

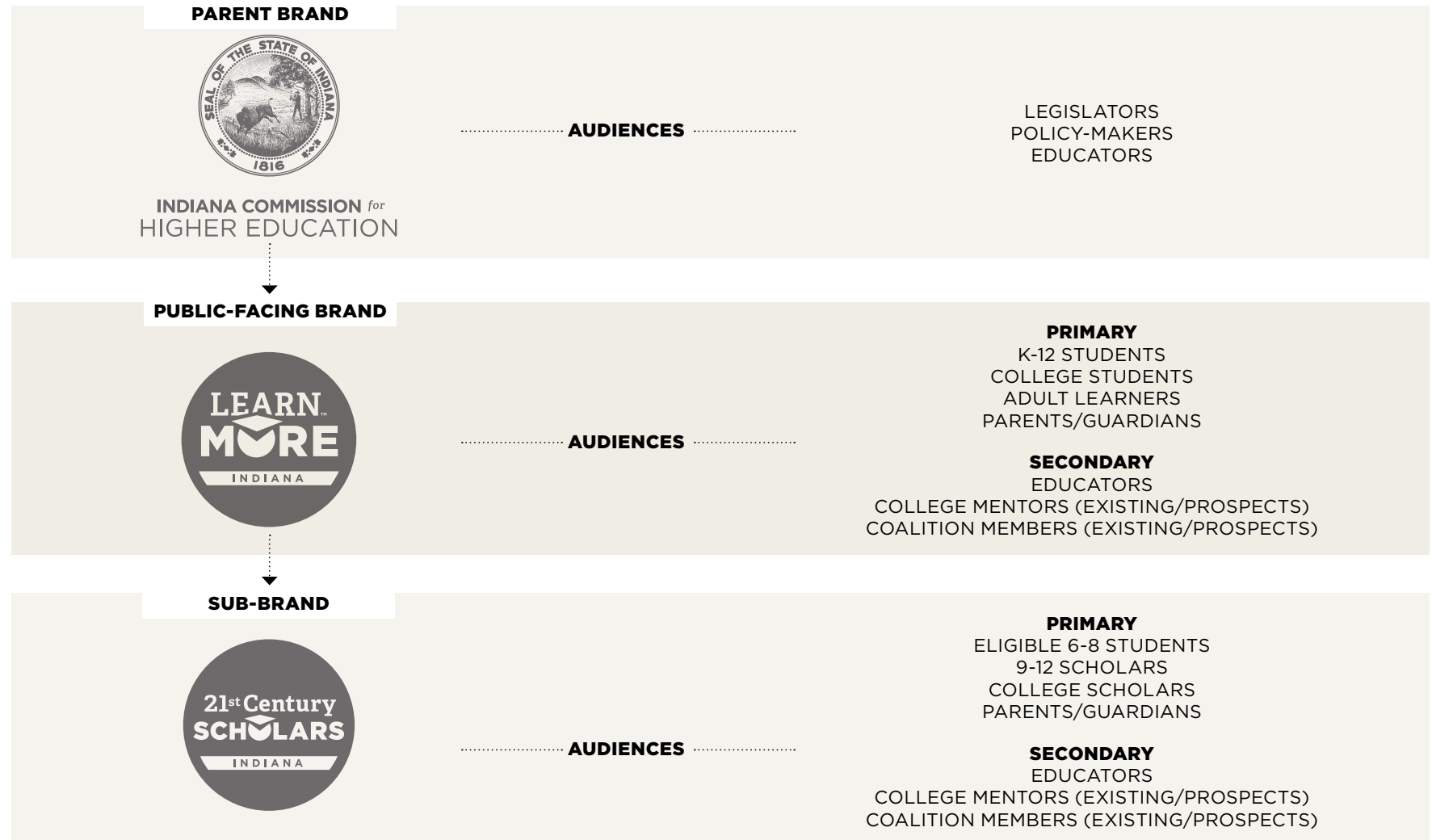
LEARN MORE INDIANA'S

# **VISUAL IDENTITY STANDARDS**

DRAFT: 04/01/15

## BRAND ARCHITECTURE

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## LEARN MORE INDIANA LOGO USAGE

The LMI logo should appear prominently on all marketing materials. Please follow these guidelines for usage and application. These guidelines should also be referenced when using the 21st Century Scholars logo.



