BRANDING
GUIDELINES

IVY TECH COMMUNITY COLLEGE

COLOR
PALETTE

Besides of 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.

The following pages will guide you into using our colors appropriately, ensuring materials across the College maintain a cohesive brand image.

NOTE: When using Ivy Tech colors, the proper color values must be used. Pre-made swatches can be downloaded at **IvyTech.Canto.com/g/StyleGuide.**

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.

PRIMARY PALETTE

IVY GREEN
PANTONE 342 C
CMYK: 96, 34, 82, 26
RGB: 0, 102, 72
#006648

WOODLAND
PANTONE 361 C
CMYK: 75, 5, 100, 0
RGB: 65, 173, 73
#41AD49

BANKS OF THE WABASH
PANTONE 368 C
CMYK: 50, 0, 100, 0
RGB: 141, 198, 63
#8DC63F

CROSSROADS GREY
PANTONE BLACK 50%
CMYK: 0, 0, 0, 50
RGB: 147, 149, 152
#939598

USE COLOR VARIATION

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.

SECONDARY PALETTE

QUARRY POND
PANTONE 543
CMYK: 42, 18, 9, 0
RGB: 147, 183, 209
#93B7D1

BRIDGETON
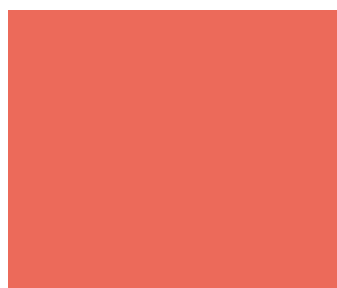PANTONE 2985
CMYK: 60, 4, 5, 0
RGB: 82, 191, 227
#52BFE3

TULIP TRESTLE
PANTONE 1595
CMYK: 13, 76, 100, 3
RGB: 209, 93, 39
#D15D27

YELLOWWOOD
PANTONE 137
CMYK: 0, 42, 100, 0
RGB: 250, 162, 27
#FAA21B

PEONY
PANTONE 178
CMYK: 2, 73, 64, 0
RGB: 236, 106, 90
#EC6A5A

MOONLIGHT
PANTONE 533
CMYK: 92, 78, 40, 32
RGB: 37, 57, 89
#253959

GUIDELINES:
- No more than two colors from the secondary palette used at a time
- Some colors from the secondary palette are not optimized for text on our primary palette, always be conscious of readability
- Primary palette should always be 50% or more of color usage in a piece
- The secondary palette should never be the main color used

COLOR USE EXAMPLES

JOIN US VIRTUALLY FOR

EXPRESS ENROLLMENT DAY

THURSDAY, JUNE 25

During the event you will have the opportunity to complete your enrollment steps virtually, all from the safety and comfort of your home. You will learn more about assessment and either meet with an advisor or set up an appointment, and register for classes that begin in August.

RSVP and let us know you are interested. We will contact you to provide information for your virtual session.

IvyTech.edu/EERSVP

CLASSES START AUGUST 24, DON'T WAIT! SPOTS ARE FILLING QUICKLY.

IVY TECH COMMUNITY COLLEGE

888–IVY–LINE IvyTech.edu

JOIN US VIRTUALLY FOR

EXPRESS ENROLLMENT DAY

THURSDAY, JUNE 25

Click here to learn more.

IVY TECH COMMUNITY COLLEGE

WE ♥ MICHIGAN CITY

ENROLL NOW!

IVYTECH.EDU

LOGOS

The Ivy Tech Community College brand uses several logos that each serve a unique role. These logos are the most recognizable part of the Ivy Tech brand, and their use must follow the guidelines listed in this guide. Each of the approved logos contain a combination of the Ivy Tech icon and logotype as seen below.

NOTE: Find and download all the proper logos at **IvyTech.Canto.com/g/StyleGuide.**

OFFICIAL LOGOS

The official College logos include the Ivy Tech icon accompanied by the logotype inside of a grey 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 .25" of negative space around all Ivy Tech logos.

HORIZONTAL

Minimum: **2**
or **144 pixels**

VERTICAL

Minimum:
.75" or 54 pixels

COLOR VARIATIONS

For black and white pieces and when photocopying the logo, the following one-color variations should be used. The size restrictions remain the same as the versions above.

