Purpose of this Manual

The guidelines in this manual are designed to create a flexible and cohesive identity for IPFW and The Don Difference that:

- Reinforces the university and The Don Difference identity
- Helps create a consistent experience across all communications
- Creates a consistent look for viewers to identify IPFW and The Don Difference

These guidelines apply to all of IPFW’s communications and marketing materials.

This guide may not address every possible future need. Guidelines are always a work in process. Please make sure you are using the most recent version.

If you have further questions, please reference the IPFW identity system at identity.ipfw.edu or contact:

Marketing Communications
Support Services Building
2101 East Coliseum Boulevard
Fort Wayne, Indiana 46805-1499
260-481-6428

ipfw.edu/mc
GUIDELINES AND CONTACT INFORMATION

Please review these guidelines for communicating and implementing The Don Difference series.

For further assistance, contact:
IPFW Marketing Communications
260-481-6428, marketing@ipfw.edu.

Jack Patton, Executive Director of Marketing
260-481-6710, jack.patton@ipfw.edu

Lea Ann Powers, Creative Director
260-481-6163, leaann.powers@ipfw.edu

The IPFW Don Difference Guide to Templates and Marks explains how to use The Don Difference marks and IPFW marks and signatures correctly. This guide can be accessed at: ipfw.edu/dd-templates

IPFW LOGO USAGE GUIDELINES, explaining the APPROPRIATE USE of IPFW trademarked assets, can be found at: identity.ipfw.edu.

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WE WANT YOUR FEEDBACK

TO OFFER SUGGESTIONS FOR FUTURE DON DIFFERENCE SUBJECTS, FACULTY, AND/OR RESEARCH
Please send suggestions to: dondifference.ipfw.edu/submit

TO PROVIDE FEEDBACK
Please provide feedback at: dondifference@ipfw.edu
How to Talk about The Don Difference

THE DON DIFFERENCE STORY

Truly, Mastodons leave big footprints.

As these video testimonials demonstrate, faculty members on the IPFW campus are contributing to the economic, intellectual, social, and cultural quality of life in northeast Indiana and the world beyond.

Through exemplary leadership in research, scholarship, and creative endeavors, our faculty establish the university as a nexus of new ideas, exciting discoveries, and important works.

Subheads

In printed materials (e.g., an academic journal), include RESEARCH, SCHOLARSHIP, AND CREATIVE WORKS as a sub-head to help demonstrate with the utmost clarity the purpose and intent of the campaign.

In all other materials (e.g., social media, blog posts, newsletters), you may want to include MASTODONS LEAVE BIG FOOTPRINTS as a sub-head to help cultivate and share the pride we feel in the remarkable work being done by our faculty.

IPFW editorial requirements—including the Editorial Style Guide and official university Designations List—can be found at ipfw.edu/mc

EQUAL OPPORTUNITY/EQUAL ACCESS (EO/EA) REQUIREMENTS
The Equal Opportunity/Equal Access (EO/EA) statement must appear on all print/digital materials that contain the IPFW mark. The EO/EA should be located in the bottom lower-left corner of design spaces.
Master Narrative about The Don Difference

Our campus is a crossroads.

Here, top researchers, scholars, and creative minds meet to chart a new course in higher education—

<table>
<thead>
<tr>
<th>MODULAR</th>
<th>To explore where the left and right brain meet (COAS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MODULAR</td>
<td>To forge economic partnerships across the globe (DSB)</td>
</tr>
<tr>
<td>MODULAR</td>
<td>To preserve the foundations of who we are (CEPP)</td>
</tr>
<tr>
<td>MODULAR</td>
<td>Here, we make a difference.</td>
</tr>
<tr>
<td>MODULAR</td>
<td>We prove time and again that curiosity makes history, passion inspires awe, and Mastodons leave big footprints.</td>
</tr>
</tbody>
</table>

Note: The language of the positioning statement is intended to be modular to reflect the content of the video testimonials and the faculty and research featured. The above is only a top-level example.

When creating content, consider the language of the academic program snapshot and use this in conjunction with the messaging for the corresponding college. For example:

**Biology**

<table>
<thead>
<tr>
<th>MODULAR</th>
<th>To explore where the left and right brain meet (COAS)</th>
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</table>

**Computer Science**

<table>
<thead>
<tr>
<th>MODULAR</th>
<th>To imagine the possibilities of where we might go (ETCS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MODULAR</td>
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Indiana University–Purdue University Fort Wayne.

That's The Don Difference.
The Don Difference: Key Messages by Audience

To better engage with our audiences, Marketing Communications has identified key messages by audience type for The Don Difference series.

Media

- I should partner with IPFW when I need subject-matter experts on current events, complex issues, or cultural and social commentary
- The research, scholarship, and creative endeavor happening at IPFW are affecting change in our community and the world
- Highlighting our accomplishments earns the university community recognition locally, nationally, and internationally

Legislative Delegation

- IPFW is an economic development driver for the region
- The research, scholarship, and creative endeavor happening at IPFW helps to tell Northeast Indiana Regional Partnership’s story
- IPFW is the face of Indiana University and Purdue University for the region

IU /Purdue Network

- IPFW is the face of Indiana University and Purdue University for the region
- IPFW is where you can get an IU or Purdue degree

Faculty/Staff

- I am part of a prestigious higher education community where my colleagues gather to do great things
- I am motivated to be recognized in the same way

