



Pervasive Technology Institute

Brand usage guide for PTI-affiliated organizations

November 2020 update





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Overview

Overview

The purpose of this guide is to help staff members in PTI-affiliated organizations co-brand their organization and PTI effectively on all communications. It covers the following organizations:

- Pervasive Technology Institute (PTI)
- Cyberinfrastructure Integration Research Center (CIRC)
- Crisis Technologies Innovation Lab (CTIL)
- Data To Insight Center (D2I)
- eLearning Research and Practice Lab (eLearning Lab)
- National Center for Genome Analysis Support (NCGAS)
- Research Technologies (RT)

Other affiliated organizations:

- Center for Applied Cybersecurity Research (CACR)
- Digital Science Center (DSC)
- HathiTrust Research Center (HTRC)

Go directly to information about your organization by using the menu shown at left.

General guidance

Image usage PTI materials will not include pictures of people who do not have an affiliation with PTI, and will not be used in a way that presents an unrealistic picture of diversity in PTI staffing or in attendance at PTI events. To that end, PTI will maintain a library of system and people pictures.

In general, use pictures of actual systems, resources, and people of PTI-affiliated groups, as well as people who are actual participants in PTI-supported events. When necessary, use historical photos of equipment and people, or stock photos if no PTI-specific photos can be found to meet a particular need.

Websites At a minimum, the home page and about page of any PTI-affiliated organization website should mention its affiliation with PTI and link to pti.iu.edu (ex: “[Name] is affiliated with the Pervasive Technology Institute at Indiana University.”). For specific language on how to refer to this affiliation, please consult the individual organizations’ sections in this document.

Social media channels Any social media accounts run by a PTI-affiliated organization should reference its affiliation with PTI in the bio or about section and include a link to pti.iu.edu if space is available. Posts or tweets about a PTI-affiliated organization should include either an [@iu_pti](#) or [#iu_pti](#) (depending on the platform).

Formal documents For items such as grant proposals and reports, the center should include language acknowledging its PTI affiliation (ex: “[Name] is affiliated with the Pervasive Technology Institute at Indiana University.”). For documents requiring official PTI letterhead, a Word document template is available for download from Box: iu.box.com/s/ek6ekn1dmigc2oc7sxzu8k4ls0xvv5ni



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Overview (continued)

Collateral (ex: flyers, handouts, postcards, signage) If the organization has an IU marketing lock-up, it should be included in the layout with “Pervasive Technology Institute” in the secondary position. Otherwise, express the affiliation in writing (ex: “[Name] is affiliated with the Pervasive Technology Institute at Indiana University.”).

Presentations The first and last slide of any Powerpoint (or other presentation software) should incorporate the organization’s IU marketing lock-up with “Pervasive Technology Institute” in the secondary position OR acknowledge the affiliation in writing (ex: “[Name] is affiliated with the Pervasive Technology Institute at Indiana University.”).

Additional resources

Marketing lockups for PTI and affiliated organizations: https://indiana.sharepoint.com/:f:/s/msteams_64daf9/Emt8OcuB_gpOjnixXPnBB_UBbmjBo_gC2BLHuiblFhUIDg?e=aK6jib

Layout templates: iu.box.com/s/ek6ekn1dmigc2oc7sxzu8k4ls0xvv5ni

Additional details on IU’s brand guidelines: brand.iu.edu



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PTI

Pervasive Technology Institute

Use these guidelines when the communication involves more than one center or lab affiliated with PTI, or when something seems general and most appropriately related to PTI as a whole.

PTI acknowledgement Use this language when including information about PTI in a long-form document, such as at the end of a press release, in a grant proposal, or in a report:

The Pervasive Technology Institute at IU is a collaborative organization designed to marshal IU's computational experts and resources quickly in response to societal, research, and educational needs. PTI was established in 1999 by a generous grant from the Lilly Endowment and has continued to lead productive uses and applications of research technologies for more than 20 years.