### DO:

- ✓ Use the final electronic files of the LMI logo and preserve its original proportions and angle provided in the files.
- ✓ Size the logo at least 0.75" wide or larger in print.
- ✓ Use the logo on all marketing and digital communications — including brochures, advertisements and the website.
- ✓ Use the standard version (1C grey) on all general LMI materials.
- ✓ Use a white rule when more contrast is needed when logo is applied over a colored and/or textured background. Rule should be sized proportionately with the logo, as indicated above.
- ✓ When appearing in conjunction with the CHE and 21st Century Scholars logos, it should be separate from them and in an area of prominence to give it more priority than the support logos.



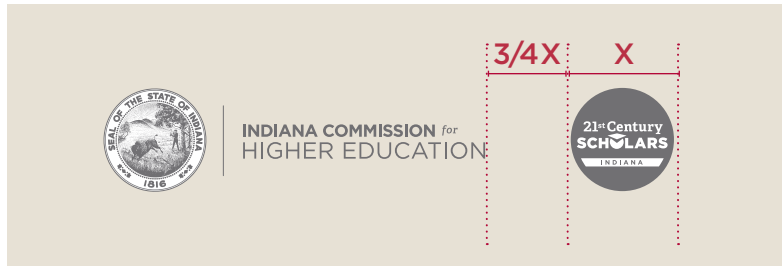
### DON'T:

- ✗ Manipulate, stretch, distort or re-create the logo in any way (with type, rules, shadows, outlines, embellishments, etc.).
- ✗ Use the logo with a drop shadow.
- ✗ Reproduce the logo with unapproved color treatments.
- ✗ Scale the logo smaller than .75" wide.
- ✗ Add any elements to the logo.
- ✗ Place the logo in a way that groups it too closely with text or other graphic elements.
- ✗ Dissect and/or rearrange the logo elements in any way.

## SUPPORT LOGOS

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For LMI materials that could overlap with the 21CS audience, the LMI logo should be featured prominently with this support logo lockdown and approved program language as needed. Please follow these guidelines for usage and application.



### PLACEMENT DO:

- ✓ The 21CS logo should always be placed to the right of the CHE logo, leaving a space between logos equal to about 3/4 the size of the LMI logo.



### PLACEMENT DON'T:

- ✗ Never use the 21CS logo without the recommended space between.
- ✗ Never place the 21CS logo to the left of the CHE logo.



