IPFW IDENTITY SYSTEM
Updated Feb. 2015
Message from the Director of Marketing, Marketing Communications

The Indiana University–Purdue University Fort Wayne Identity System will help us move forward together by communicating consistent, engaging messages. Establishing a strong identity takes place over time and through many initiatives large and small. Please note that this is a collaborative effort and Marketing Communications is ready to partner with you.

To assist you in your day-to-day efforts, we’ve provided the following resources through our microsite:

- University guidelines to help you market across all platforms
- Standards and best practices
- Downloadable graphic assets
- Standard key messages

As you become familiar with the identity system, you’ll find that it provides new efficiencies and consistency across all marketing material. Whether you’re updating print, digital, or other assets—having access to existing content that clearly conveys your key messages and elevates the IPFW presence increases quality and saves time.

Through your support of these guidelines and feedback about what works well and what doesn’t, IPFW can achieve greater recognition and clarity as we continue to expand our leadership in academics, in northeast Indiana, and beyond.

Jack Patton
Director of Marketing
IPFW Marketing Communications
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 ADMINISTRATION AND BOARD OF TRUSTEES
Serve as champions of the Identity System and endorse policies.
Introduction to the IPFW Identity System

Brand is, among many things, about perception.

IPFW is on the move—and so is our image.

Northeast Indiana has been touched by IPFW in many ways and there’s hardly a person who is not aware of the university. Our students, faculty, staff, and alumni have made significant contributions to the well-being and lifestyle of northeast Indiana residents. Our reputation is growing nationally and internationally and it’s important that we receive credit for our contributions. For this reason, and to set our customers’ expectations, it is important that we present a consistent and comprehensive identity. The IPFW Identity System is one way to bring greater recognition and clarity, as well as aesthetic unity, to the university.

This system was created to establish, preserve, and strengthen the branding of our university—and also to offer guidance in how best to utilize common visual and editorial assets in everyday practice. This guide focuses particularly on how to present information in a hierarchical fashion so that the IPFW presence is clearly evident and our sub-brands and co-brands complement the university brand.

Maintaining a cohesive and coherent brand identity across campus is essential to furthering the mission, vision, and values of IPFW and is based upon a solid brand architecture with clear guides to information hierarchy. This guide is designed to explain the fundamental assets of our brand, define the relationship within the university that sets the foundation for our information hierarchy, explore best practices, and encourage cooperation for the betterment of IPFW.

Within this guide, you will find general guidelines for the most common facets of our brand and its applications, and a vision of where we want to go as a presence in the community and a leader in higher education.
IPFW Organizational Structure

**CHANCELLOR**
- Compliance
- University Strategic Alignment Process
- Advancement
  - Advancement Services
  - Alumni Relations
  - Athletics Development
  - Development
  - Donor Relations
  - Marketing Communications
    - College Access Television
  - Tapestry
  - Omnibus

**FINANCIAL AFFAIRS**
- Accounting and Fiscal Systems
- Athletics
  - Recreation
  - Intramural Sports
- Budget and Planning
- Bursar
- Business Office
- Comptroller
- Health and Wellness Clinic
- Human Resources
- Information Technology Services
- Institutional Equity
- IPFW Foundation
- Physical Plant
  - Building Services
  - Campus Safety
- Grounds
  - Operations/Maintenance
  - Special Events
- Radiological and Environmental Management
  - Community Patrolling

**STUDENT AFFAIRS & ENROLLMENT MGMT.**
- Enrollment Management
  - Admissions
  - Collegiate Connection
  - Financial Aid
  - Registrar
  - Student Information Support Services
  - Military Student Services
  - Student Life
  - IPSGA/Special Projects
  - Learning Community, The (TLC)
  - Career Services
  - Diversity and Multicultural Affairs
  - Center for Women and Returning Adults
  - Military Student Services
  - Project Upward Bound
  - Trio Student Support Services
  - Twenty-First Century Scholars
  - Dean of Students
  - Services for Students with Disabilities
  - Student Assistance Program
  - Academic Success Center
    - Center for Academic Support and Advancement (CASA)
    - First Year Experience
    - Mastodon Advising Center
    - Mastodon Academic Performance Center
  - Student Housing
  - Testing Services
  - Campus Ministry

**ACADEMIC AFFAIRS**
- Academic Ceremonies
- Academic Internships, Cooperative
  - Education and Service Learning (OACS)
- Academic Programs
- Assessment
- Center for the Enhancement of Learning and Teaching (CELT)
- Graduate Studies
- Honors Program
- Helmke Library/Library Services
- International Education
- Research, Engagement, and Sponsored Programs
- University Engagement

**Purdue University Cooperative Extension**
- Service, Allen County
- University Police

**TIP:** The interrelationship of each of our sub-brands support our overall identity.
IPFW organizational structure translates to an architecture that provides a blueprint for how closely our academic units, departments, degree programs, and services are related and complement one another. This guide references the multiple layers within the IPFW structure and how messaging and visual presentation coexist within the overall brand structure.

### ACADEMIC AFFAIRS, CONTINUED

<table>
<thead>
<tr>
<th>COLLEGE OF Arts and Sciences (A&amp;S)</th>
<th>COLLEGE OF Education and Public Policy (CEPP)</th>
<th>COLLEGE OF Engineering, Technology, and Computer Science (ETCS)</th>
<th>COLLEGE OF Health and Human Services (HHS)</th>
<th>COLLEGE OF Visual and Performing Arts (VPA)</th>
</tr>
</thead>
<tbody>
<tr>
<td>DEPARTMENT OF Anthropology</td>
<td>Mathematical Sciences</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Biology</td>
<td>Philosophy</td>
<td></td>
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<tr>
<td>Chemistry</td>
<td>Physics</td>
<td></td>
<td></td>
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<tr>
<td>Communication</td>
<td>Political Science</td>
<td></td>
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<tr>
<td>Communication Sciences and Disorders</td>
<td>Psychology</td>
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<tr>
<td>English and Linguistics</td>
<td>Sociology</td>
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<tr>
<td>Geosciences</td>
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<tr>
<td>History</td>
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<tr>
<td>International Language and Culture Studies</td>
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</tbody>
</table>

**Centers of Excellence**
- (CCE) Archaeological Survey
- (CCE) Center for Reptile and Amphibian Conservation and Management (HERP Center)
- (CCE) Center for Social Research
- (CCE) Institute for Decision Sciences and Theory
- (CCE) Institute for Holocaust and Genocide Studies
- (CCE) IPFW Human Rights Institute
- (CCE) Mike Downs Center for Indiana Politics
- (CCE) Three Rivers Language Center

**PROGRAMS**
- Charles "Bud" Meeks Criminal Justice Program

<table>
<thead>
<tr>
<th>SCHOOL OF Richard T. Doermer School of Business (DSB)</th>
<th>DIVISION OF Continuing Studies (DCS)</th>
<th>DIVISION OF Labor Studies (LS)</th>
<th>Medical Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>DEPARTMENT OF Accounting and Finance</td>
<td>DEPARTMENT OF General Studies</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Economics</td>
<td>Weekend College</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Management and Marketing</td>
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</tr>
</tbody>
</table>

| DEPARTMENT OF Consumer and Family Sciences |
| Dental Education |
| Human Services |
| Nursing |
| Radiography |

**Center of Excellence**
- (CCE) Behavioral Health and Family Studies Institute

**PROGRAMS**
- (Tertiary Sub-Brand)
- PFW Dental Hygiene Clinic
- Life Sciences Resource Center
- Health Sciences Research Center
- Indiana Cares Youth Suicide Prevention Resource Center
- IPFW Family Health Clinic
- IPFW Northeast Indiana Area Health Education Center

**PROGRAMS**
- American Studies
- Ethnic and Cultural Studies
- Film Studies
- Gerontology
- Native American Studies
- Peace and Conflict Studies
- Women’s Studies
Consistent Messages—Value and Importance

Messaging informs design and delivery. Developing a strong, cohesive message that is in line with university-wide standards strengthens not only the branding of IPFW but your department, office, or division as well. Consider how your voice affects its visual counterparts.

