



INDIANA UNIVERSITY

STUDENT GOVERNMENT

BRANDING AND STYLE GUIDELINES

Second Edition. Updated in April 2025.

For the most recent guidelines, please visit iustudentgovernment.indiana.edu

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Introduction

The Indiana University Student Government (IUSG) serves as the representative voice of undergraduate and graduate students, playing a vital role in shaping the student experience and advocating for student interests across the Bloomington campus. How we present ourselves directly influences how that role is recognized, understood, and engaged with across campus and beyond.

The Branding and Style Guidelines provide the framework for how IUSG communicates through visual and written communication. Every message we deliver, every graphic we publish, and every program we promote shape how students, administrators, faculty, alumni, and community members perceive us. More than just logos or colors, a consistent and intentional brand builds recognition and credibility. It reflects our professionalism, reinforces our student-centered mission, and fosters trust with those we have served and represented for over a century.

Since the launch of our brand in 2024, the Branding and Style Guidelines have been refined by the Department of Communications to better support all members of IUSG in telling our story with clarity, cohesion, and purpose. With a well-informed rationale for every element, these guidelines reflect our brand's strength and offer flexible, nuanced guidance in presenting our organization's most authentic self.

We believe in the power of our brand to amplify our impact, unite our community, and reflect Indiana University students' bold and visionary spirit. This guide is intended to make those communications clearer, easier to create, more impactful, and, above all, clearly recognizable as IUSG.

To ensure proper usage of branding elements, we have developed this document of guidelines and a toolkit comprising several source files.

For additional information, visit

iustudentgovernment.indiana.edu

Questions? Contact

iusgexec@iu.edu

Defintions

Below are the definitions of key components outlined in the Branding and Style Guidelines. These terms can be used independently when discussing the guides.

Logos

- An overarching term that encompasses the Symbol, Seal, and Lockups.

Symbol

- Refers to the traditional IUSG logo commonly used across social media, newsletters, profile pictures, quick updates, and casual communications.

Seal

- Refers to the IUSG seal reserved for officially sanctioned purposes.

Branch Lockups

- Specific arrangements of the symbol and wordmark for branches, offices, departments, or high-impact initiatives.

Indiana University Lockups

- Specific arrangements of the IU trident and Indiana University Student Government wordmark.

Graphics vs Documents

- Graphics refer to visual illustrations and images primarily used on social media, while documents refer to written materials such as reports, letters, and official communications.

The IUSG Slogan

- "Protecting Student Rights. Enriching Student Life."

Primary Typeface

- Used for headings and titles on graphics and informal communications/guides.

Secondary Typeface

- Used for body text on graphics and informal communications/guides.

Official-Use Typeface

- Used for all formal documents and communications.

Limited-Use Typeface

- Used exclusively for specific lockups.

Placeholder

- Refers to a phrase or segment of text within a document that is tailored based on variables such as date/time, position, department, or office.

Audiences

When we communicate, we need to make sure we always have our audience in mind. Each communication should be tailored to a specific audience, keeping in mind when and where we are speaking with them and what we want the intended outcome to be.



How We Communicate: Our Visuals

Our visual identity should reflect our role as the representative voice of the student body at Indiana University. Our design and photography should support our message and illustrate our unique attributes within the University.

Reflect the Campus.

Draw inspiration from the iconic red brick, limestone, and Gothic architecture that defines Indiana University. Let our designs echo the campus spirit, from Dunn Meadow to the Sample Gates. Our natural landscape and academic spaces aren't just a backdrop. They're part of our story.

Champion the Brand.

Use brand assets consistently. Although the desire can be strong to stand out visually, reinforcing our brand is key to building recognition and trust with our audiences.

Stay Aligned

Even when creating something unique for IUSG, remember that we are part of Indiana University. Our materials should clearly reflect that connection, especially for audiences outside of the university.

Be intentional.

Let visual design and photography support the message, not distract from it. Avoid unnecessary elements or embellishments. Don't confuse or clutter the design.

Keep it real.

Use authentic imagery. Highlight real student experiences. Don't over-stage or fabricate.

Be unique.

Creativity is encouraged within the guidelines. Keep visuals interesting while still on brand.

How We Communicate: Our Voice

Our voice is confident, genuine, thoughtful, and direct. Start with the core idea. Communicate it as simply and powerfully as possible, and then refine it.

Be clear and intentional.

Use concise, active sentences. Focus on clarity over flourish. Let strong verbs carry your message. Avoid overloading with adjectives or adverbs.

Show impact.

Why does student government matter at IU? What does it change? What does it lead to? Don't just share information; tell the story behind it and why it matters to the audience.

Stay present.

Use the present tense to emphasize that we're actively working and leading. Reference our history when relevant, but show how we're building on it now and where we're headed.

Ask the right questions.

Why are we doing this? What need are we meeting? Why IUSG, and why now? How will this make a real difference in students' lives?

Be engaging.

Use inclusive language when speaking to your audience. Words like "you," "we," and "us" make communication feel collaborative and welcoming. Remember, students are not just the audience. They are why our organization exists.

Be creative.

Think about the best way to share a message. Use strong storytelling, compelling visuals, or new formats to make content resonate. Don't be afraid to surprise.

Be authentic.

Above all, we must stay true to who we are as student leaders. Let our voices reflect our actual experiences as students at Indiana University.



“PROTECTING STUDENT RIGHTS. ENRICHING STUDENT LIFE.”

The slogan “Protecting student rights. Enriching student life.” embodies the dual mission of the Indiana University Student Government (IUSG). It underscores IUSG’s dedication to advocating for and defending the rights of all students, ensuring their voices are heard and their concerns addressed in all university decisions. Additionally, the slogan highlights IUSG’s role in enhancing the overall university experience through programming, initiatives, leadership development, and community involvement. This slogan should be prominently featured in all materials where IUSG’s purpose and values are communicated.

How We Communicate: **Photography**

Photography plays a key role in communicating our mission, telling our story, and sharing our impact. Our photos should be authentic, high-quality, and rooted in the experiences of the students we serve. They should reflect the spirit and energy of campus life, capturing the real work of IUSG in action.

Be Authentic

- Prioritize candid, natural moments over posed or overly staged shots.
- Highlight real student engagement, such as tabling on campus, attending events, or participating in advocacy.
- Capture images that show emotion, movement, and connection to create people-focused photographs.

Prioritize Quality

- Use high-resolution, properly exposed, well-composed photos.
- Avoid blurry, pixelated, underlit, or over-filtered photos.
- Stick to a clean, natural editing style that keeps photos sharp and accurate to life.

An extensive and expanding collection of University photography can be found online at iustudentlife.smugmug.com

Photos of people should most often be candid. Captured moments help viewers get an inside glimpse of our work, inviting them to be a part of the community.



Landmark images are most effective when they include people and moments of interaction. When using photos of campus, architecture, or interior spaces, choose images that show life and activity and not just the setting.



Ensure the photos we use reflect the identities of the student body we serve. Our photos should represent the full spectrum of our campus community.



How We Communicate: **Videography**

Videography is one of the most direct ways to communicate with the student body online. Whether addressing key issues, promoting initiatives, or highlighting events, our videos should reflect clear and intentional student leadership.

When filming IUSG leaders delivering statements

- Use medium-to-close framing to create a sense of connection.
- Position the speaker in the center, or follow the rule of thirds to add visual interest.
- Make eye contact with the camera to speak directly to students.
- Record in meaningful campus spaces, inside the IMU, on the steps of the Student Building, or with iconic IU visuals in the background.

Prioritize Audio and Clarity

- Clear, high-quality audio is essential. Use external microphones whenever possible.
- Minimize background noise and visual distractions.
- Keep the message concise, focused, and action-oriented. The average length of our videos should be 2-3 minutes or less. If it helps, make multiple short videos rather than one long one.

For Events and Public Meetings

- Keep the camera steady and the speaker well-lit.
- Frame the speaker clearly, avoiding unnecessary headroom or distracting backgrounds.
- Use cuts to audience reactions or signage when appropriate to reflect the setting and energy of the moment.

Nomenclature

Official Name: Indiana University Student Government

Whenever possible, use the full name of the organization: Indiana University Student Government. This is the preferred form, especially in formal writing, public communications, or when introducing the organization.

Shortened Form: IU Student Government

IU Student Government is an acceptable shortened form, particularly when space is limited or for ease of reading. It should still follow an initial reference using the full name when possible.

Abbreviated Reference: IUSG

IUSG is the official acronym and is appropriate for second references in materials or documents where the context clearly indicates the subject is Indiana University Student Government. It's helpful to occasionally return to the full name in longer documents to maintain clarity.

Informal and Social Use

"IUSG" may be used as a first reference in informal contexts, such as social media posts or internal messaging, primarily when the sender is clearly associated with the organization.

Branding Identity

Our graphic identity is the foundation of how Indiana University Student Government is visually recognized. It encompasses our logos, lockups, color palettes, typography, and overall visual design approach. These elements work together to form a cohesive and professional representation of our organization. When used consistently and thoughtfully, our graphic identity reinforces trust, reflects our connection to Indiana University, and communicates the values and voice of IUSG across every platform and audience. Whenever possible, print documents that include a logo in color to ensure maximum clarity and visual impact.

