



USAGE GUIDE FOR ALL IU CAMPUSES

ANNIVERSARY MARK SYSTEM

The anniversary mark system

Indiana University has developed a visual mark system for observing major anniversaries on all IU campuses, during the university's Bicentennial celebration and beyond.

Anniversary marks

The anniversary marks are the official identifying marks for all anniversary marketing materials, including print and digital materials, signage, apparel, and merchandise.

NOTE:

Campuses and units are not permitted to create or use any other anniversary marks.

Standard anniversary mark

1. Anniversary Box

The anniversary box and trident tab frame the milestone year.

2. Milestone Date

The milestone date identifies the year being celebrated.

3. University or Department

Campus marks will display the University name on the first line. School or department marks will use the first line only.

4. Campus

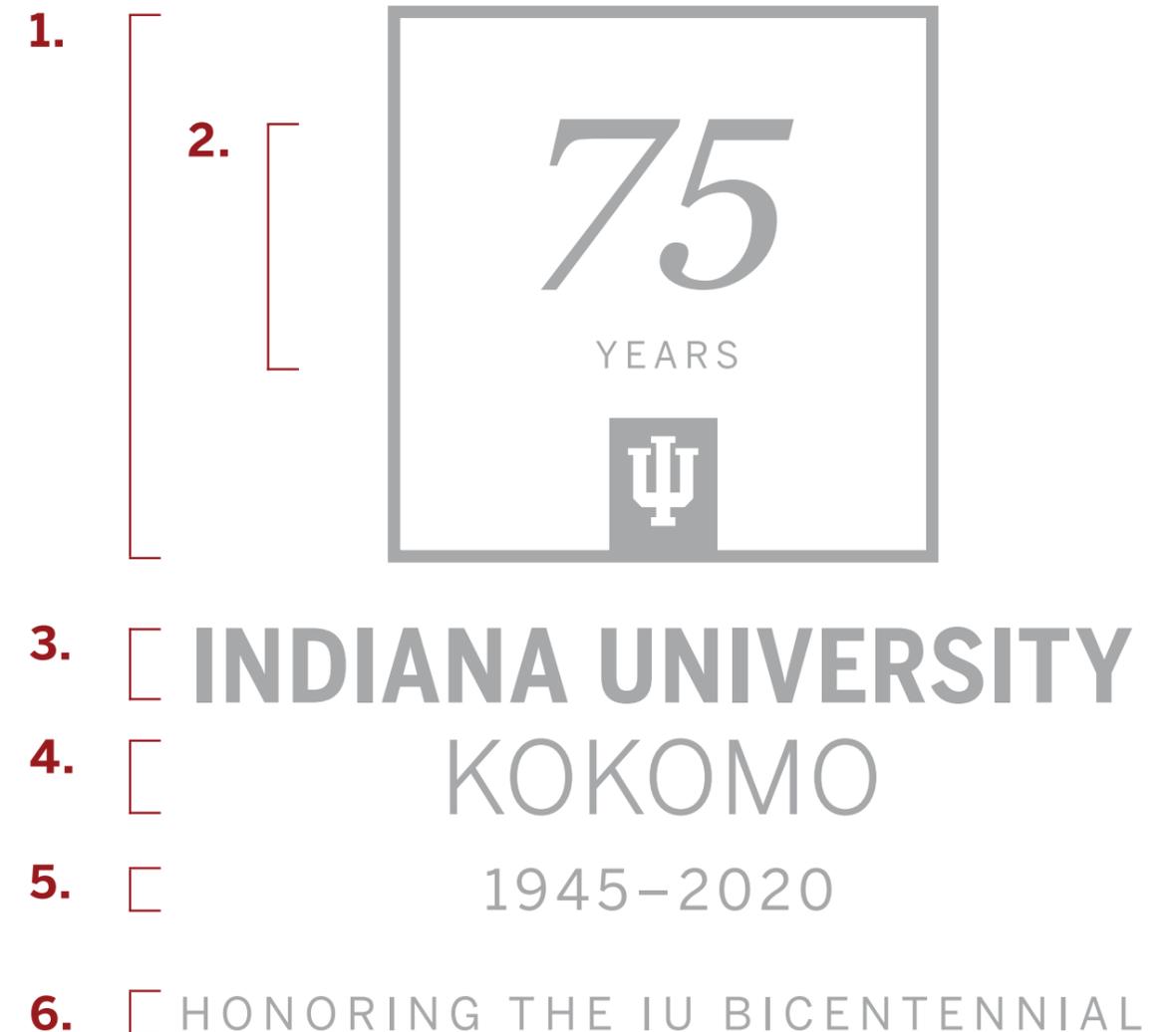
The second line is reserved for campus location identifiers.