Consistent messaging accomplishes a great deal, but some of the effects are more obvious than others. Careful consideration for consistency in messaging...

- Preserves the core messages of our university’s mission, vision, and values.
- Maintains the integrity of our image.
- Prevents confusion for our audiences.
- Encourages collaboration among our many voices on campus.
- Unites our university in one common perception.

One way to develop a consistent voice is through the use of identifying features and benefits of various programs and services that are unique, valuable, and important to our prospective students as well as our current students. By taking time to identify these features and then explaining the benefit and capabilities of those programs and services, it will give our prospective students a clear picture of our university and allow them to compare and evaluate IPFW. It will also help your department/program gain perspective on what is most important to you—and, you will speak in a clear consistent way.

**Identifying the standout features of your organization, and critically examining how those features benefit your audience, strengthens your brand—and yields greater insight into the services you offer.**

On the following pages, you will read about some of the features and benefits that identify IPFW, from a brand-level perspective.
**IPFW Brand Level** Features and Benefits

Marketing Communications has compiled a list of the most prominent features and engaging benefits of our university. The following features and their associated benefits are ordered based on research conducted by Indiana Research Service, Carnegie Communications LLC, and the IPFW Student Satisfaction survey. These metrics were identified in June 2012.

<table>
<thead>
<tr>
<th>IPFW FEATURE</th>
<th>BENEFIT</th>
<th>TO WHOM</th>
<th>HOW WE DELIVER</th>
<th>WHY IT MATTERS</th>
<th>AS EVIDENCED BY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Worthwhile Investment</strong></td>
<td>Value; great education; great opportunities after graduation</td>
<td>Prospective students and their parents; alumni; prospective employers; prospective faculty</td>
<td>Affordable education; connection to community and regional employers; well-rounded education. We prepare our students for the job market with an affordable, marketable education</td>
<td>According to our university vision, IPFW will be known for its excellence, value, and accessibility of its academic programs</td>
<td>CONTENT TO BE PROVIDED</td>
</tr>
<tr>
<td><strong>Supportive Environment</strong></td>
<td>Attentive and supportive campus environment; fostering success and excellence; helpful campus atmosphere; a safe and friendly place to go to school</td>
<td>Prospective students and their parents; alumni</td>
<td>Student-centric administrative focus; small class sizes</td>
<td>According to our university vision, IPFW will be an exceptional environment for teaching, learning, and student achievement</td>
<td>CONTENT TO BE PROVIDED</td>
</tr>
<tr>
<td><strong>International Connections</strong></td>
<td>We connect students with the world through international education opportunities, study abroad, and an awareness of the interconnected nature of education, business, community, and opportunity; students gain a global perspective; experiential learning is not limited to northeast Indiana</td>
<td>Prospective students and their parents; current students; faculty and prospective faculty; community and business leaders; the international community</td>
<td>Office of Diversity and Multicultural Affairs; study abroad opportunities; student organizations that recognize and celebrate international awareness; agreements with universities in other parts of the world; international summits, conferences, and workshops; exchange student programs</td>
<td>IPFW's values include a campus environment that promotes integrity, respect for diversity, responsible citizenship, accountability, sustainability, and continuous improvement</td>
<td>CONTENT TO BE PROVIDED</td>
</tr>
<tr>
<td><strong>Networking</strong></td>
<td>An active partnership with the community encourages reciprocity in learning, economic initiatives, and the overall growth of northeast Indiana—all of which directly benefit our students, faculty, and staff</td>
<td>Prospective students and their parents; current students; community and business leaders</td>
<td>A strong presence in the community; joint partnerships with businesses, government agencies, and not-for-profits; community events; a prominent employer in the region; development and enrichment of Fort Wayne, Allen County, and northeast Indiana</td>
<td>IPFW's value statement includes partnership with the community to enhance social, economic, cultural, civic, and intellectual life in the region</td>
<td></td>
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</tbody>
</table>

*Content to be provided.*
### IPFW Brand Level Features and Benefits, cont.

<table>
<thead>
<tr>
<th>IPFW FEATURE</th>
<th>BENEFIT</th>
<th>TO WHOM</th>
<th>HOW WE DELIVER</th>
<th>WHY IT MATTERS</th>
<th>AS EVIDENCED BY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Life</td>
<td>We connect students with the campus and community; we connect students with prospective employers; we connect students with faculty; we connect students with each other; we offer the opportunity for a great college experience</td>
<td>Prospective students and their parents; current students; community and business leaders</td>
<td>100+ student organizations; community institutions that partner with the university (Cinema Center, Continuum Art Gallery, etc.); campus events</td>
<td>Opportunities for more well-rounded, memorable college experience that prepares students for the future</td>
<td>CONTENT TO BE PROVIDED</td>
</tr>
<tr>
<td>Diversity</td>
<td>Exposure to new ideas and cultures; global perspective for our students; varying interests lead to broad opportunities; equips our students for a global marketplace (and may make job candidates more marketable)</td>
<td>Prospective students and their parents; minority institutions in the community; faculty candidates</td>
<td>Offices devoted to multiculturalism; study abroad and exchange opportunities; campus events celebrating diversity; open-access campus; 150 percent increase in minority enrollment over the past two decades</td>
<td>According to our university values, IPFW is committed to a campus environment that promotes a respect for diversity</td>
<td>CONTENT TO BE PROVIDED</td>
</tr>
<tr>
<td>Baccalaureate Framework</td>
<td>The IPFW Baccalaureate Framework provides students with a consistent, superior education; it confers unto our faculty the foundation upon which their instruction may rest; we offer exceptional coursework with clear goals</td>
<td>Prospective students and their parents; current students; faculty and prospective faculty; community and business leaders</td>
<td>Our academic program model closely adheres to the vision of the baccalaureate framework to provide the best possible education to our students</td>
<td>IPFW is committed to excellence in teaching, student learning, research, creative endeavor, and regional development. As such, IPFW's stated values include a strong general education program and baccalaureate framework that emphasize critical thinking, promote lifelong learning, and continue the traditions of the sciences, arts, and humanities</td>
<td>CONTENT TO BE PROVIDED</td>
</tr>
</tbody>
</table>
IPFW Messages—Writing with a Voice

IPFW Editorial Style—GUIDELINES

Marketing Communications Editorial Services is a copywriting and proofreading resource for the university. We follow conventions outlined in the Associated Press Stylebook, the Chicago Manual of Style, the Yahoo! Style Guide, and Merriam-Webster's Collegiate Dictionary, with exceptions based on IPFW preferences.

We encourage faculty and staff writers to adhere to university style standards outlined in our Editorial Style Guide, a comprehensive resource for new and veteran writers that helps ensure consistent, cohesive messaging. The Editorial Style Guide can be downloaded from Marketing Communications's website at ipfw.edu/mc.

There are many components to effective messaging, such as cohesiveness, efficiency, and adherence to university style standards—but it is also important to preserve the voice of your message. Voice affects the tone of your content and creates a richer experience for your audience.

During the 2012–13 academic year, Marketing Communications developed the “Dare to Imagine” campaign for IPFW Admissions. The positioning statement features an inspirational and aspirational voice to motivate prospective students to embrace their academic goals at IPFW—to dare to imagine what they otherwise might not have expected.

Key messages were identified from the positioning statement to emphasize certain components most critical to the audience, and from there, commercials for radio and television were developed. On the following page, you can see the initial positioning statement.

A solid understanding of the voice of your content will help reinforce your message from beginning to end.
WHAT IS A POSITIONING STATEMENT?
A positioning statement is a thematic, campaign-oriented depiction of the direction you want to take your brand. Positioning statements are often aspirational, and the messaging may inspire production materials for the duration of the campaign. Positioning statements, like campaigns, have a finite shelf life, and should be revisited every so often.

On this page you will find the current positioning statements being used to guide and direct IPFW radio and television advertising. These messages were introduced in the spring of 2012 and will be incorporated into marketing materials for a defined period of time.

CURRENT POSITIONING STATEMENT (2012-2013)

Dare to Imagine

Curiosity makes history. Passion inspires awe. Are you ready to change the world? Be part of our future as you shape yours.


No matter what you dare to imagine—it can begin here.

