



OFFICIAL STYLE GUIDE

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**INDIANA STATE**

## INTRODUCTION

### **The Indiana State Sycamores - A modern take on a rich tradition**

A new day is dawning in Terre Haute. Indiana State Sycamores athletics, a tradition forged by legends like World Champion Larry Bird, World Record holder Cheryl Bridges and Hall of Fame coach John Wooden begins a new era in its rich history. A program with a storied past will bring forth a modern brand to help write the story for a new generation of Sycamores.

Beaming with pride for the state it calls home, the Indiana state outline remains the cornerstone of the athletic brand. A typeface that projects power and tradition, arced to honor the emblem that represented this fabled program for more than three decades. The two elements united against an "I" so there's no mistaking where the Sycamores call home.

Welcome to the future of the Indiana State University Sycamores.

### **March On!**

# PRIMARY LOGO APPLICATIONS

Primary



Primary - One Color



Primary - One Color On Blue



## PRIMARY LOGO APPLICATIONS

Primary Horizontal



Primary Horizontal - One Color



Primary Horizontal - On Blue



Primary Horizontal - One Color On Blue



## COLOR PALETTE



PMS 293c

C 100

M 87

Y 0

K 0



PMS Cool Gray 2c

C 17

M 14

Y 15

K 0



White

C 0

M 0

Y 0

K 0

Colors swatches appear in PANTONE. These are the only acceptable colors for use with all Indiana State marks.

# INDIANA STATE

## TYPEFACE

### SYCAMORES REGULAR

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**0 1 2 3 4 5 6 7 8 9 . ? ! # & ;**

This is the acceptable typeface for use in relevant applications. Typeface consistency, in conjunction with color standards, will help imprint the Indiana State brand in the minds of all consumers.

# VINTAGE MARKS

Vintage - Primary

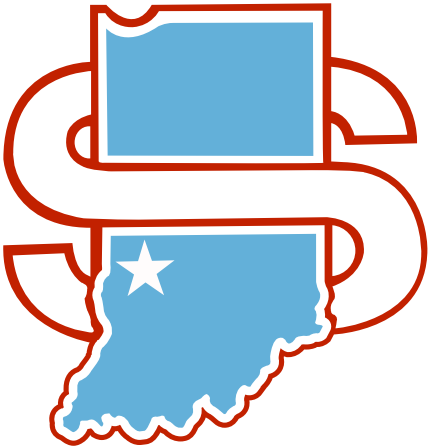


Vintage - Baseball



For use exclusively on Indiana State  
Baseball hats/helmets ONLY.

Vintage - Throwback





## INCORRECT PRIMARY LOGO USAGE

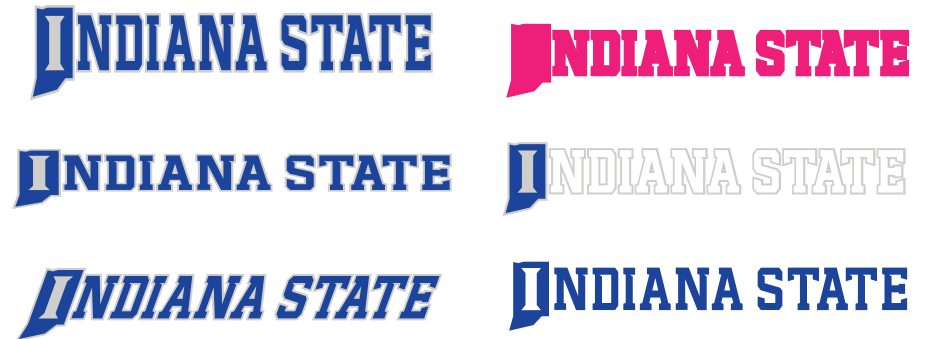


**DO NOT** adjust the width or the height or skew the logo.

**DO NOT** reverse or change colors in any way other than noted within this guide.

INCORRECT

## INCORRECT SECONDARY LOGO USAGE



Do not adjust the width or the height of logo. Do not skew logo.

Do not reverse or change colors in any way other than noted within this guide.

INCORRECT

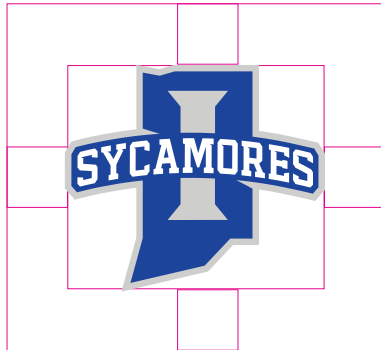
## CLEAR SPACE/SAFETY ZONE STANDARDS

Adherence to the clear space/safety zone standards provides for a consistent look to the Indiana State marks, protects the proprietary nature of the Indiana State marks and is used to defend against unauthorized use.

A minimum distance is required between the Indiana State primary marks and all other graphic elements.

To determine the minimum distance between the primary mark and all other graphic elements:

1. Draw a measurement box around the "I" in the Indiana State mark. This square will become your measurement starting point.
2. The size of the safety zone must equal the distance of this measurement box.
3. Extend the safety zone at the top and sides of the primary mark.

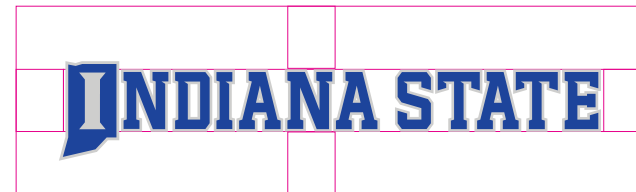


A minimum distance is required between the Indiana State word mark and all other graphic elements.

To determine the minimum distance between the word mark and all other graphic elements:

1. Draw a measurement box around the "N" in Indiana State. This square will become your measurement starting point.
2. The size of the safety zone must equal the distance of this measurement box.
3. Extend the safety zone at the top, bottom and sides of the word mark. This sets up your guidelines all around.

No graphic elements may fall within the pink lines.



The logo for the Indiana State Official Style Guide is centered on a dark blue background. It features a large, stylized white outline of the letter 'I' that is shaped like the state of Indiana. To the right of this 'I' is the word 'INDIANA STATE' in a bold, white, sans-serif font with a double outline. Below this, the words 'OFFICIAL STYLE GUIDE' are written in a smaller, white, all-caps, sans-serif font with wide letter spacing.

**I**NDIANA STATE  
OFFICIAL STYLE GUIDE