

UNIVERSITY OF INDIANAPOLIS

BRAND GUIDELINES V.12

SEC. 01

BRAND OVERVIEW

BRAND POSITIONING
BRAND TONE
AUDIENCES

SEC. 02

COPY TONE

BRAND VOICE
HEADLINES AND BODY COPY

SEC. 03

TYPOGRAPHY

TYPEFACES
APPLICATION

SEC. 04

BRANDING ELEMENTS

DESIGN ELEMENTS
SAMPLE EXECUTIONS

SEC. 05

PHOTOGRAPHY/VIDEOGRAPHY

PHOTO STYLES
PHOTO ADJUSTMENTS
VIDEO GUIDELINES

SEC. 06

COLOR PALETTE

COLOR BREAKDOWNS

TABLE OF CONTENTS

SEC. 07

SOCIAL MEDIA

SEC. 08

WEBSITE

TABLE OF CONTENTS

WELCOME TO THE UNIVERSITY OF INDIANAPOLIS BRAND

Every organization needs something to believe in, a greater purpose to stand behind. One way how we at the University of Indianapolis articulate this purpose is through our brand, which is an expression of who we are as a university -- what we value, what we promise and what differentiates us from the pack.

We encourage you to use this guide to discover how to bring to life our University brand through our images, words, creativity and courage to be different in this crowded and noisy world. Together we can create and nurture a brand that benefits and truly shines from that synergy. We created this branding guide precisely for that purpose, and we stand behind you in your efforts to promote and elevate your goals. We endeavor to customize those elements to your advantage and communicate the message you want to deliver.

UNIVERSITY OF INDIANAPOLIS TOOLKIT

This guide provides a number of resources and files to ensure proper use of certain elements. You'll find color swatches, typography, graphic elements, photography treatments and more.

THIS IS A LIVING DOCUMENT

Elements outlined within are subject to change.

UNIVERSITY OF INDIANAPOLIS

SEC. 01

BRAND OVERVIEW

BRAND POSITIONING

Together we embarked on an in-depth research effort to discover our institution's brand position. Qualitative research provided the foundation for how we would, as a university, define what is unique, what differentiates us from the pack -- what is our "UIndy effect"?

As the University of Indianapolis established a brand position, we aligned with a unique proposition: a collection of words that encapsulates the essence of our organization, supported by three pillars. To be used internally only, this collection of words is like a code to get us moving in the same direction.

UNIQUE SELLING PROPOSITION



OPEN, UP



SUPPORT PILLARS

**ELEVATING
COMMUNITY**

**ATMOSPHERE OF
INVENTION**

**STIMULATING
SOCIAL GOOD**

BRAND PILLARS

ELEVATING COMMUNITY

Harkening back to our United Methodist roots nearly 120 years ago, the University of Indianapolis embodies a culture of “open hearts, open minds, and open doors.” Our students, faculty, staff and alumni foster a sense of family. Framed by a liberal arts core, students are enmeshed in an environment that champions critical thinking, encourages creativity and digging into the complexities of our world to find solutions. A high level of faculty-student engagement yields valuable personal attention, often resulting in lifelong connections. Our University’s culture respects and celebrates all forms of diversity and thought, and students engage in the community both on and off campus.

ATMOSPHERE OF INVENTION

The University’s vision, articulated in *Vision 2030* and five-year strategic plan, is driving transformational change. Tangible developments are bolstering the already fertile ground for opportunities and innovations. A hands-on, applied learning approach and professional focus serve as a springboard accelerating growth and development at all levels. Faculty bring valuable, real-world experience, flexibility and skill to meet the needs of a wide array of learners. Our programs develop the creative, critical thinking, problem-solving and communication skills graduates need to be successful.

STIMULATING SOCIAL GOOD

With exceptional programs, the University of Indianapolis delivers oversized impact on both an individual and societal level. The University of Indianapolis is a major contributor to the city and the state through economic impact, education, research, and public health efforts. The Professional Edge Center facilitates meaningful connections between students and employers. We maintain an unwavering commitment to fostering a service-oriented culture that instills a lasting sense of shared responsibility in our students, faculty and staff.

TONE WORDS

A positioning statement is complemented by tonal words that reflect the personality of an organization. At the University of Indianapolis, while our tone shifts depending on the audience, we are consistent across all communications—from digital to social media posts to print materials—emphasizing or understating depending upon whom we’re addressing.

WELCOMING

CURIOUS

GENUINE

DEDICATED

PASSIONATE

UNIFYING

RATIONALE

Our brand rationale defines who we are as a university. The more familiar we are with this, the easier it will be to create truthful and compelling messages.

While “endless possibilities” and “unlimited curiosity” are a good start, that shouldn’t be where college education ends. At the University of Indianapolis, our mission is bigger than that. It’s been bigger than that since we first opened our doors over 100 years ago. We follow through, so students not only discover their potential, but also a sense of purpose. With focus, we prepare students not just for real life, but to make a real difference in the real world. To be nimble on their feet, and to push forward through challenges. It’s the honesty of authentic value and genuine preparedness that rings true for our community—nearly 42,000 strong—of students, faculty and alumni.

HERE, STUDENTS OPEN THEMSELVES UP TO BECOME MORE OF WHO THEY TRULY ARE.

OUR AUDIENCES

While our brand has one clear voice, the groups of people who interact with us are varied. To help understand who they are, and how we reach them, we've placed them into three groups.

PRIMARY

- Prospective Students & Parents (Undergraduate)
- Graduate, Adult Learning, Non-degree

SECONDARY

- Internal (Current Students, Faculty, Staff, Administration & Trustees)
- Parents
- Alumni & Donors
- Influencers (Guidance Counselors, Superintendents, Thought Leaders)
- Media (Local, Regional, National)

TERTIARY

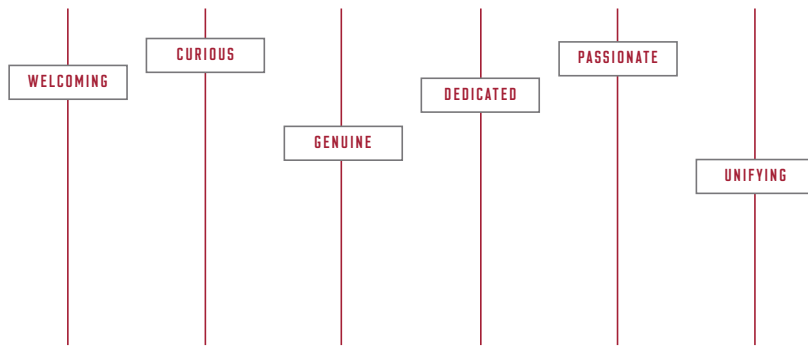
- External Community (Neighborhood residents, City of Indianapolis, Region)
- Prospective Employees & Partners
- Peer Institutions, Practitioners, Legislators, Businesses & Organizations
- Vendors

AUDIENCE TONE

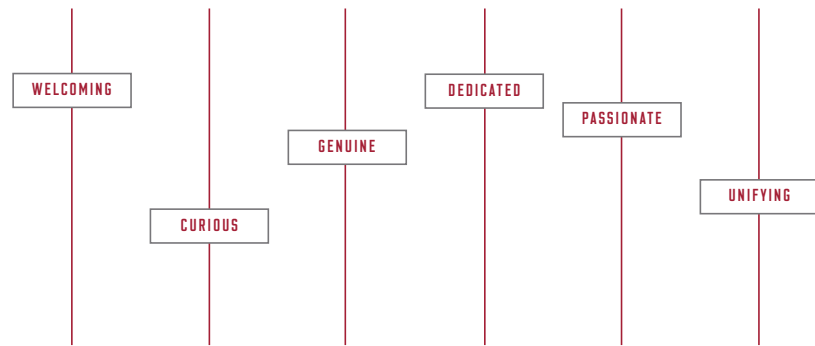
Our brand contains the characteristics through the use of tonal words. The most effective way to think about these words are as personality traits placed on an equalizer that lets us “dial up or dial down” based on the audience.

Throughout this guide we offer examples on how to reach specific audiences from a tone, typography, color, photography and graphic element perspective.

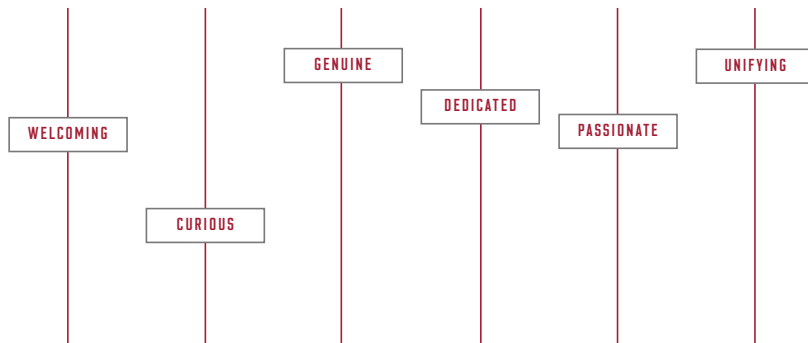
PROSPECTIVE STUDENTS - UNDERGRAD



PROSPECTIVE STUDENTS - GRADUATE



ALUMNI & DONORS



UNIVERSITY OF INDIANAPOLIS

SEC. 02

COPY TONE

BRAND VOICE

The University of Indianapolis brand is about a community growing and building momentum together, empowering, activating and inspiring each other to follow through on *potential with purpose*. Our brand voice echoes these sentiments.

Language is evocative, welcoming, aspirational and always purposeful. Our content and copy should follow the brand tone: warm, genuine language that is simple and direct while still being aspirational. The copy itself should entice the reader to see themselves in the sentiment, engaging them on the journey.