With IPFW’s world-renowned faculty researchers and more than 100 student organizations, you can embrace the virtue of discovering the unexpected. With more than 14,000 students from almost 50 states and nearly 70 countries, you can experience a culture of innovation and collaboration. With our commitment to community and regional partnerships, you can join the momentum of northeast Indiana.

At IPFW, you can go beyond the predictable classroom experience. Here, you can make an impact. Dangle your feet off the edge. Experience love. Create beauty. Dare to imagine tomorrow—

Indiana University–Purdue University Fort Wayne

CURRENT KEY MESSAGES (2012-2013)

Momentum & Innovation

- Curiosity makes history.
- Passion inspires awe.
- Are you ready to change the world?
- Be part of our future as you shape yours.
- At IPFW, you can go beyond the predictable classroom experience.
- Here, you can make an impact.
- Dangle your feet off the edge.
- Experience love. Create beauty.
- Dare to imagine tomorrow—
- With our commitment to community and regional partnerships, you can join the momentum of northeast Indiana.

Opportunities for Service-Learning and Hands-On Learning

- With IPFW’s world-renowned faculty researchers and more than 100 student organizations, you can embrace the virtue of discovering the unexpected.
- With more than 14,000 students from almost 50 states and nearly 70 countries, you can experience a culture of innovation and collaboration.
- Affordable Access to Attentive Education
- At IPFW, you can go beyond the predictable classroom experience.
- Here, you can make an impact.
- Be part of our future as you shape yours.
- With IPFW’s world-renowned faculty researchers and more than 100 student organizations, you can embrace the virtue of discovering the unexpected.
IPFW Brand Overview—Short Version (113 words)

FOUNDATIONAL MESSAGING

Our brand overview contains key messaging about IPFW, its campus, and its community. It can be considered the foundational messaging of the university and focuses on statistical data about IPFW. The brand overviews are updated to reflect new data. (This verbiage was formerly termed the “IPFW boilerplate.”)

EQUAL OPPORTUNITY/EQUAL ACCESS (EO/EA) Requirements

The Equal Opportunity/Equal Access (EO/EA) statement is part of the university signature, and thus must appear on all disseminated print/digital materials that contain the branding mark.

The EO/EA line should apply for all marketing uses. The line can be left off for administrative uses. When using any of these versions of boilerplate language in its entirety, it is not necessary to use the EO/EA line (IPFW is an Equal Opportunity/Equal Access University) in another location on the marketing piece.

Since 1964, moving forward has defined Indiana University–Purdue University Fort Wayne. IPFW is the largest university in northeast Indiana, offering more than 200 prestigious IU and Purdue degrees and certificates. More than 14,000 students of diverse ages, races, and nationalities pursue their education on our 682-acre campus. IPFW combines challenging academic programs with student-centered flexibility and service-learning education at an affordable price. The university’s exemplary standards in teaching and research, in addition to its partnerships with regional employers, provide unparalleled value for career preparation and professional development in an ever-changing global market. As a Carnegie-accredited institution, the university’s commitment to service makes it an economic, cultural, and societal leader in the region. IPFW is an Equal Opportunity/Equal Access University accredited by The Higher Learning Commission of the North Central Association of Colleges and Schools.

The EO/EA must appear on all print/digital materials that contain the IPFW Seal or Marks.
Since 1964, moving forward has defined Indiana University–Purdue University Fort Wayne (IPFW). IPFW offers more than 200 prestigious Indiana University and Purdue University degrees and certificates—providing more academic and extracurricular opportunities than any other higher education institution in northeast Indiana.

IPFW reflects the IU and Purdue commitments to excellence in teaching, research, and service for career development in an ever-changing global market. The university takes advantage of the latest technologies to enhance classroom instruction, research, and communications. IPFW provides access to an excellent education through academic diversity, flexibility, and affordability. IPFW students have access to superior research, academic, and extracurricular pursuits, as well as service-learning educational opportunities. As a Carnegie-accredited institution, IPFW is committed to the continued educational, economic, and cultural development of its 10-county service area.

More than 14,000 students, ranging in age from 11 to 78, pursue their education on our 682-acre campus. The university offers undergraduate and graduate degrees as well as certificate options. Some 20,000 additional students pursue noncredit continuing education courses. While the diverse student body continues to grow, the average class size remains just 21.

IPFW is an Equal Opportunity/Equal Access University accredited by The Higher Learning Commission of the North Central Association of Colleges and Schools. Various colleges, schools, divisions, and programs have earned additional accreditation through professional societies.
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IPFW's programs are delivered through nine academic units:
- College of Arts and Sciences
- College of Engineering, Technology, and Computer Science
- College of Health and Human Services
- College of Visual and Performing Arts
- Richard T. Doermer School of Business
- School of Education
- Division of Continuing Studies
- Division of Labor Studies
- Division of Public and Environmental Affairs

IPFW is an Equal Opportunity/Equal Access University accredited by The Higher Learning Commission of the North Central Association of Colleges and Schools. Various colleges, schools, divisions, and programs have earned additional accreditation through professional societies.
Visual Identity System
Introduction to Visual Identity Components

The IPFW Identity System has been developed from a foundation of honored, recognizable symbols and colors that have come to define IPFW. Each component of the system is treated in an integrated, comprehensive manner.

MARKS

**IPFW OFFICIAL SEAL** is reserved for official IPFW stationery and ceremonial/formal materials. The seal includes the triangle, rivers, and the encircling text and was designed in 2000 by the New York-based firm Higashi Glaser Design. The design represents the convergence of three components of IPFW’s identity—Indiana University, Purdue University, and Fort Wayne, just as the three rivers (St. Joseph, St. Mary’s, and the Maumee) represent Fort Wayne. The circle encompasses and unites these elements into a unified whole. Separating the text are three small triangles which replicate the larger, central triangle.

The seal has sometimes been used as a default means of communication and occasionally without the gravity attached to its essential meaning. As stated, the IPFW seal is reserved for specific ceremonial and executive-level applications, including permanent building insignias, diplomas, university ceremonies; and for stationery, presentations, websites, and invitations for the Chancellor, deans, and provosts only.

**IPFW PRIMARY MARK** is a triangle with three curvilinear lines running through it and is accompanied by the letters “IPFW”. The acronym of the university paired with a triangle represents the unique relationship of the university with the community (IPFW and Fort Wayne—known for it’s three rivers) and the relationship of Indiana University and Purdue University in a common location—Fort Wayne.

**IPFW SECONDARY MARKS** are marks that play an auxiliary role to the IPFW brand marks. Secondary marks include IPFW Athletics.

**COLOR** The use of carefully defined colors is critical to the new system. In addition to officially specified blue and white/silver colors, recommended color palettes provide a range of options for development of official print and electronic communications. See page 20 for specific color designations.

**TYPOGRAPHY** A consistently applied typographic system supports the IPFW Identity System. The system introduces the use of Minion Pro Bold and Helvetica Neue as the two primary IPFW fonts. They impart both a classic and contemporary welcoming tone to IPFW communications. See page 21 for specific typeface applications.
Official University Seal and Primary Mark

**IPFW OFFICIAL SEAL**

The IPFW seal is the parent mark of the university and was adopted in 2000. The seal includes the full name of the university separated by triangle elements, as well as the primary mark—the foundational element of our design system. The three rivers included in the triangle represent the confluence of IPFW's relationship with the community, as well as the three rivers that were foundational in the growth and development of Fort Wayne. The official seal is placed in a signature configuration for the university stationery system.

**IPFW PRIMARY MARK**

The triangle (with curvilinear river elements) is the foundational element for our identity system. It is graphically strong, simple, and memorable. This mark is the preferred element for representing the university and is used as a component of the signature system. (See page 24 for signature usage instructions.)

**STAND-ALONE MARKS**

The IPFW official seal and primary mark may **NOT** be used as stand-alone elements except when used for merchandise and promotional items. Exceptions may be made on a case-by-case basis with prior approval of IPFW Marketing Communications.
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 selecting, specifying, and matching solid PANTONE colors, especially for stationery items.