Our Symbol

More than just a text, our symbol is a visual shorthand for Indiana University Student Government (IUSG). This bold and balanced symbol exudes authority while focusing on tradition and modernity. The circular design creates a cohesive look, with the Crimson color anchoring our connection to Indiana University. The grey background provides a neutral contrast that enhances the design, while the centered placement of "IUSG" draws the eye to a strong focal point. The white towers, symbolizing the iconic Sample Gates, further reinforce our identity and deep connection to the university.

Usage

The IUSG symbol can be used as a stand-alone element when awareness of IUSG is established. It is ideal for use on social media, such as in account profiles and corner identifiers on graphics. This versatile usage helps reinforce our brand identity across various platforms while maintaining consistency and recognition.



Symbol with Crimson Backgrounds

When designing graphics with a Crimson (#990000) background, the IUSG symbol is used with a thin white outline to enhance visibility. This approach ensures that the symbol's circular shape retains its visual impact. It is important to note that this does not apply to the symbol's contents, they must never be edited or manipulated under any circumstances. This preserves brand consistency and recognition. A white outline should never be manually added to the symbol. All official logos are available through the Department of Communications.



Unit Lockups Signature System

Unit lockups should be used on graphics specific to a particular department, office, or high-impact initiative. The lockup is placed in the bottom right-hand corner of a graphic whenever possible. The Department of Communications may update unit lockups to reflect changes in the Executive Branch. The logo system retains the integrity of the organization's symbol while clearly communicating a unit's identity.

Technical details

- Depending on the background, unit lockups may only use black (#000000) or white (#FFFFFF) text to ensure optimal contrast and readability.
- Text within a unit lockup should be vertically centered alongside the symbol, separated by a vertical line.
- If the unit lockup contains two lines of text:
 - The first line should be set at half the font size of the second line.
 - It should use Red Hat Display Regular, be written in all caps, and serve as a descriptor (e.g., "OFFICE OF THE").
 - The second line should use Red Hat Display Bold and follow title case capitalization, meaning the first letter of each significant word should be capitalized (e.g., "Student Body President").
- If the unit lockup contains only one line of text:
 - It should use Red Hat Display Bold and also follow title case capitalization.

DEPARTMENT/OFFICE OF THE
[INSERT UNIT]



DEPARTMENT OF
Academic Affairs



OFFICE/DEPARTMENT OF THE
[INSERT UNIT]



OFFICE OF THE
Academic Affairs



~~Academic Affairs~~



~~DEPARTMENT OF
Academic Affairs~~



When a lockup is used for a department, office, or branch, the unit name should be vertically centered with the symbol and include a descriptor before.

[INSERT PROGRAM]



Makerspace



[INSERT PROGRAM]



Makerspace



~~Makerspace~~



~~MAKERSPACE~~



When a lockup is used for a high-impact initiative, the unit name should be vertically centered with the symbol and use title case capitalization.

Indiana University Lockup

The Indiana University Lockup is a distinctive branding element that combines the Indiana University trident symbol with the Indiana University Student Government (IUSG) wordmark. This lockup is a key visual identifier that reinforces our connection to Indiana University while representing the unique identity of IUSG. The Indiana University Lockup should be used in communications where a strong association with the university is required. The wordmark, as it appears in the logo, should never be used without the shield. All official lockups are available through Indiana University Communications and Marketing and should never be recreated or altered in any way.

Lockup



Trident

Wordmark

Indiana University Lockup with Crimson Backgrounds

When designing graphics with a Crimson (#990000) background, the Indiana University Trident Lockup should be displayed in white (#FFFFFF) to ensure maximum visibility. This enhances contrast and visual impact while maintaining brand clarity. However, the contents of the lockup, including the trident, text, and overall structure, must never be altered, edited, or recreated under any circumstances.



INDIANA UNIVERSITY
STUDENT GOVERNMENT

Our Seal

The organization's most formal mark is our seal. While the mark is not meant to be used on everyday marketing materials, elements of the seal represent the history and mission of Indiana University Student Government (IUSG). The balanced scale symbolizes fairness and justice. The open book with the year 1912 inscribed on its pages marks the first mention of a student council at Indiana University on December 5, 1912. Encircling the seal is the Latin Phrase "Indianensis Universitatis Imperium Discipulus," which translates to Indiana University Student Government, and "MCMXII," which translates to "1912". Encircling the central imagery is the Latin motto "Custodire Ius Studiosum," which translates to "Protect Student Rights." The torch in front of the book and the scales reference our state flag.

Usage

The IUSG seal is exclusively reserved for the Student Body President, Student Body Vice President, Speaker of Congress, and Chief Justice to use for officially sanctioned purposes, such as leadership-level documents, letters, and formal ceremonies. The symbol may only appear on a white background and should appear only once per material or document.



Use of the Logos

The Symbol, Seal, and Indiana University Lockup are protected visual identifiers representing the Indiana University Student Government (IUSG). To maintain their integrity and ensure consistent branding, the following guidelines govern their use:

Use of the Symbol and Trident Lockup

Student Organizations and External Partners:

- Student organizations and external partners are not permitted to use the Symbol or Indiana University Lockup, whether in digital or print materials, without prior approval from the Department of Communications.

IUSG Members:

- IUSG members are not permitted to use the Symbol or Indiana University Lockup for personal, informal, or unsanctioned purposes. Logos may only be used on official IUSG documents, as outlined in this guide.

Student Body President & Vice President:

- The Student Body President and Vice President are permitted to use the Symbol and Indiana University Lockup at their discretion for any official IUSG purpose and do not require prior approval.

Use of the Seal

The Seal is reserved exclusively for the Student Body President, Student Body Vice President, Speaker of Congress, and Chief Justice. These officers may extend usage privileges to designated individuals as needed for officially sanctioned purposes, such as leadership-level documents, letters, and formal ceremonies.

Monitoring and Enforcement

The Department of Communications is responsible for monitoring the use of all logos. If any logo is used without authorization, whether in digital or print materials, the department will contact the individual or group responsible and request immediate correction or removal of the logo.

Incorrect Usage

All official logos may be accessed through the Department of Communications.

- **Do not** configure the elements into a different logo.
- **Do not** crop or remove any part of a logo.
- **Do not** distort a logo.
- **Do not** tilt a logo in any direction.
- **Do not** add any shadows, effects, or other elements to a logo.
- **Do not** alter the proportions of a logo.
- **Do not** recreate a logo.
- **Do not** duplicate any part of a logo to create a pattern.
- **Do not** recreate the type or substitute another typeface.
- **Do not** surround a logo with other competing shapes.
- **Do not** use a logo in low resolution or poor image quality.



Cropped



Effects added



Titled



Elements added



Displayed in an
unofficial color



Disorted



Configured



Low quality

Primary Color Palette

Indiana University Student Government's color palette is rooted in Indiana University's official colors and has been thoughtfully adapted to meet the needs of our student organization. Based on IU's iconic "Cream & Crimson," our primary brand colors create a sense of consistency and recognition across all communications while allowing for flexibility in student-focused design. Crimson (#990000) remains a core visual anchor, instantly connecting our materials to the broader university identity. Cream, however, is treated as white in our designs to ensure clarity and consistency in digital and printed formats. Black is primarily used for body text on white or light backgrounds to maintain legibility.

The Department of Communications is encouraged to explore colors in the Secondary and Expanded Color Palette where appropriate, provided they support the integrity of the IUSG brand and adhere to accessibility standards. All design choices should prioritize digital accessibility to ensure content is inclusive and easy to navigate for all users. This flexible, three-tier color palette helps visually connect IUSG to Indiana University while allowing us to maintain a distinctive, student-focused identity.

Crimson

#990000

R153 G0 B0

CO M100 Y65 K34

PMS 201

Light Gray

#F4F4F4

R244 G244 B244

CO M0 Y0 K4

PMS 663

Cream

#ffffff

R255 G255 B255

CO M0 Y0 K0

PMS White

Black

#000000

R0 G0 B0

CO M0 Y0 K100

PMS Black

Secondary Color Palette

Our secondary color palette is designed to complement the usage of crimson, our most recognizable brand color. Compositions should strive for a balance between primary brand colors and secondary brand colors, with primary colors being the most dominant.

