Office of Strategic Communications

Identity and Style Guidelines

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Introduction

A strong brand is critical to the success of Indiana University School of Medicine.

Brand recognition helps members of the public and key audiences link the school's name—and the iconic IU trident—with advances in medical research, education and patient care.

The stronger our brand, the more successful IU School of Medicine will be at recruiting faculty and learners and attracting funders and industry partners. A strong brand also enhances our partnership with IU Health, which shares use of the trident, and will result in increased recognition of our joint expertise.

One of the most important ways to build brand is through consistency and simplicity. While the school includes hundreds of programs, units and degrees, we all fall under the umbrella of IU School of Medicine. By representing these programs collectively under one primary brand, we will be more successful in gaining national recognition.

For this reason, IU School of Medicine has adopted a school-first branding strategy that discontinues most logos for individual units and focuses on the overall school name. As you will see, the brand guidelines still provide ample opportunity to showcase your programs and units but in a way that elevates all of us.

This document outlines IU School of Medicine's branding policies and guidelines. While in accordance with Indiana University branding, the school's policies are often more prescriptive and take precedence.

The IU School of Medicine brand and visual identity must be applied when representing a school program and when work is funded through the university (including external grants that flow through the university/school).

If you have questions that this guide does not answer, please contact the Office of Strategic Communications and Visual Media at vismedia@iu.edu or 317-274-7478.

Official IU Logos: Seal & Trident

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.

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 Identity Assets

IU Assets

- Bicentennial Marketing Lockup
- Indiana University Lockup Logos
- IU Tab
- IU Trident

IU School of Medicine Assets

- Center-Institute Lockup Logos
- Department Lockup Logos
- Regional Campus Lockup Logos
- School of Medicine Top Level Lockup Logos

IU School of Medicine Templates

- Presentation Templates
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- Cobranded Poster Templates – IUSM and IU Health
- Cobranded Presentation Templates – IUSM and IU Health
- Scholarly Concentrations PosterTemplates

IU School of Medicine Guides

- Identity and Style Guidelines
- Email Signature Guidelines

To access the IU School of Medicine Brand Assets, click the blue button at the following link:
https://medicine.iu.edu/communications/branding
Use your IU username and passphrase when prompted. Do not use a gmail account.

Two Identity Marks

Lockup Logos
For all marketing, presentations,
spirit wear and promotional items

Signature Logos
Reserved for official stationery
and business cards

Lockup & Signature Logos

Lockup Logos

The marketing lockup is the official logo to be used for all marketing purposes, including print materials, digital assets, spirit wear and presentations.

Custom lockups are only available for campuses, departments and school-level centers and institutes. In these cases, the School of Medicine name will be in the primary field and the department/campus/center name will be in the secondary field.

All other units, such as divisions, sections, department-level centers, residency/fellowship programs or administrative offices, must use either the school-level lockup or the lockup for the department to which they belong.

Eligible units should contact Strategic Communications for a custom lockup. **The IU lockup generator may not be used to create lockups for School of Medicine entities, because the school has more prescriptive guidelines that must be followed.**

Other important guidelines:

- Dean's office units must use the school-level lockup and are not eligible for custom lockups. Examples include: Medical Student Education, Admissions, Diversity, etc.
- Degree programs should only use the school-level lockup.
- Research studies or trials may not have a unique lockup. The IU School of Medicine lockup should be used to promote clinical trials.
- The only exception to these rule are for promotional materials and merchandise. All recognized units of the school can work with the Office of Strategic Communications and Visual Media to develop a promotional logo for these limited purposes.

INDIANA UNIVERSITY
SCHOOL OF MEDICINE

INDIANA UNIVERSITY
SCHOOL OF MEDICINE

Parent Brand Lockup Logos

Sub-brand Lockup Logos

SCHOOL OF MEDICINE
DEPARTMENT OF UROLOGY

SCHOOL OF MEDICINE
DEPARTMENT OF NEUROLOGY

SCHOOL OF MEDICINE
TERRE HAUTE

SCHOOL OF MEDICINE
CENTER FOR DIABETES AND METABOLIC DISEASES

SCHOOL OF MEDICINE
STARK NEUROSCIENCES RESEARCH INSTITUTE

Lockup 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.

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 trident tab 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).

To access the IU School of Medicine Brand Assets, click the blue button at the following link:
https://medicine.iu.edu/communications/branding
Use your IU username and passphrase when prompted. Do not use a gmail account.

External/Digital

INDIANA UNIVERSITY
SCHOOL OF MEDICINE

INDIANA UNIVERSITY
SCHOOL OF MEDICINE

Internal/Campus

SCHOOL OF MEDICINE

SCHOOL OF MEDICINE

SCHOOL OF MEDICINE

SCHOOL OF MEDICINE

SCHOOL OF MEDICINE

SCHOOL OF MEDICINE

Lock-up Logos: Departments

Download IU School of Medicine Department lockup logos by clicking the Access Brand Assets blue button at the following link: https://medicine.iu.edu/communications/branding

Use your IU username and passphrase when prompted. Do not use a gmail account.

Lockup Logo: Regional Campuses

In some cases, it is important to distinguish the location of a campus in the lockup. Local community relations activities are one example. 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.

Regional Campus Lockup Logos can be downloaded at this link:

Download IU School of Medicine lockup logos by clicking the Access Brand Assets blue button at the following link: https://medicine.iu.edu/communications/branding

Use your IU username and passphrase when prompted. Do not use a gmail account.

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 for use in IU official business cards, envelopes and letterhead.

Discontinued Signature Logos

Signature Logo: 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.

INDIANA UNIVERSITY SCHOOL OF MEDICINE

Business Cards, Envelopes and Letterhead

Official Electronic & Print Letterhead

Indiana University sets the standard for official letterhead, envelopes, and business cards. The recommendations for IU School of Medicine follow that standard and other guidance, such as the Quick Style Guide, does not apply.