When PANTONE colors are not available, CMYK equivalents may be used. RGB values are for digital display only. When available and appropriate, metallic silver ink, PANTONE MATCHING SYSTEM® 877, may be substituted for (used in addition to) IPFW white or IPFW grey.

<table>
<thead>
<tr>
<th>Color</th>
<th>Official Color</th>
<th>PMS Color Code</th>
<th>CMYK Values</th>
<th>RGB Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>IPFW BLUE</td>
<td>PRINT: PANTONE 294</td>
<td>PRINT: c 100, m 58, y 0, k 21</td>
<td>DIGITAL: R: 0, G: 49, B: 82</td>
<td></td>
</tr>
<tr>
<td>IPFW WHITE</td>
<td>PRINT: PANTONE - no equivalent</td>
<td>PRINT: c 0, m 0, y 0, k 0</td>
<td>DIGITAL: R: 255, G: 255, B: 255</td>
<td></td>
</tr>
<tr>
<td>IPFW GREY</td>
<td>PRINT: PANTONE Cool Grey7</td>
<td>PRINT: c 0, m 0, y 0, k 37</td>
<td>DIGITAL: R: 155, G: 155, B: 156</td>
<td></td>
</tr>
<tr>
<td>IPFW SILVER</td>
<td>PRINT: PANTONE 877 metallic</td>
<td>PRINT: c 0, m 0, y 0, k 0</td>
<td>DIGITAL: NA</td>
<td></td>
</tr>
</tbody>
</table>
Typography: Minion Pro Bold and Helvetica Neue

Fonts are as important a choice in determining the visual impact and informational flow of a digital or print design as the color scheme, navigation, or layout. We are conditioned to relate certain typographic styles, colors, shapes, and patterns to certain products and situations. Helvetica Neue and Minion Pro are the two typefaces incorporated in the IPFW Identity System and are the preferred typefaces in print and the Web. Special care and consideration should be given to typography across multiple media platforms to assure legibility and messaging hierarchy.

MINION PRO BOLD—Serif Font
For Formal Applications

Minion Pro combines the aesthetic and functional qualities that make text type highly readable with the versatility of digital technology. The font was inspired by classical, old style typefaces of the late Renaissance, a period of elegant, beautiful, and highly readable type designs. Designed by Robert Slimbach in 1990 for Adobe Systems, the name comes from the traditional naming system for type sizes, in which minion is between nonpareil and brevier.

HELVETICA NEUE—Sans Serif Font
For Less-Formal and Contemporary Applications

Helvetica Neue, (German for New Helvetica) is a reworking of the Helvetica typeface with a more structurally unified set of heights and widths. It’s clean and efficient, yet beautiful in its minimalist form and has a very contemporary look and feel. It was developed in the early 1980s by Linotype’s daughter company, D. Stempel AG.

**Tips:** Serif fonts are used in formal settings; sans serif fonts are considered less formal.
IPFW Marketing Communications is responsible for ensuring the correct use and integrity of IPFW marks and logos on all university publications, supplies, materials, and equipment, whether produced by the university or an outside agency.

IPFW does not permit the use of its name or graphics in any announcement, advertisement, publication, or report if such use in any way implies university endorsement of any product or service.

The use of the IPFW marks for commercial purposes requires permission or licensure from IPFW and/or our licensing partner, Strategic Marketing Affiliates (SMA). SMA administers the license application process on behalf of IPFW and assists with issues of legality and enforcement. Please refer to SMA for obtaining licensure at smaworks.com or direct your requests to Lea Ann Powers, IPFW Marketing Communications at 260-481-6163 or powersl@ipfw.edu.

Our marks as well as our name are licensed and must be used following SMA guidelines (below).
Introduction and Signature Components

The IPFW signature system has been designed to facilitate consistent design and application of official identification. It includes marks and typography. Whenever the IPFW primary mark and/or seal is used, it must be used as a complete signature. This presentation of the IPFW marks, assures that the mark and accompanying text appear in the same position, size, and relationship across all publications/media.

The system offers horizontal and vertical configurations and a range of information hierarchy options, giving appropriate emphasis as required to meet specific needs. Through typography, the order of its presentation, and its relationship to the IPFW Primary Mark and the Official Seal, the system provides a means for individual IPFW colleges, departments, units, and programs to communicate critical information. It represents an effective way to address key audiences, all within a visually cohesive and unified structure.

Please note that Marketing Communications discourages the introduction of any additional logos/marks. The IPFW mark should always be the primary identifier.

A SIGNATURE is any combination of a mark (the IPFW triangle) 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.

This system has been designed to accommodate a variety of information hierarchy options, depending on desired communication emphasis, with each line of any signature generally providing a singular, distinct piece of information. Note: A stand-alone mark does not constitute a signature.

STAND-ALONE MARKS

The IPFW official seal and primary mark may be used as stand-alone elements ONLY when used for merchandise and promotional items with prior approval from University Relations and Communications. Exceptions may be made on a case-by-case basis with prior approval of IPFW Marketing Communications.
Signature System Anatomy

COMPLETE IPFW SIGNATURE (SEAL VERSION, FLUSH LEFT)

OFFICIAL UNIVERSITY SEAL

PRIMARY LINE (FEATURED TEXT)

COLLEGE OF ARTS AND SCIENCES

INDIANA UNIVERSITY–PURDUE UNIVERSITY FORT WAYNE

MATHEMATICS

SECONDARY AND TERTIARY LINES

CROSSBAR

COMPLETE IPFW SIGNATURE (PRIMARY MARK VERSION, FLUSH LEFT)

PRIMARY MARK

PRIMARY LINE (FEATURED TEXT)

COLLEGE OF ARTS AND SCIENCES

INDIANA UNIVERSITY–PURDUE UNIVERSITY FORT WAYNE

MATHEMATICS

SECONDARY AND TERTIARY LINES

CROSSBAR
Signature Usage Guidelines

IPFW addresses its various audiences through an extraordinary array of media. Every document, brochure, catalog, website, video, or broadcast represents an opportunity to solidify and unify IPFW in the minds of readers and viewers. First and foremost, the university presence must be evident and prominent.

The university marks and signatures are graphic representations of the university’s name that enhance recognition and establish an identity when used consistently. Similar to a corporation’s trademark, the signature is the primary visual identifier for our institution and its individual units. IPFW is striving to build recognition and recall around a consistent set of graphic identities. To that end, it is not in IPFW’s best interest to create additional wordmarks or logos that detract from our unified, consistent look.

Unique logos and identifiers for IPFW units will no longer be allowed. There are times when individual campuses, schools, or administrative units will want to create a theme for a special event, tour, season, or program. Care must be taken to distinguish when the graphic visual appears to be an “official” signature (or wordmark) and when it is a campaign theme’s graphic element.

In all cases, the formal IPFW signature should appear in a prominent location on marketing communications materials to promote an IPFW entity.

If you are producing a graphic logo for a campaign or special event, please consider the following questions:

- Is this visual graphic promoting the event or the IPFW unit (colleges, schools, divisions, departments, programs, or offices)?
- If the elements of the graphic contain the exact same elements as the IPFW signature, only stylized in some way, then it is in competition with the IPFW signature and should not be used.
- If it is necessary to use the name of the IPFW unit (solely) as the headline, please keep the typography consistent with the body text of the piece. For example, if a webpage header is large type that states the name of the department or school, keep the headline font consistent with the body text and subheads on that page. Do not create an inconsistent, stylized version of the IPFW unit as a header.

Whenever the IPFW signature is used, the following rules apply:

- The complete signature must be used.
- The signature must not be altered or distorted in any way.
- The signature should not be combined with another emblem or symbol.
- Type should not touch the signature or signature elements, or be superimposed over them.
- The signature must be placed so no other text or visual element is in close proximity (see spacing guidelines on pages 56.)
University Seal Signature Construction

THE UNIVERSITY SEAL

Use of the seal is reserved for the IPFW stationery system and for ceremonial materials. When used, it will appear in one of these configurations, always with a serif font in the primary type line.

IPFW VERTICAL CONFIGURATION

This diagram illustrates size and spatial relationships for constructing a typical serif font, vertical IPFW signature using the university official seal.

