



# Identity and Style Guide

Office of Strategic Communications

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# Introduction

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The Integrated Image Program was initiated by the Trustees of Indiana University to help establish a unified, flexible set of visual identity standards and guidelines for all IU-administrated campuses. The pages that follow specifically address the Indiana University School of Medicine, its departments and administrative units.

A distinctive, consistent and well-managed identity system will help the organization build recognition wherever and however it communicates.

By using signatures, logos and brand-approved templates, a unified brand across every IU School of Medicine campus, department and program creates consistency in digital, print and promotional materials that increases the recognition and strength of IU School of Medicine brand.

The Office of Strategic Communications, which includes the Office of Visual Media, is your resource for print and digital needs related to the IU School of Medicine brand.

If you have questions this guide does not answer, please contact the Office of Visual Media at [vismedia@iu.edu](mailto:vismedia@iu.edu).

# Official IU Logos: the Seal and the IU trident

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The IU Seal is reserved for ceremonial and executive-level communications.

Given that many universities have institutional seals of approximately the same contours, the Block IU offers a more differentiating presentation.

The seal can be used on ceremonial items such as certificates. Please contact Visual Media for more information at (317) 274-7478 or email us at [vismedia@iu.edu](mailto:vismedia@iu.edu).



At IU, the trident is the only logo to be used, both institution-wide and at the unit level. You must discontinue using all other logos and wordmarks.

You may not use any other graphical or typographical design to represent your unit. All of your marketing and communications efforts must be identified with the trident and your accompanying marketing lockup.

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.

Because the IU trident is the most recognizable element of the university, it should appear on all marketing materials. The preferred method of using the trident is in either its tab or extended tab form. More detailed information about the tab and the extended tab form can be found on page 15 of this guideline.

# School of Medicine Signature Logos

The IU signature system facilitates consistent design and application of official identification. It includes both marks and typography.

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 Block IU, the system provides a means for individual IU units to communicate critical information. It represents an effective way to address key audiences, all within a visually cohesive and unified structure.

## Primary

**Whenever an IU signature is used, the following rules apply:**

- A complete signature must be used.
- 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.



**INDIANA UNIVERSITY**

SCHOOL OF MEDICINE



**INDIANA UNIVERSITY**

SCHOOL OF MEDICINE

## Secondary

**This version of the logo should be considered a secondary--not primary--use of the IU School of Medicine logo.**

It is designated for internal (inter-departmental, campus-specific) uses. Use this version when it's important to distinguish the IU School of Medicine from other schools. For example, if multiple IU schools are sponsoring a campus event and the multiple school signatures appear on a sponsorship banner.

Given the importance of using the IU School of Medicine name in its entirety to build the brand, this version will not be used in academic poster design or templates unless it is co-branding to represent more than one school.



**SCHOOL OF MEDICINE**

INDIANA UNIVERSITY



**SCHOOL OF MEDICINE**

INDIANA UNIVERSITY

# Customized Signature Logos

Prior variations of the signature “split” the School of Medicine name with a department or program name. These are no longer approved versions of the signature. No more than three lines can be included in the signature.

## Interior Building Signage

Signature logos can be used as location identifiers (signage) for Departments, Institutes, Centers, and Offices. Specific guidelines coordinate signage with the IU School of Medicine Office of Space Planning and Utilization and the IUPUI Architect’s Office. For more detailed information, please contact Visual Media at (317) 274-7478 or email us at [vismedia@iu.edu](mailto:vismedia@iu.edu).



