BRAND GUIDELINES

INDIANA STATE UNIVERSITY

CONTENTS

BRAND GUIDE PURPOSE

The brand guide is important because — when integrated correctly across departments — it ensures brand consistency throughout the university. Additionally, the brand guide functions as a resource for outside partners and teams that work with Indiana State University.

BRAND VOICE

POSITIONING AND MESSAGING

The brand guide is an important resource for all internal and external departments creating materials for Indiana State University. These guidelines apply towards all Indiana State messages and mediums; they are not confined to a specific marketing campaign or university department.

As you prepare to create any department- or campaign-specific materials, always refer to these brand guidelines first. If followed consistently and properly, they will help ensure your materials will accurately represent the Indiana State University brand.

BRAND STATEMENT

Brand positioning is a phrase that defines the unique impression we want to make in the minds of our target audiences. It's important, since it constantly helps shape perceptions of Indiana State University and creates preference/choice for the brand.

The following paragraph shouldn't be used verbatim, but marketing/communications efforts should draw on it for inspiration.

Indiana State University provides a transformative academic experience by prioritizing student achievement. We elevate the educational experience through a range of carefully crafted programs, each one focused on students' ultimate career success. We provide small class sizes and acclaimed professors who actively engage with students, in a campus environment that is supportive, stimulating, and inclusive. We also offer stipends for out-of-the-classroom learning, alongside countless extracurricular opportunities. In total, the Sycamore experience provides more opportunities for students to succeed — making us one of Indiana's most powerful economic forces.

KEY MESSAGES

Key messages should be benefit-focused and communicate "What's in it for me?" to the target audience. Depending on the audience and goal of the communication, any number of the following high-level key messages/benefits may be used.

FUTURE PROFESSIONAL SUCCESS
(empowering discovery and achievement)

SOCIAL/EMOTIONAL DEVELOPMENT
(life skills)

CONNECTED ENVIRONMENT
(resources to succeed)

LIFELONG FINANCIAL SECURITY
(ROI)

These messages should be accompanied by reasons to believe (facts and figures) to help support the communication. Each execution will likely feature different reasons to believe, based on the purpose of the piece.

TONE / PERSONALITY

The brand's tone is important to helping communicate the personality we want to express in our communications. Prospective students, donors, and faculty, as well as legislators, neighbors, and alumni, should all get a sense of "who we are" in the way that we speak as a university. Here are a few of the most important characteristics of our tone and personality.

WELCOMING
Providing a sense of community, where anyone can find their place. (We're academic, but not stuffy.)

SUPPORTIVE
Fostering an environment and structure to ensure student success. (We help all Sycamores reach their fullest potential.)

INSPIRING
Building a foundation for students to excel. (We'll help you push beyond what you thought possible.)

BOLD
Being confident in who we are and the benefits we offer. (Go Trees!)

PROGRESSIVE
Ever-evolving to anticipate and meet the needs of students and the state. (We were founded in 1865. But we live in the now.)

BRAND PROMISE

The brand promise is a simple statement, reflecting what our brand works to deliver. This is how we address the emotional needs of various audiences across every touchpoint. The brand promise is not a tagline. Rather, it's an internally-focused statement that acts as a north star for decision making, operations and communications. Another way to think of it is as Indiana State's, "WHY?" Why do we exist? How does our existence help make the world better?

Based on these needs, here's a phrase that serves us well:

CREATING CONNECTIONS THAT EMPOWER A LIFETIME OF ACHIEVEMENT

LOGOS

HIERARCHY SHIFT RATIONALE

Everybody at Indiana State University is on the same team. In order to heighten the university's visibility across channels, create brand unity, and ensure consistent messaging — Indiana State University should be at the top of internal or external statement. Nothing should take priority over the ISU name or mark; specific departments or campaigns can be listed as secondary mentions.

PRIMARY LOGOS

The term "logo" refers only to the Indiana State University leaf icon, coupled with the wordmark. It is a horizontal layout with stacked text.

INDIANA STATE UNIVERSITY

STACKED

INDIANA STATE UNIVERSITY

WORDMARKS

The wordmark refers to the standalone "Indiana State University" text — without the university leaf icon.

INDIANA STATE UNIVERSITY

INDIANA STATE UNIVERSITY

INDIANA STATE UNIVERSITY

INDIANA STATE UNIVERSITY

ICONS

The icons refer to the standalone leaf mark —without any text.

University Marketing must approve any leaf icon usage that deviates from the examples on this slide.

