GUIDE TO
UNDERSTANDING AND APPLYING
THE DON DIFFERENCE
TEMPLATES
AND DIGITAL ASSETS
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

The Don Difference Templates and Digital Assets

IPFW Signatures (Logos) and The Don Difference

HOW DO I–Use this in my newsletter?

HOW DO I–Put this in a brochure?

HOW DO I–Feature this in a magazine or publication?

HOW DO I–Print this on a poster?

HOW DO I–Use this on a postcard?

HOW DO I–Use this on my website?

HOW DO I–Use this on Facebook?

HOW DO I–Use this on Twitter?

HOW DO I–Use this in a PowerPoint presentation?

HOW DO I–Use this in an electronic newsletter?

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
The following pages explain how to use The Don Difference assets (graphics, photos, videos, and messaging) when creating your own Don Difference marketing materials.

Templates have been created for The Don Difference print materials and can be accessed through the Marketing Communications website.

For instructions on how to work within various software applications (Adobe InDesign, Word, PowerPoint) please contact IPFW IT Services. They are equipped to instruct users in learning more about software applications.

**Download templates at:**
ipfw.edu/dd-templates

Marketing Communications is excited to empower the campus community to take part in the creation of marketing materials for internal (on-campus) audiences through the use of IPFW Don Difference templates.

Using these templates gives you a starting point for creating print material that:

- Reinforces and supports the IPFW Identity System and The Don Difference
- Extends the IPFW identity across campus through The Don Difference
- Meets IPFW information architecture standards
- Presents a new opportunity for the campus community to participate in building and strengthening the image of our university through the use of editorial, visual, and photographic standards. These standards create a clean and consistent “look and feel” for posters, fliers, invitations, brochures, and more.

**QUESTIONS:**

**Software:** Contact IPFW IT Services

**Software programs/applications:** Lynda.com for tutorial videos and online training

**Identity Standards:** Learn more at identity.ipfw.edu

**Photographs:** IPFW Vault (digital asset catalog)

**Signatures:** IPFW Vault (digital asset catalog)

**Editorial Resources:**

- The IPFW Identity System found at identity.ipfw.edu
- The IPFW Editorial Style Guide [PDF] found at ipfw.edu/style-guide
- The IPFW Designations List [PDF] found at ipfw.edu/designations

**Note:** This list is managed by the Office of the Vice Chancellor for Financial and Administrative Affairs. Call 260-481-6804 or email shilling@ipfw.edu with questions or updates.

**Printing:** IPFW Printing Services

**General Template Questions:** Marketing Communications
IPFW Signatures (Logos) and The Don Difference

The Don Difference has its own set of graphic identifier marks and guidelines. Please refer to these when placing The Don Difference marks (logos) in templates.

▼ An IPFW signature (university or departmental) must appear on all Don Difference materials

▼ The Don Difference graphic identifier (logo) may not appear without an IPFW signature (logo) accompanying it
HOW DO I–Use this in my newsletter?

When featuring or using The Don Difference assets in departmental newsletters, consider:

▼ Using The Don Difference graphic identifier within the story and the departmental signature in the appropriate (upper-left or lower-right corner of the layout)

▼ Using language that supports The Don Difference messaging

▼ Using available Don Difference photos and assets which can be found at: dondifference.ipfw.edu/blog

▼ Making The Don Difference a feature story on page one of the newsletter

▼ Referencing other research in your department or college that complements or augments The Don Difference story

A Don Difference branded newsletter template can be downloaded at:

ipfw.edu/dd-templates

The Don Difference photos and graphic identifiers can be found at:

dondifference.ipfw.edu
HOW DO I—Put this in a brochure?

When featuring or using The Don Difference assets in departmental brochures, consider:

- Using The Don Difference graphic identifier as well as the departmental signature in the appropriate (upper-left or lower-right corner of the layout)

- Using language throughout the brochure that supports The Don Difference messaging

- Using available Don Difference photos and assets, which can be found at: dondifference.ipfw.edu/blog

- Referencing other research in your department or college that complements or augments The Don Difference story

A Don Difference branded brochure template can be downloaded at:

ipfw.edu/dd-templates

The Don Difference photos and graphic identifiers can be found at:

dondifference.ipfw.edu

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VISUAL AND PERFORMING ARTS

ANDRES MONTENEGRO

RESEARCH, SCHOLARSHIP AND CREATIVE WORKS

YOUR DEPARTMENT IDENTITY SIGNATURE

IPFW

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A Don Difference branded brochure template can be downloaded at:

ipfw.edu/dd-templates

The Don Difference photos and graphic identifiers can be found at:

dondifference.ipfw.edu

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The Don Difference photos and graphic identifiers can be found at:

dondifference.ipfw.edu
HOW DO I—Feature this in a magazine or publication?

When featuring or using The Don Difference assets in magazines or publications, consider:

- Using The Don Difference graphic identifier within the story and the departmental signature in the appropriate (upper-left or lower-right corner of the layout)

- Using language that supports The Don Difference messaging

- The wealth of Don Difference photos, messaging assets, and accompanying video and scripts allows for longer, more detailed stories. Access Don Difference photos and assets at dondifference.ipfw.edu/blog

- Making The Don Difference a feature story on page one of the newsletter

- Referencing other research in your department or college that complements or augments The Don Difference story

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IPFW: SOCIOCLOGICAL REVIEW

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FEATURING THE ALL NEW DON DIFFERENCE

IPFW: THE DON DIFFERENCE

Featuring the research endeavors of Professor Michelle Drouin


DATE, YEAR

VOLUME

MAGAZINE COVER AND INSIDE SPREAD

IPFW: RESEARCH, SCHOLARSHIP, AND CREATIVE WORKS
HOW DO I—Print this on a poster?

