

Logo and Wordmark



THE UNIVERSITY OF IOWA GRAPHIC IDENTITY SYSTEM

The University of Iowa graphic identity system maintains a consistent visual identity for The University of Iowa.

This identity system is required on all communications for external audiences.

IDENTITY STANDARDS

The University of Iowa is committed to having a cohesive visual identity system that reinforces the University's position as a leading educational institution and separates it from other institutions at a glance. Consistent and correct use of identity elements, such as the University's logo, enhances the University's image, making it clear that many excellent departments, colleges, schools, and programs contribute to the makeup of The University of Iowa. Furthermore, the status of each smaller entity is promoted by its close identification with this university.

All communications from the University, especially to external audiences, should be of excellent quality, since they are reflections of The University of Iowa. A household may receive printed communications from the University geared to parents, alumni, prospective students, community leaders, or hospital patients, but no matter where these materials originated, as far as the audience is concerned, they are all messages from The University of Iowa.

OVERSIGHT

Implementation of these graphic standards will be overseen by the Graphic Identity Committee, chaired by the director of University Relations. The committee's membership includes select campus communications experts, including University Relations staff members, external relations directors, and designers. This group will provide ongoing consultation, interpretation, and advice related to the application of these standards.

University Relations Publications is charged with managing the UI identity system. The Printing Department will consult with University Relations Publications when a piece is found to be noncompliant.

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Logo

A logo is a graphic, a pictorial, or a symbol that represents an institution. The Old Capitol dome has long represented The University of Iowa.

The official logo must be reproduced from authorized graphics and cannot be redrawn, reportioned, embellished, or modified in any way.



**No stretching;
must stay in
same proportion.**



**Type or any
other element
may not intrude
upon graphic.**

THE UNIVERSITY OF IOWA

Wordmark

A wordmark is a specific typeface that is used consistently for the name of an institution.

The University of Iowa wordmark is available as a graphic. The official wordmark must be reproduced from authorized graphics and cannot be redrawn, reportioned, embellished, or modified in any way.



Do not stretch or type the wordmark.

UNIVERSITY OF IOWA WORDMARK AND LOGO

The University of Iowa wordmark is a graphic representation of the words “The University of Iowa.” The logo is a graphic representation of the Old Capitol dome.

With these elements, the University can achieve the goal of presenting a consistent image to external audiences without limiting design creativity and variety. The system is flexible so that colleges, departments, or programs can design their external communications within the bounds of the graphic identity guidelines.

The wordmark and logo graphics (available in a variety of layout formats on the identity site at www.uiowa.edu/graphics) must be reproduced from these authorized graphics and cannot be redrawn, reportioned, or embellished in any way.

The graphics are downloadable only to campus users with a uiowa.edu e-mail address. Before an outside company or person may use the UI logo and wordmark, they must first contact either the Iowa Licensing Program, (319) 384-2000, if it is for a commercial product that will be sold in the marketplace, or they may contact Scott Ketelsen, (319) 384-0018, scott-ketelsen@uiowa.edu.

This manual outlines the appropriate uses of the wordmark and logo for publications, letterhead stationery, business cards, and other vehicles for external communications.

Use in Print

Any publication intended for an external audience (such as prospective undergraduate, graduate, or professional students; prospective faculty or staff members; alumni, legislators, and other friends of the University) must contain The University of Iowa’s wordmark and logo on the front cover, and the wordmark must appear on the back cover (**see the Exceptions listing on page 3**).

The wordmark and logo can be used together as a single element, or they can be separated from each other. The logo and wordmark can be printed as a positive or as a reverse (white). Black, white, and gold are preferred, but another color may be used in the case of a two-color or three-color project. The wordmark, when set on two lines, may not be less than one inch wide. When set on one line, it may not be less than 1 1/4 inches wide. The logo should not appear smaller than 3/8 inch in height.

The wordmark or logo is not to be used in a way that might suggest University endorsement of any non-University product or service unless prior approval is obtained from the Graphic Identity Committee.

For additional consultation on wordmark and logo use, contact the director of University Relations Publications.

Use in Job-Opening Notices

University departments are required to use the new wordmark, and strongly encouraged to use both the UI wordmark and logo together, in all job-opening advertisements. The University identification by use of the logo and/or wordmark is intended to allow job seekers to quickly identify job opportunities available at the University.

