Turning 200
MARKETING GUIDELINES FOR THE BICENTENNIAL YEAR
A Distinguished Look:
The Bicentennial style is firmly grounded in the history, spirit, and tradition of Indiana University.

Rise to the occasion

It began in the 1820s, with a class of 10 male students in a one-classroom building.

It grew and grew and grew, into a world-class university with a diverse student body that is now 91,000 strong, with multiple campuses and the nation’s third largest alumni network.

This moment is for all of us.

It is our unique opportunity to celebrate our roots and, just as importantly, champion our future. No matter what your marketing plans hold in the Bicentennial year (July 2019 through June 2020)—student enrollment, event attendance, or communicating the value of a degree—you can benefit from the 200-year-legacy that is us and is Indiana University.

This guide will help you do just that.
Let the Bicentennial work for you

The Bicentennial is a family affair—whether you’re marketing a school that was established in 1880 or an event that kicks off next month, we encourage you to make the Bicentennial your own.

Use this guide to:

**Engage**
Engage with the people of Indiana, as well as hundreds of thousands of IU alumni, colleagues, friends, donors, and supporters around the world.

**Recruit**
Recruit students, faculty, and staff to a university with 200 years of success stories.

**Reaffirm**
Reaffirm your unit’s commitment and responsibility to the state, nation, and world.

**Connect**
Connect past, present, and future generations to IU history, traditions, and values.

*Note: For Bicentennial design templates, downloads, and print-ready assets, visit brand.iu.edu. For solicitation and fundraising materials, refer to the “For All” brand guidelines.*
THE THREE KEY ELEMENTS

There are three key elements that make up the Bicentennial look and feel. You can incorporate one, two, or all three of these elements into your current marketing pieces.

A MARK
Bicentennial marks include badges, lockups, and signatures. You can add a Bicentennial mark to print and digital ads, websites, signs, apparel, merchandise, letterheads, website footers, and official documents and ceremonial materials.

A MESSAGE
Bicentennial messaging can be formal or informal, event-focused or narrative, subtle or in depth. You can weave Bicentennial messages into body copy, headlines, calls to action—virtually anywhere you have an audience.

AN IMAGE
Bicentennial images are historic—not just old and tattered, but expressive of a specific place or time. The right image will make audiences think about where we were, where we’ve been, and where we’re going as an institution.
A MARK

The simplest way to turn your materials Bicentennial.

Bicentennial marks

Bicentennial marks come in a variety of shapes, sizes, orientations, and color combinations. They are designed to work well in any format, from a button to a billboard.

There are more than 50 versions of Bicentennial marks. Visit brand.iu.edu to download full sets of all approved marks, and follow the usage guidelines to determine which mark works best for your piece.

OLD SCHOOL: Technology like typewriters and rotary phones instantly take your audience back in time. They also show how far we’ve come.
Bicentennial badge

Use any version of the Bicentennial badge: with a date range, university line, or both.

EXTENDED TAB FORM

The Bicentennial tab was created to give you an easy way to brand your materials without having to use the more complex signatures.

The tab in this form is intended for instances when it extends from a trimmed edge or screen. You can extend the tab to the left, right, or top but because the text must stay below it cannot be extended down.

Full guidelines for usage of the extended tab form can be found at brand.iu.edu.

Bicentennial marketing lockup

The Bicentennial marketing lockup comes with several versions: with a date range, university line, a whisper line, or all of the above. Marketing lockups with the word “Bicentennial” in the mark are restricted for use only for events or materials endorsed by the Office of the Bicentennial.

Indianapolis University

BICENTENNIAL BADGE

BICENTENNIAL TAB

Also comes in a date range version.

UNIVERSITY LINE

OFFICE OF THE
BICENTENNIAL LINE

Formal Bicentennial signature

Signatures are to be used on formal items such as official documents and ceremonial materials.

Formal signatures are restricted for use by only the Office of the Bicentennial.