**INDIANA UNIVERSITY**

SCHOOL OF MEDICINE



**INDIANA UNIVERSITY**

SCHOOL OF MEDICINE  
Department of Medicine



**INDIANA UNIVERSITY**

SCHOOL OF MEDICINE  
Office of the Dean



**INDIANA UNIVERSITY**

SCHOOL OF MEDICINE  
Office of Faculty Affairs and Professional Development



**SCHOOL OF MEDICINE**

INDIANA UNIVERSITY  
Department of Medicine  
Division of Pulmonary Medicine



**DEPARTMENT OF NEUROLOGY**

INDIANA UNIVERSITY  
School of Medicine



**INDIANA UNIVERSITY**

DEPARTMENT OF PSYCHIATRY  
School of Medicine



**DEPARTMENT OF DERMATOLOGY**

SCHOOL OF MEDICINE  
Indiana Univeristy

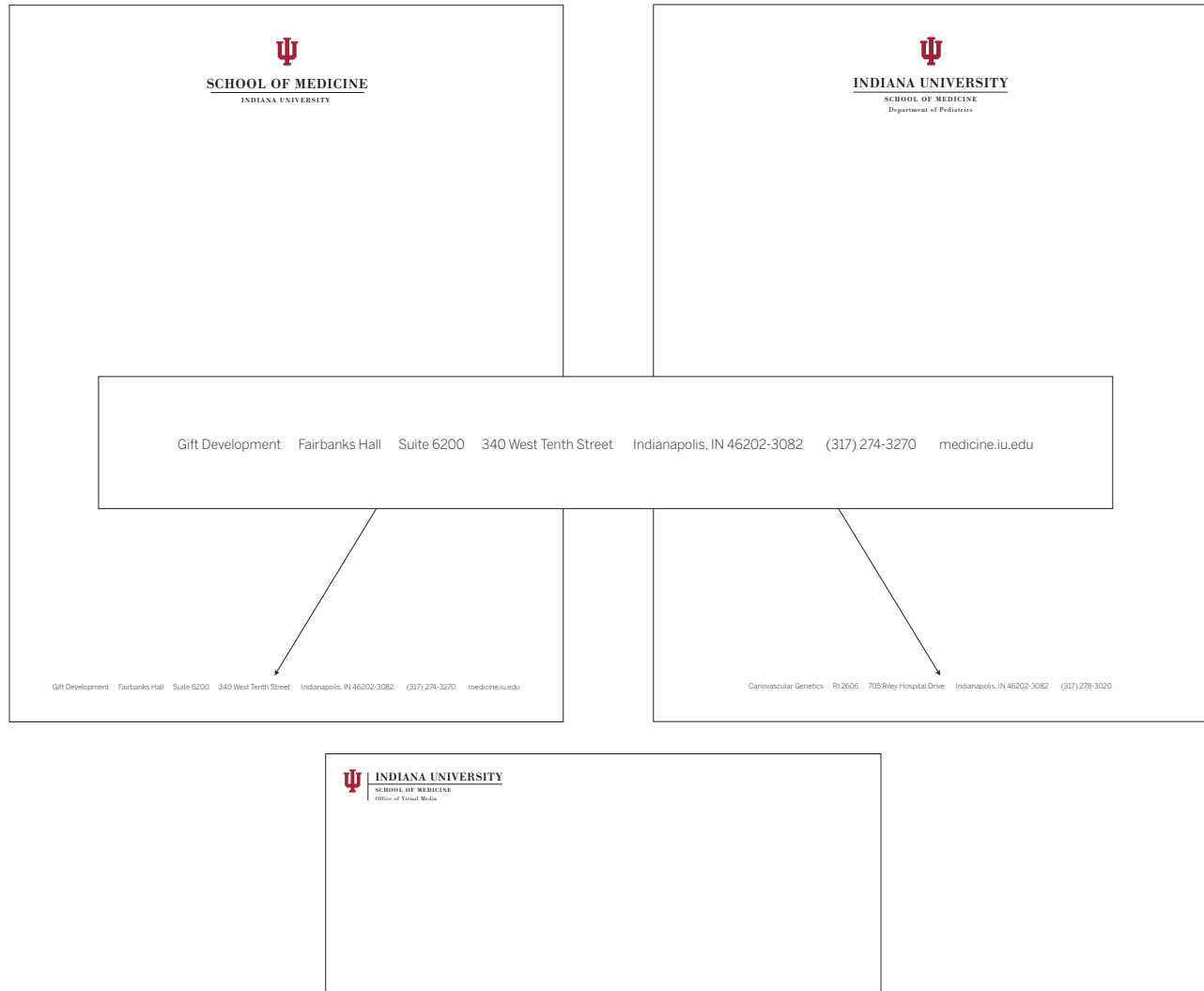
# Identity Package (electronic and print letterhead)

Indiana University sets the standard for the Identity Package (letterhead, envelope, business card, etc.). The recommendations for IU School of Medicine follow that standard and other guidance, such as the Quick Style Guide (page 25), does not apply.

Official stationery for all units, including auxiliaries, campuses, centers and institutes may be ordered only from Printing Services in Bloomington or Miles Printing in Indianapolis. Before a unit can order new stationery, it must request the appropriate signature from the Office of Visual Media at vismedia@iu.edu.

Letterhead will be printed on IU watermarked bond in either white or cream. Auxiliaries, centers and institutes with their own mark/logo and type must provide these electronically to Printing Services or Miles Printing as vector-based eps files with the fonts outlined.

Electronic letterhead for all units, including auxiliaries, campuses, centers and institutes, may be ordered from Printing Services in Bloomington or Miles Printing in Indianapolis. Visual Media can provide the links to Printing Services and/or Miles Printing. The product is a Microsoft Word file that looks like the department's printed letterhead. The user can enter text directly into the Word file and send it, or convert the file to pdf. Please restrict the use of electronic letterhead to official correspondence that must be sent electronically.



# Identity Package (business cards)


Official stationery for all units, including auxiliaries, centers and institutes, may be ordered only from IU Document Services in Bloomington or Miles Printing in Indianapolis. Before a unit can order new stationery, it must request the appropriate signature from the Office of Visual Media at vismedia@iu.edu.

Single titles are recommended. If dual title is needed, recommendation is to keep it to two lines.


Business cards are available in either white or cream. Auxiliaries, centers and institutes with their own mark/logo and type must provide these electronically to IU Document Services or Miles Printing as vector-based eps files with the fonts outlined.

Co-branded business cards for the IU School of Medicine and IU Health entities are also available. Contact Visual Media at vismedia@iu.edu for more details.

**John Doe, M.D.**  
*Assistant Professor of Clinical Radiation Oncology*

 **INDIANA UNIVERSITY**  
SCHOOL OF MEDICINE  
Department of Radiation Oncology

535 Barnhill Drive (317) 944-2524 *tel*  
RT 041 (317) 944-2486 *fax*  
Indianapolis, IN 46202-5289 johndoe@iu.edu

  
**INDIANA UNIVERSITY**  
SCHOOL OF MEDICINE  
Department of Radiation Oncology

**John Doe, M.D.**  
*Assistant Professor of Clinical Radiation Oncology*

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*Director of Finance & Administration*

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SCHOOL OF MEDICINE  
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Indianapolis, IN 46202



















# Signature Logo Treatment: Regional Campuses

In some cases, it is important to distinguish the location of a campus in the signature. Examples include signage and corporate materials such as business cards and letterhead. Local community relations activities are another example. In these ways, the distinction supports wayfinding or creates an identity for those campuses situated on other university campuses or within the broader community.

The campus names are lengthy, making readability a challenge with some applications of the marks.