IPFW HORIZONTAL CONFIGURATION

This diagram illustrates size and spatial relationships for constructing a typical serif font, horizontal IPFW signature using the university official seal.

TIP:

These are complete signatures incorporating the IPFW official university seal; to be used on university stationery and ceremonial materials.
IPFW Official Stationery System—Letterhead, Envelope and Business Card

IPFW letters, envelopes, and business cards are ubiquitous expressions of the university’s engagement with its various audiences. They offer daily opportunities to solidify IPFW’s overall identity and represent the university’s role in many aspects of life and commerce. To achieve the greatest effectiveness, these basic communication materials require a harmonious relationship with all the other elements within the identity system.

These materials can be subject to considerable deviation unless care is taken to adhere to design and production standards.

The university seal is the only mark allowed on official university stationery and follows careful guidelines in regards to size, position, and location. Content is carefully established and follows guidelines established by Marketing Communications.

You can order stationery materials through Marketing Communications’s online request form at ipfw.edu/mc.

Two-sided business cards are available and recommended when there is heavy content. This will prevent crowding of the signature.

TIP: The university seal is the only mark allowed on official university stationery.
PFW Official Stationery System—Notecard, Envelopes

Formal Note Card

Formal A-2, 6, 7 Envelope

Formal Mailing Envelope (11x13 inches)

Informal Note Card

Informal A-2, 6, 7 Envelope

Informal Mailing Envelope (11x13 inches)
IPFW Official Stationery System—Pocket Folders and Name Tags

Formal Pocket Folder

Informal Pocket Folder

Formal Name Tag

Informal Name Tag

Formal Permanent Name Tag

Informal Permanent Name Tag
IPFW Official Stationery System—Notepads and Official Certificate

**FOR POSITION ONLY**

**Formal Notepad (8.5 x 11 inches)**

**Informal Notepad (8.5 x 11 inches)**

**Formal Notepad (5.5 x 8.5 inches)**

**Informal Notepad (5.5 x 8.5 inches)**

**Official Certificate**

```
IPFW CHANCELLOR'S DISTINGUISHED SCHOLARSHIP

Date

Vicky L. Carwein, Chancellor
```

OFFICE OF THE CHANCELLOR
INDIANA UNIVERSITY–PURDUE UNIVERSITY FORT WAYNE
2101 East Coliseum Boulevard
Fort Wayne, Indiana 46805-1499
260-481-6100
tipfw.edu
For more formal events and situations, the signature can be created with a serif type face (Minion Pro Bold). This version as well as the Sans Serif versions are available.
Signatures are constructed for specific locations. This example shows a centered version (top), Flush Left version (middle), to be placed in the upper left-hand corner of layouts; and Flush Right (bottom), to be placed in the lower right-hand corner of layouts.

**CENTERED CONFIGURATION**
(For traditional/centered placement.)

**FLUSH LEFT CONFIGURATION**
(For upper left-hand corner placement.)

**FLUSH RIGHT CONFIGURATION**
(For lower right-hand corner placement.)
IPFW Primary Mark Signature, Sans Serif—Acceptable Configurations

SIGNATURE CHECKLIST

The signature system allows for a variety of mark/type combinations to accommodate diverse communication and placement needs. Specific placement information may be found on pages 27.

WHENEVER A UNIVERSITY SIGNATURE IS USED, USE THE FOLLOWING CHECKLIST TO ENSURE ACCURATE USAGE:

- A complete signature MUST be used. (An approved IPFW primary mark or official seal with accompanying text.)
- A signature must not be altered or distorted in any way.
- A signature should not be combined with another emblem or symbol.
- Type should not touch the signature or signature elements, or be superimposed over them.
- A signature must be placed so no other text or visual element is in close proximity. (See spacing guidelines, page 56.)
- As a first choice and to follow eye-tracking preferences the signature should be placed in the upper left, or lower right area of a design (See page 35.)

TIP: Use the checklist to ensure correct use and placement of signatures.
Primary Mark Signature, Sans Serif—Acceptable Configurations, continued

**IPFW VERTICAL CONFIGURATION**
This diagram illustrates size and spatial relationships for constructing a typical sans serif font, vertical IPFW signature.

**IPFW HORIZONTAL CONFIGURATION**
This diagram illustrates size and spatial relationships for constructing a typical sans serif font, horizontal IPFW signature.

Signatures should not be created by sources outside IPFW Marketing Communications. To request a specific signature, please contact: IPFW Marketing Communications.
Primary, Secondary, Tertiary Type Fields

MARK + PRIMARY TYPE FIELD
A signature must contain both an official mark and typography.

The primary type field should be used to communicate a unit’s most important information to a specific audience. If only the primary type field is to be used, the following words are acceptable:

INDIANA UNIVERSITY
PURDUE UNIVERSITY
FORT WAYNE

NOTE: A signature may contain just the mark and primary field, or the mark and primary and secondary fields, or the mark and all three fields.

The primary field should never exceed three lines of text. The secondary field should never exceed three lines of text, and the tertiary field should never exceed three lines of text.

A signature should never include a fourth field of information.

Address lines or body copy should be used to communicate additional information.

MARK + PRIMARY TYPE FIELD + SECONDARY TYPE FIELD
A signature must contain both an official mark and typography.

If both primary and secondary type fields are to be used, either field may contain the following information:

INDIANA UNIVERSITY–PURDUE UNIVERSITY FORT WAYNE

SUB-BRANDS
Executive Offices/ Administrative Units
Academic Units (Colleges, Schools, Divisions)

SECONDARY SUB-BRANDS, AND CO-BRANDS
Departments, Centers of Excellence, Named Programs, Non-Departmental Programs, Activities, Events, Affiliates, and Host Partners

MARK + PRIMARY TYPE FIELD + SECONDARY TYPE FIELD + TERTIARY TYPE FIELD
A signature must contain both an official mark and typography.

The tertiary type field may contain the following information:

COLLEGE OF ARTS AND SCIENCES
MATHEMATICAL SCIENCES

TIP: Use the various type fields to emphasize different information in a signature.
Information Hierarchy and Signature Flexibility

Our identity system must accurately express important relationships between colleges, departments, programs, and events (the university brand, sub-brands, secondary sub-brands, and co-brands). A simple, yet sophisticated information hierarchy system has been developed to allow for appropriate identification. At the same time it permits variation without compromising the overall cohesiveness of the Identity System.

The system allows individual units to determine exact levels of importance, expressed typographically within a signature, providing an opportunity to customize information according to the needs of the user.

The signature system allows for varied configurations of information according to desired emphasis, based on target audiences and communication goals.

In certain circumstances, it may be desirable to use a signature that typographically emphasizes a specific unit. In others, it may be advantageous to typographically emphasize IPFW.
Signature Applications/Placement, Positioning, and Size
Signature Application—Placement

**PLACEMENT**

Signature placement consistency is important for reader recognition.

The approved locations for the IPFW signature is upper left or lower right (unless a centered, traditional layout is used, in which case the centered version of the signature is preferred.)

**TIP:**

The IPFW signature must always appear in the upper-left or lower-right corner of the design space.

Sample Signature Placement—Upper Left

Sample Signature Placement—Lower Right
Signature Application—Positioning

POSITIONING

The signature must follow the guidelines indicated here. One-half the size of the primary mark is the distance allowed between the signature and the outer edges of a layout.

Measurements A and B must be the same distance. (x and y coordinates)

TIP:
Half the size of the IPFW Primary Mark or Seal is the allowance to the edge of a page or design space.

Half the height/width of the IPFW Primary Mark or Seal is the required minimum space clearance to the edge of a page or design space.
Staging the IPFW Primary Mark and Signature

The following section of the guide addresses signature construction, including marks and fields, content, and the issue of flexibility. It also offers some general advice. As indicated previously, the IPFW IBrand Identity System has been created to accommodate a wide range of needs and applications, while sustaining a cohesiveness critical to general principles for excellence in identity systems.

It is not really practical to consider every conceivable issue or scenario within this document. Instead, this document provides overall guidance.

University signatures are created and disseminated by IPFW Marketing Communications.