IU Orange

#DF3603
R223 G54 B3
C0 M70 Y89 K0
PMS 165

IU Gold

#FFAA00
R255 G170 B0
C0 M33 Y100 K0
PMS 142

IU Green

#056E41
R5 G110 B65
C92 M20 Y94 K6
PMS 356

IU Blue

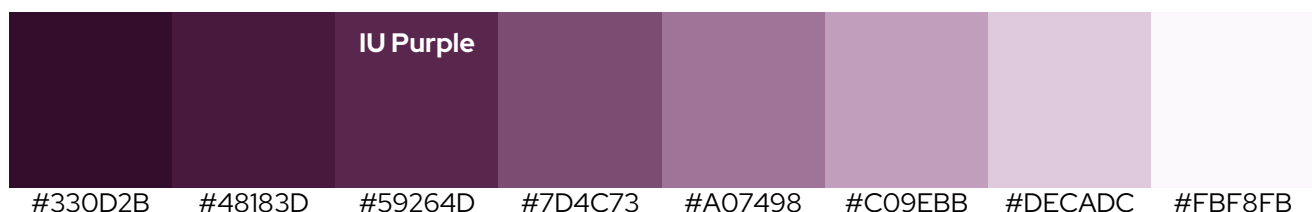
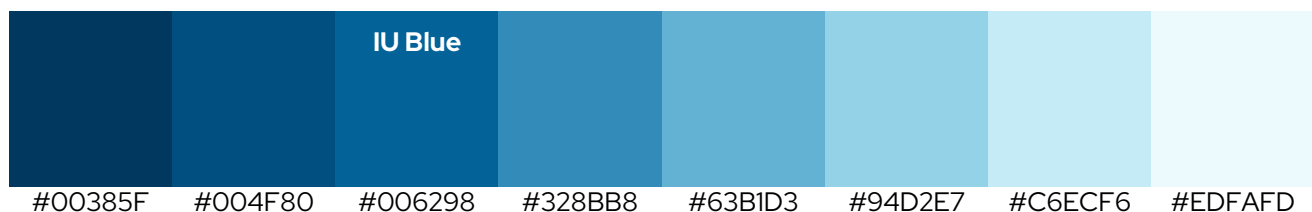
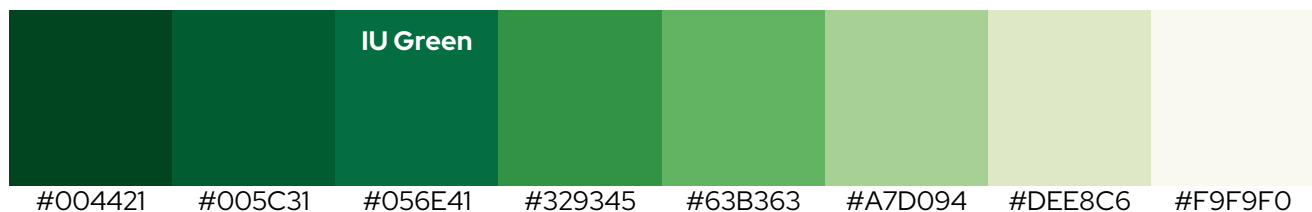
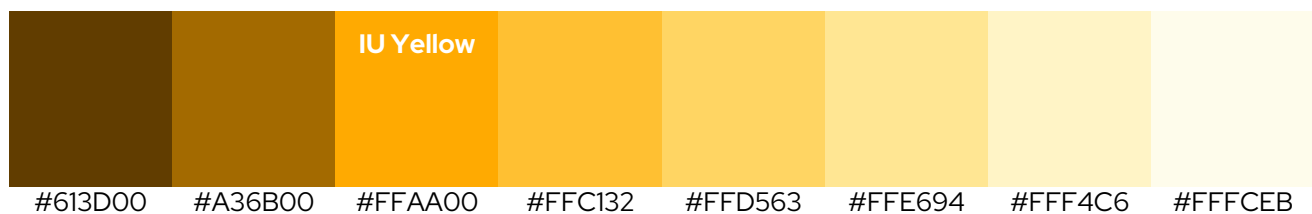
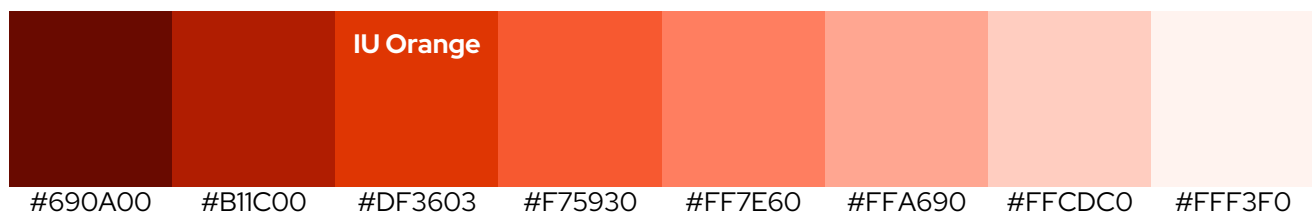
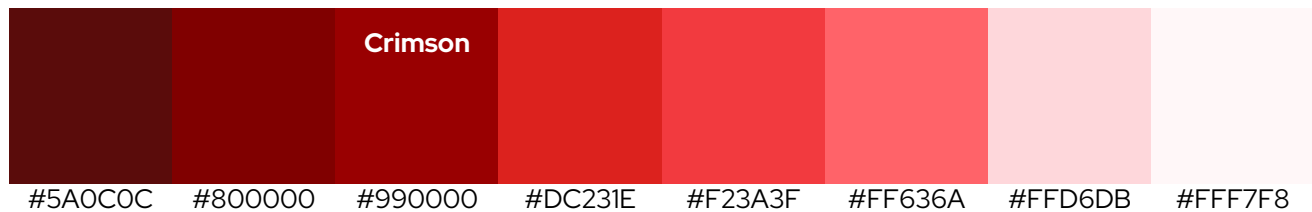
#006298
R0 G98 B152
C100 M43 Y0 K30
PMS 7691

IU Purple

#59264D
R89 G38 B77
C40 M73 Y25 K45
PMS 7658

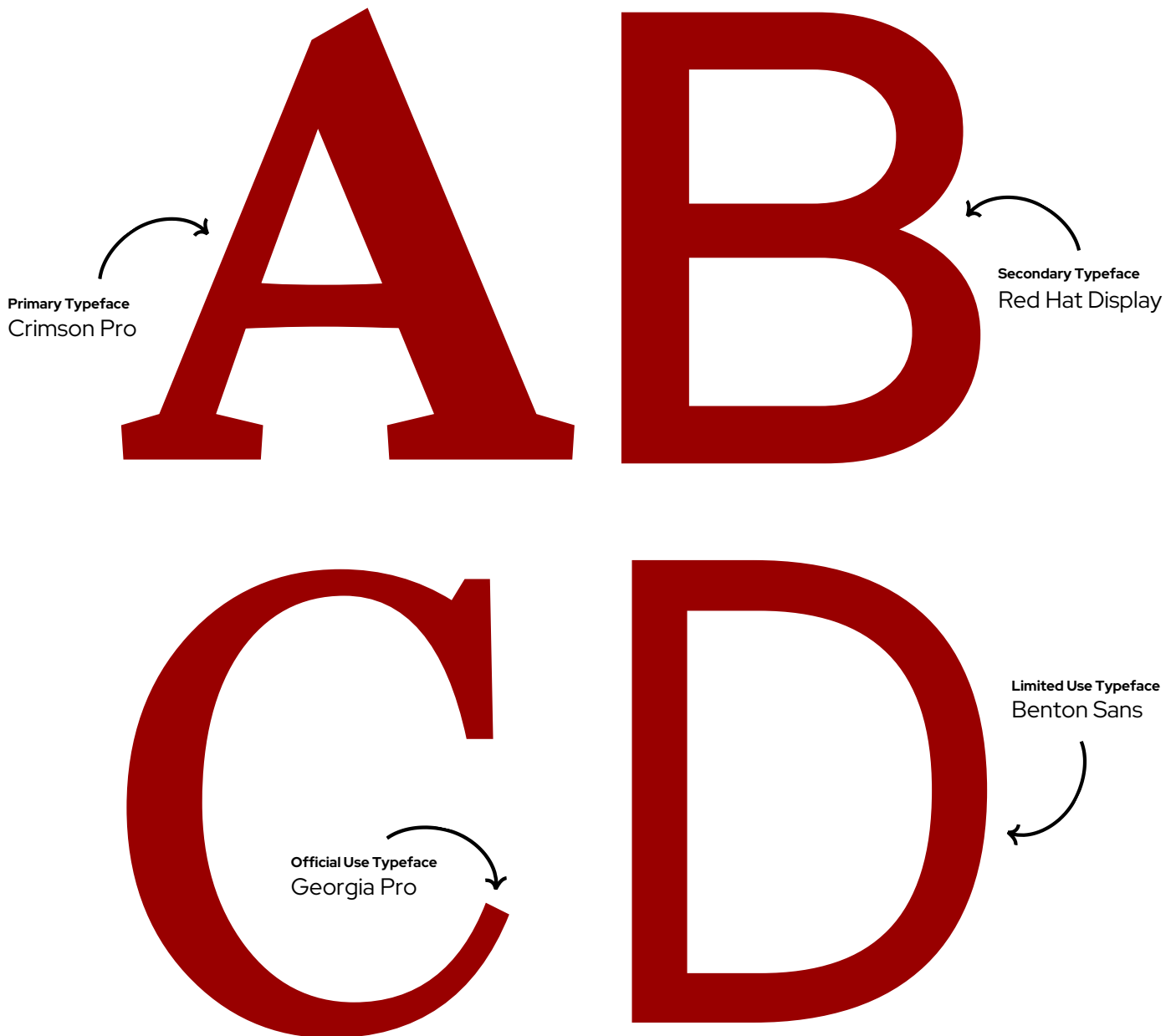
Expanded Color Palette

Our expanded digital palette is derived from our primary and secondary colors. It is designated for digital materials only in situations that require more flexibility or colors.