In the majority of cases, the standard signature should be used with no campus distinction (Indianapolis does not have a campus signature) to strengthen association with the school's brand.

In written materials, the locations will be referred to as a "campus" vs. a "center." This more academic connotation distinguishes the campuses from university research and other centers.

<p style="text-align: center;"><b>Bloomington campus</b></p> <div style="display: flex; justify-content: space-between; align-items: center;"> <div style="text-align: center;">  <p><b>INDIANA UNIVERSITY</b> SCHOOL OF MEDICINE-BLOOMINGTON</p> </div> <div style="text-align: center;">  </div> </div> <div style="text-align: center; margin-top: 20px;"> <p><b>INDIANA UNIVERSITY</b> SCHOOL OF MEDICINE-BLOOMINGTON</p> </div>	<p style="text-align: center;"><b>Northwest-Gary campus</b></p> <div style="display: flex; justify-content: space-between; align-items: center;"> <div style="text-align: center;">  <p><b>INDIANA UNIVERSITY</b> SCHOOL OF MEDICINE-NORTHWEST-GARY</p> </div> <div style="text-align: center;">  </div> </div> <div style="text-align: center; margin-top: 20px;"> <p><b>INDIANA UNIVERSITY</b> SCHOOL OF MEDICINE-NORTHWEST-GARY</p> </div>
<p style="text-align: center;"><b>Evansville campus</b></p> <div style="display: flex; justify-content: space-between; align-items: center;"> <div style="text-align: center;">  <p><b>INDIANA UNIVERSITY</b> SCHOOL OF MEDICINE-EVANSVILLE</p> </div> <div style="text-align: center;">  </div> </div> <div style="text-align: center; margin-top: 20px;"> <p><b>INDIANA UNIVERSITY</b> SCHOOL OF MEDICINE-EVANSVILLE</p> </div>	<p style="text-align: center;"><b>South Bend campus</b></p> <div style="display: flex; justify-content: space-between; align-items: center;"> <div style="text-align: center;">  <p><b>INDIANA UNIVERSITY</b> SCHOOL OF MEDICINE-SOUTH BEND</p> </div> <div style="text-align: center;">  </div> </div> <div style="text-align: center; margin-top: 20px;"> <p><b>INDIANA UNIVERSITY</b> SCHOOL OF MEDICINE-SOUTH BEND</p> </div>
<p style="text-align: center;"><b>Fort Wayne campus</b></p> <div style="display: flex; justify-content: space-between; align-items: center;"> <div style="text-align: center;">  <p><b>INDIANA UNIVERSITY</b> SCHOOL OF MEDICINE-FORT WAYNE</p> </div> <div style="text-align: center;">  </div> </div> <div style="text-align: center; margin-top: 20px;"> <p><b>INDIANA UNIVERSITY</b> SCHOOL OF MEDICINE-FORT WAYNE</p> </div>	<p style="text-align: center;"><b>Terre Haute campus</b></p> <div style="display: flex; justify-content: space-between; align-items: center;"> <div style="text-align: center;">  <p><b>INDIANA UNIVERSITY</b> SCHOOL OF MEDICINE-TERRE HAUTE</p> </div> <div style="text-align: center;">  </div> </div> <div style="text-align: center; margin-top: 20px;"> <p><b>INDIANA UNIVERSITY</b> SCHOOL OF MEDICINE-TERRE HAUTE</p> </div>
<p style="text-align: center;"><b>Muncie campus</b></p> <div style="display: flex; justify-content: space-between; align-items: center;"> <div style="text-align: center;">  <p><b>INDIANA UNIVERSITY</b> SCHOOL OF MEDICINE-MUNCIE</p> </div> <div style="text-align: center;">  </div> </div> <div style="text-align: center; margin-top: 20px;"> <p><b>INDIANA UNIVERSITY</b> SCHOOL OF MEDICINE-MUNCIE</p> </div>	<p style="text-align: center;"><b>West Lafayette campus</b></p> <div style="display: flex; justify-content: space-between; align-items: center;"> <div style="text-align: center;">  <p><b>INDIANA UNIVERSITY</b> SCHOOL OF MEDICINE-WEST LAFAYETTE</p> </div> <div style="text-align: center;">  </div> </div> <div style="text-align: center; margin-top: 20px;"> <p><b>INDIANA UNIVERSITY</b> SCHOOL OF MEDICINE-WEST LAFAYETTE</p> </div>

## Logo Treatment: Regional Campuses – Promotional Items

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The campus names are lengthy, making readability a challenge with some applications of the marks. For specialty or promotional items, examples of how to use the campus name—but not within the mark itself—are shown. For more information about logo treatment options, contact Visual Media at [vismedia@iu.edu](mailto:vismedia@iu.edu).

Promotional items must be ordered through IU approved vendors. A list of approved vendors is available at <http://www.indiana.edu/~purchase/contract/contracts.php>



## IU School of Medicine Tagline

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### Preparing Healers. Transforming Health.

This element will be introduced in some digital and print materials beginning in September 2016. Use will be directed by the Office of Strategic Communications & the Office of Development. Broader use is anticipated in 2017 following rebuild of the School's web properties.

The guidelines below will be followed at the time of broader use. If you are interested in applying the tagline, please request it through the Office of Strategic Communications at [iusm@iu.edu](mailto:iusm@iu.edu).

The IU School of Medicine tagline should be used to enhance the message that the IU School of Medicine is a trusted teaching institution and forward thinker in health. There are three options for using the tagline.

#### 1. BLOCK / STACKED FORMAT

Use this tagline treatment (supplied as a graphic) when space allows. This version does not use periods.