**PRIMARY MARK**

When the IPFW Primary Mark is used as a stand-alone element (MUST RECEIVE PRIOR WRITTEN APPROVAL), a clear area that is 1/2 X must remain free of other graphic elements. (With an X value the width of the mark.)

Non-signature elements, such as type or images (excluding a background treatment) may not encroach on or behind the clear area.

**SIGNATURE—VERTICAL OR HORIZONTAL CONFIGURATION STAGING**

When a signature incorporates the IPFW Primary Mark a clear area 1/2 X must remain free on all sides of the signature-of other graphic elements. (With an X value the width of the mark.)

Non-signature elements such as type or images (excluding a background treatment) may not encroach on or behind the clear area.
Signature Applications—Size

MINIMUM 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, following are the minimum size requirements for various applications.

Size is designated as the height of the university primary mark. The width is not a valid measurement as this measurement will vary based upon the number of characters in the signature.

Minimum size of the signature is based upon the vertical height of the mark.

Use this guide as a reference to minimum size requirements.

<table>
<thead>
<tr>
<th>SIZE OF LAYOUT/DESIGN SPACE</th>
<th>MINIMUM HEIGHT OF IPFW MARK</th>
<th>MINIMUM CLEARANCE TO EDGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 1/2 x 11&quot;</td>
<td>3/4&quot; (.75)</td>
<td>3/8&quot; (.375)</td>
</tr>
<tr>
<td>#10 Envelope (business size)</td>
<td>3/4&quot; (.75)</td>
<td>3/8&quot; (.375)</td>
</tr>
<tr>
<td>5 1/2 x 8 1/2&quot;</td>
<td>5/8&quot; (.625)</td>
<td>5/16&quot; (3125)</td>
</tr>
<tr>
<td>5 1/2 x 4 1/4&quot; (notecard size)</td>
<td>1/2&quot; (.5)</td>
<td>1/4&quot; (.25)</td>
</tr>
<tr>
<td>A2 Envelope (notecard size)</td>
<td>5/8&quot; (.625)</td>
<td>5/16&quot; (3125)</td>
</tr>
<tr>
<td>7 1/5 x 10&quot; (PowerPoint)</td>
<td>5/8&quot; (.625)</td>
<td>5/16&quot; (3125)</td>
</tr>
<tr>
<td>11 x 17&quot; (poster)</td>
<td>1 1/4&quot; (1.25)</td>
<td>5/8&quot; (.625)</td>
</tr>
</tbody>
</table>
Minimum Size Requirements and Proportions

When using only the primary type field, the IPFW Primary Mark may not be reproduced with an X no smaller than .25 (1/4”) in any application.

When using the primary, secondary, or tertiary type fields, the IPFW Primary Mark may not be reproduced with an X smaller than .375 (3/8”) in any application.

Maximum size: The IPFW signature does not have a maximum reproduction size.

When the IPFW Mark will not fit within imprint area provided, or will be smaller than recommended in these guidelines, substitute the Primary Mark with the letters IPFW.
Signature Applications—Print Media

SIZE

Signature size consistency is important to the overall visibility of our brand presence.

The IPFW signature must be clearly visible; for this reason a minimum size has been established.

Minimum size: The primary mark within the signature must be NO SMALLER than 15 percent of the total layout or 3/8” high.

Maximum size: The IPFW signature does not have a maximum reproduction size.

Alternative sizes: The IPFW marks must be reduced or enlarged proportionately to accommodate alternative sizes. It must never be compressed or expanded but always scaled up or down in proportion.

Signature must not be smaller 15 percent of the size of the overall layout. It must appear in the upper left, or lower right-hand corner.

**TIP:**

On an 8.5 x 11” layout, the primary university mark within the signature must be at least .75 inches tall.
An IPFW Admissions campaign is featured at right with the IPFW Admissions signature used appropriately across a postcard, poster, flyer/mailer and associated Web graphics.
Co-Branding and Signature Placement

Recommended positioning for any additional partnership art is at the opposite end of the page to the University Signature/Mark so as not to compete with university marks. If multiple logos/marks are required, they should start from left and be placed next to each other leaving sufficient space around them.

Please observe the exclusion zone/defensible space for all university marks (see page 56).

Please contact Marketing Communications for further advice on stationery template requiring co-branded communication tools and stationery.

TIP: Co-Branding elements should be opposite the university signature so they don’t visually compete.
Signature Applications–Digital Media

Web standards are being developed for digital signatures. In general, the web signature will follow the guidelines outlined in this document.

This is an example of how the IPFW signature was used for the 2012 RiverFest website.
Official Marks and Sub-Brands/Co-Brands
Introduction to IPFW Co-Branding-Graphic Identifiers

When a special event or situation might benefit from a unique graphic identifier in addition to the IPFW Identity System, additional graphics may be developed with the approval of IPFW Marketing Communications.

The department/individual requesting these graphics must provide written justification and explanation of how additional graphic elements will help achieve the objectives set forth for the program/event.

The Marketing Communications director of marketing will determine the justification and give formal approval that additional graphic elements are warranted. A decision will be made on a case-by-case basis.

IPFW Marketing Communications Creative Services will assist in the development of the graphic element(s). An outside agency, source, or student may create the identifier, provided these guidelines are followed. For specific IPFW Information Architecture Standards for Graphic Identifiers, please see the Information Architecture portion of this guide (page 67).

Ultimately, your co-brand graphic identifier must complement and coexist with the IPFW Identity System. It must support and enhance the overall university Identity System and meet all IPFW Information Architecture Standards. (See pages 64–69.)

For questions regarding the IPFW Identity System and using the downloadable graphics, please contact IPFW Marketing Communications.
The College of Arts and Sciences introduced a new community-focused program in 2011, UC2. This ongoing lecture series has its own graphic identifier which was developed by IPFW Marketing Communications and is in compliance with our identity system demonstrated here in the context of the university stationery system (letterhead).

The university identity system/signature is placed in either the lower right-hand corner of this layout or the upper-left corner.

The UC2 identifier is placed in either the upper left corner or the lower left corner.

The graphic follows all design recommendations/guidelines outlined on the previous page.

University Community Conversation (UC2) is a new community-focused program presented by IPFW’s College of Arts and Sciences (COAS). Each calendar year a UC2 theme will be selected and a variety of events linked to that theme will occur. UC2 events will feature a balance of university and community speakers and presenters.
IPFW and Co-Brands

IPFW Co-Brands are represented by those activities, events, and programs which we sponsor and may contain a separate visual identity/graphic identifier. The separate identity falls within four categories:

1. Programs which IPFW hosts and are primarily funded by outside sources. These organizations/programs have outside agencies/administrative units which govern their functioning and IPFW must honor brand/identity requirements associated with these programs. (Examples: TRIO, Upward Bound, Twenty-First Century Scholars)

2. Programs/Events which academic units/degree programs sponsor. These programs/activities are recurring or ongoing and may have a transient campaign look or feel. (Examples: UC2, Women of the World, SOAR)

3. IPFW Affiliates. Offices and organizations that IPFW collaborates with and which provide opportunities for our students and our research. (Purdue University Cooperative Extension Service-Allen County, The Communicator, Follett’s Bookstore).

4. Donor and Co-Sponsor Organizations which contribute to ongoing or recurring IPFW events and programs. These sponsorships and associated funding are usually acknowledged by the placement of an outside organization’s logo near the IPFW signature. When IPFW and another organization co-sponsor events/activities, both organizations’ marks/visual identity systems must be taken into consideration; however, IPFW’s presence must be most prominent. (Examples: RiverFest, Omnibus, Tapestry)
IPFW Alumni is a unique IPFW Secondary Sub-Brand. Due to the vast audience that Alumni has and its special relationship with our former students, alumni has its own unique graphic identifier and set of design elements.

The use of the IPFW Alumni unique graphic elements/identifiers is handled through IPFW Marketing Communications. Application of the alumni artwork and verbiage is monitored closely and licensed through our partner licensing agency, Strategic Marketing Affiliates.

