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IU: A great tradition

One of the world’s foremost public institutions—and the epitome of the modern university—Indiana University was founded in 1820 and has multiple campuses around the state.

There are more than 650,000 living IU alumni in all 50 states and in 155 countries, and are organized in over 160 chapters and groups.

The Office of Licensing and Trademarks

Indiana University’s Office of Licensing and Trademarks is responsible for the protection, licensing, and use of trademarks at IU. This includes various names, indicia, designs, and symbols associated with Indiana University’s campuses, including:

- Indiana University Bloomington (core campus)
- IUPUI (core campus)
- Indiana University East (regional campus)
- Indiana University Kokomo (regional campus)
- Indiana University Northwest (regional campus)
- Indiana University South Bend (regional campus)
- Indiana University Southeast (regional campus)
- IUPUC (IUPUI center)
- Indiana University Fort Wayne (IUPUI center)

Our trademarks are protected under federal and international law, and their use is licensed through and controlled by the Office of Licensing and Trademarks to protect the university.

It is IU’s policy to charge a royalty for the use of university trademarks on products that are sold to anyone outside of the university or will be resold by IU for a profit (e.g., for a fundraiser). The revenue generated through the licensing program funds scholarships for IU’s campuses.
Primary colors

Cream and crimson are key components of the IU brand.

Crimson is the visual anchor and should be dominant in all licensed goods. **Crimson is the only shade of red that will be authorized on garment/product and imprint color.**

**CREAM**

C0 M0 Y0 K0
HEX #EDEBEB

For retail products, our primary colors are crimson and white. Do not use cream.

Although we think of our official colors as “cream and crimson,” white has been substituted for decades and is more consistent with our brand equity. In addition, cream doesn’t reproduce well in most executions.

**CRIMSON**

PMS 201
C0 M100 Y65 K34
HEX #990000

**APPROVED MADEIRA THREAD COLORS FOR IU CRIMSON:**

- 910-1038 Rayon
- 911-1038 Rayon
- 910-1238 Rayon
- 918-1982 Polyneon
- 919-1982 Polyneon
The IU trident (interlocking block IU)

The iconic IU trident is the foundational element of our visual identity. It is the unifying symbol that represents all IU campuses, schools, and units—without any text or other identifying elements.

TRIDENT STAGING

When a trident is used as a stand-alone element with a width of 5/8 inch or larger, a clear area equal to the height of the “U” in the trident must surround the mark.

Although the trident can be used alone when the above staging requirements are met, we have created the trident tab to give you additional flexibility. See pages 7-8 for more information.
Trident use

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

- The IU trident may only be presented in the following colors: crimson (PMS 201), white, and black.
- The integrity of the IU trident must be maintained and, therefore, the trident cannot be altered in any way.
- When the trident is used on a graphic, a free space must surround it and no other design elements may encroach into the immediate space surrounding the trident. Use a block-out trident or a trident tab when appropriate.
- When the trident is embroidered, the I must always break the U.
- Light blue and pink may only be used on infant/toddler products, and pink may be used on products associated with Breast Cancer Awareness.

**IU TRIDENT — PRIMARY**

The IU trident is Indiana University’s primary mark and is used by all of its campuses.

**TRIDENT TAB**

Similar to the stand-alone trident, the trident tab was created to provide an easy way to brand products.

**BLOCK-OUT TRIDENT**

The block-out trident is used on products with a pattern or design elements that are encroaching the space in or around the trident or showing through from behind the trident. (See page 12.)

NOTE:
You should use only approved versions of the trident, including the trident as a stand-alone element, in the trident tab or extended tab, or as part of our lockups or marks.

Do not use old or altered versions of the trident.
TRIDENT TAB

Similar to the stand-alone trident, the trident tab was created to give you an easy way to brand your products.

EXTENDED TAB

The extended tab was created for additional flexibility in applying the trident to all licensed materials.

