THE CHARGE:
How can we strengthen our brand identity?

The task force reviewed current logos, policies for logo usage, and actual logo usage practices to determine how to construct a brand management system to strengthen our brand.

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COMMUNICATIONS TASK FORCE

Co-chairs
Mary Atteberry, Vice President, Communications and Marketing
Sue Willey, Vice President for Intercollegiate Athletics

Members
John McIlvried, Associate Provost & Dean
Peter Noot, Publications
Ryan McClarnon, Admissions
Ron Wilks, Admissions
Joe Solari, Marketing
Matt Holmes, Athletics
Matt Donovan, Athletics Development
Scott Hall, Media Relations
Matthew Williams, Community Programs
Deidre Pettinga, Business
Rebecca Deemer, Communication
Nelson Wei Tan, Art & Design
Anne Mejia-Downs, PT
Heidi Rauch, Kinesiology
Brianna Scott, Psychology
Christine Guyonneau, IT/Library
Natalie Cummings, Alumni Office
Jeremiah Gibbs, Ecumenical & Interfaith
Amy Burton, Alumna
Mike Schwab, Alumnus
Daventry Burroughs, Student/RA in Roberts
Jenn Meadows, Communication Major
Maura Donahue, Athlete & Chair of SAAC

Communications Task Force Subcommittees
- Uniforms, flags and logos in Athletics venues
- Printed business cards, letterhead, and forms
- Outdoor signage—buildings, directional parking, digital
- University-owned vehicles and vehicle stickers
- Banners, sponsorships of outside organizations, and displays used at conferences
- Indoor signage—room/department signs, directories, directional signage
- Publications—printed pieces such as magazines, postcards, flyers, posters
- E-communications—websites, email templates, and social media
- Best practices in design and implementation
**Best Practices in Design & Implementation subcommittee**

**FINDINGS**

*Branding should permeate every aspect of the University, not just the various aspects of its communications.*

- Inconsistent use of a brand is the number one factor that reduces the strength of a brand, affecting recruiting, fundraising, and other areas of growth.
- The brand position should be clearly communicated to the University community so that it can be reinforced by all communications vehicles.
- All forms of communication, advertising, public relations, media relations, internal and external messaging support branding.
- The brand must be deliverable, credible, relevant, differentiated, and both inspired and inspiring.
- The University may benefit from eventual decentralization of design and implementation, collaboration with students, and a periodic review mechanism.
- Branding should be cohesive, yet flexible to accommodate variety of applications (e.g., theatre productions, exhibitions, academic posters).

**KEY RECOMMENDATION**

Create a visual identity manual for the University.

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**Uniforms, Flags & Logos in Athletics Venues subcommittee**

**FINDINGS**

*Lack of consistency*

- Uniforms vary widely in terms of athletics logos and nomenclature: UIndy (both with and without the dog), Indianapolis, the “flying I,” Hounds, Greyhounds (the latter two vary in both font and color).
- Often those individual elements—UIndy, Indianapolis, Hounds, Greyhounds, the flying I—stand alone; sometimes they are used in combination with another element.
- Uniforms without the UIndy logo also lack the full University of Indianapolis name.
- Signage varies in style, art, and typography, including competing Greyhound Club logos (and, in the case of the pool area, the old University logo and incorrect colors).

**KEY RECOMMENDATION**

Establish guidelines to ensure consistency, as countless opportunities to establish and reinforce our visual identity are being missed with every athletic event and every visitor to campus.

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**Printed Business Cards, Letterhead & Forms subcommittee**

**FINDINGS**

*General consistency*

- While most departments seem to be in compliance in terms of letterhead, a handful of departments continue to use the old logo. (Two administrations ago when the current logo was introduced, the president sanctioned only a one-year grace period before all old letterhead and business cards were to be discarded.)
- Most business cards and forms are also in compliance; there may be a need to create a card for some students to use while clearly identifying them as students, not official representatives of the University.

**KEY RECOMMENDATION**

Contact outliers and require current stationery and form designs.
Outdoor Signage—Buildings, Directional Parking, Digital subcommittee

FINDINGS

Lack of consistency

- In-ground building-name signs and signage affixed to buildings conform to no style, communicating disorganization and creating visual noise.
- Many building signs sport the old University logo, with occasional sightings of the new one.
- Exterior signage without the University name fails to constantly reinforce our identity for visitors.
- Parking signs may need hours included; Signage Committee should monitor and replace signs as needed.
- Athletics signage is particularly idiosyncratic: KeyBank Press Box, Greyhound Park, Key Stadium.
- Wayfinding/kiosk signs may be confusing because they are not directionally oriented (new signage addressing this issue is on order as of this report).
- Gateway signage is of poor quality, especially in comparison with gateway signage at other universities, and features a corrupted version of a discontinued logo.

KEY RECOMMENDATION
Upgrade gateway signage. Strive for consistency of fonts, colors, and logos in signage throughout campus.

University-Owned Vehicles & Vehicle Stickers subcommittee

FINDINGS

Lack of consistency

- There is consistency within the Physical Plant fleet and within the Police fleet, though they are so unrelated as to appear to belong to different institutions; one uses the UIndy logo, the other uses the wordmark; the one Athletics vehicle, the golf van) uses only the flying I.
- At least one office (Human Biology) uses temporary, possibly magnetic, signs to identify vehicles on an as-needed basis; such signs may have further application for University vehicles.