Official stationery for all units, including campuses, departments, centers, institutes, and units may be ordered only from 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.
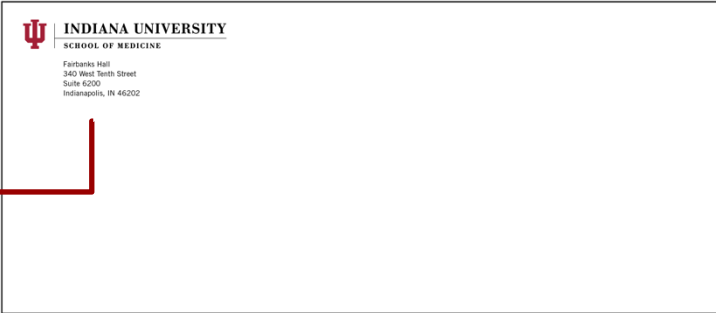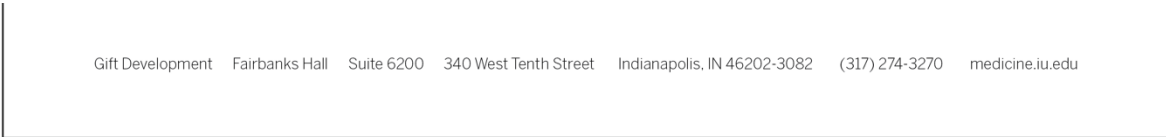
Letterhead will be printed on IU watermarked bond in either white or cream.

Electronic letterhead may be requested from the Office of Strategic Communications and Visual Media at vismedia@iu.edu. 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.

Letterhead HEADER

Letterhead FOOTER

Gift Development   Fairbanks Hall   Suite 6200   340 West Tenth Street   Indianapolis, IN 46202-3082   (317) 274-3270   medicine.iu.edu

INDIANA UNIVERSITY
SCHOOL OF MEDICINE

Fairbanks Hall
340 West Tenth Street
Suite 6200
Indianapolis, IN 46202

INDIANA UNIVERSITY
SCHOOL OF MEDICINE

Fairbanks Hall
340 West Tenth Street
Suite 6200
Indianapolis, IN 46202

Official 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.

Strategic Communications recommends using the IU School of Medicine signature logo on all business cards. The name of the department, center, institute, division, or unit can be placed underneath the name of the individual. Single titles are recommended. If dual title is needed, recommendation is to keep it to two lines.

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

John B. Henry, MD
Assistant Professor
Department of Medicine, Division of Cardiology

INDIANA UNIVERSITY
SCHOOL OF MEDICINE

801 St. Mary's Drive,   (317) 274-7777 *tel*
Suite 510 East   (317) 274-7777 *direct*
Indianapolis, IN 47750   jbhenry@iu.edu

INDIANA UNIVERSITY
SCHOOL OF MEDICINE

John Doe, M.D.

Assistant Professor of Clinical Radiation Oncology
Department of Radiation Oncology

535 Barnhill Drive   (317) 944-2525 *tel*
RT 041   (317) 944-2486 *fax*
Indianapolis, IN 46202-5289 johndoe@iu.edu

Co-branded Business Cards

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

Co-branded business cards are also available for residency expansion programs throughout the state that are partnerships with regional hospital systems.

Co-branded Business Cards – GME

Below is the link to Miles Printing to order co-branded business cards for IU School of Medicine GME Expansion Residency Programs.

You need to create a log in to use the portal.

http://www.print.iupui.edu/

Once you have logged in to Miles, follow these steps:

1. Click on Custom projects
2. Click on IU School of Medicine on the sidebar.
3. Click customize
4. Click continue
5. Complete the form
6. Click next
7. Please select value: one of three GME residency expansion sites
8. Click next
9. Check proof
10. If okay, check approve
11. If more edits are needed, click back
12. If okay, add to cart
13. Start checkout

INDIANA UNIVERSITY SCHOOL OF MEDICINE

Email Signatures

Email Signatures

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

Instructions detailing the creation of an email signature can be accessed by clicking the Access Brand Assets blue button at the following link: https://medicine.iu.edu/communications/branding

Use your IU username and passphrase when prompted. Do not use a gmail account.

SINGLE TITLE WITH LOCKUP GRAPHIC	DUAL TITLE WITH LOCKUP GRAPHIC
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 Email@iu.edu **INDIANA UNIVERSITY** SCHOOL OF MEDICINE PREPARING **HEALERS.** TRANSFORMING **HEALTH.**	**John Doe, PhD** **Executive Associate Dean** **Faculty Affairs, Professional Development and Diversity** **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 Email@iu.edu **INDIANA UNIVERSITY** SCHOOL OF MEDICINE PREPARING **HEALERS.** TRANSFORMING **HEALTH.**
SINGLE TITLE WITHOUT LOCKUP GRAPHIC	DUAL TITLE WITHOUT LOCKUP GRAPHIC
John Doe, PhD **Associate Professor of Family Medicine** Department of Family Medicine **Indiana University School of Medicine** 1110 W Michigan Street | LO 200 Indianapolis, IN 46202 317-XXX-XXXX tel 317-XXX-XXXX fax Email@iu.edu	**John Doe, PhD** **Executive Associate Dean** **Faculty Affairs, Professional Development and Diversity** **Associate Professor of Family Medicine** Department of Family Medicine **Indiana University School of Medicine** 1110 W Michigan Street | LO 200 Indianapolis, IN 46202 317-XXX-XXXX tel 317-XXX-XXXX fax Email@iu.edu

IU Brand Colors and Fonts

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 **M**0 **Y**0 **K**0
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 **M**100 **Y**65 **K**34
HEX #990000

LIGHT CRIMSON   **C**0 **M**100 **Y**65 **K**0
PMS 199   HEX #DD0031

DARK CRIMSON   **C**12 **M**95 **Y**59 **K**54
PMS 188   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.