5. Anniversary dates

Date range of the founding and milestone years.

6. Whisper Line

The final line of the anniversary mark connects all anniversaries with the university-wide bicentennial.



NOTE:

The whisper line "Honoring the IU Bicentennial" must be included on all materials except those with limited imprint space (e.g., buttons or pencils).

Standard anniversary marks

The anniversary mark was created for celebrations across campuses, schools, and departments.



**INDIANA UNIVERSITY
KOKOMO**

1945–2020

HONORING THE IU BICENTENNIAL

CAMPUS



SCHOOL OF MEDICINE

1903–2018

HONORING THE IU BICENTENNIAL

SCHOOL



THE LILLY LIBRARY

1960–2020

HONORING THE IU BICENTENNIAL

DEPARTMENT

Reversed anniversary marks



REVERSED



REVERSED TEXT

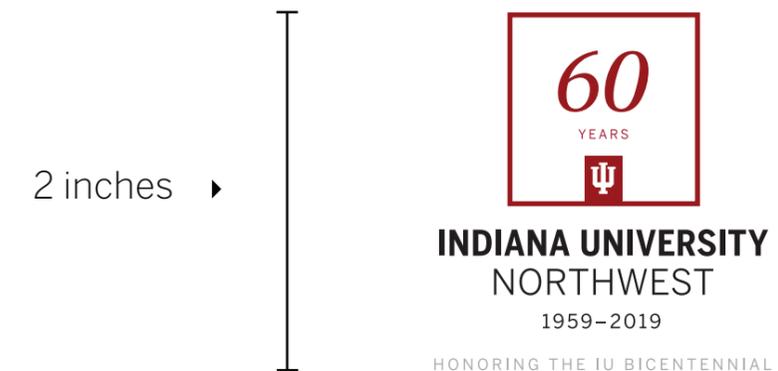


REVERSED ON PHOTO
BACKGROUND

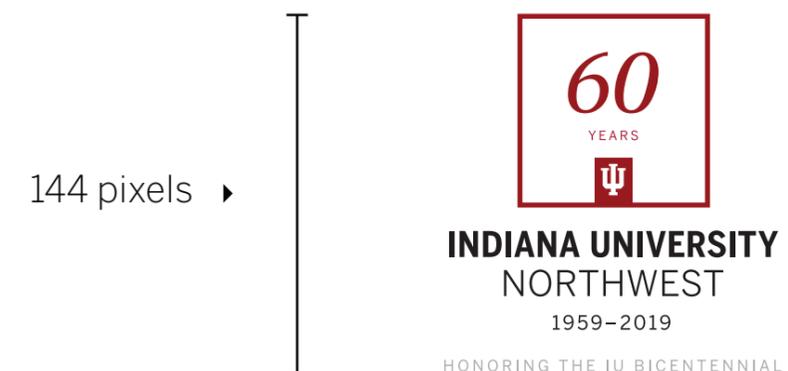
Scaling guidelines

- To maintain full legibility, never reproduce the anniversary mark at heights smaller than 2 inches for print and 144 pixels for web.
- There is no maximum size limit, but use discretion when sizing the anniversary mark.
- The anniversary mark should never be the most dominant element on a page, but should live comfortably and clearly as an identifying mark.

Print:

