



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.

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## **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.

**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).

## 4. Campus

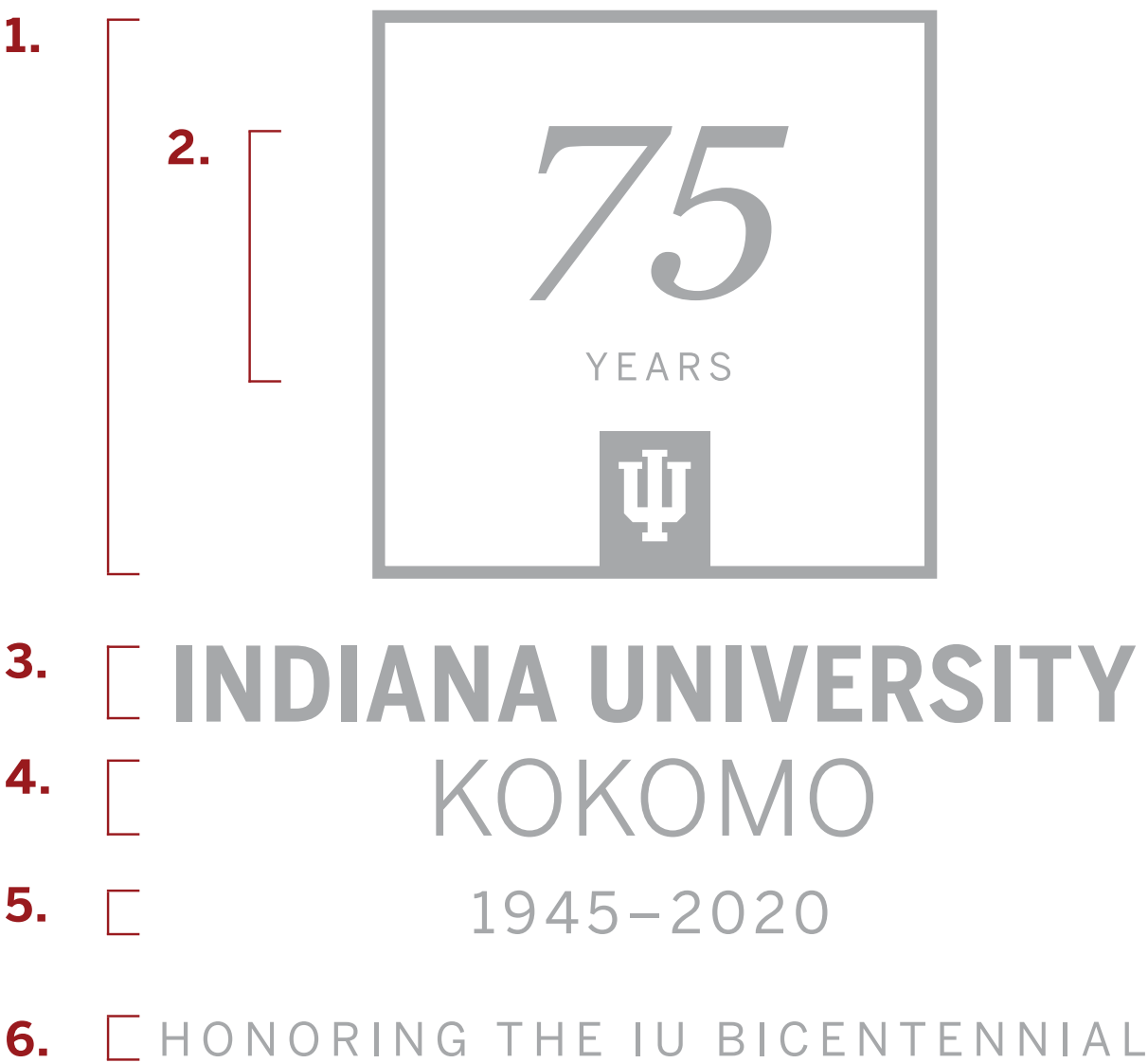
The second line is reserved for campus location identifiers.

