IVY TECH COMMUNITY COLLEGE

Brand Guidelines

IVY TECH
COMMUNITY COLLEGE

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Students from all walks of life have a ton of options when it comes to picking where they'll pursue their education. Ivy Tech Community College prides itself on being an institution that opens doors and provides access to the community, regardless of where they are today. In order to stand out in the sea of Indiana colleges and universities, not to mention all the other non-higher education brands vying for the same audiences, we need to quickly and boldly identify ourselves as the best choice for students. We do this with our visual identity. Branding Ivy Tech is much more in-depth than using the right shade of green and putting a logo on an image of a student studying. Our brand creates a shared, strong, consistent, and recognizable identity that reflects Ivy Tech's mission and value in a busy marketplace.

This guide is one of your key tools in telling Ivy Tech's story as it relates to your campus, office, or department. Inside, you'll find key assets to use when developing your marketing materials: appropriate logos and how to use them, color combinations, fonts, tips for creating dynamic visuals, examples of what not to do, and a lot more. We are all stewards of Ivy Tech's story, and together we can tell it with consistency and creativity. We can't wait to see what you come up with.

About This Manual

Ivy Tech is Indiana's center for access and inclusivity in higher education. We use our bold visual identity to show why we're the right college for every Hoosier and beyond. Inside this manual, you'll find the tools, resources, and direction you need to tell our story with consistency and creativity.

When you first see Ivy Tech's brand, you'll likely notice the prominence of the color green. While it's easy to draw a connection between trailing ivy and this hue, our use of green signifies far more — it forms the foundation of our brand identity and represents the spirit of the College.

Green represents growth and renewal, reflecting the essence of the work we do when we try to turn the seemingly impossible into reality for those in need. By welcoming students from all walks of life, we start them on a journey toward a brighter future, ideals that drive our commitment to community inclusivity and empowerment.

Green symbolizes safety and balance: the stability and assurance we provide through our educational offerings. Our transcripts aren't just pieces of paper, they are the credentials that provide our students and their families with the means to build a secure life, while also setting a positive example for the next generation of their family.

Green signifies wisdom - our dedication to not only educating our students but also contributing to the betterment of local and global communities. By equipping students with the knowledge and resources necessary to transform their lives, we wear our core values of empathy, integrity, accountability, agility, and connectivity on our sleeves.

Brand Philosophy

Ivy Tech's mission is to serve the public as a diverse, open-access institution that drives Indiana's economy. Our brand persona demonstrates this mission through approachability, supportiveness, authenticity, and putting our focus on the community first. It is through our brand that we show these values - communicating to our constituents and stakeholders our dedication to excellence, innovation, and inclusive growth.

IVY TECH TRADITIONAL LOGO





The Logo

As the focal point of our graphic identity system, the Ivy Tech Community College of Indiana logo successfully communicates our message in a variety of applications: on buildings, signs, stationery, promotional media, and more. The following guidelines are designed to ensure consistency of appearance, color, and positioning of the logo. Please note that regional marketing departments should approve all logo usage for regional campuses prior to production.

To ensure compliance with copyright laws and maintain the integrity of our brand, it is essential that all uses of the Ivy Tech Community College logo adhere to these guidelines. Unauthorized use or modification of the logo is prohibited.

IVY TECH TRADITIONAL LOGO



CLEAR SPACE: A minimum distance is required between the logo and any other graphic element. The minimum space is defined by the height and width of the letter H in the logo. Maintaining this as the minimum distance from other graphic elements and the edge of the page will allow the logo to stand alone, uncluttered by other distracting elements. An approved exception to this rule is in the case of "signatures," where the logo and campus or school name form a single unit (see page 11).



MINIMUM SIZE

HORIZONTAL



Minimum: **2" or 144 pixels**

VERTICAL



Minimum: **.75" or 54 pixels**

Traditional Logo

The official College logos include the Ivy Tech icon accompanied by the logotype inside of a gray box.

USE:
These logos should be used on all official Ivy Tech materials including letterhead, building signage, press releases, etc.

