



INDIANA

DEPARTMENT OF INTERCOLLEGIATE ATHLETICS

BRAND AND UNIFORM GUIDELINES



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WE HAVE A STORY TO TELL.

It's an impressive story. A story of spirit, tradition, innovation, hard work, and success.

It started in 1867 with baseball. It includes joining the Big Ten in 1899, 25 national team titles, dynasties in men's swimming and diving and women's tennis, five national championships and the last undefeated men's basketball team, the country's preeminent men's soccer program, scores of NCAA individual champions, the Student-Athlete Bill of Rights, 55 Olympic gold medals, and four Rhodes Scholars.

We're tried and true, and our story is worth telling well.

This book will help you do that. It will help you understand the IU brand, see the connections between the brand and IU Athletics, and master how to consistently and successfully tell our story.

Who needs this book?

You do.

You'll be particularly interested in this if you're involved with marketing and communications at IU Athletics.

But even if you're not, you're a member of the IU Athletics community. This is your story, too. You need to know what our story is and how to tell it.

This book will also be a valuable resource for the outside vendors and suppliers whose uniforms, apparel, and graphics contribute to our story.



You will discover:

Our story

A library of graphic elements designed specifically for IU Athletics

What IU's brand is and how IU Athletics embodies it

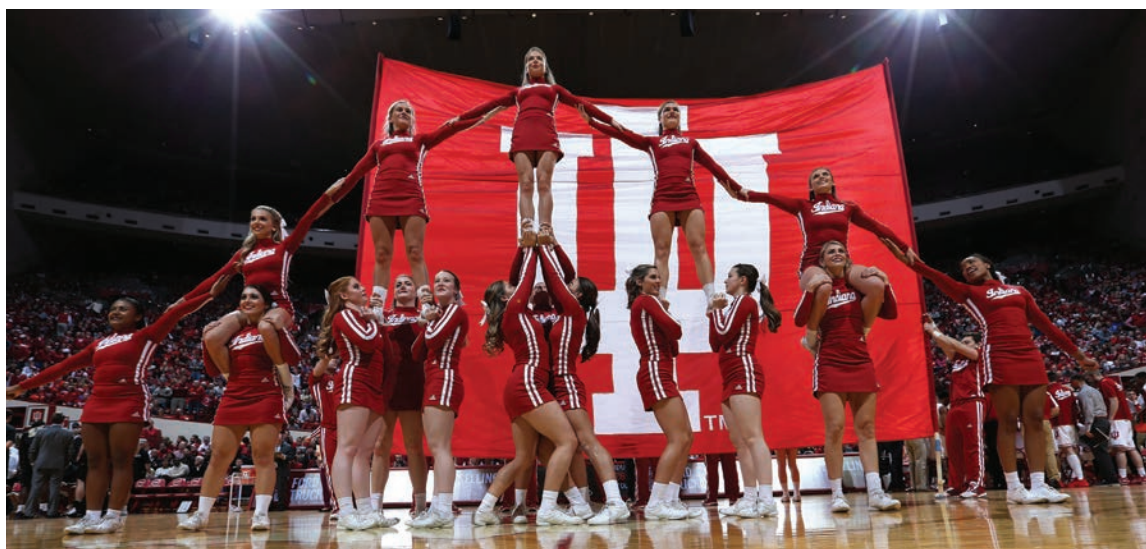
How to apply who we are to our uniforms

How to use the IU trident and marketing lockups

The variety of marks you can use, including team/sport and spirit marks

Visual design rules and guidelines that will help you throughout a project, including what colors and fonts to use

Assets and tips for telling our story using social media, video, and our facilities





**THE SPIRIT OF INDIANA IN
ATHLETICS MUST BE THE
SPIRIT OF THE TEAM.”**

Indiana Creed of Sportsmanship

Who we are wins championships

When we tell the IU Athletics story as a team, we help our sports win championships. Recruits identify with our story, connect with our coaches, and choose to become Hoosiers. Fans buy tickets, support our students, and intimidate our opponents. Donors fund our scholarships and campaigns. Telling our story in the best, most compelling way possible affects every aspect of what we do.

Our story unites us and helps us,
our students, and our fans work
toward a common goal: **victory.**

OUR STUDENTS AND TEAMS SET GOALS EVERY DAY. THIS BOOK'S GOALS ARE TO:

- Create consistency across projects, mediums, and sports
- Assist with marketing materials, uniforms, and other aspects of our work
- Leverage the IU brand to benefit Athletics, and vice versa
- Give you a variety of tools and help you use them
- Simplify the decisions you have to make so you can use your talents for greatest impact



OUR STORY

Before we can share our story, we have to know what it is and who we are.

This section will help you understand that, and see how it has been shaped by the “Indiana Creed of Sportsmanship” and “The Spirit of Indiana: 24 Sports, One Team.” These two creeds, one nearly 100 years old and the other from just the last few years, are the twin pillars of our story.

You’ll also explore our long history of innovation, which has made us a leader in intercollegiate athletics.

Then, as the book goes on, you’ll learn how you can use the IU brand and elements that are special to IU Athletics to bring our story to life.

INDIANA CREED

of Sportsmanship

The spirit of Indiana in athletics must be the spirit of the team.

The team must be competitive in spirit and have the will to win
over and above the will to star.

Give us teams, and the stars will be found in the group.

Give us teams, and championships will take care
of themselves.

Give us teams with a fighting spirit, and cooperation and
harmony will of necessity ever be present.

Give us teams, and our own will march behind you and our foes
will respect you.

Without this spirit of the team and this goal of school above
self, we fail miserably—not only here in our sports life, but in
the world of business and society after we leave this campus,
though we occasionally star.

With it—we exemplify the true spirit of Indiana in athletics and
earn the victory we so richly deserve.

“The Spirit of Indiana” was Indiana University’s theme for 1925, the year the original Memorial Stadium opened. As part of the year’s festivities, future IU trustee John S. Hastings, LL.B. 1924, wrote the “Indiana Creed of Sportsmanship.” It is a tribute to team over self.

This version of the creed has been modernized to represent all genders.

THE SPIRIT OF **INDIANA**

24
SPORTS
ONE
TEAM

IMPACTING LIVES. CHANGING THE WORLD.

We are able people of integrity who play by the rules.

We are well in mind, body, and spirit.

We reach our highest academic potential and earn Indiana University degrees.

We reach our highest athletic potential and win championships.

We are unselfish leaders and teammates.

We represent Indiana University with passion, appreciation, respect,
and distinction.

We are positive, responsible, inclusive, and integrated with our University.

We are a part of something bigger than ourselves.



In 2010, we unveiled another creed in the great tradition of the “Indiana Creed of Sportsmanship.” “The Spirit of Indiana: 24 Sports, One Team” is our touchstone. It’s our standard for setting priorities, allocating resources, and making decisions. It’s both who we are and who we aspire to be.

WHO WE ARE

WE ARE SMART.

We are one of the top public research universities in the world. We are students in all aspects of our lives—always learning. We earn Indiana University degrees.

WE ARE INCLUSIVE.

We are all Hoosiers. Our differences don't change that—and in fact, they make us stronger. We are committed to diversity and inclusivity, especially regarding race, sexual orientation, religious affiliation, and gender identity.

WE ARE THE SPIRIT OF INDIANA.

As the state's flagship university, we proudly and enthusiastically represent all of Indiana. We excite Hoosiers and thrive on their energy.

WE ARE FAIR.

We know and play by the rules. We are good sports who treat each other and our officials, competitors, and fans with respect.

WE ARE INNOVATIVE.

We're never satisfied with the status quo. Whether it's breaking the Big Ten basketball color barrier or introducing the Student-Athlete Bill of Rights, we are constantly blazing new trails and setting new trends.

WE ARE TENACIOUS.

We compete. Hard. We don't give up, because we know that nothing worth earning is earned easily. We are never daunted.

WE ARE PROUD.

We embrace our traditions, and we have a great respect for our storied past. We take pride in our achievements and those of Indiana University.

WE ARE EXCELLENT.

We are driven to be the absolute best we can be, as leaders and as teammates. And we earn impressive results.

WE ARE CHAMPIONS.



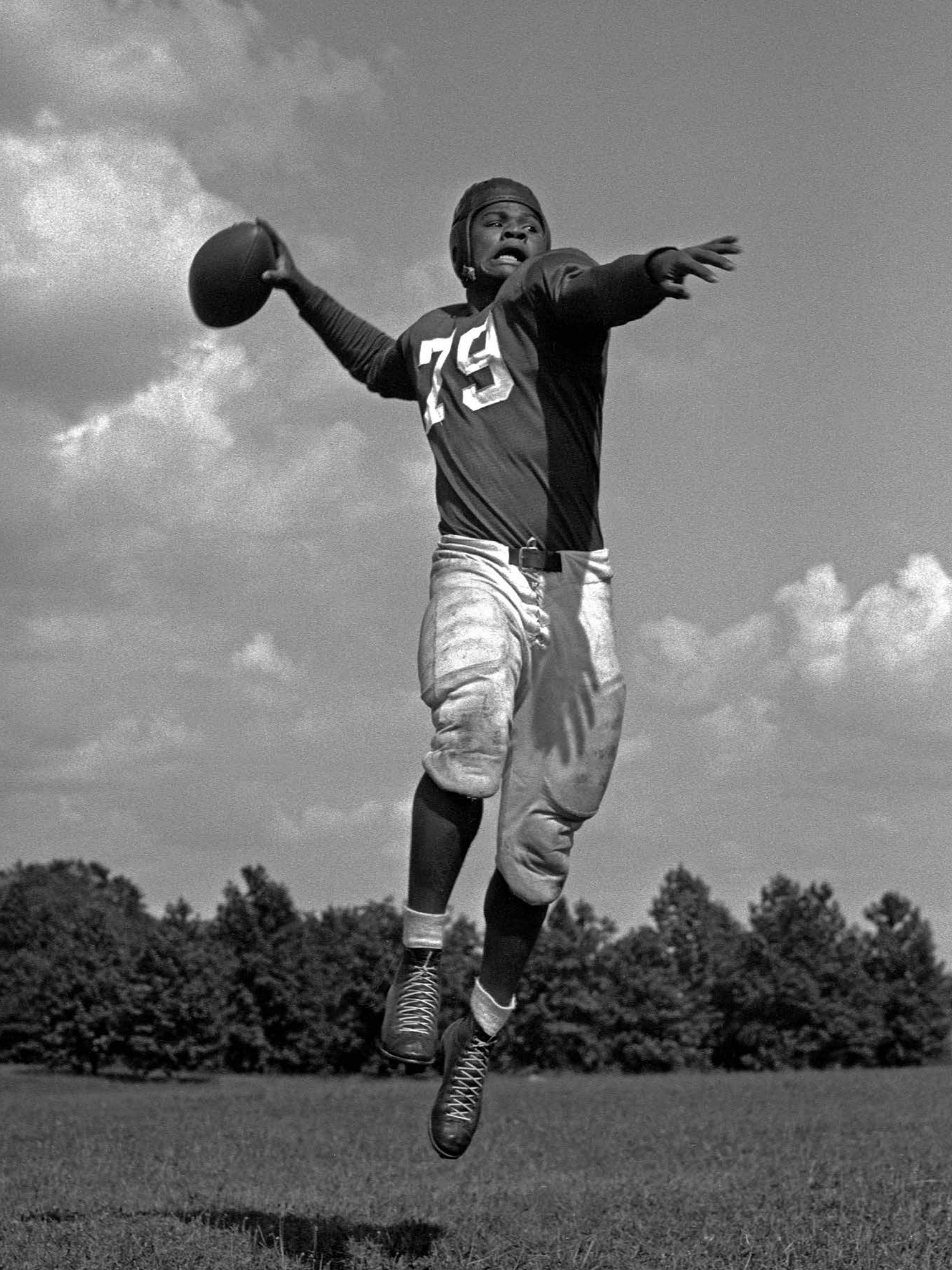


WE ARE THE VANGUARD

Innovation is one of our proudest traditions.