Typography

When used thoughtfully, typography transforms into a powerful branding tool that enhances the visual impact of our words. Our typography maintains clarity and simplicity, offering flexibility for various applications, while ensuring that all fonts are accessible.



Primary Typeface

Crimson Pro is a serif typeface designed to combine the elegance of traditional book typefaces with a modern twist. It features classic letterforms with balanced proportions, making it highly readable and clear. The typeface's sophisticated feel makes it an excellent choice for graphic headers and titles.

Crimson Pro

Extra Light	<i>Italic</i>	Aa Bb Cc Dd Ee Ff
Light	<i>Italic</i>	Gg Hh Ii Jj Kk Ll
Regular	<i>Italic</i>	Mm Nn Oo Pp Qq
Medium	<i>Italic</i>	Rr Ss Tt Uu Vv Ww
Semi Bold	<i>Italic</i>	Xx Yy Zz
Bold	<i>Italic</i>	0123456789
Extra Bold	<i>Italic</i>	
Black	<i>Italic</i>	

The Primary Typeface/Crimson Pro is available for download in TTF format through the Department of Communications.

Secondary Typeface

Red Hat Display is a contemporary sans-serif typeface designed for high visibility and legibility. Its clean, geometric shapes and bold lines make it an excellent choice for long pieces of text on graphics.

Red Hat Display

Extra Light	<i>Italic</i>	Aa Bb Cc Dd Ee
Light	<i>Italic</i>	Ff Gg Hh Ii Jj Kk
Regular	<i>Italic</i>	Ll Mm Nn Oo Pp
Medium	<i>Italic</i>	Qq Rr Ss Tt Uu
Semi Bold	<i>Italic</i>	Vv Ww Xx Yy Zz
Bold	<i>Italic</i>	0123456789
Extra Bold	<i>Italic</i>	
Black	<i>Italic</i>	

The Secondary Typeface/Red Hat Display is available for download in TTF format through the Department of Communications.

Official-Use Typeface

Georgia Pro is a serif typeface characterized by its readability and classic appearance. For our purposes, Georgia is designated for all long-form informal and official documents, providing a professional and traditional appearance while ensuring consistency across materials.

Georgia Pro

Regular

Italic

Aa Bb Cc Dd Ee

Bold

Italic

Ff Gg Hh Ii Jj Kk

Ll Mm Nn Oo Pp

Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz

0123456789

The Official-Use Typeface/Georgia Pro is available for download in TTF format through the Department of Communications.

Limited-Use Typeface

Benton Sans is a sans-serif typeface known for its clarity and legibility across various sizes and formats. For our purposes, Benton Sans is designated for IU Trident lockups. This ensures consistency and alignment with Indiana University's broader branding guidelines.

Benton Sans

Extra Light	<i>Italic</i>	Aa Bb Cc Dd Ee
Light	<i>Italic</i>	Ff Gg Hh Ii Jj Kk
Regular	<i>Italic</i>	Ll Mm Nn Oo Pp
Medium	<i>Italic</i>	Qq Rr Ss Tt Uu
Semi Bold	<i>Italic</i>	Vv Ww Xx Yy Zz
Bold	<i>Italic</i>	0123456789
Extra Bold	<i>Italic</i>	
Black	<i>Italic</i>	

The Limited-Use Typeface/Benton Sans is available for download in TTF format through the Department of Communications.

Samples of pieces utilizing IUSG chosen typography.




IMMIGRANT HERITAGE MONTH

Since June 2014, Immigrant Heritage Month has celebrated the shared diversity that forms America's unique story and aims to raise awareness of how immigration is a cornerstone of our nation's identity. It is also a time to reflect on the challenges immigrants face and reaffirm our commitment to advocating for policies and practices that support and protect their rights and well-being. The FUSE administration recognizes the resilience immigrants show in the face of adversity, and we stand in solidarity with those striving for a better future for themselves and their families. The stories of our immigrant students, faculty, and staff are integral to the fabric of Indiana University. Our student body is a mosaic of cultures, languages, and traditions, each contributing unique perspectives that enrich our academic and social experiences.



YOU ARE IN THE RED ZONE

The Red Zone is the time period **between move-in and Thanksgiving break** when college students across the country are statistically most susceptible to sexual assault.

DEPARTMENT ON Sexual Assault Prevention 




IUSG is here to support YOU!

Indiana University offers a wide range of valuable resources, but many students remain unaware of them. To address this, IU Student Government has compiled an ongoing student resource guide that includes links to various support services both on campus and nationally. This guide aims to ensure students can easily access the help they need throughout their academic journey. Remember, to never be afraid to ask for help—these resources are here to support YOU!

Fuse team

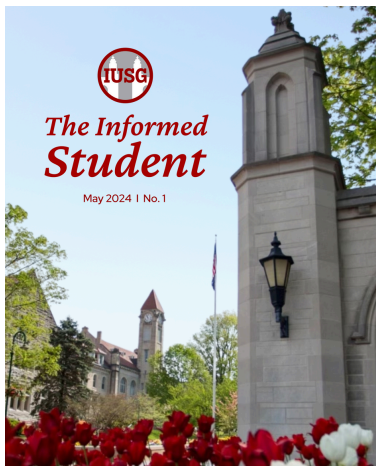
IUSG 2024-2025 Administration

- @iustudentgov
- iugexec@iu.edu
- iustudentgovernment.indiana.edu



The Informed Student

May 2024 | No. 1



Indiana University Student Government Monthly Newsletter

Green Dorm Checklist

IUSG's Green Dorm Checklist offers students practical tips for sustainable living and eco-friendly product choices.

 DEPARTMENT ON Environmental Affairs



*Instagram stories are a unique case where Red Hat Display serves as both the primary and secondary typeface.



What are the new Title IX Changes

DEPARTMENT ON Sexual Assault Prevention 

Welcome home Hoosiers

To our new students, welcome to IU! For returning students, welcome back! IU Student Government is here for you and wishes you all a successful and fulfilling school year.



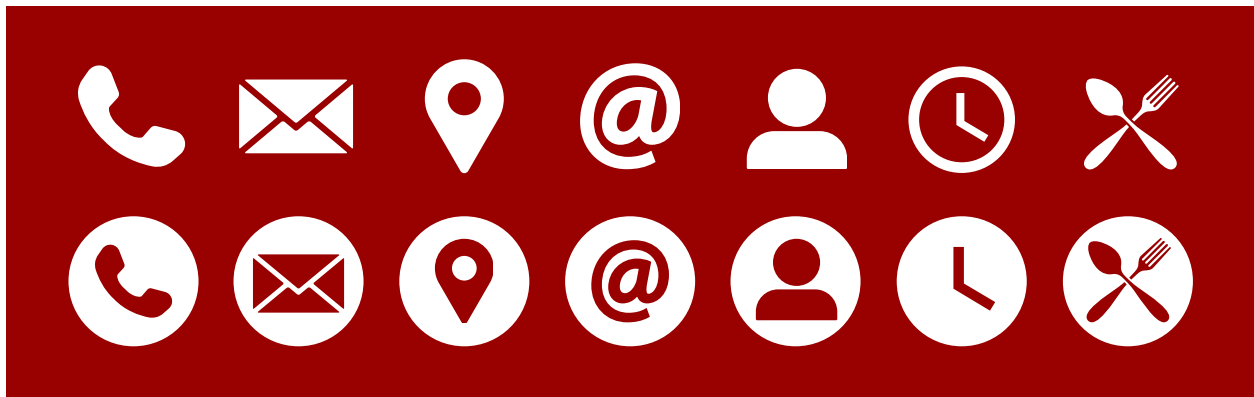

Primary Typeface
Crimson Pro

Secondary Typeface
Red Hat Display

Iconography

Icons are a great way to bring more life to the brand and visually break up the copy or key points into digestible parts. Below are some guidelines and examples to follow when using icons.

- Icons should only be displayed using our primary color palette.
- Keep them small to support a paragraph or as a visual for a key message.
- Stick with modern, one-color icons instead of multi-colored ones, as they will lose detail at small sizes.
- Icons are not to be added to any of our official logos.
- Icon colors can be changed, but stick to our primary colors.



Social Media Pages

In order to maintain a consistent and cohesive brand identity across all platforms, no individual branch, office, department, or committee within the Indiana University Student Government (IUSG) is permitted to create or operate separate social media accounts. All official communications, updates, and messages should be disseminated exclusively through central IUSG social media pages. This includes, but is not limited to, platforms such as Facebook, X (formerly Twitter), Instagram, and TikTok.

This is essential for several key reasons:

- **Consistency and Cohesion:** By centralizing all communications under the IUSG name, we ensure that our messaging remains unified and reflects the collective voice of our organization. This cohesion reinforces our brand identity and prevents any confusion that could arise from fragmented or inconsistent messaging.
- **Streamlined Media Management:** The Department of Communications is responsible for overseeing all graphic design, media production, and content dissemination across IUSG's three branches. Managing multiple social media accounts would not only strain resources but could also lead to a dilution of our message and engagement. A single, centralized account allows our communications team to efficiently manage and curate content, ensuring that all information shared with our audience is timely, relevant, and of the highest quality.
- **Enhanced Student Experience:** Students benefit from having a single, comprehensive source of information about IUSG activities, events, and initiatives. Centralized accounts simplify their experience, providing them with a clear and concise overview of our work. This approach increases engagement and fosters a stronger connection between the student body and IUSG.