Indianapolis University

BICENTENNIAL TAB

UNIVERSITY LINE

OFFICE OF THE
BICENTENNIAL LINE
During the Bicentennial, the viewbook could use the school’s marketing lockup on the front and a Bicentennial tab on the back page, which previously featured the IU Bloomington lockup.
Promotional

The trident becomes a Bicentennial tab.

Fencing

In this example, the Bicentennial tab alternates with the IUPUI primary athletics mark.

Poster

To acknowledge the Bicentennial, we have changed out the standard trident tab to a Bicentennial tab.

IU BICENTENNIAL STYLE GUIDELINES
A MESSAGE

There is no official Bicentennial tagline; however, with the right messaging, you can make the Bicentennial relevant to any campus, school, or unit.

Messaging goals

GENERATE CONNECTION AND SENSE OF PLACE: foster a more meaningful connection to IU campuses and the work we do in those locations, articulate the ways in which individuals fit into IU, promote positive engagement between key audiences and IU, and leverage that engagement into meaningful action.

RAISE AWARENESS: of the Bicentennial in general or of approved Bicentennial project proposals.

PROMOTE KNOWLEDGE: about IU’s past, present, and future, and about IU’s intellectual heritage in the state of Indiana.

ENGAGE AUDIENCES: recruit volunteers, generate event attendance, raise project participation rates, and attract ideas and proposals.

Bicentennial messages are...

• Intelligent
• Caring
• Welcoming
• Confident
• Down-to-earth
• Inspirational
• Relevant
• Emotional
ANALOG: Images that show a pre-digital way of life are instantly nostalgic. They also show how far we’ve come.

Messaging for specific audiences

Students

Bicentennial messages are relevant for both current and prospective students, at all levels of study, on all campuses.

Current IU students are not just recipients of Bicentennial programming, but collaborators in its development. Many serve as committee members, interns, and volunteers, and they will be invited to participate in Bicentennial courses, lectures, symposia, and other events throughout the Bicentennial year.

You might consider developing special messaging for the Class of 2020, which will graduate during this notable time in university history, as well as prospective students who have the opportunity to carry on the IU legacy for years to come.

Example messages:

IU traditions connect you with 200 years of history and 690,000+ alumni.

The Class of 2020 will graduate during an epic year in Indiana University history: as an institution, we are forging into the future right alongside you.

Digital signage

This digital signage example from the Bicentennial Toolkit reminds students that the a capella group known around the world began as a hobby at IU.
Faculty

IU faculty are intimately involved with the Bicentennial. They are the primary project committee participants and likely will represent a large portion of attendees at events. They also provide most of the Bicentennial project proposals and course development grant proposals.

Messages to faculty should emphasize the rich academic traditions of IU and the university’s impact on the world.

Example messages:

Your research projects and discoveries are part of a 200-year legacy in the state of Indiana. Our thirst for changing the world comes from a long history of innovators.

Staff

Staff play an important role in the Bicentennial and the success of IU.

Current staff will assist with many events that are held on campus, such as conferences, symposia, and lectures, in addition to serving as team members and collaborators on signature projects and departmental proposals. Internal messages should encourage staff (and former staff) to participate in the Oral History Project and other initiatives during the Bicentennial year.

Overall messages should thank staff for 200 years of ongoing dedicated support, whether or not they participate directly in Bicentennial initiatives.

Example messages:

Your hard work has gotten us here, and your hard work will continue to help IU rise to the top for centuries to come. Help tell the story of Indiana University by participating in the Oral History Project and other projects during the Bicentennial year.

Engraved notebook

This journal gives faculty space to shape the next 200 years of research and discovery.

Staff pin

Something as simple as a pin celebrating a staff member’s years of employment can also celebrate the Bicentennial year. Here, we added a card that thanks staff for their years of dedicated service to the past, present, and future of Indiana University.

For 15 years of dedicated service to the past, present, and future of Indiana University.
Alumni and Donors

Alumni and donor communications should highlight IU history, traditions, and opportunities to engage during the Bicentennial year.

