

IUAA LOGO GUIDE

SIGNATURE

This is the **formal** corporate logo for the IUAA. Due to the font serifs it may not reproduce well in small sizes and on some physical objects. It uses a custom IU font (note that the top left of the N does not include the expected serif).



INDIANA UNIVERSITY
ALUMNI ASSOCIATION

LOCKUP

This is the **informal** logo for the IUAA. It features a tab around the trident and a sans-serif font that is more legible and flexible than the official signature.



INDIANA UNIVERSITY
ALUMNI ASSOCIATION

MERCH MARKS

This is a simplified merchandise when physical production may limit the detail or color options available. Because this is only used on physical objects it must include the TM or [®] with it. The tab version is used on dark backgrounds.



USAGE GUIDANCE

SIGNATURE

While do have some formal gift occasions where using the IUAA signature might be appropriate, like a gift for the Board of Managers. It doesn't reproduce well – use with discretion.

LOCKUP

We typically use the lockup on stationary (letterhead, envelopes), nametags, or on screens. We rarely use it on merchandise. Exceptions might include situations where identifying with the IUAA is important, such as a staff jacket worn at events.

MERCH MARK

Most of the time, when dealing with merchandise for events, use the merch mark. It works well at many sizes that the other marks do not.



RESTRICTED ITEMS

ATHLETICS

IU athletics utilizes special fonts and designs in their uniforms and promotional materials. These marks/fonts should only be used in cases where the IUAA is working with the athletic department on a joint project. For example, a football bowl game event.

Indiana

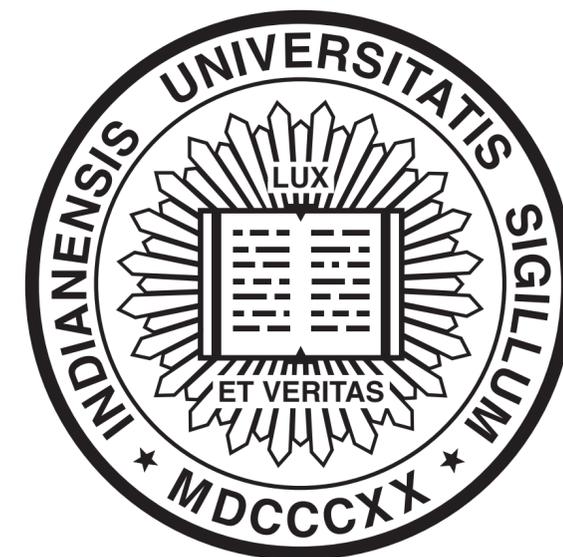
HOOSIER BOLD

Indiana Script



CEREMONIAL

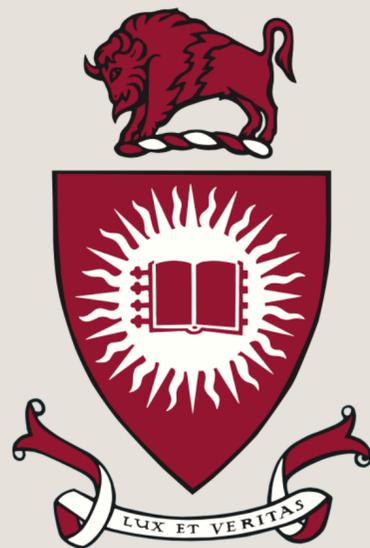
The IU seal is restricted to use by the president's office and other high-level ceremonial awards. The IUAA's Distinguished Alumni Service Award would fit into this category.



RETAIL ONLY

VINTAGE

IU logos and designs from IU's history are considered for select premium products by IU Licensing. These designs are unavailable for IUAA promotional products and materials.



IU PLAID

IU Plaid is a student designed pattern used on retail products by IU Licensing. A portion of the royalties is directed to scholarship funds in the Apparel Merchandising and Interior Design program so it is not for use by the IUAA.



COLORS AND FONTS



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This is Benton Sans.
It has a variety of widths
and **weights.**

This is Georgia Pro.
It has a variety of
weights.

MERCHANDISE DETAILS

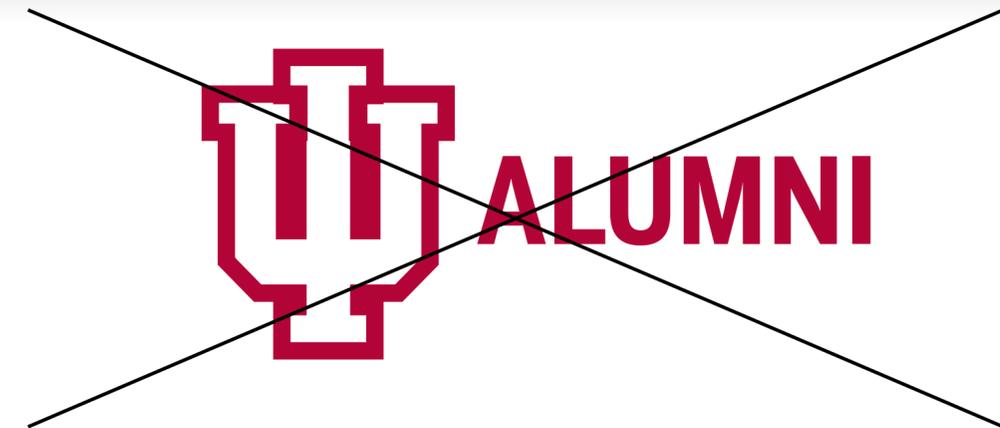
LEGAL

Merchandise using the trident must have the trademark or registered trademark symbol. In most cases it will be “TM” but IU Licensing can provide guidance.



OUTLINED TRIDENT

We do not use the outlined trident with “Alumni” next to it. We only use a solid trident.



CONSIDERATIONS

Keep in mind the physical properties of the merchandise when considering the logo to utilize. Small sizes and less forgiving material can cause loss of detail in the mark.



PLEASE... DON'T

BRAND INTEGRITY

Help maintain IU's brand integrity and do not use any of these inconsistent versions of the IU trident.



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.



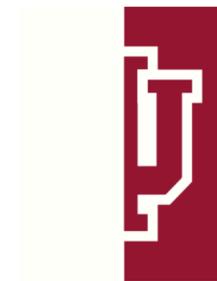
Do not use the retired trademarks.



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 or extended 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.