

Logo

The Indiana Tech logo represents us at the very highest level. It acts as our signature and stamp of quality. It is, and should always be, the most consistent component in our communications.

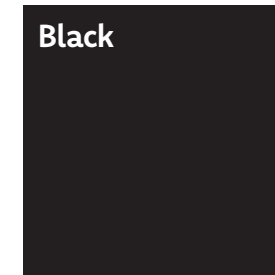
Use only the provided files of the original mark. Under no circumstances should the logo be redrawn, re-proportioned or modified in any manner. Elements of the logo should not be separated or repositioned. Do not use drop shadows, bevels, 3-D effects, animation, embosses, glows or outlines.

INDIANA TECH

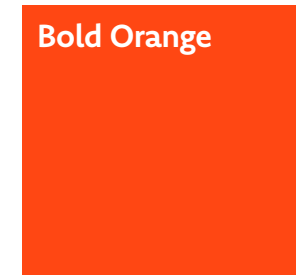
Logo

BASIC INDIANA TECH COLORS

INDIANA**TECH**



CMYK 00 00 00 100



PRINT
PMS 172
CMYK 74 100 00 0

WEB
#FA4616
R250 G70 B22

QUIET ZONE



Logo

USAGE ON WHITE

INDIANA**TECH**

OK: INDIANA**TECH**

NOT OK:

~~INDIANA**TECH**
INDIANA**TECH**~~

USAGE ON BLACK

INDIANA**TECH**

OK: INDIANA**TECH**

NOT OK:

~~INDIANA**TECH**~~

Logo

USAGE ON BOLD ORANGE

USAGE ON TECH ORANGE

INDIANA**TECH**

OK: INDIANA**TECH**

NOT OK:

~~INDIANA**TECH**~~

~~INDIANA**TECH**~~

INDIANA**TECH**

OK: INDIANA**TECH**

OK: INDIANA**TECH**

NOT OK:

~~INDIANA**TECH**~~

Logo

When using with photos, clarity is of paramount concern. Use discretion when choosing the logo usage. When in doubt, contact creative services anytime and we'll be glad to help.

USAGE ON PHOTOS



----- PREFERRED

----- OK

----- OK

----- OK

----- NOT ACCEPTABLE. ONLY USE THIS BLACK AND WHITE LOGO WHEN PLACED OVER ORANGE.



----- NOT ACCEPTABLE. LOGO IS PARTIALLY OBSCURED.

----- NOT ACCEPTABLE. LOGO IS COMPLETELY OBSCURED.

----- OK

----- PREFERRED

Logo

The Indiana Tech logotype is never to be placed in a sentence.

USE IN A SENTENCE

GOOD EXAMPLE

When used in a sentence, Indiana Tech should simply be spelled out in the chosen fonts like the rest of the words. No special treatment is needed.

BAD EXAMPLE

Do not use the INDIANA **TECH** logotype in a sentence.

BAD EXAMPLE

Do not color the letters that make the words Indiana **Tech** look like the logo in a sentence.

BAD EXAMPLE

Never use a different font to spell Indiana Tech in the middle of a sentence.

USING DISPLAY FONTS

In some circumstances, a display font will be used to spell Indiana Tech in the title of a brochure or in a special type-treatment on a postcard, etc. This is OK, but do not try to re-create the logo using other fonts and do not mix and match orange and black with the letters to emulate the logo.

ACCEPTABLE

Indiana Tech
Engineering Programs

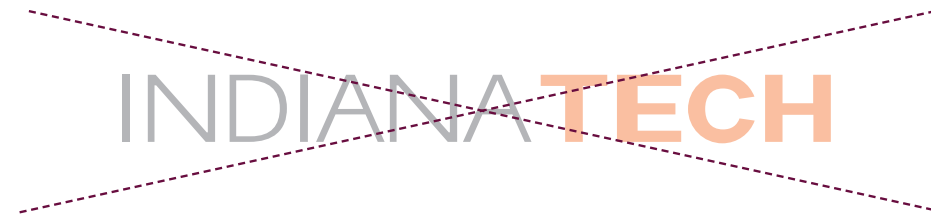
NOT ACCEPTABLE

INDIANA **TECH**
Engineering Programs

Logo

OTHER INCORRECT USES

DO NOT MAKE A TRANSPERENCY FROM THE LOGO



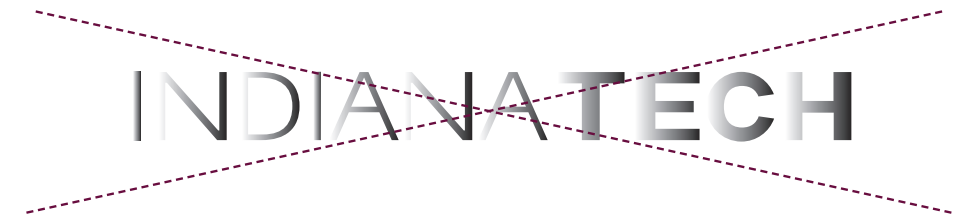
NEVER USE OTHER COLORS IN ANY PART OF THE LOGO



DO NOT ALTER OR DISTORT THE LOGO



NEVER COLOR THE LOGO WITH ANY KIND OF GRADIENT



DO NOT ADD A DROP SHADOW*



NEVER, EVER TRY TO RECREATE THE LOGO USING SIMILAR FONTS



***A note on drop shadows:**

In some cases a subtle drop shadow may be necessary. Contact Creative Services for guidance.