In fact, we consider ourselves the most innovative department of intercollegiate athletics in the nation.

From fostering social progress to transforming support for our students to developing and using revolutionary technology, we're always pushing the boundaries of what our students, our teams, and our department can accomplish.



The Vanguard: Breaking barriers

Sports are much more than games. At their best, sports are a way to connect people, impact lives, and even change the world.

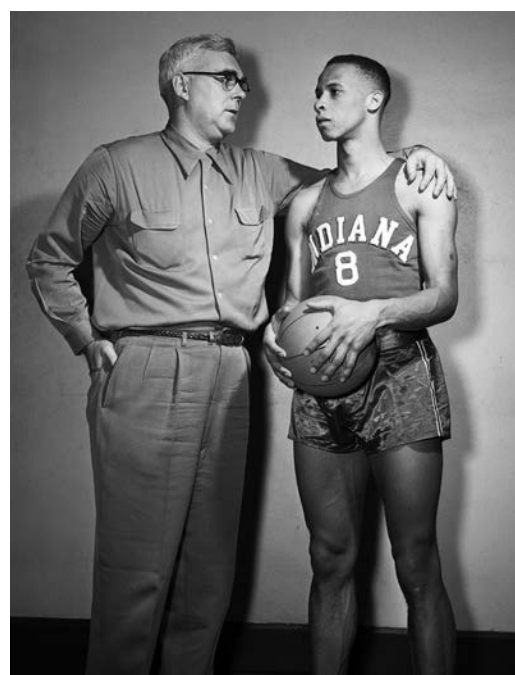
In 1947, Bill Garrett became the first African American to play basketball in the Big Ten Conference.

In 1949, George Taliaferro was the first African American drafted by an NFL team.

Longtime coach Jerry Yeagley and his many successful teams helped popularize soccer in the United States.

In 2017, IU Athletics adopted a policy barring prospective student-athletes with records of sexual violence. It's believed to be the first policy of its kind.

IU is the only school in the country to broadcast all home basketball games in Mandarin and all home soccer matches in Spanish.



INDIANA UNIVERSITY STUDENT-ATHLETE BILL OF RIGHTS

5 COMPREHENSIVE HEALTH, SAFETY, AND WELLNESS:

Indiana University is committed to protecting and enhancing the health, safety and wellness of all of our student-athletes. These commitments include, but are not limited to:

A. Providing every student-athlete through our sports medicine program comprehensive, high-quality medical, dental, vision, psychological, rehabilitation and related health care services for any injuries or illnesses relating to their participation in intercollegiate athletics at Indiana University at no cost to the student-athlete or his or her family (including payment by the university of any applicable insurance deductible or copay);

B. Providing without cost through our sports medicine program every student-athlete with an incoming comprehensive physical medical exam, including a CBC blood test, sickle cell test, screening echocardiogram, concussion baseline test, and the like;

C. Having a certified athletic trainer and/or medical doctor available for every team practice and competition;

D. Providing the services of two full-time certified sports nutritionists who provide individual and team based nutrition wellness support and education, including utilizing a private, non-invasive "Body Pod" on the athletics campus;

E. Making available to all student-athletes (at no additional cost to those on Board scholarships) full "training table" meals prepared and served under the direction of the certified sports nutritionists conveniently located on the athletics campus plus, at no cost to any of our student-athletes, Nutrition Centers with meals and snacks available throughout the day;

Providing a safe and secure environment in which to practice and including securing these venues so that they may only be accessible to background-checked members of the Indiana University

student-athletes with quality transportation, including securing these venues so that they may only be accessible to background-checked members of the Indiana University

student-athletes with quality transportation, including securing these venues so that they may only be accessible to background-checked members of the Indiana University

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8 A CULTURE OF TRUST AND RESPECT:

Indiana University pushes student-athletes to be the best they can be academically and athletically, but does so in an environment of trust and respect. No physical or verbal abuse or demeaning language or treatment is tolerated.

9 A COLLECTIVE VOICE:

At Indiana University student-athletes have a formal collective voice in the administration of intercollegiate athletics, and we recognize the Student Athlete Advisory Committee (SAAC) as that voice. Through SAAC, student-athletes will:

A. Be annually provided a report by the Athletic Director on the state of the athletic department similar to that provided to the IU Board of Trustees and the Bloomington Faculty Council;

B. Be provided the opportunity to meet with the Athletic Director every semester to ask questions and share concerns;

C. Have permanent representation on the Bloomington Faculty Council Athletics Committee;

D. Have permanent representation on the Indiana University Excellence Academy Leadership Council;

E. Have a representative on any search or advisory committees for hiring a new head coach or athletic director; and

F. Receive financial support to participate in Big Ten Conference SAAC governance.

10 CUTTING EDGE TECHNOLOGY:

Indiana University provides all student-athletes with technology access, training, and equipment to enhance their academic and athletic experience and prepare them for their life after graduation. Every student-athlete is:

A. Provided their own tablet (such as an iPad), which they may keep, with appropriate applications to maximize their academic, athletic, and life skills development;

B. Able to access and utilize the Indiana University Excellence Academy Connect 24, a web-based technology that allows them to work from anywhere with staff to pursue and complete their individual academic, athletic, wellness, and leadership & life skills goals; and

C. Provided wireless access throughout all IU campuses and, to the extent possible, at off-campus related facilities.

The Vanguard: Supporting students

Our students work hard in all areas of their lives, and we support them in every way we can. With our help, they achieve extraordinary success.

In the 1970s, Elizabeth “Buzz” Kurpius became the first academic advisor in all of intercollegiate athletics.

In 2014, we unveiled the groundbreaking Student-Athlete Bill of Rights. It sets forth our commitment to student-athletes during their time at IU and beyond.

The Excellence Academy is one of the most innovative and effective personal development programs in intercollegiate athletics. It focuses on holistic development to help prepare young men and women for great lives and success after college.

Part of the Excellence Academy, the Dr. Lawrence D. Rink Center for Sports Medicine and Technology includes comprehensive physical and mental health care for IU student-athletes, a rehabilitation and treatment center, and a center that applies science to the development of champion student-athletes.





The Vanguard: Advancing technology

Science and technology are keys to our success. We're constantly adopting new systems and improving our methods to better inform our coaches, aid our students, and entertain our fans.

Swimming coach James E. "Doc" Counsilman and diving coach Hobie Billingsley revolutionized their sports with their scientific approaches to performance and coaching.

Several of our sports—including baseball, basketball, swimming, and tennis—use state-of-the-art technology that generates analytics to guide our coaches and our students.

Students in the Mark Cuban Center for Sports Media and Technology work with the Intel freeD system that provides a 360-degree view of the field of play. IU is the only university in the country to have this technology. IU students and recent graduates are working as Intel freeD technicians at some of the world's biggest sporting events, including the NBA Finals, the U.S. Open, NFL games, and Real Madrid and FC Barcelona soccer matches.

Interns at the Cuban Center have also created IU Athletics-related virtual reality games—the first step toward athlete training in a virtual environment.

In 2016, Hoosier Hysteria was the first collegiate sporting event to be live-streamed in virtual reality.

Football hired the first-ever speed coach in college football. He takes a scientific and holistic approach to speed training.

Swimming hired the first-ever director of swimming research, who supplies data to help maximize lineups for certain meets, identifies future recruiting needs, and developed an algorithm that takes into account everything from best times to competitiveness.

We're partnering with IU scientists on concussion research (pictured at left), which includes technology placed in football helmets.

Diving coach Drew Johansen partnered with SideLine Scout to customize the company's video replay system for use with diving. Now used by several universities and USA Diving, the system delivers statistics and video directly to students' iPads.



THE INDIANA UNIVERSITY BRAND

The Indiana University brand focuses on the big picture.

It has to tell the university's story quickly, on a very high level. And it has to provide enough structure to keep us (and every other IU unit) on brand while providing enough freedom to allow all of us to find our places within it.

We benefit from this strength and flexibility. By capitalizing on the IU brand, we can represent the Cream and Crimson with the utmost pride.



**WE ASPIRE TO DEVELOP OUR
STUDENTS ACADEMICALLY,
ATHLETICALLY, AND
PERSONALLY BETTER THAN
ANY OTHER UNIVERSITY IN
THE COUNTRY.”**

Fred Glass, B.A. '81, J.D. '84
IU Athletic Director

The heart of IU and IU Athletics

Our students work hard every day to reach their potential as students, athletes, leaders, and citizens. And we've pledged to help them every step of the way. Our promise is to help them fulfill theirs.

This is IU's brand. It's IU's story, and it guides and shapes all of the university's marketing and communications. It can be summed up in three simple words:

FULFILLING *the* PROMISE

The university as a whole shares this promise. At IU, we fulfill the promise of helping students discover who they are, delivering an exceptional education, and, most importantly, preparing them for a lifetime of success. And we seek to ensure that everyone we interact with—alumni, students, faculty, staff, and community members—is better for having known us.

24 sports. One team. One IU brand.

NOTE:

You can learn more about the brand's strategy, messaging, and design and download brand assets at brand.iu.edu.

We are more aligned than ever with IU's academic mission. We're bringing our marketing and communications closer to the university's, too. In this book, we show how elements of "Fulfilling the Promise" can help us tell our story—and IU's—better than ever before.



Sharpen your focus with brand promises

“Fulfilling the Promise” includes a master list of 15 brand promises that can be used to inspire marketing and communications projects. These promises are meant to illustrate the IU brand in a variety of ways.

The nine promises shown here will generally work best for Athletics’ purposes. You can see the other IU brand promises at brand.iu.edu.

Using the promises to guide your messaging

Whether you’re trying to create an ad, a photograph, a Varsity Club mailing, or even a whole campaign, it can help to choose a brand promise to serve as the theme. Focusing on a specific promise can help you capture the attention of the right audience and communicate the things that matter to them.

There’s no right or wrong way to pick a promise. If there’s one that inspires you, use that. But you can also think about it more strategically. Go with the promise that best fits the project’s main message or general feeling.

Take a minute to think about what you’re trying to achieve. Who is the target audience? What is the purpose of your project? Which promise best matches your objective? Your mission? Is there a promise that could add coherence to it?

You can use brand promises in your headline—either verbatim or, even better, as guidance and inspiration for a headline that more directly and distinctly communicates your key message. You can also use the promises in your body copy by paraphrasing them, using words from them, or keeping them top of mind to focus your message.

A LIFETIME *of* **SUCCESS**

An IU education gives students the knowledge, skills, and adaptability to succeed on their terms for the rest of their lives.

A LEGACY *of* **STRENGTH**

Over the last two centuries, we've proven again and again and again that we have what it takes to change the world for the better.

AN EDUCATION *that* **WORKS** **ANYWHERE**

The knowledge and skills you'll gain here will help you succeed in any environment, anywhere in the world.

the **DREAM**

An IU education provides the quintessential university experience, the kind that everyone pictures when they hear the word "college."

FRIENDSHIPS *that* **NEVER** **FADE**

The people you befriend at IU will be the ones you rely on for the rest of your life.

SOMETHING BIGGER *than* **YOURSELF**

As a student here, you become part of the IU family—one that is full of pride, determination, and spirit. When you attend or participate in sporting events and other large gatherings of fellow family members, you feel it—and it's powerful.

PREPARATION *for* **WHATEVER** **COMES NEXT**

An IU education gives you the tools to succeed no matter which direction life takes you, whether your next step is graduate school or employment.

A BRIGHTER **FUTURE** *for* **ALL**

We believe that everyone deserves a quality education—and that education is the best way to rid the world of economic and social injustice.