Encourage alumni from all campuses to engage in activities that will mark the Bicentennial, and to participate as volunteers and committee members where their expertise adds value. This includes alumni from all IU campuses, IU Alumni Association chapters, and the general alumni body.

Recruit donors to assist with specific projects that need funding. This includes donors identified by the Indiana University Foundation and those who are crowd sourced.

Example message:
Your story is the story of Indiana University, and you share it with hundreds of thousands of Hoosiers who made IU what it is today.

IU HAS ALUMNI AROUND THE GLOBE
Here's your chance to meet more of them.

The IU Global Alumni Reunion brings together alumni from all corners of the nation and the world for a weeklong series of lectures, campus tours, and entertainment to honor Indiana University's first 200 years as a public university. Network with colleagues in your field, make connections outside your industry, and hear from prominent IU faculty about the work we're doing to shape the next 200.

Learn more and register at go.iu.edu/XXX.

Note: For solicitation and fundraising materials, refer to the “For All” brand guidelines.

Magazine ad

This magazine ad for the Bicentennial Alumni Reunion encourages alumni from coast to coast and all over the world to network with colleagues in their fields, make connections outside their industries, and “hear from prominent IU faculty about the work we’re doing to shape the next 200.”

Public

IU has various public audiences, and each will be drawn to different programs and events. Some examples of public audiences are Indiana residents, schools, nonprofit organizations, businesses, corporations, campus communities, county fairs and expos, and elected officials.

Be strategic when messaging for public audiences, and be careful not to overwhelm the public with overlapping messages.

Example messages:

For two centuries, Indiana University has served Hoosiers across the state.

Did you know? More than 297,000 IU graduates live and work in Indiana.

Poster

This event poster, based on a template from the Bicentennial Toolkit, invites the public to celebrate an iconic piece of IU history and their role in it.

BREAKING AWAY
A behind-the-scenes look at the making of the classic that brought IU to a global audience

Wednesday
Sept. 6
8–10 p.m.
IU Cinema
1213 E. Seventh Street
Price: FREE
200.iu.edu/events

IU has alumni around the globe.

The IU Global Alumni Reunion brings together alumni from all corners of the nation and the world for a weeklong series of lectures, campus tours, and entertainment to honor Indiana University’s first 200 years as a public university. Network with colleagues in your field, make connections outside your industry, and “hear from prominent IU faculty about the work we’re doing to shape the next 200.”

Learn more and register at go.iu.edu/XXX.

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Talking about our story

Talking about the past

Add a name and a face. Who were your founding faculty, and what did they teach? Who are your most famous alumni, and when did they graduate? When we personalize history, we make our stories memorable.

Pay tribute to traditions. The Bicentennial is a great time to talk about traditions: who started them, when they began, and how they’ve evolved.

Give context to time periods. In 1878, when the typewriter was invented. In the 1930s, when jazz was in full swing. Paint a scene by explaining what else was happening concurrently in the nation and world.

Talking about the present

Attribute your success. It didn’t happen overnight. Today’s successes are a result of the people, the thinking, and the discoveries that came before.

Use numbers. Top-ranked programs since when? How many alumni, over how many years? Numbers provide a track record that allows you to tell your story.

Show change. Compare today to 200 years ago: what’s different?

Talking about the future

Think big. We shape students’ futures, but our students are shaping the futures of entire industries. The future of informatics, computing, and engineering. The future of public health. The future of art and design.

Make it relevant. How can an IU education change the way people live, think, or interact? How does it add value to the world?

Speak in the first and second person. You will make a groundbreaking discovery. We will work together to improve the lives of others. When you speak in first and second person, you include your audience and inspire others to action.
Typography

Although it can be tempting to use fonts that appear old or vintage, there are only three typefaces approved for brand usage.

Visit brand.iu.edu to download the typefaces free of charge. You will be required to enter your Central Authentication Service (CAS) username and password. All brand fonts are web safe and can be used throughout your communications.