#### 2. SINGLE LINE

This treatment may be created using all caps. Benton Sans Book is the correct font for the words "PREPARING" and "TRANSFORMING." Benton Sans Black is the correct font for the words "HEALERS" and "HEALTH." Use periods after both sentences.

#### 3. TWO LINES

You may use the tagline in various applications using the same specifications as above. When using two lines, the leading should be 1.25 times the font size.

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PREPARING  
**HEALERS**  
TRANSFORMING  
**HEALTH**

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PREPARING **HEALERS.** TRANSFORMING **HEALTH.**

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PREPARING **HEALERS.**  
TRANSFORMING **HEALTH.**

PREPARING **HEALERS.**  
TRANSFORMING **HEALTH.**

# IU Brand Colors

The IU brand uses an extensive color palette that reflects the personality of Indiana University and includes appropriate options for all of your marketing and communications efforts. By using color wisely, you can help create a strong visual identity for the IU brand.

CMYK, PMS, and hex color values are meant for different mediums—and can result in inaccurate colors if you use the wrong one. To ensure your color values display accurately and are consistent with the IU brand, choose the appropriate value for the intended use and printing method of your marketing piece.

## CMYK

For nearly all print work, use the CMYK values listed below for the most accurate brand color reproduction.

## PMS

Also used for print work, the PMS value is based on the Pantone Matching System®. It should only be used when printing spot colors (limited use).

## Hex

Hex values should only be used when reproducing brand colors on the web, in a digital, RGB environment. For more information about IU's brand on the web, visit the Web Style Guide.

### PRIMARY COLORS

Cream and crimson are key components of the IU brand.

Crimson is the visual anchor and should be dominant in all marketing materials.

## CREAM

C0 M0 Y0 K0  
HEX #EDEBEB

For marketing purposes, 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 design executions.

## CRIMSON

PMS 201  
C0 M100 Y65 K34  
HEX #990000

### LIGHT CRIMSON

PMS 199

C0 M100 Y65 K0

HEX #D00031

### DARK CRIMSON

PMS 188

C12 M95 Y59 K54

HEX #4C1213

### SECONDARY COLORS

The secondary color palette is designed to provide creative flexibility.

These colors are complementary to the primary color and were chosen so that they do not compete with IU Crimson.

Each of the five secondary brand colors have corresponding tints and shades to provide a range of color options.

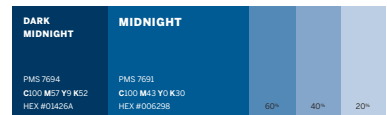
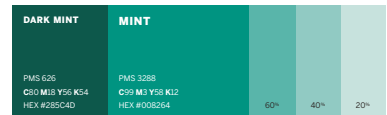
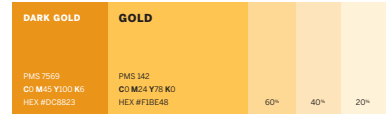
#### NOTE:

The different values associated with each brand color are dependent on the intended use.

**PMS:** This value is based on the Pantone Matching System® and should only be used when a spot color is needed (limited use).

**CMYK:** For nearly all print work, use CMYK values for the most accurate brand color reproduction.

**HEX:** Hex values should be used when reproducing brand colors in a digital, RGB environment.



Download the Formal/Informal Color IU Brand Palette at:  
<https://brand.iu.edu/doc/downloads/iu-brand-colors-cmyk-2016.zip>

# IU Brand Colors - RGB

CMYK, PMS, and hex color values are meant for different mediums—and can result in inaccurate colors if you use the wrong one. To ensure your color values display accurately and are consistent with the IU brand, choose the appropriate value for the intended use and printing method of your marketing piece.

## Hex

Hex values should only be used when reproducing brand colors on the web, in a digital, RGB environment. For more information about IU's brand on the web, visit the Web Style Guide.

**CRIMSON**  
R169 G5 B51

**LIGHT CRIMSON**  
R237 G23 B76

**DARK CRIMSON**  
R119 G13 B41

## CREAM

R237 G235 B235

**DARK GOLD** **GOLD**  
R234 G148 B26 R254 G197 B83 60% 40% 20%

**DARK MINT** **MINT**  
R0 G89 B76 R0 G148 B128 60% 40% 20%

**DARK MIDNIGHT** **MIDNIGHT**  
R0 G57 B99 R0 G91 B148 60% 40% 20%

**DARK MAJESTIC** **MAJESTIC**  
R61 G2 B55 R92 G51 B84 60% 40% 20%

**DARK LIMESTONE** **LIMESTONE**  
R134 G125 B120 R173 G167 B164 60% 40% 20%

**BLACK**  
R0 G0 B0

**MAHOGANY**  
R73 G56 B40

Download the Formal/Informal Color IU Brand Palette at:  
<https://brand.iu.edu/doc/downloads/iu-brand-colors-cmyk-2016.zip>

# E-mail Signatures

Standard e-mail signatures help faculty, staff and students represent the IU School of Medicine in a clear, consistent way.

Contact [vismedia@iu.edu](mailto:vismedia@iu.edu) to learn how to update your signature within Outlook.

## Single Title

**John Doe, PhD**  
**Associate Professor of Family Medicine**  
Department of Family Medicine

1110 W Michigan Street | LO 200  
Indianapolis, IN 46202  
317.XXX.XXXX tel  
317.XXX.XXXX fax  
e-mail@iu.edu



PREPARING **HEALERS**. TRANSFORMING **HEALTH**.