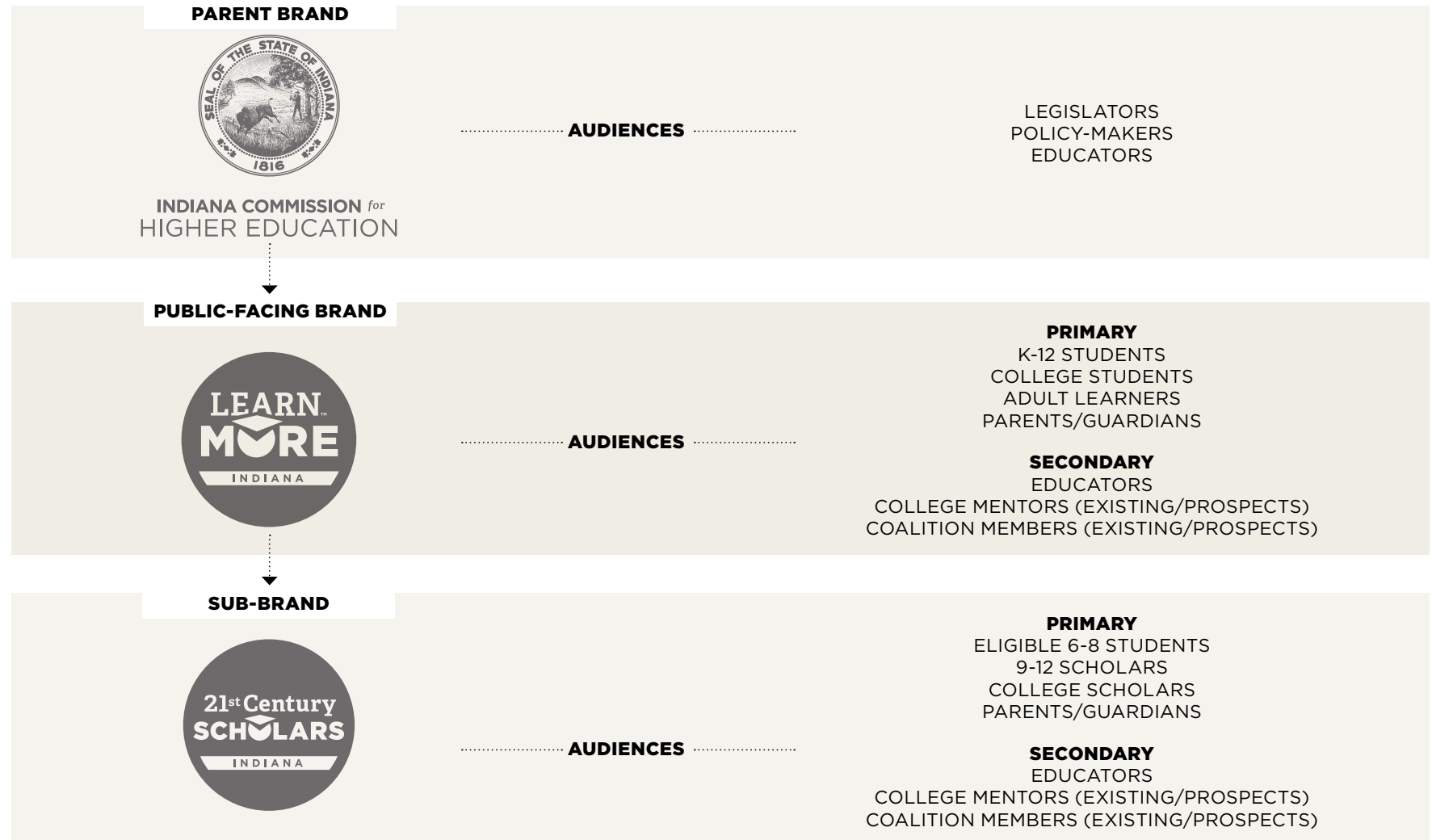
LEARN MORE INDIANA'S

# **VISUAL IDENTITY STANDARDS**

DRAFT: 04/01/15

## BRAND ARCHITECTURE

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## INDIANA COMMISSION FOR HIGHER EDUCATION LOGO

Stacked and horizontal versions of the CHE logo have been provided. Both versions are acceptable for any application based on available space. Black, 1-color (grey) and 2-color options have also been provided.

	Stacked	Horizontal
1-color	 <b>INDIANA COMMISSION</b> <i>for</i> HIGHER EDUCATION	 <b>INDIANA COMMISSION</b> <i>for</i> HIGHER EDUCATION
2-color	 <b>INDIANA COMMISSION</b> <i>for</i> HIGHER EDUCATION	 <b>INDIANA COMMISSION</b> <i>for</i> HIGHER EDUCATION

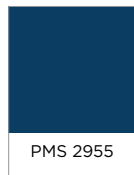
## SAMPLE APPLICATIONS

Below are some basic applications for corporate CHE materials. The state seal may be used as a watermark on printed materials.



Cool Grey 11

C 0 R 113  
M 2 G 113  
Y 0 B 115  
K 68



PMS 2955

C 100 R 0  
M 78 G 55  
Y 36 B 100  
K 28



INDIANA COMMISSION *for*  
HIGHER EDUCATION

### MEMORANDUM

**TO:** Indiana School Superintendents  
High School Principals and Counselors

**FROM:** Teresa Lubbers, Commissioner for Higher Education  
Glenda Ritz, Superintendent of Public Instruction

**DATE:** January 13, 2015

**RE:** FAFSA Completion Initiative

The Indiana Commission for Higher Education and Indiana Department of Education are committed to ensuring that Hoosier students are academically and financially prepared to continue their education beyond high school.

By completing and returning the attached data-sharing agreement, you give the Commission for Higher Education the authority to share detailed **FAFSA Completion Reports** beginning in February, listing each of your high school seniors who has completed the FAFSA—or Free Application for Federal Student Aid—and whether any updates or corrections are required.