A COMMUNITY **WHERE** *you* **BELONG**

We welcome everyone, regardless of background, ethnicity, religion, or sexuality. As a student here, it's easy to find your niche.



THE INDIANA UNIVERSITY LOGO

Strength. Pride. Tradition. All in one logo.

Millions of people recognize the IU trident and what it represents. Its pillars symbolize strength. Its longevity exemplifies tradition. It is a source of pride for IU fans worldwide.

At IU Athletics, the trident's three pillars carry additional meaning. They represent our commitment to developing each student academically, athletically, and personally.



There is only one logo at Indiana University: the IU trident

IU and IU Athletics have used a form of the trident for decades. The trident is the foundational element of the university's visual identity. It is the unifying symbol that represents all IU campuses, schools, and units, including Athletics.

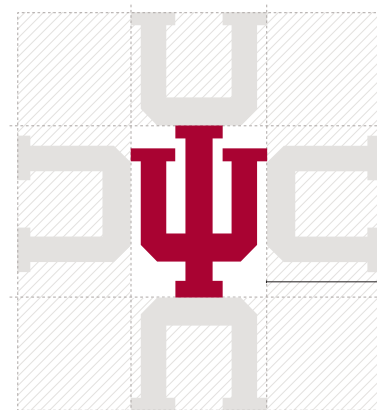
As the most recognizable element of the university, the trident should appear on all materials. For marketing materials, the preferred method of using the trident is in either its trident tab or extended tab form. Learn about them on page 34.



TRIDENT STAGING

When a trident is used as a stand-alone element, **a clear area equal to the height of the "U" of the trident helps to protect the mark.**

Although the trident can be used alone when the above staging requirements are met, the trident tab gives you additional flexibility.





IMPROPER USE OF THE IU TRIDENT

The trident is the core of the IU and IU Athletics identities. Our visibility gives us an opportunity to take the lead in using the trident properly.

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, including the ones below.



Do not use a heavy outline on the trident.



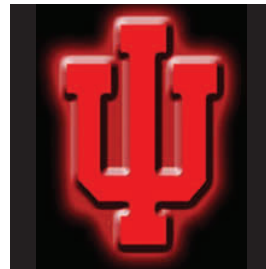
Do not add illustrations around or behind the trident.



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



Do not use the old 3-D trident.



Do not add a glow to the trident. Also 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 use colors other than crimson, white, or black for the trident.



Do not stretch or distort the trident.



Do not add a gradient to the trident.

NOTE:

Campaign marks are allowed, but they must be approved by IU Athletics Creative Services.

TRIDENT TAB

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

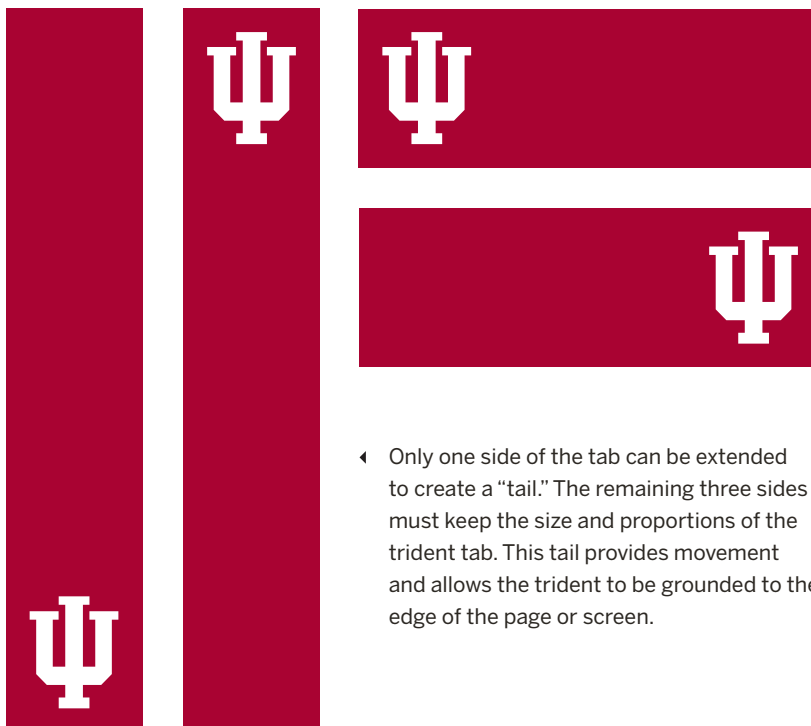


EXTENDED TAB

The extended tab was created for additional flexibility in applying the trident to all marketing materials.

The tab in this form is intended for instances when it extends from a trimmed edge or screen (top, bottom, or side).

Only one side of the tab can be extended. The remaining three sides must maintain the original spacing.



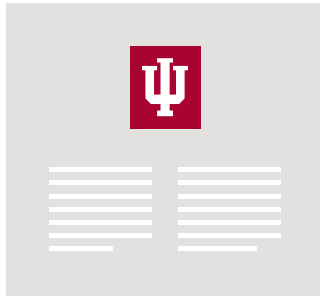
- ◀ Only one side of the tab can be extended to create a "tail." The remaining three sides must keep the size and proportions of the trident tab. This tail provides movement and allows the trident to be grounded to the edge of the page or screen.

HOW TO USE THE TRIDENT TAB AND EXTENDED TAB

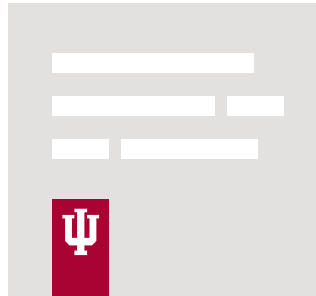
The trident tab and extended tab give greater flexibility than the IU trident but both have standards that must be met. Use the guide below to best understand how and how not to use the trident tab and extended tab.

NOTE:

There is no need to recreate the trident tab or extended tab. Both the trident tab and extended tab are available for download at **brand.iu.edu**.



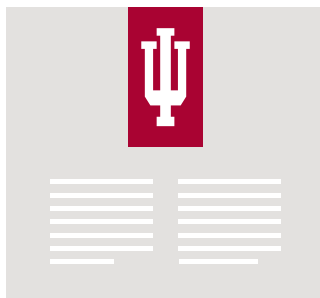
Use the trident tab as a stand-alone graphic element in instances when full bleed is unavailable.



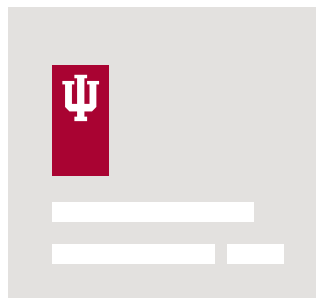
Use the extended tab to bleed off the edge of your design to easily brand your marketing piece.



Use the extended tab to draw your audience's eye to a particular part of your design.



Do not stretch the trident tab to create an extended tab. Only one side of the tab can be adjusted to create a tail.



Do not float the extended tab. Extended tabs should always be grounded to one edge of your design.



Do not incorporate text or other graphic elements within the tab or extended tab.



Do not increase or decrease the size of the red block that surrounds the trident.



Do not make the trident transparent.

Consistent, easily identifiable marks for our offices, other nonsport units, and facilities

Marketing lockups help units, departments, and schools stay true to the Indiana University brand.

Lockups are used for all marketing channels—digital, print, web, and virtually everything else.

NOTE:

The lockup generator also includes an option for tertiary text.

ONE LINE



TWO LINES



CREATE YOUR MARKETING LOCKUP

There's no need to design your marketing lockup on your own. IU's online tool makes it fast and easy to create a lockup with vertical, horizontal, and centered versions. You can also create variations of a lockup with different information in the primary and secondary fields.

Get started at brand.iu.edu/marketing-lockup.

SCALING AND STAGING

SCALING

To maintain full legibility, never reproduce a lockup at heights smaller than .325 inches for print or 35 pixels for web. There is no maximum size limit, but use discretion when sizing the lockup. It should never be the most dominant element on the page, but instead should live comfortably and clearly as an identifying mark.

NOTE:

These minimum size guidelines apply only to lockups with two lines of text.

PRINT:

.325 inches ▶



WEB:

35 pixels ▶



STAGING

To be legible and prominent, a lockup needs to be surrounded by clear space. Use the “U” of the trident as a measuring tool to help maintain proper space between the lockup and photos, text, and graphic elements.



▲ The clear space around the lockup must be equal to or greater than the height of the “U” within the trident.

LOCKUP EXAMPLES

IU's marketing lockups are extremely flexible. Because lockups aren't official signatures, you have latitude when deciding their wording. And options for secondary and tertiary text can result in several variations for each lockup.

Facilities, offices, and other nonsport units within Athletics should use marketing lockups. Individual sports and spirit groups should use elements of the Athletics identity ladder that have been developed specifically for their marketing—see page 87.

NAMED FACILITIES AND UNITS

Marketing lockups are also a clear and consistent way to recognize named facilities and units, including those that are named for donors.



MEMORIAL STADIUM



INDIANA UNIVERSITY DEPARTMENT OF INTERCOLLEGIATE ATHLETICS



VARSITY CLUB



INDIANA UNIVERSITY ATHLETICS TICKET OFFICE



SIMON SKJODT ASSEMBLY HALL



MARK CUBAN CENTER FOR SPORTS MEDIA AND TECHNOLOGY



COUNSILMAN-BILLINGSLEY AQUATICS CENTER



PROPER AND IMPROPER USE OF LOCKUPS

For design flexibility, lockups have either black or white text depending on background image or color.

It is critical to always use approved artwork to maintain consistency and to retain the integrity of the IU and IU Athletics identities. Never alter or try to recreate the marketing lockups.

Here is a correct lockup, followed by examples of correct and incorrect uses of a lockup.



INDIANA UNIVERSITY
ATHLETICS



PRIMARY USAGE ON BACKGROUND IMAGE

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

REVERSE-TAB LOCKUP

A reverse-tab lockup can only be used when placed on an IU Crimson (PMS 201) background. The only option to reverse the tab other than on crimson is black and white prints.

BLACK AND WHITE PRINTS

An IU lockup may show up in full black or full white for black and white prints only.

NOTE:

The reverse-tab lockup and the full black/full white lockup for black and white prints are limited-use lockups and should be used only when the above specifications are met.



Do not stretch or condense the dimensions of the lockup.



Do not change or alter typefaces.



Do not alter the placement or scale of elements within the lockup.



Do not apply strokes, drop shadows, gradients, or other visual effects.



Do not change the colors of the tab or text within the lockup.



Do not rotate, distort, skew, or bend the lockup.



Do not rearrange the lockup.



Do not add any elements to the lockup or remove any elements.



COLOR

Carefully chosen colors are one of the most powerful forms of visual shorthand we have to tell our story.

Cream and crimson are unabashedly the official colors of IU Athletics. It's critical that they be used uniformly throughout the department. We may draw on our secondary colors when needed.

PRIMARY COLORS

Cream and crimson are the key components of the IU brand and the IU Athletics look.

Crimson is the visual anchor and should be dominant in all marketing materials.

CREAM

C0 M0 Y0 K0
HEX #EDEBEB

For marketing purposes, “cream” is treated as white.

We’ve used white in place of cream for decades—most notably for our uniforms. Now, following our lead, the entire university has embraced white as a primary marketing color alongside crimson. White is more consistent with IU’s brand equity, and cream doesn’t reproduce well in most design executions.

CRIMSON

PMS 201
C0 M100 Y65 K34
HEX #990000

SECONDARY COLORS

The secondary color palette provides creative flexibility for marketing materials, but you may use these colors only as accents.

When you use secondary colors, IU Crimson should remain the most prominent color.

