Branding Elements

There are 4 main components of the ITS brand. They include:

**UNIVERSITY OF IOWA WORDMARK:** The University of Iowa

**ITS WORDMARK:** INFORMATION TECHNOLOGY SERVICES

**ITS LOGO:**

**ITS TAGLINE:** CONNECTING CAMPUS
Ulowa Wordmark Branding Element

The University of Iowa

The University of Iowa wordmark is an optional branding component and is recommended for use where the logo is used off campus. Additional branding recommendations and usage requirements can be found at: http://www.uiowa.edu/brand/

GENERAL GUIDELINES

Only the horizontal Ulowa wordmark should be used. Stacked versions and versions that utilize the dome logo should be avoided. The wordmark should always be used in conjunction with the ITS logo, the ITS wordmark or both.

COLOR GUIDELINES

The color Ulowa wordmark should match the ITS wordmark (if used) and is recommended to be in black, grayscale or white if used with the ITS logo.

EXAMPLES
ITS Wordmark Branding Element

INFORMATION TECHNOLOGY SERVICES

The ITS wordmark is a required branding component when the ITS logo is not present and is recommended for use where a textual representation of the organization is required.

GENERAL AND TYPOGRAPHIC GUIDELINES

• The wordmark typeface is: Arial Black
• Tracking for the typeface has been set at -50pt meaning the overall letter spacing is closer together
• The font size should be set so that the typeface is clearly legible (min. recommended size is 8pt).
• Information Technology Services should be set in All Caps.

COLOR GUIDELINES

The color ITS wordmark should match the UIowa wordmark (if used) and is recommended to be in black, grayscale or white.

EXAMPLES

The University of Iowa
INFORMATION TECHNOLOGY SERVICES

The University of Iowa
INFORMATION TECHNOLOGY SERVICES

INFORMATION TECHNOLOGY SERVICES
ITS Logo Branding Element

The ITS wordmark is an required branding component when the ITS wordmark is not present and is recommended for use where a visual representation of the organization is desired.

GENERAL GUIDELINES

• The logo size should be large enough so that the ITS letters are legible.
• The logo should be displayed using it’s gradient form when possible.
• If the circular logo is displayed in 1 color, there should be a visual gap separating the pieces to distinguish them apart. For example:

• Avoid cropping and/or distorting the aspect ratio of the logo.

COLOR GUIDELINES

• The ITS letters should have sufficient contrast ratio so that it is easily distinguishable from it’s background color and is recommended to be in black, grayscale or white.
• The ITS letters should match the UIowa and/or ITS wordmark if applicable.
• The circular element base color is:
  - CMYK: 12, 22, 100, 0
  - RGB: 228, 191, 32
  - Hex: E4BF20
• The circular element gradient mix is:

• **CMYK Linear Gradient:**
  4, 0, 23, 0 @100%
  12, 22, 100, 0 @13%
  52, 51, 93, 36 @0%

• **RGB Linear Gradient:**
  243, 245, 205 @100%
  228, 191, 32 @13%
  97, 86, 42 @0%

**Hex Linear Gradient:**
F3F5CD @100%
E4BF20 @13%
61562A @0%

**EXAMPLES**
ITS Tagline Branding Element

CONNECTING CAMPUS

The ITS tagline is an optional branding component.

GENERAL AND TYPOGRAPHIC GUIDELINES

• The wordmark typeface is: Questrial
• The font size should be set so that the typeface is clearly legible (min. recommended size is 10pt).
• Connecting Campus when used with other branding elements should be set in All Caps.

EXAMPLES

![Examples of ITS tagline branding elements](image-url)
CHOOSING A GRAPHIC APPLICATION

The recommended method of working with the brand elements are to use a vector based application like Illustrator. Photoshop is also a suitable application for working with the brand elements and should be imported as a vector “smart object” using the vector files (EPS, AI or SVG). Keep in mind that Photoshop is generally a resolution dependent (raster) graphics application meaning your artboard and resolution should be determined before working with the branding elements and should be appropriate for the medium you are choosing to work on.

GENERAL GUIDELINES

• Leaving ample space around the logo or wordmark will provide emphasis and is a recommended practice.
• Sufficient color contrast increases readability and should be taken into consideration, especially on dark backgrounds.
• If the brand elements are to be used in print the min. resolution should be set at 300 ppi.
• If the brand elements are to be used for screen printing a vector file should be used and complex gradients should be avoided.