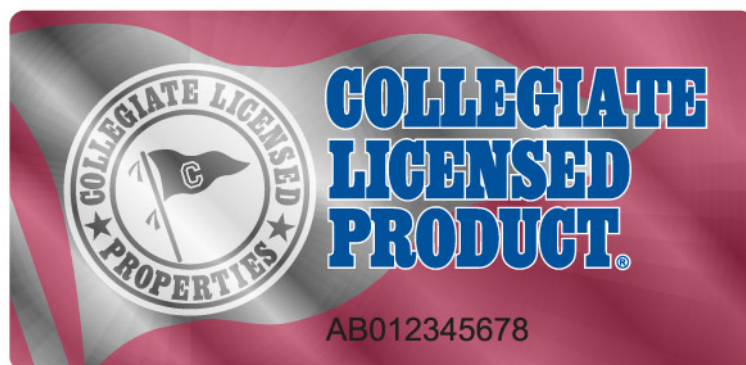
**Q: What kind of label/hangtag will be used in this program?**

A: The CLPA labels and hangtags 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.

**Q: What are the label/hangtag specifics?**

A: There are three different products:

1. The hangtag, designed ideally for apparel
2. The standard label, which should be used on all non apparel products (this label may also be adhered to existing hangtags, apparel products, and headwear)
3. The small label, which may be used only on gift and novelty items. Use of the small label requires written permission from the CLPA.



**Q: How do I order hangtags or labels?**

A: Contact BrandComply at 1-844-562-8263 or [clpaorders@octane5.com](mailto:clpaorders@octane5.com)

Download the full information packet at [www.clpa.us](http://www.clpa.us).