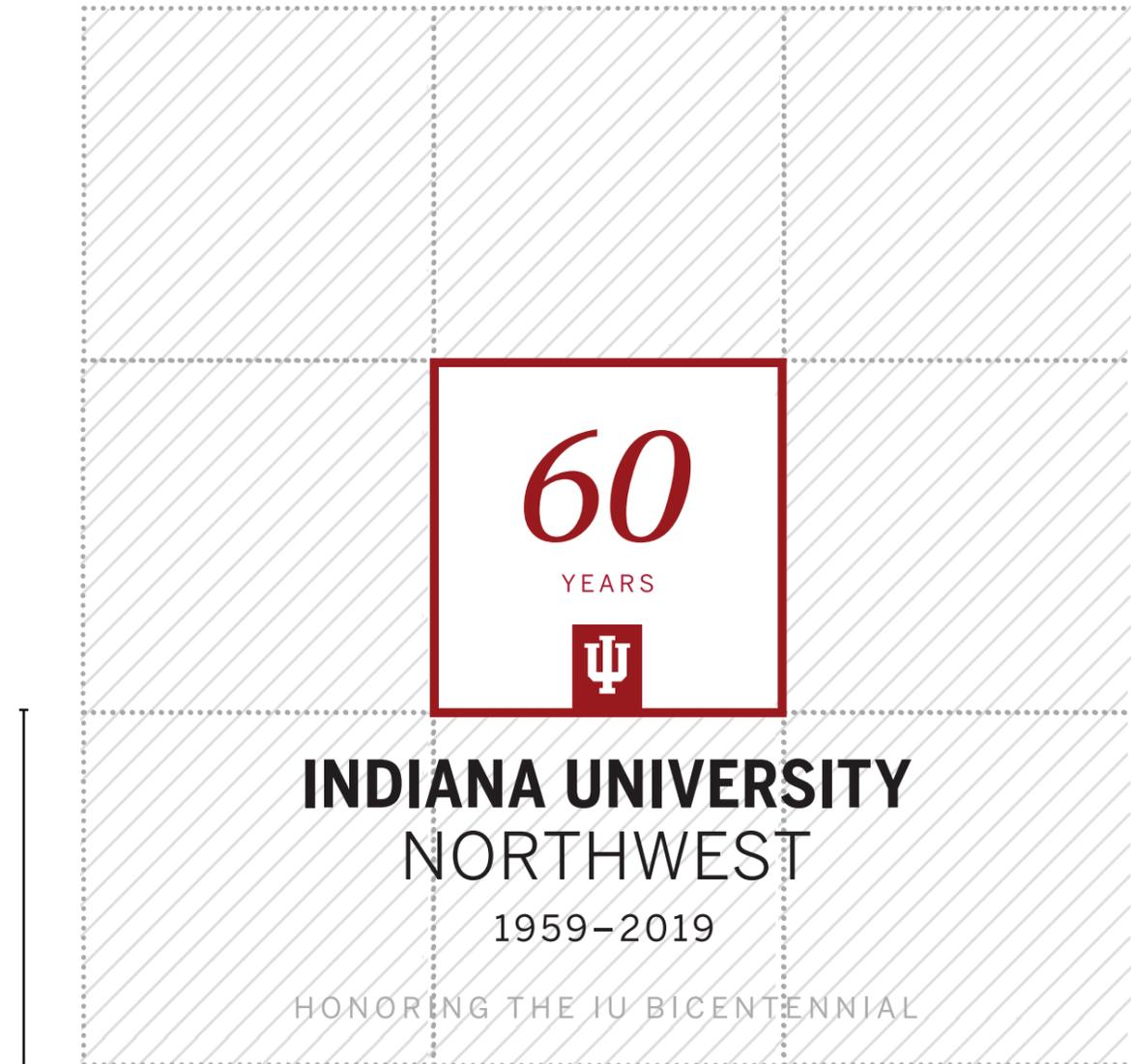


Web:



Staging guidelines

- To ensure that clear space is maintained around the anniversary mark for legibility and prominence, placement of photos, text, and graphic elements must be equal to or greater than the height of the anniversary box.



▲ The clear space around the anniversary mark must be equal or greater than the height of the anniversary box.

Improper use



IUPUI
1969-2019

HONORING THE IU BICENTENNIAL

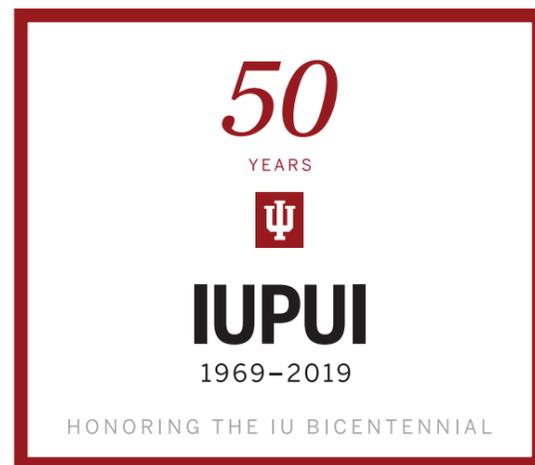
Do not stretch or condense the dimensions of the lockup