## Dual Title

**John Doe, PhD**  
**Executive Associate Dean**  
**Faculty Affairs and Professional Development**

**Associate Professor of Family Medicine**  
**Vice Chair for Faculty and Academic Affairs**  
**Lester D. Bibler Scholar**  
Department of Family Medicine

545 Barnhill Drive | EH 125  
Indianapolis, IN 46202  
317.XXX.XXXX tel  
317.XXX.XXXX fax  
e-mail@iu.edu



PREPARING **HEALERS**. TRANSFORMING **HEALTH**.

Instructions to how to make a new branded IU School of Medicine signature can be found at <http://visualmedia.medicine.iu.edu/index.php?cID=146>

# Collateral Materials (ads, brochures, cards, flyers, invitations, postcards, programs)

Please visit [brand.iu.edu](http://brand.iu.edu) for approved templates.

If your printed materials do not follow these guidelines, please continue to use your current supply and contact Visual Media to schedule an update consultation at [vismedia@iu.edu](mailto:vismedia@iu.edu).

Creation of new materials must follow these guidelines. In addition, IU School of Medicine has specific standards for the use of photography and other graphic images. Contact Visual Media at [vismedia@iu.edu](mailto:vismedia@iu.edu) for a copy of the standards.

If an outside vendor is working on your materials, Visual Media must conduct a "brand check" before the materials are produced. Please contact Visual Media at [vismedia@iu.edu](mailto:vismedia@iu.edu) to schedule an appointment to review your materials.



**INDIANA UNIVERSITY** IU School of Medicine Deans

	Dr. Hess is the Dean of the School of Medicine and the President of the Indiana University Health System. He received his M.D. from Indiana University School of Medicine and his Ph.D. from the University of Michigan. He is also a past president of the American Medical Association.
	Dr. Bagheri is the Associate Dean for Faculty Affairs and Professional Development. He received his Ph.D. from the University of Michigan and his M.B.A. from the University of Illinois at Urbana-Champaign.
	Dr. Dworkin is the Associate Dean for Faculty Affairs and Professional Development. She received her Ph.D. from the University of Michigan and her M.B.A. from the University of Illinois at Urbana-Champaign.
	Dr. Stewart is the Associate Dean for Finance and Administration. He received his M.D. from the University of Michigan and his M.B.A. from the University of Illinois at Urbana-Champaign.
	Dr. Fitzgerald is the Associate Dean for Quality Improvement and Patient Safety. He received his M.D. from the University of Michigan and his MBA from the University of Illinois at Urbana-Champaign.
	Dr. Nadeau is the Associate Dean for Educational Affairs. He received his M.D. from the University of Michigan and his M.B.A. from the University of Illinois at Urbana-Champaign.
	Dr. Stankovic is the Associate Dean for Research. She received her M.D. from the University of Michigan and her Ph.D. from the University of Illinois at Urbana-Champaign.

The above executives work together closely. Any information you discuss with any member can, if you desire, be brought to the attention of the team for discussion and action.

**Cytotechnology concentrates on the origin of life itself – the cell. Cytotechnologists:**

- Save and enhance lives through the detection of cancer
- Study human cells through cutting-edge technology
- Learn innovative, scientific techniques and practices
- Interact with patients, physicians and peers

**The Indiana University School of Medicine distinction**  
Housed at Indiana University School of Medicine's Indianapolis campus, the program features a dynamic faculty with extensive experience and a passion for studying human cells. Students can take advantage of state-of-the-art laboratory space, simulation centers and the School's affiliations with Indiana University Health, Eskenazi Health and the Richard L. Roudebush VA Medical Center to gain experience in a clinical setting.

*"I get to do everything I learned at school. Not one day at my job is the same. Interesting cases keep me on my toes. My supervisor is impressed with my contribution to the department."*  
J.J. Menu-Guerrero, CT (ASCP)

**Center for Health Innovation & Implementation Science**

**INDIANA CTSI**  
Clinical and Translational Sciences Institute

**MISSION**  
Our mission is to use implementation science to produce high-quality, patient-centered and cost-efficient health care delivery solutions for health care systems of any size, anywhere.

**VISION**  
Our vision is to ensure that every patient receives the most personalized, valued, safe and highest quality care wherever and whenever.

**VALUES**  
**Excellence** – We value the role of implementation science as a tool to enhance the quality of life and outcomes for all patients.  
**Collaboration** – We promote a culture of discovery, diversity, cooperation, integrity and team work.  
**Creativity** – We strive to create an environment that facilitates innovation, knowledge exchange and group-based problem solving among diverse, autonomous and collaborative leaders.  
**Integrity** – We are effective stewards of available resources to disseminate knowledge and innovation to benefit future generations.

Center for Health Innovation & Implementation Science  
410 W. 10th St.  
Suite 2100  
Indianapolis, IN 46202  
317-276-8536  
[www.hi.iu.edu](http://www.hi.iu.edu)  
Email: [chiss@iupui.edu](mailto:chiss@iupui.edu)



*"I get to do everything I learned at school. Not one day at my job is the same. Interesting cases keep me on my toes. My supervisor is impressed with my contribution to the department."*  
J.J. Menu-Guerrero, B.S., CT (ASCP)<sup>CM</sup>

**A field of study, a field of service**  
This branch of pathology concentrates on the origin of life itself – the cell. Cytotechnologists:

- Save and enhance lives through the detection of cancer
- Study human cells through cutting-edge technology
- Learn innovative, scientific techniques and practices
- Detect malignant/premalignant changes and infectious diseases
- Interact with patients, physicians and peers
- Work individually and as part of a team

Cytotechnologists evaluate cell samples through microscopic analysis to determine any abnormalities. Trained to identify early signs of cancer and other infectious diseases, most cytotechnologists work in hospitals or labs and can interact with patients, as well as work independently on call analysis.