The tab in this form is intended for instances when it extends from a trimmed edge or print area (top, bottom, or side).

Only one side of the tab can be extended. The remaining three sides must maintain the original spacing.

The extended tab will only be applicable on certain products.

- Only one side of the tab can be extended to create a “tail.” The remaining three sides must keep the size and proportions of the trident tab. This tail provides movement and allows the trident to be grounded to the edge of the print area.
Campus and school marketing lockups

The university marketing lockups were created to provide a consistent and easily identifiable mark for the university to be used on all materials, both on screen and in print.

For design flexibility, the lockup has horizontal and vertical options, and either black or white text depending on background image or color. The key is making sure the lockup is distinguishable and legible.

The signature is intended for official and formal communication and should only be used on products that fall within this category. (See page 11.)

When referencing an IU school or unit on a commercial product, the school or unit’s marketing lockup should be the primary mark.

HORIZONTAL LOCKUPS

IUPUI

INDIANA UNIVERSITY

SCHOOL OF MEDICINE

SCHOOL OF EDUCATION

VERTICAL LOCKUPS

SCHOOL OF SOCIAL WORK

ARTS + SCIENCES

INDIANA UNIVERSITY

KOKOMO

LOCKUPS FOR NAMED SCHOOLS

KELLEY

SCHOOL OF BUSINESS

MAURER

SCHOOL OF LAW

JACOBSS

SCHOOL OF MUSIC

IUPUI

ROBERT H. MCKINNEY

SCHOOL OF LAW

NOTE:
Licensed vendors can download high-res art in the content library of IU’s Licensing Portal. Contact our office with any questions.
NOTE:
IUPUI and IUPUC have a specific acronym version of their marketing lockup. They are the only campuses that do. Schools, departments, and units are not allowed to use acronyms.

1. PRIMARY USAGE
   RED AND BLACK

   The other primary option for the lockup is the crimson tab with white text for darker backgrounds and images.

2. REVERSE-TAB LOCKUP

   The reverse-tab lockup can only be used when placed on a Crimson (PMS 201) background. Or in black and white pieces.

   The trademark designation symbol should be placed in the lower right-hand corner of the trademark we are protecting. Place it inside the tab when only the trident is the trademark, or on the bottom right of the name of the school when the trident plus the school’s name is the trademark.

3. RED AND WHITE ON BLACK

   The red and white lockup is the preferred option on black.
Official signatures

The IU brand includes the traditional campus signatures that have identified Indiana University and its campuses for years. They should be used on formal materials, such as stationery, official documents, and ceremonial materials.

![Image of Indiana University official signature]

Using the Lockup vs. the Signature

The signature is appropriate on more formal items, such as a leather journal. The more informal lockup can be used on a wider variety of items, at a smaller scale with better legibility. The signatures are only to be used infrequently, and on formal promotional items.

![Image of Indiana University marketing lockup]

Official signature  Marketing lockup
Logo staging and free space (areas of isolation)

These examples show how to combine the IU trident with a graphic pattern.

Free space surrounds the logo and the design element does not appear within the space.

This mark—the block-out trident—is only intended to be used on products with a pattern or design element behind the logo.
Improper use of the trident

The trident is the core of the IU identity.

You should use only approved versions of the trident, including the trident as a stand-alone element, in the trident tab or extended tab, or as part of our lockups or marks.

Do not use old or altered versions of the trident, including the ones below.

- Do not use colors other than crimson, white, or black for the trident.
- Do not add illustrations around or behind the trident.
- Do not outline, emboss, or add a drop shadow to the trident.
- Do not use the retired trademarks.
- Do not add a glow to the trident. Do not make it appear three dimensional.
- Do not put the trident in a box other than the trident tab or extended tab.
- Do not crop or otherwise obfuscate the trident.
- Do not stretch or distort the trident.
- Do not add a gradient or pattern to the trident.
Retired trademarks (logos)

There are many older versions of the IU logo that can no longer be used and will not be approved for production and product.