BODY COPY VARIATIONS

While a well-functioning brand has one clear voice, the constituencies who interact with it are varied. Without being implicitly stated, our tone words **[WELCOMING, CURIOUS, GENUINE, DEDICATED, PASSIONATE, UNIFYING]** underpin content and copy for these various audiences, and can be dialed up or down, depending on the audience.

UNDERGRADUATE EXAMPLE [WELCOMING, PASSIONATE, CURIOUS]

"You'll share in more than 100 events each year, featuring renowned speakers, concerts, exhibitions and dramatic productions. How you live defines how you'll learn as a Greyhound. Because this isn't just your time to prepare. It's your time to discover."

GRADUATE/ADULT LEARNING EXAMPLE [WELCOMING, PASSIONATE, DEDICATED]

"You want to move forward. And when it feels like you've hit a ceiling, we help you break through. We help workers in all careers through accelerated and traditional formats, including online classes. A variety of continuing education programs offered through The Division for Professional Engagement can help you pursue professional and personal interests."

ALUMNI/DONOR EXAMPLE [GENUINE, UNIFYING, DEDICATED]

"You are never alone as a University of Indianapolis alum. The degrees we share go beyond school pride, or colors or mascots. We share a set of values, a commitment to making the world a better place to live, work and play. It's who we are. It's why we come through for each other. And it's why we stay engaged and informed."

**Note that the language for addressing specific audiences will continue to undergo refinement. For more detailed, up-to-date guidance on communicating with specific constituencies, please refer to the Brand Strategy document and Language Guide.*

HEADLINES

Headlines are our first and best opportunity to grab our reader's undivided attention and get them to commit to the rest of the story. It's important not to pack too much information into the headline or make it obtuse and confusing. Be focused yet intriguing. Headlines need to be straightforward – yet still push beyond the expected, using language that drives inquisitiveness and engages the audience to join in the discovery.

EXAMPLES

These lines are active and powerful, yet only begin to touch on the content that will be found within the story; and engage our audiences with a personal appeal, drawing them in to read more.

**CENTER STAGE.
TAKE IT.**

**MAKE YOUR WAY.
THEN LEAD THE WAY.**

UNIVERSITY OF INDIANAPOLIS

SEC. 03

TYPOGRAPHY

TYPEFACES

CLARKE

This is the lead typeface of our brand and is used for headlines and sub-headlines. At first glance, Clarke is a proud condensed sans-serif typeface that feels bold, durable and honest. Upon further inspection, a warmer, inviting quality lies in the details of the subtle rounded tips and corners. This typeface was designed for headlines and subheadings and should only be used for these as the details are lost at smaller scales.

CLARKE LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
 Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
 0 1 2 3 4 5 6 7 8 9 ! ? \$ %

CLARKE MEDIUM

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
 Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
 0 1 2 3 4 5 6 7 8 9 ! ? \$ %

CLARKE BLACK

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
 Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
 0 1 2 3 4 5 6 7 8 9 ! ? \$ %

CLARKE LIGHT OBLIQUE

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! ? \$ %

CLARKE MEDIUM OBLIQUE

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! ? \$ %

CLARKE BLACK OBLIQUE

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! ? \$ %

TYPEFACES

UNITED SANS COND

The secondary lead typeface of our brand is United Sans, a modern sans-serif typeface with a nod to classic collegiate typefaces. United Sans features distinguishing aspects, including a slim profile and subtle details that add distinction to the brand. This typeface was designed for headlines and subheadings and should only be used for these as the details are lost at smaller scales.

UNITED SANS COND MEDIUM

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! ? \$ %

UNITED SANS COND BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! ? \$ %

UNITED SANS REG BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! ? \$ %

PROXIMA NOVA ALT

Proxima Nova is a modern sans-serif typeface based on geometric proportions, contrasting with our headline typefaces. The typeface is flexible, complete with a full range of weights and italics, and is ideal for body copy and documents with more complex hierarchy.

PROXIMA NOVA ALT LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! ? \$ %

PROXIMA NOVA ALT LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! ? \$ %

UNITED SANS COND LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! ? \$ %

HEADLINE STYLES

Our Branding Guide features a variety of headline styles that offer flexibility and bring interest to design. Varying the style within a piece keeps the design from feeling repetitive. The format, available space, and layout pacing will often determine which treatments work best within the design.

1 / CLARKE BLACK

At its simplest, a headline can be set in Clarke Black and offer bold and significant brand personality. When a headline needs emphasis on certain words, a mixed option can be used where individual words or portions of the headline copy are set in a different color or the solid and outline variations of Clarke Black. It's best to set headlines in all caps and use an adequate amount of tracking to space out the letters (50–75pt, depending on the type size and available space).

2 / MIXED TYPEFACE - CLARKE AND UNITED SANS COND

This headline style is a more nuanced variation that works well for moments that call for contrast and variation within a headline. Headlines have lead-ins using the United Sans Cond type and contrast the larger, bolder Clarke Black typeface. A second version features a color bar behind the lead-in line to offer additional color and contrast to a layout. It's best to set headlines in all caps and use ample tracking to space out the letters (50–75pt, depending on the type size and available space).

HEADLINE STYLE 01

Clarke Black / Mixed Fill Option / 2 Fill Colors / All Caps, Tracking 50-75pt

HEADLINE STYLE 01

Clarke Black / Mixed Outline Option / Outline & Fill / All Caps, Tracking 50-75pt

THE PAIRED TYPEFACE

HEADLINE STYLE 02

United Sans Cond Med paired with Clarke Black / All Caps, Tracking 50-75pt

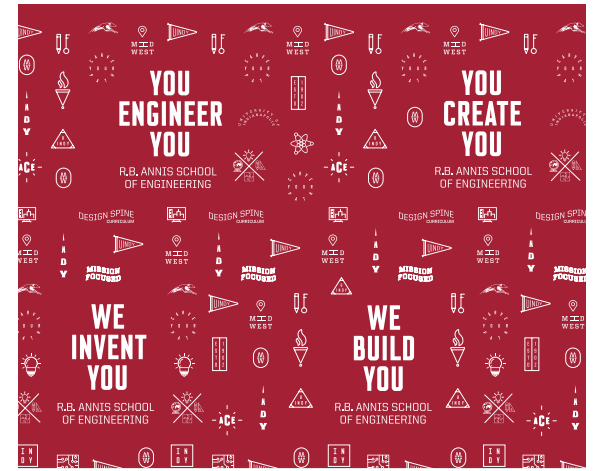
THE PAIRED TYPEFACE

HEADLINE STYLE 02

United Sans Cond Med paired with Clarke Black / Background fill color option / All Caps, Tracking 50-75pt

HEADLINE APPLICATION

THESE RECENT EXAMPLES HELP VISUALIZE THE POSSIBILITIES OF THE VARIOUS HEADLINE STYLES.



BEST PRACTICES

Setting type is a subtle art that reflects the brand. Guidelines contribute to legibility and continuity of our brand. Here are some general rules to keep in mind when laying out type for headlines or body copy.

Headlines are always set larger than the body copy and in the bold weight, which provides the most contrast from body copy.

THINGS TO AVOID WHEN SETTING HEADLINES

- 1 / Do not create your own modifications to the font. Use only the faces provided.
- 2 / Do not track out headlines past 100pts. It becomes more difficult to read.
- 3 / Do not place the headline over a photo in such a way that the legibility is compromised.
- 4 / Do not vary the size of a specific weight or style within a headline treatment.

THINGS TO AVOID WHEN SETTING BODY COPY

- 1 / Do not track out the body copy more than 15pts. It will become spotty and difficult to read.
- 2 / Do not set body copy in all bold. It will become too dense to read at small sizes.
- 3 / Do not place the copy over a photo in such a way that the legibility is compromised.
- 4 / Do not set body copy in a weight other than light, regular, or medium for call-outs.

UNIVERSITY OF INDIANAPOLIS

SEC. 04

BRANDING ELEMENTS

UNIVERSITY LICENSING & TRADEMARK

WHY IS LICENSING SO IMPORTANT?

The University of Indianapolis' name and marks are some of our most important assets. They immediately identify us to our community and help to tell our story. All members of our University community have a responsibility to protect and promote our brand in a manner consistent with our reputation for academics and service.

The University of Indianapolis Trademark Licensing Program helps protect and promote our brand by ensuring that the public can properly identify and associate the University's name and logos with officially licensed products that have been approved by the University.

The University requires that all members of the University community (faculty, staff, students and alumni), as well as all external manufacturers and vendors, obtain approval before producing any product that displays the University of Indianapolis' (UIndy) name and/or logos.

WHAT DO LICENSING PROGRAM REVENUES SUPPORT?

Licensed manufacturers must pay a royalty to the University on the sales of any product bearing UIndy trademarks. These resulting revenues help support the mission of the University. Although sales directly to the University are exempt from the royalty policy, any such sales and/or products must be from a licensed vendor.

WHAT QUALIFIES AS A TRADEMARK?

Any logo, word mark, nickname, verbiage mark, series of letters or acronyms associated with the University of Indianapolis distinguishable from those of other universities, teams, mascots or organizations are protected under UIndy's trademark licensing program.