LIMESTONE	DARK LIMESTONE	
PMS Warm Gray 5 C10 M12 Y13 K28 HEX #ACA39A	PMS Warm Gray 9 C15 M20 Y22 K45 HEX #83786F	
60%	40%	20%

COLOR VALUES

The different values associated with each brand color are dependent on the intended use.

PMS: This value is based on the Pantone Matching System® and should be used only when a spot color is needed (limited use).

CMYK: For nearly all print work, use CMYK values for the most accurate brand color reproduction.

HEX: Hex values should be used when reproducing brand colors in a digital, RGB environment.

DIGITAL PRINTING

To avoid color shifts when printing digitally, the secondary palette should be converted to percentages of black.

Dark Limestone:	60% Black
Limestone:	40% Black
Limestone 60%:	30% Black
Limestone 40%:	20% Black
Limestone 20%:	10% Black



TYPOGRAPHY

When used consistently, fonts can add visual strength to our story.

They can also help establish the right mood for our marketing and communications efforts and make them a pleasure for our audiences to read.

You can choose from four main typefaces:

- Hoosier Bold
- Indiana Script
- Benton Sans
- Georgia Pro

Hoosier Bold is a display font and should be used liberally in our materials, including uniforms, apparel, facility graphics, gameday materials, and specialty items. Indiana Script is a proprietary font that should be used sparingly. Benton Sans and Georgia Pro are web safe and can be used throughout our communications.

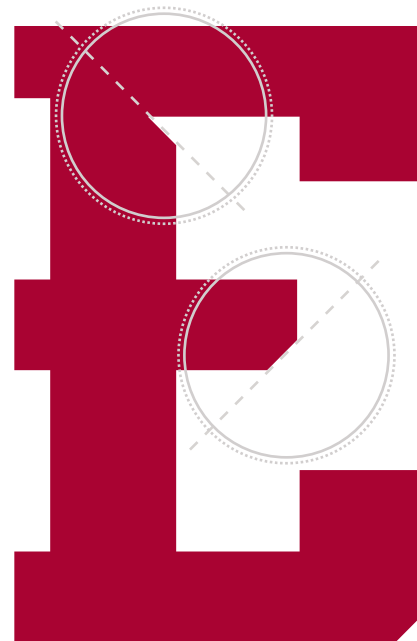
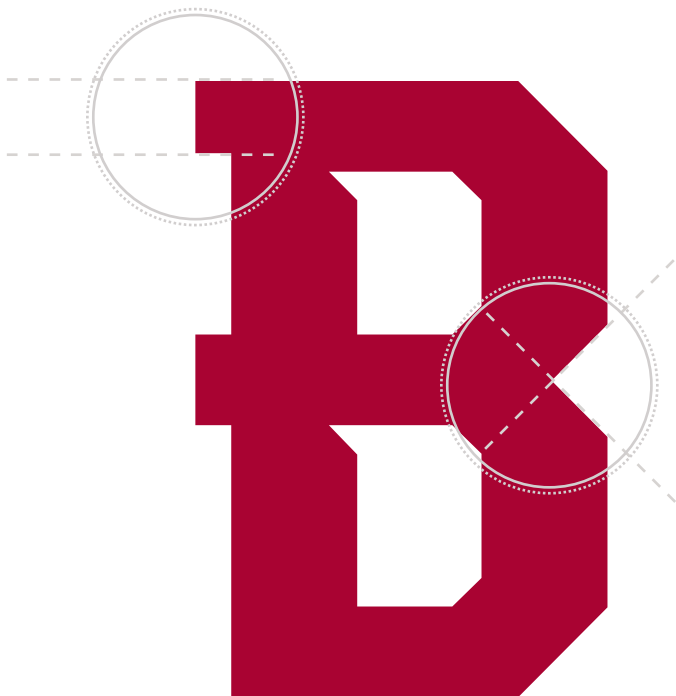


Hoosier Bold

Indiana University's official athletics typeface.

Hoosier Bold is strong and confident. Only athletics-related communications, including projects with partners in and outside the university, should use Hoosier Bold.

Hoosier Bold was designed to evoke the IU trident's distinctive 45-degree angles. Read more about the angles—and how to use them as graphic elements—on page 61.



USE FOR:

HEADLINES ONLY

Indiana Script

IU Athletics' proprietary script typeface.

Indiana Script is light, sleek, and spirited. 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.

Indiana Script is based on one of our most beloved and powerful marks, the script Indiana—perhaps most widely recognized as adorning the backs of our men's basketball shooting jackets.



USE FOR:

SPECIALTY

Indiana.

we're all for you.

Benton Sans

Indiana University’s official university-wide sans serif typeface.

Benton Sans is strong, modern, and simple. Its variety of weights and widths allows it to be used virtually anywhere.

Benton Sans Thin

Benton Sans Thin Italic

Benton Sans Light

Benton Sans Light Italic

Benton Sans Book

Benton Sans Book Italic

Benton Sans Regular

Benton Sans Regular Italic

Benton Sans Medium

Benton Sans Medium Italic

Benton Sans Bold

Benton Sans Bold Italic

Benton Sans Black

Benton Sans Black Italic

Benton Sans Cond Thin

Benton Sans Cond Thin Italic

Benton Sans Cond Light

Benton Sans Cond Light Italic

Benton Sans Cond Book

Benton Sans Cond Book Italic

Benton Sans Cond Regular

Benton Sans Cond Regular Italic

Benton Sans Cond Medium

Benton Sans Cond Medium Italic

Benton Sans Cond Bold

Benton Sans Cond Bold Italic

Benton Sans Cond Black

Benton Sans Cond Black Italic

Benton Sans Comp Thin

Benton Sans Comp Thin Italic

Benton Sans Comp Light

Benton Sans Comp Light Italic

Benton Sans Comp Book

Benton Sans Comp Book Italic

Benton Sans Comp Regular

Benton Sans Comp Regular Italic

Benton Sans Comp Medium

Benton Sans Comp Medium Italic

Benton Sans Comp Bold

Benton Sans Comp Bold Italic

Benton Sans Comp Black

Benton Sans Comp Black Italic

USE FOR:

HEADLINES | SUBHEADS | BODY TEXT

WE WILL
FIGHT FOR
THE CREAM
& CRIMSON,
FOR THE
GLORY OF
OLD IU

Georgia Pro

Indiana University's official university-wide serif typeface.

Georgia Pro is a traditional serif font that is familiar and confident, yet not overly assertive. Its variety of weights and widths allows text to feel elegant, yet sturdy.

Georgia Pro Light

Georgia Pro Light Italic

Georgia Pro Regular

Georgia Pro Regular Italic

Georgia Pro Semibold

Georgia Pro Semibold Italic

Georgia Pro Bold

Georgia Pro Bold Italic

Georgia Pro Black

Georgia Pro Black Italic

Georgia Pro Cond Light

Georgia Pro Cond Light Italic

Georgia Pro Cond Regular

Georgia Pro Cond Regular Italic

Georgia Pro Cond Semibold

Georgia Pro Cond Semibold Italic

Georgia Pro Cond Bold

Georgia Pro Cond Bold Italic

Georgia Pro Cond Black

Georgia Pro Cond Black Italic

USE FOR:

HEADLINES | SUBHEADS | BODY TEXT

Tone and type

The font you choose should also reflect the tone of the communication you are creating.

SPIRITED

Many Athletics communications—including gameday materials, recruiting materials, ticket mailings, posters, and ads—need to convey confidence, pride, and enthusiasm. Most of these communications should use Hoosier Bold for the headline and Benton Sans for body text.

FORMAL

When working on formal communications, such as materials for ceremonies and exclusive events, you should use the traditional typefaces, Georgia Pro and Benton Sans.

The way we use type is crucial to making our designs look thoughtful and professional. Use these tips to make sure your typography is consistent.

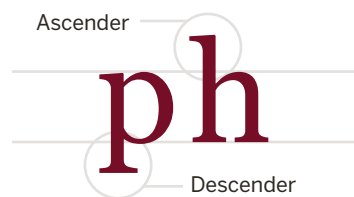
LEADING

Line spacing, called leading, is critical to setting professional-looking type that is easy to read. Leading should be set tight, but not too tight.

For body copy:

❌ Leading that is too tight leaves too little space between lines of text.

Size: 17 pt | Leading: 13 pt



If the ascenders and descenders in your lines of text are bumping into each other, your leading is too tight.

✅ When leading is correct, the reader won't even notice.

Size: 17 pt | Leading: 21 pt

TRACKING

Correct letter spacing, called tracking, is needed to make the type easy to read. In body copy, tracking should be set to zero. For display text, tracking is flexible and can be adjusted to give a different feel to your design.

For body copy:

❌ Tracking that is too loose leaves too much space between letters.

Tracking: +75

❌ Tracking that is too tight leaves too little space between letters.

Tracking: -75

✅ When tracking is correct, the reader won't even notice.

Tracking: 0





GRAPHIC ELEMENTS

Our spirited design elements help us share the glory of old IU.

These graphic elements capture the Indiana spirit and contribute to a coherent, recognizable look.

SIMPLE IS GOOD

We should use these tools strategically. Clean, simple design conveys strength and confidence. Most of all, it increases the likelihood that our audiences will notice and understand our messages.



A variety of design options created from one simple detail

When you look closely at the trident, you notice two angles at the base of the outer pillars. These 45-degree angles symbolize what is unique about our logo.

They also represent ideals that we value: following an upward trajectory, overcoming obstacles, and fulfilling one's potential.

The 45-degree angle is a simple yet distinctive design element that can be easily added to a variety of materials. You can use it as a notched container or as a 45-degree notch.

NOTCHED CONTAINER



45-DEGREE NOTCH



TRIDENT TAB

Our most important graphic element is the trident. **It is required on all Indiana University materials.**

For flexibility you can pair the trident tab (below) with one or both graphic elements above to ensure a well-branded graphic composition. When deciding which elements to use, make sure you don't overwhelm or complicate your visual presentation.



NOTCHED CONTAINER AND 45-DEGREE NOTCH

Notched containers can be used to highlight single words, create a field for body copy, hold a photo, or emphasize a headline. You can download the notched container at brand.iu.edu.



Highlight specific words.

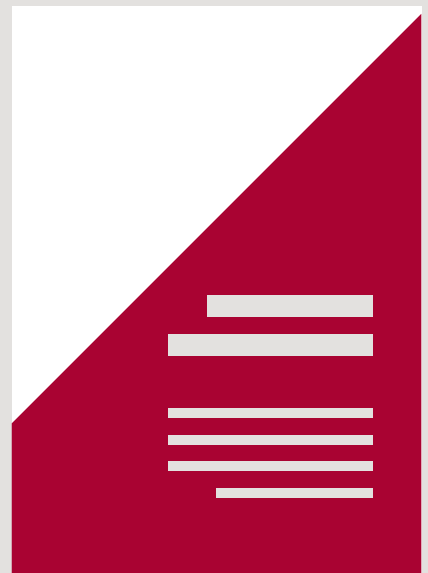


Accentuate your copy.

The **45-degree notch** can be used in a variety of ways, from giving a silent nod to the IU brand, to acting as a dynamic element in your design. But don't feel limited to these options. The beauty of the 45-degree notch is its versatility.



Add a 45-degree notch in either IU Crimson (PMS 201) or white to the bottom corner of your design to add a subtle graphic that alludes to the IU brand.



Use the 45-degree notch to create dynamic fields of color to hold text or photos.



Here are examples of ways to add notched containers and 45-degree notches to your designs.



Recognizing our many national championships

We use stars to signify one thing and one thing only: the ultimate athletic achievement, national championships. With 25 national titles, Indiana University has much to celebrate—and we should seize our opportunities to honor these teams.

Alone, star graphics are meaningless. But paired with the IU brand and our marks, graphics, and uniforms, stars symbolize teams that have persevered and reached the pinnacle of success.

