

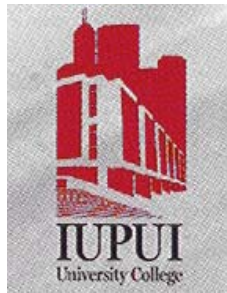
Integrated Image Indiana University

IUPUI
INDIANA UNIVERSITY
PURDUE UNIVERSITY
INDIANAPOLIS

IUPUI Staff Council

Amy Conrad Warner

February 2007



INDIANA UNIVERSITY SCHOOL of NURSING



Indiana University is unique.

The Integrated Image Program was initiated by the Trustees of Indiana University to help establish a unified, flexible set of standards and guidelines that enable all IU campuses, schools, and departments to contribute to and benefit from a cohesive identity system. Over time, guidelines will address IU auxiliaries, centers, institutes, and more.

A distinctive, consistent and well-managed identity system will help us build recognition wherever and however we communicate.

The Marks

IUPUI
INDIANA UNIVERSITY
PURDUE UNIVERSITY
INDIANAPOLIS



IUPUI

Note: These graphics are examples that demonstrate the relative weight, relationship, and content elements of the signature system. Slight variations in color or and fonts will be eliminated in the final design.

The IU Seal

IUPUI
INDIANA UNIVERSITY
PURDUE UNIVERSITY
INDIANAPOLIS

- **The IU Seal will be reserved for specific ceremonial and executive-level applications**
 - Diplomas
 - University ceremonies
 - Stationery
 - Invitations from the President, Vice President, Provost, Chancellors and Trustees only



The Typography

IUPUI
INDIANA UNIVERSITY
PURDUE UNIVERSITY
INDIANAPOLIS

- Proprietary font to suggest the strength and tradition of the university
- Font is classic yet welcoming
- The IU Font Family will be managed by IU Creative Services, with authoring rights awarded to IUPUI Office of Communications and Marketing, IU School of Medicine

The Colors

IUPUI
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PURDUE UNIVERSITY
INDIANAPOLIS

Color: Primary Palette

09.08.06

The signature palette should be used in the rendering of the IU signature and in principal print and electronic communications such as stationery, banners, signage, Web sites, and student-oriented materials.

IU CRIMSON

PRINT PANTONE® 201
C0 M100 Y63 K29
WEB HEX #7D110C



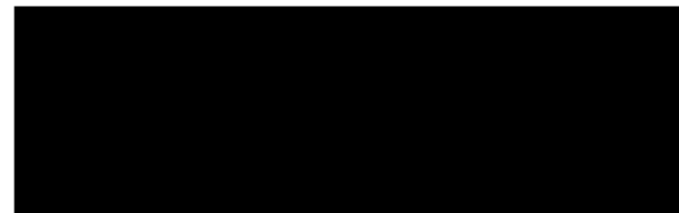
IU CREAM

PRINT PANTONE® 9161
C7 M9 Y20 K0
WEB HEX #F8F3D2



BLACK

PRINT C0 M0 Y0 K100
WEB HEX #000000



Signature Composition

IUPUI
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INDIANAPOLIS

Mark

PRIMARY TYPE

SECONDARY TYPE

Tertiary Type

Mark

PRIMARY TYPE

SECONDARY TYPE

Tertiary Type

University Signature

IUPUI
INDIANA UNIVERSITY
PURDUE UNIVERSITY
INDIANAPOLIS



INDIANA UNIVERSITY

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Campus Signature

IUPUI
INDIANA UNIVERSITY
PURDUE UNIVERSITY
INDIANAPOLIS

IUPUI

**INDIANA UNIVERSITY
PURDUE UNIVERSITY
INDIANAPOLIS**

Bloomington Signature

IUPUI
INDIANA UNIVERSITY
PURDUE UNIVERSITY
INDIANAPOLIS



INDIANA UNIVERSITY
BLOOMINGTON

IU School on the IUPUI Campus

IUPUI
INDIANA UNIVERSITY
PURDUE UNIVERSITY
INDIANAPOLIS

Block IU

SCHOOL OF LIBERAL ARTS

INDIANA UNIVERSITY

Department of History

IUPUI



SCHOOL OF LIBERAL ARTS

INDIANA UNIVERSITY

Department of History

IUPUI

IU School on Bloomington and IUPUI Campuses

IUPUI
INDIANA UNIVERSITY
PURDUE UNIVERSITY
INDIANAPOLIS

Block IU
INDIANA UNIVERSITY
SCHOOL OF PUBLIC AND
ENVIRONMENTAL AFFAIRS
Bloomington



INDIANA UNIVERSITY

SCHOOL OF PUBLIC AND
ENVIRONMENTAL AFFAIRS

Bloomington

Block IU
INDIANA UNIVERSITY
SCHOOL OF PUBLIC AND
ENVIRONMENTAL AFFAIRS
IUPUI



INDIANA UNIVERSITY

SCHOOL OF PUBLIC AND
ENVIRONMENTAL AFFAIRS

IUPUI

IU School of Law Two Schools – Two Locations

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PURDUE UNIVERSITY
INDIANAPOLIS