The new UI wordmark and logo are available to UI units placing notices of available positions in local and regional newspapers and other publications. The Office of University Relations has supplied electronic images of the new wordmark and logo to *The Gazette*, *Iowa City Press-Citizen*, and *Des Moines Register*.

Exceptions

It may be difficult to place both the logo and wordmark on some printed pieces. The following items are exceptions to the standard placement of logo and wordmark:

- postcards (must appear on the back only)
- notecards (must appear on the back only)
- envelopes (must appear on the mailer side only)
- bumper stickers (may be omitted)
- nametags (may be omitted)
- scholarly journals (not required on the front or back cover; suggested placement is on the inside front cover)
- newspaper advertisements (wordmark required; logo and wordmark strongly encouraged)
- small specialty products such as pens, mugs, hats, and T-shirts (may be omitted)
- some display advertising (**see page 2**)

Seal

A seal is an emblem, symbol, or word used to certify a signature or authenticate a document from an institution. The University of Iowa seal is a modification of the original seal of the State University of Iowa. It is used on official documents, but it also may be used as a graphic element on University publications and web pages.



Display Advertising

Display ads created for use in newspapers (including *The Daily Iowan*), magazines, and other printed media must include the logo and wordmark.

Display ads created for use in University publications such as the Hancher playbill, the Division of Performing Arts programs, or other University materials in which the logo and wordmark appear on the front cover are encouraged to use the logo and wordmark but are not required to do so.

Use on the Web

Standards for use of the identity system on official University web sites are covered under a separate policy and guidelines. For more information, visit www.uiowa.edu/graphics/web_standards/.

The wordmark graphic is available in a variety of formats. Here are a few samples.

THE UNIVERSITY OF IOWA



THE UNIVERSITY
OF IOWA

THE UNIVERSITY
OF IOWA

THE UNIVERSITY
OF IOWA

THE UNIVERSITY
OF IOWA

UI Letterhead Features

- Variety of designs available
- 2-color (black and gold)
- 1-inch left margin, 2-inch top margin
- Letters may start at any point
- More information fits on the letter
- Stock is recycled and compatible with all copiers and laser and ink-jet printers
- Easy ordering through the Printing Department
- Microsoft Word templates for use with printed letterhead available for Macintosh and IBM-compatible computers
- A black-and-white electronic e-letter (Microsoft Word file containing graphics in header or footer area) and an electronic envelope are available for purchase from the Printing Department

Examples of letterhead design options are online at www.uiowa.edu/graphics.

WORKING WITH OUTSIDE DESIGNERS

This *Identity Manual* is distributed to known local agencies and freelance designers. Designs must comply with University identity standards.

Design services for printed materials may be provided or purchased from outside the Printing Department without prior approval, but the design process should be coordinated with the Printing Department, and the design project may not include printing without explicit prior approval. Contact the Printing Department before contracting with any design firm or freelance designer.

LICENSING PROGRAM

The University's logo and wordmark are registered trademarks. The Iowa Licensing Program protects the University's legal interests in those trademarks by controlling their proper use.

All merchandise bearing the marks of The University of Iowa (logo, wordmark, Tiger Hawk, Herky, etc.) must be licensed with the Iowa Licensing Program, which approves all designs of products entering the retail marketplace. In addition, the program ensures that all products and designs submitted for licensing project the proper image of the University and the athletics program. No retail outlet or vendors are exempt, including the IMU Bookstore, the Iowa Hawk Shop, Finkbine Golf Course, and projects sponsored by University departments or University-recognized student groups.

If your unit is producing products that contain the University's logo and wordmark and that will enter the retail marketplace, the vendor must be approved by the Iowa Licensing Program. Currently, there are approximately 600 companies licensed with the program. For more information, contact the program, 384-2000, or uilicensing@hawkeyelicensing.com.

UNIVERSITY STATIONERY SYSTEM

The following stationery items must be ordered through the University Printing Department, which coordinates and groups orders, allowing the entire University community to benefit from the cost savings.

University Letterhead

Letters are the primary way external audiences receive communications from the University, making the letterhead stationery the largest component of the graphic identity system.

The standard letterhead stationery design incorporates the new University logo and wordmark in the upper left corner. Two designs with a variety of options for presenting departmental and collegiate information are available.