KEY RECOMMENDATION
Create a standards guide and assign responsibility for ensuring visual identity as vehicles are updated.

Banners, Sponsorships of Outside Organizations & Conference Displays subcommittee

FINDINGS

Lack of consistency

- There is considerable variety in banners, though many include a University logo or seal.
- Fabric tablecloths vary greatly in terms of color, including maroon, purple, and fire-engine red, partly because of differences among fabrics and partly because of variety in vendors.
- Displays are often makeshift and unsophisticated, lacking design and color consistency.
- Some departmental displays and signage cause confusion for audiences.
- Academic posters vary widely in terms of logos and marks, typography, and design sophistication.
- Communications’ PowerPoint templates are effective but their availability is not widely known.

KEY RECOMMENDATION
Strive for consistency via a standards guide, including templates and guidelines, minimize unofficial department-specific signage, and encourage use of University colors in materials.
Indoor Signage subcommittee

FINDINGS

*Lack of consistency*

- There is an extremely wide range of permanent (mostly plastic) indoor signage in terms of colors and typography, though some individual buildings do achieve some consistency in terms of room numbers, office names, etc.
- There is a remarkable amount of visual clutter in terms of makeshift, temporary, torn, dog-eared, and occasionally laminated paper signage that is taped on walls, windows, and doors and sporting a plethora of fonts, colors, and design abilities; often the content suggests a need for permanent signage instead.
- Some permanent signage, while inconsistent, struck committee members as an appropriate, tacit acknowledgment of changes in the University (and in styles) over time.

**KEY RECOMMENDATION**

Create standards for indoor signage and conduct an audit, with the goal of replacing paper signs with permanent signs where appropriate and minimizing or virtually eliminating paper signage.

Publications subcommittee

FINDINGS

*Lack of quality in non-Publications Office print jobs*

- Print projects produced by campus entities without going through the Publications Office do not conform to campus style or quality standards.
- There is a need for Publications Office support of more ephemeral publications (e.g., event posters) to expedite production, conform to identity standards, and improve quality.
- Some services, timetables, etc. should be better communicated to the campus community.

**KEY RECOMMENDATION**

Produce a style guide, available online, for use by approved representatives in producing print materials not in the purview of the Publications Office and investigate ways to facilitate quick projects.

E-communications—Websites, Email, Social Media subcommittee

FINDINGS

*Lack of consistency outside of official UIIndy website*

- University’s Facebook pages vary widely in terms of logo usage.
- On Twitter, the University logo is used seldom if at all.
- Outside organizations’ sites are inconsistent in terms of University logo use (the Wikipedia site, for example, displays the UIIndy-Athens seal as the University logo).
- On University websites, logo usage is consistent.

**KEY RECOMMENDATION**

Encourage consistency wherever possible and establish and communicate guidelines for outliers.
SUMMARY

Individual Subcommittee Recommendations

- Establish guidelines to ensure consistency of logos and nomenclature in athletics uniforms and banners.
- Determine letterhead and business card outliers on campus and require conformity with visual identity requirements; determine design of a card for student use.
- Upgrade gateway signage at ends of campus (at State & Hanna and at Shelby & Hanna) and ensure consistency in athletics signage.
- Create a vehicle-branding standards guide and assign responsibility for ensuring visual standards as vehicles come up for updating.
- Create a standards guide for consistency in banners and conference displays, including templates and guidelines, and encourage use of the University red (print equivalent: PMS #201) in materials.
- Create standards for indoor signage and conduct an audit, with the goal of replacing paper with permanent signs where appropriate and minimizing paper signage.
- Produce a style guide, available online, for use by approved representatives in producing print materials not in the purview of the Publications Office and investigate ways to facilitate quick projects.
- Encourage consistency in e-communications visual identity and establish and communicate guidelines for outliers.
- Create a complete visual identity manual for the University.

Summarized Recommendations & Estimated Costs

All of the above recommendations may fairly be distilled into two broader recommendations:

- Install gateway signage for Hanna Avenue (consistently identified by committee members as the highest priority): at least two signs as indicated above, and ideally a third sign at the Shelby Street entrance.
  
  COST: Costs of elegant, redesigned gateway signage would vary greatly according to style, design, materials, and installation. The least expensive option for updating gateway signage would be aluminum “skins” affixed to existing gateway signs; one of these would start at approximately $3,300. Three signs (the Hanna & State, Hanna & Shelby, and Shelby entrances) would thus total approximately $10,000.

- Develop and disseminate a comprehensive University visual identity manual to ensure consistency of messaging and high-quality appearance in print, digital communications, interior and exterior signage, vehicles, playing surfaces, and athletics uniforms enumerated in the individual recommendations above.
  
  COST: Estimates of expenses related to implementation of identity standards are not possible; too many questions remain. (How frequently are uniforms replaced? Costs vary widely according to the individual sports; will all uniforms be updated at once or gradually according to a certain timetable? Will offending signage be removed and made to conform at once, gradually in order of degree of deviance from identity standards, or only as deterioration of individual signs requires replacement?) Cost of creating a comprehensive visual identity manual: $0.