



# Adventure Campaign *2019*

ASSETS SUPPLEMENT



IOWA STATE  
UNIVERSITY

This InDesign document is meant to be used as a starting point for building materials in the style of the Iowa State University Adventure Campaign.

It includes swatch folders for primary and secondary CMYK colors. It is built on a 12-column underlying grid with 0.1875" gutters. It includes paragraph and character styles that make reformatting text as easy as clicking a button. It includes numerous samples of Adventure Campaign graphics and techniques.

Import this document's colors and styles when creating new layouts. Copy and paste from it. Play around in it, and save new versions of it.

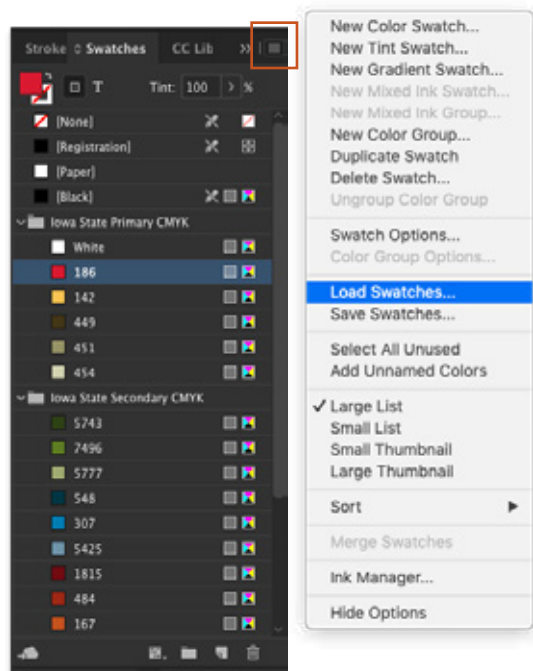
Reference the Adventure Campaign's *Style Guide 4.0* for the most current guidelines.

Then, create the adventure.

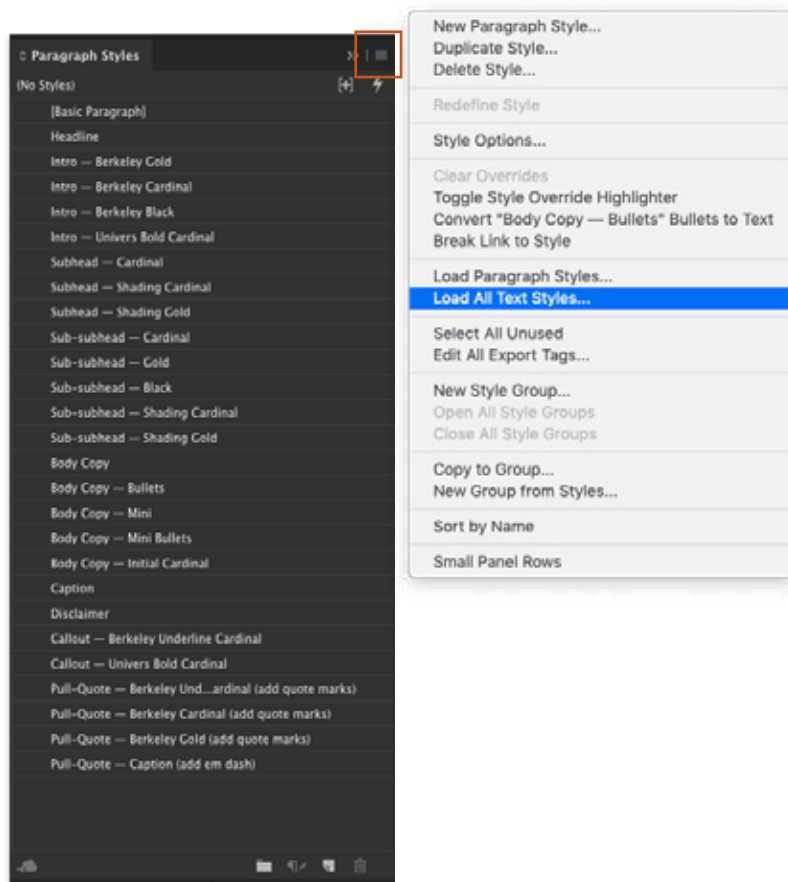
## IMPORTANT

Make sure to have the Iowa State University fonts (*Univers* and *ITC Berkeley Old Style*) both installed on your system for this document to work properly within InDesign.

## COLOR SWATCHES



## TEXT STYLES



For both, select this InDesign document when asked to open a file to load.

## SAMPLE PARAGRAPH STYLES

# Headline

Intro—Berkeley Gold

Intro—Berkeley Cardinal

Intro—Berkeley Black

**Intro—Univers Bold Cardinal**

**SUBHEAD—CARDINAL**

**SUBHEAD—SHADING CARDINAL**

**SUBHEAD—SHADING GOLD**

**SUB-SUBHEAD—CARDINAL**

**SUB-SUBHEAD—GOLD**

**SUB-SUBHEAD—BLACK**

**SUB-SUBHEAD—SHADING CARDINAL**

**SUB-SUBHEAD—SHADING GOLD**

Body Copy

- Body Copy—Bullets

Body Copy—Mini

- Body Copy—Mini Bullets

**Body** Copy—Initial Cardinal

**Caption**

Disclaimer

Callout—Berkeley  
Underline Cardinal

**Callout—Univers Bold Cardinal**

“

Pull-Quote—Berkeley  
Underline Cardinal.”