DARK GOLD	GOLD			
PMS 7569	PMS 142			
C0 M45 Y100 K6	C0 M24 Y78 K0	60%	40%	20%
HEX #DC8823	HEX #F3BE48			

DARK MINT	MINT			
PMS 626	PMS 3288			
C80 M18 Y56 K54	C99 M3 Y58 K12	60%	40%	20%
HEX #285C4D	HEX #008264			

DARK MIDNIGHT	MIDNIGHT			
PMS 7694	PMS 7691			
C100 M57 Y9 K52	C100 M43 Y0 K30	60%	40%	20%
HEX #01426A	HEX #006298			

DARK MAJESTIC	MAJESTIC			
PMS 5115	PMS 5195			
C51 M91 Y21 K70	C44 M74 Y21 K50	60%	40%	20%
HEX #512A44	HEX #66435A			

DARK LIMESTONE	LIMESTONE			
PMS Warm Gray 9	PMS Warm Gray 5			
C15 M20 Y22 K45	C10 M12 Y13 K28	60%	40%	20%
HEX #83786F	HEX #ACA39A			

BLACK	MAHOGANY
PMS Black	PMS 7533
C0 M0 Y0 K100	C53 M63 Y76 K56
HEX #191919	HEX #4A3C31

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

IU Brand Font: BentonSans

Benton Sans
Benton Sans is strong, modern, and simple. Its variety of weights and widths allow the typeface to be used virtually anywhere.

Branded fonts can be downloaded from brand.iu.edu.

BentonSans Thin	BentonSansCond Thin	BentonSansComp Thin
BentonSans Thin Italic	*BentonSansCond Thin Italic*	*BentonSansComp Thin Italic*
BentonSans ExtraLight	BentonSansCond ExtraLight	BentonSansComp ExtraLight
BentonSans ExtraLight Italic	*BentonSansCond ExtraLight Italic*	*BentonSansComp ExtraLight Italic*
BentonSans Light	BentonSansCond Light	BentonSansComp Light
BentonSans Light Italic	*BentonSansCond Light Italic*	*BentonSansComp Light Italic*
BentonSans Book	BentonSansCond Book	BentonSansComp Book
BentonSans Book Italic	*BentonSansCond Book Italic*	*BentonSansComp Book Italic*
BentonSans Regular	BentonSansCond Regular	BentonSansComp Regular
BentonSans Regular Italic	*BentonSansCond Regular Italic*	*BentonSansComp Regular Italic*
BentonSans Medium	**BentonSansCond Medium**	**BentonSansComp Medium**
BentonSans Medium Italic	***BentonSansCond Medium Italic***	***BentonSansComp Medium Italic***
BentonSans Bold	**BentonSansCond Bold**	**BentonSansComp Bold**
BentonSans Bold Italic	***BentonSansCond Bold Italic***	***BentonSansComp Bold Italic***
BentonSans Black	**BentonSansCond Black**	**BentonSansComp Black**
BentonSans Black Italic	***BentonSansCond Black Italic***	***BentonSansComp Black Italic***

IU Brand Font: Georgia Pro

Georgia Pro
Georgia Pro is a traditional serif font that is familiar and confident, yet not overly assertive. It feels elegant, yet sturdy.

Branded fonts can be downloaded from brand.iu.edu

Georgia Pro Cond Light

Georgia Pro Cond Italic

Georgia Pro Cond Regular

Georgia Pro Cond Italic

Georgia Pro Cond Semibold

Georgia Pro Cond Semibold Italic

Georgia Pro Cond Bold

Georgia Pro Cond Bold Italic

Georgia Pro Cond Black

Georgia Pro Cond Black Italic

Georgia Pro Light

Georgia Pro Light Italic

Georgia Pro Regular

Georgia Pro Italic

Georgia Pro Semibold

Georgia Pro Semibold Italic

Georgia Pro Bold

Georgia Pro Bold Italic

Georgia Pro Black

Georgia Pro Black Italic

INDIANA UNIVERSITY SCHOOL OF MEDICINE

IU Brand Font: Salvo Serif

Salvo Serif
Salvo Serif is confident, noble, and reminiscent of the IU trident. The typeface is professional yet informal and approachable, even quirky.

Branded fonts can be downloaded from brand.iu.edu.

SalvoSerifCond Light
SalvoSerifCond Italic
SalvoSerifCond Regular
SalvoSerifCond Italic
SalvoSerifCond Medium
SalvoSerifCond Medium Italic
SalvoSerifCond Bold
SalvoSerifCond Bold Italic
SalvoSerifCond Black
SalvoSerifCond Black Italic

SalvoSerifExtraCond Light
SalvoSerifExtraCond Italic
SalvoSerifExtraCond Regular
SalvoSerifExtraCond Italic
SalvoSerifExtraCond Medium
SalvoSerifExtraCond Medium Italic
SalvoSerifExtraCond Bold
SalvoSerifExtraCond Bold Italic
SalvoSerifExtraCond Black
SalvoSerifExtraCond Black Italic

Brand Elements

Trident Tab and Extended Tab

For more information about which trident tab, extended tab, or marketing lockup 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.

The 45° Angle

1. The 45-degree angle

2. The IU brand looks deep within to reveal the truths that differentiate us.

3. The same is true of the design element that serves as the brand's visual foundation.

4. When you look closely at the trident, you notice two angles that make up its outer pillars. These 45-degree angles symbolize what is unique about our logo.