Indiana has one of most generous need-based financial aid systems in the U.S., ranking our state 1<sup>st</sup> in the Midwest and 7<sup>th</sup> nationally with more than \$300 million in state aid awarded to Hoosier students annually. Unfortunately, every year thousands of high schools seniors miss out on this critical opportunity by failing to file FAFSA by Indiana's March 10<sup>th</sup> filing deadline.

Without a current FAFSA on file, prospective college students are ineligible to receive federal, state and institutional aid dollars as well as many local scholarship opportunities. The sad reality is that the vast majority of students who miss the March 10<sup>th</sup> FAFSA filing deadline will never enroll in college let alone complete a college credential.

Please take a moment to complete and return the attached agreement, so we can arm your high schools with the information they need to better support your students in pursuing their dreams of a postsecondary education.

If you have any questions about the attached data-sharing agreement, please contact Chad Crowe, the Commission's Director of Systems Improvement and Program Support, at [ccrowe@che.in.gov](mailto:ccrowe@che.in.gov) or 317-232-5207.

Thank you, as always, for your ongoing efforts to support student success.

# **VISUAL** BRAND

Color, typography and imagery are key components in communicating your brand personality. In combination with strong messaging, these elements present Learn More Indiana as a comprehensive and reliable college planning resource. Consistency in application is essential to building brand recognition with your key audiences.

## LEARN MORE INDIANA LOGO

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### PRIMARY LOGO

For use on all general LMI materials

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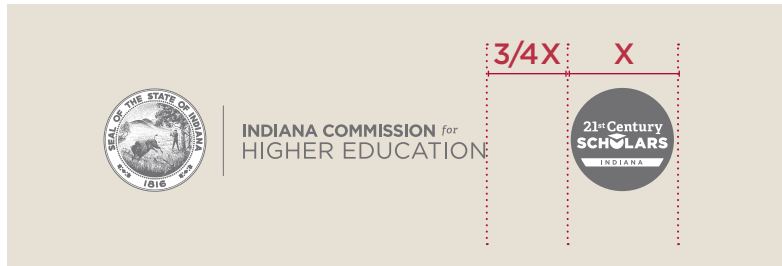
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## TYPOGRAPHY

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### PRIMARY FONTS FOR PRINT

Consistent use of the Learn More Indiana typefaces across all marketing materials will ensure legibility and promote visual unity. These primary print fonts should be used exclusively on all professionally typeset materials using design and layout software.

## Adelle Basic

for use in headlines and infographics

thin	<i>italic</i>
<i>thin italic</i>	<b>semibold</b>
light	<b><i>semibold italic</i></b>
<i>light italic</i>	<b>bold</b>
regular	<b><i>bold italic</i></b>

## GOTHAM HTF CONDENSED

for use in sidebar headlines and infographics

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## Gotham HTF

for use in text and infographics

thin	<b>regular</b>
<i>thin italic</i>	<b><i>regular italic</i></b>
light	<b>bold</b>
<i>light italic</i>	<b><i>bold italic</i></b>
book	<b>black</b>
<i>book italic</i>	<b><i>black italic</i></b>

### CROSS-PLATFORM FONTS

These fonts should ONLY be used in Microsoft programs such as PowerPoint and Word. Calibri should be used most prominently in general communications, with Garamond being reserved for formal correspondence (e.g., formal letters).

## Calibri

regular  
*italic*  
**bold**  
***bold italic***

## Garamond

regular  
*italic*  
**semibold**  
***semibold italic***  
*italic*  
**bold**  
***bold italic***

## TYPOGRAPHY: SAMPLE TEXT TREATMENTS

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Use consistent styling for type treatments (headlines, subheads, body copy, copy callouts, etc.) across all marketing materials.

### HEADLINE

*Gotham HTF Light Condensed Regular; 38 point on 46 leading; Caps, 100% Pantone Cool Gray 11*

Sample body copy treatment amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

*Gotham HTF Light Regular; 9.5 point on 13 point leading; .083 space after for new paragraph; 100% Black*

#### ***Subhead sample text***

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, qui praesent luptatum zzril delenit augue dui dolore te feugait nullai.