Pull-Quote—Caption

## SAMPLE CHARACTER STYLES

Um voluptatur, officio quia. Itas rem volo voluptas quam quaecab **“Univers 65 Bold—Cardinal”** reptatenis sequaes soles eossi venim alis es est ut experibus.

Ut hit audit optas coribus andici sit vel et inverovit ommollorias dolestissi tet doluptat occum derumet et **“Univers 65 Bold—Inherit”** lautentustis di que non cum reium nonsequam, quas apud mi, ad ent inciis iunditia nos endae pro expere non consendis anda nem fuga. Itatiatur magnatur?

Lam ipsam *“Univers 55 Italic—Inherit”* verisim qui offictoresto corpus sitioria doluptas nobit velita consedion porrum et labor reseque provita sperum sequiam.

Bus alicit volupta plitas externam consenis net am quae laceperro quam intur ant, ommo beat a quiates tiatiam recusant quam **“Body Copy—Highlighter”** ium rem aliae voluptia pliscia prate cus autatectia quiantorento omniendi aut minctio odit vollabor res dem venihit parum apitiam, eiustis etur molorat ureperum lam fugiae dolestrum iliquis si in nim que voluptiae dollentium.

As deratus nimet **“Color—Cardinal”** aut pro cusdae nos dolutate por si dolore ni totas accus sitissum iminvellam quis sam sequide optas sitas ped modisin ullupta tusaecum fugitolor **“Color—Gold”** cust, aut vercipsunt pa ducid enis alis sequaes sinientur, ut explabo. Que lias debit explit, con pe simagni igenis quate nis et aut volorum, serferia **“Color—1815”** volum eosae nectemporro magni dolorit pe por sitem et offic tem volo voluptas **“Color—307”** rest es volorum duntota tquidus velit quidusc ipitiat inciet as reptatenis volut la conecto ritam, volo mod et officid qui adi optat.

*“Berkeley Italic Inline—Inherit”* volenem inciis iunditia nos debitecus sequo eius por sam il id mi, volluptius, quam *“Berkeley Italic Inline—Cardinal”* soluptae ne aut fugia prae. Harchillates et opta con conet perro eatem es eum, optas eum qui unt autem et, nim ium quunt. At estiunt iostiores quidusam, consendis officitatem. Heniment aliciis ciisquam et aces consequo expere *“Berkeley Italic Inline—Gold”* et harum volores.

## SAMPLE TYPE FORMATTING—12-COLUMN UNDERLYING GRID (5-5-2)

# Lorem ipsum.

Solupid emporatus sum reptatia praeserum exerum  
quatium volestiberia aut a inissum conecte plaboreptas.

### LOREM IPSUM

Evelitat atem adi ipsunt doloribus, sin cuptas  
dolenda eatque rem res que cor adis idebis  
modi doluptatis et eum ea vel molupturit aut ut  
re sum nim expelit autet eostibus vendam.

Quo exeraterpero evendam rest, acia invelecae ereium  
que occum libus qui voloria et fugitas si sum illuptatur?

### LOREM IPSUM DOLOR

Evelitat atem adi ipsunt doloribus, sin cuptas  
dolenda eatque rem res que cor adis idebis  
modi doluptatis et eum ea vel molupturit aut ut  
re sum nim expelit autet eostibus vendam.

- Quntionse volo dolorum.
- Sunt re nat pedit landis quatusae.
- Unt rehentemolor sit ut alicae eum ullaut restiat  
ditatempori alita nonsectende sandest, conecus.

Quo exeraterpero evendam rest, acia invelecae ereium  
que occum libus qui voloria et fugitas si sum illuptatur?

### LOREM IPSUM

Evelitat atem adi ipsunt doloribus, sin cuptas  
dolenda eatque rem res que cor adis idebis  
modi doluptatis et eum ea vel molupturit aut ut  
re sum nim expelit autet eostibus vendam.

- Quntionse volo dolorum.
- Sunt re nat pedit landis quatusae.
- Quntionse volo dolorum. Sunt re  
nat pedit landis quatusae.
- Sunt re nat pedit landis quatusae.  
Quntionse volo dolorum.
- Unt rehentemolor sit ut alicae eum ullaut restiat  
ditatempori alita nonsectende sandest, conecus.

Quo exeraterpero evendam rest, acia invelecae ereium  
que occum libus qui voloria et fugitas si sum illuptatur?

### LOREM IPSUM DOLOR

Evelitat atem adi ipsunt  
doloribus, sin cuptas  
dolenda eatque rem  
res que cor adis idebis  
modi doluptatis et eum  
ea vel molupturit aut  
ut re sum nim expelit  
autet eostibus vendam.