Use this language to sum up PTI in tighter spaces, such as a website footer:

PTI enables innovation through collaboration. This helps further IU's mission of research, education, and engagement—both in and beyond Indiana.

Marketing lockups For items such as print documents, digital advertising, sponsorships, or reports, use the marketing lockups below. Download lock-up files from Box:

iu.box.com/s/ah6bgmf0p9zoqkctc8xj253cf86duekug



Website pti.iu.edu

Social media channels

Twitter: @iu_pti

Facebook: No Facebook presence. Use UITS Facebook instance (facebook.com/iu.uits).

YouTube: youtube.com/user/IUPTI

Instagram: No Instagram presence. Use UITS Instagram instance (instagram.com/uitsatiu/).

Presentations The first and last slide of any Powerpoint (or other presentation software) should incorporate the PTI lockup.

Collateral (ex: flyers, handouts, postcards, signage) Include the PTI lockup. Include one of the PTI summaries above if space allows.



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Cyberinfrastructure Integration Research Center

(formerly Science Gateways Research Center)

PTI acknowledgement Use this language when PTI affiliation should be acknowledged in writing:

CIRC

The Cyberinfrastructure Integration Research Center [or CIRC] is affiliated with the Pervasive Technology Institute at Indiana University.

Marketing lockups For items such as print documents, digital advertising, or sponsorships, use a marketing lock-up with “Pervasive Technology Institute” in the secondary position. Download lock-up files from Box: iu.box.com/s/tdOnt9i818cph4q1xvymyr7jyeehd995



Websites At a minimum, the home page and about page should mention CIRC’s affiliation with PTI and link to pti.iu.edu. Include the acknowledgement shown above.

Social media channels Any social media accounts run by CIRC should reference its affiliation with PTI. For Twitter, tweets should include [@iu_pti](https://twitter.com/pti). For other social media platforms such as Facebook, the about section should include the PTI acknowledgement above and a link to pti.iu.edu. Posts should include a [#iu_pti](https://twitter.com/pti).

Formal documents For items such as grant proposals and reports, CIRC should include a marketing lock-up with “Pervasive Technology Institute” in the secondary position and the PTI acknowledgement language above.

Presentations The first and last slide of any Powerpoint (or other presentation software) should incorporate the organization’s IU marketing lock-up with “Pervasive Technology Institute” in the secondary position OR include the written PTI acknowledgement.

Collateral (ex: flyers, handouts, postcards, signage) Include a CIRC marketing lock-up with “Pervasive Technology Institute” in the secondary position. Add a PTI acknowledgement if space allows.



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Crisis Technologies Innovation Lab

PTI acknowledgement Use this language when PTI affiliation should be acknowledged in writing:

The Crisis Technologies Innovation Lab [or CTIL] is affiliated with the Pervasive Technology Institute at Indiana University.

CTIL

Marketing lockups For items such as print documents, digital advertising, or sponsorships, use a marketing lock-up with “Pervasive Technology Institute” in the secondary position. Download lock-up files from Box: iu.box.com/s/3ikjfk71qqrfllyove6d21dnfku3nxxn3



Websites At a minimum, the home page and about page should mention CIRC’s affiliation with PTI and link to pti.iu.edu. Include the acknowledgement shown above.

Social media channels Any social media accounts run by CTIL should reference its affiliation with PTI. For Twitter, tweets should include [@iu_pti](https://twitter.com/pti). For other social media platforms such as Facebook, the about section should include the PTI acknowledgement above and a link to pti.iu.edu. Posts should include a [#iu_pti](https://twitter.com/pti).

Formal documents For items such as grant proposals and reports, CTIL should include a marketing lock-up with “Pervasive Technology Institute” in the secondary position and the PTI acknowledgement language above.

Presentations The first and last slide of any Powerpoint (or other presentation software) should incorporate the organization’s IU marketing lock-up with “Pervasive Technology Institute” in the secondary position OR include the written PTI acknowledgement.