*Adelle Basic SemiBold Italic; 13 point on 15 point leading; 90% Black; .04 space after*

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

*Learn more* about what  
you should be doing today  
to help you get into the  
college you want.

THIS IS A SAMPLE  
OF A CAPTION. IT  
CAN BE FLUSH LEFT  
OR CENTERED AND IS  
USUALLY IN A COLOR  
THAT RELATES TO  
THE IMAGE.

THIS IS A  
SAMPLE OF A  
CAPTION.

### THIS IS AN EXAMPLE OF A SIDEBAR HEADLINE:

- Bullet copy for sidebar
- Lorem ipsum dolar
- Duis autern vel eum iriure dolar in hendrerit
- Ut wisi enim ad minum veniam quis nostrud

**COLLEGES RECRUIT  
ATHLETES AND  
MATHLETES**

*LearnMoreIndiana.org/career*

### FAQS

#### *Subhead sample text*

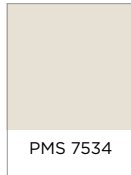
Sample text for treatment of bullet copy along with a paragraph of text before the bullets.

- Lorem ipsum dolar dui autern vel eum iriure dolar in hendrerit ut enim ad minum veniam quis nostrud.
- Lorem ipsum dolar dui autern vel eum iriure dolar in hendrerit ut enim ad minum veniam quis nostrud.

## COLOR PALETTE



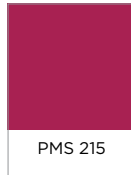
C 0 R 113  
M 2 G 113  
Y 0 B 115  
K 68



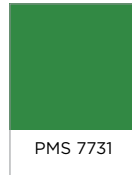
C 0 R 232  
M 2 G 226  
Y 8 B 214  
K 10



C 84 R 26  
M 47 G 121  
Y 1 B 189  
K 0



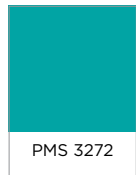
C 30 R 168  
M 100 G 33  
Y 55 B 82  
K 9



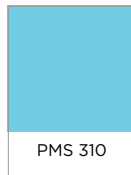
C 85 R 30  
M 23 G 135  
Y 93 B 74  
K 9

### PRIMARY PALETTE

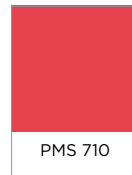
The primary palette colors should be used to help unify the LMI program materials.



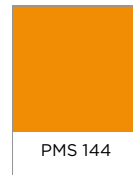
C 79 R 0  
M 14 G 162  
Y 39 B 163  
K 1



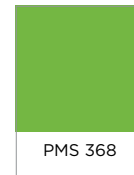
C 51 R 112  
M 0 G 205  
Y 9 B 227  
K 0



