

INDIANA UNIVERSITY-PURDUE UNIVERSITY FORT WAYNE

9-26-07



VERBIAGE

Indiana University-Purdue University Fort Wayne™ *
 IPFW™
 Mastodons™
 Volleydons™
 'Dons™
 Royal 'Dons™
 Believe in Blue™
 It's a Blue Thing™
 One University. Two Great Names.™
 *"Indiana University-Purdue University Fort Wayne" uses an en dash. The en dash is shorter than an em dash but longer than a hyphen. It is used for continuing or inclusive numbers or words. Do not include spaces around the dash.

GENERAL INFORMATION

Location:
 Fort Wayne, IN
 Mascot:
 Mastodon
 Mascot Nickname:
 Dons
 Established Date:
 1964
 Conference:
 Summit League - NCAA Div. I

PANTONE COLORS

IPFW BLUE:
 PANTONE 072
 IPFW DARK GRAY:
 PANTONE COOL GRAY 10
 IPFW GRAY:
 PANTONE 423
 IPFW LIGHT GRAY:
 PANTONE COOL GRAY 4
 IPFW BLACK:
 PANTONE PROCESS BLACK

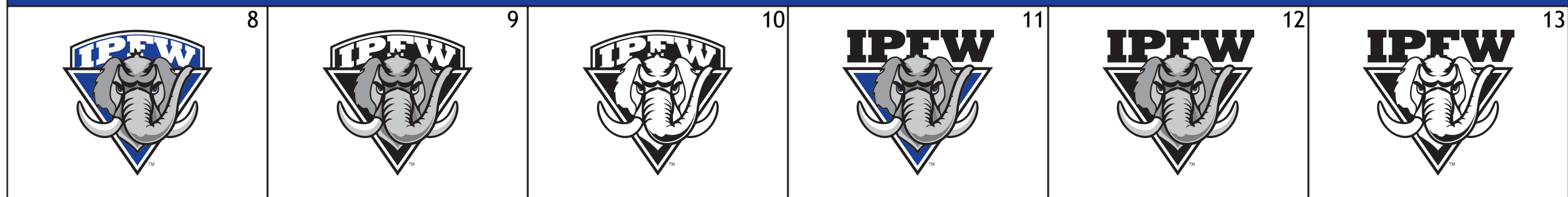
THREAD COLORS

MADEIRA RAYON:
 BLUE - 1166 / DK. GRAY - 1041
 GRAY - 1118 / LT. GRAY - 1011
 MADEIRA POLYESTER:
 BLUE - 1766 / DK. GRAY - 1840
 GRAY - 1918 / LT. GRAY - 1611

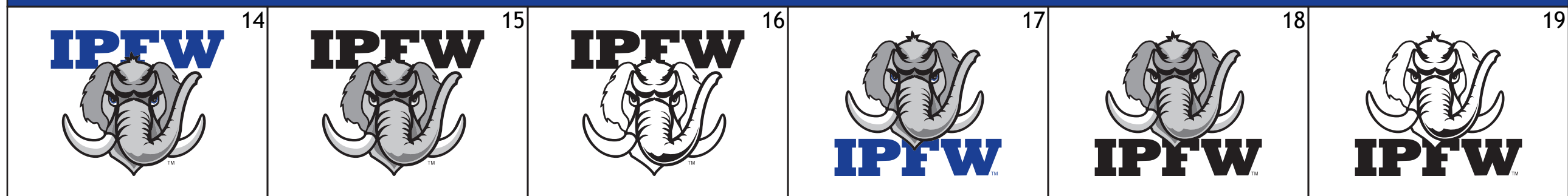
OFFICIAL UNIVERSITY MARKS



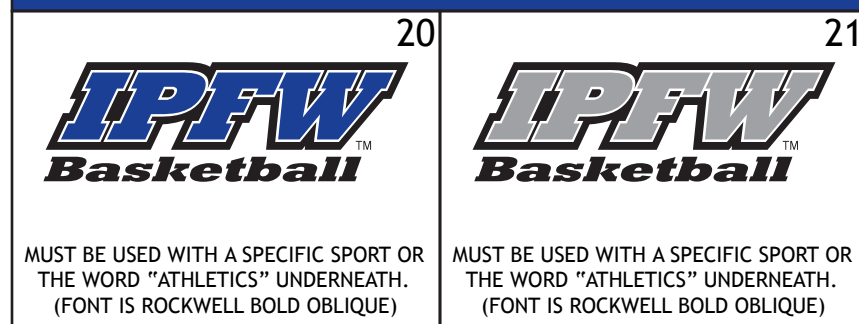
IPFW MASTODONS MARKS



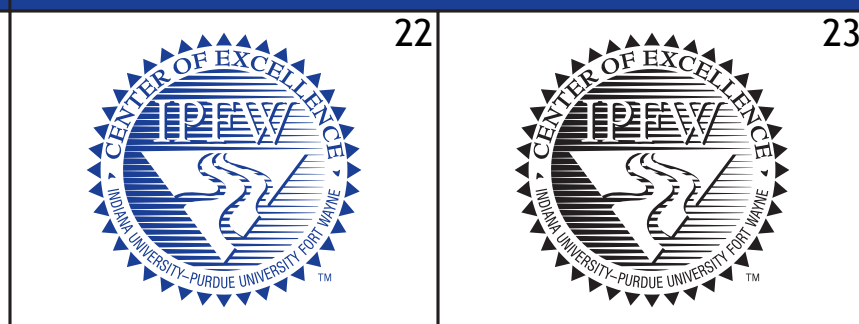
IPFW MASTODONS MARKS



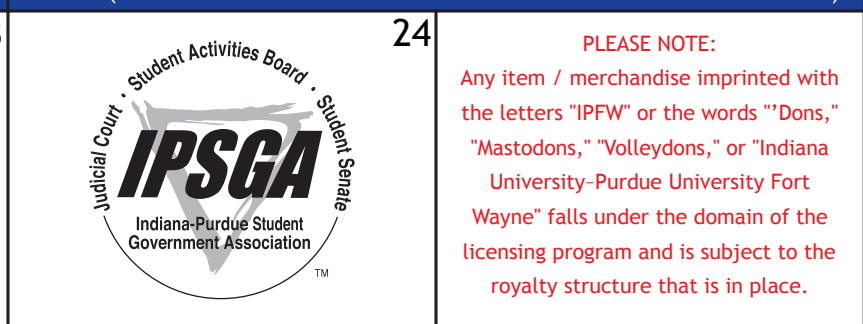
IPFW ATHLETIC WORD MARK



IPFW CENTER OF EXCELLENCE MARK



IPSGA (INDIANA PURDUE STUDENT GOVERNMENT ASSOCIATION)



IPFW BLUE

IPFW DARK GRAY

IPFW GRAY

IPFW LIGHT GRAY

IPFW BLACK

You must use the approved university colors or the *PANTONE colors listed on this page. The colors on this page are not intended to match the PANTONE color standards. For the PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.

The marks of IPFW are controlled under a licensing program administered by Strategic Marketing Affiliates. Any use of these marks will require written approval from Strategic Marketing Affiliates.