The use of the IPFW alumni graphic identifier for commercial purposes requires permission or licensure from IPFW and/or our licensing partner, Strategic Marketing Affiliates (SMA). SMA administers the license application process on behalf of IPFW and assists with issues of legality and enforcement. Please refer to SMA for obtaining licensure at smaworks.com or direct your requests to Lea Ann Powers, IPFW Marketing Communications, at 260-481-6163 or powersl@ipfw.edu.

TIP:
IPFW Alumni is a unique IPFW sub-brand and has specific marks and applications.

IPFW Alumni is a unique IPFW sub-brand and has specific marks and applications. TIP:
Show your loyalty while you support alumni programs and scholarships through your dues.
You also get:
▼ Invitations to special events
▼ Access to scholarships
▼ Career planning
▼ Fitness center discounts
▼ IPFW spirit items
▼ Membership in the main campus alumni association of IU or Purdue

ACCOMPANDED , SMART, FUN PEOPLE
CONNECT WITH
INDIANA UNIVERSITY–PURDUE UNIVERSITY FORT WAYNE
50,000
JOIN THE IPFW ALUMNI ASSOCIATION!

Become a member today! Click on IU or Purdue.
IPFW and our Athletics Sub-Brand

IPFW Athletics is a unique IPFW Secondary Sub-Brand. Due to the vast audience that Athletics has—students, alumni, faculty/staff, the community-at-large, Athletics has its own specific marks and design system.

The use of the IPFW Athletic mark is handled judiciously and carefully. Application of the athletic marks and verbiage is monitored closely and licensed through our partner licensing agency, Strategic Marketing Affiliates.

The use of the IPFW athletic marks for commercial purposes requires permission or licensure from IPFW and/or our licensing partner, Strategic Marketing Affiliates (SMA). SMA administers the license application process on behalf of IPFW and assists with issues of legality and enforcement. Please refer to SMA for obtaining licensure at smaworks.com or direct your requests to Lea Ann Powers, IPFW Marketing Communications, at 260-481-6163 or powersl@ipfw.edu.

TIP:

IPFW Athletics is another IPFW sub-brand and has specific marks and applications.
Athletics Stationery System

Official Athletics Letterhead

#10 Athletics Envelope

#9 Athletics Envelope

Business Card-Front

Business Card-Back

Athletics Note Card

A-2, 6, 7 Athletics Envelope
IPFW and Student Organizations

Indiana–Purdue Student Organization is a university organization created by IPFW. IPSGA has their own specific, approved mark and is a university secondary sub-brand. IPSGA has permission to use the IPFW Primary mark/signatures on promotional materials for sanctioned events/activities.

Other IPFW Student organizations do NOT have permission to indiscriminately use IPFW marks.

According to the IPFW Student Organization Handbook, Chapter 2 (Published by the Office of Student Life), Privileges of Recognized Student Organizations: “When a student organization becomes recognized at IPFW, it shall be afforded to the following privileges: Use of University name in official titles.”

This does not include use of the university marks or signatures.

To obtain permission for use of the IPFW marks, please contact IPFW Marketing Communications.
One and Two Color Applications; Reverse Art

IPFW SIGNATURE
The two-color version of the IPFW signature is preferred.

ONE COLOR signatures are useful when there are limited available colors, when the two-color signature does not provide proper contrast, and in specific applications such as newspaper advertising, placards, etc.

Signatures should always be reproduced in the darkest possible color relative to the background, with Pantone 294 the preferred choice.

REVERSE ONE COLOR signatures provide the same usage possibilities as the positive version, while offering further compatibility solutions for background colors and textures.

NOTE: The black box used in this example is to display the signature in reverse. It is not to be used as part of the signature. Always refer to the section about staging when reversing the signature out of a contained box.

TIP: The two-color version of the IPFW signature is preferred.
Signature Construction—Practical Examples

MARKS AND FIELDS

The IPFW Primary Mark must appear in every signature. No other marks may be substituted or incorporated into the signature. (Exception: The university seal is used for stationery.

When the IPFW Primary Mark is used and the primary type field is the only information included in the signature, use only the words “Indiana University–Purdue University Fort Wayne”.

If the primary type field describes an official school, college, etc., “Indiana University–Purdue University Fort Wayne” must appear in the secondary type field.

Note: “Indiana University–Purdue University Fort Wayne” can never appear in the tertiary field.

“Indiana University–Purdue University Fort Wayne” can never appear in the tertiary type field.

TIP:

• CO-BRANDED MARK

• MISSING UNIVERSITY NAME

• IPFW MUST NEVER APPEAR IN THE TERTIARY LINE
Signature Construction, continued

MARKS AND FIELDS

Using a **consistent font** in all applications of the IPFW Signature System will enhance recognition and strengthen the brand.

The **primary and secondary** type fields must be **set in all caps**.

The **tertiary** type field is **set in all caps**, smaller than the secondary line.

Minion Pro or Helvetica Neue are the only fonts allowed within the IPFW Signature System. The format and type styles must be followed exactly. **Italics are never permitted. Bolding specific information is not allowed.**

A signature consisting of more than a mark and a primary field of information **must use a horizontal rule** between the primary and secondary fields. The rule must be the width of the longest line of type and proportional to the width of the thickness of the font.
Signature Construction, continued

UNACCEPTABLE COMPONENTS

Do not add borders, frames, or outlines that violate the staging area around any signature.

Do not use any font other than Minion Pro or Helvetica Neue within a signature.

Do not bold specific information.
Signature Construction, continued

GRAMMAR AND PUNCTUATION
Signatures should not include acronyms or abbreviations.

Ampersands (&) should not appear in any signature line unless they are part of an official title.

In general, signatures should avoid duplication of information (except Indiana University–Purdue University Fort Wayne and the IPFW River Triangle).
Signature Construction, continued

The words “Indiana University–Purdue University Fort Wayne” must always appear in either the primary or secondary type fields.

A signature should refer to the kind of unit as a clarifying descriptor, including phrases like: “Office of,” “Center of,” “School of,” “College of,” “Department of,” etc.

Each line of a unit’s signature should generally offer a singular, distinct set of information.

Even though a unit’s official title might include the words “Indiana University–Purdue University Fort Wayne,” the IPFW name should be considered distinct and appear alone.

Names of individuals and/or titles should never appear in a signature.
IPFW Information Architecture Standards and Checklists
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 standards as they relate 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 must be followed with an emphasis on fundamentally supporting the objectives of any marketing piece across all platforms.

These **guidelines are the benchmark** for the IPFW Marketing Communications office as well as all externally created marketing pieces.

Any marketing material that does not support/follow the guidelines will be subject to revisions and subsequent review.
**EDITORIAL BEST PRACTICES**

- **Identify and emphasize key messages.**
  What are the most important things you’re trying to say? What is your objective? Who is your audience and why should they act? Answering these questions will help you identify the most important parts of your messaging. Once you’ve determined what’s most important, emphasize it. Remember—you will get a better result if you focus on the benefits to your audience rather than simply including a list of features.

- **Include calls to action in headlines or other prominent places.**
  Instruct your readers to do something with what they’ve read. Instead of simply announcing an event, tell your audience to attend—even better, tell them why they should attend! Calls to action are important and should be featured prominently, either in a headline, subhead, or as the closing.

- **Follow IPFW style standards**
  Marketing Communications has developed an extensive guide to IPFW style standards, based on the Associated Press Stylebook, The Chicago Manual of Style, and The Yahoo Style Guide (for digital content). The official university dictionary is Merriam-Webster’s Collegiate. Preserving consistency across campus helps to convey a cohesive message from our university. You will find the IPFW editorial guidelines at ipfw.edu/offices/mc/editorial/standards.html.

- **Use clear, concise messaging and ensure your copy is easy to scan.**
  Be clear, direct, and brief to greatly increase readability. The IPFW editorial style is for copy to be scannable—text should be broken up into easy-to-digest parts. Consider using tables, short paragraphs, bold text, and pull quotes.

- **Ensure your work can translate to other media (e.g., Web).**
  Consider how your content is delivered—be it Web, print, or mobile—to help you reach a larger audience. Simply repurposing copy directly from a brochure is no longer considered a sound strategy for Web content.

- **Remember the basics.**
  All material must contain three things: (1) name, phone number, and email address for the person who should be contacted for more information; (2) the university signature, as outlined elsewhere in this style guide; (3) the EO/EA statement (IPFW is an Equal Opportunity/Equal Access University).

