

 Indiana University Current Revision Date: 07/07/25			Verbiage		
Established: 1820 Location: Bloomington, IN Nickname: Hoosiers Conference: Big Ten, NCAA Division I			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	
Approved University colors or the *PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.					

Primary Marks

1



2



3



4



Primary Wordmarks

5



6



7



8



9



10



11



12



13



14



15



16

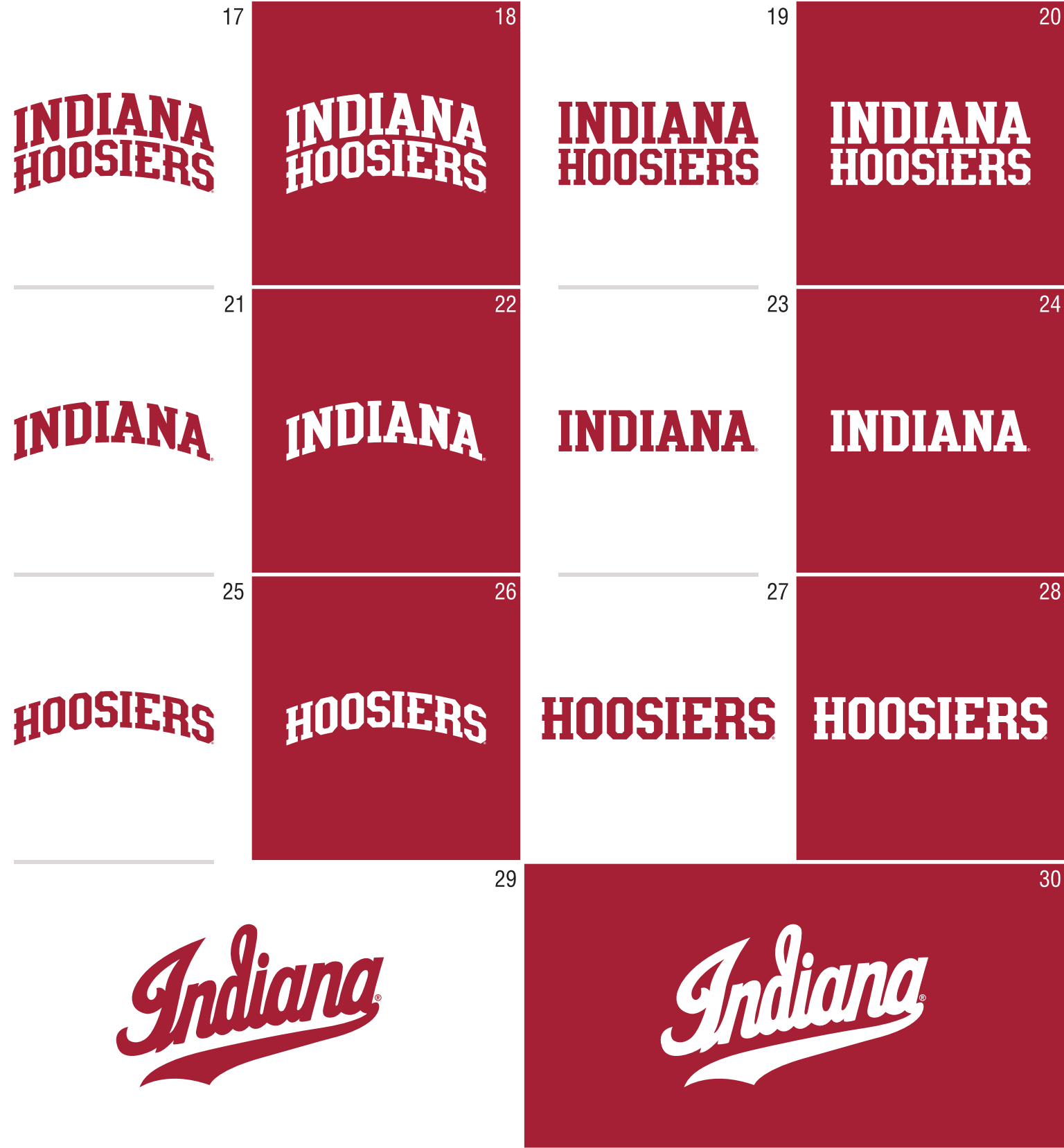


PAGE 1/3

NOTE: The marks of Indiana University are controlled under a licensing program administered by Collegiate Licensing Company. Any use of these marks will require written approval from CLC.



Athletic Wordmarks



Athletic Spirit Marks





Athletic Marks

55



56



57



58



Sport Specific Marks

59



60



61



62



63



64



65



66



67



68



69



70



71



72



73



74



Institutional Marks

75



INDIANA UNIVERSITY

76



INDIANA UNIVERSITY

77



INDIANA UNIVERSITY

78



INDIANA UNIVERSITY

79



INDIANA UNIVERSITY

80



INDIANA UNIVERSITY

81



INDIANA UNIVERSITY

82



INDIANA UNIVERSITY

83



INDIANA UNIVERSITY
BLOOMINGTON

84



INDIANA UNIVERSITY
BLOOMINGTON

85



INDIANA UNIVERSITY
BLOOMINGTON

86



INDIANA UNIVERSITY
BLOOMINGTON

87



INDIANA UNIVERSITY
BLOOMINGTON

88



INDIANA UNIVERSITY
BLOOMINGTON

89



INDIANA UNIVERSITY
BLOOMINGTON

90



INDIANA UNIVERSITY
BLOOMINGTON

ADDITIONAL PERTINENT
INFORMATION

- University seal is reserved for officially sanctioned uses including executive level stationary and legal/ceremonial documents. Additional requests must be reviewed by IU Licensing and Trademarks.
- No alterations or overlaying graphics to seal permitted.
- University licenses consumables (must have expiration date on packaging).
- University licenses health and beauty products.
- University permits numbers on products for resale.
- Mascot caricatures are not permitted.
- Cross licensing with other marks may be permitted with an additional agreement.
- No references to drugs or tobacco related products may be used in conjunction with University marks.