Collateral (ex: flyers, handouts, postcards, signage) Include a CTIL marketing lock-up with “Pervasive Technology Institute” in the secondary position. Add a PTI acknowledgement if space allows.



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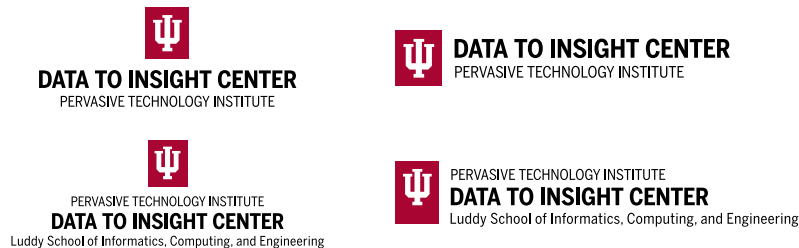
Data to Insight Center

PTI acknowledgement Use this language when PTI affiliation should be acknowledged in writing:

The Data to Insight Center [or D2I] is affiliated with the Pervasive Technology Institute at Indiana University.

D2I

Marketing lockups For items such as print documents, digital advertising, or sponsorships, use a marketing lock-up with “Pervasive Technology Institute” in the secondary position. This can be a version that includes “Luddy School of Informatics, Computing, and Engineering” if the communication is for an internal IU audience. Download lock-up files from Box: iu.box.com/s/r47zeyey40yyxtn2dnec7j3r1k5xs76hy



Websites At a minimum, the home page and about page should mention D2I’s affiliation with PTI and link to pti.iu.edu. Include the acknowledgement shown above.

Social media channels Any social media accounts run by D2I should reference its affiliation with PTI. For Twitter, tweets should include [@iu_pti](https://twitter.com/pti_iu). For other social media platforms such as Facebook, the about section should include the PTI acknowledgement above and a link to pti.iu.edu. Posts should include a [#iu_pti](https://twitter.com/pti_iu).

Formal documents For items such as grant proposals and reports, D2I should include a marketing lock-up with “Pervasive Technology Institute” in the secondary position and the PTI acknowledgement language above.

Presentations The first and last slide of any Powerpoint (or other presentation software) should incorporate the organization’s IU marketing lock-up with “Pervasive Technology Institute” in the secondary position OR include the written PTI acknowledgement.

Collateral (ex: flyers, handouts, postcards, signage) Include a D2I marketing lock-up with “Pervasive Technology Institute” in the secondary position. If the audience for the piece is internal to IU, the lock-up version with “Luddy School of Informatics, Computing, and Engineering” in the tertiary position can be used. Add a PTI acknowledgement to the piece if space allows.



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eLearning Research and Practice Lab

PTI acknowledgement Use this language when PTI affiliation should be acknowledged in writing:

The eLearning Research and Practice Lab is affiliated with the Data to Insight Center of the Pervasive Technology Institute, the Luddy School of Informatics, Computing, and Engineering, and the Learning Technologies division of UIITS.

Marketing lockups For items such as print documents, digital advertising, or sponsorships, use a marketing lock-up with “Pervasive Technology Institute” in the secondary position.

Download lock-up files from Google Drive:

https://drive.google.com/drive/u/0/folders/1VFPfEV8hoC6N0a_GWzPG6Kezxf8EhST

eLearning Lab



Websites At a minimum, the home page and about page should mention the lab's affiliation with PTI and D2I and link to pti.iu.edu. Include the acknowledgement shown above.

Social media channels Any social media accounts run by the eLearning Research and Practice Lab should reference its affiliation with PTI. For Twitter, tweets should include [@iu_pti](https://twitter.com/pti). For other social media platforms such as Facebook, the about section should include the PTI acknowledgement above and a link to pti.iu.edu. Posts should include a [#iu_pti](https://twitter.com/pti).