When featuring or using The Don Difference assets in departmental posters or fliers, consider:

- Using The Don Difference graphic identifier as well as the departmental signature in the appropriate (upper-left or lower-right corner) of the layout

- Using short, concise language that supports The Don Difference messaging

- Using available Don Difference photos and assets which can be found at: dondifference.ipfw.edu/blog

A Don Difference branded poster/flier template can be downloaded at:

ipfw.edu/dd-templates

The Don Difference photos and graphic identifiers can be found at:

dondifference.ipfw.edu
HOW DO I–Use this on a postcard?

When featuring or using The Don Difference assets on a postcard, consider:

- Using The Don Difference graphic identifier within the story and the departmental signature in the appropriate (upper-left or lower-right corner of the layout)
- Using short, concise language that supports The Don Difference messaging
- Accessing Don Difference photos and assets at dondifference.ipfw.edu/blog
- Explaining clearly what you want the reader to do next (call to action/expected next steps)

A Don Difference branded poster/flier template can be downloaded at:

ipfw.edu/dd-templates

The Don Difference photos and graphic identifiers can be found at:

dondifference.ipfw.edu
HOW DO I—Use this on my website?

When featuring or using The Don Difference on your website, consider:

- Featuring the story prominently on your homepage, potentially as a callout or by linking to the desired Don Difference feature story from a banner image
- Using concise and descriptive language—you can also briefly describe the content of the story you want to feature and then link to it directly
- Including a link back to the official Don Difference website so readers can explore more stories
- Embedding the video on your site using the video information document included with each story’s download bundle

To access The Don Difference feature story download bundles:

- Visit dondifference.ipfw.edu/blog and click on the Don Difference story you want to feature
- Below the video on the page, click Download this Content to download that story’s bundle (The bundle includes story copy, images, and video information from the story you’ve selected)

Website/Digital Application

Publishing a Video on your DotCMS Web Page

Publishers can embed a Don Difference YouTube video by following these steps. (Please note that you must publish these videos on two-column pages.)

1. On the YouTube page, find your video then select Share then Embed at bottom left of the video:

2. Select Share with playlist starting from current video.
3. Copy the embed iframe code.
4. In dotCMS, create a new piece of content, provide a title, and select the folder location.
5. Change the Body field from WYSIWYG to Code view and paste the iframe code.
6. Select Save / Publish.
7. Preview the page before publishing.

Web assistance for The Don Difference can be found through IPFW IT Services at: ipfw.edu/its
HOW DO I—Use this on Facebook?

When featuring or using The Don Difference on your Facebook page or group, consider:

▼ Featuring The Don Difference by uploading a custom Facebook cover image to the page

To create a Facebook cover image:

▼ Visit dondifference.ipfw.edu/blog and click on The Don Difference story you want to feature

▼ Below the video on the page, click Download this Content to download the images from the story directly to your device

▼ Visit ipfw.edu/templates to download The Don Difference Facebook cover image to your device

▼ Follow the instructions for the template, and use the image you downloaded to create the Facebook cover image

To upload a cover image to Facebook:

▼ Make sure you are using Facebook as your page, rather than your personal profile

▼ Go to your Facebook page and hover your mouse over the top, left-hand corner of the current cover image

▼ Click Change Cover

▼ From the drop-down menu, select Upload Photo and select the cover image you’ve created from your device

▼ Drag the image to reposition the cover image, if needed

▼ Once you are happy with the position, click Save Changes
HOW DO I—Use this on Twitter?

When featuring or using The Don Difference on your Twitter profile, consider:

- Featuring The Don Difference by uploading a custom Twitter cover image to the page

**To create a Twitter cover image:**

- Visit dondifference.ipfw.edu/blog and click on The Don Difference story you want to feature
- Below the video on the page, click Download this Content to download the images from the story directly to your device
- Visit ipfw.edu/templates to download The Don Difference Twitter cover image template to your device
- Follow the instructions for the template, and use the image you downloaded to create the Twitter cover image

**TWITTER ACCOUNT**

**To upload a cover image to Twitter:**

- Login to Twitter and go to your profile page
- Click Edit Profile
- Click Change Your Header Photo
- Click Upload Photo and select the cover image you’ve created from your device
- Scale and reposition the image as needed
- When you are happy with it, click Apply
HOW DO I—Use this in a PowerPoint presentation?

PowerPoint Templates are available for use and can be found at: ipfw.edu/templates

- Using available templates will provide a consistent presentation for Don Difference materials
- Use the templates in conjunction with The Don Difference messaging and with available Don Difference photo assets
HOW DO I—Use this in an electronic newsletter?

When featuring or using The Don Difference in your e-newsletter:

When featuring or using The Don Difference in your e-newsletter, consider:
- Adding an image and logo to your e-newsletter in addition to your story
- Adding an image and logo to your e-newsletter in addition to your story

To add a Don Difference image to your e-newsletter:
- Visit dondifference.ipfw.edu/blog and click on story you want to feature
- Below the video on the page, click Download this Content to download the images from the story directly to your device. Photos are already 72 dpi
- Open your newsletter software and upload the photos as you normally would
- Resize as needed using the newsletter’s built-in photo editor, or if you prefer, re-size in Photoshop before uploading the photo

To upload a Don Difference logo to your e-newsletter:
- Visit dondifference.ipfw.edu/blog and click on the story you want to feature
- Click on the Media navigation link at the top
- Scroll to the bottom and click Download Logos to download the logos directly to your device
- Open your newsletter software and upload the logos as you would for a photo
- Resize as needed using the newsletter’s built-in photo editor, or if you prefer, re-size in Photoshop before uploading the logo