In many of these examples, the serifs at the top and bottom of the I and U are much thicker or more square than in the current IU trident.

Do not use the 3D trident in either positive or negative form.

Do not use the old trident with thicker serifs and lower U.

Do not use the oval IU.

NOTE:
Licensed vendors can download high-res art in the content library of IU’s Licensing Portal. Contact our office with any questions.

Official IU 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.

In general, the seal should not replace the trident.

Any use of the seal requires prior approval from the Office of Licensing and Trademarks.
IU fonts

**HOOSIER BOLD**

Indiana University’s preferred athletic-style font

Hoosier Bold is classic and spirited—ideal for conveying a collegiate feel on spirit gear.

Hoosier Bold evokes the IU trident’s distinctive graphic characteristics, such as the 45-degree angle.
Indiana Script
IU Athletics’ proprietary script typeface

Indiana Script is light, sleek, spirited, and based on the original “Script Indiana” (see page 17). For maximum effect, it should be used sparingly and strategically. It works best as a visual accent or paired with another font. Only IU Athletics and its partners in and outside the university should use Indiana Script.

IU also uses three university-wide fonts—Benton Sans, Salvo Serif, and Georgia Pro.

BENTON SANS
Indiana University’s official university-wide sans serif typeface

SALVO SERIF
Indiana University’s official university-wide slab serif typeface

GEORGIA PRO
Indiana University’s official university-wide serif typeface
Script Indiana marks

IU Bloomington’s most widely recognized spirit mark

Script Indiana is an official trademark that has been used for decades.

Arched Indiana marks

The Indiana typographic treatment represents the core of collegiate gear.

IU has a set of standard arched Indiana marks that are approved and accessible online.

NOTE:

“Indiana” refers to the Bloomington campus. It should not be used with IUPUI or the regional campuses. For example, we say “IU Kokomo” or “Indiana University Kokomo”—not “Indiana Kokomo.”
Athletic spirit marks

Each IU campus has its own athletic spirit mark.

These marks should be used when representing intercollegiate athletics spirit and pride.

The art sheet for each IU campus provides detailed guidelines on how to use the athletic spirit marks.
History of the candy stripes

THE ORIGINAL
HOOSIER BOLD

IU’s iconic candy-striped uniforms are instantly recognizable.

1960s
An eye-catching origin

Legendary coaches Doc Counsilman (top left) and Hobie Billingsley (bottom) outfitted IU’s swimmers and divers in candy stripes to better spot them at the pool, creating what would become an iconic IU design.

1970s
Basketball buzz

The men’s basketball team began wearing candy-striped warm-ups in 1971–72, the first season in Assembly Hall. The stripes quickly became a fan favorite.
1980s forward
Famous fashion

The stripes grew more popular and more identifiable with IU. More sports adopted them and fans wore them, too, making candy stripes an IU phenomenon.

Today
Stand-out spirit

Our stripes show our spirit. They connect us to our rich history. They help our students and fans stand out and get noticed—and they can help our marketing and communications do the same.
Using the stripes

When you use our candy stripes, they must be:

**VERTICAL**
Our stripes are always vertical, like the original candy stripes and the IU trident. The stripes may be tilted slightly for use in facilities. They are never horizontal.

**CONTINUOUS**
The candy stripes always fill a space, creating a field of stripes. The “space” varies from project to project—for example, it could be an entire wall, part of a poster, or a uniform sleeve.

**CRIMSON AND WHITE**
The candy stripes are always crimson and white. Don’t apply gradients to them or make them any other colors.

**SIMPLE**
The stripes speak for themselves, so don’t overdesign with them. Their simplicity is part of their effectiveness.