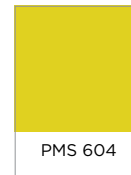
C 4 R 228  
M 89 G 66  
Y 68 B 77  
K 1



C 3 R 239  
M 53 G 142  
Y 100 B 34  
K 0



C 60 R 116  
M 5 G 183  
Y 100 B 67  
K 0



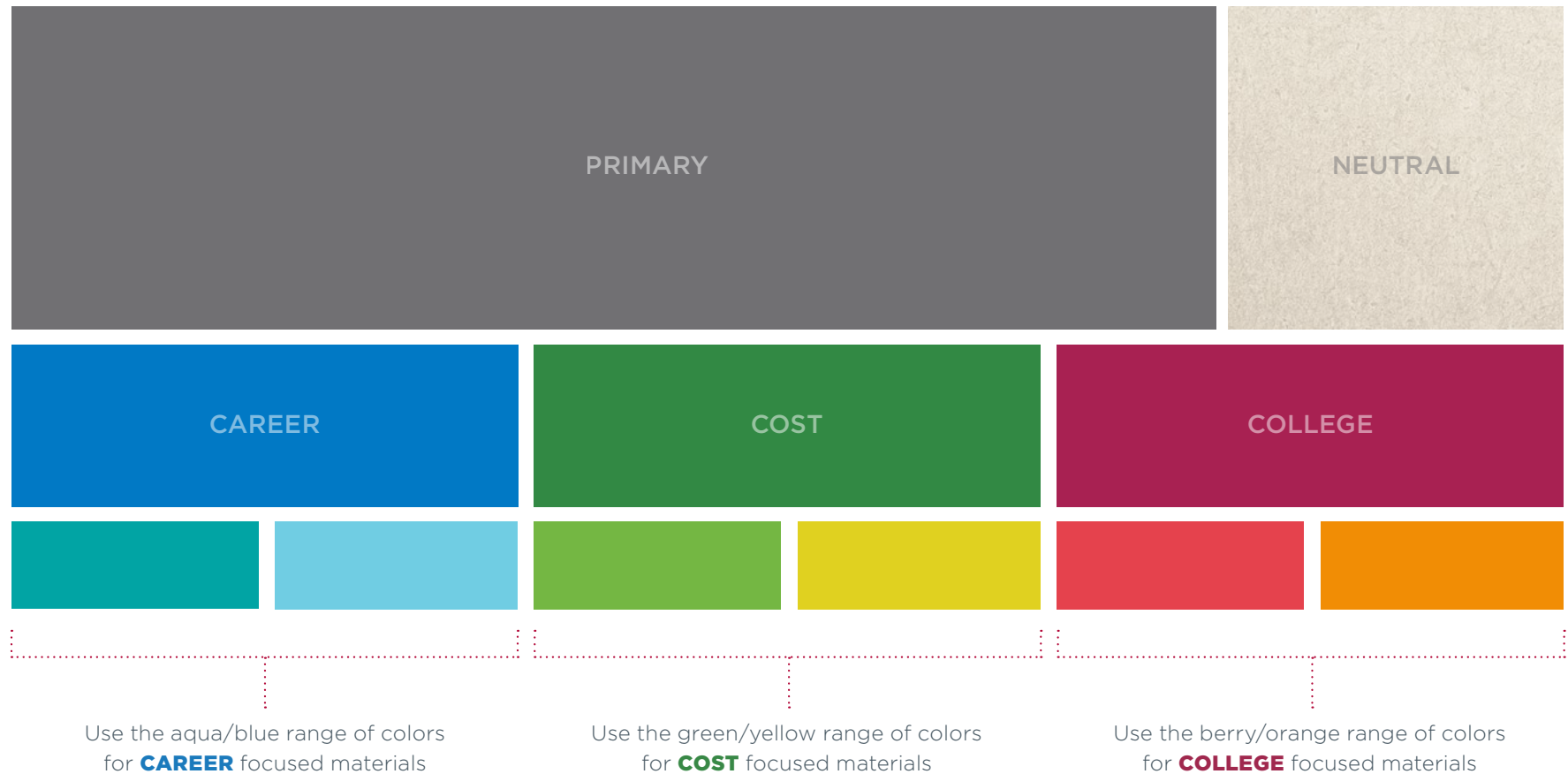
C 10 R 237  
M 7 G 218  
Y 95 B 38  
K 0

### SUPPORT PALETTE

The support palette should be used in conjunction with the primary palette to highlight information and add dimension to layouts.

## COLOR APPLICATION

General LMI materials should be anchored by the LMI grey, with the rest of the primary and support palette used to highlight key information. Campaign specific materials and other materials focused on one of LMI's main information topics should follow the guidelines outlined below:



## GRAPHIC ELEMENTS: TEXTURES

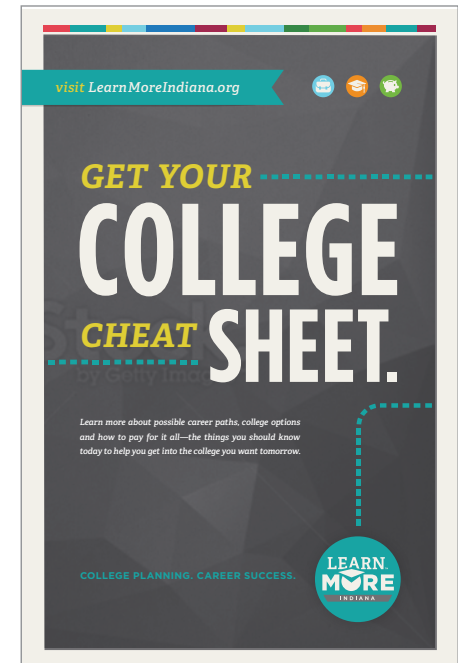
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The combination of color and texture is a prominent feature of the LMI visual brand. Rather than using large fields of solid color from the palette, colors are multiplied over a variety of geometric textures and patterns to give materials a tactile appearance.