Formal documents For items such as grant proposals and reports, the eLearning Research and Practice Lab should include a marketing lock-up with “Pervasive Technology Institute” in the secondary position and the PTI acknowledgement language above.

Presentations The first and last slide of any Powerpoint (or other presentation software) should incorporate the organization's IU marketing lock-up with “Pervasive Technology Institute” in the secondary position OR include the written PTI acknowledgement.

Collateral (ex: flyers, handouts, postcards, signage) Include an eLearning Research and Practice Lab marketing lock-up with “Pervasive Technology Institute” in the secondary position. Add a PTI acknowledgement to the piece if space allows.



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National Center for Genome Analysis Support

PTI acknowledgement Use this language when PTI affiliation should be acknowledged in writing:

The National Center for Genome Analysis Support is a center in the Pervasive Technology Institute at Indiana University.

OR

The National Center for Genome Analysis Support [or NCGAS] is affiliated with the Pervasive Technology Institute at Indiana University.

NCGAS

Marketing lockups Because NCGAS is a partnership between Indiana University and multiple organizations outside of IU, it has its own logo and does not have an IU marketing lock-up. Download logo files from Box: iu.box.com/s/wagxvq2smibx9vuwo5y33ktlrsa0fpyn



Websites At a minimum, the home page and about page should mention NCGAS's affiliation with PTI and link to pti.iu.edu. Include the acknowledgement shown above.

Social media channels Any social media accounts run by NCGAS should reference its affiliation with PTI. For Twitter, tweets should include [@iu_pti](https://twitter.com/pti). For other social media platforms such as Facebook, the about section should include the PTI acknowledgement above and a link to pti.iu.edu. Posts should include a [#iu_pti](https://twitter.com/pti).

Formal documents For items such as grant proposals and reports, NCGAS should include the PTI acknowledgement language above.

Presentations The first and last slide of any Powerpoint (or other presentation software) should incorporate the organization's IU marketing lock-up with "Pervasive Technology Institute" in the secondary position OR include the written PTI acknowledgement.

Collateral (ex: flyers, handouts, postcards, signage) Include the PTI acknowledgement above in any printed collateral.



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Research Technologies

PTI acknowledgement Use this language when PTI affiliation should be acknowledged in writing:

The Research Technologies Division of UITS is a center in the Pervasive Technology Institute at Indiana University.

OR

Research Technologies [or RT] is a division of University Information Technology Services and a center in the Pervasive Technology Institute at Indiana University.

RT

Marketing lockups For communications targeted at an audience external to IU or to the public, use a marketing lock-up with “Pervasive Technology Institute” in the secondary position. Download these lock-up files from Box: iu.box.com/s/2r5m0653prcsgjhwrsfvv3suobssb19



For communications targeted at an internal IU audience, use a marketing lock-up with “University Information Technology Services” in the secondary position and include the text: “RT is a center in the Pervasive Technology Institute at IU” or “Research Technologies is a center in the Pervasive Technology Institute at Indiana University” if the audience is not familiar with the abbreviations.

Download these lock-up files from Box: iu.box.com/s/l5h8sdg2qi9qecf7rf3jnugfu19cncr5h



Websites At a minimum, the home page and about page should mention RT’s affiliation with PTI and link to pti.iu.edu. Include the acknowledgement shown above.

Social media channels Any social media accounts run by RT should reference its affiliation with PTI. For Twitter, tweets should include [@iu_pti](https://twitter.com/pti). For other social media platforms such as Facebook, the about section should include the PTI acknowledgement above and a link to pti.iu.edu. Posts should include a [#iu_pti](https://twitter.com/pti). See YouTube example on next page.

Formal documents For items such as grant proposals and reports with an audience external to IU, RT should include a marketing lock-up with “Pervasive Technology Institute” in the secondary position and the PTI acknowledgement language above. For items with an audience limited to IU, RT should include a marketing lock-up with “University Information Technology Services” in the secondary position and the PTI acknowledgement language above.