**EQUAL WIDTH, WITH EQUAL SPACING**
Our stripes and the spaces between them are all the same width. This width sustains the integrity of the candy stripes and differentiates us from other brands that use stripes.
The bigger and bolder, the better

The candy stripes can be used on all sorts of uniforms, apparel, merchandise, marketing materials, and facilities. As a guiding principle, always consider how large the stripes can be—we want them to be as big and bold as possible.

Please note that candy stripes are a premium product with an increased royalty rate. IU owns a trade dress registration for the candy stripe design.

SIZE

Remember: big and bold. The candy stripes should never look delicate or pinstripe-y.
Plaid

Indiana University has an official plaid design.

The official IU Plaid was created by the IU Student in Free Enterprise Group—an international nonprofit organization. The design by Linda Xiong, B.A./B.S. ’12, was chosen out of 26 student-submitted entries. Nearly 8,000 online votes were cast in early 2012 to determine the winning design. A portion of the proceeds from IU Plaid support student scholarships in the IU Apparel Merchandising and Interior Design Department.

When using IU’s official plaid, there must always be free space around the trident so the plaid does not directly touch the trident. Additionally, the integrity of the design must stay intact—we do not allow the plaid to be stretched or distorted in any way. There is a primary design for hardgoods and accessories as well as a “balanced” version for apparel with seams.

Please note that plaid is a premium product with an increased royalty rate that supports scholarships in IU’s Apparel Merchandising and Interior Design Program.
The state graphic and student spirit marks convey the rich history and spirit of IU, symbolizing that, as a member of the IU family, you are part of something bigger than yourself.
Vintage is a premium category, and you need to apply to produce it. We typically select a few vintage designs each year.
Embellishment processes

Screenprinting
A printing method in which ink is forced onto a surface through a prepared screen of fine material to create a picture or pattern.

Embroidery
The process of creating a design on any woven fabric with a needle using threads of silk, cotton, or other material.

Sublimation
A computer printing process which uses heat to transfer dye onto materials such as a plastic card, paper, or fabric.

Engraving
The process or art of cutting or carving a design on a hard surface, especially to make a print.

Embossing
The process of molding or carving a design on a surface so that it is raised above the surface in low relief.

Debossing
A design sunken into the surface of a material.
Legal notices

The ® or ™ should be displayed in the lower right-hand corner of the mark in a small size, as though barely legible. 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 on the product packaging.

When using a trident tab, the trademark designation symbol should be placed in the lower right-hand corner of the tab, as the trademark we are protecting is the IU trident. If the trident is embroidered, you can create a tone-on-tone ® or ™ within the tab.

Distribution channels

IU retail products are sold in a wide variety of channels. If you are interested in expanding your distribution, please contact us.

Examples of distribution channels include:

- Airport gift shops
- Amusement parks
- Automotive
- Bakery
- Better department stores/boutique
- Campus/local
- Department stores
- Direct
- Golf specialty
- Grocery/drug/convenience stores
- Hardware stores
- Home improvement
- Internet
- Mass
- Nursery/garden
- Off-price/closeout
- Specialty mid-tier
- Sporting goods/sports specialty/fan shops
- Super center/wholesale club
- Team dealer
Guidelines for use of IU trademarks

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

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

IU’s trademarks may not be used in any way that discriminates.

All uses of IU’s trademarks on products should incorporate the appropriate trademark designation symbols. Designs using IU trademarks should include ® or ™ depending on how the logo or word mark is registered.

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

- Alcohol and alcohol-related products
- Tobacco and tobacco-related products
- Gambling and gambling-related products
- Illegal drug products
- Inherently dangerous products, including weapons, firearms, or explosives
- Patches
- Sexually suggestive products
- Products that contain racist, sexist, hateful, demeaning, or degrading language or sentiments (or depict these sentiments)
- Products that use profanity
- 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 IU student-athletes must comply with IU policies and NCAA regulations.

University trademarks cannot be used by private and/or corporate businesses in their legal business name, website, domain names, phone numbers, marketing materials, or in the sale of commercial products or advertising.
IU trademarks

IU licenses certain marks for commercial use, and claims rights to certain iconic properties and campus structures.