- Whenever possible, the colors should be used with their corresponding campaign
- For general materials or information, any of the colored textures may be used.

### FILES PROVIDED:

- FILES COMING SOON

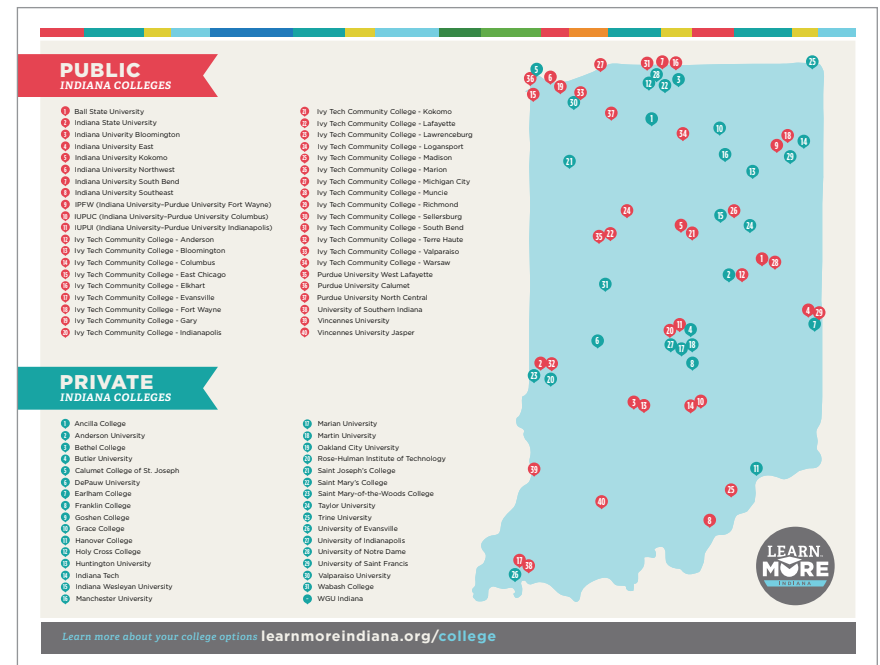
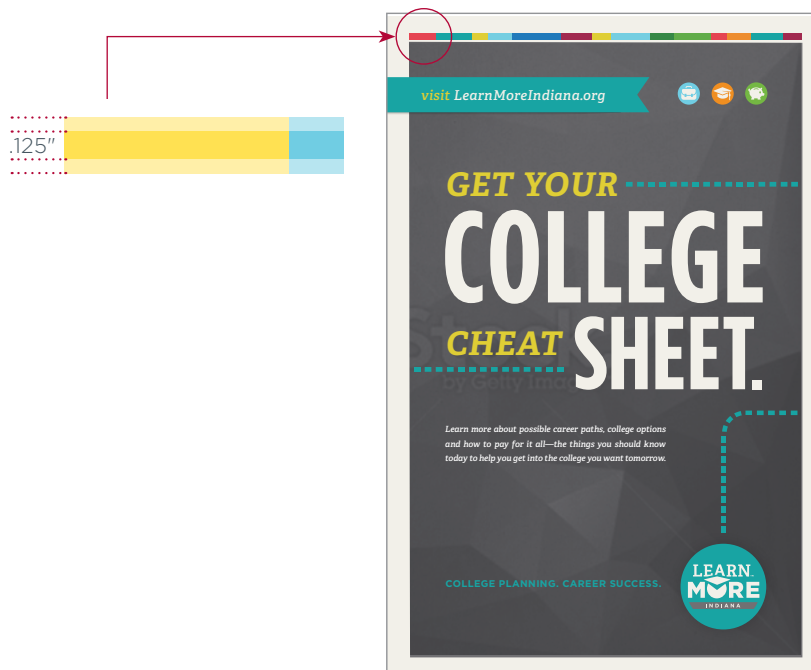
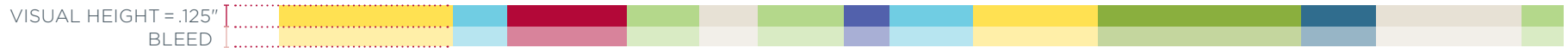


## GRAPHIC ELEMENTS: COLOR BAR ART

The color bar is a graphic element used throughout the LMI print materials and electronic media. Always use the color bar art at 100% of size (CHE\_ColorBar\_V2.ai). The art file includes bleeds. The visible height of the bar art should be equal to 1/2 the actual height that the bar art was created at or equal to .25". If the art is not being used as a bleed, close the graphic box to a height of .125". See examples of color bar usage below.

