Goals & Audience
Mission and marketing goals

The IU Alumni Association brings alumni together to serve one another and Indiana University.

IUAA marketing efforts fulfill at least one of four goals:

**Recruiting**

We recruit members, participants, volunteers, leaders, contributors, visitors, subscribers, and readers.

**Relationships**

We design experiences and provide tools that tie alumni together and create brand champions.

**Awareness**

We seek to strengthen commitment to Indiana University by sharing the spirit of IU.

**Action**

We generate revenue by offering products and services or by fundraising.
**Our Audience**

Custom audiences are identified for each of our priority projects. Audiences are based on shared traits that indicate a likely interest. We apply thinking about the six seasons of lifetime engagement to this targeted approach, paying close attention to career-related needs and behaviors, as described below.

<table>
<thead>
<tr>
<th>Target Market</th>
<th>Aspiration</th>
<th>Promise</th>
<th>Momentum</th>
</tr>
</thead>
</table>
| Ages 18 to 24 | • Earning a degree  
• Developing relationships  
• Finding a job | • Starting a career  
• Building a support network  
• Leading a balanced life  
• Managing student debt | • Career advancement  
• Raising a family  
• Balancing personal and professional life |

<table>
<thead>
<tr>
<th>Target Market</th>
<th>Harvest</th>
<th>Encore</th>
<th>Legacy</th>
</tr>
</thead>
</table>
| Ages 45 to 55 | • Financing college for children and helping them navigate successfully through college  
• Taking care of aging parents  
• Financial panning for retirement | • Completing careers and pursuing interesting “encore” careers  
• Taking care of aging parents and enjoying time with grandchildren | • Completing the “Bucket List”  
• Living on investment or retirement income  
• Managing personal health  
• Enjoying time with friends, family  
• Financial management for retirement |
Brand Voice

As part of a brand identification process in 2011, the IUAA identified a brand voice and tone. Use the words and phrases here to build a stronger, more branded experience for our audience.

THE VALUE OF IUAA TO ITS TARGET AUDIENCE

Highlighted words resonated strongly with IUAA audiences.

Volunteer engagement
Education
Lifetime connection to IU
Family/ community
Our alumni
Champions
Connecting alumni
Pride
Tradition (including IU tradition/tradition in a changing world)
People
Fun
Impact
Dominant
Assisting alumni
Relationships
Connections (including alumni to alumni, students to alumni)
Memory points
Careers
We are something bigger—IU
Inviting
Legacy
Events
Energy
Youth
Service, serving IU
Discovery
Lifelong learning
Activity
Helping others
Future
Spirit
Diverse
Sense of support
Networking
Opportunity to give back
Home
News source
Benefits
Happy
Positive
The “power” of the alumni network
Education: access to faculty, highly esteemed professors
Social networking, professional events
Activity, energy, youth
Technology

Words that describe the value of the IU Alumni Association
These voice/tone words guide our work and help us convey an accessible brand personality.

**VOICE**

Welcoming  Proud  Savvy  Friendly

**TONE**

**LESS LIKE**
- general questions
- dues-paying members
- news and upcoming events
- all IU alumni are invited

**MORE LIKE**
- talk to us
- loyal and supportive members
- get the inside scoop
- you’re invited

Here are examples of tone applications.
Visual Assets

The way we look is just as important as the way we sound. On the following pages, you’ll find guidelines for type, colors, and photographic styles. Use these visual assets to:

• tie materials together for an IU Alumni Association look and feel
• provide a visual foundation for internal and external audiences
• make a powerful statement about our organization and brand
IU Logo and Signatures

PRIMARY IDENTITIES

The IU Alumni Association fully adopted the integrated image program of Indiana University in 2011. The program offers guidelines for use of the block IU logo and the IU signature, which combines text with the block IU logo.

In 2013, IU Communications updated the IUPUI Office of Alumni Relations signature, at right.

Download these marks at advancement.iu.edu/marketing/graphic-standards »

IU visual identity guidelines can be found online at brand.iu.edu »
CHAPTER AND AFFILIATE IDENTITIES

All chapters and affiliates will follow the new visual identity. The chapter or affiliate name will serve as the secondary line in the identity. IUPUI affiliate programs, like the Jag Club, will use the IUPUI word mark instead of the block IU.