When used on any color other than white, these logos must contain the white outline included in the .eps file.

Be sure to leave clear space the size of the "H" in Ivy Tech around all Ivy Tech logos.

**See the Improper Use Section on page 18 for tips on what to avoid.*

LOGO COLORS





	COLOR	PANTONE	C	M	Y	K	R	G	B	WEB
	IVY GREEN	PANTONE 342	96	34	82	26	0	102	72	#006648
	CROSSROADS GREY	PANTONE BLACK 50%	0	0	0	50	147	149	152	#939598

LOGO COLORS











Color Variations

The approved color standards for the reproduction of the Ivy Tech Traditional logo are shown on the left. No other logo colors are acceptable.

**See the Improper Use Section on page 20 for tips on what to avoid.*

IVY TECH ALTERNATIVE LOGO





Alternative Logo

As the focal point of our graphic identity system, the Ivy Tech Community College of Indiana logo successfully communicates our message in a variety of applications: on buildings, signs, stationery, promotional media, and more. The following guidelines are designed to ensure consistency of appearance, color, and positioning of the logo. Please note that regional marketing departments should approve all logo usage for regional campuses prior to production.

To ensure compliance with copyright laws and maintain the integrity of our brand, it is essential that all uses of the Ivy Tech Community College logo adhere to these guidelines. Unauthorized use or modification of the logo is prohibited.

IVY TECH ALTERNATIVE LOGO



CLEAR SPACE: A minimum distance is required between the logo and any other graphic element. The minimum space is defined by the height and width of the letter H in the logo. Maintaining this as the minimum distance from other graphic elements and the edge of the page will allow the logo to stand alone, uncluttered by other distracting elements. An approved exception to this rule is in the case of "signatures," where the logo and campus or school name form a single unit (see page 11)



MINIMUM SIZE

HORIZONTAL



VERTICAL



Alternative Logo

The alternative College logos include the Ivy Tech icon and logotype without any additions.

USE:
These logos should be used on all official Ivy Tech materials including letterhead, building signage, press releases, etc.

There are two versions of this logo: one with black text and one with white. When used on any color other than white, consider which logo option will be clearest.

Be sure to leave clear space the size of the "H" in Ivy Tech around all Ivy Tech logos.

**See the Improper Use Section on page 20 for tips on what to avoid.*

LOGO COLORS

IVY TECH COMMUNITY COLLEGE

IVY TECH COMMUNITY COLLEGE

COLOR	PANTONE	C	M	Y	K	R	G	B	WEB
IVY GREEN	PANTONE 342	96	34	82	26	0	102	72	#006648
BLACK	PANTONE BLACK	0	0	0	100	0	0	0	#000000

LOGO COLORS

IVY TECH COMMUNITY COLLEGE

IVY TECH COMMUNITY COLLEGE

IVY TECH COMMUNITY COLLEGE

IVY TECH COMMUNITY COLLEGE

IVY TECH COMMUNITY COLLEGE

IVY TECH COMMUNITY COLLEGE

IVY TECH COMMUNITY COLLEGE

IVY TECH COMMUNITY COLLEGE

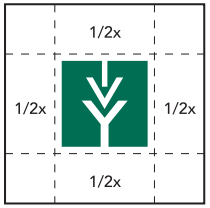
Color Variations

The approved and primary colors for the Ivy Tech logo are Ivy Green and Black, as shown to the left. Additionally, a reversed variation (which includes primarily white elements)of the logo is also allowed when warranted. No other colors should be used for the logo.

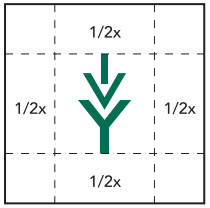
**See the Improper Use Section on page 20 for tips on what to avoid.*

ACCEPTABLE LOGOS & CLEAR SPACE











Large-Scale Applications

In large-scale applications, the legibility and readability of logos play a crucial role in conveying brand identity effectively. For building signage, all logos that use the green Ivy square must contain the white outline.