5. All marketing materials should feature this angle. It's a simple yet unique design element that infers your messages are coming from the core of the IU brand.
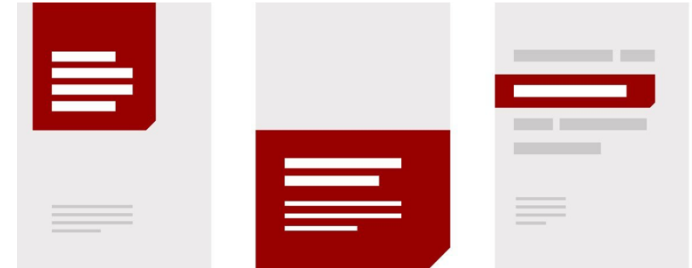
Notched container
The notched container can be used in the following ways:
- Call attention to your headline
- Accentuate your copy
- Highlight specific words to create emphasis
- Hold a photo
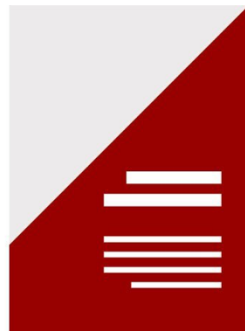
45-degree notch
The 45-degree notch can be used in a variety of ways from giving a silent nod to the brand, to acting as a dynamic element in your design. The beauty of the 45-degree notch is in its versatility. Use the notch in these ways:
- Add a notch in either Crimson (PMS 201) or white to the bottom corner of your design to add a subtle graphic that alludes to the brand.
- Use the notch to create dynamic fields of color to hold text and photo.
- A notch can also be used to contain labeling and/or page numbers to create a consistency from spread to spread in multi-page publications.

IU School of Medicine Tagline

Preparing Healers. Transforming Health.

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: block/stacked, single line and two lines.

If you would like to use the tagline, contact Visual Media at vismedia@iu.edu.

BLOCK / STACKED FORMAT
Use this tagline treatment (supplied as a graphic) when space allows. This version does not used periods.

PREPARING
HEALERS
TRANSFORMING
HEALTH

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.

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

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.

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

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

Promotional Items and Spirit Wear

Marketing & Promotion

Promotional materials can be a helpful way to introduce a stakeholder to your program or service and to instill pride in our community.

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 for a list of approved vendors or visit

www.indiana.edu/~purchase/contract/contracts.php

Newly-produced IU School of Medicine white coats will use the version of the marketing lockup graphics demonstrated on this page. Future bulk orders will reflect this design. Departments have the option to have the name of the department or a faculty member's name embroidered in type treatment on the right chest.

Promotional Items

Spirit Wear

PowerPoint Presentations and Posters

Templates

INDIANA UNIVERSITY SCHOOL OF MEDICINE

Templates

Presentations

- School of Medicine
- Wide format (On-screen Show 16:9)
- Regular format (On-screen Show 4:3)
- IU School of Medicine / IU Health
- IU School of Medicine / IU Health Physicians
- IU School of Medicine / Riley Hospital for Children

Posters

- Two versions
- Many sizes
- School of Medicine
- IUSM-IUH Co-branded template

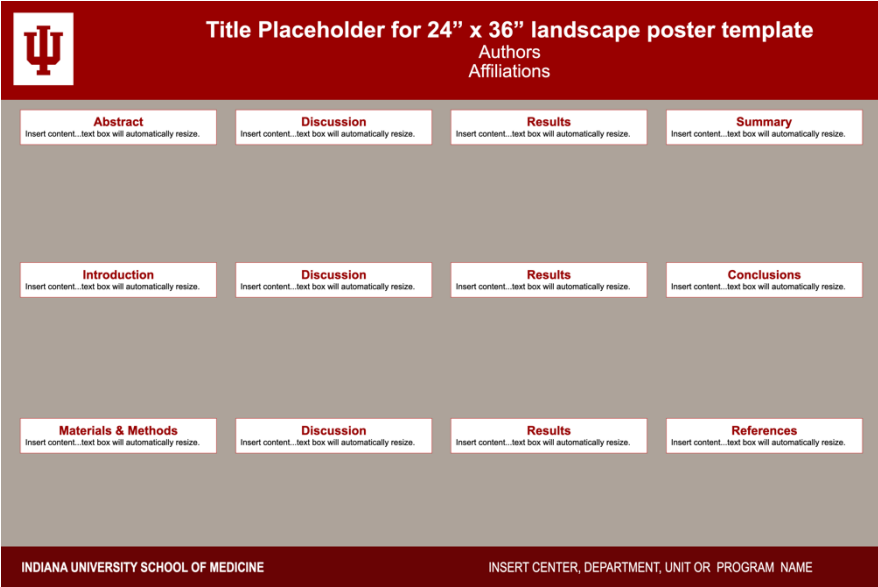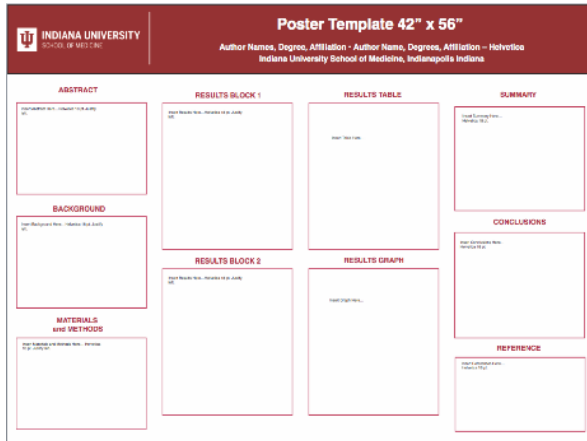Download IU School of Medicine templates by clicking the Access Brand Assets blue button at the following link: https://medicine.iu.edu/communications/branding
Use your IU username and passphrase when prompted. Do not use a gmail account.

Presentation Templates

Presentations offer a prime opportunity to highlight your connection to IU School of Medicine and the school's expertise.

IU School of Medicine has approved PowerPoint templates that should be used for all internal and external presentations, including at national conferences.

The template prominently includes the IU trident. Download IU School of Medicine presentation templates by clicking the Access Brand Assets blue button at the following link: https://medicine.iu.edu/communications/branding

Use your IU username and passphrase when prompted. Do not use a gmail account.

The templates include multiple design options, including choices for opening slides. They are available in wide and standard formats.

Co-branded Presentation Templates

IU School of Medicine has approved PowerPoint templates that are co-branded with IU Health, IU Health Physicians and Riley Hospital for Children at IU Health.

These templates should be used when you are representing your work as both a member of the school and health system. Co-branding can help elevate the reputation of the joint enterprise and should especially be considered for national presentations and conferences.