By adhering to this policy, we not only elevate our brand but also improve our ability to engage and communicate with the IU student body more effectively. All members of IUSG are expected to comply with this guideline to ensure that our organization's presence on social media remains strong, consistent, and focused.

Social Media Posts

While requiring specific social media templates across all posts may limit creativity and responsiveness, each administration's Department of Communications is expected to organize and share any templates or branded content they have developed. These assets should be made available internally to assist with content creation, ensure brand consistency, and maintain a cohesive visual identity across IUSG platforms.

In addition, each Department of Communications is responsible for preserving the integrity of all past social media content. Posts, stories, and other materials created and posted by previous administrations, including those from all branches and affiliated units of IUSG, must not be deleted, altered, retroactively edited, or archived without the explicit permission of the administration that created them. This digital content serves as an informal archive of IUSG's work, decisions, and culture. It provides valuable context and historical reference for the student body and contributes to institutional memory in a casual and accessible format.

Maintaining transparency, preserving institutional history, and supporting smooth transitions between administrations are essential parts of effective digital communication.

Instagram Dimensions and Aspect Ratios

- Profile Picture – 320 x 320px
- Landscape Image – 1.91:1 (1080 x 608px)
- Portrait Image – 4:5 (1080 x 1350px)
- Video Posts – 1.91:1 (1080 x 608px) OR 4:5 (1080 x 1350px)
- Stories – 1.91:1 (1080 x 608px) OR 9:16 (1080 x 1920px)
- IG Live – 9:16 (1080 x 1920px)

Written Identity

Our written identity defines the visual formatting and structure of official Indiana University Student Government (IUSG) documents. From statements and press releases to executive orders and internal memoranda, the way we present written content reinforces our professionalism. These guidelines establish consistent layouts, signature formats, and usage of logos to ensure every IUSG document is easily recognizable, visually cohesive, and aligned with our brand. A strong, uniform written identity strengthens the credibility of our communications and reflects the care and intention behind our work.

All official documents created by any unit within IUSG, regardless of whether they are included in this guide, must use our official-use typeface, Georgia Pro. Public documents issued by the Student Body President, Student Body Vice President, Speaker of Congress, Chief Justice, Congress as a whole, or the Student Body Supreme Court as a whole must use the official seal. All other documents, whether from departments, offices, or individual members, should instead use the symbol. This distinction ensures appropriate use of our most formal brand element while preserving a cohesive identity throughout all organizational communications.

Guidance for Political Communication

When engaging in political communication, contacting state or federal officials, interacting with political campaigns, or participating in other political activities through documents or social media, it is crucial to ensure that all actions adhere to university guidelines while upholding the integrity and neutrality of the organization.

The use of IUSG branding, including logos, names, and imagery, must avoid any implication of partisan support or endorsement. To clarify this distinction, all IUSG communications on political matters must include the following disclaimer:

"The views expressed here represent the stance of the Indiana University Bloomington student body as voiced through their elected representatives within the Indiana University Student Government (IUSG). They do not reflect the official position or endorsement of Indiana University as an institution, in accordance with IU policy GR-01."

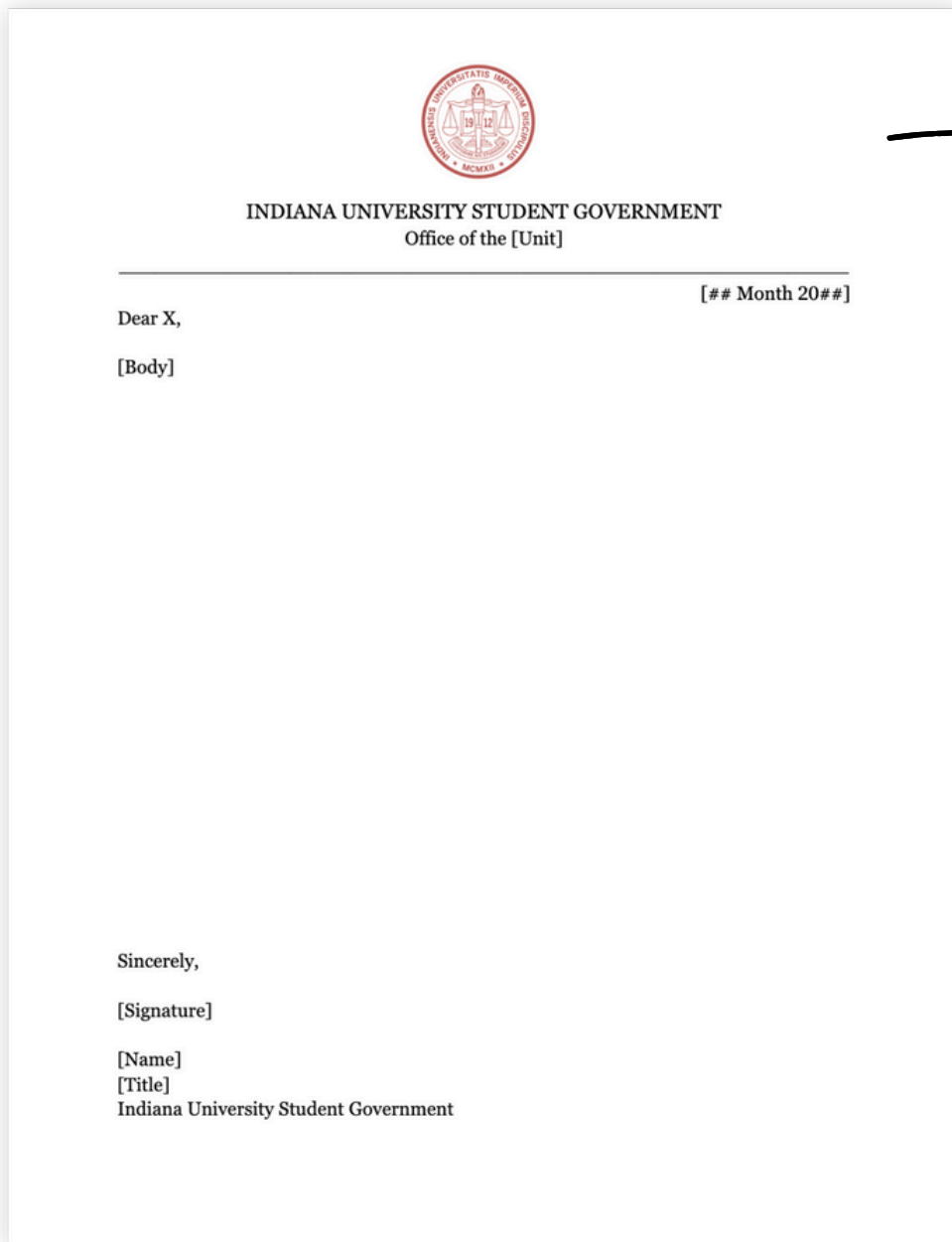
Written Identity

From IUSG Leadership

The following documents are specific to the Student Body President, Student Body Vice President, Speaker of the Student Body Congress, and Chief Justice.

Statements and Letters

From IUSG Leadership



INDIANA UNIVERSITY STUDENT GOVERNMENT
Office of the [Unit]

[## Month 20##]

Dear X,

[Body]

Sincerely,

[Signature]

[Name]
[Title]
Indiana University Student Government

The seal is reserved exclusively for the Student Body President, Student Body Vice President, Speaker of Congress, and Chief Justice and should never be substituted on statements and letters.

The guidelines on the following page are specific to the traditional 8.5 x 11 inches format. Statement and letter templates are available through the Department of Communications in the following sizes: 8.5 x 11 inches, 4 x 5 inches (Instagram post), and 1080 x 1920 pixels (Instagram story).

Statements and Letters

From IUSG Leadership

Statements and letters serve as official communications to the student body, university administration, and external stakeholders.

- Font: The official-use typeface, Georgia Pro, is used for all text.
- Body: Size 11 or 12 is used for the body text. Headers and titles are larger to maintain a clear hierarchy; in this case, that is, the title.
- Margins: Standard margins of 1 inch are maintained but can be reduced to fit the document on one page, ensuring no margin is less than 0.5 inches.

- Seal: The seal (1 x 1 inch) is displayed at the top center.
- Title: Below the seal, "INDIANA UNIVERSITY STUDENT GOVERNMENT" is written in size 13, all caps, and centered.
- Subtitle: Beneath the title, the placeholder "Office of the [UNIT]" is written with a line underneath.
- Date: Underneath the line, the placeholder "[## Month 20##]" is written in the right-hand corner.
- Signature(s): At the bottom of the statement or letter, a single signatory should be placed in the lower left-hand corner, including placeholders for a signature, name, and title, followed by "Indiana University Student Government" beneath the title. Multiple signatories are listed in a grid format with no more than two side by side, ensuring consistent spacing between each for a clean and professional layout.