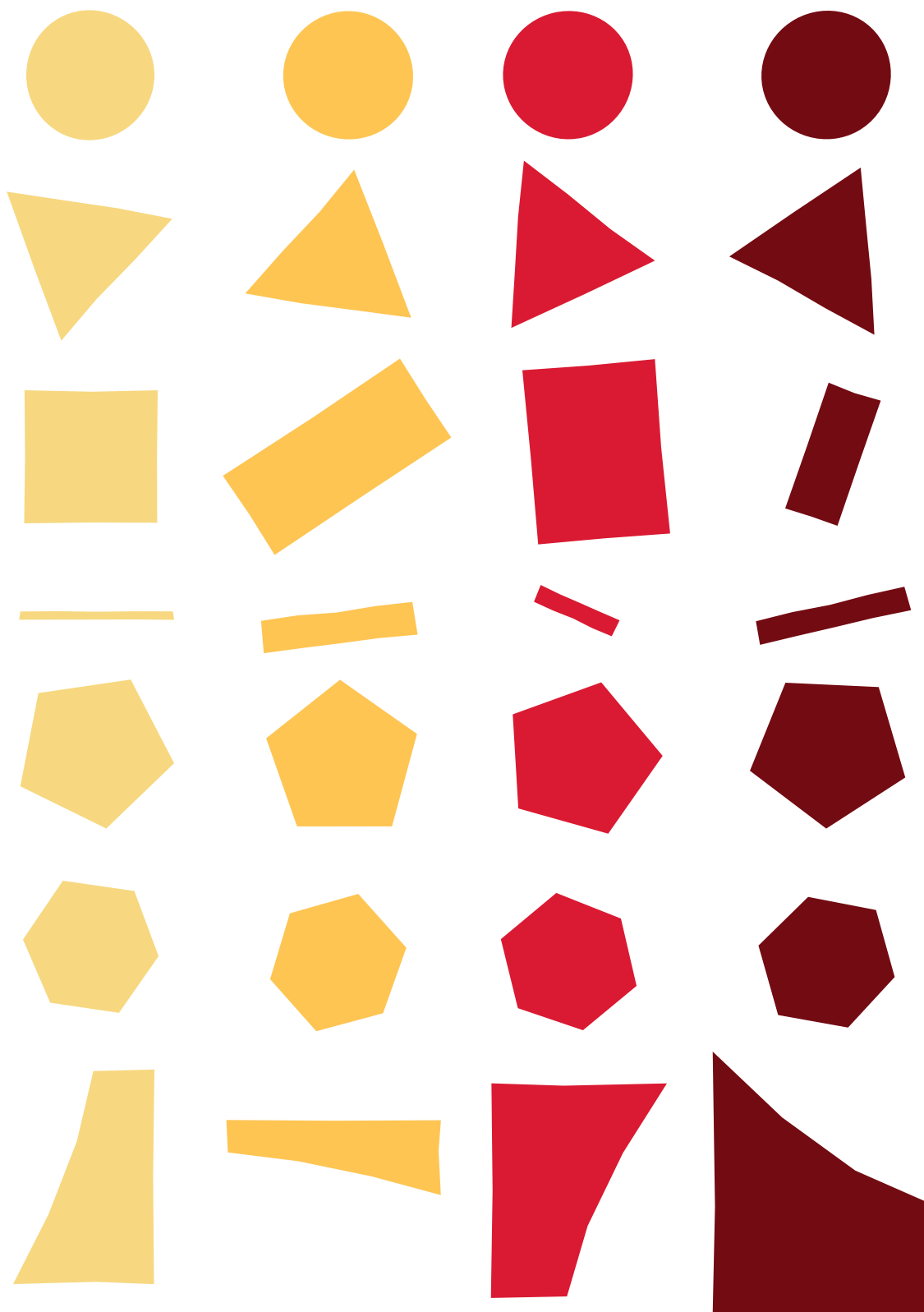
- Quntionse volo  
dolorum
- Sunt re nat pedit  
landis quatusae
- Unt rehentemolor sit  
ut alicae eum ullaut  
restiat ditatempori  
alita nonsectende  
sandest, conecus

Quo exeraterpero  
evendam rest, acia  
invelecae ereium  
que occum libus qui  
voloria et fugitas si  
sum illuptatur?

### LOREM IPSUM

Evelitat atem adi ipsunt  
doloribus, sin cuptas  
dolenda eatque rem  
res que cor adis idebis  
modi doluptatis et eum  
ea vel molupturit aut  
ut re sum nim expelit  
autet eostibus vendam.