Although not generally recommended, a second logo may be printed on the letterhead. A second logo is placed at the bottom right of the letterhead, and aligns with the bar in the address block. Horizontal logos may be no larger than 2 1/2 inches wide by 5/8 inch tall. Square logos can be no larger than 3/4 inch by 3/4 inch. Additional verbiage may appear beside a square logo. Vertical logos can be no larger than 3/4 inch wide by 1 inch tall. No additional verbiage may be included beside a vertical logo. A sample letterhead template showing appropriate sizes of logos can be found at www.uiowa.edu/graphics/template#live. For consultation on unusually shaped logos, contact the director of University Relations Publications.

Color

The University of Iowa's school colors are black and gold. Below is a list of yellow and black colors that will print accurately on the web or any type of paper. For silkscreen or other print media, care should be taken to provide the closest match with these Pantone Matching System (PMS) numbers.

- Black
- Uncoated
PMS Yellow 115 or 108
- Coated
PMS Yellow 116 or 109
- Matte coated
PMS Yellow 116 or 109
- Four-color process (coated)
C=0, M=9, Y=80, K=0
- Trumatch
11b
- Web (hex)
Yellow: FF E1 00; Black: 00 00 00
- RGB
Yellow: R=255, G=225, B=0;
Black: R=0, G=0, B=0

Suggested Color Palette

Wondering what colors to use on your departmental brochure or poster? The following is a suggested palette of colors to choose from. Each coordinates well with the UI yellow PMS color (see "Color" section above). This palette is optional.

PMS 873 metallic gold
PMS 124 deep yellow
PMS 3282 teal
PMS 1665 orange
PMS 669 purple
PMS 1815 maroon
PMS 160 brown
PMS 293 blue
PMS 661 navy blue
PMS 7496 olive green
PMS 362 bright green

All letter text must fall within the margins established for the new design. In this "live area," users can choose any typeface, style, or size and any letter format (see "UI Letterhead Features," on page 4 and see www.uiowa.edu/graphics).

Letterhead stationery is printed at the Printing Department on a recycled paper stock that helps the University meet Iowa's state-legislated obligation to use recycled paper. The stock is compatible with laser and ink-jet printers. The letterhead is printed with a special wax-free soy ink that will not adhere to the drums of laser printers and other toner or heat-based office equipment. It is suitable for faxing, photocopying, and standard writing means—pens, pencils, and typewriters.

If you're using preprinted letterhead and would like to use a Microsoft Word document for printing the body of the letter, you can find letterhead templates for Macintosh and IBM-compatible computers on the identity web site (www.uiowa.edu/graphics/template.html).

Business Cards

Because they are primarily exchanged with people from outside the University, business cards are an important vehicle for communicating the University's image and are another significant part of the graphic identity system. UI business cards coordinate with the letterhead and incorporate the wordmark and logo.

Business cards may include name, title, office, campus address, campus phone number, fax number, home phone number, e-mail address, and web address. Business cards are designed to be printed on one side. Additional logos may be printed on the back side; however, doing so will increase the cost.

Foldover business cards also are available for those who need to include a great deal of information.

Envelopes and Mailing Labels

In order to maintain University mailing permits and discount postage, University of Iowa envelopes must meet strict standards set by the U.S. Postal Service. For additional information, contact the director of Central Mail Services. Envelopes include the University wordmark, logo, and college/department name in the return address. Additional logos are not allowed on standard #9 or #10 envelopes or on standard mailing labels.

Memos

Memos may include name, title, office, campus address, campus phone number, fax number, home phone number, e-mail address, and web address. If memos are not sent to an external audience, but are used solely for on-campus communication, they may contain a second logo.

Other Printed Items

Several products using the University identity system can be ordered through Document Services. Purchasing and printing in large quantities allows all University units to share in the lowest cost. Products include folders, report covers, notecards with matching envelopes, and preprinted trifold brochures. A complete list and examples are available on the identity web site (www.uiowa.edu/graphics), and a price list for these preprinted products is available at the Document Services Centers or at www.uiowa.edu/~printsvc/prices/uidprice.html.

New Logo Requirements

Colleges, departments, centers, and institutes wishing to create a new logo should first contact the director of University Relations Publications. Logos must be created using a professional designer approved by the director of University Relations Publications.

