BRAND ARCHITECTURE

PARENT BRAND

INDIANA COMMISSION for HIGHER EDUCATION

AUDIENCES

LEGISLATORS
POLICY-MAKERS
EDUCATORS

PUBLIC-FACING BRAND

LEARN MORE INDIANA

AUDIENCES

PRIMARY
K-12 STUDENTS
COLLEGE STUDENTS
ADULT LEARNERS
PARENTS/GUARDIANS

SECONDARY
EDUCATORS
COLLEGE MENTORS (EXISTING/PROSPECTS)
COALITION MEMBERS (EXISTING/PROSPECTS)

SUB-BRAND

21st Century SCHOLARS INDIANA

AUDIENCES

PRIMARY
ELIGIBLE 6-8 STUDENTS
9-12 SCHOLARS
COLLEGE SCHOLARS
PARENTS/GUARDIANS

SECONDARY
EDUCATORS
COLLEGE MENTORS (EXISTING/PROSPECTS)
COALITION MEMBERS (EXISTING/PROSPECTS)
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

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
BRAND ARCHITECTURE

PARENT BRAND

INdiana Commission for Higher Education

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AUDIENCES
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.
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 the most generous need-based financial aid systems in the U.S., ranking our state 1st in the Midwest and 7th nationally with more than $300 million in state aid awarded to Hoosier students annually. Unfortunately, every year thousands of high school seniors miss out on this critical opportunity by failing to file FAFSA by Indiana’s March 10th 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 10th 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 or 317-232-5207.

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

Jason Bearce
Associate Commissioner
Strategic Communications & Initiatives
jbearce@che.in.gov • 317.464.4400 ext. 119
101 W. Ohio St., Suite 550 Indianapolis, IN 46204
www.che.in.gov
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

PRIMARY LOGO
For use on all general LMI materials
LEARN MORE INDIANA LOGO USAGE

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TYPOGRAPHY

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
- thin italic
- light
- light italic
- regular
- italic
- semibold
- semibold italic
- bold
- bold italic

Gotham HTF
for use in text and infographics
- thin
- thin italic
- light
- light italic
- regular
- regular italic
- bold
- bold italic
- book
- book italic

GOTHAM HTF CONDENSED
for use in sidebar headlines and infographics
- ABCDEFGHIJKLMNOPQRSTUVWXYZ
- abcdefghijklmnopqrstuvwxyz
- 1234567890

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
- bold
- bold italic
TYPOGRAPHY: SAMPLE TEXT TREATMENTS

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

HEADLINE
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 exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Subhead sample text
Duis autem vel eum iure dolor in hendrerit in vulputate velit esse molestie consequat, qui praesent luptatum zzril delenit augue dui dolore te feugait nullai. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Gotham HTF Light Condensed Regular; 38 point on 46 leading; Caps, 100% Pantone Cool Gray 11
Gotham HTF Light Regular; 9.5 point on 13 point leading; .083 space after for new paragraph; 100% Black
Adelle Basic SemiBold Italic; 13 point on 15 point leading; 90% Black; .04 space after
Learn more about what you should be doing today to help you get into the college you want.

LearnMoreIndiana.org/career

*** COLLEGES RECRUIT ATHLETES AND MATHLETES ***

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 an example of a sidebar headline:

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

FAQs

Subhead sample text

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

- Lorem ipsum dolar Duis autern vel eum iuriue dolar in hendrerit ut enim ad minum veniam quis nostrud.
- Lorem ipsum dolar Duis autern vel eum iuriue dolar in hendrerit ut enim ad minum veniam quis nostrud.
COLOR PALETTE

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

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:

- Use the aqua/blue range of colors for **CAREER** focused materials
- Use the green/yellow range of colors for **COST** focused materials
- Use the berry/orange range of colors for **COLLEGE** focused materials
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.
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.

Many Indiana colleges offer online classes
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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SUPPORT PALETTE
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