**The Indiana University School of Medicine distinction**  
Housed at Indiana University School of Medicine's Indianapolis campus, the program features a dynamic faculty with extensive experience and a passion for studying human cells. Students can take advantage of state-of-the-art laboratory space, simulation centers and the School's affiliations with Indiana University Health, Eskenazi Health and the Richard L. Roudebush VA Medical Center to gain experience in a clinical setting.

# Trident Tab, Extended Tab, and Marketing Lock-up Logos

For more information about how the trident tab, extended tab, or what marketing lock-up logo would best enhance your communication goal, contact Visual Media at vismedia@iu.edu.



## Trident Tab

Similar to the stand-alone trident, the trident tab gives you an easy way to brand your materials without having to use the more complex signatures.

You should use the trident in either its trident tab or extended tab form whenever possible.



## Extended Tab

The extended tab gives you additional flexibility when applying the trident to your marketing materials. The tab in this form is intended for instances when it extends from a trimmed edge or screen (top, bottom, or side).

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



**INDIANA UNIVERSITY**  
SCHOOL OF MEDICINE

## Marketing Lock-up Logos: the informal system for branding marketing and communications for the IU School of Medicine

The marketing lockup provides a consistent and easily identifiable mark for the school to be used on all marketing 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.



# Marketing Lock-up Logos: School of Medicine

Use of these logos for IU School of Medicine is limited to specific campus signage and promotional materials. If you are interested in using the marketing logo rather than the approved IU School of Medicine signature, please contact Visual Media at [vismedia@iu.edu](mailto:vismedia@iu.edu).

Because the external/digital version of the mark includes the complete Indiana University name, it will be used for materials and digital applications targeted to stakeholders beyond the internal (campus) audience.

The internal/campus version of the logo uses the Block IU only and is ideal for inter-campus use, where the Block IU is fully recognized.

The IU crimson must be part of every variation--no version of the logo can be used in black and white (reverse).

For IU School of Medicine, department or program names will not be incorporated into the marketing logo.

## External/Digital



## Internal/Campus



# Marketing Lock-up Logos: Regional Campus, Centers, and Institutes

Please reference the information on page 15 for usage.

## Regional Campus



**SCHOOL OF MEDICINE**  
CAMPUS LOCATION



**SCHOOL OF MEDICINE**  
CAMPUS LOCATION

## Centers and Institutes



**SCHOOL OF MEDICINE**  
CENTER OR INSTITUTE



**SCHOOL OF MEDICINE**  
CENTER OR INSTITUTE

## Promotional Items (bags, ball caps, polo shirts, sweatshirts, T-shirts, white coats/jackets)

Promotional materials can be a helpful way to introduce a stakeholder to your program or service.

Promotional items can only be ordered in black, white, gray, and cardinal red.

IU-approved vendors must be used. These companies follow IU licensing agreements and are to reproduce approved variations of the Block IU. Contact Visual Media at [vismedia@iu.edu](mailto:vismedia@iu.edu) for a list of approved vendors or visit <http://www.indiana.edu/~purchase/contract/contracts.php>

Newly-produced IU School of Medicine white coats will use the version of the marketing lock-up graphics demonstrated on this page. Future bulk orders will reflect this design.

### IU School of Medicine Online Store

Also, visit our online store for T-shirts, polo shirts, quarter zip pullovers, and sweatshirts at [http://indiana.customu.com/design-list.cfm?cat\\_id=425](http://indiana.customu.com/design-list.cfm?cat_id=425).



# Research Posters and Templates

The IU School of Medicine has approved PowerPoint templates for research posters using the IU School of Medicine lock-up graphic. The templates are available for download from Visual Media. Click on the poster template tab at <http://visualmedia.medicine.iu.edu/research-posters/>

Co-branded templates for the IU School of Medicine and the Riley Hospital for Children and the IU School of Medicine and the Indiana University Health are available for download at <http://visualmedia.medicine.iu.edu/iusm-iu-health-templates/>

**Poster Template 42" x 56"**

Author Names, Degree, Affiliation • Author Name, Degrees, Affiliation – Helvetica  
Indiana University School of Medicine, Indianapolis Indiana

**ABSTRACT**  
Insert Abstract Here... Helvetica 18 pt. Justify left.

**RESULTS BLOCK 1**  
Insert Results Here... Helvetica 18 pt. Justify left.

**RESULTS TABLE**  
Insert Table Here...

**SUMMARY**  
Insert Summary Here... Helvetica 18 pt.

**BACKGROUND**  
Insert Background Here... Helvetica 18 pt. Justify left.

**RESULTS BLOCK 2**  
Insert Results Here... Helvetica 18 pt. Justify left.

**RESULTS GRAPH**  
Insert Graph Here...

**CONCLUSIONS**  
Insert Conclusions Here... Helvetica 18 pt.

**MATERIALS and METHODS**  
Insert Materials and Methods Here... Helvetica 18 pt. Justify left.

**REFERENCE**  
Insert References Here... Helvetica 18 pt.

# Presentation Templates

The IU School of Medicine has approved PowerPoint templates available for download from Visual Media. Two templates are available for download, one for external audiences and one for internal audiences. Click on the Presentation tab at <http://visualmedia.medicine.iu.edu/research-posters> to download the presentation templates.