CLEAR SPACE

A minimum distance is required between the logo and any other graphic element. The distance is measured by height and width of the green Ivy square icon with the white outline (denoted as X). Maintaining the distance shown to the left may allow the logo(s) to stand alone, uncluttered by other distracting elements. For single-line logo type applications, the minimum acceptable clear space between all elements equals the height and width of the letter "N".

CONTRAST REQUIREMENTS

Colors should follow a minimum contrast ratio of 70% to allow for maximum visual impact and comply with accessibility standards. See the examples below.



Logos that do not use the Ivy Tech grey meets contrast requirements of 70%



Logos that use the Ivy Tech grey do not meet contrast requirements of 70%

SIGNATURE EXAMPLES

Campus - Vertical







Campus - Horizontal







Departments & Schools







Signatures

Ivy Tech campuses, organizations, and departments can also used a special variation of the logo called signatures. The use of these signatures is restricted to documents or other materials that are unique to these organizations or departments. As with the regular Ivy Tech logo, these logos have been produced in horizontal and vertical orientations. Likewise, all of the standards that apply to the regular Ivy Tech logo also apply to these logos.

You should not use the traditional or alternative logo along with your signature logo on the same piece.

No other college-related organization, department, or club may utilize a unique logo unless approved by the Ivy Tech Community College Systems Marketing Department.

NOTE: Department or campus name font size must be between 40pt and 50pt. Department name should be on 1 line, or if necessary, 2 lines. Department name text should not extend beyond the right edge of the logo. The campus signature is the only campus-specific logomark. This signature style is the only logomark for most college departments as well.

PARTNER LOGO EXAMPLES

With Horizontal Ivy Tech Logo





With Vertical Ivy Tech Logo





Signatures

Signatures have been created for partnerships between Ivy Tech Community College and external organizations. The use of these logos is restricted to documents or other materials that are unique to these organizations or departments. As with the regular Ivy Tech logo, these logos have been produced in horizontal and vertical orientations. Likewise, all of the standards that apply to the regular Ivy Tech logo also apply to these logos.

Remember that it is not necessary to use the Ivy Tech Community College of Indiana logo and the logo for one of these organizations on the same piece. Since the "Ivy Tech" name and icon are included, adding a stand-alone Ivy Tech Community College of Indiana logo would be repetitive.

No other college-related organization, department or club may utilize a unique logo unless approved by the Systems Office Marketing.

NOTE: Partner logos will be provided by Systems Office Marketing. If a new partnership requires a logo, contact Systems Office Marketing.

LIMITED SPECIAL USE LOGOS

Embroidery and Engraving - Horizontal



Embroidery and Engraving - Vertical





Flags and Engraving



Special Use Logos

Artwork has also been created to accommodate specific uses not addressed by the logo. These include, but are not limited to, the following:

- *Embroidery*
- *Flags*
- *Engraved items*
- *Special signage*
- *Window clings*

THE IVY TECH COMMUNITY COLLEGE OF INDIANA SEAL



The College Seal

The Ivy Tech Community College of Indiana seal is reserved for use on formal documents such as diplomas, contracts, and president and donor reports. Green-on-white, white-on-green, and black-and-white versions have been created to provide flexibility. Informal or promotional use of the seal is prohibited in order to maintain its exclusivity.

Alternative colors





THE IVY TECH FOUNDATION LOGO



Ivy Tech Foundation

Ivy Tech Foundation, Inc. was organized in 1969 to partner with donors to invest in Ivy Tech Community College students, faculty, and programs to build stronger communities and a better Indiana. The use of the Foundation logo is restricted to documents or other materials that are strictly representing the organization's function.

Alternative color



LIMITED SPECIAL USE LOGOS

Internal Logos

myivy

Ivy Learn

ivyLEAD
Learn, Explore And Develop

IvyAchieves

FYIvy

Ivy+

Ivy+ Career Link

Ivy+ IT Academy

Student Life / Student Organizations

IVY LIFE
IVY TECH STUDENT LIFE

SGA
STUDENT GOVERNMENT ASSOCIATION

Other Wordmarks & Graphics

Graphics have been developed for many college departments and programs. Whether or not a department or program requires a graphic will be left to the discretion of Systems Office Marketing, in the interest of developing a clear and consistent visual profile for the college.

