



Licensing and Trademarks
STYLE GUIDE

01/24/2014

FOR
COMMERCIAL

&

PROMOTIONAL
PRODUCTS

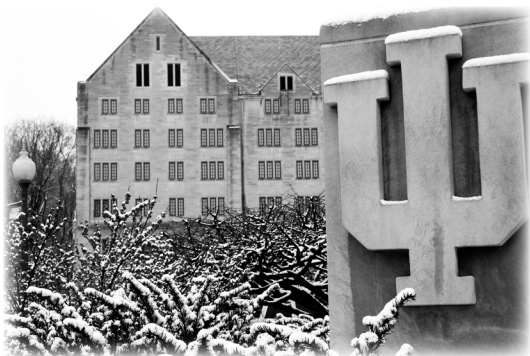


Table of Contents

IU: A Great Tradition	3
The Office of Licensing and Trademarks	3
Primary Colors	4
The Block IU	5
Older Trademarks	6
IUPUI Spirit Marks	7
Area of Isolation	7
IUPUI Jaguar Head	7
IU East	8
IU Font Family	9
The Seal	9
Legal Notices	9
Guidelines for Use	10
Endorsements and Sponsorships	11
IU Brand Guidelines	12
Student Organizations	12
Kelley School of Business	13
CLPA Label	14
IU Trademarks	15

For more information about the campuses, visit their individual Web sites:

Bloomington: www.iub.edu
 Indianapolis (IUPUI): www.iupui.edu
 Fort Wayne: www.ipfw.edu
 Gary (Northwest): www.iun.edu
 Kokomo: www.iuk.edu
 New Albany (Southeast): www.ius.edu
 Richmond (East): www.iue.edu
 South Bend: www.iusb.edu

IU: A Great Tradition

Indiana University is one of the oldest state universities in the Midwest. It was founded in 1820, only four years after Indiana achieved statehood, and it has grown to include eight campuses. The residential campus at Bloomington and the urban campus at Indianapolis (IUPUI) are the largest. Other campuses are located in Fort Wayne, Gary, Kokomo, New Albany, Richmond, and South Bend, and courses are offered in Columbus, Elkhart, and many other sites.

More than 80 percent of Indiana's population lives within a 50-mile radius of an IU campus.

With an enrollment of more than 100,000 students statewide, Indiana University is one of the largest universities in the United States.

The university's 500,000-plus alumni live in all 50 states and in 155 countries, and they are organized in 100 alumni chapters. The Alumni Association has more than 60,000 members. Alumni publications include Indiana Alumni magazine and approximately 60 alumni newsletters and other constituent publications.

Our intercollegiate athletic teams compete in several conferences, including the Big Ten, the Missouri Valley Conference, and the Summit League. The Hoosier athletic program on the Bloomington campus is the university's largest, with more than 600 male and female student athletes competing on 24 varsity teams. Each campus also provides countless recreational, intramural, and informal sporting opportunities for students.

The Office of Licensing and Trademarks

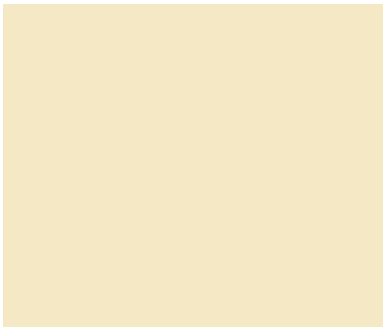
The Indiana University's Office of Licensing and Trademarks is responsible for the protection, licensing, and use of trademarks, including various names, indicia, designs, and symbols, associated with Indiana University, including the following campuses:

- Indiana University Bloomington
- Indiana University East
- Indiana University - Purdue University Columbus
- Indiana University - Purdue University Indianapolis
- Indiana University Kokomo
- Indiana University Northwest
- Indiana University South Bend
- Indiana University Southeast

Our trademarks are protected under state, federal, and international law, and their use is licensed through and controlled by the Office of Licensing and Trademarks to protect the integrity of the University. It is the University's policy to charge a royalty for the use of University trademarks on commercial merchandise. The revenue that is generated through the licensing program provides funds for athletic programs and scholarships for IU's campuses.