Approved logos for University of Indianapolis are available at uindy.edu/communications-marketing/uindy-licensing

UNIVERSITY SEAL



UNIVERSITY WORDMARK

UNIVERSITY OF **INDIANAPOLIS**

UNIVERSITY OF **INDIANAPOLIS**

UNIVERSITY OF **INDIANAPOLIS** UNIVERSITY OF **INDIANAPOLIS**

UNIVERSITY ATHLETICS

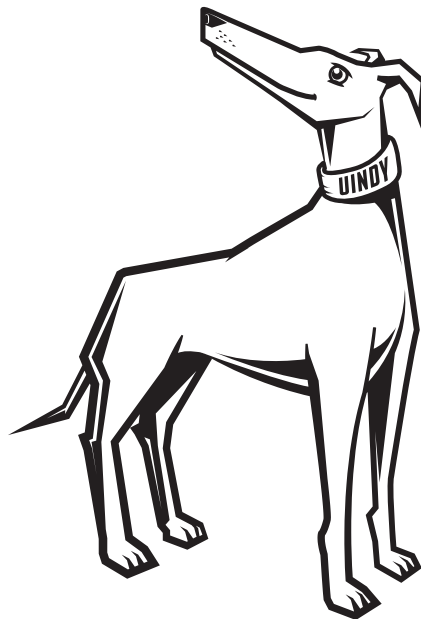
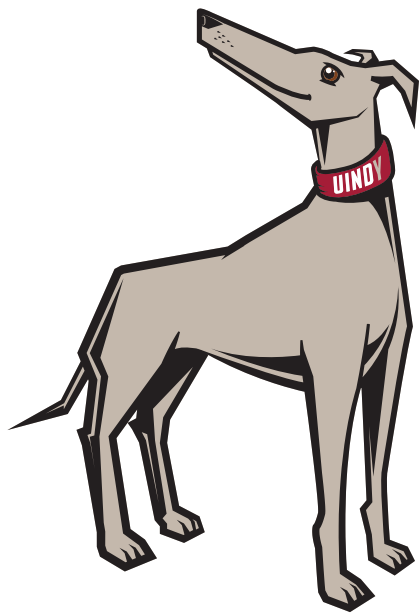


UNIVERSITY LICENSING & TRADEMARK

UNIVERSITY "UINDY"



UNIVERSITY GRADY ILLUSTRATIONS



DESIGN ELEMENTS

HAND-DRAWN ACCENTS / ARROWS AND LINES

Hand-drawn lines add visual interest to a design, acting as entry points into content, adding motion and emphasis to aspects of the design. The human aspect of the hand-drawn elements feels genuine and inviting, echoing the welcoming environment and culture at the University. This element is to be used as an accent rather than a primary visual.

EDGE TEXTURE

Similar to the hand-drawn elements, the edge texture adds visual interest to a design and conveys the genuine and authentic qualities of the University, as well as adding graphic impact to bold brand moments.



Hand Drawn Accent / Arrow



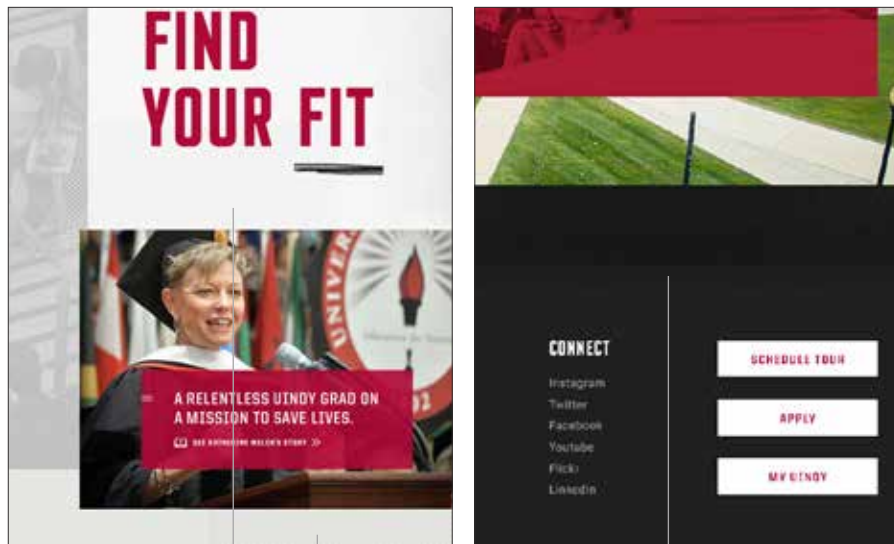
Edge Texture

DESIGN ELEMENTS

DOT PATTERN

The dot pattern offers visual interest and subtle textural contrast to sections of the design. This pattern is used in small portions in a way that does not overwhelm the design or begin to feel too heavy. In the examples, a tonal grey on dark grey or black on light black are used, showing how these subtle textures add nuance to a design.

INDY_toolkit.ai



Dot Pattern

ARROW COPY BLOCK ELEMENT

The arrow element is a graphic overlay that calls attention to different types of copy and conveys a sense of momentum and trajectory that guides the reader's eye to points of content. This element allows brand colors to work their way over photography, as well as add visual texture and contrast to a design.



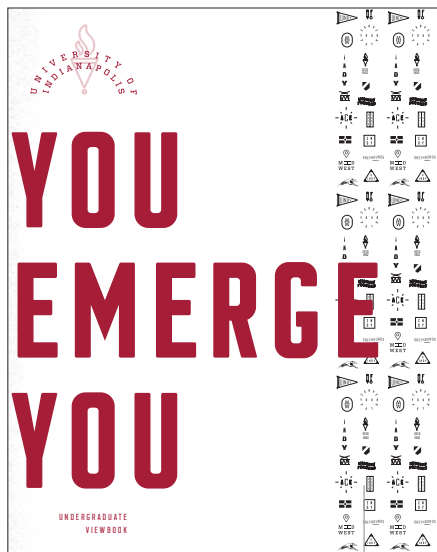
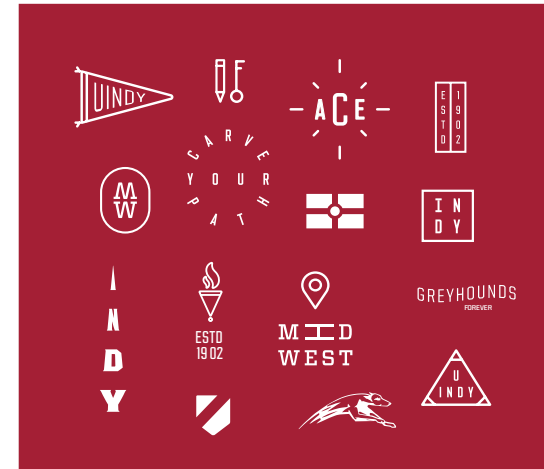
Arrow Copy Block Element

DESIGN ELEMENTS

ICON PATTERNS

The icon pattern is a background textural element that uses simple graphic language and words to convey a sense of history, place and pride across designs. The pattern can be used as a subtle background element in a light grey or tone-on-tone variation, or as a bolder graphic swatch, running off the edge or over a portion of the design.

The icon patterns convey University pride and energy, so it is also fitting that the pattern styles are adaptable to fit more specific areas and activities, such as the athletics variation shown below. Specialty icons are furnished upon request.



Iconography Pattern



Athletics Version

DESIGN ELEMENTS

ICON STYLES

In addition to the iconography patterns, individual icon graphics can be used in a variety of ways. Icons help simplify complex ideas and add fun, memorable visuals to any message. These symbols can also be used in designs with or without accompanying text to modify the message. For example below, the torch icon is pulled from the iconography pattern and type is placed around it, transforming it into a section header.

This icon is alternately used as an overlay accompanying a statistic. Icons should be kept simple, using mostly mono-weight lines and basic shapes for a quick and easy read. Our library of icons should continue grow over time.

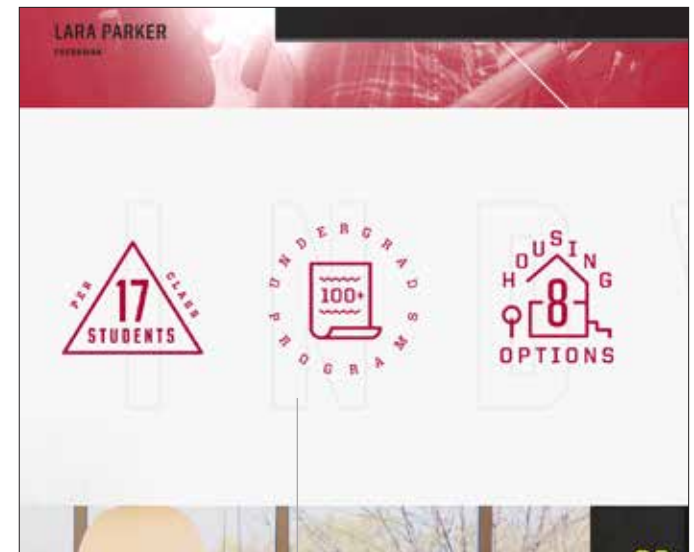
Note: each icon is a registered mark of the University and can only be used with prior approval.



Used as section titles



Used on top of stats

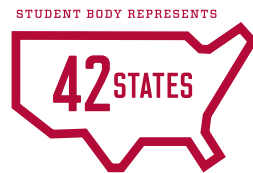
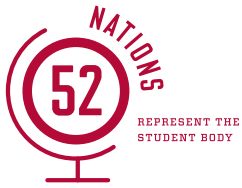


Used as infographics

DESIGN ELEMENTS

UNIVERSITY ICONOGRAPHY

In addition to the iconography patterns, individual icon graphics are used in a variety of ways, such as University “points of pride.”



BADGES



UNIVERSITY OF INDIANAPOLIS

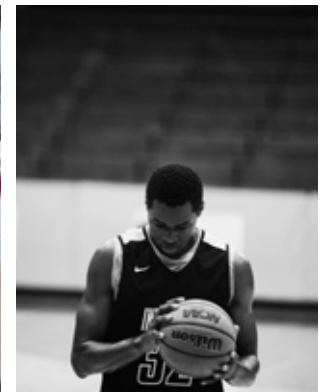
SEC. 05

PHOTOGRAPHY/VIDEOGRAPHY

PHOTOGRAPHY OVERVIEW

At the heart of the University of Indianapolis brand is our invitation to audiences to authentically connect with the UIndy experience. Our photography captures a sense of a passionate and inclusive community, an honest and genuine approach to education, and the growing momentum of the University within the city of Indianapolis.