SCHOOLS

The hierarchy of logos for the Indiana State colleges requires that the Indiana State University workmark lives at the top of any additional college logo, without exception. Specific college mentions are listed directly below the university title, in Roboto Bold font.

In every execution, all programs should use the university or applicable college logo.

If your department, program or center is affiliated with a school, the school mark should be used as primary branding with the department, program or center name mentioned in only in typeset copy*.

Any existing department, program or center logos deviating from this structure should be discontinued.

*See example on pg 32

COLLEGE

VERTICAL

TREATMENT

INDIANA STATE UNIVERSITY
COLLEGE OF ARTS & SCIENCES

INDIANA STATE UNIVERSITY
BAYH COLLEGE OF EDUCATION

INDIANA STATE UNIVERSITY
SCOTT COLLEGE OF BUSINESS

INDIANA STATE UNIVERSITY
COLLEGE OF TECHNOLOGY

INDIANA STATE UNIVERSITY
UNIVERSITY COLLEGE

INDIANA STATE UNIVERSITY
COLLEGE OF HEALTH & HUMAN SERVICES

INDIANA STATE UNIVERSITY
HONORS COLLEGE

SCHOOLS

Only use the horizontal version of a college logo when the vertical version doesn't fit the layout of a page or project.

COLLEGE

HORIZONTAL

TREATMENT

INDIANA STATE UNIVERSITY
COLLEGE OF ARTS & SCIENCES

INDIANA STATE UNIVERSITY
SCOTT COLLEGE OF BUSINESS

INDIANA STATE UNIVERSITY
BAYH COLLEGE OF EDUCATION

INDIANA STATE UNIVERSITY
COLLEGE OF TECHNOLOGY

INDIANA STATE UNIVERSITY
COLLEGE OF HEALTH AND HUMAN SERVICES

INDIANA STATE UNIVERSITY
HONORS COLLEGE

INDIANA STATE UNIVERSITY
UNIVERSITY COLLEGE

GROUPS & PROGRAMS IDENTIFIERS

Only top-level colleges qualify for an official co-brand.

These area do NOT qualify for a co-brand:

- Specific programs/majors

- Administrative departments

- Groups and clubs

- Support services that live within a college/unit
  (these entities should use their college/department co-brand)

Fonts for typesetting your organization's name:

ITC Lubalin Graph St Bold @ 100%

Roboto Bold @ 2/3rds or 66% Size

Secondary imprint areas should be utilized if you wish to include an admin area as part of an apparel order
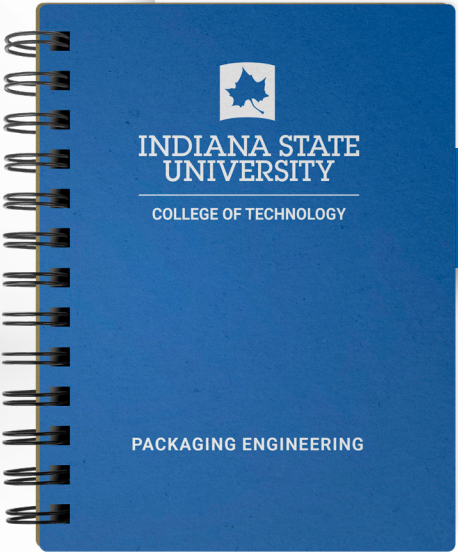
See examples on pages 18 & 19

INDIANA STATE
PUBLIC LANDS & RECREATION ADMINISTRATION PROGRAM

INDIANA STATE
STUDENT AFFAIRS

CREATIVE EXAMPLES - GROUP & PROGRAM IDENTIFIERS

For group and program identifiers on printed collateral and merchandise, the logo should appear in a separate location – such as an opposite corner on a letterhead, or an opposite chest print location, as in this shirt example.

INDIANA STATE
STUDENT AFFAIRS

This is an example of an organizational letterhead. This is an example of an organizational letterhead. This is an example of an organizational letterhead. This is an example of an organizational letterhead. This is an example of an organizational letterhead. This is an example of an organizational letterhead. This is an example of an organizational letterhead. This is an example of an organizational letterhead. This is an example of an organizational letterhead.

INDIANA STATE
PUBLIC LANDS & RECREATION
ADMINISTRATION PROGRAM

INDIANA STATE
UNIVERSITY

INDIANA STATE
PUBLIC LANDS & RECREATION
ADMINISTRATION PROGRAM

INDIANA STATE
UNIVERSITY

INDIANA STATE
UNIVERSITY
COLLEGE OF TECHNOLOGY

PACKAGING ENGINEERING

INDIANA STATE UNIVERSITY   SCHOOL OF MUSIC

CREATIVE EXAMPLES - GROUP & PROGRAM IDENTIFIERS

When there is space for only **one** logo, use the Indiana State University logo **or** the relevant College or Department logo.

