QUICK REFERENCE: **IPFW** 50th Celebration Style Guide

**PURPOSE OF THE GUIDE**

The IPFW 50th Celebration style guidelines are provided to help you develop Celebration materials that are consistent with the IPFW identity system and support the IPFW brand. Please review the guidelines before applying IPFW trademarked assets, which can be downloaded from our digital assets management catalog, Vault: ipfw.edu/offices/urc/vault

**CONTACT INFORMATION**

JACK PATTON, Director of Marketing  
260-481-6710, pattonj@ipfw.edu

LEA ANN POWERS, Creative Director  
260-481-6163, powersl@ipfw.edu

**IPFW LOGO USAGE GUIDELINES** including appropriate and inappropriate usage applications can be found at: ipfw.edu/tm-usage

**THE IPFW IDENTITY SYSTEM** will help guide your APPLICATION of general IPFW marks and signatures and can be accessed at: identity.ipfw.edu.

**50TH CELEBRATION–POSITIONING STATEMENT**

Please refer to the positioning statement when describing and referencing IPFW's 50th celebration.

**CELEBRATE IPFW**

For 50 years, IPFW has served our community with pride as a higher education resource.

On our campus, innovation, research, and discovery happen every day.

This is a place where dreams and ideas become brighter futures for our students.

In 2014, IPFW and northeast Indiana will reach a milestone—50 years of collaboration.

And, together we have a lot to celebrate.

More than 50,000 alumni contributing to our region.

More than 13,000 students, most first-generation, strengthening their families.

More than 230 partnerships improving businesses and career options.

**IPFW has never been more vital.**


We celebrate our legacy and anticipate what can happen in the next 50 years.

Indiana University–Purdue University Fort Wayne.

Since 1964, moving forward together has defined who we are.

**NOTE:** Please refer to our yearlong event as a 50th CELEBRATION (not an ANNIVERSARY.)

Find more at: celebrate.ipfw.edu
The Official IPFW 50th Celebration Signature (LOGO)

USE OF THE 50th CELEBRATION SIGNATURE
The IPFW 50th Celebration signature replaces the IPFW triangle mark during the course of the 50th Celebration.

PLACEMENT
Signatures are constructed for specific locations. Please choose the appropriate signature:
- CENTERED version: when all elements are centered.
- FLUSH LEFT version: place in the upper left-hand corner.
- FLUSH RIGHT version: place in the lower right-hand corner.

NOTE: The IPFW triangle mark may NOT be used alone—the full name of the university MUST APPEAR with the mark IN ALL INSTANCES.

The 50th Celebration Graphic Identifier

The graphic identifier is to be used to draw attention to the 50th Celebration, in addition to the IPFW 50th signature.

The graphic identifier is not a logo and should not be used as such. The graphic identifier should not replace the IPFW official signature, yet may be used in addition to the signature.

Find more at: celebrate.ipfw.edu

IPFW is an Equal Opportunity/Equal Access University.
May 6, 2014, v.01
IPFW’s Official Colors and 50th Celebration Colors: Print and Digital

The official IPFW colors, blue and white, are important identifiers to our identity system and specific colors should be used consistently.

The addition of yellow or metallic gold is permitted during the course of the 50th Celebration.

Magenta and green are also used as celebratory 50th colors to increase visual excitement and offer other color options.

**IPFW BLUE, WHITE, AND GREY (SILVER)**

**IPFW 50th CELEBRATION YELLOW (GOLD)**

**IPFW WHITE**

PRINT: PANTONE 294
PRINT: C 100, M 58, Y 0, K 21
DIGITAL: R: 0 G: 63 B: 135
HEX: #003F87

**IPFW GREY**

PRINT: PANTONE COOL GREY7
PRINT: C 0, M 0, Y 0, K 37
DIGITAL: R: 163 G: 161 B: 158
HEX: #A3A19E

**IPFW SILVER (Metallic)**

PRINT: PANTONE 877 metallic
PRINT: C 0, M 0, Y 0, K 0
DIGITAL: NA

**IPFW CELEBRATION YELLOW**

PRINT: PANTONE 123
PRINT: C 0, M 24, Y 91, K 0
DIGITAL: R: 255 G: 203 B: 31
HEX: #FFCB1F

When PANTONE colors are not available, CMYK equivalents may be used. RGB values are for digital display only. When available and appropriate, metallic silver ink, PANTONE MATCHING SYSTEM® 877, may be substituted for (used in addition to) IPFW white or IPFW grey.

**MAGENTA AND GREEN ACCENT COLORS**

**IPFW CELEBRATION MAGENTA**

PRINT: PANTONE 267
PRINT: C 75, M 100, Y 0, K 0
Color used ONLY in graduated triangles

**IPFW CELEBRATION GREEN**

PRINT: PANTONE 3282
PRINT: C 80, M 21, Y 47, K 0
Color used ONLY in graduated triangles

A GRADATED TRIANGLE PATTERN IS USED IN 50TH MATERIALS. PLEASE CONTACT IPFW MCS TO ACCESS THIS ARTWORK.

The 50th Celebration Gold Accent Tab

The color gold is associated with 50th celebrations. To introduce this color into the design system a gold tab has been developed. This angled tab creates a sense of movement and dynamic in 50th Celebration materials.

Find more at: celebrate.ipfw.edu
Typography Guidelines: Minion Pro Bold and Helvetica Neue

Helvetica Neue is the preferred typeface for the IPFW 50th celebration for both print and digital media.

WHEN OFFICIAL FONTS ARE NOT AVAILABLE:
Substitutions may be made when official fonts are not available. Sans-serif typefaces, Arial or Helvetica may be used.

HELVETICA NEUE LT Std: SANS SERIF FONT is the preferred font for IPFW’s 50th Celebration

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**IPFW SCULPTURE WITH PURPOSE™—The Flagship 50th Celebration Project**

Sculpture with Purpose™, presented by Lincoln Financial Group, is IPFW’s flagship 50th Celebration public art project, placing 50 sculptural bike racks in and around Fort Wayne.

**BICYCLE MASTODON**
The official mark for the flagship project must be accompanied by the verbiage, “IPFW SCULPTURE with Purpose.” (For exceptions, please contact IPFW Marketing and Creative Services.)

IPFW Sculpture with Purpose artwork must always appear with an ipfw identifier, preferably the ipfw 50th celebration mark.

SWP art should not appear without identifying the project with ipfw’s 50th celebration.

Find more at: celebrate.ipfw.edu