The templates include multiple design options, including choices for opening slides. They are available in wide and standard formats.

Download IU School of Medicine co-branded templates by clicking the Access Brand Assets blue button at the following link: https://medicine.iu.edu/communications/branding.

Use your IU username and passphrase when prompted. Do not use a gmail account.
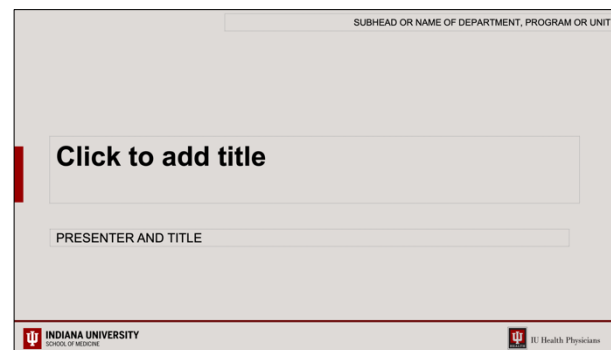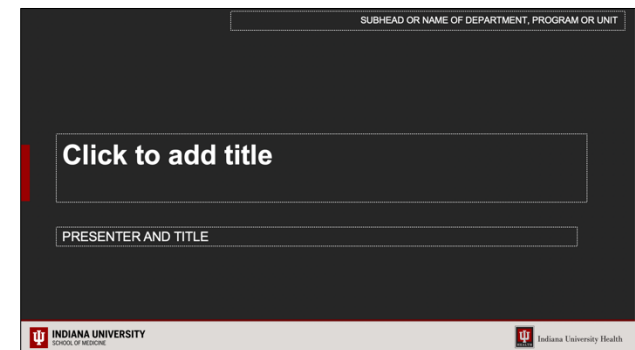
Poster Templates

The IU School of Medicine has approved poster templates available for download from Visual Media. There are multiple configurations to meet research needs. Poster design can also be customized by contacting vismedia@iu.edu.

Download IU School of Medicine poster templates by clicking the Access Brand Assets blue button at the following link: https://medicine.iu.edu/communications/branding. Use your IU username and passphrase when prompted. Do not use a gmail account.
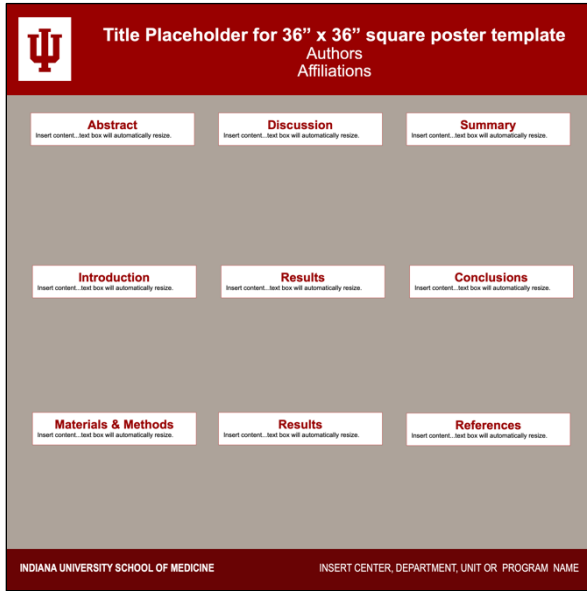
Co-branded Poster Templates

Researchers may wish to use co-branded templates when representing IU School of Medicine and IU Health.

Download co-branded poster templates by clicking the Access Brand Assets blue button at the following link: https://medicine.iu.edu/communications/branding.

Use your IU username and passphrase when prompted. Do not use a gmail account.

INDIANA UNIVERSITY SCHOOL OF MEDICINE
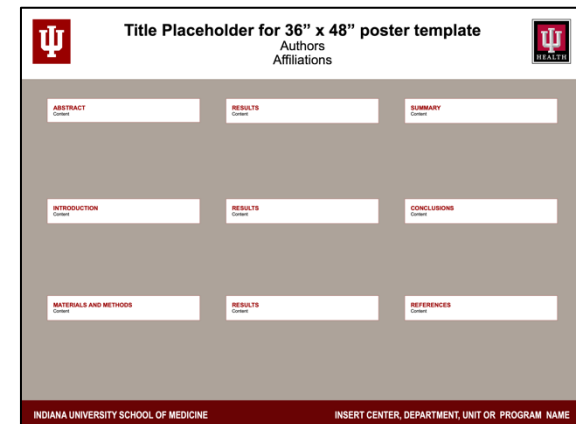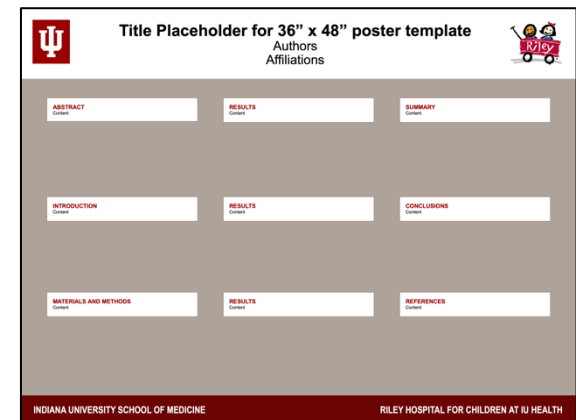
Social Media, Web, and Video

Digital Media

Social Media

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. Rather than build a new presence, 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