Internal Memorandum

From IUSG Leadership



INTERNAL MEMORANDUM

To: [Recipient]

From: [Name, Title]

Date: [## Month 20##]

Subject: [Subject]

[Body]

Sincerely,

[Signature]

[Name]

[Title]

Indiana University Student Government

→ The seal is reserved exclusively for the Student Body President, Student Body Vice President, Speaker of Congress, and Chief Justice and should never be substituted on internal memorandum.

The guidelines on the following page are specific to the traditional 8.5 x 11 inches format. Internal memorandum templates are available through the Department of Communications in the following sizes: 8.5 x 11 inches.

Internal Memorandum

From IUSG Leadership

An internal memorandum, often referred to as an internal memo, is a formal means of communication among members within the organization.

- Font: The official-use typeface, Georgia Pro, is used for all text.
- Body: Size 11 or 12 is used for the body text. Headers and titles are larger to maintain a clear hierarchy; in this case, that is, the title.
- Margins: Standard margins of 1 inch are maintained but can be reduced to fit the document on one page, ensuring no margin is less than 0.5 inches.

- Seal: The seal (1 x 1 inch) is displayed at the top center.
- Title: Below the seal, "INTERNAL MEMORANDUM" is written in size 13, bold all caps, in the left-hand corner.
- Subtitle: Beneath the title, there are placeholders for "[To, From, Date, and Subject]" in bold, with a line underneath.
- Signature(s): At the bottom of the statement or letter, a single signatory should be placed in the lower left-hand corner, including placeholders for a signature, name, and title, followed by "Indiana University Student Government" beneath the title. Multiple signatories are listed in a grid format with no more than two side by side, ensuring consistent spacing between each for a clean and professional layout.


Written Identity

From IUSG Members

The following documents are specific for all members of IUSG across the Executive, Legislative, and Judicial branches.

Statement and Letters

From IUSG Members



INDIANA UNIVERSITY STUDENT GOVERNMENT
Department/Office of [UNIT NAME]

Dear X,

[Body]

Sincerely,

[Signature]

[Name]
[Title]
Indiana University Student Government



All IUSG members, excluding the Student Body President, Student Body Vice President, Speaker, and Chief Justice, should use the symbol rather than the seal.

The guidelines on the following page are specific to the traditional 8.5 x 11 inches format. Statement and letter templates are available through the Department of Communications in the following size: 8.5 x 11 inches.

Statement and Letters

From IUSG Members

Statements and letters serve as official communications to the student body, university administration, and external stakeholders.

- Font: The official-use typeface, Georgia Pro, is used for all text.
- Body: Size 11 or 12 is used for the body text. Headers and titles are larger to maintain a clear hierarchy; in this case, that is, the title.
- Margins: Standard margins of 1 inch are maintained but can be reduced to fit the document on one page, ensuring no margin is less than 0.5 inches.

- Symbol: The symbol (1 x 1 inch) is displayed at the top center.
- Title: Below the symbol, "INDIANA UNIVERSITY STUDENT GOVERNMENT" is written in size 13, all caps, and centered.
- Subtitle: Beneath the title, the placeholder "Department/Office of the [UNIT]" is written with a line underneath.
- Date: Underneath the line, the placeholder "[## Month 20##]" is written in the right-hand corner.
- Signature(s): At the bottom of the statement or letter, a single signatory should be placed in the lower left-hand corner, including placeholders for a signature, name, and title, followed by "Indiana University Student Government" beneath the title. Multiple signatories are listed in a grid format with no more than two side by side, ensuring consistent spacing between each for a clean and professional layout.

Internal Memorandum

From IUSG Members



INTERNAL MEMORANDUM

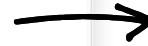
To: [Recipient]
From: [Name, Title]
Date: [## Month 20##]
Subject: [Subject]

[Body]

Sincerely,

[Signature]

[Name]
[Title]
Indiana University Student Government



All IUSG members, excluding the Student Body President, Student Body Vice President, Speaker, and Chief Justice, should use the symbol rather than the seal.

The guidelines on the following page are specific to the traditional 8.5 x 11 inches format. Internal memorandum templates are available through the Department of Communications in the following size: 8.5 x 11 inches.

Internal Memorandum

From IUSG Members

An internal memorandum, often referred to as an internal memo, is a formal means of communication among members within the organization.

- Font: The official-use typeface, Georgia Pro, is used for all text.
- Body: Size 11 or 12 is used for the body text. Headers and titles are larger to maintain a clear hierarchy; in this case, that is, the title.
- Margins: Standard margins of 1 inch are maintained but can be reduced to fit the document on one page, ensuring no margin is less than 0.5 inches.

- Symbol: The symbol (1 x 1 inch) is displayed at the top center.
- Title: Below the symbol, "INTERNAL MEMORANDUM" is written in size 13, bold, all caps, in the left-hand corner.
- Subtitle: Beneath the title, there are placeholders for "[To, From, Date, and Subject]" in bold, with a line underneath.
- Signature(s): At the bottom of the statement or letter, a single signatory should be placed in the lower left-hand corner, including placeholders for a signature, name, and title, followed by "Indiana University Student Government" beneath the title. Multiple signatories are listed in a grid format with no more than two side by side, ensuring consistent spacing between each for a clean and professional layout.

Press Release

From the Executive Press Secretary or Congressional Press Secretary



FOR IMMEDIATE RELEASE:

[## MONTH 20##]

[Subject]

Bloomington, Indiana– [Body]

###

The symbol must always be used on press releases and should never be substituted.

The guidelines on the following page are specific to the traditional 8.5 x 11 inches format. Press release templates are available through the Department of Communications in the following size: 8.5 x 11 inches.

Press Release

From the Executive Press Secretary or Congressional Press Secretary

A press release is an official statement issued to media outlets to inform the public about significant events, announcements, or developments within IUSG. This document is traditionally used by the Executive Press Secretary, Congressional Press Secretary, Student Body President, Student Body Vice President, Speaker, Chief Justice, and their designees.

- Font: The official-use typeface, Georgia Pro, is used for all text.
- Body: Size 11 or 12 is used for the body text. Headers and titles are larger to maintain a clear hierarchy; in this case, that is, the title, date, and subject.
- Margins: Standard margins of 1 inch are maintained but can be reduced to fit the document on one page, ensuring no margin is less than 0.5 inches.

- Symbol: The symbol (1 x 1 inch) is displayed at the top center.
- Title: Below the symbol, "FOR IMMEDIATE RELEASE" is written in size 13, bold, all caps, in the left-hand corner.
- Date: Beneath the title, the placeholder "[## MONTH 20##]" is written in size 13, bold, and all caps.
- Subject: Beneath the date, the placeholder "[Subject]" is written in size 13 and bold.
- Body: Behind the subject, "Bloomington, Indiana" is written in bold before the body of the press release.
- Closing: At the bottom of the letter, three pound signs ### are written to signify the end of the press release.

Written Identity

From the Student Body Congress

The following documents are specific to the Student Body Congress and are intended for use by the Speaker of Congress and/or the Recorder.

Congressional Bill Signing Page

From the Student Body Congress

CEA XX ENR

Speaker of the Student Body Congress

Date

Student Body President

Date



- Page X of X -

The seal is uniquely positioned at the bottom of congressional bill signing pages and should never be substituted.

The guidelines on the following page are specific to the traditional 8.5 x 11 inches format. The seal is available through the Department of Communications.

Congressional Bill Signing Page

From the Student Body Congress

A congressional bill is a binding measure used to advance official student advocacy or propose changes within IUSG, signed by both the Student Body Speaker and Student Body President.

- Font: The official-use typeface, Georgia Pro, is used for all text.
- Body: Size 11 or 12 is used for the body text. Certain elements are smaller to maintain a clear hierarchy; in this case, that is the document code and pagination.
- Margins: Standard margins of 1 inch are maintained but can be reduced to fit the document on one page, ensuring no margin is less than 0.5 inches.

- Document Code: The placeholder "CEA XX ENR" is written in size 10, all caps on the top left-hand corner.
- Speaker Signature: A solid line approximately 3.5 inches long is displayed first. Directly beneath the start of the line, "Speaker of the Student Body Congress" is written and italicized. Below this, there is another solid line, with "Date" written and italicized beneath the start of the line.
- Student Body President Signature: The same formatting is repeated for the Student Body President signature and date lines.
- Seal: The seal (1.5 x1.5 inch) is displayed on the bottom left-hand corner
- Pagination: The placeholder "– Page X of X –" is written in size 10 at the bottom center.

Congressional Resolution Signing Page

From the Student Body Congress

C. RES. X ENR / C. CON. RES. X ENR

Speaker of the Student Body Congress

Date



- Page X of X -

The seal is uniquely positioned at the bottom of congressional resolution signing pages and should never be substituted.

The guidelines on the following page are specific to the traditional 8.5 x 11 inches format. The seal is available through the Department of Communications.

Congressional Resolution Signing Page

From the Student Body Congress


A congressional resolution is a non-binding expression of the Student Body Congress's stance or intent on student issues or internal matters, signed only by the Student Body Speaker.

- Font: The official-use typeface, Georgia Pro, is used for all text.
- Body: Size 11 or 12 is used for the body text. Certain elements are smaller to maintain a clear hierarchy; in this case, that is the document code and pagination.
- Margins: Standard margins of 1 inch are maintained but can be reduced to fit the document on one page, ensuring no margin is less than 0.5 inches.