Our photographic tone is WELCOMING, CURIOUS, GENUINE, DEDICATED, PASSIONATE, and UNIFYING. Graphic photo treatments enhance the photography and provide additional depth to the brand.



PHOTOGRAPHY

PEOPLE

Capture students, faculty and alumni in a way that feels vibrant and authentic. Use the architecture and background elements to support and highlight subjects. Our photography reflects inclusivity of age, race, gender and ability.

We are academically driven and our environment is also a place of energy and spirit. Our images are bold, compelling and often feature a hero image that connects with our audiences.



PHOTOGRAPHY

CAMPUS / ENVIRONMENT

Our size and challenging, yet supportive atmosphere creates a connected community that extends out from campus, throughout the Capitol City of Indianapolis. Our photography conveys a sense of possibility and warmth. Around campus and in classrooms, we use varied perspectives to highlight textural moments that support the Ulndy effect.

Consider both wide landscape and tight detail crops with unique angles and out-of-focus foreground/background elements that can help draw the audience eye to the subject.



PHOTOGRAPHY TREATMENTS

EMERGE TREATMENT

The theme of emerging and revealing a better individual manifests in our “Emerge” photographic style – as the subject of a photo emerges from the black and white background in color. This treatment adds a punch to our images, as well energy to designs creating visual weight and interest.



Black and White Background

Subject Emerges in Color



PHOTOGRAPHY TREATMENTS

COLOR OVERLAY

Color overlays are used for graphic impact moments in which a sense of excitement and graphic punch are needed. This treatment works well when type is set over a photograph, adding legibility to a headline, or to tie in the brand look and feel to photos.



Screened Red Over
B+W Photograph



Multiplied Red Over
Color Photograph

VIDEOGRAPHY

In today's fast-paced media environment, video is an important and powerful communications tool. A well-made video captures the essence of a subject or idea and brings it to life with emotional storytelling and compelling imagery. University video elements help maintain a level of visual consistency among videos from across campus.

INTRO & OUTRO

- Use University of Indianapolis logo animation at the beginning and end of the video.

TITLE SLIDES

- Our goal is to get to the video as quickly as possible. If you'd like to use a title in the beginning, add it to the name logo intro slide. Do the same if you'd like to add a URL at the end. Titles should subtly fade in and fade out and should be in our standard title font: Clarke Combo Bold in all caps.

LOWER THIRDS

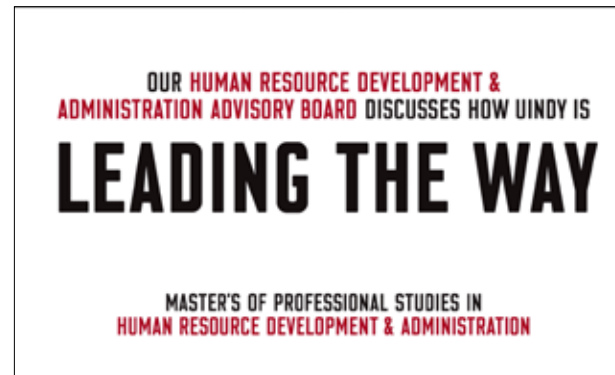
- Use lower thirds only for subject identification.
- Use lower-third IDs on the subject's first speaking appearance. Identify each subject just once.
- If a subheading, such as a title or department name, is too long to fit on one line, reduce the point size and run it over two lines.
- Lower-third IDs are positioned on the bottom-left side of the frame.
- Lower thirds should be in all caps in Clarke Combo Bold.

BEST PRACTICES

- A tripod and external microphone go a long way in producing a quality video.
- Lighting is a key component of any quality video. Good lighting will keep your images crisp and in focus. If you don't have access to a lighting kit, try to shoot outdoors or in a well-lit interior space.
- Always keep the composition of the frame in mind.
- Videos should be shot in high-definition whenever possible.



Intro/Outro



Title Slide



Lower Thirds

UNIVERSITY OF INDIANAPOLIS

SEC. 06

COLOR

COLOR

PRIMARY PALETTE

The primary UIndy colors are the foundation of the brand and should always lead the design.



PMS 201
CMYK — 24, 100, 78, 17
RGB — 164, 31, 53
HEX — #B20A38



PMS COOL GRAY 6
CMYK — 35, 29, 28, 0
RGB — 169, 168, 169
HEX — #A9A8A9



PMS COOL GRAY 9
CMYK — 55, 47, 44, 10
RGB — 119, 119, 121
HEX — #77777A



PMS BLACK
CMYK — 0, 0, 0, 100
RGB — 35, 31, 32
HEX — #1A1A1A

ACCENTS PALETTE

The accent colors work in conjunction with the primary colors, but should only be used in small proportions.



PMS 1795C
CMYK — 9, 98, 93, 1
RGB — 217, 39, 46
HEX — #d8262e



PMS 3945C
CMYK — 3, 16, 87, 0
RGB — 247, 206, 60
HEX — #f6ce3c



PMS 299C
CMYK — 100, 33, 27, 2
RGB — 0, 125, 164
HEX — #007da4

UNIVERSITY OF INDIANAPOLIS

SEC. 07

SOCIAL MEDIA

BEST PRACTICES

Social media is a powerful communication tool. Every University of Indianapolis-related account plays a crucial, integrated and supportive role in telling the University's story.

Through an integrated strategy, the Office of University Communications & Marketing uses social media to engage with a global audience, including current and prospective students, faculty, staff, alumni, parents, external media and local community.

We start with the message, identify the audience and work with you to determine the most effective communication channel(s). And while we are at it, we keep our eye on the impact, audience reaction and reach. We can help you develop a clear, effective and engaging strategy for using social media and emerging communication technologies to achieve your goals and advance your priorities.

Social media relies on photos, videos and graphics to connect with audiences and engage them (likes, comments, shares, retweets, and clicks).

Contact: Social-Media@uindy.edu

A FEW GUIDELINES AND BEST PRACTICES:

- 1 / Be confidential.** Be careful not to reveal confidential or proprietary information about University of Indianapolis students, employees or alumni. Adhere to all applicable University, federal and NCAA privacy and confidentiality policies. All employees of UIndy are subject to FERPA, HIPAA and other laws mandating the nondisclosure of personal information.
- 2 / Protect property.** Follow copyright, fair use and intellectual property rights. In some cases, content posted to a social media site becomes the property of the platform operator. Also avoid copyright infringement by not using images from search engines and other websites.
- 3 / Protect the UIndy brand.** Official logo and seal images should not be stretched, distorted or modified in any way. The University of Indianapolis logo cannot be modified or used for personal endorsements, and the trademarked University of Indianapolis name cannot be used to promote a product, cause, political party or candidate.
- 4 / Respect UIndy.** Remain professional and in good taste, and protect UIndy's institutional voice. This includes only posting appropriate photographs, images, .gifs and graphics.



Do not alter or scale University brand marks.

A peek behind the scenes

Show off campus and UIndy students



SOCIAL MEDIA IMAGE GUIDELINES

WHAT TO PHOTOGRAPH/SNAP?

Don't just talk about what we have to offer our students. Show it off in pictures and videos.

A PEEK BEHIND THE SCENES. What makes your program unique?

REMEMBER ACTION SHOTS. How are students interacting with your program?

SHINE THE SPOTLIGHT ON STUDENTS. Remember to tag them on social media as well.

BEAUTY SHOTS OF CAMPUS.

TIPS

- Tag every photo you take with your subject's hashtag and the #uindy hashtag. If you forget, you can always add the hashtag in a comment on the photo.
- Consider adding popular and relevant hashtags to your photos to increase visibility.
- Always add a caption to your photos.
- Try out a range of different filters, including ones with and without frames.
- Experiment with video. Remember to get the permission of anyone in your videos.

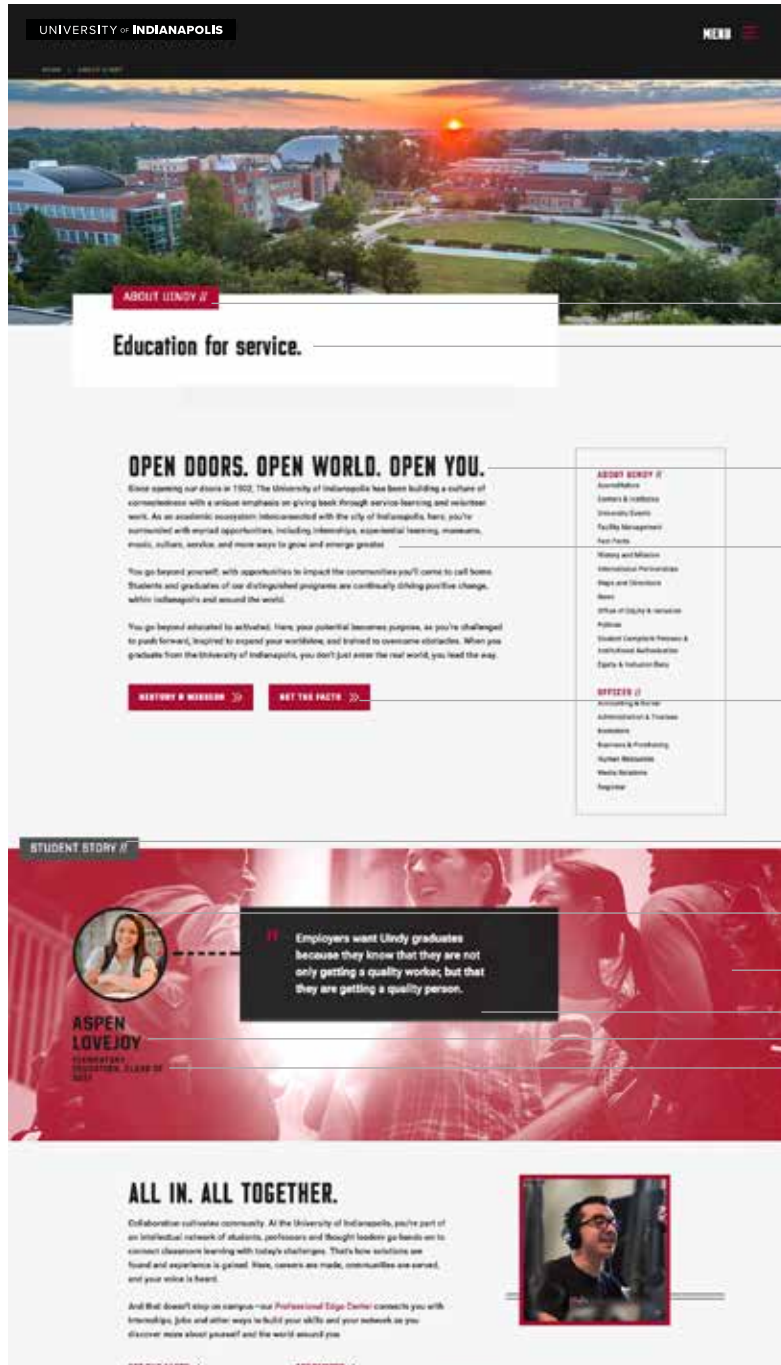
FOR CURRENT SIZES:

sproutsocial.com/insights/social-media-image-sizes-guide/

UNIVERSITY OF INDIANAPOLIS

SEC. 08

UNIVERSITY WEBSITE



LANDING PAGE TEMPLATE 1

MODULE: BANNER (IMAGE)

Image*
(1400 x 440)

Heading*

Description*

MODULE: CONTENT ROW (STANDARD ROW)

Standard Row is the recommended first row on a page because it allows room for the sidebar.

Component: WYSIWYG
Heading 2

Paragraph

Link Buttons (optional)

Section Heading*

MODULE: CONTENT ROW (STORY)

Data Source: Block Chooser. Stories are typically constructed using a *Story Block Content* so they can be created once and reused on multiple pages.

Feature Image
(300x300)

Background Image
(1400 x 546)

Content*

Heading*

Subheading*

(CONTINUED ON NEXT PAGE)



ALL IN. ALL TOGETHER.

Collaboration nurtures community. At the University of Indianapolis, you're part of an intellectual network of students, professors and thought leaders who band together to conquer classroom learning with today's challenges. That's how solutions are found and experience is gained. Here, careers are made, communities are served, and your voice is heard.

And that doesn't stop on campus—our Professional Edge Center connects you with internships, jobs and other ways to build your skills and your network as you discover more about yourself and the world around you.

- NET THE FACTS >
- ACADEMICS >
- GRADUATE LIFE >
- SPORTS >
- ATHLETICS >



Heading*

MODULE: CONTENT ROW (BACKGROUND IMAGE ROW)

Row Type: Content Feature w/ Image + Greyhounds.

Right Image* - Must include image alt text for accessibility purposes. (300 x 300)

Content (Element class: *Paragraph*)

Bulleted List (Element class: *two-column*)

GREYHOUNDS
FOR LIFE

MOVING FORWARD

Heading (Black Text)*

Heading (Red Text)*



Spend a few moments with President Robert L. Masour and you won't just call him "Bob", you'll consider him a friend. Walking through his open doors opens the minds of students around campus to the possibilities that await them. You'll see how his 30 years of dedication to innovation in higher education can inspire you.

His long career is marked by such successful initiatives as reimagining Georgetown's part-time Bachelor's degree program and raising enrollment in all programs by 200%, in addition to his recent term as the national advisory board for the Continuing Higher Education Review. Dr. Masour is internationally recognized as a leader in the development and implementation of innovative academic programming.

Since he got to work nearly five years ago, Dr. Masour has been driving transformation at the University of Indianapolis, setting faculty, students, and community members through his forward-thinking methodology. Early results from initial initiatives include stronger financial stability, increased retention, and better graduation rates. And that's only the beginning.

[MORE ABOUT PRESIDENT MASOUR >>](#)

Image - Must include image alt text for accessibility purposes. (814 x 586)

Side Label*

Content (Paragraph)

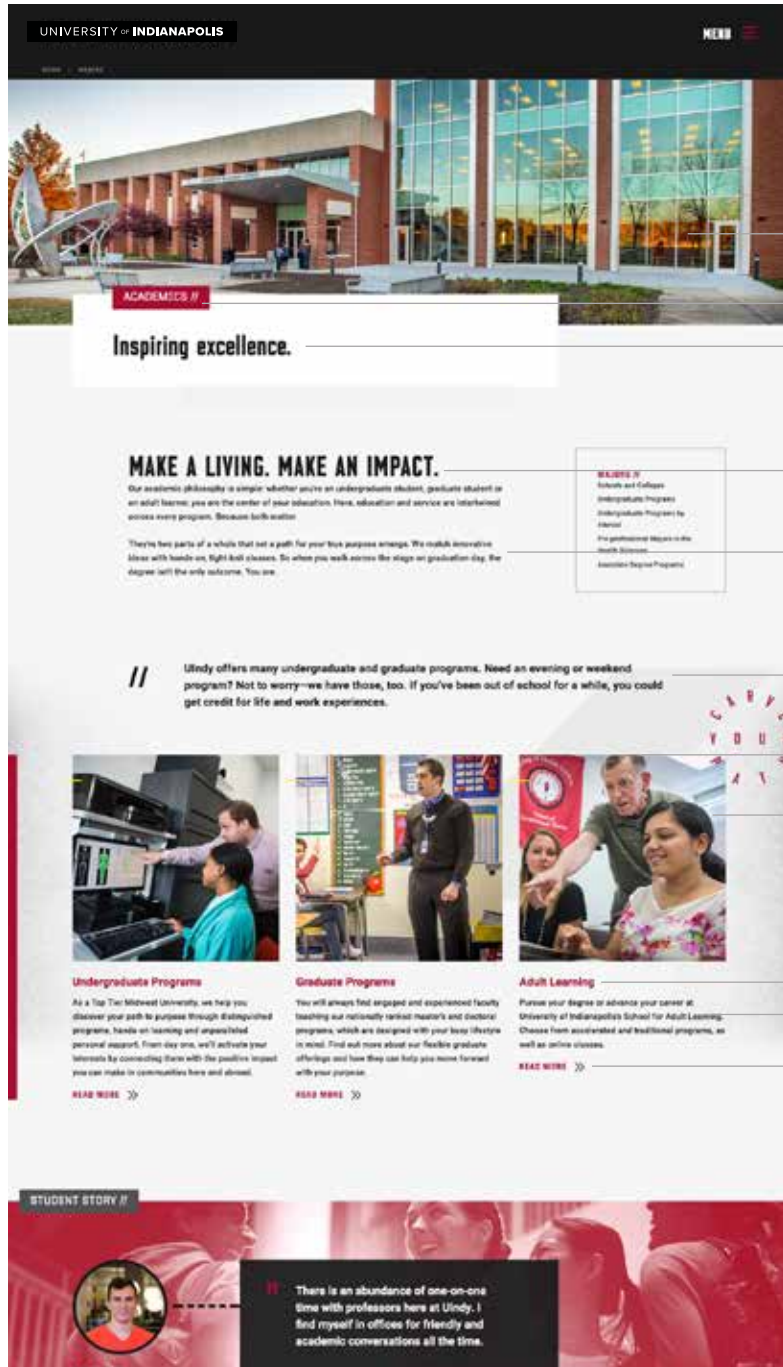
Link* - Must have at least one link.

MODULE: CONTENT ROW (BIG BANNER EMERGE)

EMERGE

Text*





LANDING PAGE TEMPLATE 2

MODULE: BANNER (IMAGE)

Image*
(1400 x 440)

Heading*

Description*

MODULE: CONTENT ROW (STANDARD ROW)

Standard Row is the recommended first row on a page because it allows room for the sidebar.

Component: WYSIWYG
Heading 2

Paragraph

MODULE: CONTENT ROW (BACKGROUND IMAGE ROW)

Row Type: 3 Callouts. Must use three callouts.

Intro*

Callout

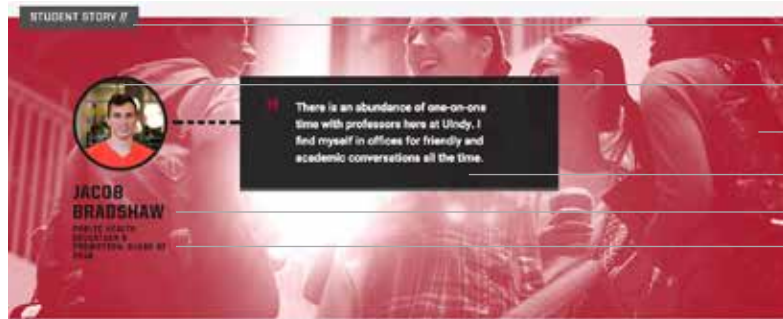
Image*
(300 x 300)

Title*

Description*

Link* - Must have at least one link.