IUPUI
1969-2019

honoring the iu bicentennial

Do not change or alter typefaces



IUPUI
1969-2019

HONORING THE IU BICENTENNIAL

Do not alter placement or scale of elements within the mark



IUPUI
1969-2019

HONORING THE IU BICENTENNIAL

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



Improper use



IUPUI
1969-2019

HONORING THE IU BICENTENNIAL

Do not change the colors of the tab or text within the mark



IUPUI
1969-2019

HONORING THE IU BICENTENNIAL

Do not rotate, distort, skew, or bend the mark



IUPUI
1969-2019

HONORING THE IU BICENTENNIAL



Do not rearrange the mark



IUPUI
1969-2019

HONORING THE IU BICENTENNIAL

Do not add or remove any elements from the mark



Usage examples: print



NAME OF EVENT
Wednesday | Nov. 15 | 7-9 p.m.

50
YEARS
Ψ

IUPUI
1969-2019
HONORING THE IU BICENTENNIAL

NAME OF EVENT

Subhead/description of event goes here

Wednesday | Nov. 15 | 7-9 p.m.

60
YEARS
Ψ

INDIANA UNIVERSITY NORTHWEST
1959-2019
HONORING THE IU BICENTENNIAL

50
YEARS
Ψ

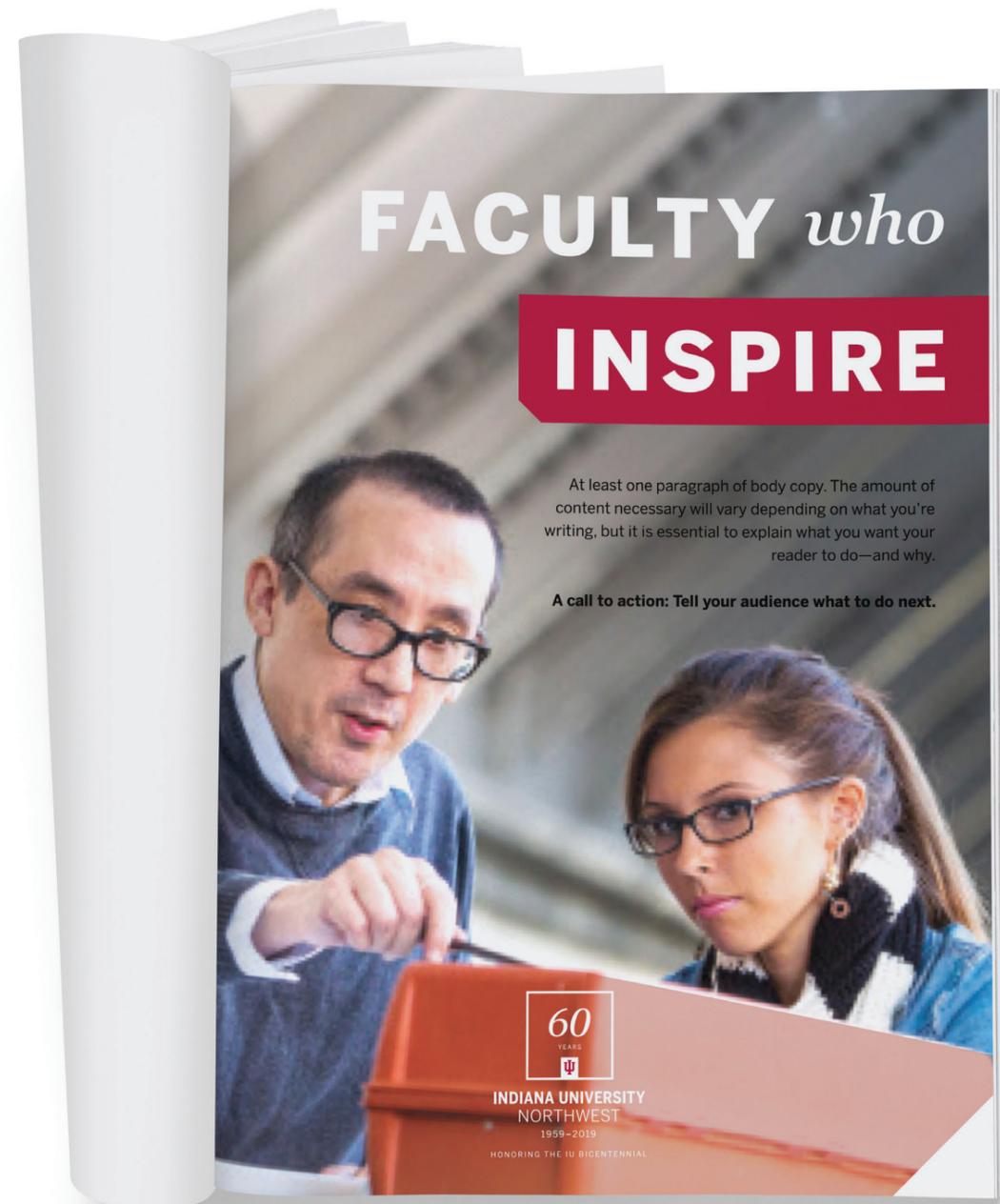
IUPUI
1969-2019
HONORING THE IU BICENTENNIAL

