

IUAA LOGO GUIDE

OFFICIAL SIGNATURE

The **Official Signature** was adopted by IU in 2012, and chapter/affiliate/constituent/campus versions were created at that time. Because of the small serifs on the letters, this logo does not reproduce easily in some applications.

EXAMPLES

Horizontal



Vertical



APPLICATIONS

Name tags (printed)	Websites
Invitations (printed)	Brochures (printed)
Apparel	Newsletters (printed)
Merchandise	Stationary (printed)
Email	Programs (printed)

MARKETING LOCKUP

The **Marketing Lockup** is a streamlined identity developed by IU Communications. It is ideal for situations where the small details of the official signature are not easily reproduced. It offers good legibility and a variety of text arrangements. The IUAA has developed chapter/affiliate/constituent/campus versions.

EXAMPLES

Horizontal



Vertical



APPLICATIONS

Name tags (printed)	Websites
Invitations (printed)	Brochures (printed)
Apparel	Newsletters (printed)
Merchandise	Stationary (printed)
Email	Programs (printed)

MERCHANDISE MARK

The **Merchandise Mark** is a specialized variant for use on physical objects. This simplified form is suitable to applications where physical limitations influence the amount of detail achievable. There are two versions; a serif using the Salvo typeface and a sans serif using the Benton Sans typeface. Any physical items must be approved by IU Licensing and include a TM, ©, or ® symbol.

EXAMPLES

Salvo: vertical and horizontal



Benton Sans: vertical and horizontal



APPLICATIONS

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