Both presentations are available in Arial font and BentonSans font. Most computers are loaded with the Arial font family. The BentonSans font family is not a default font loaded on IU system computers. The fonts are available for uploading through IU Branding at <https://brand.iu.edu/doc/downloads/benton-sans-otf.zip>

## External Audience Presentation



## Internal Audience Presentation



## Social Media (Facebook, Instagram, LinkedIn, Twitter)

A unique avatar is used for IU School of Medicine's social media channels. This mark is exclusive to social media and the promotion of social media channels. It is not for use on printed materials or for other digital applications.

The creation of separate social channels will be limited in order to drive traffic to existing channels. (Campus locations may opt for a Facebook site or Twitter channel to serve their local communities.)

Rather than build a new presence, please consider how promotional objectives can be reached through current channels.

If you have questions about the IU School of Medicine's social media channels, please contact the Office of Strategic Communications at [iusm@iu.edu](mailto:iusm@iu.edu).



# Video

In determining how to use the video subject's position title, consider audience familiarity with the role. For example, "cardiologist" may be more easily understood than "professor of medicine." In addition, many faculty or staff have multiple titles – use the title that best represents what they are speaking to in the video/purpose of the video.

The examples on the right are from the IU Branding website. For IU School of Medicine videos the IUSM marketing lock-up shown below should be used in place of the IU trident tab.



If you have a video need, please contact the Office of Strategic Communications at [iusm@iu.edu](mailto:iusm@iu.edu).



FORMAL

## Video: Lower Thirds

IU identifier for video.

[Download](#)



INFORMAL

## Video: Lower Thirds

IU identifier for informal videos.

[Download](#)

### Downloads:

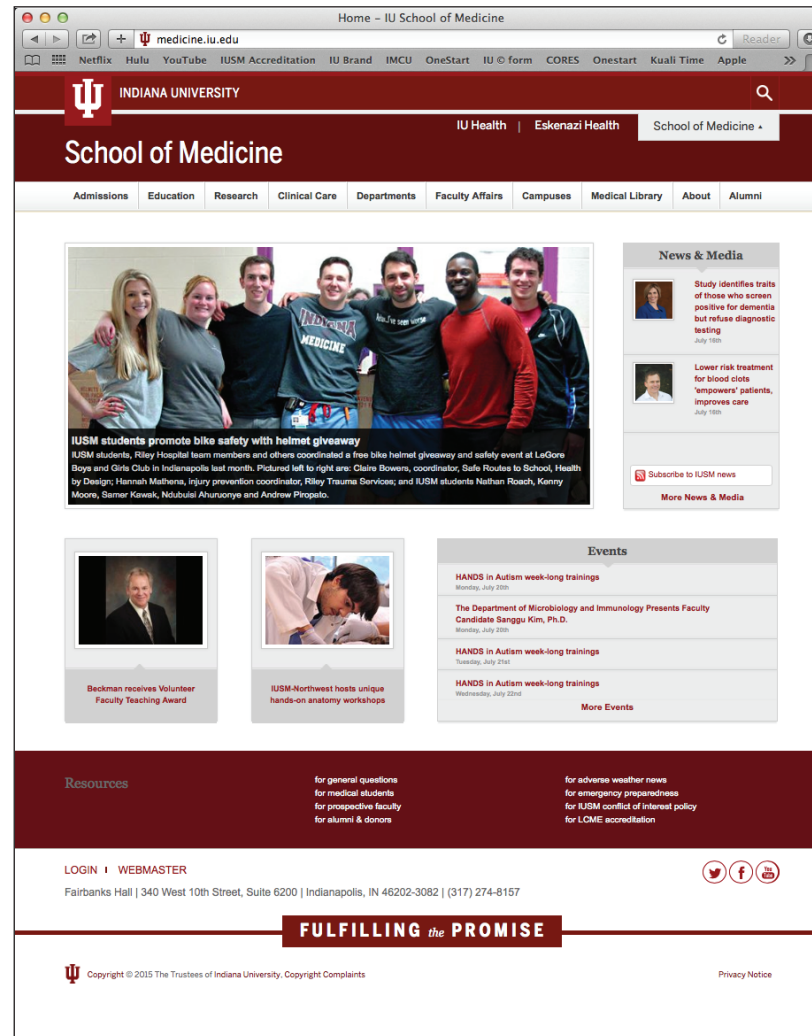
**Formal:** <https://brand.iu.edu/doc/downloads/in-lowerthird-formal-1080pand4K.zip>

**Informal:** <https://brand.iu.edu/doc/downloads/in-lowerthird-informal-1080pand4K.zip>

# Web Pages

The IU School of Medicine is housed within the Indiana University website structure. The Office of Strategic Communications has developed specific standards for content and images and oversees implementation; find standards at <http://communications.medicine.iu.edu>.

Your department or program may have a content specialist who manages web presence. A list of contacts is posted at <http://communications.medicine.iu.edu>.





# Photography Guidelines

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## **Stock images cannot be used to depict faculty students or staff.**

This applies to all print and digital materials, even those for internal use. Photo releases are required and should be kept on file by the department or center. Images approved for use in digital or print materials will be stored in the IU School of Medicine image library.

Other stock images not approved for use: community or cityscapes not of the area depicted, buildings (interiors or exteriors) not part of the IU School of Medicine campus.

## **Stock images approved for use:**

- Equipment, research materials or devices used to illustrate content or support information.
- Lifestyle images of people that support related content but do not suggest those pictures are individuals referenced in the content. For example, a stock image of a family at play can be shown on a web page about a safety program. An individual/portrait style image of a child on a page about a particular heart condition could not be used.