INDIANA UNIVERSITY ALUMNI ASSOCIATION
IOWA CHAPTER

These marks are available upon request. Contact welliot@iu.edu »

CAMPUS AND CONSTITUENT IDENTITIES

All campuses and constituents are already following the IU visual identity program. As you can see in the examples, in most cases the campus name will reside in the primary line. The secondary line will contain the constituent or alumni association name. There are exceptions for constituents that already have a mark created. Again, the IUPUI mark will be used for all IUPUI schools and the main IUPUI campus logo.

INDIANA UNIVERSITY EAST
STUDENT ALUMNI ASSOCIATION

INDIANA UNIVERSITY BLOOMINGTON
SCHOOL OF HEALTH, PHYSICAL EDUCATION & RECREATION ALUMNI ASSOCIATION

INDIANA UNIVERSITY
BLOOMINGTON
MERCHANDISE IDENTITIES

A simpler, shorthand version of the logo is often needed for products, such as sportswear, mugs, and other promotions. Two versions of the merchandise identity are available, in serif and sans serif fonts.

Occasionally, the shorthand version of the logo is used on electronic responsive designs or on print pieces with limited width. In these situations, the logo is often placed on a bookmark with a notched bottom border.

Download these marks at advancement.iu.edu/marketing/graphic-standards »
Design Elements

- Typography
- Color
- Icons
- Shape, marks, lines
- Patterns
- Photography
Print Typography

Typography gives a visual voice that is welcoming, savvy, proud, and friendly to our content. The IUAA brand is served by three fonts: Eames Century Modern; Brandon Grotesque; and Brandon Text.

Eames Century Modern

Brandon Text and Brandon Grotesque

A typographic comparison of Brandon Text and Brandon Grotesque. IUAA uses Brandon Grotesque for headlines, display text, and sometimes for short passages as found in an invitation or a program. We use Text in situations where readability is compromised, such as in magazine articles, at small sizes, or when type is reversed.
IUAA BRAND FONT CUTS

Eames Century
  Modern
    Thin
    Thin Italic
  Light
    Light Italic
  Regular
    Regular
    Regular Italic
    Medium
    Medium Italic
    Bold
    Bold Italic
    Black
    Black Italic

Brandon Grotesque
  Thin
  Thin Italic
  Light
  Light Italic
  Regular
  Regular Italic
  Medium
  Medium Italic
  Bold
  Bold Italic
  Black
  Black Italic

Brandon Text
  Thin
  Thin Italic
  Light
  Light Italic
  Regular
  Regular Italic
  Medium
  Medium Italic
  Bold
  Bold Italic
  Black
  Black Italic
IU Brand Typography

IUAA also uses IU brand fonts. Freelancers, vendors, and other parties should use the IU brand fonts.

Georgia Pro
Georgia Pro Light
Georgia Pro Light Italic
Georgia Pro Regular
Georgia Pro Semi-bold
Georgia Pro Semi-bold Italic
Georgia Pro Bold
Georgia Pro Bold Italic
Georgia Pro Black
Georgia Pro Black Italic
Georgia Pro Cond Light
Georgia Pro Cond Light Italic
Georgia Pro Cond
Georgia Pro Cond Semi-bold
Georgia Pro Cond Semi-bold Italic
Georgia Pro Cond Bold
Georgia Pro Cond Bold Italic
Georgia Pro Cond Black
Georgia Pro Cond Black Italic

Salvo Serif
Condensed
Condensed Regular
Condensed Regular Italic
Condensed Book
Condensed Book Italic
Condensed Medium
Condensed Medium Italic
Condensed Bold
Condensed Bold Italic
Condensed Black
Condensed Black Italic

IU fonts are available upon request. Contact kcarnaha@iu.edu »
Internet Typography

On Web pages, maintain the look and feel established in print, but optimize for readability. For sans serif type, use Lato — it’s similar to Benton and Brandon. For an alternative serif, use Museo 500, which is similar to Eames.

Font choices are limited for email designs. For text, use Georgia and Arial. When words are part of an image, use any of the IUAA or IU brand fonts.

Lato

Lato is freely available from Google Fonts.

Download Lato »

Three cuts (300, 500, and 700) of Museo is freely available from Fontspring.

Visit Fontspring »

Museo

Museo and Eames, a side-by-side comparison
IU Primary Colors

IUAA embraces Indiana University’s official colors, cream and crimson—key components of the IU brand. They are the primary colors for use by all IU-administered campuses and should be dominant in all materials.