Block IU
INDIANA UNIVERSITY
SCHOOL OF LAW
Bloomington



Block IU
INDIANA UNIVERSITY
SCHOOL OF LAW
Indianapolis
IUPUI



Purdue University on the IUPUI Campus

IUPUI
INDIANA UNIVERSITY
PURDUE UNIVERSITY
INDIANAPOLIS

IUPUI
SCHOOL OF ENGINEERING
AND TECHNOLOGY
A Purdue University School
Department of Biomedical Engineering
Indianapolis

IUPUI
**SCHOOL OF ENGINEERING
AND TECHNOLOGY**

A PURDUE UNIVERSITY SCHOOL
Department of Biomedical Engineering
Indianapolis

Release in February 2007

Purdue University on the IUPUI Campus

IUPUI
INDIANA UNIVERSITY
PURDUE UNIVERSITY
INDIANAPOLIS

IUPUI
SCHOOL OF SCIENCE

A PURDUE UNIVERSITY SCHOOL

Department of Biology

Indianapolis

IUPUI
DEPARTMENT OF BIOLOGY

SCHOOL OF SCIENCE

A Purdue University School

Indianapolis

Administrative Units on the IUPUI Campus

IUPUI
INDIANA UNIVERSITY
PURDUE UNIVERSITY
INDIANAPOLIS

IUPUI
OFFICE OF
UNDERGRADUATE ADMISSIONS
INDIANA UNIVERSITY-PURDUE UNIVERSITY
Indianapolis

IUPUI
OFFICE OF
UNDERGRADUATE ADMISSIONS

INDIANA UNIVERSITY-PURDUE UNIVERSITY
Indianapolis

Release in February 2007

New Developments: Spring '07

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- Visual Identity Policy Committee formed from the Integrated Image policy committee
- Signature Guidelines for Centers, Institutes, Auxiliary Units
- Co-branding, co-sponsorship
- Continue the Integrated Image Roundtable
- Conduct 2 workshops to implement visual identity

Resources

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- Integrated Image Roundtable
 - Second Tuesday of Month 1:00-2:00 PM
- IUPUI Website
 - <http://ocm.iupui.edu/integratedimage/>
- Workshops March 22 and April 19 1:00-4:00 PM UL 0110
- Indiana University Website
 - <http://visualidentity.iu.edu/doc/manual101306.pdf>

<http://ocm.iupui.edu/integratedimage/>

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PURDUE UNIVERSITY
INDIANAPOLIS

IUPUI Office of Communications & Marketing

INDIANA UNIVERSITY PURDUE UNIVERSITY INDIANAPOLIS

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IUPUI Identity

[Integrated Image](#)
[IUPUI Factbook](#)
[Logos, Wordmarks & Colors](#)

Communications Tools

[Photo Gallery](#)
[Communications Channels](#)
[Marketing Tools](#)

IUPUI Identity : IU Integrated Image

The goal of the Indiana University Integrated Image Initiative is to bring cohesion to the messages and visual identity of all the campuses and units under the IU umbrella, while maintaining the distinctive character of each campus or unit.

Updates and official information pertaining to the IUPUI campus will be housed on this webpage.

The Integrated Image Roundtable will meet the second Tuesday of every month to share ideas and answer questions regarding the implementation of integrated image components on the IUPUI campus.

Upcoming Meeting Dates:

- February 13, 2007 UL1116 1:00 – 2:00 PM
- March 13, 2007 UL1126 1:00 – 2:00 PM
- April 11, 2007, UL1116 1:00 – 2:00 PM

January 8, 2007: Signature Files Revised

[View IUPUI completed signatures](#) [PDF] (No Purdue Signatures)

December 12, 2006: Integrated Image Roundtable and A letter from Mike Sample, Vice President, regarding the Official IU visual identity site launched

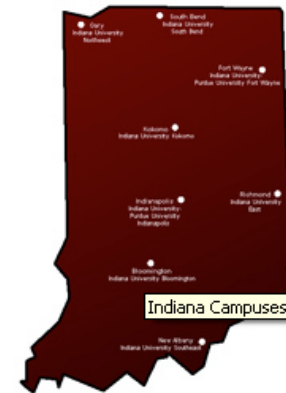
[Discussion Notes](#) [PDF]

[Letter content](#) [PDF]

[IU Visual Identity Website](#)

November 14, 2006: Integrated Image Roundtable

[Discussion Notes](#) [PDF]



Indiana University is comprised of eight campuses throughout Indiana

<http://visualidentity.iu.edu/doc/manual101306.pdf>

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INDIANA UNIVERSITY

Indiana University Integrated Image Program

10.13.2006

Challenges at IUPUI

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INDIANAPOLIS

- Recognize that IUPUI is part of the IU budget and administration
- Honor the strength of the IU and the Purdue brands
- Balance the distinctions of the graduate programs while promoting the undergraduate IUPUI experience
- Advance the bold confidence of IUPUI
- IUPUI vs. Indiana University-Purdue University Indianapolis

Questions or Concerns:

IUPUI
INDIANA UNIVERSITY
PURDUE UNIVERSITY
INDIANAPOLIS

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