A QUICK GUIDE TO THE IPFW IDENTITY SYSTEM

(VISUAL DESIGN AND EDITORIAL)

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For more information visit: **identity.ipfw.edu**

PREPARED BY:

IPFW Marketing Communications

Jack Patton

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USE THIS HELPFUL QUICK GUIDE

A consistent look and feel strengthens brand identity. If you are one of the many at Indiana University–Purdue University Fort Wayne (IPFW) who communicate regularly with campus, the community, and well beyond, it's important to adhere as closely as possible to both visual and editorial guidelines. Because the identity system is quite comprehensive, Marketing Communications created this helpful quick guide highlighting the most important aspects for day-to-day use.

Note that this quick guide is not intended to replace the existing visual identity or editorial style guide. To access the guides or learn more, visit ipfw.edu/visual design or ipfw.edu/copywriting

WHAT IS THE IDENTITY SYSTEM?

The identity system is a university-wide framework designed to **communicate consistent, engaging messages.** Visual design,editorial, photography, Web, and digital media standards are communicated through:

- ▼ University guidelines
- ▼ Standards and best practices
- ▼ Downloadable graphic assets
- ▼ Standard key messages

WHY IS IT IMPORTANT?

The identity system articulates ways in which clear, strong, and consistent messaging can be delivered across all marketing channels to enhance the IPFW presence.

Our Roles

MARKETING COMMUNICATIONS

Creates and disseminates signatures and interprets, communicates, and updates university identity policies. Also, ensures adherence to identity policies and determines appropriateness of using IPFW marks.
260-481-6808, ipfw.edu/MC

IPFW PURCHASING

Manages external vendors to ensure adherence to identity policies and determines appropriateness of using IPFW marks with those of other organizations.
260-481-6800, ipfw.edu/purchasing

PRINTING SERVICES

Prints official stationery (letterhead, envelopes, business cards) once the appropriate signature has been obtained from Marketing Communications.
260-481-6801, ipfw.edu/printing

IPFW VISUAL IDENTITY SYSTEM GUIDELINES

For more information visit: **identity.ipfw.edu**

IPFW Visual Identity System Overview

HOW TO USE UNIVERSITY MARKS

The university mark (formerly known as the **IPFW triangle logo**) may not STAND ALONE.

The mark must appear in an affixed location with the university name and name of the sponsoring unit, college, or school—this arrangement is called a "signature."

IPFW
INDIANA UNIVERSITY
PURDUE UNIVERSITY
FORT WAYNE

INDIANA UNIVERSITY
PURDUE UNIVERSITY
FORT WAYNE
IPFW

**LEFT-ALIGNED VERSION
FOR UPPER LEFT-HAND APPLICATIONS
ALSO THE DEFAULT VERSION**

**RIGHT-ALIGNED VERSION
FOR LOWER RIGHT-HAND APPLICATIONS
ALSO THE DEFAULT VERSION**

Find more information at: identity.ipfw.edu/system/seal-mark

UNIVERSITY SIGNATURES

A signature is any combination of a mark (the IPFW triangle logo) **and typography,** which serves as an official identity element. Signature components include marks; primary, secondary, and tertiary type fields; and horizontal and/or vertical rules.

Download all signatures at **identity.ipfw.edu.** Any other signatures can be obtained by contacting IPFW Marketing Communications.

PRIMARY MARK

PRIMARY LINE (FEATURED TEXT)

IPFW **COLLEGE OF ARTS AND SCIENCES**
INDIANA UNIVERSITY–PURDUE UNIVERSITY FORT WAYNE
MATHEMATICS

SECONDARY AND TERTIARY LINES

CROSSBAR

Find more information at: identity.ipfw.edu/signature/anatomy

PRIMARY, SECONDARY, TERTIARY FIELDS

Information within the signature should **accurately represent the hierarchy** of the university department, program, school, college, or unit sponsoring a digital or print piece. The sponsoring unit appears in the primary line, the university name appears in the secondary line, and the tertiary line contains additional clarifying information.
TIP: The university name may appear in the primary or secondary line, but must never appear in the tertiary line.

IPFW **PRIMARY TYPE**
SECONDARY TYPE
TERTIARY TYPE

TEXT IN THE PRIMARY AND TERTIARY LINE IS INTER-
CHANGEABLE. THE UNIVERSITY NAME MUST NEVER FALL
LOWER THAN THE SECONDARY LINE.

Find more information at: identity.ipfw.edu/mark/serif

UNIVERSITY MARKS AND LICENSURE

The use of the IPFW marks and verbiage requires permission or licensure from IPFW and/or our licensing partner, Learfield Licensing Partners (LLP), LLP administers the license application process on behalf of IPFW and assists with issues of legality and enforcement. Contact LLP for obtaining licensure at learfieldlicensing.com or direct requests to IPFW Marketing Communications.