- **Collaborate.**
  Editors/writers should follow the IPFW guidelines and have a solid understanding of the university voice and key messages. Please try to avoid providing subjective feedback that reflects your personal writing style, word choices, etc. However, your feedback is critical; the more we learn about your discipline or department, the more value we can provide to you and the university.

- **Review prior to submission.**
  Please review your copy carefully and provide feedback in a timely manner, with all comments from your department incorporated into one document or email if possible.

- **NO Orphan URL’s**
  Include a call to action when posting a URL. Give the reader direction as to what you’d like them to do next.

**EDITORIAL CHECKLIST:**

Does your copy…

- [ ] Identify and emphasize key messages?
- [ ] Include calls to action in headlines and other prominent places?
- [ ] Follow IPFW 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 Marketing Communications Editorial submission guidelines?
  - 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
IPFW Information Architecture Standards for Visual Design/Graphic Layouts

**VISUAL DESIGN BEST PRACTICES**

▼ **IPFW brand marks should be prominently displayed.**
Using the IPFW marks (logos) consistently and prominently strengthens the IPFW presence. Ensure the mark takes precedence in terms of its size relationship to other elements in the layout. The IPFW brand marks should appear in either the upper-left or lower-right position of each design layout.

▼ **Use the appropriate brand mark.**
The IPFW seal is reserved for formal situations, including stationery and celebratory documents/merchandise. Otherwise, the IPFW primary mark and accompanying text/signature must be used.

▼ **Follow basic visual hierarchy guidelines.**
Use principles of perception (proximity, similarity, continuation, closure) to visually distinguish objects and their relationships to tell a coherent story. All elements should be arranged in an easily understood order of importance, with a clear center of attention (focal point) and an established pattern of eye movement.

▼ **Use approved typefaces.**
IPFW uses two primary typefaces in advertising materials: Helvetica Neue and Minion Pro. If these fonts are not available, please substitute for Helvetica and Garamond. Legibility is key.

▼ **Use typographic contrasts to emphasize and organize information.**
Visual hierarchy is important in typography and helps provide access to information through size, weight, stance, capitalization, spacing, and alignment. Use these to your advantage. Most importantly, all type must be very legible and provide enough contrast with the background to be readable.

▼ **Use color to increase IPFW’s brand presence and to provide visual emphasis.**
Color is the quickest way to create visual interest and emphasis in a layout. Hue, value, and chroma assist in a reader’s ability to understand what is important in a layout—it should not distract from the message or create clutter. IPFW blue should be evident in a visual layout and complemented by all other colors.

▼ **Use graphic elements to complement understanding.**
Don’t add unnecessary graphics or artwork that clutter a layout. Only add artwork to reinforce information hierarchy or to add clearer understanding—without a specific purpose, it is not necessary.

**DESIGN CHECKLIST:**

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.
IPFW Information Architecture Standards for Photographs and Photography

**Be mindful of style.** Photographs should tell a story by capturing life and emotion. Photos that are genuine, realistic, and factual—those that depict real memories and real moments—are preferred over obviously staged shots.

**Choose the right subjects.** Photographs should depict IPFW students, faculty, staff, and alumni “in the moment”—collaborating with one another, immersed in research or field activities, or engaging with the community.

**Choose the best possible locations.** Whenever possible, locations should clearly depict the university and its campus (via architectural feature, icon, display, or monument). Newer, more up-to-date locations on campus are preferred. Natural lighting (as opposed to artificial lighting) can improve the quality of shots. Always look for interesting lines, shapes, or colors in the environment.

**Look for strong, underlying compositional order.** Photos should grab your attention immediately. Look for compelling instances of broad shapes, colors, and contrasts. Remember, it’s not just about the subject—it’s also about the scene that acccents it.

**Pay close attention to the details.** Remove trash, named products, and unsightly “stuff” from the frame whenever possible. Pay attention to face and hand gestures of your subjects. A simple oversight can ruin an otherwise incredible photo.

**Use color to your advantage.** When conducting a photo shoot, arrange the photograph in a way that takes advantage of color and the environment; when selecting a photo from the archives, pay close attention to how color accentuates—or diminishes—the scene. Color can be an asset in telling stories.

**Consider the lighting.** Lighting is perhaps the most important technical issue in photography. Use of light affects colors, form, and textures, and careful consideration for how lighting is used can make an otherwise ordinary photo remarkable.

**When the conditions are right, shoot.** You can’t go back to a situation, so capture all you can while you have the opportunity.

**Submit photographs with appropriate color formatting and file type.** Color formatting and file type affect the appearance of photographs, depending on the media. CMYK (cyan, magenta, yellow key) is used for print materials. RGB (red, blue, and green) is used for Web and digital distribution. Submit photos in .JPG or .TIFF file types to ensure the best quality.

**PHOTOGRAPHY CHECKLIST:**

- 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?
IPFW Information Hierarchy Standards for **Graphic Identifiers**

Please follow the six principles below to ensure that your design meets Graphic Identifier Development criteria.

**Complements the IPFW Identity System**
The finished artwork must fit the framework of the IPFW Identity System. The IPFW signature must occupy the upper left or lower right-hand corners of a design. The additional graphic identifier must complement the IPFW signature and not overshadow or overpower it. The IPFW Information Architecture Standards must be met in addition to the standards for graphic identifiers.

**Simple**
Simplicity makes a design easily recognizable and versatile. When printed in small sizes, a complex design will lose detail. The more detail a design has, the more information the viewer has to process. Complex imagery is difficult to understand and interpret. Look at the overall shape of the art, the space it occupies, and the relationship of the art to the IPFW Identity System.

**Memorable**
An effective design should be memorable, which is achieved by being simple and direct—and yet specific and concise. One of the best ways to make a design memorable is to keep it simple. (See previous section.)

Don’t use stock imagery. A unique graphic should be original and custom to the project; using stock art breaks both of these rules.

**Timeless**
Avoid trendy design techniques and special effects, such as drop shadows and outer glows. A thoughtful design should be timeless, and this can be achieved by ignoring the latest design tricks and gimmicks.

Also, choose typefaces that are classic and will not date the design. More often than not, a design fails because of a poor font choice. University typefaces are Minion Pro Bold and Helvetica Neue, although other typefaces may be used for unique identifiers. Finding the perfect font for your design is all about matching the font to the style of the finished piece.

**Versatile**
An effective graphic works across a variety of media and applications. For this reason, graphics should be designed in vector format to ensure that they scale to any size. Versatility can be checked by asking the following questions:

- Is the design effective if it is printed in one color?
- Or in reverse color (i.e., light logo on dark background)?
- Is the design effective at the size of a postage stamp?
- Or as large as a billboard?

Begin your design in black and white; this allows you to focus on the concept and shape, rather than color. Also keep printing costs in mind—the more colors you use, the more expensive it will be reproduce.

*(NOTE: Standard practice when designing graphics is to use vector graphics software, such as Adobe Illustrator or Corel Draw. These ensure visual consistency across multiple sizes. Adobe Photoshop and similar raster graphics software are not recommended, because they use bitmap images that do not appear consistent across sizes.)*

**Appropriate**
Test your artwork to see if it conveys the intended message and that there are not hidden, unintended metaphors or ideas. Remember, the main purpose of this identifier is to make the event or program immediately recognizable and inspiring. It is a flag for the event. The identifier does not sell (directly), it identifies.

**GRAPHIC IDENTIFIER CHECKLIST**

Is your co-branding graphic identifier...

- Complementary to the IPFW Identity System?
- Approved by the Marketing Communications director of marketing?
- 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?
Information Hierarchy Standards for Digital Media—Social Media

Information to come.
Information Hierarchy Standards for Digital Media – **Web**

Information to come.
In creating this identity system, IPFW Marketing Communications evaluated numerous design systems and style guides from corporate communications to higher education systems. The system of Indiana University, one of our parent schools, most closely matched our needs and provided both the flexibility and structure we were looking for. We thank them for their inspiration and assistance with this endeavor.
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ipfw.edu/mc