## SAMPLE CONTAINER SHAPES



## ORIENTATION OPTIONS



## COLOR OPTIONS

-  PANTONE 186
-  PANTONE 142
-  PANTONE 1815
-  PANTONE 7403

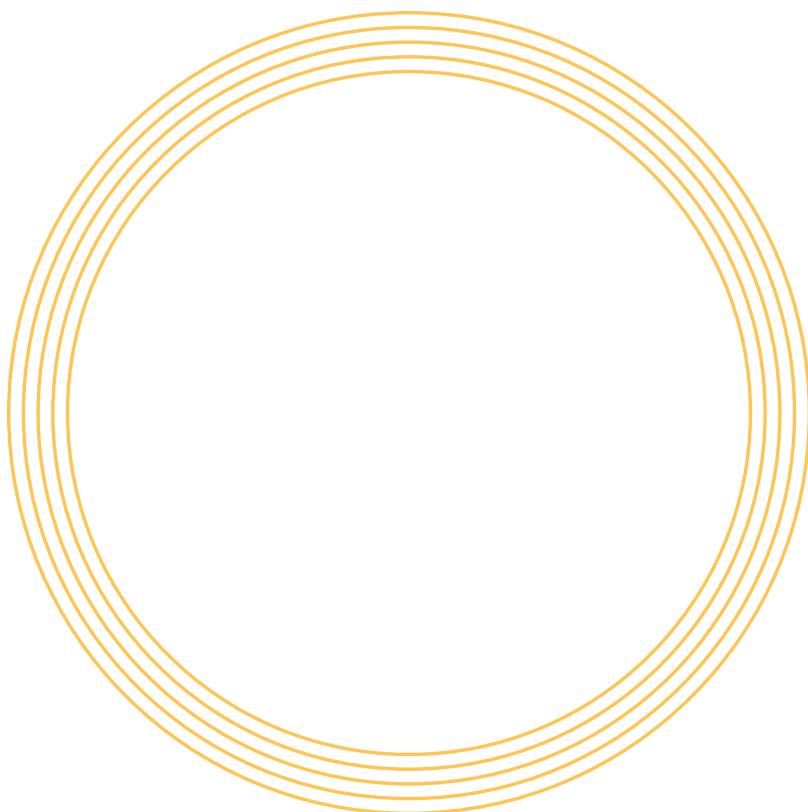
## BLENDING OPTIONS

-  NORMAL
-  MULTIPLY

## EFFECT OPTIONS

-  NONE
-  DROP SHADOW
-  GRADIENT FEATHER

## SAMPLE UNIVERSITY RINGS



### ORIENTATION OPTIONS



### COLOR OPTIONS



PANTONE 142



WHITE