IU Crimson
Pantone© 201
C0 M100 Y63 K29



IU Cream
Pantone© 7500
C7 M9 Y20 K0



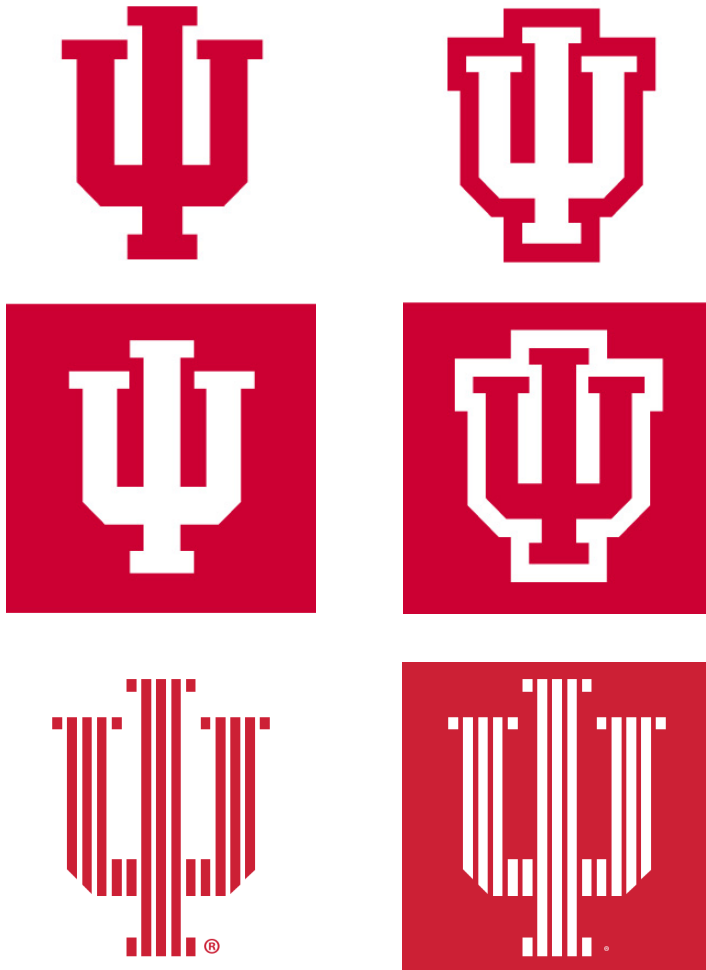
Black
C0 M0 Y0 K100

Primary Colors

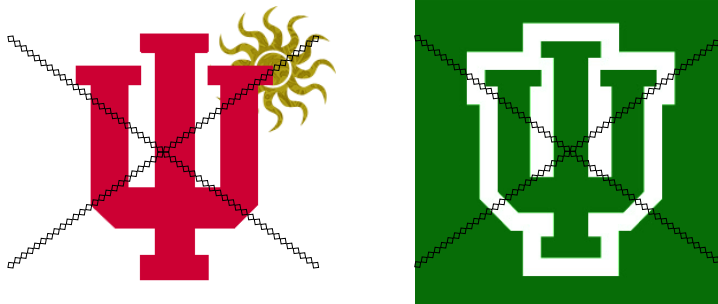
IU has designated Cream and Crimson as the school's official colors. It is critical that these colors be used consistently to present a unified brand image to the public. Only the exact Pantone colors will be authorized for production of commercial or promotional goods. In instances where IU Cream is impractical or unavailable, white may be used.

Promotional products given away by IU departments should primarily be crimson (PMS-201), cream, white, black or gray to represent IU's primary color ways.

Apparel purchased for staff use or when representing IU in an official capacity/event should be primarily crimson (PMS-201), cream, white, black or gray to represent IU's primary color ways.