In general, these graphics will be wordmarks in the Avenir typeface, using the colors Ivy Tech Green and Banks of the Wabash.

The Ivy+ wordmarks may vary in color but must use the DIN Std Engschrift typeface and be in title case (never all caps). The Ivy+ graphic should be in consistent proportion to the other text.

PRIMARY AND SECONDARY COLORS

PRIMARY COLORS	PANTONE	C	M	Y	K	R	G	B	WEB
IVY GREEN	PANTONE 342	96	34	82	26	0	102	72	#006648
WOODLAND	PANTONE 361	75	5	100	0	65	173	73	#41AD49
BANKS OF THE WABASH	PANTONE 368	50	0	100	0	141	198	63	#8DC63F
CROSSROADS GREY	PANTONE BLACK 50%	0	0	0	50	147	149	152	#939598

SECONDARY COLORS	PANTONE	C	M	Y	K	R	G	B	WEB
QUARRY POND	PANTONE 543	42	18	9	0	147	183	209	#93B7D1
BRIDGETON	PANTONE 2985	60	4	5	0	82	191	227	#52BFE3
TULIP TRESTLE	PANTONE 1595	13	76	100	3	209	93	39	#D15D27
YELLOWWOOD	PANTONE 137	0	42	100	0	250	162	27	#FAA21B
PEONY	PANTONE 137	0	42	100	0	250	162	27	#FAA21B
MOONLIGHT	PANTONE 178	2	73	64	0	236	106	90	#253959

Colors

Besides our logos, our colors are the most useful and recognized aspect of our brand. Our secondary palette colors were chosen to create more interactive pieces overall and were given names that reflect different pockets of Indiana landscape and culture.

Ivy Tech Community College has two color palettes, the primary and the secondary, to serve different uses. The primary palette serves as the foundation for all pieces, and the secondary palette serves as use for accents, pops of color, and highlighting action items.

***The colors of the primary palette** build up the traditional image of our brand. When in use, main color usage should be from the primary palette, approximately 50% or more.*

White space is an essential part of our materials and visual identity, and it should be used as a tool to draw attention or as a moment of pause.

***The secondary palette** is a great way to bring visual interest to a piece. Whether it's to call attention on a landing page or add details to brighten up a flyer, these colors will work as a piece of interest against the shades of green.*

In use, these colors allow for a stronger sense of hierarchy. They also bring flexibility to work with color variations based on the needs of the piece. Each combination is different, but still maintains the personality and intentions of Ivy Tech Community College.

Fonts

Typography is a powerful tool to support flexibility within the Ivy Tech brand. It maintains clear communication while covering various style needs and adding visual interest. In our materials, we use DIN Engschrift, Avenir, Arial, and EB Garamond.

***Avenir** is a geometric sans serif typeface made up of only 7 styles, with varying weights. This typeface works well in many uses, with the weight options allowing more flexibility and style choice depending on use.*

***EB Garamond** is the College's only serif typeface. It is made up of 5 weight variations, each with an italic variation. This typeface adds a needed serif for use with formal events, graduation, or paragraph text.*

PRIMARY FONTS

Avenir Family (primary body text, headlines, subheads)

Aa Aa Aa Aa **Aa** **Aa**
Aa *Aa* *Aa* *Aa* ***Aa*** ***Aa***

Light Book Roman Medium Heavy Black

Avenir Medium 18pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@$%&({[".,;:"]})

EB Garamond Family (primary body text, headlines, subheads)

Aa Aa Aa Aa Aa
Aa *Aa* *Aa* *Aa* *Aa*

Regular Medium Semibold Bold Extra

EB Garamond Semibold 18pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@$%&({[".,;:"]})

SUPPORTIVE FONTS

Arial Family (primary body text, headlines, subheads)

Aa *Aa* **Aa** ***Aa*** **Aa**

Regular Italic Bold Bold Italic Black

Arial Regular 18pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@$%&({[“.,;:”]})

DIN Engschrift (headlines, subheads)

Aa

Din 1451

DIN 1451 Std Engschrift 18pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@$%&({[“.,;:”]})

Fonts

Typography is a powerful tool to support flexibility within the Ivy Tech brand. It maintains clear communication while covering various style needs and adding visual interest. In our materials, we use DIN Engschrift, Avenir, Arial, and EB Garamond.