### BLENDING OPTIONS



NORMAL



MULTIPLY

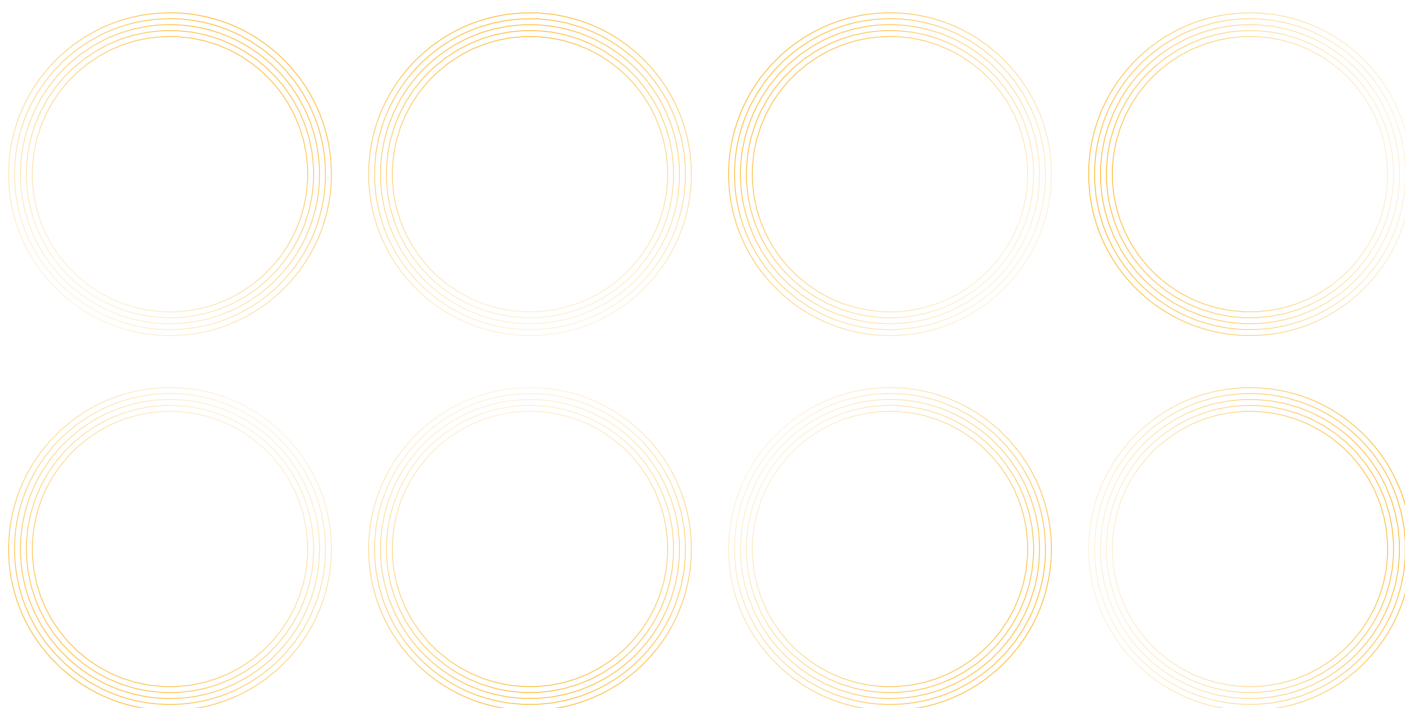
### EFFECT OPTIONS



NONE

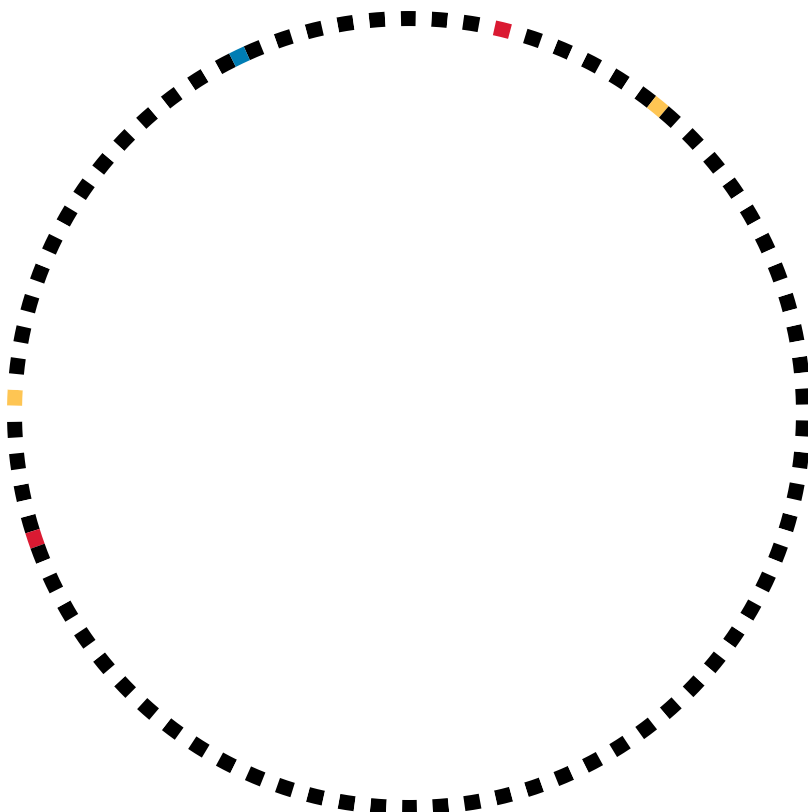


GRADIENT  
FEATHER





## SAMPLE ZODIAC RINGS



### ORIENTATION OPTIONS



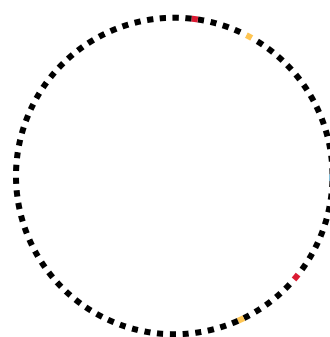
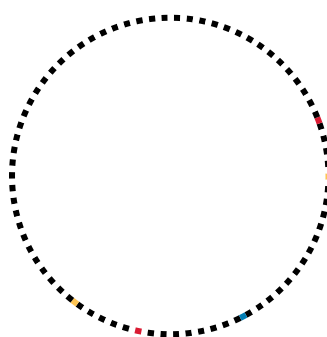
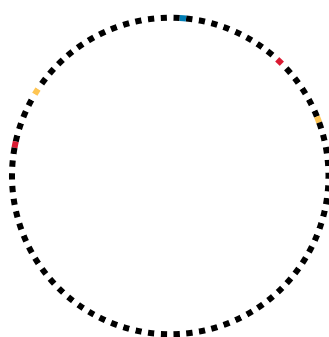
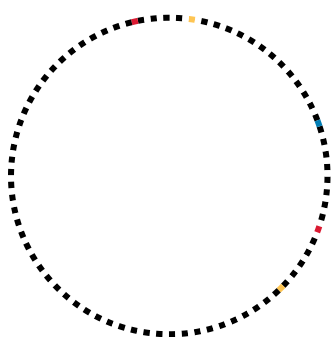
### COLOR OPTIONS