The following trademarks are licensed for commercial use:

- Block IU
- Candy Stripes
- Cream & Crimson
- Crimson Guard
- Go Big Red
- Herron
- Herron School of Art & Design
- Hoosier Army
- Hoosier Nation
- Hoosiers
- Indiana
- Indiana Basketball
- Indiana Hoosiers
- Indiana University
- Indiana University East
- Indiana University East Red Wolves and Design
- Indiana University Jacobs School of Music
- Indiana University Kelley School of Business
- Indiana University Kokomo
- Indiana University Kokomo Cougars and Design
- Indiana University Maurer School of Law
- Indiana University McKinney School of Law
- Indiana University Northwest
- Indiana University Northwest Red Hawks and Design
- Indiana University South Bend
- Indiana University South Bend Titans and Design
- Indiana University Southeast
- Indiana University Southeast Grenadiers and Design
- IUPUC (IUPUI Center)
- IUPUI
- IUPUI Jaguars and Design
- Letters IU
- Plaid
- Script Indiana
- Show Your Stripes
- Vault

IU claims rights to the IU candy stripe design and the IU plaid. IU claims rights to its identifiable properties, including, but not limited to:

- Bell Tower
- Dunn Meadow
- Dunn’s Woods
- IU Natatorium
- IUPUI Campus Center
- IUPUI University Library
- Memorial Stadium
- Rose Well House
- Sample Gates
- Showalter Fountain
- Simon Skjodt Assembly Hall
- Student Building
- Student Union
Endorsements and sponsorships

Endorsements can be mutually beneficial in business relationships, but they can also send a conflicting message to the marketplace regarding IU’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 allowed:

- Indiana University does not endorse products or services.
- The Indiana 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. For example, it is not “Indiana University” that is purchasing software, but the “Indiana University Accounts Payable Department.”
- Accurate statements that describe a fact but do not express an endorsement may be allowed with advance permission of the university official responsible for dealing with the vendor. For example, “The Indiana University Office of University Telecommunications is a client of X Technology Group.”
- Photographs of identifiable IU landmarks, buildings, statues, etc., that imply an endorsement of a product or service are not allowed (e.g., an advertisement for a new car parked in front of the Sample Gates).
- When using another entity’s trademarks in conjunction with Indiana University for the purpose of a sponsorship, a statement must accompany the outside entity’s trademarks that define the nature of their association with the specific department or unit of the university. An example of this kind of statement is: “Special thanks to our sponsor, ABC Retail Group.”

Sponsors may use the following language:
- Name
- Address
- Phone
- Fax
- Email
- Website
- Slogan
- Brand or trade name
- A value-neutral description of products or services

Sponsors may not 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”)
Student organizations at IU

Self-governed student organizations (SGSO) are not departments or administrative units of Indiana University.

We require SGSOs on all IU campuses to use an official branded mark on marketing materials and merchandise. Use of this mark indicates that an organization is an official SGSO at IU.

The purpose of requiring SGSOs to use the official mark is to ensure that outside organizations understand that their dealings are with the club or group and not with the University itself.

NOTE:
The marks come in PMS 201, black, and white. There is one for each campus.

The mark

This mark is designed to be used with (not in place of) an SGSO’s identifying graphics to indicate the organization’s affiliation with Indiana University. SGSOs are not permitted to use the trident in their graphics.

Individuals should contact the student activities office on their campus for guidance on student organizations and their status.
CLPA authentication

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 Learfield Licensing Partners (LLP) 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. Licensees are required to affix a CLPA hangtag or label to each product. This helps us to guard against counterfeit merchandise and assure the consumers that the products they purchase are officially licensed.

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 the 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 nonapparel 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: Jack Landrigan
616-741-1837
jlandrigan@learfieldlicensing.com

Download the full information packet at www.clpa.us.