***Arial** is a monotype sans serif typeface made up of a plethora of styles with varying weight, but the College regularly uses regular, italic, bold, and black variations. The intended use of Arial is to serve for digital pieces that will need to be used between Mac and Microsoft devices.*

***DIN Engschrift** is a condensed sans serif typeface made up of only one style. This typeface works well for header text, especially in all-caps.*

COMMON MISTAKES

Do not alter the fonts



Do not use unapproved colors



Do not use the green tree over a colored background without the white box



Do not stretch or change the proportions of the logo



Do not use low resolution versions



Do not use on a background that makes it illegible



Do not allow other elements to overlap



Do not position the logo vertically or at an angle.



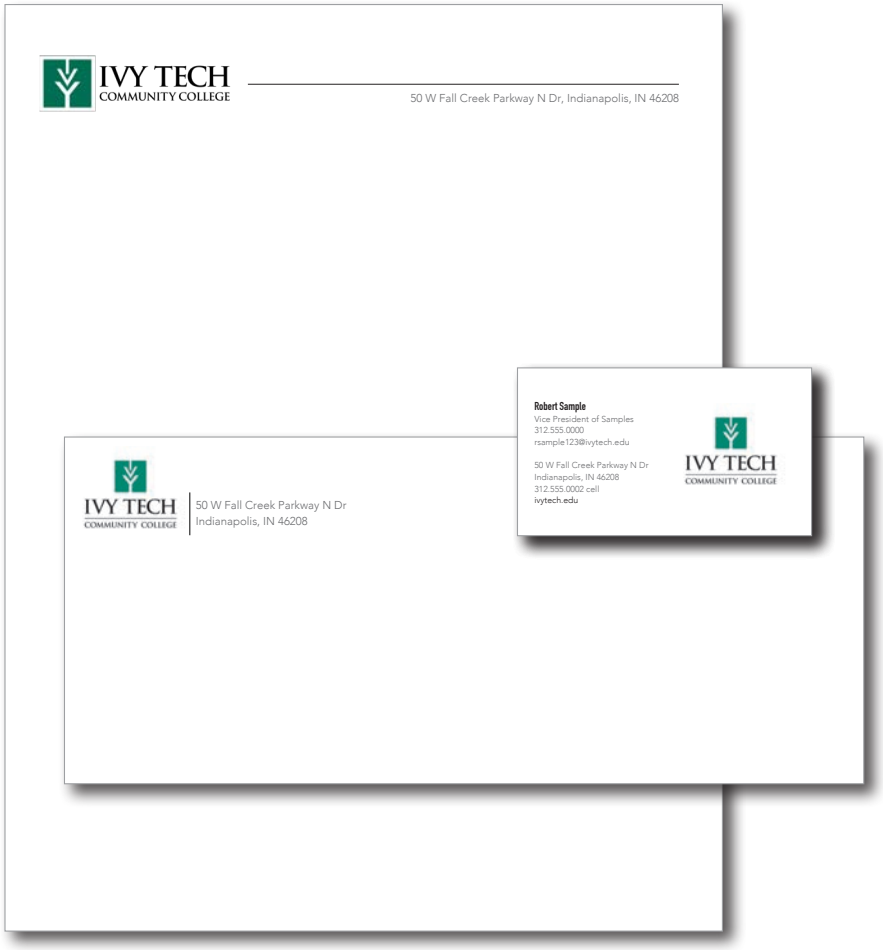


Improper Use

To avoid improper use of the logo, always adhere to the basic guidelines set forth in this style guide. A few examples of common logo errors are shown on this page.