N/A

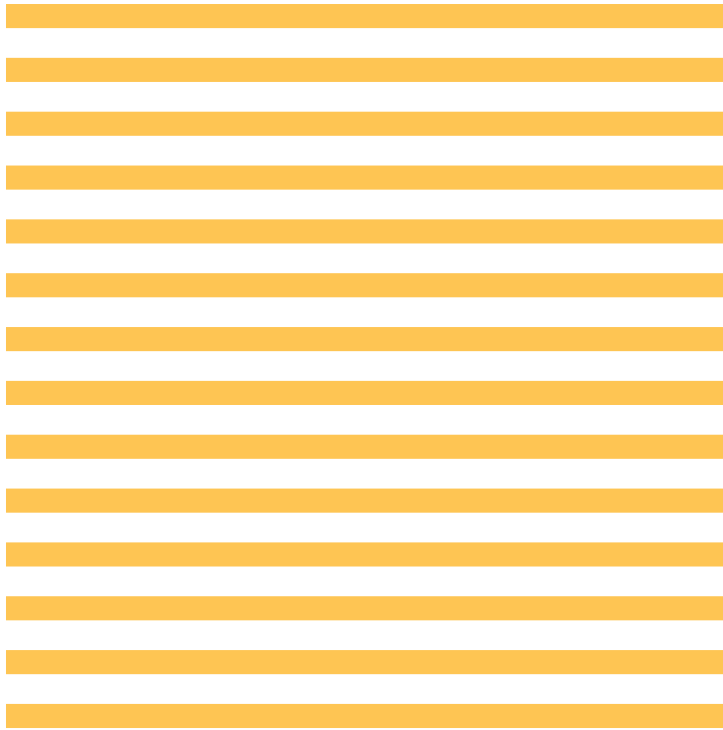
### BLENDING OPTIONS



### EFFECT OPTIONS



## SAMPLE LINEAR STRIPES



### ORIENTATION OPTIONS



### COLOR OPTIONS



PANTONE 142



PANTONE 186



WHITE

### BLENDING OPTIONS

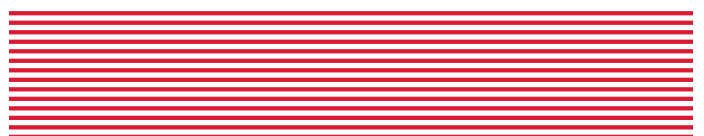
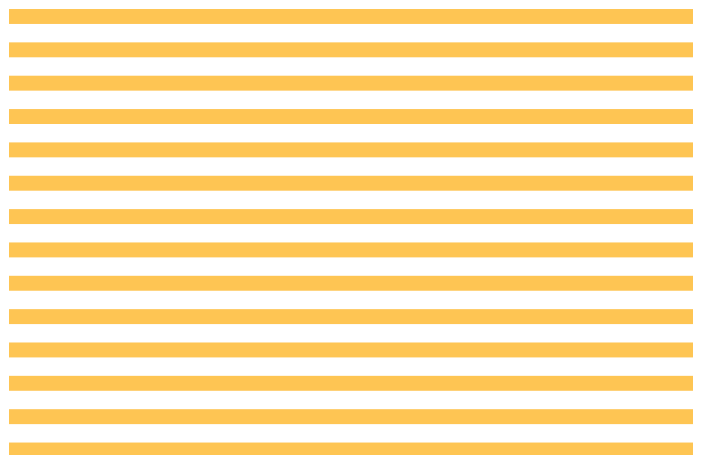
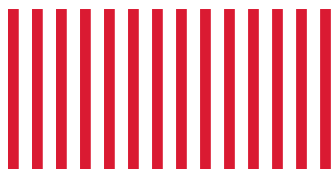