## 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.





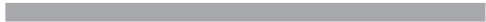
# Standard anniversary marks

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



**INDIANA UNIVERSITY  
KOKOMO**  
1945–2020

HONORING THE IU BICENTENNIAL

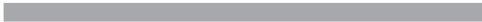


CAMPUS



**SCHOOL OF MEDICINE**  
1903–2018

HONORING THE IU BICENTENNIAL

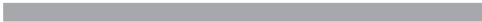


SCHOOL



**THE LILLY LIBRARY**  
1960–2020

HONORING THE IU BICENTENNIAL



DEPARTMENT

# Reversed anniversary marks



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REVERSED



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REVERSED TEXT



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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:

2 inches ▶



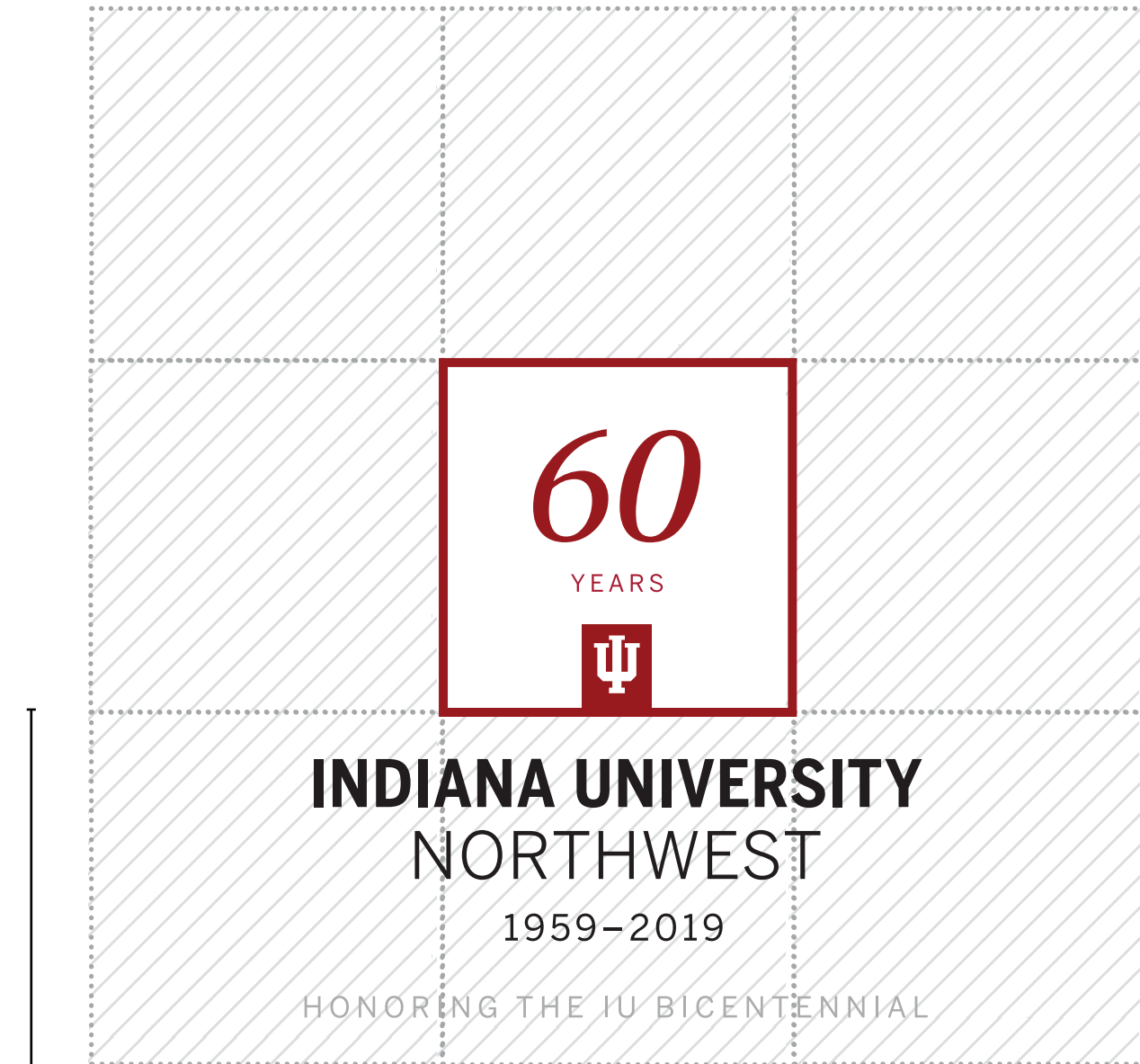
## Web:

144 pixels ▶



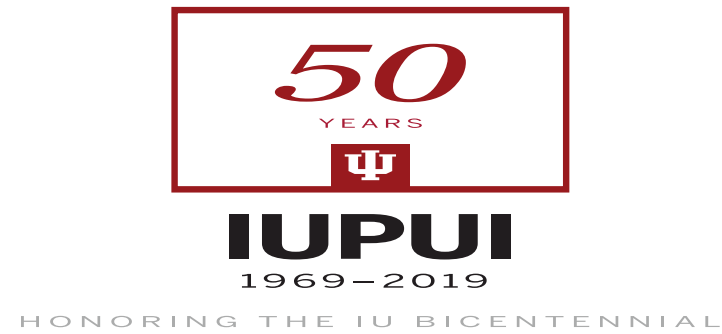
# Staging guidelines

- 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.