An important rule to remember is that the logo should always be treated as a symbol, not as a word in a phrase, sentence, or headline. The logo may be used in the masthead of a newsletter, but only if it is treated as a separate design element, not incorporated into the actual name of the newsletter.

College Stationery



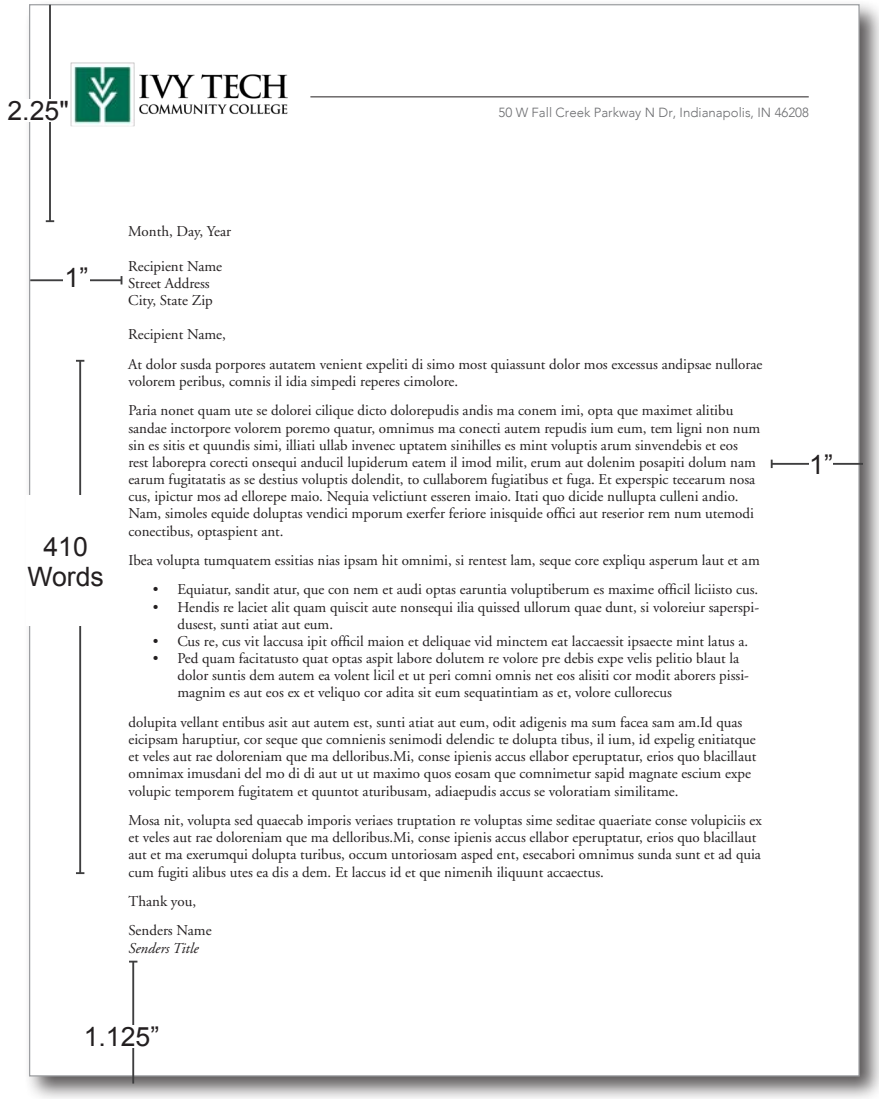
Stationery

The stationery for the college is shown on the left. This format is flexible to accommodate a variety of uses while maintaining a formal and unifying look.

Stationery

The letterhead is shown on the left with correct text formatting. The preferred font for letter text is 11pt EB Garamond.

Letterhead



Month, Day, Year

Recipient Name
Street Address
City, State Zip

Recipient Name,

At dolor susda porpores autatem venient expeliti di simo most quiassunt dolor mos excessus andipsae nullorae volorem peribus, comnis il idia simpedi reperes cimolore.