When there is space for **two** logos/ wordmarks, use either the Indiana State University logo **or** the relevant College logo and the School or Department name.

If using **only** the name of the program or department, the leaf cannot be used in direct proximity with that program or department name. Position the leaf in a **separate location** on the item (reverse side, opposite sleeve, etc.)

LOGO USAGE

The most important thing to remember when using the Indiana State University logo is that there needs to be an equal amount of clear space around the entire logo, no matter where it is positioned.

INDIANA STATE UNIVERSITY

MINIMUM LOGO SIZES

INDIANA STATE UNIVERSITY

2" INCHES WIDTH IN PRINT
OR 192 PIXELS ON A SCREEN

.375" INCHES WIDTH IN PRINT
OR 27 PIXELS ON A SCREEN

INDIANA STATE UNIVERSITY

2" INCHES WIDTH IN PRINT
OR 192 PIXELS ON A SCREEN

LOGO RULES

DO NOT skew or stretch the logo's proportions.

DO NOT use the logo in any other colors than the royal blue, black, or white.

DO NOT use any effects on the logo that distract or make it illegible.

DO NOT use low resolution versions of the logo.

DO NOT rearrange any elements of the logo.

POLITICAL SCIENCE | LAND USE CLUB

DO NOT add your organization or club's name directly adjacent to the logo as if it is its own combined logo.

BACKGROUNDS

Logo usage needs to be as clear as possible. The logo and the background color should have a high contrast between colors, such as dark blue on a light color or white, to ensure that it remains visible and legible across all sizes and mediums.

Use the logo on high contrast, simple backgrounds/textures.

Don't use the logo on similar colored backgrounds/textures.

Use the logo on high contrast, simple areas of photos.

Don't use the logo near/on faces or important parts of photos.

ADDITIONAL MARKS

Only the advancement departments that own these particular logos may use them, and only for promotional campaign purposes.

ATHLETICS

The athletics brand is only for use with athletics marketing initiatives. For more information on the use cases for this mark, please visit CLICK HERE.

SYCAMORE SAM

Sam can be used by any university marketing efforts but should be prioritized for spirit events and community/outreach inititives. For more information on the use cases for this mark, please visit CLICK HERE.

UNIVERSITY SEAL

The seal may only be used for President's Society, the Office of the President, and the Board of Trustees. The seal is used for invitations, note cards, etc.

CAMPAIGN INITIATIVES

The logos displayed here can only be used by the advancement departments that own them for promotional campaign purposes.

BE SO BOLD

This logo is only for Be So Bold initiatives and materials. For more information on specific use cases, please visit CLICK HERE.

GIVE TO BLUE DAY

This logo is only for Give to Blue Day initiatives and materials. For more information on specific use cases, please visit CLICK HERE.

SOCIAL MEDIA

These icons have been created specifically for social media. Their sizes and spacing fit the profile dimensions and will appear clearly across mobile and desktop devises.

The only Indiana State University icons that have been approved for social media profiles are on this page.

PRIMARY PROFILE

SECONDARY PROFILE

ATHLETICS

BRAND ELEMENTS

SHORT-FORM TYPOGRAPHY

The primary Indiana State University font for headlines is Lubalin Bold. When possible, enter headlines as all caps on university materials.

Lubalin Regular font is used for subheads. Subheads should be written in proper case.

Any fonts beyond Lubalin Bold and Regular that have been used in the past are no longer approved. This is to create brand consistency across messages.

HEADLINE // LUBALIN BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890():;/

SUBHEAD // LUBALIN REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890():;/

SAMPLE HEADLINE TREATMENT

BE INSPIRED.
NOT OVERLOOKED.

LONG-FORM TYPOGRAPHY

Longer copy that is not a headline or subhead should use Roboto Bold and Roboto Light. Any fonts that have been used in the past are no longer approved. This is to create brand consistency with a more universally available typeface.

INTRODUCTION COPY // ROBOTO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890():;/

BODY COPY // ROBOTO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890():;/

SAMPLE BODY COPY TREATMENT

WELCOME TO INDIANA STATE UNIVERSITY

Lorem ipsum dolar sit amet consectetur adipicising elut. Lorem ipsum dolar sit amet consectetur adipicising elut. Lorem ipsum dolar sit amet consectetur adipicising elut. Lorem ipsum dolar sit amet consectetur adipicising elut.