- Document Code: The placeholder "C. RES. X ENR" or "C. CON. RES. X ENR" is written in Georgia Pro, size 10, all caps on the top left-hand corner.
- Speaker Signature: A solid line approximately 3.5 inches long is displayed first. Directly beneath the start of the line, "Speaker of the Student Body Congress" is written and italicized. Below this, there is another solid line, with "Date" written and italicized beneath the start of the line.
- Student Body President Signature: The same formatting is repeated for the Student Body President signature and date lines.
- Seal: The seal (1.5 x1 .5 inch) is displayed on the bottom left-hand corner
- Pagination: The placeholder "– Page X of X –" is written in size 10 at the bottom center.

Congressional Binder Agenda Meeting and Daily Minutes

From the Student Body Congress




Regular Session of the 20XX-20XX IU Student Body Congress
AGENDA MEETING
Month XX, 20XX, XX:XX p.m.
Room, Building
Prepared by Name, Recorder of Congress

CURRENT MEMBERS OF CONGRESS

[XXX]



The seal should never be substituted on the congressional binder.



Regular Session of the 20XX-20XX IU Student Body Congress
DAILY MINUTES
Month XX, 20XX, XX:XX p.m.
Room, Building
Prepared by Name, Recorder of Congress / Clerk of Congress

[XXX]

The guidelines on the following page are specific to the traditional 8.5 x 11 inches format.
The seal is available through the Department of Communications.

Congressional Binder Agenda Meeting and Daily Minutes

From the Student Body Congress

The congressional binder outlines the order of business for Student Body Congress meetings, including reports from committees, introduction of measures, and written communications to Congress and general business.

Front Page

- Font: The official-use typeface, Georgia Pro, is used for all text.
- Body: Size 11 or 12 is used for the body text. Certain elements are larger or smaller to maintain a clear hierarchy; in this case, that is the title and session year.
- Margins: Standard margins of 1 inch are maintained but can be reduced to fit the document on one page, ensuring no margin is less than 0.5 inches.

- Seal: The seal (1 x 1 inch) is displayed at the top center.
- Session Year: Below the seal, the placeholder "Regular Session of the 20XX-20XX IU Student Body Congress" is written in size 10 and centered.
- Title: Below the session year, "AGENDA MEETING" is written in size 15, all caps, and centered.
- Date and Time: Below the title, the placeholder "Month XX, 20XX, XX:XX p.m." is written and centered.
- Room and Building: Below the date and time, the placeholder "Room, building" is written and centered with a space underneath.
- Prepared: Below the room and building, the placeholder "Prepared by Name, Recorder of Congress" is written and centered with a line underneath.
- Current Members: Underneath the line "CURRENT MEMBERS OF CONGRESS" is written in all-caps and centered.

Congressional Binder Agenda Meeting and Daily Minutes

From the Student Body Congress

Daily Minutes

- Font: The official-use typeface, Georgia Pro, is used for all text.
- Body: Size 11 or 12 is used for the body text. Certain elements are larger or smaller to maintain a clear hierarchy; in this case, that is the title and session year.
- Margins: Standard margins of 1 inch are maintained but can be reduced to fit the document on one page, ensuring no margin is less than 0.5 inches.

- Seal: The seal (1 x 1 inch) is displayed at the top center.
- Session Year: Below the seal, the placeholder "Regular Session of the 20XX-20XX IU Student Body Congress" is written in size 10 and centered.
- Title: Below the session year, "DAILY MINUTES" is written in size 15, all caps, and centered.
- Date and Time: Below the title, the placeholder "Month XX, 20XX, XX:XX p.m." is written and centered.
- Room and Building: Below the date and time, the placeholder "Room, building" is written and centered with a space underneath.
- Prepared: Below the room and building, the placeholder "Prepared by Name, Recorder of Congress / Clerk of Congress" is written and centered with a line underneath.

Written Identity

From the Supreme Court

The following documents are specific to the Supreme Court and are intended for use by the Chief Justice and/or Associate Justices.

Final Decisions

From the Student Body Supreme Court



THE STUDENT BODY SUPREME COURT OF INDIANA UNIVERSITY

[Case Name]

DOCKET NUMBER: XX-XX-20XX-XX

[Decision Type]

[Associate Justices]

The seal should never be substituted on final decisions issued by the Student Body Supreme Court.

The guidelines on the following page are specific to the traditional 8.5 x 11 inches format. The seal is available through the Department of Communications.

Final Decisions

From the Student Body Supreme Court


Final decisions issued by the Student Body Supreme Court of Indiana University represent the authoritative rulings on matters brought before the Court. These may include interpretations of the IUSG Constitution and Bylaws, election disputes, decisions on appeals, and more. Once issued, these decisions serve as binding precedents for the Indiana University Student Government.

- Font: The official-use typeface, Georgia Pro, is used for all text.
- Body: Size 11 or 12 is used for the body text. Headers and titles are larger to maintain a clear hierarchy; in this case, that is, the title, subtitle, docket number, and decision type.
- Margins: Standard margins of 1 inch are maintained but can be reduced to fit the document on one page, ensuring no margin is less than 0.5 inches.

- Seal: The seal (1 x 1 inch) is displayed at the top center.
- Title: Below the seal, "THE STUDENT BODY SUPREME COURT OF INDIANA UNIVERSITY" is written in size 20, bold, all caps, and centered with a solid line underneath.
- Subtitle: Beneath the title, the placeholder "Decision of a Three-Justice Panel" or the "[Case Name]" is written in size 16, bold, all caps, and centered.
- Docket Number: Beneath the subtitle, the placeholder "DOCKET NUMBER: XX-XX-20XX-XX" is written in size 16, bold, all caps, and centered.
- Decision Type: Beneath the docket number, the decision type (e.g., "Final Decision" or "Writ of Certiorari") is written in size 16, italicized, underlined, and centered.
- Justice Attribution: At the bottom of the front page, participating justices are written, italicized, and centered, including who authored the opinion.

Final Decisions

From the Student Body Supreme Court Three-Justice Panel



THREE-JUSTICE PANEL
THE STUDENT BODY SUPREME COURT OF INDIANA UNIVERSITY

DOCKET NUMBER: XX-XX-20XX-XX

Final Judgment

[Associate Justices]



The seal should never be substituted on final decisions issued by the Student Body Supreme Court.

The guidelines on the following page are specific to the traditional 8.5 x 11 inches format. The seal is available through the Department of Communications.

Final Decisions

From the Student Body Supreme Court Three-Justice Panel

The Three-Justice Panel of the Student Body Supreme Court is the designated body with primary jurisdiction over election complaints within the Indiana University Student Government. Comprised of three justices selected at random, the panel reviews and rules on matters related to election procedures and candidate conduct. While distinct from the full Court, decisions issued by the Three-Justice Panel carry the same authority in the context of election oversight and serve as binding interpretations under the IUSG Constitution and Bylaws.

- Font: The official-use typeface, Georgia Pro, is used for all text.
- Body: Size 11 or 12 is used for the body text. Headers and titles are larger to maintain a clear hierarchy; in this case, that is, the title, subtitle, docket number, and decision type.
- Margins: Standard margins of 1 inch are maintained but can be reduced to fit the document on one page, ensuring no margin is less than 0.5 inches.

- Seal: The seal (1 x 1 inch) is displayed at the top center.
- Title: Below the seal, "THREE-JUSTICE PANEL " is written in size 20, bold, all caps, and centered with a solid line underneath.
- Subtitle: Beneath the title, "THE STUDENT BODY SUPREME COURT OF INDIANA UNIVERSITY" is written in size 14, all caps, and centered.
- Docket Number: Beneath the subtitle, the placeholder "DOCKET NUMBER: XX-XX-20XX-XX" is written in size 16, bold, all caps, and centered.
- Final Judgment: Beneath the docket number, the decision type (e.g., "Final Decision" or "Writ of Certiorari") is written in size 16, italicized, underlined, and centered.
- Justice Attribution: At the bottom of the front page, participating justices are written, italicized, and centered, including who authored the opinion.

Election Certifications

From the Student Body Supreme Court

Certification of [Fall/Spring 20## Congress/Executive Election]
BY THE AUTHORITY OF THE STUDENT BODY SUPREME COURT

[XXX]

Given under the hand of Honor the Chief Justice of Indiana University, [NAME], by order of the Student Body Supreme Court of Indiana University this [XXX] day of [Month], two thousand [XXX].



[Signature]

[Name]

[Position]

Indiana University Student Government

The seal is uniquely positioned at the bottom and should never be substituted on certifications issued by the Student Body Supreme Court.

The guidelines on the following page are specific to the traditional 8.5 x 11 inches format. The seal is available through the Department of Communications.

Election Certifications

From the Student Body Supreme Court

Election certifications issued by the Student Body Supreme Court of Indiana University are official documents that validate and finalize the results of an IUSG election.

- Font: The official-use typeface, Georgia Pro, is used for all text.
- Body: Size 11 or 12 is used for the body text. Headers and titles are larger to maintain a clear hierarchy; in this case, that is, the title and subtitle.
- Margins: Standard margins of 1 inch are maintained but can be reduced to fit the document on one page, ensuring no margin is less than 0.5 inches.

