GUIDE TO
UNDERSTANDING AND APPLYING
THE DON DIFFERENCE
GRAPHIC MARK
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. 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
The Don Difference is an IPFW Program and should be identified as such.

THE DON DIFFERENCE SERIES MUST BE IDENTIFIED AS AN IPFW PROGRAM AND MUST FOLLOW ALL IPFW IDENTITY SYSTEM REQUIREMENTS.

The Don Difference graphic identifier or LOGO must always be used WITH an IPFW signature (logo).

These two graphic elements must be applied in a specific relationship to one another as described here.

IPFW signatures and The Don Difference marks may be downloaded at: dondifference.ipfw.edu/media
The Don Difference Graphic Identifier (Logo)

The Don Difference GRAPHIC IDENTIFIER is a polygonal shape containing a mastodon silhouette and text.

This graphic identifier should be used on all Don Difference marketing materials.

**REMINDER:** The Don Difference graphic identifier (logo) may not appear without an IPFW signature (logo) accompanying it.
Using Both the IPFW Signature and The Don Difference Graphic Identifier

To use The Don Difference graphic identifier AND the IPFW logo, choose one of three options:

IPFW Mark: Upper left OR lower right and The Don Difference in the opposite corner.

OR: Follow the Logo Lockup examples on page 8.
Signature Size, Size Relationships, and Positioning

**SIZE**
The size of the IPFW signature is directly related to its prominence in any layout/media placement.

There is *no maximum size* for the university signature, however, *there are minimum size requirements* for various applications.

**SIZE RELATIONSHIPS**
When using BOTH the IPFW signature and The Don Difference graphic, maintain the size of each mark as outlined here.

**POSITIONING**
The distance between the signature and the outer edges of the design space should be one-half the size of the primary mark, whether upper-left, lower-right, or centered.

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**Signature MINIMUM LAYOUT sizes**

<table>
<thead>
<tr>
<th>SIZE OF LAYOUT/DESIGN SPACE</th>
<th>MINIMUM HEIGHT</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 1/2 x 11&quot;</td>
<td>3/4&quot; (.75)</td>
</tr>
<tr>
<td>#10 Envelope (businesss size)</td>
<td>3/4&quot; (.75)</td>
</tr>
<tr>
<td>5 1/2 x 8 1/2&quot;</td>
<td>5/8&quot; (.625)</td>
</tr>
<tr>
<td>5 1/2 x 4 1/4&quot; (notecard size)</td>
<td>1/2&quot; (.5)</td>
</tr>
<tr>
<td>A2 Envelope (notecard size)</td>
<td>5/8&quot; (.625)</td>
</tr>
<tr>
<td>7 1/2 x 10&quot; (PowerPoint)</td>
<td>5/8&quot; (.625)</td>
</tr>
<tr>
<td>11 x 17 (poster)</td>
<td>1 1/4&quot; (1.25)</td>
</tr>
</tbody>
</table>

*IPFW TRIANGLE IS THE SAME HEIGHT AS THE SHORT SIDE OF THE DON DIFFERENCE POLYGON*
The Don Difference: Logo Lockup

If you’d prefer, use the IPFW signature and The Don Difference mark in a logo lockup.

This means that both marks are locked into a specific relationship to one another and form a single unit. The elements may not be rearranged in ways that affect either mark’s graphic integrity.

PLEASE USE ASSETS IN THE CONFIGURATIONS SHOWN HERE when there is a third party mark/logo involved.

Maintain the size relationships shown here when using the logo lockup.