



indiana
humanities

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.**

dynamic

modern

welcoming

imaginative

best-in-class

curious



visual identity



our logo



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.

primary logo

Clear Space

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.

Clear Space



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.

Recommended Size



Minimum Size



additional lockups

Horizontal Lockups



Horizontal Lockup

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.

Program Logo Samples



**books, booze,
and brains**

indiana **humanities**



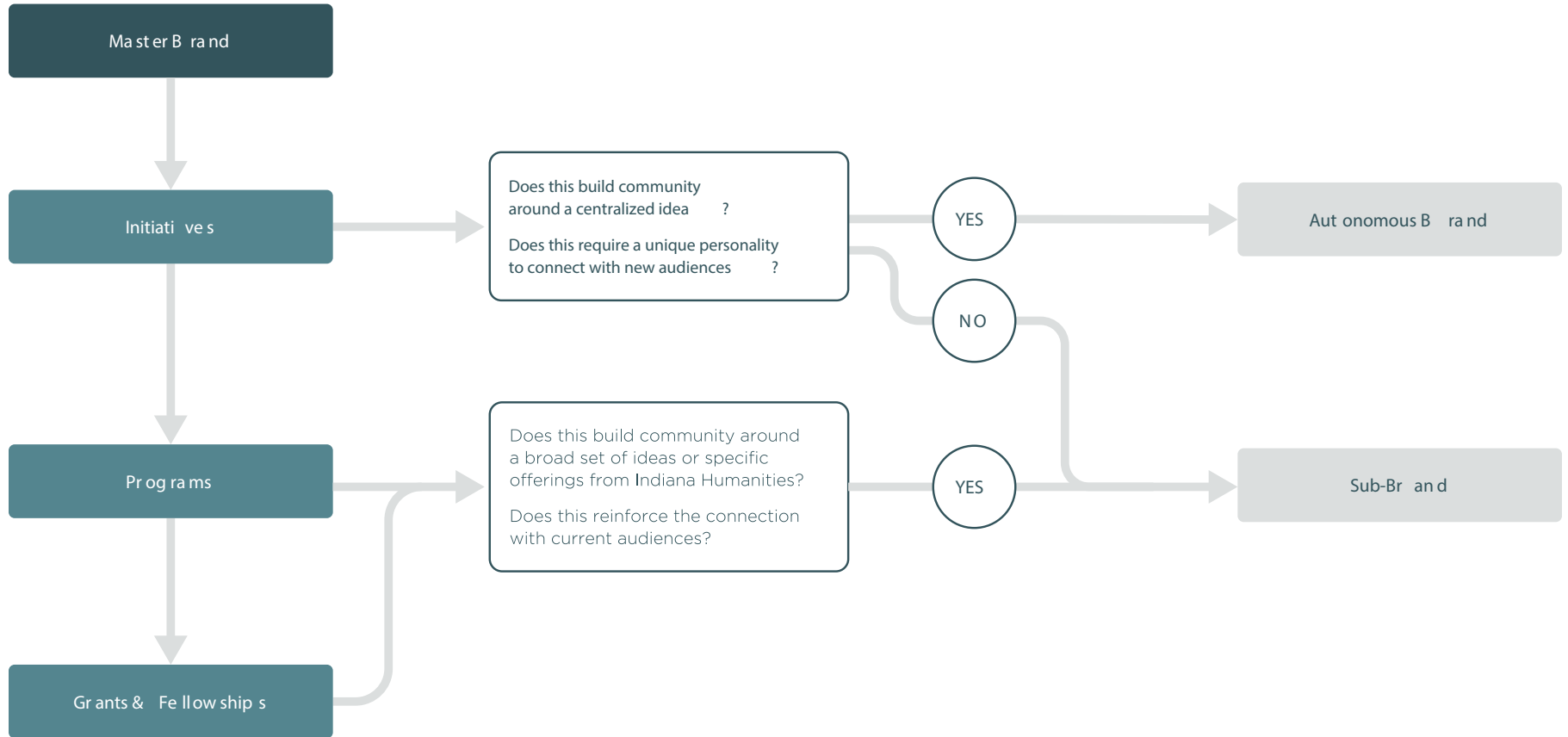
**next indiana
campfires**

indiana **humanities**



chew on this

indiana **humanities**



color variations

Flat Logo

In instances where the full color logo may not be use, 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.



Black & White Primary Logo



Black & White Primary Logo



logo misuse

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:



Don't resize individual parts of the logo



Don't squeeze, stretch, or distort the logo



Don't outline the logo



Don't mix logo colors



Don't reproduce the logo in low quality



Don't use a drop shadow on the logo



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).

Clarendon Text Pro Bold

**A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9**

Clarendon Text Pro Regular

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

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).

Futura PT Heavy

**A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9**

Futura PT Light

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

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

Clarendon Text Pro Bold
48pt/54pt, Navy

Headline.

Clarendon Text Pro Regular
18pt/24pt, Navy

Lead-in content. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

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

Subheadline.

Futura PT Heavy
18pt/28pt, Teal

Tertiary Headline

Clarendon Text Pro Regular
9pt/16pt, Navy

Paragraph content style. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec ut libero finibus, dictum lectus a, venenatis diam. Ipsum dolor sit amet, consectetur adipiscing.

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

Pull quote. Nunc efficitur massa, euismod effcin.

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
#2dced3

Orange

Pantone 164
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

Viewed through the lens of the humanities.

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.

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.