

University of Iowa®

Dance Marathon

Brand Guidelines

Preface

Purpose

The purpose of this brand identity is to protect, solidify, and unify the image of University of Iowa Dance Marathon. By following these guidelines we send a consistent message to our audience. Consistency is at the heart of professionalism and that is what we hope to maintain. To grow and preserve a recognizable and professional image is a goal of this brand identity.

Brand Personality

A brand personality is not necessarily seen, but felt. The personality of the UI Dance Marathon brand comes from the organization's mission. What we do requires trust and professionalism. To convey a unified image, all of our communications must transmit the same message.

Creativity Clause

These guidelines are not meant to restrict the creative license of those who design for UI Dance Marathon. Working with these guidelines will help streamline the design process, instead of hindering it. Creative freedom is noted throughout the guidelines.

Our Logos and Usage



This is the main logo of the University of Iowa Dance Marathon. It is to be the primary logo. All other logos may be used when appropriate.
*Please note that the third logo does not typically have a black background but was needed in this instance to show the colors used in the design.



**UIDANCE
MARATHON**



**UIDANCE
MARATHON**



**UIDANCE
MARATHON**

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Our Logos and Usage (cont'd)



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The Three Dancers logo has been with University of Iowa Dance Marathon since the beginning. The logo may be manipulated (color change, individual dancers used, clipping, etc.) but with that ability, the designer(s) must respect the history and longevity of this logo.

Typography

Gotham

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () - + =

Gotham Thin
Gotham Light
Gotham Book
Gotham Medium
Gotham Bold
Gotham Black
Gotham Ultra

Mercury

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () - + =

Mercury Italic
Mercury Display
Mercury SemiBold
Mercury Bold

Typeface Usage

Gotham is to be the main font, with Mercury as an accenting serif font. Dependent on the situation, that may be changed. The decision of what is appropriate to use is left up to the designer(s).

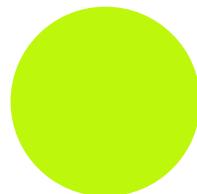
Color Palette

Lime

C: 31 M: 0 Y: 100 K: 0

R: 189 G: 247 B: 12

Hexadecimal: bdf70c

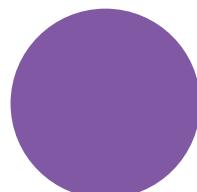


Purple

C: 57 M: 76 Y: 0 K: 0

R: 128 G: 88 B: 164

Hexadecimal: 8058a4

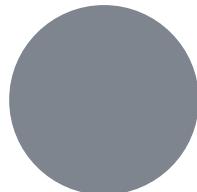


Gray

C: 53 M: 42 Y: 35 K: 4

R: 127 G: 133 B: 143

Hexadecimal: 7f858f

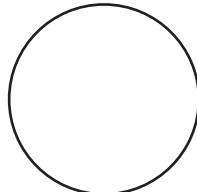


White

C: 0 M: 0 Y: 0 K: 0

R: 255 G: 255 B: 255

Hexadecimal: ffffff

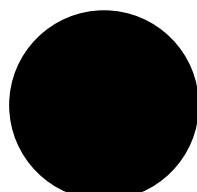


Black

C: 75 M: 68 Y: 67 K: 90

R: 0 G: 0 B: 0

Hexadecimal: 000000



*Document must be in RGB color mode

Color Hierarchy

Lime is to be the main color with the remaining colors being accents. Depending on the situation and project, that may be altered.

Color Effects

Transparency, gradients, etc. may be used in appropriate situations, that freedom is given to the designer(s).

Other Entities

University of Iowa
Hospitals & Clinics



University of Iowa
Children's Hospital



Children's Miracle Network



Tigerhawk



Herky
Current & Vintage



Notice

These images are of outside groups. Use of these images and others must coincide with that entity's brand identity. No manipulation of any kind may take place. Before any use, licensing must approve.

You may access their brand manuals at:

University of Iowa (UIHC, Children's Hospital, Tigerhawk, Herky)
<http://www.uiowa.edu/brand/graphic-identity/other-graphics-identity.html>

Children's Miracle Network
<http://childrensmiraclenetworkhospitals.org/rebrand/>