Only sports that have won team national championships are allowed to use stars. Teams have flexibility when deciding how to use the championship stars in their marketing and on their uniforms. However the stars are used, the number of stars must equal the number of national championships that sport has earned.

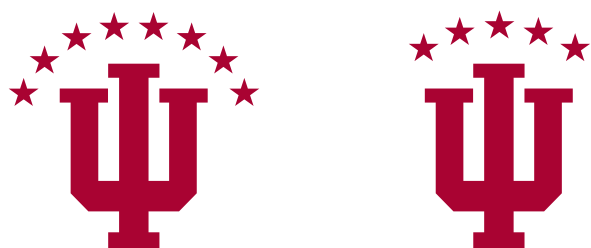
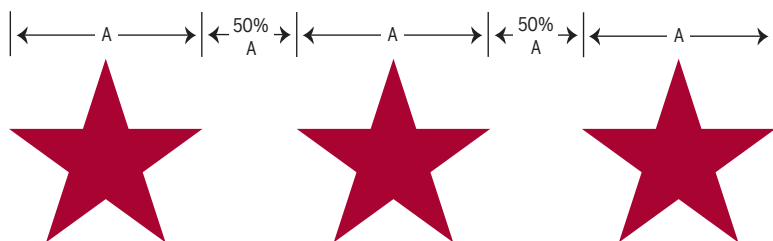
EACH STAR SIGNIFIES ONE NATIONAL CHAMPIONSHIP.

Our championship stars should always be this shape. You can get the file from IU Athletics Creative Services.

The championship stars should be IU Crimson or cream (white). They can be black when they appear in black and white prints.

They should always be oriented with a point aiming straight up. Don't tilt the stars.





IN A LINE

The A scale for the championship stars is the width of one star. Stars in a line should be placed one-half A apart.

ON AN ARC

When the championship stars are placed on an arc, the centers of the stars should be spaced equally. There should be at least one-half A of space between the stars and other elements, such as the trident.

Do not place the trident and stars together in a tab, and be selective about where to use the trident and stars together. For example, all schedule posters should be consistent and use the trident tab, never the trident and stars.

UNDER SPORT MARKS

The vertical versions of our sport marks may include the championship stars. The stars are centered under the trident and text.

Show our stripes, loud and proud

Candy stripes are synonymous with IU Athletics. We should own them and display them proudly, but we should do so consistently and strategically. These pages explain how.





A HISTORY OF

BOLDNESS AND SPIRIT

“WHEN PEOPLE SAW INDIANA PLAY, THEY RECOGNIZED THOSE CANDY-STRIPED UNIFORMS.”

Kit Klingelhofer,
former assistant
athletics director

1960s

An eye-catching origin



Legendary coaches Doc Councilman (top left) and Hobie Billingsley (bottom) outfitted IU's swimmers and divers in candy stripes to better spot them at the pool, creating what would become an iconic IU design.

1970s

Basketball buzz



The men's basketball team began wearing candy-striped warm-ups in 1971–72, the first season in Assembly Hall. The stripes quickly became a fan favorite.

1980s forward

Famous fashion



The stripes grew more popular and more identifiable with IU. More sports adopted them and fans wore them, too, making candy stripes an IU phenomenon.

Today

Stand-out spirit



Our stripes show our spirit. They connect us to our rich history. They help our students and fans stand out and get noticed—and they can help our marketing and communications do the same.

Our candy
stripes are:

BOLD

SPIRITED

TALL

CONSTANT



When you use our candy stripes, they must be:

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.

CREAM AND CRIMSON

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

CONTINUOUS

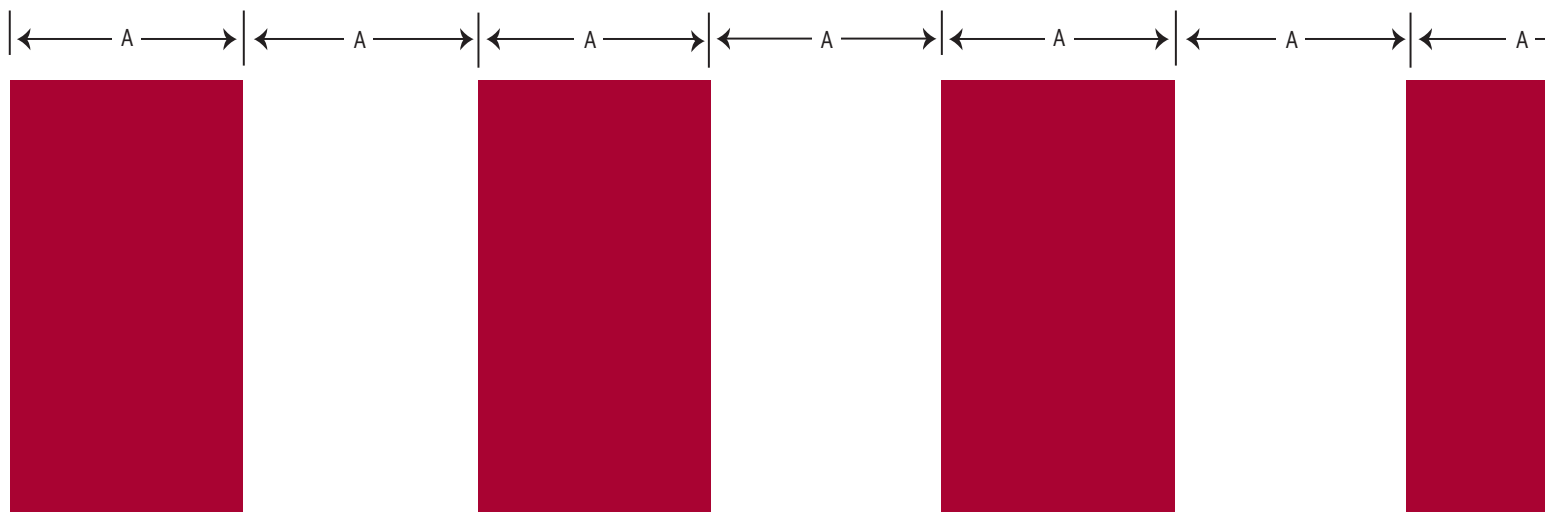
The candy stripes always fill a space, creating a field of stripes. The "space" varies from project to project—for example, it could be an entire wall, part of a poster, or a uniform sleeve.

SIMPLE

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

EQUAL WIDTH, WITH EQUAL SPACING

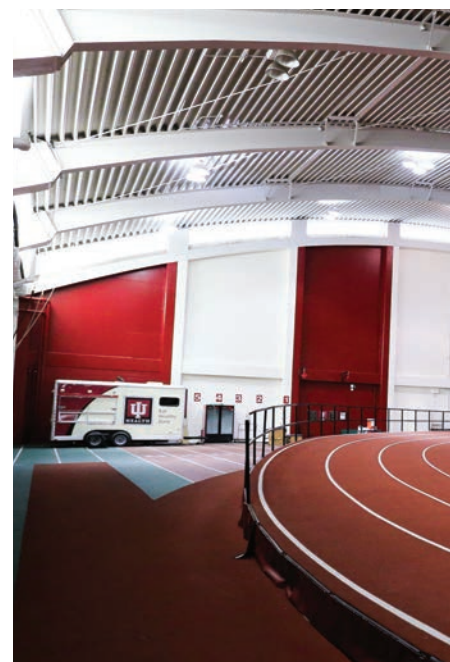
Our stripes and the spaces between them are all the same width. This width sustains the integrity of the candy stripes and differentiates us from other brands that use stripes.



The bigger and bolder, the better

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.

These examples show how to use the stripes well.



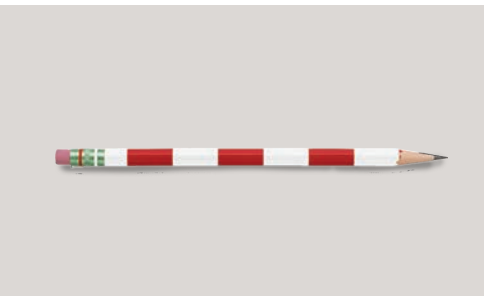
SIZE

Remember: big and bold. The candy stripes should never look delicate or pinstripe-y.



FACILITIES

The candy stripes can be an emphatic, spirited addition to facilities and other physical spaces. You can use them alone or with other elements, like images.



UNIFORMS

Stripes can be a good accent on uniforms. They should still be vertical and continuous, with equal width and spacing.





**We've earned our stripes,
so let's show them off.**







UNIFORMS

Our uniforms are the most visible representation of IU Athletics.

People see our uniforms in person, on television, in photos, and in videos.

Our students embody our story most directly and most powerfully when they're in uniform. Our uniforms should be consistent with who we are and what we want to say—and with each other.

Applying who we are to what we wear

Our uniforms celebrate our story and who we are. Here are some of the most prominent ways we draw on our identity to design our uniforms.



CLASSIC

Our uniforms reflect our respect for our storied past and the clean, simple, classic look that tradition implies.

The most prominent example: our men's basketball uniforms, which have changed very little over the years and will never have players' names on the backs of the jerseys. In fact, none of our jerseys will have the players' names on the backs.

INNOVATIVE

At the same time, our uniforms highlight our history of innovation.

Cutting-edge technology makes our uniforms the lightest, strongest, and most breathable in intercollegiate athletics. Our alternate uniforms also demonstrate our innovative nature.

INDIANA

Our uniforms proudly reflect our status as the state's flagship university.

We like for "Indiana" to appear on our uniforms, including in the classic script Indiana style. Our uniforms always incorporate the state of Indiana graphic.

THE TRIDENT

The trident is our primary identity and the Indiana University logo.

As such, the trident should be featured prominently on our uniforms. It can even be the sole team name indicator.



CREAM AND CRIMSON

Cream and crimson are the official colors of IU Athletics. It is critical that they be used consistently in our uniforms. Regardless of the team, item, or fabric, our colors must be the same cream and crimson.

Secondary colors may not be used on competition uniforms except in limited circumstances with the written approval of the athletic director. Secondary colors may be used on sideline and training apparel, but cream and crimson are still preferred.

HOOSIER BOLD

The standard font for our uniforms is Hoosier Bold, Indiana University's official athletics typeface.

CHAMPIONSHIP STARS

Our uniforms should celebrate our 25 national championships.

Whenever possible, the uniforms of teams that have won national championships should include a championship star for each national title won.

CANDY STRIPES

A great, highly recognizable part of our Athletics tradition, candy stripes may be incorporated in our uniforms, prominently or subtly.





ADIDAS PARTNERSHIP

When people see our uniforms, equipment, and apparel, they're seeing the results of a long-standing, successful relationship with adidas.

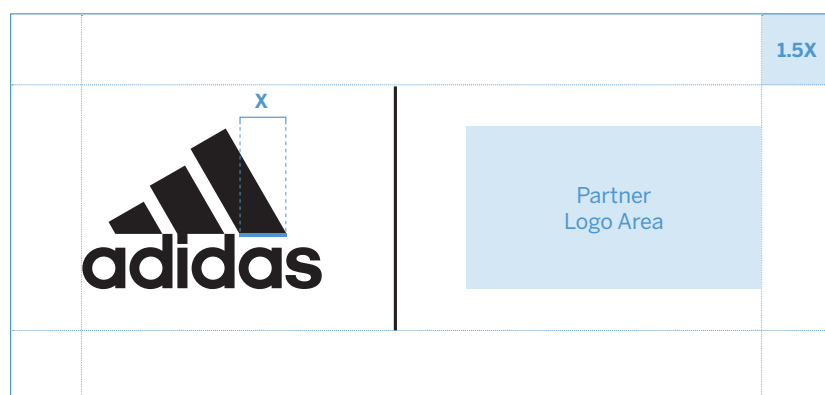
IU Athletics and adidas share a commitment to innovation and a drive to help IU students perform at the highest level.

