

There is only one logo at Indiana University

The iconic IU trident is the foundational element of our visual identity. It is the unifying symbol that represents all IU campuses, schools, and units—without any text or other identifying elements.



▲ The clear space around the trident must be equal to or greater than the height of the “U.”

TRIDENT STAGING

When a trident is used as a stand-alone element with a width of 5/8 inch or larger, **a clear area equal to the “U” of the trident must surround the mark.**

Although the trident can be used alone when the above staging requirements are met, the trident tab, found on page 32, gives you additional flexibility.

NOTE:

As the most recognizable element of the university, the trident should appear on all materials. The preferred method of using the trident is in either its trident tab or extended tab form.