Examples of how the Block IU should never be presented:

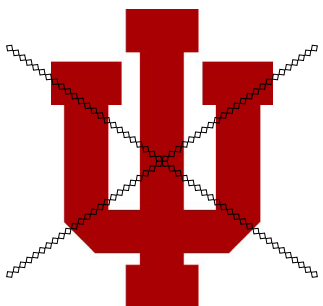
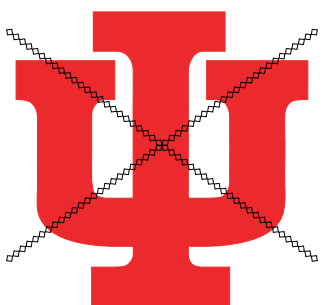


The Block IU

The Block IU is Indiana University's primary mark used by 7 of its 8 campuses. IPFW is the only campus who does not use the mark as its primary identifier. Licensing for IPFW is managed by SMA.

It is important that the Block IU is presented consistently in the marketplace. The following guidelines apply to all uses of the Block IU on commercial or promotional products:

- The Block IU may only be presented in the following colors: Crimson (PMS-201), White, Cream, Black, Gray, Light Blue and Light Pink on baby products only, Pink relating to Breast Cancer Awareness Products, IU Stripes, and IU Plaid. **Note:** IU Stripes and IU Plaid logos are premium marks.
- The integrity of the Block IU must be maintained and as such cannot be altered in anyway. The Block IU may be presented with or without an outline in a one color process, using any of IU's primary colors. When the Block IU is used on a graphic, a free space must surround the logo and no other design elements may encroach into the immediate space surrounding or within the mark.
- Words and designs related to Indiana University may be featured inside the Block IU as long as they are contained within the mark itself.



Older Trademarks

Older Versions of the block IU that can no longer be used are shown to the left.

Please note that the size of the serifs at the top and bottom of the I and U are much thicker, or more square than our current version.



IUPUI Spirit Marks

Spirit Marks should be used when representing spirit and pride initiatives of the unit. They are not meant to be used in place of the IUPUI word mark as an official identifier for the campus.

The full value of the Spirit Marks as the secondary identifier of the campus can be sustained only if it is used correctly and consistently by all units at IUPUI. Download the appropriate graphic from the [Official Spirit Wordmarks Page](#).

Area of Isolation

For the logo to achieve maximum impact, it must be kept free from conflicting visual elements. The “area of isolation” is the minimum amount of free space that must surround the IUPUI identifying marks. Do not place type, photos, or any other elements within this space.

IUPUI Jaguar Head

The IUPUI word mark must always accompany the IUPUI Jaguar Head on all communications, signage, print, web, goods and services. The IUPUI Jaguar Head may never appear alone without the word mark IUPUI.



IU East

In instances where the wolf head or running wolf is used, IU East must be identified in some way on the item.

When using the word mark RED WOLVES on products, Indiana University East must be referenced somewhere on the item.

The Seal

The Indiana University seal is reserved for Trustee, Presidential, ceremonial, or commemorative use and is not designed for use on commercial or promotional products. Use of the seal on commercial or promotional products must be approved through the Office of Licensing and Trademarks.



IU Font Family

Indiana University has designated three brand typefaces for official communication. They are:

- Benton Sans
- Georgia Pro
- Salvo Serif

The IU Font will still continue to be reserved for campus, school, department and center signatures. Commercial and promotional products are NOT considered official communication, as such; you may use the font of your choice on products.

Legal Notices

The use of ® or ™ depends upon the product on which the trademark will be used. Please contact the Office of Licensing and Trademarks for up-to-date instructions on the proper use of these legal notices.

The ® or ™ should be displayed in the lower right hand corner of the mark in a small size as though to be barely visible. If use of the ® or ™ detracts from a design or seems overly repetitious, one of the following statements may be printed in lieu of the ® or ™:

- Produced by (licensee name) under license from Indiana University Office of Licensing and Trademarks.
- The above trademarks are owned by the Trustees of Indiana University.
- Used under license from Indiana University Office of Licensing and Trademarks.

One of these statements must be printed beside or beneath the design, close to the protected names or marks.

Guidelines for use of Indiana University Trademarks

Indiana University trademarks may not be modified in any way or incorporated into another name or mark.

Indiana University trademarks may not be used in any manner that suggests or implies Indiana University's endorsement of another organization, company, product, service, political party or view, or religious belief.