Enrolled Students

- IPFW is a prestigious higher education institution, and therefore it’s a great place to earn my college degree
- IPFW is home to real, accessible subject-matter experts who I can learn from and work with while earning my degree
- I am proud to be an IPFW Mastodon

Prospective students

- IPFW is a prestigious higher education institution, and therefore it’s a great place to earn my college degree
- IPFW is home to real, accessible subject-matter experts who I can learn from and work with while earning my degree
- I’d be proud to be an IPFW Mastodon

Alumni

- Incredible research, scholarship, and creative endeavor are happening at IPFW
- I am proud to be an IPFW Mastodon
- IPFW alumni are accomplishing great things worldwide
- I can contribute to what’s happening on campus by making a donation to my alma mater

Donors

- My support goes a long way in creating opportunities for research, scholarship, and creative endeavor
- I am proud to support IPFW Mastodons
The Don Difference: Academic Program Snapshots

Along with highlighting individual faculty members and their remarkable contributions to the intellectual, cultural, and scientific fabric of our campus, The Don Difference series will also turn the spotlight on their respective departments through Academic Program Snapshots.

Department of Philosophy (Abe Schwab)
Follow your curiosity. The Department of Philosophy offers courses in ethics and religious studies, in addition to both Eastern and Western philosophical traditions to deepen your understanding of the human experience. We graduate thinkers, lawyers, scientists, and more.

- Philosophy
- Ethics
- Religious Studies

Department of Fine Arts (Audrey Ushenko)
What shape does your art take? The Department of Fine Arts can help you hone your art-making skills in modern studio spaces and connect your work with major regional galleries and organizations. We graduate painters, sculptors, printmakers, and more.

- Ceramics
- Painting
- Drawing
- Printmaking
- Metallurgy
- Sculpture

Department of Visual Communication and Design (Andres Montenegro)
It takes a skilled eye and a steady hand to design jaw-dropping print and digital assets. The Department of Visual Communication and Design can help you find exciting new applications for your form of artwork. We graduate designers, artists, photographers, and more.

- Graphic Design
- Imaging and Photography
- Modeling and Animation
- Interior Design

Department of Engineering (Abdullah Eroglu, Elizabeth Thompson)
Transform your future. The Department of Engineering finds new ways to solve everyday problems and offers you opportunities to learn hands-on with the latest advancements in design and industry. We graduate builders, designers, leaders, and more.

- Civil Engineering
- Electrical Engineering
- Computer Engineering
- Mechanical Engineering

Department of Communication (Art Herbig)
The ways in which we communicate have changed dramatically in recent years, but the fundamentals remain the same: the ability to communicate effectively underlies professional and personal success. Study the art of exchange with the Department of Communication. We graduate public advocates, media professionals, filmmakers, and more.

- Interpersonal and Organizational Communication
- Media and Culture
- Multimedia Newsgathering and Reporting
- Rhetoric and Public Advocacy
- Film and Media Studies

Department of Computer Science (Beomjin Kim)
Revolutionize how people and technology work and play together. Explore software design, programming languages, computer architecture, and more with a degree in computer science. We graduate programmers, hardware specialists, network administrators, and more.

- Programming
- Software Engineering
- Computer Graphics
- Database Systems
Academic Program Snapshots, continued

**Department of English and Linguistics (Curtis Crisler, Damian Fleming)**
Shakespeare. Thoreau. Angelou. You. Discover the works of literary giants, find your own voice, and research the scientific origins of language in the Department of English and Linguistics. We graduate authors, teachers, linguists, and more.

- Communication Media
- Language
- Literature
- Writing
- Teacher Certification

**Department of Nursing (Denise Jordan)**
Follow your calling to help others. IPFW nursing students enjoy access to the booming regional healthcare industry, professional expertise, and hands-on experiential learning opportunities. We graduate nurses, technicians, healthcare advocates, and more.

- Maternity Nursing
- Transcultural Healthcare
- Leadership in Nursing
- Medical Ethics

**Department of Hospitality and Tourism Management (John Niser)**
Experts in hospitality are at your service. In the Department of Hospitality and Tourism Management, learn from the very best industry professionals in hotel and restaurant management, event planning, and food and nutrition sciences. We graduate restaurateurs, chefs, nutritionists, and more.

- Hospitality Management
- Food and Nutrition

**Department of Psychology (Michelle Drouin)**
Be mindful. In the Department of Psychology, discover the study of behavior, thought, and intelligence. Join a research project, collaborate on a conference paper, or explore current issues in mental health and wellness. We graduate counselors, researchers, and more.

- Psychobiology
- Clinical Research
- Social Psychology
- Research Methods

**Department of Biology (Punya Nachappa)**
What does life look like under the microscope? In the Department of Biology, you will have rich opportunities to work closely with faculty in research environments and laboratories. Study the science of life the way it should be—up close and personal. We graduate scientists, pharmacists, ecologists, and more.

- Biology
- Medical Technology
- Pre-Forestry
- Pre-Agriculture
- Ecology and Evolutionary Biology
- Pre-Veterinary
- Pre-Pharmacy

**Department of Public Policy (Rachel Rayburn)**
Be foundational to a more open, green, and just society. Whether you’re interested in protecting the peace, the planet, or the rule of law, the Department of Public Policy has programs to connect you to your calling. We graduate lawyers, administrators, officers, and more.

- Criminal Justice
- Environmental Policy
- Legal Studies
- Health Services Administration
- Public Management
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