(CONTINUED ON NEXT PAGE)



- Section Heading*
- Feature Image (300 x 300)
- Background Image (1400 x 546)
- Content*
- Heading*
- Subheading*

MODULE: CONTENT ROW (STORY)

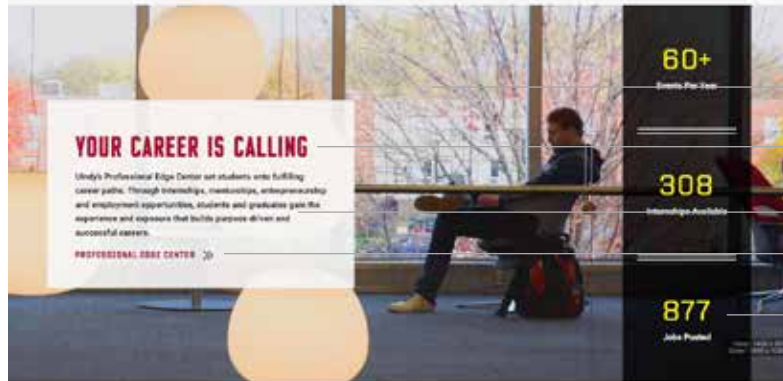
Data Source: Block Chooser. Stories are typically constructed using a *Story Block Content* so they can be created once and reused on multiple pages.



MODULE: CONTENT ROW (ICON FEATURES)

Must use three icons.

- Image* (400x400)



MODULE: CONTENT ROW (FEATURE + STAT SECTION)

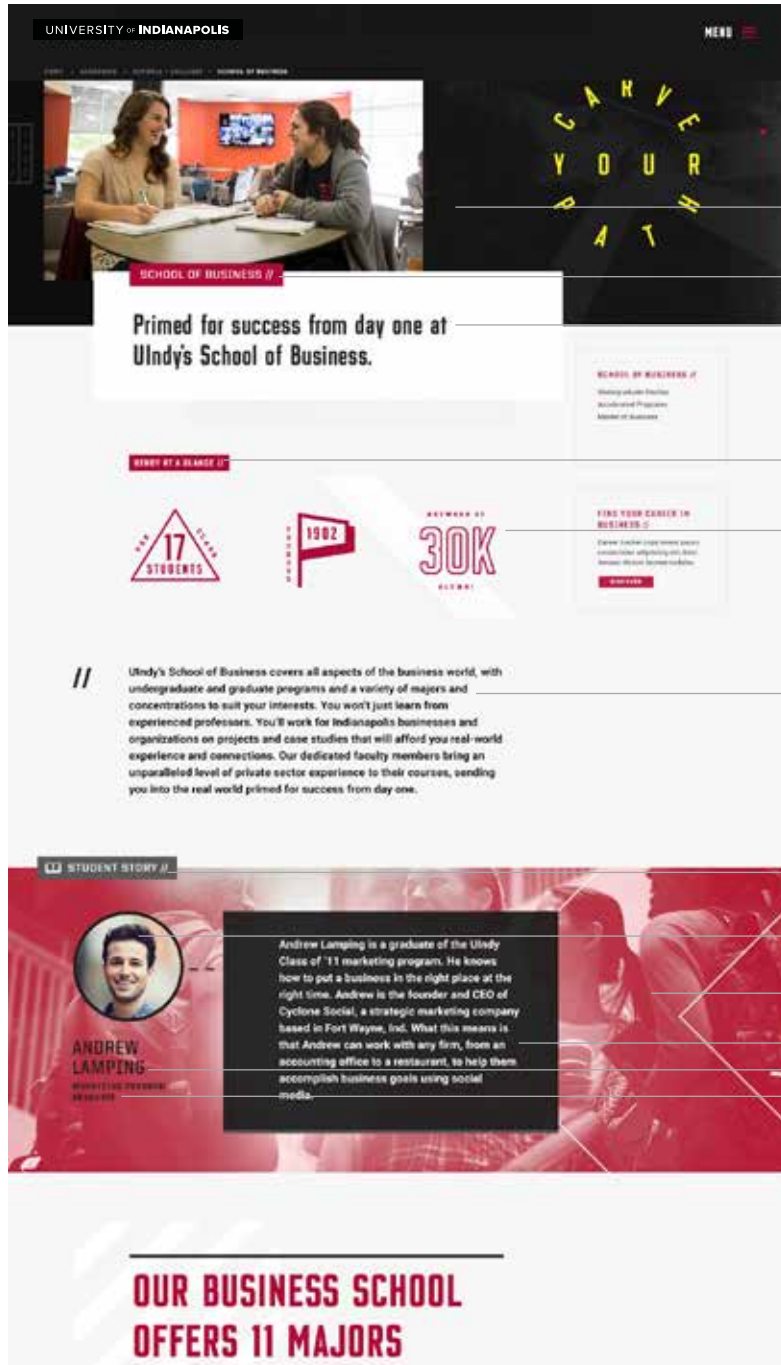
- Image* (1400 x 546)
- Heading*
- Paragraph*
- Link* - Must have one link only.
- Statistic* - Must have three statistics.



MODULE: CONTENT ROW (BACKGROUND IMAGE ROW)

Row Type: Content Feature w/ Image + Greyhounds. (Greyhounds hidden)

- Bulleted List (Element class: *two-column*)
- Right Image* - Must include image alt text for accessibility purposes. (300 x 300)



LANDING PAGE TEMPLATE 3

MODULE: BANNER (IMAGE)

Image*
(1400 x 440)

Heading*

Description*

MODULE: CONTENT ROW (STANDARD ROW)

Standard Row has many optional components.

Component:
Red Label

Component: Icon Features - Must use three icons (400 x 400) and image alt text for accessibility purposes.

Component: Bold Intro Text

Section Heading*

MODULE: CONTENT ROW (STORY)

Feature Image
(300 x 300)

Data Source: Block Chooser. Stories are typically constructed using a *Story Block Content* so they can be created once and reused on multiple pages.

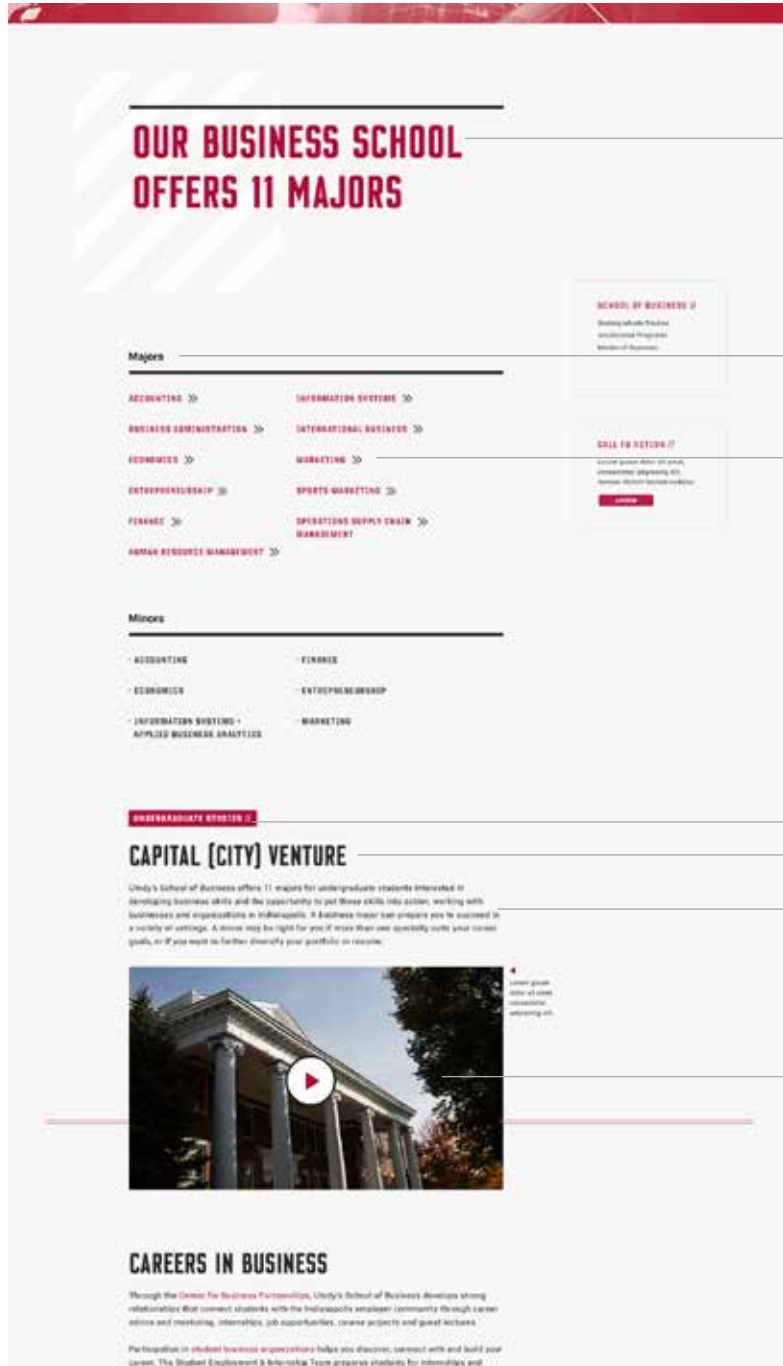
Background Image
(1400 x 546)

Content*

Heading*

Subheading*

(CONTINUED ON NEXT PAGE)



MODULE: CONTENT ROW (STANDARD ROW)

Component: Red Bold Infographic

Component: WYSIWYG
Element classes in source code: *header_style06 category)*

Component: WYSIWYG
Bulleted List (element class: *two-column*)