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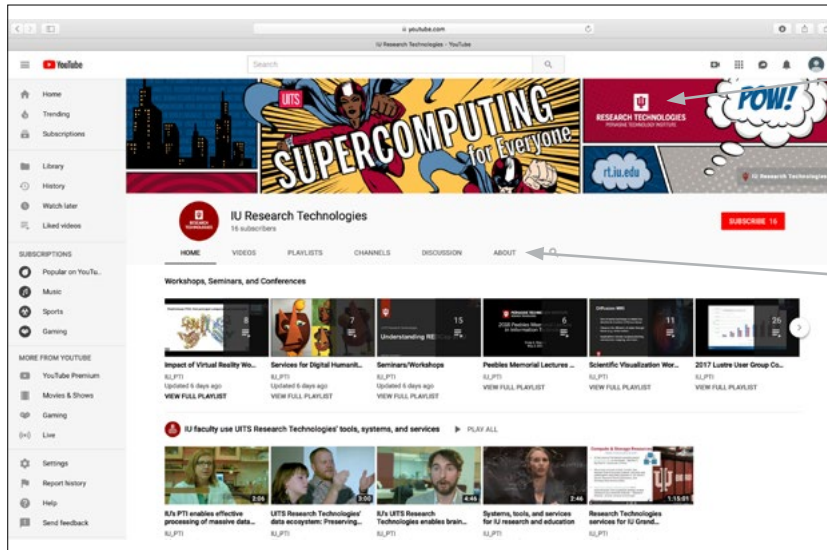
Research Technologies (continued)

Presentations The first and last slide of any Powerpoint (or other presentation software) should incorporate the organization’s IU marketing lock-up and include the written PTI acknowledgement above. For external audiences, use the lock-up with “Pervasive Technology Institute” in the secondary position. For internal IU audiences, use the lock-up with “University Information Technology Services” in the secondary position.

Collateral (ex: flyers, handouts, postcards, signage) Approach is the same as *Presentations*. Choose the marketing lock-up based on audience and incorporate the written PTI acknowledgement shown above in any collateral pieces. See flyer example below.

Brand in use examples

RT

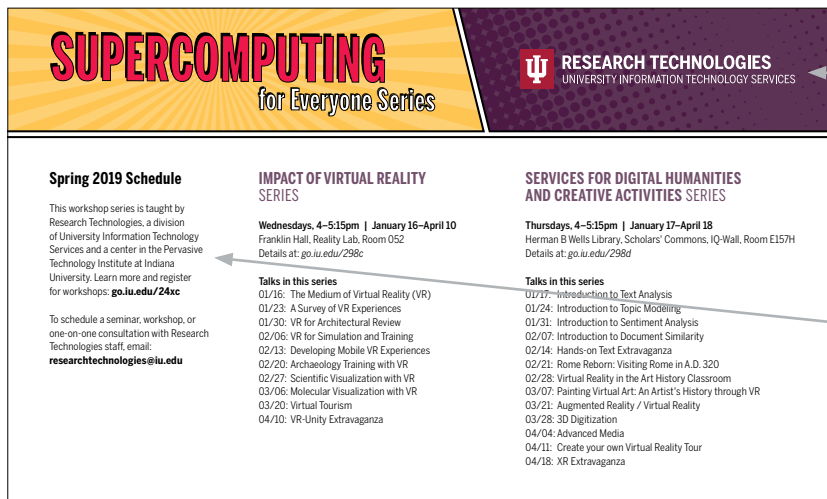


YouTube example

YouTube is a public/ external audience, so the RT marketing lock-up with PTI secondary is used in the channel art

PTI acknowledgement should be added to About page and *pti.iu.edu* listed in the Links on that page.

Channel uses IU brand colors, fonts, and elements



Flyer example

Because this flyer is distributed on IU campuses, the audience is internal. The RT marketing lock-up with UITS secondary is used.

The PTI written acknowledgement has been added to recognize RT’s affiliation with PTI.