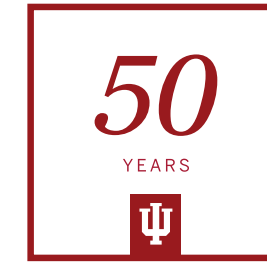


▲ The clear space around the anniversary mark must be equal or greater than the height of the anniversary box.

# Improper use



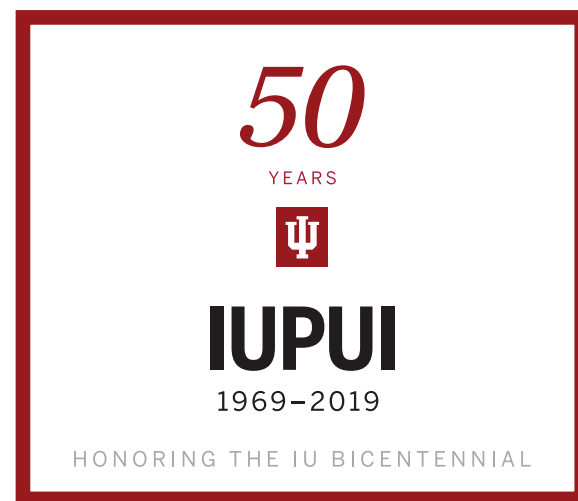
**Do not** stretch or condense the dimensions of the lockup