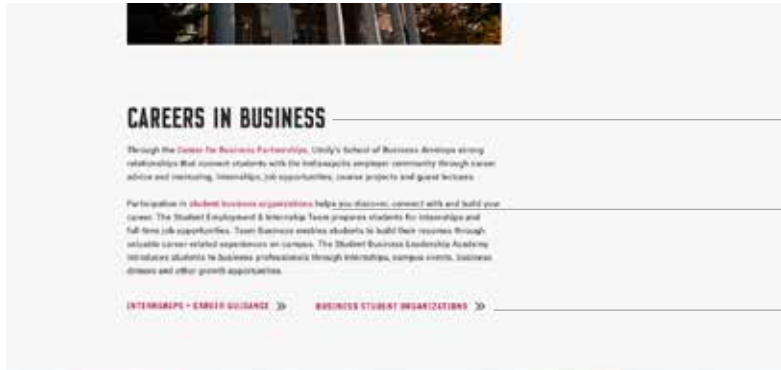
Component: Red Label

Component: WYSIWYG
Heading 2

Paragraph

Component: Video (Full Size)

(CONTINUED ON NEXT PAGE)



MODULE: CONTENT ROW (STANDARD ROW)

Component: WYSIWYG
Heading 2

Paragraph

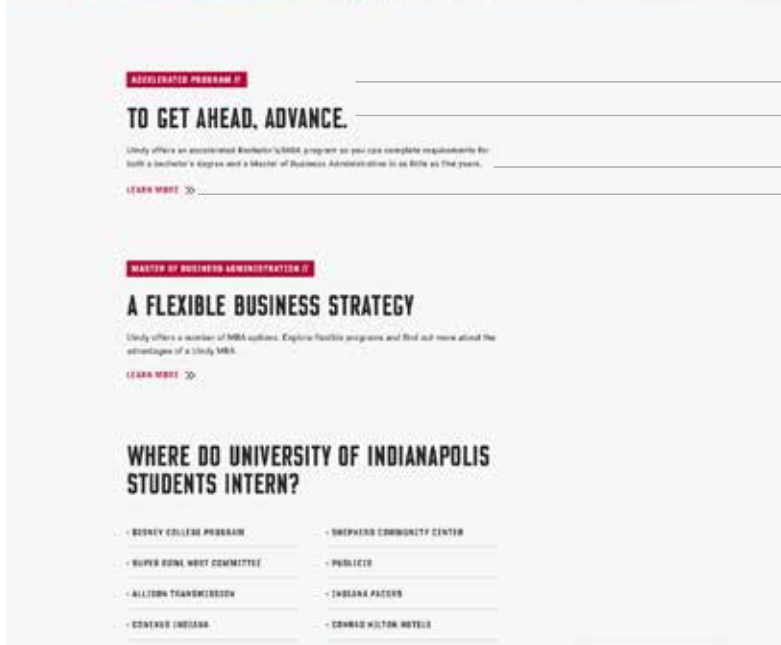
Bulleted List (element class: *two-column*)



MODULE: CONTENT ROW (BRAND BANNER)

Image*
(1400 x 592)

Emblem
(400 x 400)



MODULE: CONTENT ROW (STANDARD ROW)

Component: Red Label

Component: WYSIWYG
Heading 2

Paragraph

Link (element classes: *link_read-more label_style01 chevroned*)

(CONTINUED ON NEXT PAGE)



ACCELERATED PROGRAM //

TO GET AHEAD, ADVANCE.

UIndy offers an accelerated Bachelor's/MBA program so you can complete requirements for both a bachelor's degree and a Master of Business Administration in as little as five years.

[LEARN MORE >>](#)

MASTERS OF BUSINESS ADMINISTRATION //

A FLEXIBLE BUSINESS STRATEGY

UIndy offers a number of MBA options. Explore flexible programs and find out more about the advantages of a UIndy MBA.

[LEARN MORE >>](#)

WHERE DO UNIVERSITY OF INDIANAPOLIS STUDENTS INTERN?

- BERRY COLLEGE PROGRAM
- BUSHNELL COMMUNITY CENTER
- SUPER BOWL FOOT COMMITTEE
- PUBLICIS
- ALLISON TRANSMISSION
- INDIAN PACARS
- EDWARDS INDIANA
- EDWARDS WELTON HOTELS
- INTERACTIVE INTELLIGENCE
- MARMON LOGISTICS
- NOB PARTIAL
- BRIGHTPOINT

Recent University of Indianapolis School of Business graduates have found jobs in their field at many organizations, including:

- BLY ELLY B COMPANY
- DEPARTMENT OF DEFENSE
- BOBROW ENGINEERS
- HILL ROM, INC.
- ERNST & YOUNG
- IU HEALTH
- ONE AMERICAS/GE
- J.W. WARRISTY
- STAPLES
- INDIANAPOLIS BAND
- BRIGHTPOINT
- ANTHONY BLY CROSS BLUE SHIELDS

SCHOOL OF BUSINESS //
 Master of Business Administration
 Accelerated Program
 Master of Science

ENROLL NOW //
 Apply online today!
 Earn your MBA in as little as 5 years!
[ENROLL](#)

Component: Red Label
 Component: WYSIWYG
 Heading 2
 Paragraph
 Link (element classes: *link_read-more label_style01 chevroned*)

Component: WYSIWYG
Heading 2

Bulleted List (element class: *two-column*)

Component: WYSIWYG
Heading 6



PROGRAM TEMPLATE

Heading*

MODULE: CONTENT ROW (FEATURE BOX RIGHT IMAGE)

Image* (400 x 360)

Description*

Component: Red Label

MODULE: CONTENT ROW (STANDARD ROW)

Component: Icon Features - Must use three icons (400 x 400). Must include image alt text for accessibility purposes.

Component: Bold Intro Text

Component: Big Number

Heading

Caption

Component: WYSIWYG Heading 2

Bulleted List

(CONTINUED ON NEXT PAGE)

UNIVERSITY OF MARKETING ELECTIVES READABLE

STUDENT STORY #



MACKENZIE SMITH
MARKETING MAJOR

During my freshman year, I was part of Team Business, and we hosted the CEO of BrightPoint to speak to our students. Through that experience, I got an internship as a Global HR Intern at their corporate office, and afterward, I accepted a full-time position in HR/Social Media. In theory, I had a full-time position post-graduation during my freshman year. No other university gives students this type of opportunity. I will be eternally grateful.

Section Heading*

MODULE: CONTENT ROW (STORY)

Feature Image (300 x 300)

Data Source: Block Chooser. Stories are typically constructed using a *Story Block Content* so they can be created once and reused on multiple pages.

Background Image (1400 x 546)

Content*

Heading*

Subheading*


MARKETING MINOR

A marketing minor can complement other areas of study like communication, graphic design, psychology and sports management.

Watch video call-to-action lorem ipsum dolor.

OUR FACULTY

Our faculty brings real-world experience to the classroom, designing creative materials and projects that help you immerse yourself in the action.



MEET THE FACULTY >>

MODULE: CONTENT ROW (STANDARD ROW)

Component: WYSIWYG

Heading 2

Paragraph

Component: Video (Excerpt)

Description*

Video* - Must upload video thumbnail (670 x 400)

Component: WYSIWYG

Inserted image

Button Link

FACULTY STORY #



DR. LARRY DEGARIS
MARKETING PROFESSOR

A WORLD OF EXPERIENCE

Dr. Larry Degaris held senior-level positions at the interpublic agency, the Business Group in Denver-based sports marketing consultancy and Ogilvy Public Relations Worldwide. He has consulted for more than 100 corporate sponsors and sports properties. A highly sought after expert for national and international media, his views have appeared in the New York Times, Wall Street Journal, and USA Today, and he has appeared on national television shows, such as Good Morning America, CNN and Bloomberg News.



Main Navigation (Mega Menu)

MAIN HOMEPAGE

MODULE: BANNER (SLIDE)

- Title* - Use bold text for larger word.
- Image* (1400 x 770)
- Button* - Must use at least one button.

Call To Action* - Must have three buttons.

MODULE: 3 CALLOUTS

Must include 3 callouts. This module is only available for the homepage.



Title*

Image* - Must include image alt text for accessibility purposes. (300 x 300)

Description*

Link* - Must have at least one link.

MODULE: MAGAZINE AD

This module is only available for the homepage.



Icon Heading

Feature Header*

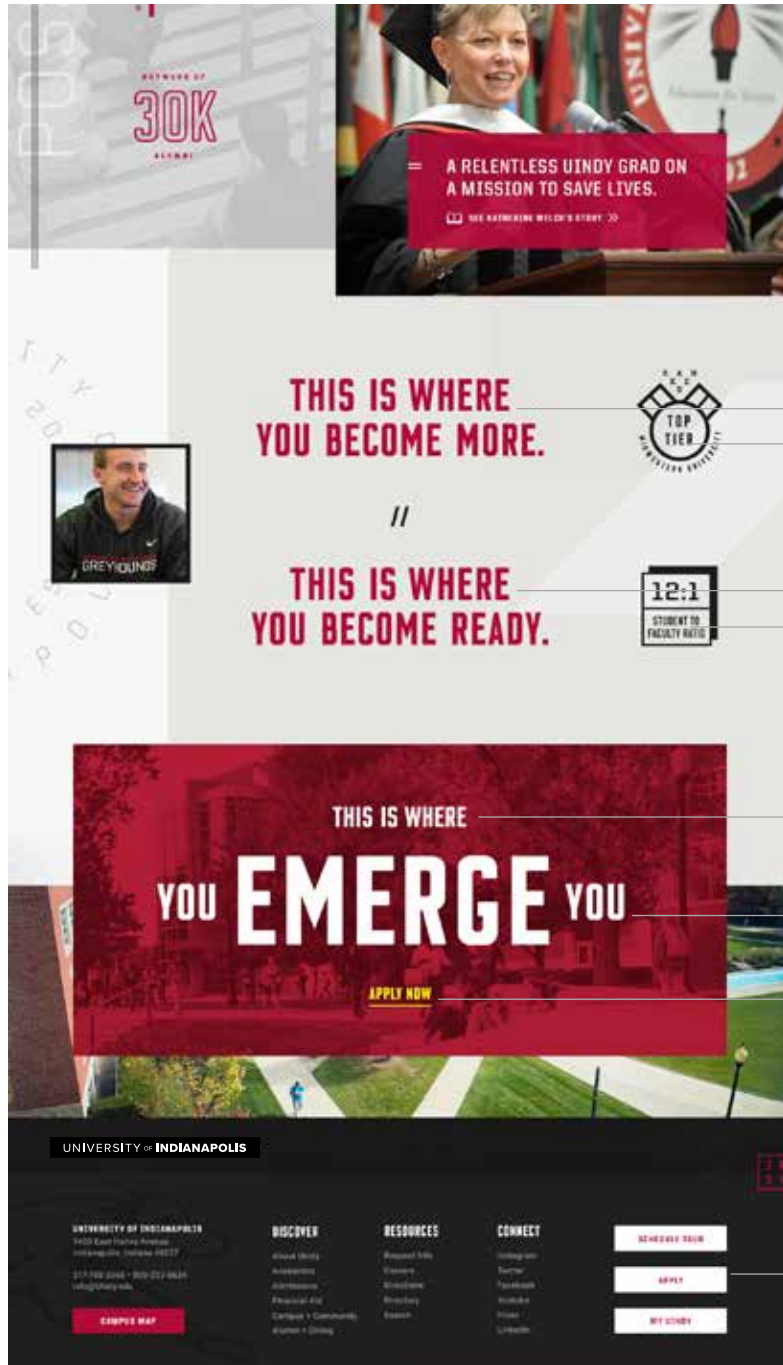
Icon Image* - Must have 3 icons and include image alt text for accessibility purposes. (400x 400)