NORMAL

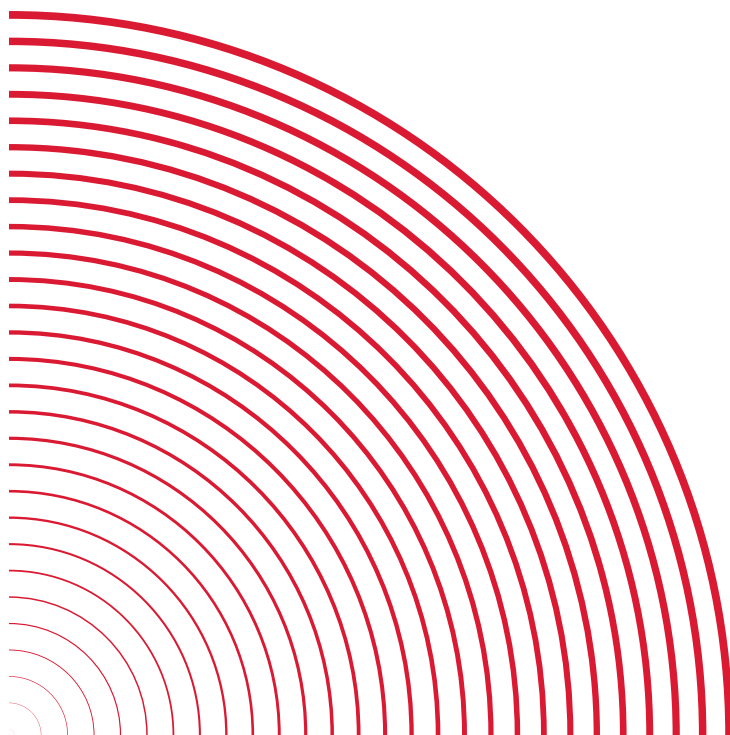
### EFFECT OPTIONS



NONE



## SAMPLE RAKES



### ORIENTATION OPTIONS



### COLOR OPTIONS



PANTONE 186



PANTONE 142



WHITE

### BLENDING OPTIONS



NORMAL

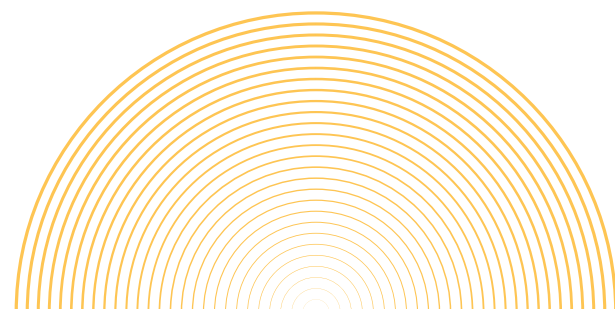
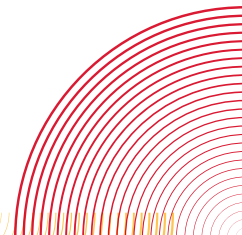
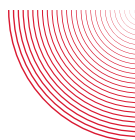
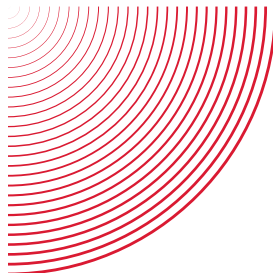
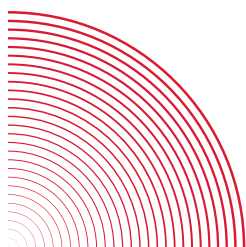