INDIANA UNIVERSITY SCHOOL OF MEDICINE

Web Pages

The IU School of Medicine webpages are housed within the Indiana University website structure. The Office of Strategic Communications has developed specific standards for content and images and oversees implementation. For more information contact iusm@iu.edu.
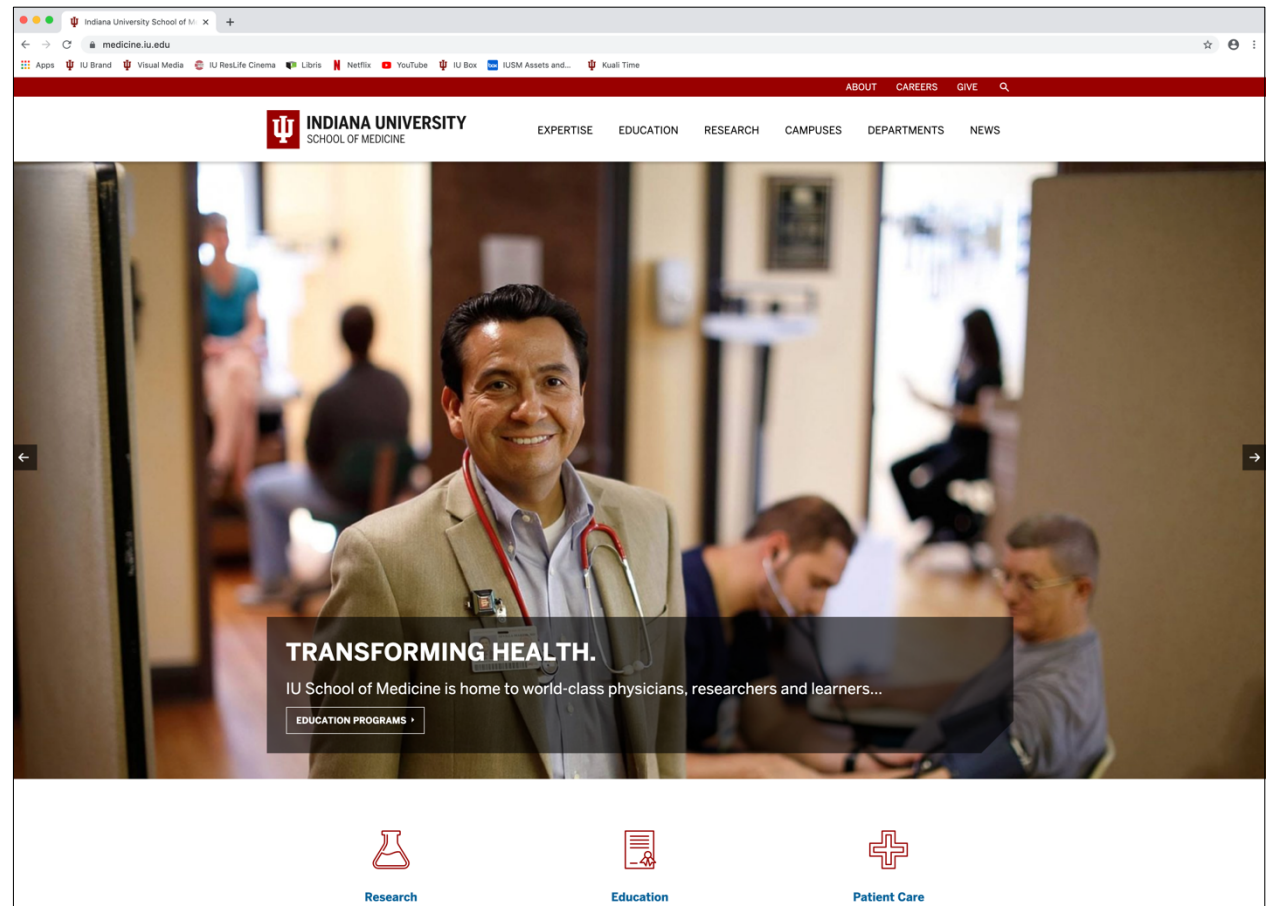
Video

Videos should include the IU School of Medicine lockup logo, either as part of the intro animation or conclusion. In addition, IU School of Medicine adheres to university standards for lower thirds, the element that includes subject's name and title. There are two options, shown to the right.

In determining how to identify the subject 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.
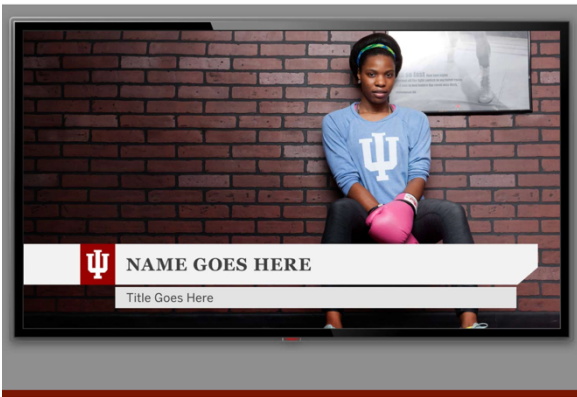
FORMAL
Video: Lower Thirds

IU identifier for formal video.

Download
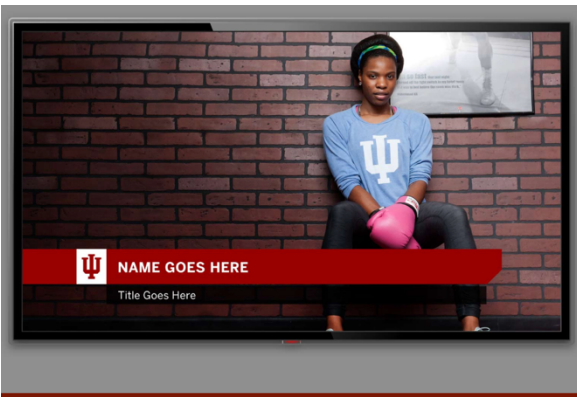
INFORMAL
Video: Lower Thirds

IU identifier for informal videos.

Download

Style Guide

Quick Style Guide

Composition Titles

Applies to book titles, academic/research paper titles, journal articles and lecture titles:

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

Degrees and Credentials

- Don't use periods on degree references; use MD, PhD, etc. Set off by commas after full name. On second reference, refer to an individual by last name only. Avoid use of the title *Dr.* unless it is used in a direct quote.
- Use an apostrophe in bachelor's degree, master's, etc.; no possessive in Bachelor of Arts or Master of Science.
- Lowercase and never abbreviate professor: John Doe, MD, assistant professor of clinical pediatrics.
- Capitalize named professorships: Jane Doe, MD, Barbara and Peer Baekgaard Professor of Alzheimer's Disease Research.