Indiana University's trademarks may not be used in any way that discriminates or implies discrimination against any person or group based on age, ancestry, belief, color, creed, disability, national origin, race, religion, sex, sexual orientation or veteran status, or in any other way that would be in violation of Indiana University's anti-discrimination policies or practices.

All uses of Indiana University's trademarks on commercial products shall incorporate the appropriate trademark designation symbols. Designs using Indiana University trademarks shall include ® or ™ dependent upon the international class the logo or word mark is registered.

Indiana University will not approve the use of its trademarks in conjunction with certain types of products. These include, but are not limited to:

- Alcohol and alcohol-related products
- Tobacco and tobacco-related products
- Illegal drug products

- Inherently dangerous products, including weapons, firearms or explosives
- Sexually suggestive products
- Products that are or depict racists, sexist, hateful, demeaning or degrading language or statements
- Products that use profanity
- Gambling-related products
- Products that contain statements impugning other universities
- Products that present an unacceptable risk of liability
- Products that are harmful to the mission or integrity of the institution
- Products that contain another entity's registered trademark, unless explicit written permission has been granted from that entity

Any and all uses of the names, numbers, and/or images of Indiana University student-athletes must comply with Indiana University policies and NCAA regulations.

University trademarks cannot be used by private and/or corporate businesses in the sale of commercial products or advertising.

Endorsements and Sponsorships

Endorsements can be mutually beneficial in business relationships, but they can also send a conflicting message to the marketplace regarding Indiana University's name and reputation. To avoid misinterpretation, endorsements are discouraged. Use the following guidelines to determine when the use of Indiana University's name, trademarks, and identifiable properties is allowable:

- Indiana University does not endorse products or services.
- The University Seal cannot be used in connection with promotional materials.
- Promotional announcements that identify a unit at Indiana University as a customer must be specific and accurate (ex. It is not "Indiana University" that is purchasing software, but the "Indiana University Accounts Payable Department").
- Accurate statements which describe a fact but do not express an endorsement may be allowable with advance permission of the University official responsible for dealing with the vendor (ex. "The Indiana University Office of University Telecommunications is a client of X Technology Group").
- Photographs of identifiable Indiana University landmarks, buildings, statues, etc. which imply an endorsement of a product or service are not permissible (ex. An advertisement for a new car parked in front of the Sample Gates).
- Sponsorships: When using another entity's trademarks in conjunction with

Indiana University for the purpose of a sponsorship, a statement must accompany the outside entities trademarks that define the nature of their association with the specific department or unit of the University (ex. Special Thanks to our Sponsor: ABC Retail Group).

The Sponsor can use:

- Name
- Address
- Phone
- Fax
- Email
- Website
- Slogan
- Brand or Trade Name
- A value-neutral description of products or services

The Sponsor cannot use:

- Qualitative Language ("highest quality")
- Comparative Language ("best in town")
- Calls to action ("go to ABC Retail Group")
- Inducements ("you owe it to yourself")
- Endorsements ("the official IU notebook")

IU Brand Guidelines

Indiana University recently updated its branding guidelines to strengthen the IU Brand through consistent use of images, messages and trademarks. The IU Brand Guidelines can be found online at: <http://brand.iu.edu>. The guidelines continue to use the IU Signature System which provides a consistent design and application for official identification. The IU Signature System is meant to be used for official communication and can be used on commercial or promotional products if it fits. Commercial and promotional items are NOT considered official communication and therefore the IU Signature System does not have to present on these items.

Student Organizations and IU

Student organizations are not departments or administrative units of Indiana University, and therefore we require all student groups who choose to use the Indiana University or IU name, to clearly indicate in their organizational title, constitution, and paraphernalia that they are “at IU or at Indiana University.” The purpose of this distinction is to ensure that outside organizations that do interact with student organizations are aware that their dealings are with the club or group and not with the University itself.

Only those student organizations which are officially recognized by The Student Activities Office may use University trademarks on promotional products. All uses of IU trademarks must adhere to IU’s Trademark Policy. **All products bearing IU trademarks must be produced by a vendor licensed with IU.** Permission will not be provided to an unlicensed vendor.

