



Student Organization Mark Style Guide

The mark



Self-governed student organizations (SGSO) on all Indiana University campuses now have an official branded mark for use on marketing materials and merchandise. Use of this mark indicates that an organization is an official SGSO at Indiana University.

The mark (continued)



This mark is designed to be used with (not in place of) an SGSO's logo to indicate the organization's affiliation with Indiana University. SGSOs are not permitted to use the trident in their logos.

One for every campus

Use the mark for your SGSO's home campus.



Sizing

You can resize the mark proportionally as needed. The mark should never be so small that you can't read it, and it should not be larger than the organization's logo.



Color options



Black



White



IU Crimson
(PMS 201)

Use

Use the mark in its complete form as shown below. Do not change color, distress, crop, or otherwise modify the mark.



Bad use examples



Example of use on merchandise