As such, there are times when it's appropriate to feature our partnership. In this section, you'll learn how to use the adidas Badge of Sport in combination with the IU trident.

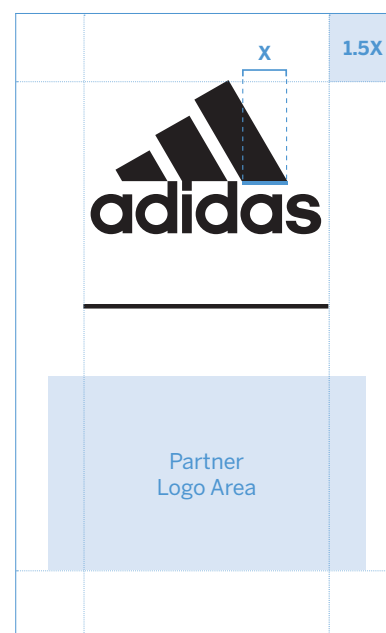
Highlight our partnership

When you want to use the adidas logo and IU trident together, use the Badge of Sport (BOS) and IU logo lockup. Place the lockup where no visual distractions interrupt it or its clear space. The preferred placement of the lockup is at the top right or bottom right. Clear space is defined by x, the width of one bar in the BOS. 1.5x is the minimum clear space, which must be maintained on all sides of the lockup.

DO NOT CHANGE SPACING OR SIZE OF ADIDAS OR IU LOGOS.



Horizontal lockup



Vertical lockup



BOS and IU - horizontal lockup



BOS and IU - vertical lockup

Color examples

IU PRIMARY COLORS



BLACK AND WHITE



IU primary colors



Black and white

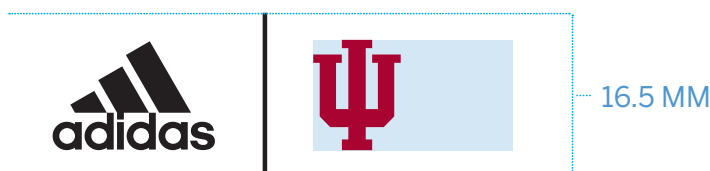


Lockup scale

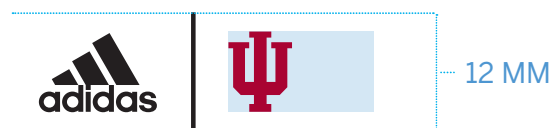
Substrate and placement must be taken into account when reproducing the BOS and IU logo lockup. For application on product, please size the lockup for maximum readability. The lockup must not be cropped or altered to accommodate small spaces.

If an area is not large enough to allow for an acceptable size, then no lockup may be used.

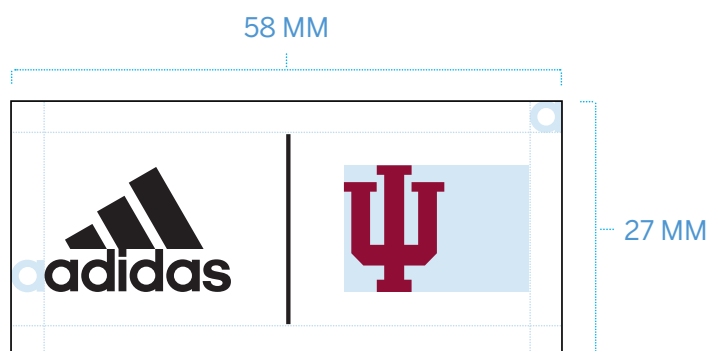
DO NOT CHANGE SPACING OR SIZE OF ADIDAS OR IU LOGOS.



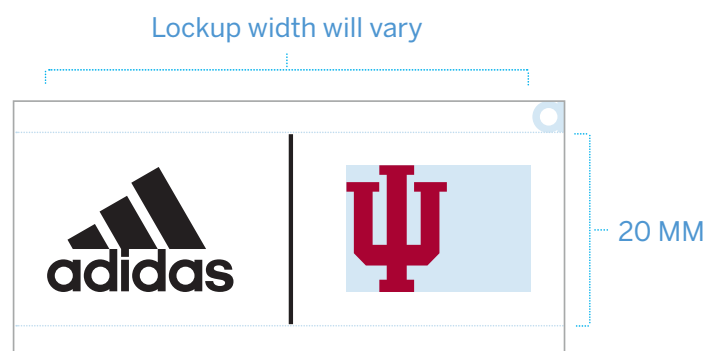
Product application



Print and digital application



Jock-tag dimensions*



Lockup dimensions*

*Lockup should be vertically and horizontally centered within the jock-tag container.

Visibility

BOS AND IU LOGO LOCKUPS MUST BE CLEARLY VISIBLE.

Lockups can be used on a colored background or placed on an image.

Use the maximum contrast between the background and the lockup so that the lockup remains strong and legible.

The lockup should be placed where no visual distractions are interrupting it or its clear space.

PLACEMENT ON COLOR AND IMAGES



Correct usage: strong contrast



Incorrect usage: not enough contrast



Correct placement on an image



Incorrect placement on an image

General usage

The Badge of Sport and the line separating it from the IU trident must appear in the same color.

The trident can be crimson, white, or black.



Black lockup on light background



White lockup on dark background



Black BOS/line with IU trident in crimson

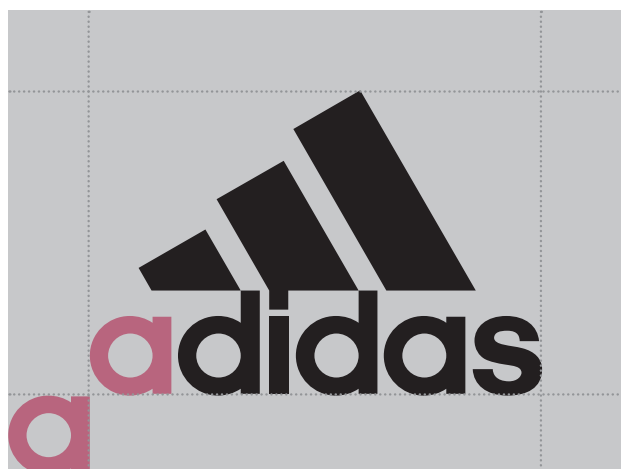
NOTE:

For additional information regarding usage of the BOS and IU logo lockup, please contact IU Athletics Creative Services.

BOS clear space

MINIMUM CLEAR SPACE

Clear space must be no smaller than the height and width of the “a” in “adidas.”



EXTREME FORMATS

For extreme vertical and horizontal placements, clear space must be no smaller than the dot of the “i” in “adidas.”





MARKS

We have many marks to identify IU Athletics and our sports.

Our mark system is designed to be consistent and flexible. The consistency strengthens all of our marketing efforts, and the flexibility ensures that we have a mark for any use and need.

Our mark system includes:

- **Primary marks**, which represent all of IU Athletics
- **Sport-specific marks**, with variations for each sport
- **Spirit/vintage marks**, including the script Indiana
- **Marks for affiliated groups**, such as the I Association and the Crimson Guard

As you think about which mark to use, consider the audience, where you're communicating with them, and the format.

A variety of marks, at your service

The identity ladder shows the range of our marks, from the omnipresent IU logo to the occasionally used vintage trident.

The marks on the top half of the ladder identify us and our sports. Most marketing materials and communications will include one or more of these marks.

The spirit marks on the bottom half of the ladder are used more selectively, when you need a mark that is special or that has extra spirit.


You'll see these marks more closely and learn more about them throughout this section.

MARKS vs. MARKETING LOCKUPS

Many of our marks were designed specifically for our 24 sports and our spirit groups to use in their marketing materials. Other units should use marketing lockups to identify themselves. Learn about lockups starting on page 36.



The vintage trident is one of several vintage marks we have. Although the other marks aren't shown here, you can contact IU Athletics Creative Services to learn about them and get approval to use them.

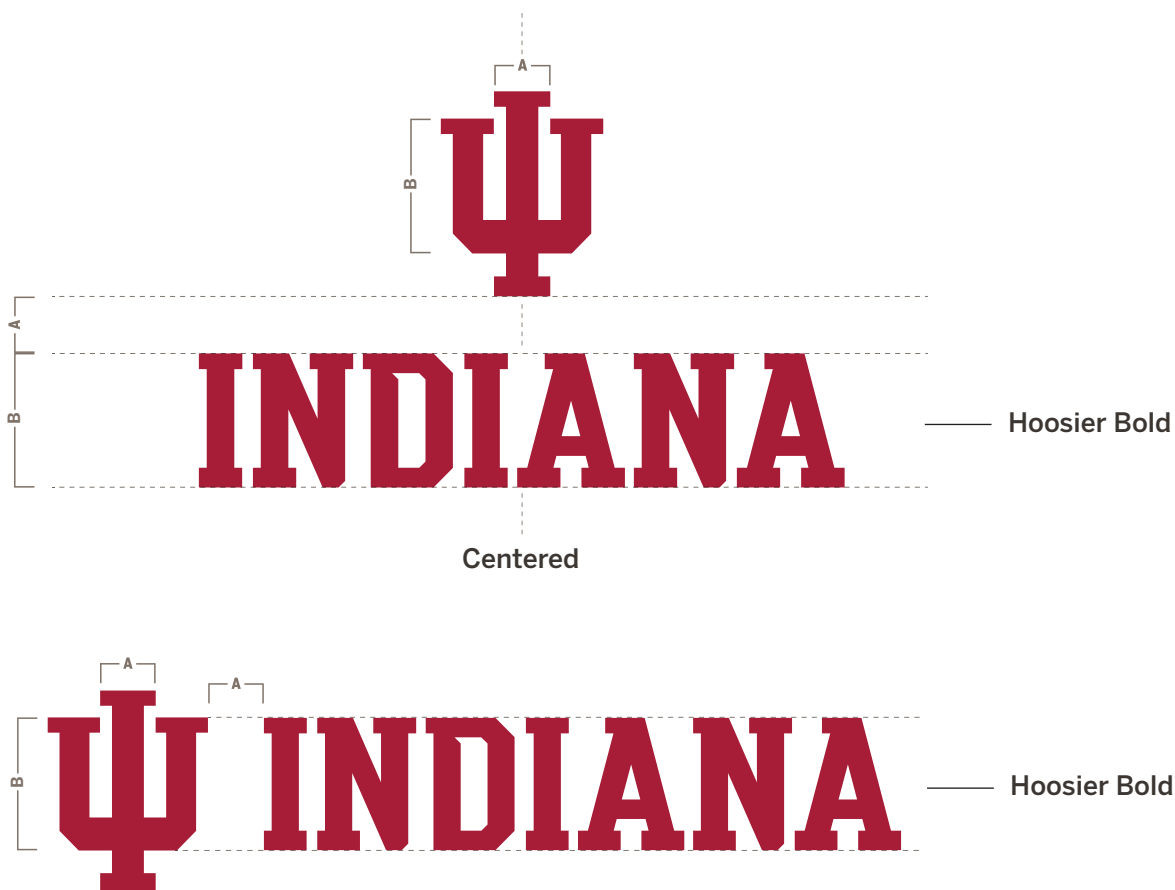
	<div>LOGO</div>	<div>BRAND IDENTITY</div>
<div>   </div>	<div>PRIMARY MARKS</div>	
<div>INDIANA</div>	<div>WORD MARK</div>	
<div>    </div>	<div>SPORT MARKS</div>	
<div>     </div> <div>    </div> <div>  <div> <div>THE SPIRIT OF</div> <div>INDIANA</div> <div>IMPACTING LIVES. CHANGING THE WORLD.</div> </div> <div> <div>24</div> <div>SPORTS</div> <div>ONE</div> <div>TEAM</div> </div>  </div>	<div>SPIRIT, VINTAGE, AND RETAIL MARKS</div>	<div> <div>SPIRIT MARKS</div> <div>(RETAIL, GEAR & FAN EXPERIENCE)</div> </div>

*

The main marks for IU Athletics

Our primary marks combine the trident and “Indiana” in Hoosier Bold.