Photographs are frequently used on webpages, in marketing materials, newsletters and other forms of communication. It is important that faculty, researchers, staff, residents, and students of the IU School of Medicine are positively presented with recent portraits composed in a consistent, professional manner.

## **Style Guidelines for Portraiture**

The following guidelines will provide guidance to the selection of the most appropriate photograph to submit to the IUSM Image Library.

- Professional portraits only. "Point and shoot" or badge/ID photos are not acceptable.
- A gray background is highly preferred and recommended.
- The subject should wear professional attire. For women, a long-sleeved dress or business suit is recommended. For men, a business suit or sport coat with a tie is recommended. Dark-colored jackets are preferred. Both sexes should avoid complex patterns.
- No LAB COATS or SCRUBS.
- Individual portraits should show the entire head and shoulders, in a seated pose with the shoulders positioned to the subjects right. No full length or close-ups (subject should be four feet away from the camera).
- All photography must be in color.
- Photos must be recent. A good rule of thumb is to update a portrait every five years.
- Digital photo files should have minimum dimensions of 1,500 pixels width x 2,100 pixels height, which at 300 dpi will translate to a 5x7 inch printed image. A TIFF (TIF) file format is preferable. JPG images are acceptable, but minimal compression should be applied when they are created. Please, no GIF or PNG images. If you have questions about digital image formats, sizes or compression, please ask us. Contact us at (317) 274-7478 or through email at vismedia@iu.edu.
- All submitted images should follow a standard format including the name, title, year, and affiliation. No spaces are included in the format, an underline separates key information groups. Files must be named using the following format:

Last name\_First name\_Title\_Year (abbreviated)\_Affiliation

Smith\_John\_MD\_12\_Department, Center, Office

# Quick Style Guide

The quick style guide shown on this page highlights some common topics and recommendations that are typical within IU School of Medicine communications and publications.

## QUICK STYLE GUIDE



### Composition Titles

Apply the guidelines listed here to book titles, academic/research paper titles, journal article and lecture titles:

- Capitalize the principal words, including prepositions and conjunctions of four or more letters.
- Capitalize articles—the, a, an—or words of fewer than four letters if it is the first or last word in a title.
- Put quotation marks around the names of all such works.

### Departments and Divisions

- Capitalize department names when used as "Department of Chemistry"; lowercase when shortening to "chemistry."
- Lowercase clinical divisions: *associate professor of clinical pediatrics*.
- Identify departments and divisions of an entity of IU School of Medicine (e.g. *IU School of Medicine Department of Pediatrics*), especially on first reference.

### Degrees and Credentials

- Don't use periods on degree references; use MD, PhD, etc. Set off by commas after full name. Use "Dr." on subsequent references.
- Use an apostrophe in bachelor's degree, master's, etc.; there is no possessive in Bachelor of Arts or Master of Science.
- Lowercase and never abbreviate "professor": *John Doe, MD, JD, assistant professor of clinical pediatrics*.
- Capitalize named professorships: *Jane Doe, MD, Barbara and Peer Baekgaard Professor of Alzheimer's Disease Research*.

### IU School of Medicine

- On first reference, spell out "Indiana University School of Medicine"; use "IU School of Medicine" on subsequent references; do not use "IUSM."
- For brevity, the first reference to a department can include abbreviated use of IUSM name, "IU School of Medicine Department of Pediatrics."
- Do not use spaces before or after en dashes in campus names: *Indiana University School of Medicine–Evansville*.
- Refer to the school as "IU School of Medicine" or "Indiana University School of Medicine" with no "the" preceding it except when the name is followed by a specific team, office, campus, etc.

This Quick Style Guide is intended for use in IU School of Medicine print and digital materials. It does not apply to Identity Package materials (letterhead, business cards, etc.), to reports, most internal documents such as policies, etc.

### Numbers

- Use numbers for dates, decades, years, ages, ratios, scores and percentages.
- Spell out whole numbers below 10, and use figures for 10 and above. Use commas in numbers above 999.

### Online Terms

- Use *internet, website, webcam, webcast, webmaster, webpage*; but *web address, web browser*.
- Use *email*. Use a hyphen with other e-terms: *e-book, e-business, e-commerce*.
- Don't use <http://> or <https://> when spelling out web addresses.
- Avoid hyperlinking the words "click here" or something similar. Links should explain what the link offers: *Visit [IU School of Medicine](#)*.

### Punctuation

- Do not use a final comma in a series of items unless needed for clarity: *The flag is red, white and blue. He liked salami, ham, and peanut butter and jelly sandwiches*.
- Some publishing systems have trouble translating em dashes (long dash); use double hyphens with no spaces on either side.

### Times, Dates, Places, Terms

- Use figures except for noon and midnight. Do not use periods in am and pm: *11 am, 1 pm, 3:30 pm, 9-11 am*.
- Don't use the year unless the date is more than a year ahead or past.
- Spell out numbered streets nine and under: *5 Sixth Ave.; 340 West 10th St*. Use the abbreviations such as *Ave., Blvd. and St.* only with a numbered address: *1120 South Dr*. Spell them out and capitalize without a number: *South Drive*.
- Spell out Indiana, instead of using the "IN" or "Ind." abbreviation.
- Use *health care* in place of *healthcare*.

### Titles

- Lowercase and spell out titles when not used with an individual's name: *The dean issued a statement*.
- Capitalize a formal title when used immediately before a name: *IU School of Medicine Dean Jay L. Hess issued a statement*.
- Lowercase titles when used in constructions set off by commas: *Jay L. Hess, dean of IU School of Medicine, issued a statement*.

### Voice

- Do not use first or second person voice; use third person to keep language as clear as possible.