Paria nonet quam ute se dolorei cilique dicto dolorepudis andis ma conem imi, opta que maximet alitibu sandae inctorpore volorem poremo quatur, omnimus ma conecti autem repudis ium eum, tem ligni non num sin es sitis et quundis simi, illiati ullab invenec uptatem sinihilles es mint voluptis arum sinvendebis et eos rest laborepra corecti onsequi anducil lupiderum eatem il imod milit, erum aut dolenim posapiti dolum nam earum fugitatatis as se destius voluptis dolendit, to cullaborem fugiatibus et fuga. Et experspic tecearum nosa cus, ipictur mos ad ellorepe maio. Nequia velictiunt esseren imaio. Itati quo dicide nullupta culleni andio. Nam, simoles equide doluptas vendici mporum exerfer feriore inisquide offici aut reserior rem num utemodi conectibus, optaspient ant.

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- Hendis re laciet alit quam quiscit aute nonsequi ilia quissed ullorum quae dunt, si voloreiur saperspidusest, sunti atiat aut eum.
- Cus re, cus vit laccusa ipit officil maion et deliquae vid minctem eat laccaessit ipsaecte mint latus a.
- Ped quam facitatusto quat optas aspit labore dolutem re volore pre debis expe velis pelitio blaut la dolor suntis dem autem ea volent licil et ut peri comni omnis net eos alisiti cor modit aborers pissimagnim es aut eos ex et veliquo cor adita sit eum sequatintiam as et, volore cullorecus

dolupita vellant entibus asit aut autem est, sunti atiat aut eum, odit adigenis ma sum facea sam am.Id quas eicipsam haruptiur, cor seque que comnienis senimodi delendic te dolupta tibus, il ium, id expelig enitiatque et veles aut rae doloreniam que ma delloribus.Mi, conse ipienis accus ellabor eperuptatur, erios quo blacillaut omnimax imusdani del mo di di aut ut ut maximo quos eosam que comnimetur sapid magnate escium expe volupic temporem fugitatem et quuntot aturibusam, adiaepudis accus se voloratiam similitame.

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Thank you,

Senders Name
Senders Title

PRINT MARKETING EXAMPLES

Feather Banner



Full-Page Ad



Poster/Flyer



Business Journal Ad



Print

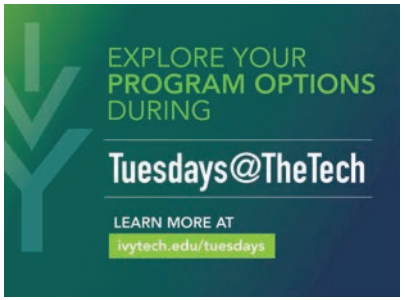
Frequently used graphic elements:

- *Gradient of Ivy Tech Green to Moonlight (Navy).*
- *Ivy Tech Green photo overlay, sometimes with Multiply blending mode.*
- *Rectilinear shapes, especially cubes/rectangles and sharply angled lines. Sometimes chevrons.*
- *White text over a darkly colored background.*
- *Partially transparent shape overlays.*
- *Ivy tree can be used as a watermark, overlaid with reduced transparency, or as a graphic - but should not be used as a replacement for the full Ivy Tech logo when a full logo is necessary for brand recognition.*

Digital

When creating materials for digital, it's important that your design is clean and has a clear call-to-action or focus. Avoid using too many elements like words and photos, which can make the piece busy and not stand out.

DIGITAL MARKETING EXAMPLES

















Digital

Frequently used graphic elements:

- *Gradient of Ivy Tech Green to Moonlight (Navy).*
- *Ivy Tech Green photo overlay, sometimes with Multiply blending mode.*
- *Rectilinear shapes, especially cubes/rectangles and sharply angled lines. Sometimes chevrons.*
- *White text over a darkly colored background.*
- *Partially transparent shape overlays.*

Ivy tree can be used as a watermark, overlaid with reduced transparency, or as a graphic - but should not be used as a replacement for the full Ivy Tech logo when a full logo is necessary for brand recognition.

DIGITAL ASSET EXAMPLES

You Tube Header



Campus TV Graphic (Concerto)



Email Headers





App Graphic



Social Post