MULTIPLY

### EFFECT OPTIONS



NONE



## SAMPLE WAVES



### ORIENTATION OPTIONS



### COLOR OPTIONS



PANTONE 142



PANTONE 186

### BLENDING OPTIONS



NORMAL



MULTIPLY

### EFFECT OPTIONS



NONE



## SAMPLE ARROW STRIPES




### ORIENTATION OPTIONS



### COLOR OPTIONS


 PANTONE 186

 PANTONE 142

 WHITE

### BLENDING OPTIONS

 NORMAL

 MULTIPLY

### EFFECT OPTIONS

 NONE



## SAMPLE CLOUD #1



### ORIENTATION OPTIONS



### COLOR OPTIONS

N/A

### BLENDING OPTIONS



MULTIPLY

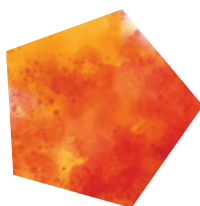
### EFFECT OPTIONS



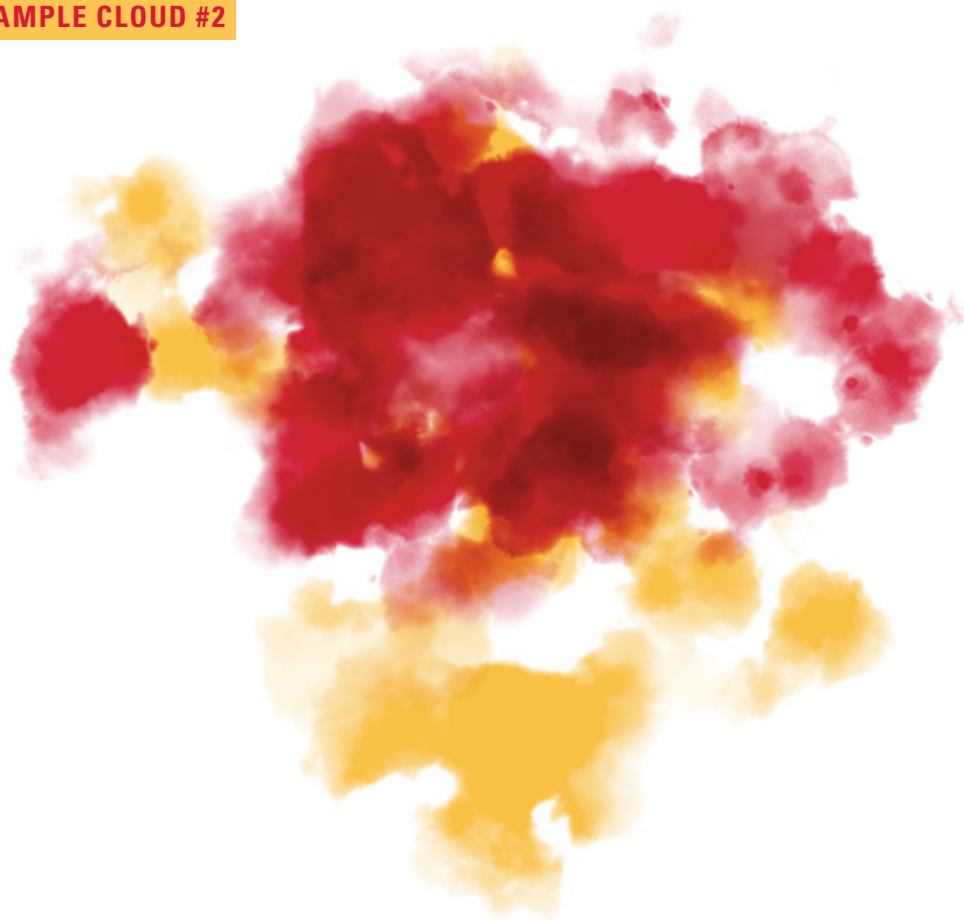
NONE



GRADIENT  
FEATHER



## SAMPLE CLOUD #2



### ORIENTATION OPTIONS



### COLOR OPTIONS

N/A

### BLENDING OPTIONS



MULTIPLY

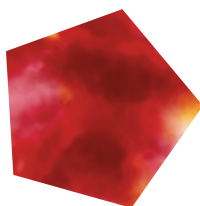
### EFFECT OPTIONS



NONE



GRADIENT  
FEATHER



## SAMPLE BOMB '66 LINES



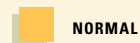
### ORIENTATION OPTIONS



### COLOR OPTIONS

N/A

### BLENDING OPTIONS



NORMAL

### EFFECT OPTIONS



NONE

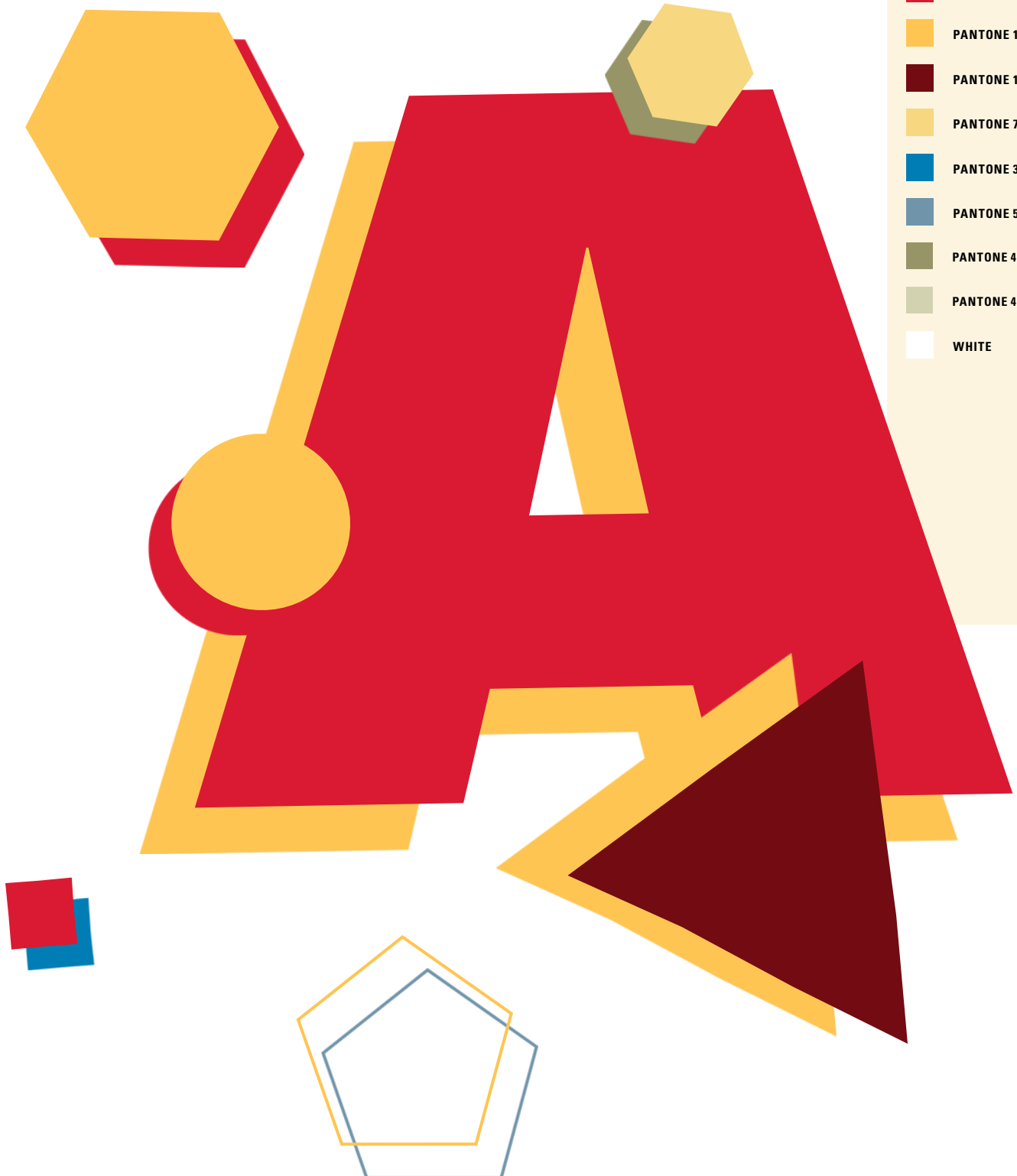




## SAMPLE DROP SHADOWS

### DROP SHADOW COLOR OPTIONS

	PANTONE 186
	PANTONE 142
	PANTONE 1815
	PANTONE 7403
	PANTONE 307
	PANTONE 5425
	PANTONE 451
	PANTONE 454
	WHITE



## SAMPLE GRADIENT FEATHERS



## SAMPLE STATISTIC CALLOUTS

83%

of students receive some sort of financial aid.

19:1

student-to-faculty ratio

34,992

enrollment

126

nations represented

95%

employed or in a graduate program within six months of graduation.

SAMPLE UNDERLYING GRID

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## SAMPLE FLOATING ELEMENTS

