Indiana University

Construction Signage Style Guide

Construction project signs at Indiana University must be created using the brand guidelines and signage style guide developed by IU Communications. These basic guidelines are for creating effective signs that leverage IU brand equity while communicating the project information clearly and concisely:

- **Sign size**: Square - 8' x 8' preferred. Size choices should vary dependent on location. Sizes should scale down in two-foot increments to 6' or 4' finished. Content (text) must have a no less than a 3" margin around the edges of the sign.

- **Top of the sign**: IU Brand - Trident Tab (from top, but this design element can slide across the image to provide the least amount of interruption for the architectural rendering.) Trident tab must bleed the top edge of the sign. [IU Crimson is PMS 201]

- **Project Image**: Large format architectural rendering must be full color, hi-resolution, [CMYK, JPG or TIFF] Project image bleeds 3 sides.

- **Project Name**: The project name background uses IU Mahogany [PMS 7533] to provide maximum contrast for type and brand ID. [IU Brand Font, Benton Sans, Largest type should measure no less than 5" tall or 380 PT]

- **IU Project Number and Construction Date**: Small type nested under project name. [IU Brand Font, Benton Sans, Largest type should measure no less than 1" tall or 120 PT]

- **Owner**: Trustees of Indiana University. [IU Brand Font, Benton Sans, Largest type should measure no less than 1.5" tall or 150 PT]

- **Design Firms/Contractors**: Headings: [IU Brand Font, Benton Sans, Largest type should measure no less than 2" tall or 220 PT] Names of Firms [IU Brand Font, Benton Sans, Largest type should measure no less than 1.75" tall or 180 PT]

- **IU Marketing Lock-up**: All signs must have the IU Brand in the bottom right corner. Trident tab, Indiana University, and the brand promise must be present on every sign. The bicentennial campaign mark should be used when appropriate.

Please contact IU Communications for any additional construction signage needs at brand.iu.edu