brand guidelines
introduction

The Indiana Humanities’ brand isn’t a list of rules to follow, it’s an opportunity to express our ongoing commitment to connect people, open minds, and enrich lives. The following guidelines are tools to illustrate who we are and what we do.
brand platform
brand traits

Our Personality
Brand traits define Indiana Humanities’ personality, and should be considered in relation to crafting brand messaging or graphics for each of our audiences. We have six unique brand traits: dynamic, modern, welcoming, imaginative, best-in-class, and curious.
visual identity
The Story of Our Logo

We believe that the humanities belong to every Hoosier. Our logo serves as a "lens for the humanities", creating a window into the perspective of others. By encouraging people to think, read, and talk with one another, we have seen firsthand the power of the humanities to open minds and enrich lives.
To aid in the identification of the Indiana Humanities logo, the mark should be given an adequate amount of clear space. The area in pink must be kept free of all other graphic or visual elements. The minimum required clear space is defined by the measurement X, where X is equal to the height of the wordmark within the logo.
**primary logo**

Logo Size

The preferred logo size for the Indiana Humanities logo is 1.25 inches in height. The primary IH logo should never appear at less than one inch in height. For any logo application under one inch, horizontal versions of the logo should be used.
**Horizontal Lockups**

The horizontal version of the logo may be used when vertical space is limited.

**Tagline**

The horizontal version of the logo may also include Indiana Humanities' tagline: think. read. talk. When using this logo lockup, ensure the tagline is legible at-size.
program logos

A Flexible Program System

In order to create a more cohesive experience for Indiana Humanities’ audiences, IH programs should use the following lockups. Program logos may use any color from the IH color palette, and should incorporate program-specific imagery.

Logos for Indiana Humanities’ initiatives may have their own unique look & feel, and do not have to follow program standards. Use the decision-making tree on the following page to determine logo direction.
Master Brand

Initiatives

Programs

Grants & Fellowships

Does this build community around a centralized idea? 
Does this require a unique personality to connect with new audiences?

Initiatives

Programs

Grants & Fellowships

YES

NO

YES

Sub-Brand

Autonomous Brand
color variations

Flat Logo
In instances where the full color logo may not be used, Indiana Humanities should use the flat version of the primary logo. This version eliminates the tonal variation found within the icon, and is preferred on busy backgrounds or in certain print applications.

Black and White Logos
The Indiana Humanities logo should primarily be used in color; however, when placed on a dark background or image, the logo may be used in white. The black version of the logo may be used when high contrast is needed.
Ouch! Does someone have a band-aid?

We get it, accidents happen! In order to prevent any branding incidents, we want to put our best foot forward from the get-go. The following is a sampling of ways that the logo should not be presented:
fonts

Clarendon Text Pro

The Clarendon Text Pro typeface family is a serif typeface. This typeface is used in all Indiana Humanities logo versions and lock-ups.

Though this typeface in all of its varying styles is appropriate, the primary uses are Bold and Regular. It is available for use as a web font and in all print applications. If you are unable to use the web font for any reason, as well as any transparent .png files of the type, default to using Georgia as a substitute (only if necessary).
fonts

Futura PT

The Futura PT typeface family is a sans-serif typeface. This typeface appears in all logo versions and lockups, but should be used sparingly across Indiana Humanities collateral.

Though this typeface in all of its varying weights is appropriate, the primary weights are Heavy and Light. It is available for use in all print applications. If you are unable to use the font for any reason, default to using Georgia as a substitute (only if necessary).
type hierarchy

Styles

In order to maintain a consistent look & feel across collateral, the following type hierarchy should be considered. These styles are optimized for print and may be modified for screen.

Keep in mind that these styles may be adapted or added to in order to create visual interest as needed. These are simply the foundation for type considerations.

Suggested Type Hierarchy

Headline.

Clarendon Text Pro Bold
48pt/54pt, Navy

Clarendon Text Pro Regular
18pt/24pt, Navy

Subheadline.

Clarendon Text Pro Bold
28pt/34pt, Electric Blue

Futura PT Heavy
18pt/28pt, Teal

Tertiary Headline

Clarendon Text Pro Regular
9pt/16pt, Navy

Clarendon Text Pro Bold Italic
18pt/24pt, Orange

Pull quote. Nunc efficitur massa, euismod efficin.
color palette

Swatches
The Indiana Humanities color palette is unique to IH. It is meant to be bold, playful, and dynamic. All colors may be used in tints.

Web Accessibility
In order to ensure website accessibility, fonts should primarily appear in navy and teal. Fonts appearing on-screen in orange should use the hex code #f36c12. Electric blue may be applied to on-screen fonts if appearing atop a navy background. All other accent colors should be used as backgrounds.

Teal
Pantone 5483
CMYK: 65, 11, 25, 27
RGB: 79, 134, 142
#4f868e

Navy
Pantone 5363
CMYK: 100, 45, 38, 90
RGB: 7, 39, 45
#07272d

Electric Blue
Pantone 319
CMYK: 59, 0, 22, 0
RGB: 45, 204, 211
#2dcdd3

Orange
Pantone 184
CMYK: 0, 59, 80, 0
RGB: 255, 127, 65
#ff7f41

Canary Yellow
Pantone 122
CMYK: 0, 11, 80, 0
RGB: 254, 209, 65
#fed141

Rose
Pantone 705
CMYK: 0, 11, 3, 0
RGB: 245, 218, 223
#f5dadf
visual vocab

Geometric Shapes

The Indiana Humanities brand vocabulary includes the use of geometric shapes throughout brand applications. The logomark circle, geometric circles, and lines may be juxtaposed with typography and imagery to create visual interest. In addition to overlapping elements, photography may also be masked within these shapes.
visual vocab

Highlights
In order to create emphasis across Indiana Humanities headlines, text may be “highlighted” using a color from the IH palette. This visual convention builds off of the geometric shapes used throughout the brand application, and also serves as a nod to written annotation.

Viewed through the lens of the humanities.
a final thought

If in doubt, refer back to this document or contact Tom Streit at tstreit@indianahumanities.org.

The Indiana Humanities brand guidelines are meant to ensure that the brand remains cohesive while allowing for flexibility in bringing the brand to life for our audiences.