Benton Sans
IU’s official university-wide sans serif typeface. Benton Sans is strong, modern, and simple. Its variety of weights and widths allows the typeface to be used virtually anywhere.

Benton Sans Thin
Benton Sans Thin Italic
Benton Sans Light
Benton Sans Light Italic
Benton Sans Book
Benton Sans Book Italic
Benton Sans Regular
Benton Sans Regular Italic
Benton Sans Medium
Benton Sans Medium Italic
Benton Sans Bold
Benton Sans Bold Italic
Benton Sans Black
Benton Sans Black Italic

Georgia Pro
IU’s official university-wide serif typeface. Georgia Pro is a traditional serif font that is familiar and confident, yet not overly assertive. Its variety of weights and widths allows text to feel elegant, yet sturdy.

Georgia Pro Light
Georgia Pro Light Italic
Georgia Pro Regular
Georgia Pro Regular Italic
Georgia Pro Semibold
Georgia Pro Semibold Italic
Georgia Pro Bold
Georgia Pro Bold Italic
Georgia Pro Black
Georgia Pro Black Italic

Salvo Serif
IU’s official university-wide slab serif typeface. Salvo Serif is confident, noble, and reminiscent of the IU trident. Its variety of weights allows the typeface to feel professional yet informal and approachable, even quirky.

Salvo Serif Cond Light
Salvo Serif Cond Light Italic
Salvo Serif Cond Regular
Salvo Serif Cond Regular Italic
Salvo Serif Cond Medium
Salvo Serif Cond Medium Italic
Salvo Serif Cond Bold
Salvo Serif Cond Bold Italic
Salvo Serif Cond Black
Salvo Serif Cond Black Italic
AN IMAGE

Designing for the Bicentennial is more about a feeling than a set of graphics or typefaces. Bicentennial images should evoke emotion—whether that emotion is heartfelt nostalgia or somber reflection.

WITH YOUR GUT: Does an image make your mind wander, stir emotion, or include dated clothing or hair styles? You might have a Bicentennial-worthy image.
Image quality

Filters and effects
When paired with the right messaging, a historic image doesn’t need much else. Filters and effects actually diminish the archival quality of a truly nostalgic image. For more guidance on making historic image selections, see pages 34-35.

Grayscale and sepia
Many archive images are grayscale (black and white), and many are sepia tone (tan or brown tinted). These tones can add a look and feel that’s perfect for the Bicentennial; however, you should never edit a full-color archive image to be grayscale or a grayscale image to be sepia tone, or otherwise alter an archive image to look older than it really is. The exception is that it is allowable to turn an existing sepia tone image to grayscale for a uniform look and feel. Images that are black and white should use the grayscale color mode for printing.

Color images
The Bicentennial style does not prohibit you from using color images. Just make sure that the color images still have a vintage feel to them. See pages 34-35 for more information.

Color mode
To avoid any color distortion in your images, set your images’ color mode to CMYK for print pieces. For web, set all images’ color mode to RGB.

Image resolution
To avoid pixelated imagery, make sure your image has a high enough resolution before scaling. For print, images should have a dpi of 300 pixels. For web, image resolution should have a dpi of 72 pixels. For more information on sizing images in the digital space, visit styleguide.iu.edu/sizing.
You can find thousands of images dating back to the 1800s in the University Archives. You may choose to source images from your own campus, school, or departmental archives or from local historical society archives.

IU BLOOMINGTON ARCHIVE
   go.iu.edu/iubarchive

IUPUI ARCHIVE
   go.iu.edu/iupuiarchive

IU EAST ARCHIVE
   go.iu.edu/iuearchive

IU FORT WAYNE ARCHIVE
   go.iu.edu/iufwarchive

IU KOKOMO ARCHIVE
   go.iu.edu/iukarchive

IU NORTHWEST ARCHIVE
   go.iu.edu/iunarchive

IU SOUTH BEND ARCHIVE
   go.iu.edu/iusbarchive

IU SOUTHEAST ARCHIVE
   go.iu.edu/iusarchive

Citing the archives
Always cite images from the archives with “Image courtesy of...” followed by the proper name of the archive (for example, Image courtesy of IUPUI University Library Special Collections and Archives).
Is your image historic/memorable or just old?