Image* - Must include image alt text for accessibility purposes. (814x 586)

Title*

Link*

(CONTINUED ON NEXT PAGE)



MODULE: FEATURE THUMB

This module is only available for the homepage.

Heading 1

Component: Icon* - Must include image alt text for accessibility purposes. (400 x 400)

Heading 2

Component: Icon* - Must include image alt text for accessibility purposes. (400 x 400)

MODULE: FOOTER BANNER

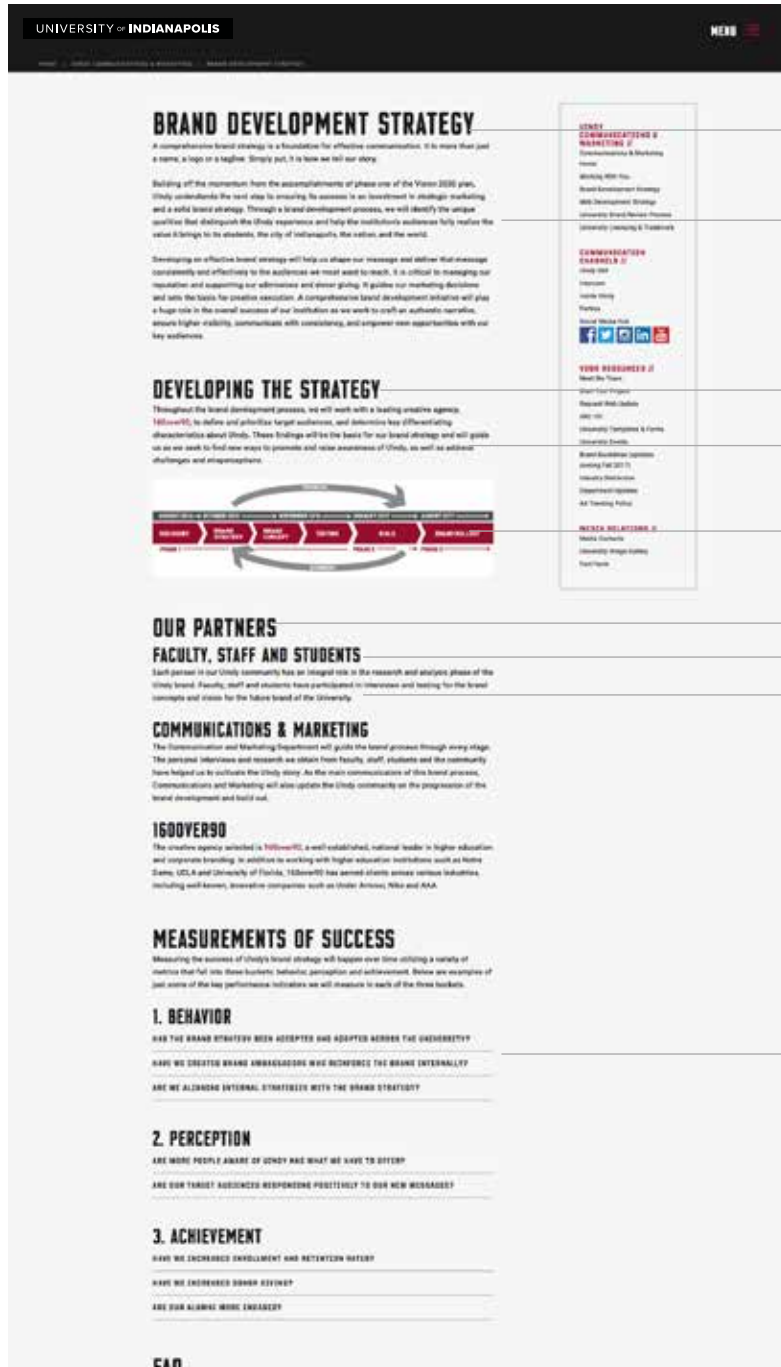
This module is only available for the homepage.

Heading 1

Heading 2 - Use bold text for larger word.

Link*

Main Footer



GENERAL PAGE TEMPLATE

MODULE: CONTENT ROW (STANDARD ROW)

Component: WYSIWYG
 Heading 1 - Use this heading for the page headline if a top banner component isn't used. There should only be one Heading 1 per page.

Paragraph

Component: WYSIWYG
 Heading 2 - Use this heading for main section titles.

Paragraph

Inserted Image

Component: WYSIWYG
 Heading 2 - Use this heading for main section titles.

Heading 3 - Use this heading for subsection titles.

Paragraph

Component: WYSIWYG
 Bulleted List

(CONTINUED ON NEXT PAGE)

UIndy brand. Faculty, staff and students have participated in interviews and testing for the brand concepts and vision for the future brand of the University.

COMMUNICATIONS & MARKETING

The Communications and Marketing Department will guide the brand process through every stage. The personal interviews and research we did with faculty, staff, students and the community have helped us to facilitate the UIndy story. As the main communicators of the brand process, Communications and Marketing will also update the UIndy community on the progression of the brand development and build out.

16DOVER90

The creative agency selected is 16DOVER90, a well-established, national leader in higher education and corporate branding. In addition to working with higher education institutions such as Penn State, UCLA and University of Florida, 16DOVER90 has worked closely across various industries, including well-known, innovative companies such as Under Armour, Nike and AAA.

MEASUREMENTS OF SUCCESS

Measuring the success of UIndy's brand strategy will happen over time utilizing a variety of metrics that fall into three buckets: behavior, perception and achievement. Below are examples of just some of the key performance indicators we will measure in each of the three buckets.

1. BEHAVIOR

HAS THE BRAND STRATEGY BEEN ADOPTED AND ADAPTED ACROSS THE UNIVERSITY?

HAVE WE CREATED BRAND AMBASSADORS WHO INCORPORATE THE BRAND INTERNALLY?

ARE WE ALIGNING INTERNAL STRATEGIES WITH THE BRAND STRATEGY?

2. PERCEPTION

ARE MORE PEOPLE AWARE OF UINDY AND WHAT WE HAVE TO OFFER?

ARE OUR TARGET AUDIENCES RESPONDING POSITIVELY TO OUR NEW MESSAGES?

3. ACHIEVEMENT

HAVE WE INCREASED ENROLLMENT AND RETENTION RATES?

HAVE WE INCREASED BRAND REVENUE?

ARE OUR ALUMNI MORE ENGAGED?

FAQ

- WHAT IS A BRAND AND WHY IS IT CRITICAL TO UINDY'S SUCCESS? ▾
- WHAT IS THE BENEFIT OF BRANDING? ▾
- WHAT IS THE DIFFERENCE BETWEEN A LOGO AND A BRAND? ▾
- HOW DOES THE BRAND DEVELOPMENT INITIATIVE FIT THE UNIVERSITY'S VISION AND PLAN? ▾
- WHO IS LEADING THIS INITIATIVE? ▾
- WHAT RESOURCES AND TRAINING WILL BE AVAILABLE? ▾
- WHO IS THE POINT OF CONTACT FOR QUESTIONS? ▾

MORE INFORMATION

We will continue to provide updates as we move through each phase of development. Have questions about the brand development process? Please contact Communications & Marketing at brand@uindy.edu.

UNIVERSITY OF INDIANAPOLIS



UNIVERSITY OF INDIANAPOLIS
7400 East Hanna Avenue
Indianapolis, Indiana 46221

CAMPUS MAP

UNIVERSITY

Undergraduate
Masters
Advanced Programs
Executive Programs
Non-Degree
Programs

SOCIAL

Instagram
Twitter
Facebook
YouTube

MORE

Open Communication
Policy

REVEAL OUR

APPLY

GET READY

Component: WYSIWYG
Heading 2 - Use this heading for main section titles.

Component: Accordion

CONTACT INFO

QUESTIONS?

If you have any questions about how to use the brand guidelines, where to find elements, or any other concerns regarding the UIndy brand, please contact the communications department for further advice.

BRAND@UINDY.EDU

KELLY HAUFLAIRE

Associate Vice President, University Communications & Marketing

haufairek@uindy.edu

317-788-3339

UNIVERSITY OF **INDIANAPOLIS**