Designs must meet the following criteria:

- Coordinate graphically with the UI graphic identity system
- Be legible
- Reduce to a small size
- Translate visually in a web format
- Be able to be reproduced in one color

Preprinted Products

Some preprinted products are available through General Stores or Document Services Centers. Examples are laminated folders, trifold brochure blanks, and report covers. Visit the Printing Department web site at www.uiowa.edu/~printsvc/docsvcs/ref/ccstok.html.

Coordinating Designs and Products

Many products with coordinating designs are available, including half-sheet letterhead, monarch letterhead, mailing labels, and enclosure notes. Clients may order these products through the Printing Department with a requisition, saving design expenses and time. Visit the Printing Department web site at www.uiowa.edu/~printsvc.

OTHER LOGOS AND IDENTITY SYSTEMS

Use of Unit Logos

The UI logo and/or wordmark may not be combined within a unit logo or wordmark. If a unit's graphic logo contains the words "The University of Iowa," these words can be omitted from the unit's logo to avoid repetition of the words "The University of Iowa" on a publication or other printed materials. Unit logos may appear in external communications (and on collateral items, such as mugs, internal memos, pencils, hats, T-shirts, etc.).

When the president and vice presidents decided to pursue a new logo and wordmark for the University, one of their goals was to reduce the proliferation of logos in use at the University. The Graphic Identity Committee will examine some current logos to determine the appropriateness of their use, their legibility, and their ability to be used in one color and on the web.

Colleges, departments, centers, and institutes wishing to create a new logo should first contact the director of University Relations Publications. Logos must be created using a professional designer approved by the director of University Relations Publications. Designs must coordinate graphically with the UI graphic identity system and must be legible (must reduce to a small size, must translate visually in a web format, and must be able to be reproduced in one color).

UI Health Care

University of Iowa Health Care's graphic identity system is a subbrand of The University of Iowa's system. All communications from the Roy J. and Lucille A. Carver College of Medicine and the UI Hospitals and Clinics should comply with the UI Health Care identity system. The Joint Office for Marketing and Communications manages the identity system and reviews communications materials to ensure that the specifications and the general intent of the identity system are followed. Contact Diana Lundell at 356-4303 or diana-lundell@uiowa.edu.

UI Comprehensive Campaign

The University of Iowa Foundation has created a graphic identity system for the UI comprehensive campaign, Good. Better. Best. Iowa: The Campaign to Advance Our Great University. For information about use of the campaign logo and other identity system elements, contact the foundation's vice president for communications and campaign support at uiowafoundation@uiowa.edu or 335-3305.

EDITORIAL STANDARDS

The University's Name

The University should always be referred to as "The University of Iowa" (note the capital T in "The") or as "the University" (note the capital U) or as "Iowa." Writers should avoid using any other abbreviations or nicknames for The University of Iowa. When used as an adjective, "The University of Iowa" may be abbreviated to "UI." Never use the abbreviation as a possessive ("UI's"). A complete University Relations Publications editorial style guide is available on the identity web site at www.uiowa.edu/graphics/training.html.

Helpful URLs

Identity Manual:
www.uiowa.edu/graphics

Downloadable Graphics:
www.uiowa.edu/graphics

University Relations Publications:
www.uiowa.edu/~urpubs

University Relations Publications
Editorial Style Guide:
[www.uiowa.edu/graphics/
training.html](http://www.uiowa.edu/graphics/training.html)

Nondiscrimination Statement:
[www.uiowa.edu/~eod/policies/
non-discrimination-statemt.html](http://www.uiowa.edu/~eod/policies/non-discrimination-statemt.html)

Accuracy/Proofing

To ensure accuracy in University publications, writers are urged to check any facts, dates, or figures (see www.uiowa.edu/~our/fact.book). The Office of University Relations can assist with checking some facts. Proofreading services are available at the Printing Department. For help or additional information about editorial standards, contact the director of University Relations Publications.

Affirmative Action Statement

The following nondiscrimination statement must appear in (1) all publications describing educational programs (including continuing education programs and conferences) and (2) all publications recruiting individuals for employment or for enrollment or participation in educational programs.

The text of the statement can be found on the web at [www.uiowa.edu/~eod/
policies/non-discrimination-statemt.html](http://www.uiowa.edu/~eod/policies/non-discrimination-statemt.html).