Compared to the Athletics marketing lockups (page 36), which have a more administrative and business connotation, the primary marks are for communications that are more fan focused, including materials related to ticket sales and gamedays.



NOTE:

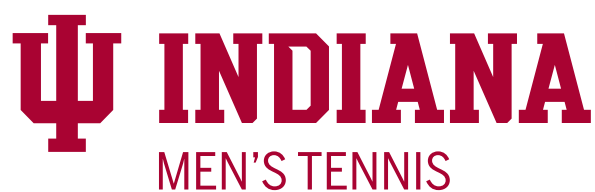
The A scale and the B scale indicate spacing and size. For these marks, the scales are based on the trident. The A scale is the width of the “I,” including its serifs. The B scale is the height of the “U.”



Marks for our varsity sports and four spirit groups

Each sport has vertical and horizontal marks it can use for everything from posters to facility graphics to gear. We have single-sport marks for all of our varsity sports, as well as for cheerleading, the Marching Hundred, the Big Red Basketball Band, and the Crabb Band. For sports that both men and women play, we also have gender-specific versions. The vertical marks may include the championship stars—see page 64. Here's a sampling of the marks.





Alternative marks for sports and spirit groups

The sport-prominent marks are secondary options for our varsity sports and spirit groups. These marks are most appropriate when other elements of the design identify us as Indiana. They do not include gender-specific versions. The vertical marks may include the championship stars—see page 64.



**Ψ
GOLF**

**Ψ
CHEERLEADING**

Ψ FOOTBALL

Ψ FIELD HOCKEY

Ψ SOCCER

Tap into the Indiana spirit and tradition

These marks are ideal for when your uniforms, apparel, and/or marketing need a touch of tradition or spirit.

Indiana



Indiana

SCRIPT INDIANA

Our most widely recognized spirit mark, the script Indiana is a mainstay of the IU Athletics look. You may use it prominently, including on warm-ups, apparel, communications, and, when appropriate, uniforms.



STATE GRAPHIC

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



BLOCK "I"

The block "I" has been used on our letter jackets and football helmets. It may be used in other select settings, too, with appropriate approval.



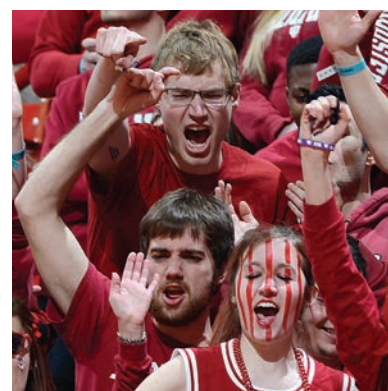
VINTAGE TRIDENT

The vintage trident has been featured on baseball throwback uniforms. It can be used in other select settings, too. The vintage trident is one of several vintage marks we have. Although the other marks aren't shown here, you can contact IU Athletics Creative Services to learn about them and get approval to use them.



Marks for student, fan, and alumni groups

When promoting these groups and working with their members, make sure to use the most recent art, available from IU Athletics Creative Services.



CRIMSON GUARD CREST

The Crimson Guard is our official student section for all IU sports.



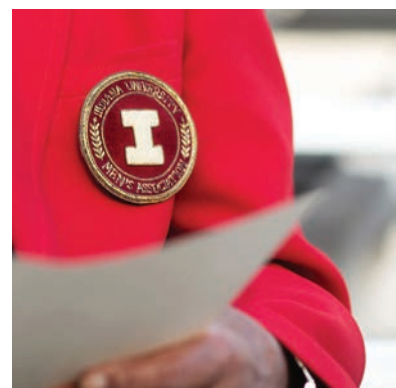
HOOSIER ARMY CREST

The Hoosier Army supports IU men's soccer.



STUDENT ATHLETIC BOARD

SAB assists IU Athletics, builds spirit, and encourages student involvement in Athletics.



I ASSOCIATION LOGO

The I Association is an alumni group for IU letter winners.



“GO IU!”

These two words are more than a cheer.

They also identify our IU allegiance and should be a consistent phrase in our communications, both formal and informal.

“GO IU!”

A short but powerful phrase

Fans and IU Athletics representatives have used “Go IU!” for many years. To leverage this phrase’s history and impact, we should:

- Use “Go IU!” as a consistent sign-off in speeches, messages to fans (such as emails, letters, and videos), media appearances, and the like.
- Encourage the use of “Go IU!” when Hoosier fans meet and depart.
- Use #GoIU liberally on social media—it’s the official IU Athletics hashtag.







Indiana Hoosiers ✓ @IUHoosiers • May 12

@indianarowing prepping for the @bigten championships.

SOCIAL MEDIA

Social media lets us share information more easily than ever before.

We can reach any of our audiences, anywhere in the world, in the blink of an eye. Social media is a great tool for bringing our fans together and stoking their spirit, and it establishes us as the go-to source for information about our sports and students.

Social media's influence and reach demand that we post both effectively and responsibly.



iuhoosiers

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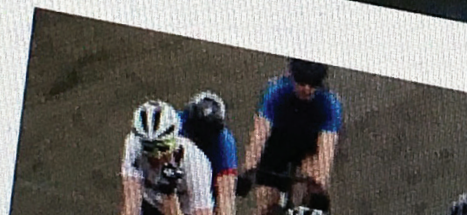
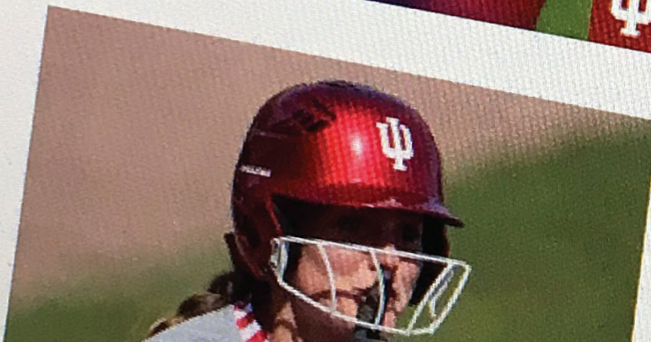
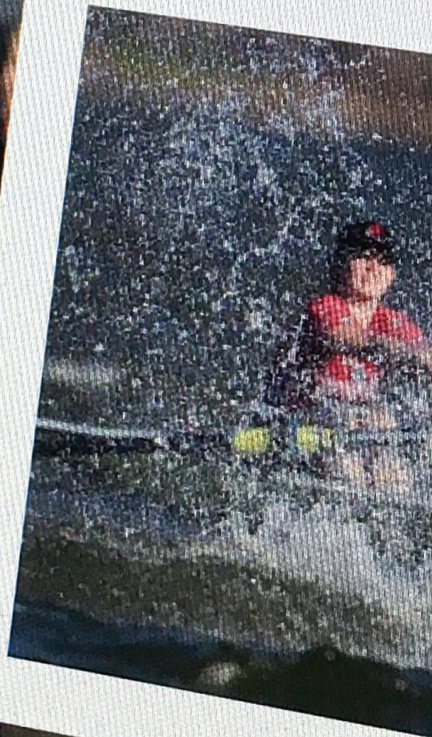
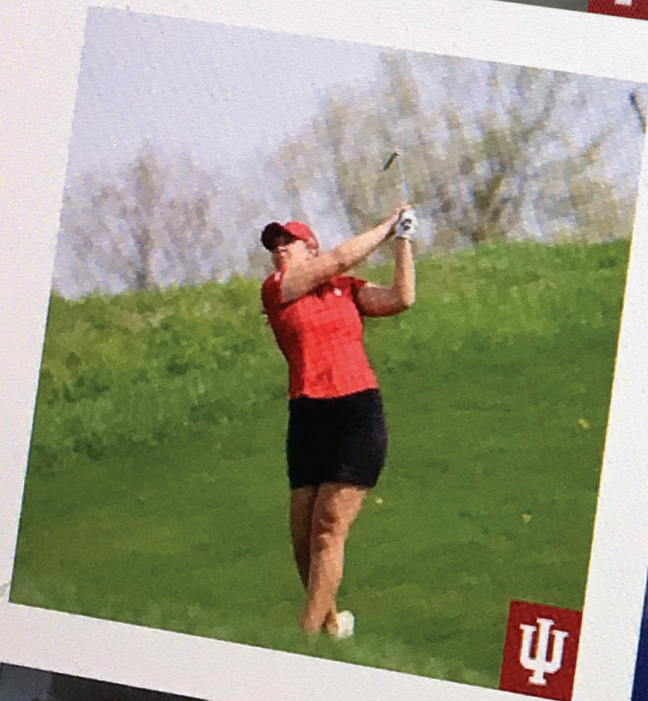
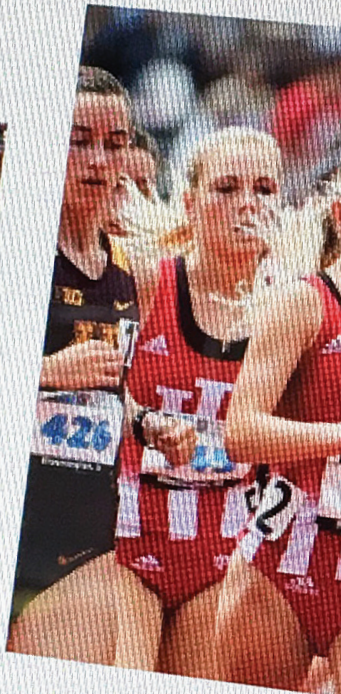
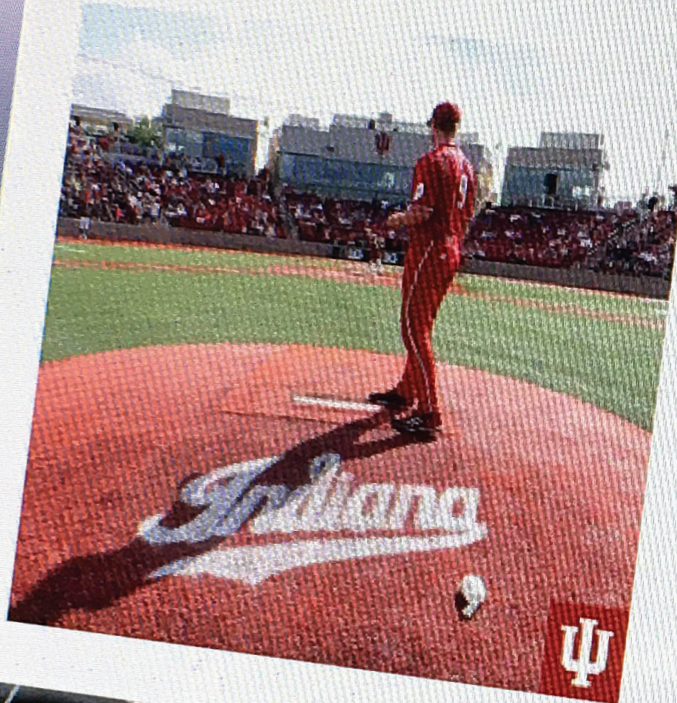
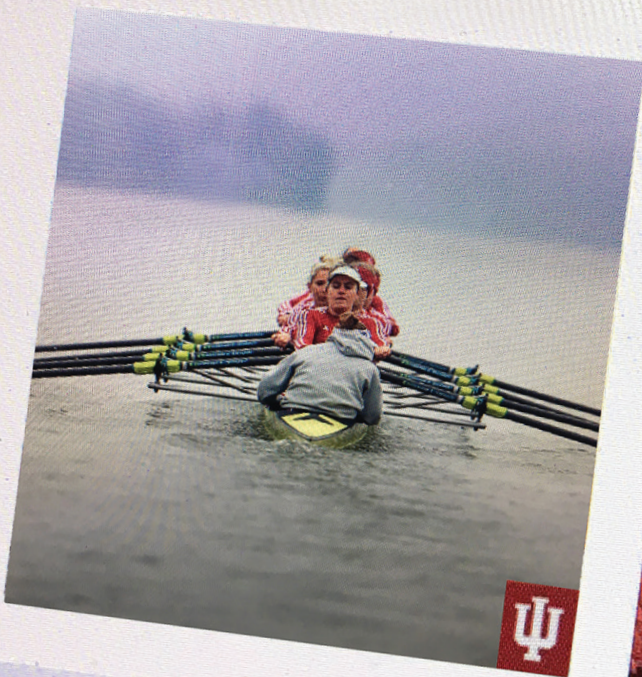
20.9k followers

98 following

Indiana Hoosiers The official Instagram of Indiana Univ

photos: #GoIU.