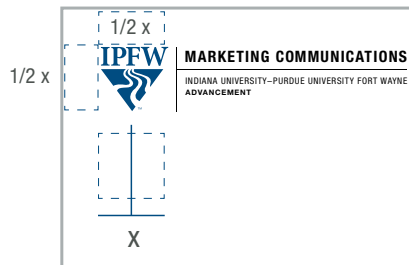Find more information at: identity.ipfw.edu/system/licensing

IPFW Visual Identity System Implementation

PLACEMENT

The approved locations for the IPFW signature are the **upper left** or the **lower right** in any media.

STAGING

One-half the size of the primary mark is the distance allowed between the signature and the outer edges of design space. This same spacing must be retained when placing art or graphics near the IPFW signature.

Find more information at: identity.ipfw.edu downloadable.pdf

A STAGING AREA MUST BE MAINTAINED AROUND IPFW SIGNATURES. THIS AREA IS EQUIVALENT TO 1/2 THE SIZE OF THE TRIANGLE MARK.

SIZE

The size of the signature is important to the level of prominence and attention it receives in any given layout/media placement.

There is **no maximum size** for the university signature, however, **there are minimum size requirements** for various applications.

SIZE OF LAYOUT/DESIGN SPACE	MINIMUM HEIGHT
8 1/2 x 11"	3/4" (.75)
#10 Envelope (business size)	3/4" (.75)
5 1/2 x 8 1/2"	5/8" (.625)
5 1/2 x 4 1/4" (note card size)	1/2" (.5)
A2 Envelope (note card size)	5/8" (.625)
7 1/2 x 10" (PowerPoint)	5/8" (.625)
11 x 17 (poster)	1 1/4" (1.25)

Find more information at: identity.ipfw.edu downloadable.pdf

COLOR

The official **IPFW colors, blue** and **white**, are important identifiers to the brand system and should be **used consistently** and be **clearly visible** in our communication efforts.

Careful matching is the key to a unified and consistent system. PANTONE MATCHING SYSTEM® tools should be used whenever possible for specifying color.

IPFW BLUE
PRINT: PANTONE 294
PRINT: c 100, m 58, y 0, k 21

DIGITAL: R: 0, G 49, B 82
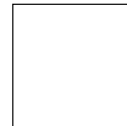
IPFW WHITE
PRINT: PANTONE - no equivalent
PRINT: c 0, m0, y 0, k 0

DIGITAL: R 255, G 255, B 255

IPFW GREY
PRINT: PANTONE Cool Grey 7
PRINT: c 0, m 0, yo, k37

DIGITAL: R 155, G 155, B156

Find more information at: identity.ipfw.edu/system/colors

TYPOGRAPHY

Minion Pro and **Helvetica Neue** are the two typefaces incorporated in the IPFW Identity System and are the preferred typefaces in print or on the Web. Use special care with typography to ensure legibility and messaging hierarchy across multiple media platforms.

Minion is a default font and should be available to users. If Helvetica is not available, please substitute with Arial font.

Aa
Condensed
ABCDEFGHJKLMN
OPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Aa
Bold Condensed Italic
ABCDEFGHJKLMN
OPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

MINION (SERIF FONT) is for FORMAL USE

Aa
47 Light Condensed
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Aa
85 Heavy
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

HELVETICA NEUE (SANS SERIF) FONT is for INFORMAL USE

Find more information at: identity.ipfw.edu/system/typography

IPFW EDITORIAL IDENTITY SYSTEM GUIDELINES

For more information visit: **identity.ipfw.edu**

IPFW Editorial Identity System Guidelines

The IPFW Editorial Style Guide (ipfw.edu/style-guide), developed by Marketing Communications, is a comprehensive guide that covers many style issues. Below are some guidelines that should be beneficial for anyone who creates or fine tunes messages. The complete guide includes these and many more entries as well as helpful examples.

Full university name—Indiana University–Purdue University Fort Wayne (IPFW) on first reference; IPFW thereafter. Remember to include an en dash, not a hyphen.

Equal Opportunity/Equal Access statement should appear on everything (IPFW is an Equal Opportunity/Equal Access University.)

Serial (aka Oxford or Harvard) commas—we do use them, so be sure to include the last comma in a series

Correct names of departments, programs, and more—access the official Designations List at ipfw.edu/designations

Keep content scannable—use short sentences and paragraphs and lots of subheads and bullets (both in print and digital)

Avoid academic speak for general audiences—typically aim for 8th grade reading level or below so content is easy to understand

Use caps, italics, and exclamation points judiciously

Academic degrees—associate degree, bachelor's degree, master's degree, and doctoral degree or doctorate. "Degree" should not follow a degree abbreviation, as it's redundant.

Doctor vs. Professor—we do not use the honorific title Dr. in reference to an academic who has earned a doctorate, unless used in an academic setting. Use Professor Name or Name, Ph.D.

Hyphens/en dashes/em dashes are not all the same length—when using the hyphen, en dash, or em dash, do not put a space before or after them

Phone numbers—use hyphens and don't use parentheses around the area-code: 260-481-6979

No periods at the end of bullets (unless multiple sentences)

Format times correctly—use numerals except for noon and midnight. Omit zeros in on-hour times. Use periods in a.m. and p.m. Space between numerals and a.m./p.m. Use an en dash to indicate a span of time: 3–4:30 p.m.