The inclusion of the nondiscrimination statement is required by federal regulation and is designed to make clear to prospective applicants or participants the University's commitment to equal opportunity in employment and equal access to its programs and activities. With the increase in desktop publishing, it is important for individual departments to be aware of this requirement and to include the nondiscrimination statement in departmental publications that are not printed by the Printing Department, University Relations, Health Science Relations, or University of Iowa Health Care's Joint Office for Marketing and Communications.

The University of Iowa's statement reads as follows:

The University of Iowa prohibits discrimination in employment, educational programs, and activities on the basis of race, national origin, color, creed, religion, sex, age, disability, veteran status, sexual orientation, gender identity, or associational preference. The University also affirms its commitment to providing equal opportunities and equal access to University facilities. For additional information, contact the Office of Equal Opportunity and Diversity, (319) 335-0705.

Fair Information Practices Act

According to Chapter 22 of the Code of Iowa, notice must be given when the University requests personally identifiable information from a person, other than the kind of information appearing in the University directory.

The notice should include the following:

- why the information is being requested;
- whether the information will be routinely disclosed outside the University, and if so, to whom;
- which information being requested is optional; and
- what will happen if the information is not provided.

Examples of these statements are available at [www.uiowa.edu/~our/
opmanual/ii/20.htm](http://www.uiowa.edu/~our/opmanual/ii/20.htm).

CONSULTATION

University Relations Publications can help departments incorporate the graphic identity system into their materials. Staff members in vice presidential, collegiate, and public relations offices are available for consultation and advice, too. If you have concerns, you might want to talk with one of the people listed before calling University Relations Publications.

University Relations Publications

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384-0018
scott-ketelsen@uiowa.edu

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College of Nursing

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College of Pharmacy

Barb Kelley • 335-7301 • barbara-kelley@uiowa.edu

College of Public Health

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Graduate College

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Health Science Relations

Connie Peterson • 335-8035 • connie-peterson@uiowa.edu

Henry B. Tippie College of Business

Lesanne Fliehler • 335-0859 • lesanne-fliehler@uiowa.edu

Roy J. and Lucille A. Carver College of Medicine

Chad Ruback • 335-8595 • chad-ruback@uiowa.edu

University of Iowa Hospitals and Clinics

Diana Lundell • 356-4303 • diana-lundell@uiowa.edu

Central Mail Services

Chris Kula • 384-3809 • chris-kula@uiowa.edu



Letterhead has two-inch top margin.

COLLEGE OF LIBERAL ARTS & SCIENCES
Department of English
308 English-Philosophy Building
Iowa City, Iowa 52242-0000
319-335-0454 Fax 319-335-2535

Letters may begin anywhere along the left, depending upon their length.

MEMORANDUM

To: The University Community
From: University Relations
Date: 2/5/03
Re: Placing elements on the page

UI letterhead is designed to be set up "flush left," which means all copy should begin at the left of the page.

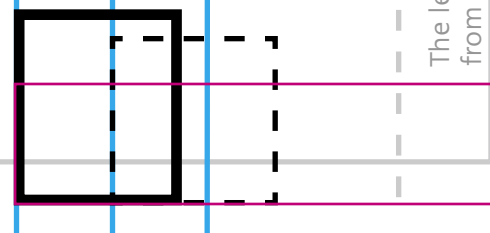
Take a look at these samples and you will see that placing the elements at the left give the document a more organized and orderly appearance than it would if elements are centered or flush right.

This memo is set in the Palatino typeface. The University does not require a standard typeface for letters and other documents. Use the fonts available on your system; whatever appeals to you. Type with serifs, such as Times or Palatino, are more formal and businesslike. Type without serifs (san serif), such as Arial or Helvetica, are less formal.

Additional logos can be placed at the bottom of the letterhead. Logos align left with the bar at the top of the letterhead. Horizontal logos must be no larger than 5/8 inch high by 2 1/2 inch wide. Square logos must be no larger than 3/4 inch by 3/4 inch. Text/Wordmarks may appear to the right of square and horizontal logos. Vertical logos must be no larger than 3/4 inch by 1 inch. Text may not appear next to vertical logos.

*Different printers have varying print margins. Do not drop the bottom margin lower than 1/2 inch on the page. The right-hand margin is flexible (1/2 to 1 inch). Logo placement must be within the position guides graphically illustrated at right.

Letterhead has one-inch left margin.



The letterhead's right margin is flexible, anywhere from 1/2 inch to 1 inch.