IUHoosiers.com



Spirited yet professional

We want to fire up our fans, but we also need to be trustworthy and to represent IU Athletics and the university well. If you post to an IU Athletics account, remember that everything you do there, including shares and retweets, could be seen by millions of people.

SOCIAL MEDIA CONDUCT

Along with the significant impact of social media comes a great responsibility to use it appropriately. Consistent with IU Athletics' Social Media Policy, all Indiana University policies regarding the general behavior of Department of Intercollegiate Athletics personnel also specifically apply to their social media conduct.

Thus, when you identify yourself as an IU Athletics representative expressly, or even subtly (such as by using an IU logo), through your social media profile or avatar, you may not post: material that is malicious, defamatory, degrading, or hateful; content that is lewd or indecent; material that is illegally discriminatory; messages that are harassing; or material that intentionally disrupts university activities.

Specifically, when the public may reasonably perceive that you are representing the Department, you may not post harassing and/or disrespectful criticism of our students, game officials, the Big Ten Conference or NCAA, media partners, Department contractors, IU colleagues, and others.



GRAPHICS AND VIDEOS

Social media graphics and videos are like any other project: when creating them, you should follow the guidelines in this book for color, typography, marks, and more.

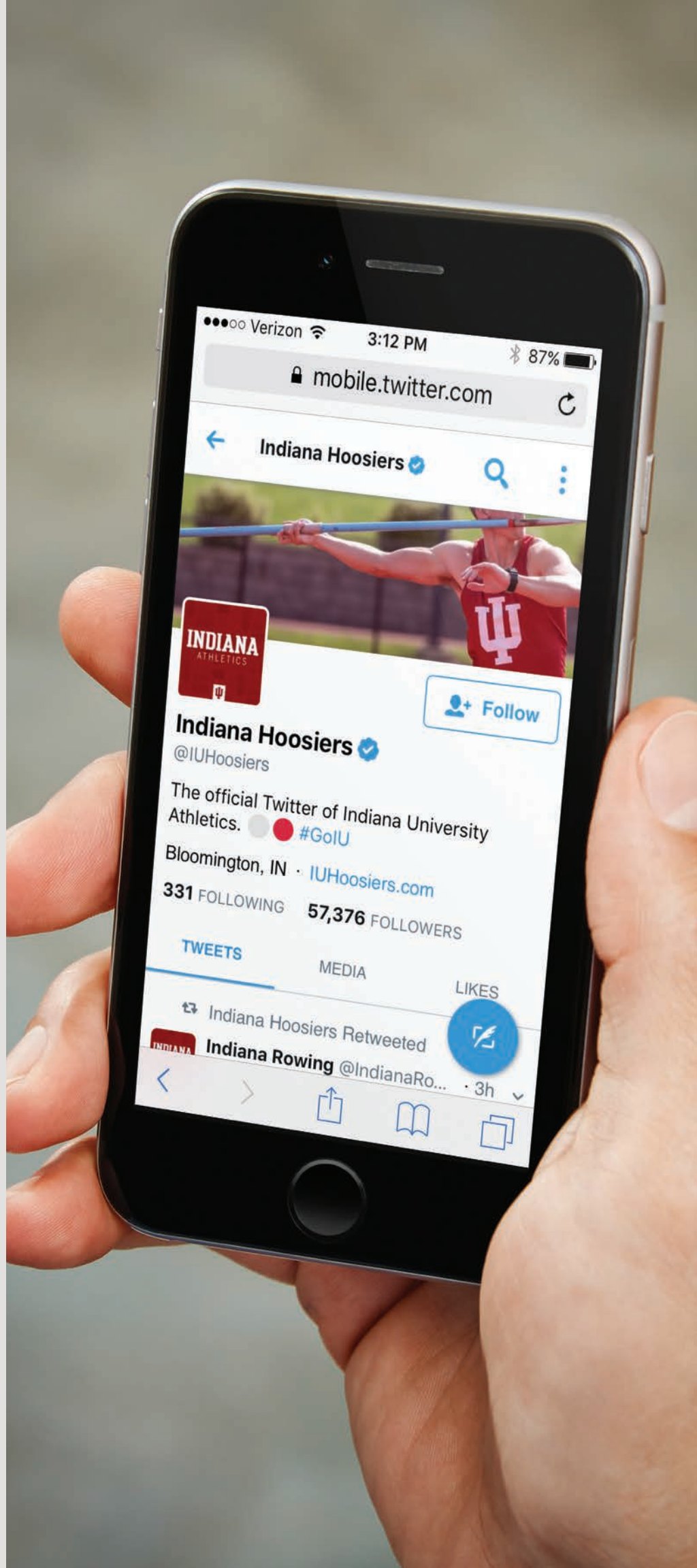
VOICE AND TONE

Write like you speak, but still be professional.

If you're writing for one sport or unit's account, use "we" to refer to the sport/unit. If you're writing for a department-wide account, use "we" for the department and "they" when referring to a sport or unit.

AVATARS

Use your sport or unit's official IU Athletics avatar, which you can get from IU Athletics Creative Services.



HASHTAGS

The official IU Athletics hashtag is #GoIU. Use it anywhere and everywhere. Do not use hashtags that incorporate “Hoosiers” (like #gohoosiers or #hoosiers), or that are so broad they can apply to the whole state (like #indiana).

Most sports have their own hashtags, too.



#GoIU



#indiana



#hoosiers



WATERMARKS

When you post an image taken by an IU Athletics photographer or an IU photographer, the image should be watermarked to identify the source as IU Athletics or one of our sports.

ACCOUNT HANDLES/ USERNAMES

Main department handles are @IUHoosiers. All athletic program handles follow this format: @Indiana(Sport).

EMOJI

Use the white dot and red dot emoji, in that order, to represent cream and crimson.

When using emoji of people, use the generic emoji so that you don't represent a specific skin tone.

GET OUR LATEST ASSETS

Our social media assets change periodically. Work with the social media staff at IU Athletics Creative Services to ensure you're using the most up-to-date graphics and files.



VIDEO

Good videos tell our story with energy and emotion.

Whether you need something short for social media or a pregame introduction that pumps up the crowd, our library of assets will help you create videos that use consistent elements and are clearly from IU Athletics.

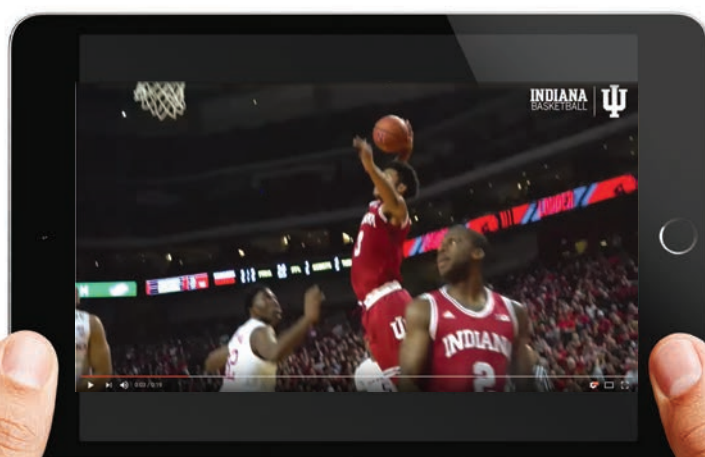


A video vocabulary

Even if you're not creating videos yourself, this information will help you talk about them with greater command. Our assets give you options while ensuring that all our videos have the same high-quality look—leveraging our story to its greatest impact.



Script Indiana outro



Bug

GRAPHIC ELEMENTS

You can use these static and animated graphics—which include an animated script Indiana—at the beginning, in the middle, or at the end of videos.

TRANSITIONS

Use these animations between sections of a video. One option features our distinctive candy stripes.

BUGS

These marks identify our videos as coming from IU Athletics or one of our sports.

LOWER THIRDS

These graphics show people's names and titles.

GET THESE ASSETS

Download them from Box or from the server.



FACILITIES & SIGNAGE

Our courts, fields, and pools are our biggest stages.

Our facilities are a prime opportunity to proudly project a cohesive look. Well-executed facility graphics and signage show that every IU Athletics experience is part of our story. They also enhance the experience for our fans and reach people who are watching on TV or online.

Applying the IU Athletics story to facilities

Facility graphics and signage are highly visible and endure for years, so it's important to do them right.

When considering graphics and signage for facilities, consider the voice and tone you want to convey and how to apply them. (For example, many of our facilities should be spirited, while some should be stately.) In design, simpler is often better—and that's especially true when our graphics and type are used at such a grand scale.

The guidelines in these pages will help you apply our story to facilities. To get started, contact Facilities and Operations. Then IU Athletics Creative Services can help you with colors, fonts, and graphics.





THE IU TRIDENT

As IU's logo, the trident is an essential graphic for every facility. Learn more about using the trident starting on page 29.

COLORS

Crimson and cream should be the primary colors you use in any graphics and signs. Learn more about color starting on page 43.

FONTS

Most graphics and signs will use Hoosier Bold or Benton Sans. You can also pair fonts, such as Hoosier Bold and Benton Sans or Hoosier Bold and Indiana Script. Learn more about typography starting on page 47.

CANDY STRIPES AND OTHER GRAPHIC ELEMENTS

As big and bold as possible, candy stripes add spirit to any space. Remember, our stripes are always vertical, like the original candy stripes and the IU trident. See how to use stripes beginning on page 66.

MARKS AND LOCKUPS

Marks identify our sports and spirit groups, and lockups identify our offices and facilities—so they're natural additions to facility graphics and signage. We also have spirit and vintage marks, including the script Indiana and the state graphic. Learn about marks starting on page 87 and lockups starting on page 36.





FULFILLING *the* PROMISE



Now it's your turn to tell the IU Athletics story.

These tools and resources will help you tell our story in a way that's supported by strategy, strengthened by consistency, and filled with the distinctive IU spirit.

NEED HELP?

Contact IU Athletics Creative Services at **812-856-0145** or **cubanctr@indiana.edu**.

We can:

- Get you the fonts, marks, graphic elements, and other assets you need
- Share examples of the guidelines in use
- Offer advice on your projects

ACKNOWLEDGMENTS

The Indiana University Department of Intercollegiate Athletics gratefully acknowledges the inspiration and guidance of *Fulfilling the Promise: Indiana University Brand Guidelines*, created by IU Communications, in the development of this document. While great care has been taken to ensure this document is consistent with that one, in any case where they may be in conflict, the broader university document rules. It is with deep gratitude that we also acknowledge the very helpful input of our student-athletes (through the Student-Athlete Advisory Committee), head coaches, senior administrators, media and marketing staff, and adidas. (2018)





INDIANA UNIVERSITY
ATHLETICS