The IU brand uses a secondary palette, offering broader artistic freedom. IUAA complies with this color family.
Secondary Colors

IU STEEL
PRINT: PANTONE WARM GRAY 9
C17 M25 Y25 K49
WEB: HEX #82786F

IU MAJESTIC
PRINT: PANTONE 269
C80 M95 Y0 K35
WEB: HEX #4B306A

IU LIMESTONE
PRINT: PANTONE WARM GRAY 5
C11 M13 Y14 K26
WEB: HEX #AE979F

IU MINT
PRINT: PANTONE 337
C40 M0 Y23 K0
WEB: HEX #9ADCC6

IU MIDNIGHT
PRINT: PANTONE 5405
C71 M30 Y13 K41
WEB: HEX #44697D

IU LEATHER
PRINT: PANTONE 722
C3 M45 Y64 K9
WEB: HEX #CD894E

IU OLD GOLD
PRINT: PANTONE 1245
C7 M35 Y100 K13
WEB: HEX #C59217

IU MAHOGANY
PRINT: PANTONE 7533
C36 M52 Y65 K85
WEB: HEX #4A3C31

IUAA BRONZE
PRINT: PANTONE 7532
C23 M37 Y45 K65
WEB: HEX #63513D

IUAA SILVER
PRINT: PANTONE 7544
C35 M14 Y11 K34
WEB: HEX #768692

IUAA adds two metallic neutrals: bronze and silver.

Download Web swatches at go.iu.edu/89F »
Download print swatches at go.iu.edu/89E »
IU Icons

IU Communications created a universal icon library to ensure we’re all using these forms in a way that is representative of our brand.

Download icons at go.iu.edu/89F »
Shapes, Marks, and Lines

IU AA applies detailed design elements to help create a stylized visual brand. Dotted and double lines, notched ribbons and bursts, and shapes with double borders combine to form the basic palette.

"My kids see the love I have for IU, and they see the love IU gives back. Every IU fan—and we make a lot of them—is another positive influence on what they do now and in the future."

Shontrai Irving, BA'97, MA/JD'03
Attorney / Foster Parent / Member

"IU Bloomington Campus: The I Association is celebrating its first 100 years. Letterwinning IU alumni will mark this special occasion at Hossler Village prior to the IU vs. Bowling Green football game."

Photograph by Christopher C. Pickrell, BA'09
IUAA Patterns

A variety of patterns bring depth and texture to the IUAA brand. They convey a conversation, energy, modernity, and interaction.
IU Brand Patterns

IU Communications offers several patterns as part of its Adobe CS swatch collection. Each pattern is offered in three IU brand colors.

Download IU brand patterns formatted as Adobe Illustrator swatches.

[go.iu.edu/89E]
Photography

Use or choose environmental portraits to highlight the community spirit that our alumni experience every day. Use well-composed environmental portraits that make your subject the hero of a captivating scene. Diversity is important. Make sure a variety of people are represented.

Looking for a particular photo? Contact welliot@iu.edu »
Examples
Examples

Conference materials
Examples

Print advertisements
Examples

Booklet

ALUMNI, GET SOME
AWESOME

STAY IN TOUCH
QUESTIONS, COMMENTS, OR IDEAS?
Contact our IUAA membership department at 800-824-3044 or email info@iuaua.org. We look forward to hearing from you!

Follow Jessica’s lead. Join the IU Alumni Association
and give your career an IU lift.

manager of membership at the IU Alumni Association.
Thank you for being “all in” for IU!

MEMBER WELCOME
7 New member welcome

WHERE TO START
PAYMENT PROCEDURES
8 Contact your IUAA membership department at 800-824-3044 or email info@iuaua.org. We look forward to hearing from you!

FINDING PEOPLE
5 Contact the IU Alumni Association membership department at 800-824-3044 or email info@iuaua.org. We look forward to hearing from you!

STAY IN TOUCH
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Stay connected to one of your favorite places.
Indiana University Alumni Association
1000 E. 17th St., Bloomington, IN 47408-1521 | 812-855-4822 or 800-824-3044
You are subscribed as user1@indiana.edu, 954549. To update your email address, please contact advdata@indiana.edu.

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Follow Jessica’s lead. Join the IU Alumni Association and give your career an IU lift.

“An IU Alumni Association membership can mean the difference between a job search and a job. Jessica Baxter
IU bachelor’s in 2006, IU master’s in 2009, associate executive director of BIG ARTS in Sanibel, Florida

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Join IU Alumni Association and give your career an IU lift.

With an IU Alumni Association membership!

PLUS AN EXCLUSIVE IU ALUMNI T-SHIRT!
Enter code: AWESOME

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Examples

Postcard invitations
Examples

Email and Blog
Examples

Infographics