**IUPUI**  
1969-2019

*honoring the iu bicentennial*

**Do not** change or alter typefaces



**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



**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



**INDIANA UNIVERSITY  
NORTHWEST**  
1959–2019

HONORING THE IU BICENTENNIAL

50  
YEARS



**IUPUI**  
1969–2019

HONORING THE IU BICENTENNIAL

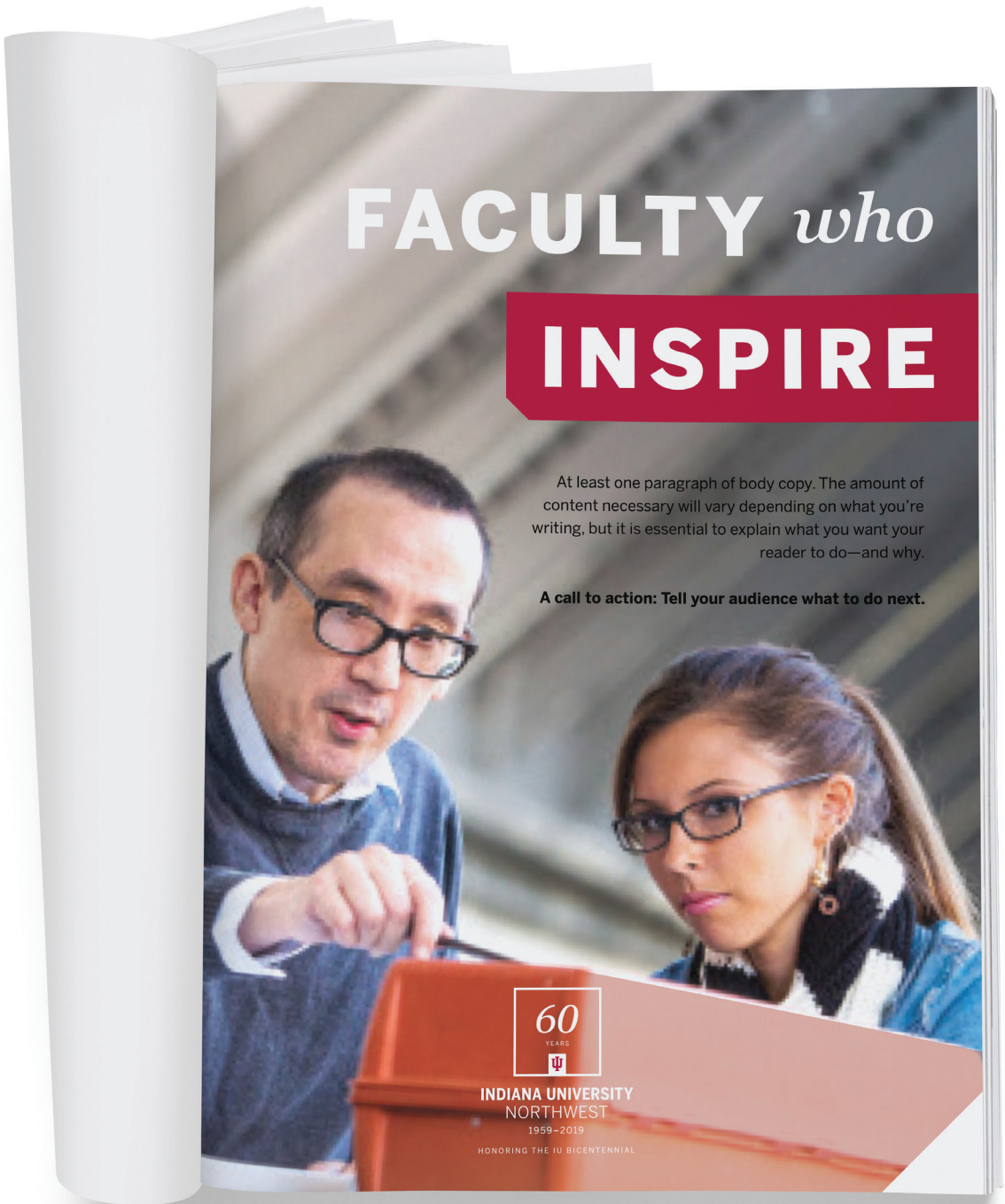
**NAME OF EVENT**

*Subhead/description of  
event goes here*





# Usage examples: print





# Usage examples: signage





# Usage examples: apparel





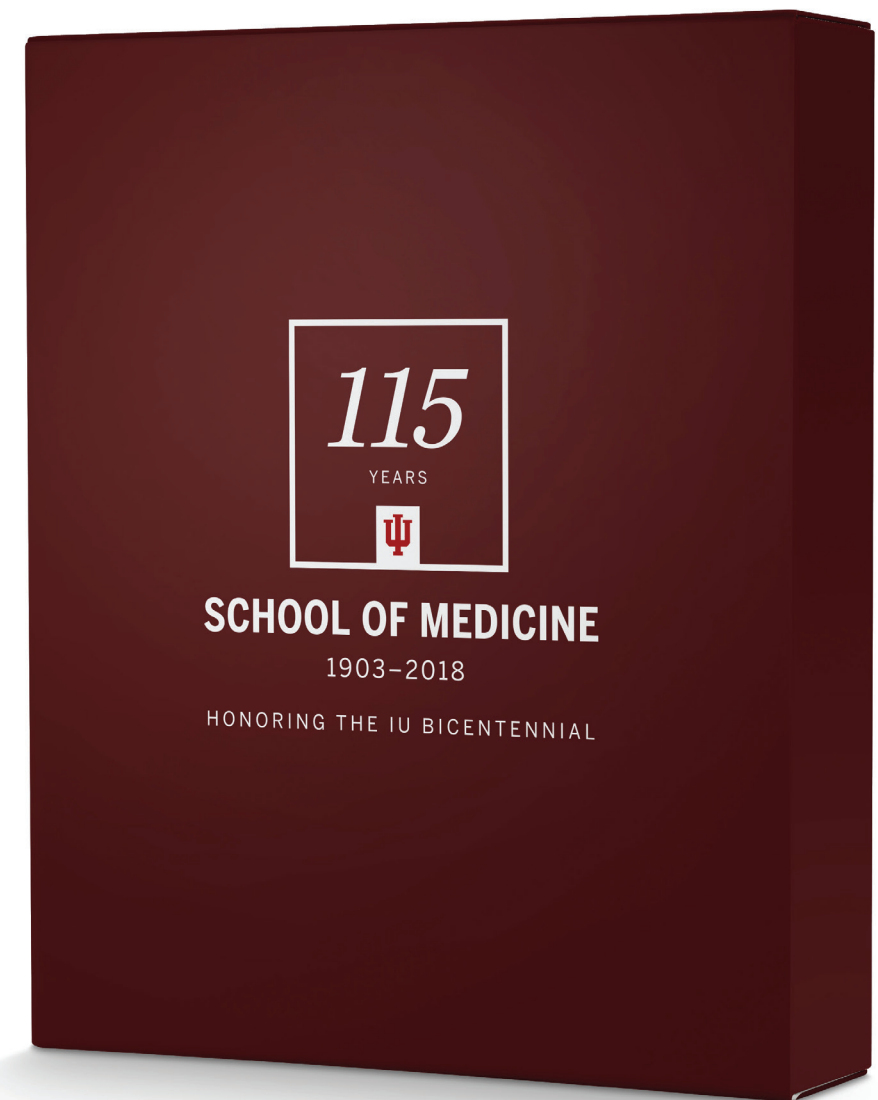
# Usage examples: merchandise



# Usage examples: merchandise



# Usage examples: formal occasions



# Thank you