Departments and Divisions

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

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 the abbreviated use of 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.: The IU School of Medicine Department of Pediatrics.

Numbers

- Use figures for dates, decades, years, ages, ratios, monetary units, scores and percentages. Always spell out percent.
- Spell out whole numbers below 10, use figures for 10 and above. Use commas in numbers above 999.
- Use lowercased million or billion, never abbreviate with M or B.

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. Anchor text 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 or if one of the items includes "and" or "of": 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. Use a lowercase "am" or "pm"; do not use periods: 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 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 the names of states: Indiana, not IN or Ind.
- 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 and Tense

- Do not use first- or second-person voice; use third person to keep language as clear as possible.
- Use present tense and a forward focus in communications.

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.

Portraits & Headshots

Portrait Guidelines

Professional portraits are scheduled Tuesday – Thursday, 9:00 – 4:00. Contact Visual Media at 317-274-7478 or vismedia@iu.edu.

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.

Portrait Guidelines

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. 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 at vismedia@iu.edu.

Zoom Backgrounds

Zoom Backgrounds
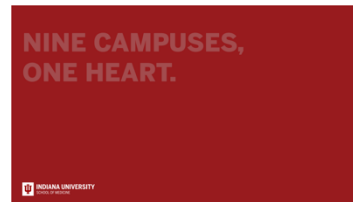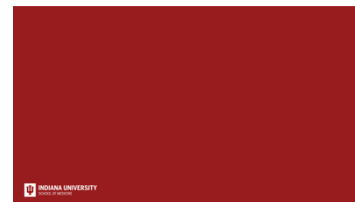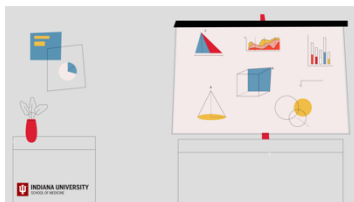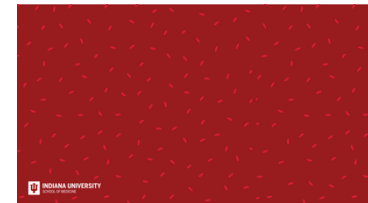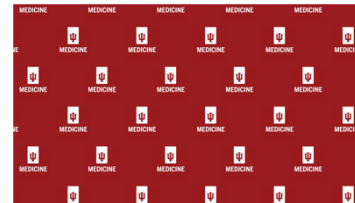
Download IU School of Medicine Zoom backgrounds by clicking the Access Brand Assets blue button at the following link: https://medicine.iu.edu/communications/branding.
Use your IU username and passphrase when prompted. Do not use a gmail account.