Please note the IU Licensee must submit all art to the IU Office of Licensing & Trademarks for review and approval before producing any products bearing IU trademarks.

Sample trademarks included on CD:



KELLEY SCHOOL OF BUSINESS
INDIANA UNIVERSITY



KELLEY SCHOOL OF BUSINESS
INDIANA UNIVERSITY



KELLEY SCHOOL OF BUSINESS ALUMNI ASSOCIATION
INDIANA UNIVERSITY



KELLEY SCHOOL OF BUSINESS
INDIANA UNIVERSITY

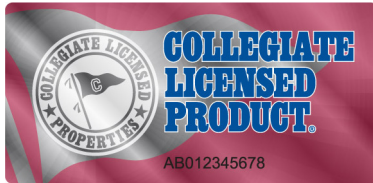
Kelley School of Business

When using the Kelley School of Business trademark on apparel or other promotional items the official signature should be used with Trade Gothic type treatment as a complementary font as needed for additional identifiers (i.e. MBA Program, Kelley Direct Program).

Several versions of the signature have been created to accommodate products of various sizes: One Line Horizontal Signature, One Line Vertical Signature, Two Line Horizontal Signature, and Two Line Vertical Signature.

If the product is extremely small or contains cumbersome dimensions, the licensee has creative liberty to make use of the elements of the signature using the Trade Gothic font to develop an aesthetically pleasing arrangement.

Also, if the whole signature won't fit on a product, licensees may use treatment artwork files provided by Indiana University. These files consist of the block IU and the words Kelley School of Business in Trade Gothic font. If the licensee chooses to use the block IU and type the words "Indiana University" or "Kelley School of Business" separate from the block IU or on a different part of the item, then the licensee should only use the Trade Gothic font.



CLPA Label

The Collegiate Licensed Properties Association (CLPA) is a nonprofit organization made up of colleges and universities who manage their own licensing programs or partner with the Licensing Resource Group (LRG) for trademark management services. These institutions have come together to launch the CLPA Authentication Program, which is designed to protect legitimate licensees from the onslaught of unlicensed and counterfeit products found in the market today. Here are a few quick facts about the program:

Q: What kind of label/hangtag will be used in this program?

A: The CLPA labels and hangtags are Optically Variable Devices, or OVDs. This technology uses several imaging techniques built into one single image to create the high level of security found in our labels. Because of this new level of security, licensees will not be able to print their own CLPA labels.

Q: What are the label/hangtag specifics?

A: There are three different products: (1) The hangtag, designed ideally for apparel; (2) the standard label, which should be used on all non-apparel products (this label may also be adhered to existing hangtags, apparel products, and headwear); (3) the small label, which may be used only on gift and novelty items. Use of the small label requires written permission from the CLPA.

Q: Who do I contact with questions or for more information?

A: Contact OpSec Security, Inc. at (410) 357-4491 or email clpa@opsecsecurity.com. Download the full information packet at www.opsecsecurity.com/clpa.clpa_authentication.pdf.

Sample trademarks included on CD:

Ψ INDIANA

Ψ IUPUI



Indiana University Trademarks

Marks licensed for commercial use:

- The block IU
- Cream & Crimson
- Crean & Crimson
- Crimson Guard
- Hoosiers
- Indiana
- Indiana Basketball
- Indiana Hoosiers
- Herron
- Herron School of Art & Design
- Hoosier Army
- Hoosier Nation
- Indiana University
- Indiana University Jacobs School of Music
- Indiana University East-Red Wolves & Design
- IUPUC (IUPUI Center)
- IUPUI
- IUPUI Jaguars
- IUPUI Jaguars and Design
- Kelley School of Business
- Kelley
- The Quarry
- Show Your Stripes

Note: IU claims rights to its identifiable properties, including but not limited to Assembly Hall, Bell Tower, Dunn Meadow, Dunn Woods, Memorial Stadium, Rose Well, Sample Gates, Showalter Fountain, Student Building, Student Union, IUPUI Campus Center, IU Natatorium, and IUPUI University Library.