Indiana University

Current Revision Date: 07/07/25

Established: 1820 **Location:** Bloomington, IN **Nickname:** Hoosiers

Conference: Big Ten, NCAA Division I

Verbiage

Indiana University®
Indiana Hoosiers®
Indiana®
Hoosiers®
IU®

Crimson	White	Black
PANTONE 201 C **CMYK: 0, 100, 65, 34 | RGB: 153, 0, 0** MADEIRA Rayon: 1038 OR 1238 | MADEIRA Polyneon 1982	**White** **CMYK: 0, 0, 0, 0 | RGB: 255, 255, 255** MADEIRA Rayon: 1001 | RA: 2342	**PANTONE Process Black C** **CMYK: 0, 0, 0, 100 | RGB: 0, 0, 0** MADEIRA Rayon: 1000 | RA: 2296

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Primary Marks

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Primary Wordmarks

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Athletic Wordmarks

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INDIANA HOOSIERS

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INDIANA HOOSIERS

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INDIANA HOOSIERS

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INDIANA HOOSIERS

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INDIANA

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INDIANA

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INDIANA

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INDIANA

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HOOSIERS

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HOOSIERS

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HOOSIERS

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HOOSIERS

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Indiana

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Indiana

Athletic Spirit Marks

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HOOSIER ARMY

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HOOSIER ARMY

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HOOSIER ARMY

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HOOSIER ARMY

35
HOOSIER NATION

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HOOSIER NATION

37
HOOSIER NATION

38
HOOSIER NATION

39
CREAM & CRIMSON

40
CREAM & CRIMSON

41
CREAM & CRIMSON

42
CREAM & CRIMSON

43
CRIMSON GUARD

44
CRIMSON GUARD

45
CRIMSON GUARD

46
CRIMSON GUARD

47
SHOW YOUR STRIPES

48
SHOW YOUR STRIPES

49
SHOW YOUR STRIPES

50
SHOW YOUR STRIPES

51
GO BIG RED

52
GO BIG RED

53
GO BIG RED

54
GO BIG RED

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Athletic Marks

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Sport Specific Marks

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Institutional Marks

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