INDIANA UNIVERSITY SCHOOL OF MEDICINE

Branding Examples

Branding: School-wide

1. Center lockup logo

2. Type treatment + IU School of Medicine lockup logo
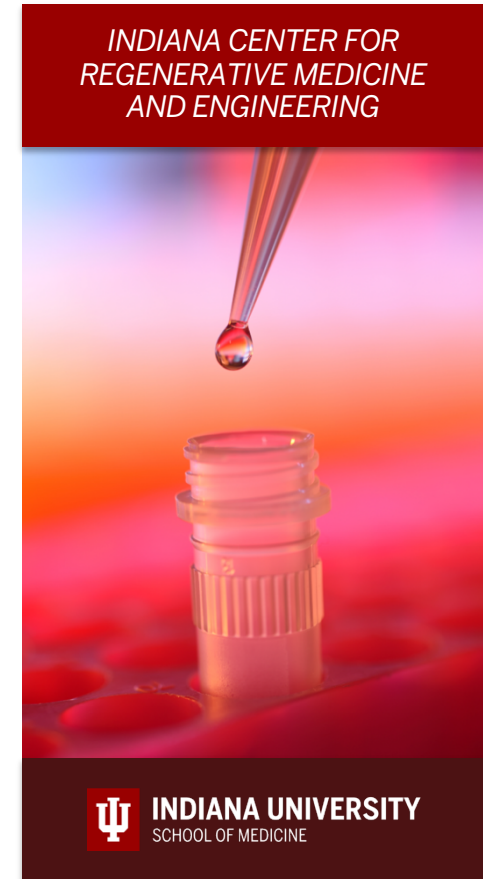
Ways to Brand

1. Department/Center lockup logo

2. Top level school lockup logo and type treatment
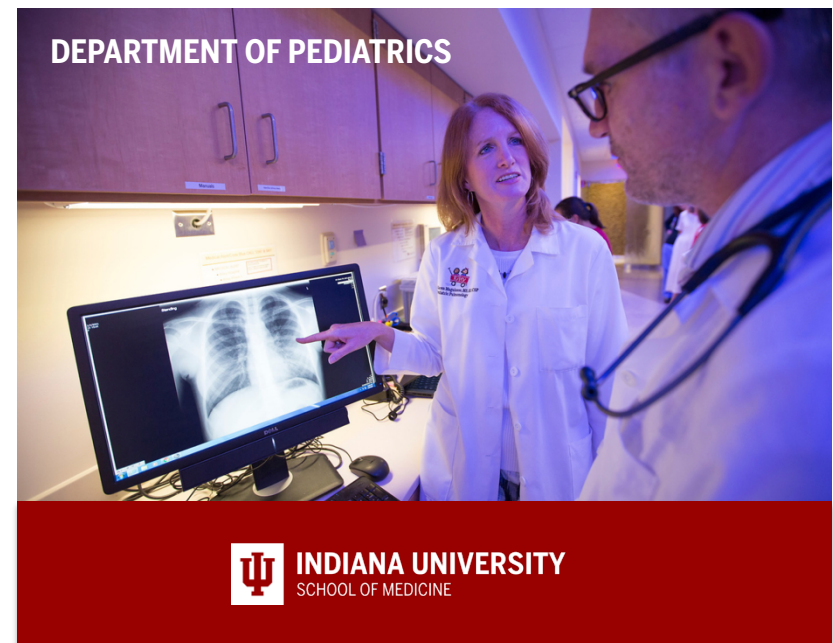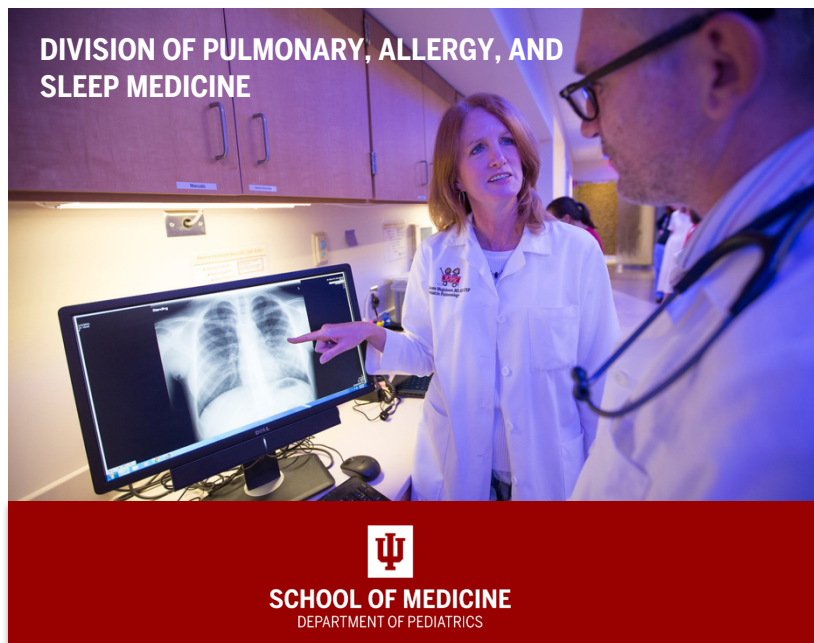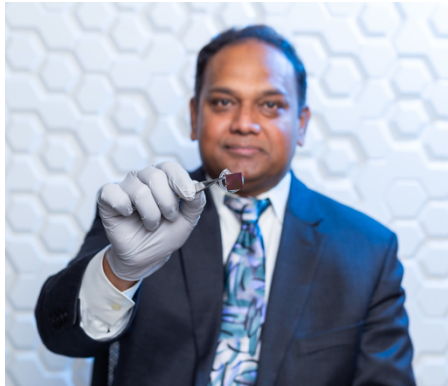
INDIANA CENTER FOR REGENERATIVE MEDICINE AND ENGINEERING

INDIANA UNIVERSITY
SCHOOL OF MEDICINE

Ryan White Center for Pediatric Infectious Diseases and Global Health

SCHOOL OF MEDICINE
DEPARTMENT OF PEDIATRICS

Ways to Brand
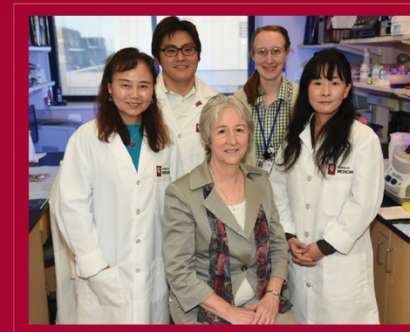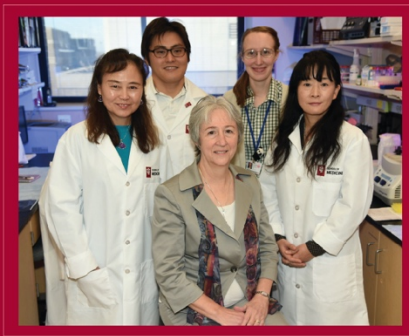
Retractable Vertical Banners

Student Organizations

University Student Organization (USO)

A small number of student organizations be considered University Student Organizations and will be treated as operating units of Indiana University. As such, USOs entitled to administrative services as a university unit and additional use of IU branding. However, USOs comply with all university policies. Determination of status as a USO made by the campus dean or vice chancellor of student affairs and the campus vice chancellor for finance and administration and/or controller. Final approval of USO status rests with university administration. Factors to be considered are funding sources and organizations, IU staff support, management of risk, integration with university operations, and the historical and reputational relationship between the student organization and IU.

As USOs are treated as operating units of Indiana University, there are key differences in designating a student organization as USO:
- USOs may not have an outside bank account and must use IU accounts.
- Donations and gifts to the USO are counted as donations to Indiana University. Other revenue producing activities must follow the Establishing and Modifying Revenue Producing Activities (RPA) policy.
- USOs may not have outside employees, any employees must be IU employees.
- The affiliated IU campus, school, or department controls the funds, advising, risk mitigation, travel, and training for a USO.
- USOs may use the Indiana University name and marks as well as those of the affiliated campus, school, or department.

INDIANA UNIVERSITY SCHOOL OF MEDICINE

Self-governed Student Organization (SGSO)

Most student organizations at Indiana University are considered as Self-Governed Student Organizations (SGSOs). The SGSO is an independent entity or independent association of individual students. The university recognizes the important role played by the SGSO in engaging students, creating a diverse co-curricular environment, fostering the expression of students' ideas and interests, and adding to the unique identity of Indiana University. The relationship between the university and SGSOs is viewed as consistent with the University's philosophy of education and student self-governance.

Self-Governed Student Organizations are considered separate organizations and must register annually and agree to and operate under the terms of the Self-Governed Student Organization Agreement (SGSO Agreement). SGSOs may receive a range of benefits by participating in the SGSO process and operating under the SGSO agreement, including eligibility to apply for and receive student activity fee funding; priority use of university facilities and services; an association with the Indiana University name through approved IU student organization branding elements; a network ID and email address; and the option of accounting management assistance where available.