- Title: At the top, the placeholder "Certification of [Fall/Spring 20## Congressional/Executive Election]" is written in size 16 and centered.
- Subtitle: Below the title, "BY THE AUTHORITY OF THE STUDENT BODY SUPREME COURT" is written in size 14, italicized, and centered. A horizontal line is displayed beneath it, followed by the certification information.
- Seal/Signature Block: The bottom seal (2.25 x 2.25 inch) is displayed with the signature block to the right of it at the bottom center.

Written Identity

From the Student Body President

The following documents are specific to the Student Body President.

Executive Orders

From the Student Body President



Executive Order on [Subject of Executive Order]

By the authority vested in me as the Student Body President of Indiana University Bloomington and the Chief Executive Officer of Indiana University Student Government, it is hereby ordered as follows:

Section 1. Policy. It is the policy of [Institution/Organization] to [policy statement related to the subject of the order].

Section 2. Definitions. For the purposes of this executive order, [define key terms used in the order, if necessary].

Section 3. [Main Action or Directive]. (a) [Primary action or directive that the order is mandating]. (b) [Additional details or related actions supporting the main directive].

[additional sections]

Section X. Implementation. (a) [Assign responsibility for implementation to specific roles or departments]. (b) [Detail any reporting or accountability measures, such as progress reports or assessments].

Section X. General Provisions. (a) Nothing in this order shall be construed to impair or otherwise affect the authority granted by law to an executive department or agency, or the head thereof. (b) This order shall be implemented consistent with applicable law and subject to the availability of appropriations. (c) This order is not intended to, and does not, create any right or benefit, substantive or procedural, enforceable at law or in equity by any party against Indiana University, its departments, agencies, or entities, its officers, employees, or agents, or any other person.

Section 9. Effective Date AND/OR Expiration Date. This order is effective immediately upon signature.

Signed: [Name]

[Title]

Indiana University Student Government

Date: [Date]

The seal should never be substituted on executive orders.

The guidelines on the following page are specific to the traditional 8.5 x 11 inches format. Executive order templates are available through the Department of Communications in the following sizes: 8.5 x 11 inches, 4 x 5 inches (Instagram post), and 1080 x 1920 pixels (Instagram story).

Executive Orders

From the Student Body President

Executive Orders are formal directives issued by the Student Body President. They are intended to direct and manage operations within the executive branch, implement policies and procedures necessary for its effective administration, and ensure compliance with existing laws and bylaws.

- Font: The official-use typeface, Georgia Pro, is used for all text.
- Body: Size 11 or 12 is used for the body text. Headers and titles are larger to maintain a clear hierarchy; in this case, that is, the title.
- Margins: Standard margins of 1 inch are maintained but can be reduced to fit the document on one page, ensuring no margin is less than 0.5 inches.

- Seal: The seal (1 x 1 inch) is displayed at the top center.
- Title: Below the seal, the placeholder "Executive Order on [Subject of Executive Order]" is written in size 13, all caps, and centered with a solid line displayed underneath.
- Signature: At the bottom of the statement or letter, a single signatory should be placed in the lower left-hand corner, including placeholders for a signature, name, title, and date followed by "Indiana University Student Government" beneath the title.

Presidential Proclamations

From the Student Body President

A PROCLAMATION ON [SUBJECT OF PROCLAMATION]
BY THE STUDENT BODY PRESIDENT OF INDIANA UNIVERSITY
A PROCLAMATION

Introduction: Recognizing the essential role of [specific area, e.g., student governance, community service], it is imperative that we honor [the contributions, milestones, achievements] that have shaped [institution/organization name].

Whereas Statements:

Whereas, [historical context or event that led to the current situation or recognition].

Whereas, [additional historical context or developments that are relevant].

Whereas, [mention key individuals or groups who have contributed to the cause or event].

Whereas, [further context on the importance of the subject being proclaimed].

Proclamation Statement: Now, Therefore, I, [Name], [Title] of [Institution/Organization], by virtue of the authority vested in me, do hereby proclaim [date or event being recognized].

Actions and Assignments:

To commemorate this recognition, I hereby [action or declaration, e.g., adopt a new seal, announce a new initiative].

I further assign [specific department or group] the responsibility of [task related to the proclamation].

Closing Statement: In Witness Whereof, I have hereunto set my hand this [day] day of [month], in the present year [year], and of Indiana University Student Government the [x]th.



[Signature]

[Name]

[Title]

Indiana University Student Government



The seal is uniquely positioned at the bottom and should never be substituted on proclamations.

The guidelines on the following page are specific to the traditional 8.5 x 11 inches format. Presidential proclamation templates are available through the Department of Communications in the following sizes: 8.5 x 11 inches, 4 x 5 inches (Instagram post), and 1080 x 1920 pixels (Instagram story).

Presidential Proclamations

From the Student Body President

Presidential Proclamations are formal directives issued by the Student Body President. They are intended to address the student body and the public on matters of policy or ceremonial occasions, recognize significant events, achievements, or individuals within the university community, or declare observances, holidays, or special events recognized within IUSG.

- Font: The official-use typeface, Georgia Pro, is used for all text.
- Body: Size 11 or 12 is used for the body text. Headers and titles are larger to maintain a clear hierarchy; in this case, that is, the title and subtitle.
- Margins: Standard margins of 1 inch are maintained but can be reduced to fit the document on one page, ensuring no margin is less than 0.5 inches.

- Title: The placeholder "A PROCLAMATION ON [SUBJECT OF PROCLAMATION]" is written in size 15, bold, and all caps at the top center.
- Subtitle: Beneath the title, "BY THE STUDENT BODY PRESIDENT OF INDIANA UNIVERSITY" is written in size 15, all caps, and centered. Beneath that, "A PROCLAMATION" is written in size 15, all caps, and centered.
- Seal/Signature: At the bottom of the statement or letter, a single signatory should be placed in the lower left-hand corner, including placeholders for a signature, name, and title followed by "Indiana University Student Government" beneath the title. To the right of the signature block, the seal (1 x 1 inch) is displayed.

Adherence and Digital Accessibility

Maintaining a unified brand requires not only creativity but also compliance. The Department of Communications is charged with upholding these guidelines to ensure all materials reflect a consistent, accessible, and accurate IUSG voice. Additionally, digital accessibility is a critical component of our inclusivity efforts. We are committed to ensuring that all students, regardless of ability, can fully engage with IUSG communications. Adherence to branding and accessibility standards ensures our work is not only professional but also equitable and impactful.

Adherence to Marketing Guidelines

Pursuant to the authority vested in the Department of Communications by **R.B. § 4-8-3** and **Executive Order 77-15**, the Department shall produce comprehensive Marketing Guide(s) as the official reference for all marketing, branding, and communication efforts undertaken by IUSG.

Additionally, all branches, units, offices, and departments are equally required to conform to the guidelines produced by the Department of Communications. This is not to be interpreted as a means to limit access to IUSG social media accounts to those prescribed access by statute, nor shall these guidelines impose an undue burden on any branch, unit, office, or department. For the Student Body Congress, this includes but is not limited to legislation and resolutions, meeting minutes, reports and committee findings, and official correspondence. For the Supreme Court, this encompasses opinions and rulings, hearing transcripts, orders and injunctions, and case summaries.

All physical and digital graphics, designs, social media content, and other visual materials intended for public distribution must receive prior approval from the Department of Communications before release. This requirement does not apply to public documents specifically listed in this guide. The Department of Communications shall make itself readily available to assist in producing such materials for all branches, offices, and departments, ensuring adherence to IUSG's branding and messaging standards. Additionally, the department is responsible for overseeing the management and consistency of IUSG-affiliated social media accounts.

The authority to update and modify the Branding and Style Guides shall reside with the Communications Department, at the direction of the Student Body President or Executive Chief of Staff, to ensure that any changes align with IUSG's evolving communication needs and maintain the integrity of the organization's brand and voice.

Digital Accessibility

Digital accessibility is the inclusive design and development of digital content and technology so that people with disabilities to perceive, understand, navigate and interact effectively. When websites, applications, software and electronic documents are digitally accessible, people can access information and services equally, regardless of disability.

At Indiana University, creating accessible content is more than a legal obligation, it's a reflection of our commitment to inclusivity. IUSG is dedicated to making sure every member of our community can fully engage with our work. Whether content is shared online, on social media, or in print, accessibility must be embedded from the very start of the design and creation process.

All units must follow accessibility best practices for all materials, including but not limited to:

- Social media graphics
- Digital documents and PDFs
- Websites and forms
- Printed flyers, posters, and reports

To support this, the following resources provide essential guidance and tools for creating accessible content:

- [IU Accessibility in Content Creation](#)
- [Americans with Disabilities Act \(ADA\) Compliance](#)
- [Section 508 Compliance](#)
- [Web Content Accessibility Guidelines](#)
- [WebAIM Color Contrast Checker](#)



INDIANA UNIVERSITY

STUDENT GOVERNMENT

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To download a copy of these guidelines or other brand assets, contact
iusgexec@iu.edu