Format dates correctly—abbreviate months when used with a day and year (except March, April, May, June, and July). Otherwise, spell out. Don't abbreviate days of the week.

Use correct format for campus addresses—not "Kettler, 100" but "Kettler, Room 100" (Or "Kettler Hall, Room 100" for external audiences)

Don't include URLs for Web pieces—and, if you have an unwieldy URL in a print piece that needs a vanity URL, contact Marketing Communications at ipfw.edu/mc

Quality matters—to minimize typos and errors, ask someone to review your content before finalizing

Remember, access the *IPFW Editorial Style Guide* at ipfw.edu/style-guide as your complete resource.

Find more information at: ipfw.edu/style-guide

Introduction to IPFW Information Architecture Standards (IAS)

These standards help inform content creators and distributors of the benchmarks and quality assurances used by Marketing Communications to ensure cohesive, efficient, and effective branding of materials. Within this section, you will find **guidelines for best practices and checklists to use when creating new content.** Information Architecture Standards (IAS) **set expectations, both internally and externally,** for design and editorial work as it relates to identity standards. IAS is an **objective measurement tool** to assess the practical application of our identity standards.

IAS for copy, design, photography, and digital media should be followed with an emphasis on fundamentally supporting the objectives of any marketing content across all platforms. **These guidelines are the benchmark for the IPFW Marketing Communications unit as well as all externally created marketing content.**

Any marketing content that does not support/follow the guidelines will be subject to revisions and subsequent review.

EDITORIAL CHECKLIST: identity.ipfw.edu/standards/architecture/editorial

Does your copy…

☐ Identify and emphasize key messages?

☐ Include calls to action in headlines and other prominent places?

☐ Follow IPFW editorial style standards?

☐ Use clear, concise messaging?

☐ Translate to other media (e.g., Web)?

☐ Include basic requirements?

   ▼ Contact information (name, phone number, and email address)
   ▼ University signature
   ▼ Equal Opportunity/Equal Access statement

☐ Conform to MC Editorial submission guidelines (for copy submitted to Marketing Communications)?

   ▼ Reviewed internally prior to submission
   ▼ Provided electronically (email attachments are preferred)
   ▼ Saved in .doc (Microsoft Word) or .rtf format
   ▼ Straight text in a single column (no formatting)
   ▼ Does not include clip art or graphics
   ▼ Uses Helvetica or Times New Roman in 12-point size
   ▼ Uses all capital letters, underlining, boldface, or italics judiciously
   ▼ Copy is flush-left, no paragraph indents
   ▼ Uses only one space between sentences

DESIGN CHECKLIST: identity.ipfw.edu/standards/architecture/design

Does your design…

☐ Prominently display the appropriate IPFW mark/signature?

☐ Display the IPFW signature in either the upper-left or lower-right areas?

☐ Use the IPFW seal or signature, as specified?
   ▼ Emphasizing the proper organizational unit
   ▼ Using approved spacing/positioning guidelines
   ▼ Clearly visible and prominent

☐ Follow basic visual hierarchy principles?

☐ Use recognized and approved typefaces?

☐ Use typography in a way that helps organize information and make it more understandable?

☐ Use legible and readable text/fonts?

☐ Utilize enough contrast between the background and the text for it to be readable?

☐ Use color to reinforce and complement the IPFW official blue?

☐ Use graphic elements only to improve understanding, not as mere decoration?

PHOTOGRAPHY CHECKLIST:
identity.ipfw.edu/standards/architecture/photography

Does your photography…

☐ Demonstrate professional quality that reflects the university well in content and resolution?

☐ Tell accurate stories by capturing life and emotion?

☐ Depict IPFW students, faculty, staff, or alumni "in the moment"?

☐ Utilize the best possible locations that not only complement the scene, but also depict the university and its campus in a positive way?

☐ Grab the audience's attention?

☐ Demonstrate compelling composition?

☐ Include any trash, named products, or unsightly "stuff"? If so, remove it!

☐ Use appropriate and professional lighting techniques?

☐ Use proper resolution for the determined use?

☐ Use proper color format (CMYK for print, RGB for Web and digital distribution) for the determined use?

☐ Use the appropriate file resolution/type for submission? .JPEG and .TIFF are preferred? (Minimum 300 d.p.i. for print)

☐ Utilize optimal cropping and treatments for the determined use?

GRAPHIC IDENTIFIER CHECKLIST:
This Web information is coming soon.

Is your co-branding graphic identifier…

☐ Complementary to the IPFW Identity System?

☐ Approved by Marketing Communications?

☐ Simple, clean, and elegant?

☐ Memorable, concise, and direct?

☐ Timeless, free of design gimmicks, and done in appropriate/approved fonts?

☐ Versatile enough to be the size of a postage stamp or as large as a billboard?

☐ Appropriate, thus making your event or program immediately recognizable?

☐ Of professional quality that reflects the university well?

Find more information at: identity.ipfw.edu/standards/architecture