COPY GUIDELINES

The Indiana State University name should always fall on one line, and not be separated into two or more.

Only use abbreviations like "State" and "ISU" after "Indiana State University" has been listed on the visual or page. Opt for "State" over "ISU" when possible.

WELCOME TO INDIANA STATE UNIVERSITY

Welcome! Lorem ispum dolar sit Indiana State University amet consectetur adipicising elut. State lorem ipsum dolar sit amet consectetur adipicising elut. Lorem ipsum dolar sit amet consectetur adipicising elut. ISU lorem ipsum dolar sit amet consectetur adipicising elut.

PRIMARY COLORS

These are the only colors that should be used within Indiana State University materials. This ensures that there is clear brand recognition across the board.

When possible, use the Royal Blue and Light Blue colors. Dark Blue and Robin's Egg Blue are available when necessary, for additional accents or the stripe graphic.

ROYAL BLUE

RGB	0, 102, 179
CMYK	100, 60, 0, 0
HEX	003DA7
PANTONE	293c

LIGHT BLUE

RGB	0, 191, 243
CMYK	72, 0, 0, 0
HEX	00bff3
PANTONE	298c

DARK BLUE

RGB	22, 50, 92
CMYK	100, 85, 35, 30
HEX	00386B
PANTONE	295c

ROBIN'S EGG BLUE

RGB	135, 211, 225
CMYK	44, 11, 0, 0
HEX	66CCCC
PANTONE	3105c

WHITE

RGB	255, 255, 255
CMYK	0, 0, 0, 0
HEX	FFFFFF
PANTONE	WHITE

GRAY

RGB	110, 99, 89
CMYK	52, 53, 59, 24
HEX	716258
PANTONE	Warm Gray 11

ICONOGRAPHY

This is not an official full set of available icons, but rather a stylistic representation of what should be used.

Note the clean and even lines with rounded endpoints. These icons are a bolder and simpler update from what has been used previously.
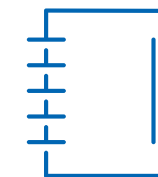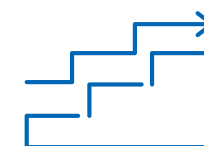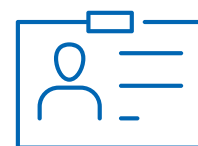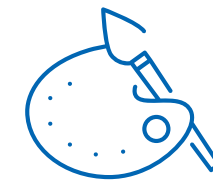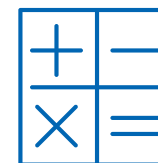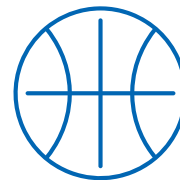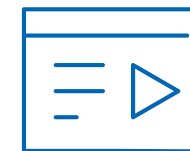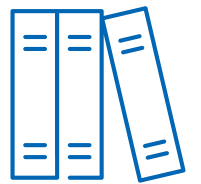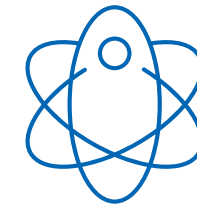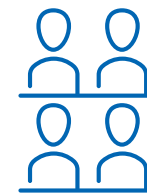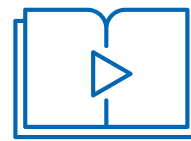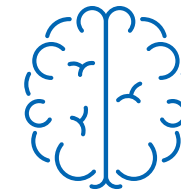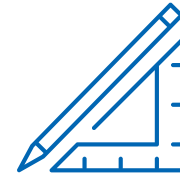
PHOTOGRAPHY

Here's what to prioritize when it comes to photography.

WIDE SHOTS
Avoid fake emotions and capture an honest scene with vibrancy.

EMOTION
Show people in their element, doing what they love.

NO BLACK & WHITE
Use full color, except when materials are printed in black and white or a single color.

NO COLOR OVERLAYS
Do not use added effects; the photography should be natural and genuine.

AUTHENTIC
For brand-related marketing, capture natural images of people in the moment, just being Sycamores. For certain approved campaign-related elements, subjects may make eye contact with the camera, but this should be only in rare instances.

STRIPES

There are two striped pattern design available for use as design elements or background patterns: Striped and Argyle.

These patterns should only be used in their horizontal orientation. Do not rotate them or use them vertically.

Be mindful of legibility of type when it is placed over the stripes..

STRIPED

ARGYLE

FOR QUESTIONS OR ASSISTANCE, CONTACT: BRAND@INDSTATE.EDU