NAME OF EVENT

Subhead/description of event goes here



Usage examples: print



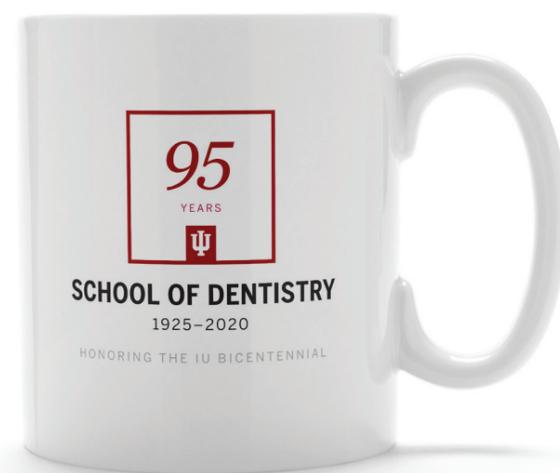
Usage examples: signage



Usage examples: apparel



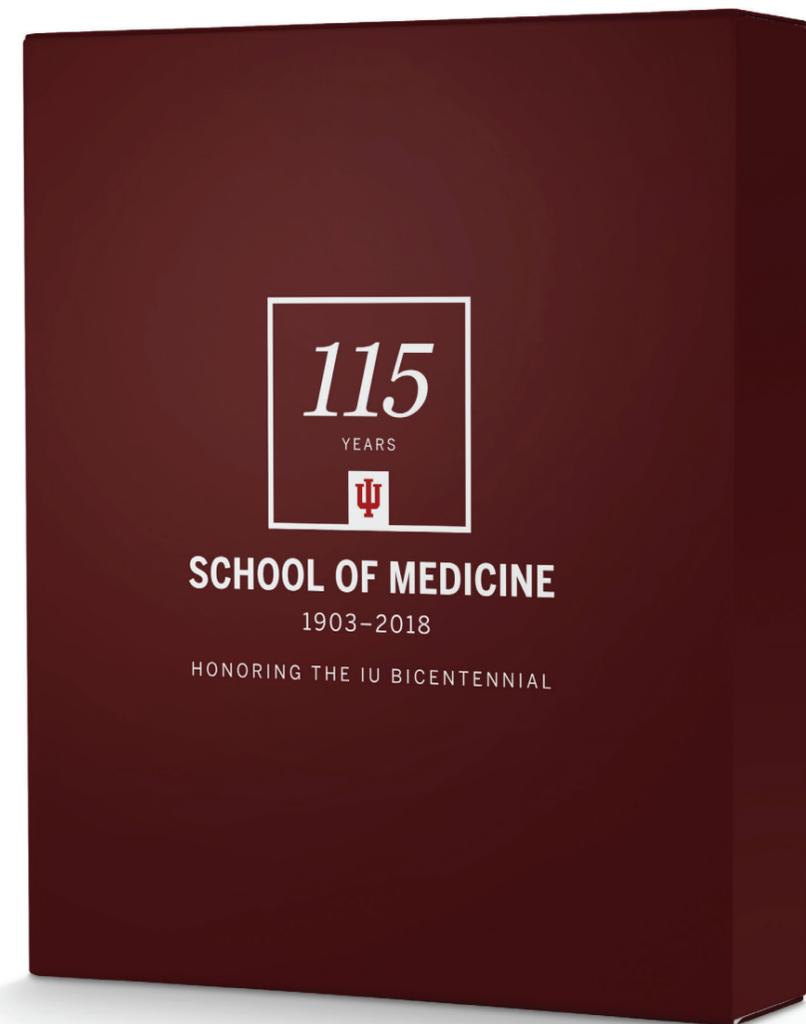
Usage examples: merchandise



Usage examples: merchandise



Usage examples: formal occasions



Thank you