### FILES PROVIDED:

- CHE\_ColorBar\_V2.ai

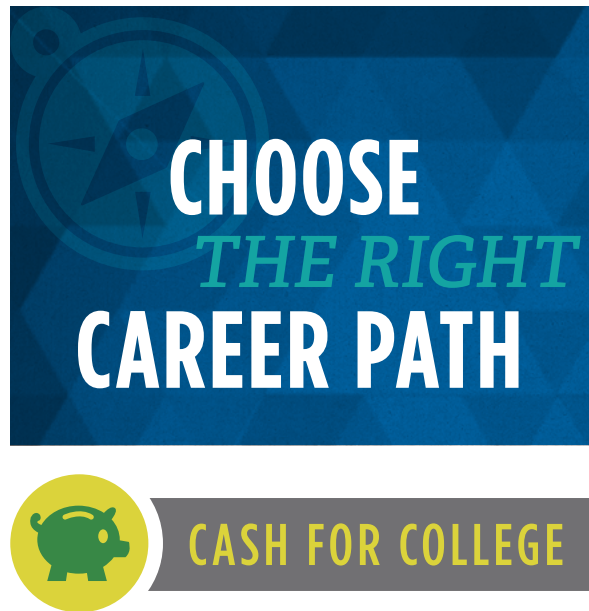




## GRAPHIC ELEMENTS: ICONS

Support graphics should consist of simple, two-dimensional artwork. When selecting or creating new artwork, match for consistency in line quality, weight and style to the samples below. Combine with approved typography and color palette to create graphics.

*Avoid clip-art and artwork that is 3-dimensional or appears hand-drawn.*





## STUDENT PHOTOGRAPHY

Use real Hoosiers in real Indiana educational settings whenever possible to give your publications a feeling of authenticity.

### WHEN SHOOTING NEW IMAGES, FOLLOW THESE GUIDELINES:

- Students should be photographed in a variety of educational environments (e.g., classroom, library, hallway, sports field, auditorium, science lab, music room, school's grounds, etc.).
- Students should appear natural and confident.
- Capture them in candid poses (e.g., studying, paying attention in class, interacting with another student or teacher, using a computer or tablet, carrying sports gear, playing a musical instrument, etc.).
- The student should always be in focus. The background should be in soft focus.
- Compose the image with the student off-center, allowing negative space for type and graphics in layout.
- Use existing library of 21st Century Scholars images for reference on composition, lighting and color saturation.
- Avoid including students' names, grades or other profile information in materials intended to last more than one year, as this information will date the photos. Including students' last names, schools or towns/cities is never recommended for safety purposes.

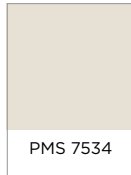


*Images are representational ONLY. Learn More Indiana does NOT own the rights to use or distribute these images.*

## COLOR PALETTE



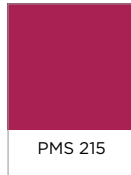
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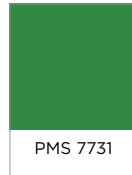
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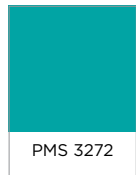
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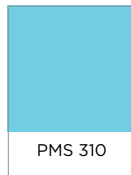
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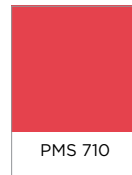
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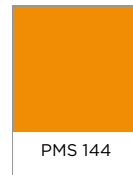
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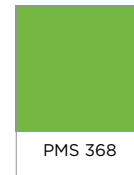
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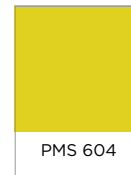
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