HORIZONTAL

VERTICAL

HORIZONTAL

VERTICAL

ALTERNATIVE LOGOS

The alternative college logos include the Ivy Tech icon accompanied by the logotype without the grey box. In the vertical logo, the line element moves between the first and second lines of College name.

USE:
These logos may be used on marketing materials such as flyers, brochures, print and digital ads, landing pages, etc.

When used on any color other than white, these logos must contain the white outline around the icon included in the **.eps** file. The logotype should be black on light backgrounds and white on dark backgrounds.

DO NOT attempt the recreate the logotype with the Trajan font and only use the provided **.eps** files.

HORIZONTAL

Minimum: **2"**
or **144 pixels**

VERTICAL

Minimum: **1.5"**
or **108 pixels**

COLOR VARIATIONS

For black and white pieces and when photocopying the logo, the following one-color variations should be used. The size restrictions remain the same as the versions above.


HORIZONTAL

VERTICAL

HORIZONTAL

VERTICAL

IVY TECH 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.
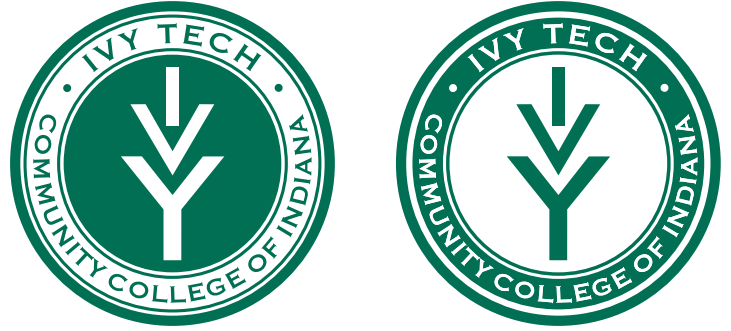
OTHER COLLEGE-BRANDED LOGOS

Logos have also been created for Ivy Tech Community College's campuses, organizations, and departments. 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 Ivy Tech Community College Marketing Department.

ORGANIZATION

CAMPUS

IVY TECH
COMMUNITY COLLEGE
LIBRARIES

IVY TECH
COMMUNITY COLLEGE
INDIANAPOLIS

OFFICIAL
TYPEFACES

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

NOTE: These typefaces are available through Ivy Tech Marketing. Please contact your campus Marketing Department for use and any questions.

DIN ENGSCHRIFT

DIN 1451 Std Engschrift is a condensed sans serif typeface made up of only one style. This typeface works well for header text, especially in all-caps.

Aa

ENGSCHRIFT

CAPITALS — 40 PT

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

LOWERCASE — 40 PT

abcdefghijklmn
opqrstuvwxyz

NUMBERS & PUNCTUATION — 40 PT

0123456789
!@$%&({["·.,;:"]})

AVENIR

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.

Aa	Aa	Aa	Aa	Aa	Aa
Aa	*Aa*	*Aa*	*Aa*	*Aa*	*Aa*
LIGHT	BOOK	ROMAN	MEDIUM	HEAVY	BLACK

CAPITALS — MEDIUM, 36 PT

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

LOWERCASE — MEDIUM, 36 PT

abcdefghijklmn
opqrstuvwxyz

NUMBERS & PUNCTUATION — MEDIUM, 36 PT

0123456789
!@$%&({["·.,;:"]})

ARIAL

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.

Aa
REGULAR

Aa
ITALIC

Aa
BOLD

Aa
BOLD ITALIC

Aa
BLACK

CAPITALS — REGULAR, 36 PT

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

LOWERCASE — REGULAR, 36 PT

abcdefghijklmn
opqrstuvwxyz

NUMBERS & PUNCTUATION — REGULAR, 36 PT

0123456789
!@$%&({[".,;:"]})

EB GARAMOND

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

Aa	Aa	Aa	Aa	Aa
Aa	*Aa*	*Aa*	*Aa*	*Aa*
REGULAR	MEDIUM	SEMIBOLD	BOLD	EXTRABOLD

CAPITALS — MEDIUM, 36 PT

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

LOWERCASE — MEDIUM, 36 PT

abcdefghijklmn
opqrstuvwxyz

NUMBERS & PUNCTUATION — MEDIUM, 36 PT

0123456789
!@$%&({["·,;·"]})