An image can be nostalgic: transport you to a specific time in your youth, or an era you’ve only seen in movies.

Or, an image can be just old. Literally, taken a long time ago.

What makes an image nostalgic, and what separates nostalgic images from all the rest?

Look for signs of the times.

Hair or clothing styles, dated technology, classic cars or bikes: anything that is unique to a time gone by.

Look for tradition.

That thing your school or campus is known for. Something that will resonate equally with current students and alumni.

Look for engagement.

People doing things, preferably with other people. We connect with the idea of how people interact with each other and how they spend their time.

Look for an emotional response.

Does the image make you smile, laugh, or feel curious?
APPLYING THE SYSTEM

Some marketing materials will fully embody the Bicentennial, while others need only a nod to the celebration.

Light, moderate, and heavy uses
Consider whether your piece requires light, moderate, or heavy usage with the examples below.

LIGHT USAGE
(MARK ONLY)
Use a Bicentennial mark to replace or complement your own. All marks are available for download at brand.iu.edu.

MODERATE USAGE
(TWO OF THREE ELEMENTS)
MARK + IMAGE
Replace the IU trident with a Bicentennial mark. Then, replace a current-day image with an appropriate image from IU Archives. For guidance on choosing the best archive images, see pages 34-35.

MARK + MESSAGE
Replace the IU trident with a Bicentennial mark. Then, rework headlines, body copy, or calls to action to include Bicentennial messaging. For guidance on creating messages, see pages 16–27.

HEAVY USAGE
(ALL THREE)
Replace the IU trident with a Bicentennial mark, use an archive image, and include Bicentennial messaging in the copy.

Note: During the Bicentennial period, archive images should never stand alone. Always pair archive images with a Bicentennial mark, message, or both, and always cite the image source.
WE CURE TOMORROW

DISEASES HAVE A POWERFUL NEW FOE: PATIENT DATA.

As part of Indiana University’s $120 million Precision Health Initiative, our faculty and graduate students are collecting and analyzing huge amounts of patient data—including medical records, information from wearable devices, and patients’ entire genomes.

The goal: Develop patient-specific treatments that attack diseases more precisely than ever before. It’s the future of medicine, and we’re playing a big role.

See how SICE is shaping tomorrow:
sice.indiana.edu

SCHOOL OF INFORMATICS, COMPUTING, AND ENGINEERING

IU BICENTENNIAL STYLE GUIDELINES

WITH PATIENT DATA, WE’re FIGHTING DISEASE NOW—AND CENTURIES FROM NOW

Indiana University has been innovating for nearly two centuries, long before the age of informatics or computing.

As part of IU’s $120 million Precision Health Initiative, our faculty and graduate students are collecting and analyzing huge amounts of patient data—including medical records, information from wearable devices, and patients’ entire genomes.

The goal: Develop patient-specific treatments that attack diseases more precisely than ever before.

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sice.indiana.edu

SCHOOL OF INFORMATICS, COMPUTING, AND ENGINEERING

LIGHT USAGE (MARK)

MODERATE USAGE (MARK + MESSAGE)
Indiana University has been innovating for nearly two centuries, long before the age of informatics or computing. This commitment to health extends beyond our clinical schools and programs. By collecting and analyzing huge amounts of patient data—including medical records, information from wearable devices, and patients’ entire genomes—we are developing ways to attack diseases more precisely than ever before. It’s the future of medicine, and we’re playing a big role.

See how SICE is shaping tomorrow:
sice.indiana.edu
On websites, standalone marks are not recommended. Always pair the Bicentennial mark with a message, an image, or both.