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Optional resources for other affiliated organizations

For the following organizations, written acknowledgement of affiliation with PTI is appreciated and given as guidance by the organizations' directors.

Center for Applied Cybersecurity Research

PTI acknowledgement Use this language when PTI affiliation should be acknowledged in writing:

The Center for Applied Cybersecurity Research [or CACR] is affiliated with the Pervasive Technology Institute at Indiana University.

Digital Science Center

PTI acknowledgement Use this language when PTI affiliation should be acknowledged in writing:

The Digital Science Center [or DSC] is affiliated with the Pervasive Technology Institute at Indiana University.

HathiTrust Research Center

Because HTRC is a collaborative research center launched jointly by Indiana University, the University of Illinois, and HathiTrust, it does not follow the same brand usage guidelines as other PTI-affiliated organizations run by Indiana University. For more information on HathiTrust Research Center's partnerships and governance, visit: hathitrust.org/htrc.

PTI acknowledgement Use this language when PTI affiliation should be acknowledged in writing:

The HathiTrust Research Center [or HTRC] is affiliated with the Pervasive Technology Institute at Indiana University.

Other affiliated organizations



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About marketing lockups

What is a lockup? A lockup is an informal system for branding marketing and communications. Lockups provide a consistent and easily identifiable mark for the organization and its centers. Marketing lockups help PTI and its centers stay true to the IU brand. For design flexibility, the lockups have horizontal and vertical options. IU has strict guidelines for lockups, and UITS has made a commitment to follow the IU brand guidelines for consistency.

Key to lockup elements

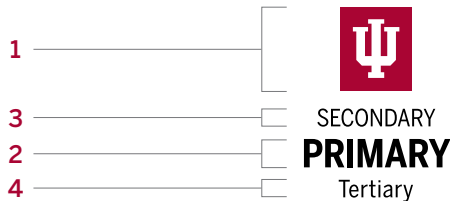
- 1 **Trident tab** Logo element that is always included in IU marketing lockups
- 2 **Primary text** The largest line(s) of text; always included in IU marketing lockups
- 3 **Secondary text** Line of small text in all caps; typically "Pervasive Technology Institute" for PTI-affiliated organizations
- 4 **Tertiary text** Line of small text in upper- and lowercase; typically used by PTI-affiliated organizations when another IU partner, such as the Luddy School, needs to be acknowledged

Vertical lockups (elements center-aligned)

About lockups



Example:



Example:



Horizontal lockups (elements left-aligned)



Example:



Example:





Pervasive Technology Institute

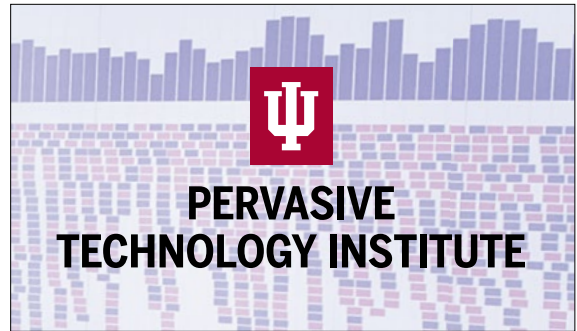
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About marketing lockups (continued)

Variations

For design flexibility, the lockups have black or white text depending on background image or color. To see the full range of lockup options for your organization, click on the Box link(s) provided under the *Marketing lockups* header in your organization's section of this guide. Use the menu at left to jump to a particular section.

Usage on background image Use the crimson tab with white text for darker backgrounds and images. Use the crimson tab with black text for lighter backgrounds and images.



About lockups

Reverse-tab lockup Use a reverse-tab lockup on a Crimson (PMS 201) background. A reverse-tab lockup can also be used on black/white prints.



Black and white prints Use full black or full white for black and white prints.



NOTE: The reverse-tab lockup and the full black/full white lockup for black and white prints are limited use lockups. These variations should only be used when these specifications are met.