



Faith in Indiana  
Leadership Assembly

# OBSERVING CIVIC ENGAGEMENT (OCE) LAB BRANDING GUIDE

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# 1. Welcome!

Welcome to the Observing Civic Engagement (OCE) Lab Brand Guide—a comprehensive resource designed to empower every member of our community to represent the Lab's identity with clarity, consistency, and impact.

The OCE Lab stands at the intersection of rigorous research and meaningful community engagement. Through compelling visuals and purposeful content, we tell the story of civic participation, amplify diverse voices, and foster a sense of shared responsibility.

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## 1.1 Purpose

The purpose of this Brand Guide is to:

- **Unify** all visual and editorial expressions under a single, coherent identity that resonates across digital, print, and environmental mediums.
- **Communicate** the OCE Lab's dedication to rigorous civic research and authentic community stories through a consistent aesthetic framework.
- **Facilitate** ease of use for designers, communicators, and stakeholders by providing clear, actionable guidelines and ready-to-use templates.

## 1.2 Scope

This document applies to all branded materials created for or by the OCE Lab, including but not limited to:

- Logos, lockups, and secondary marks
  - Colour palette and accessibility standards
  - Typography hierarchy and scales
  - Iconography, illustrations, and photography guidelines
  - Editorial style, tone, and voice
- 



## 3. Logo System

### 3.1 Primary Logo

- Horizontal Lockup: "Observing Civic Engagement Lab" wordmark with stick-figure illustration to the left.
- Color Version: Figure in Crimson Red (990000), wordmark in Navy Blue (2C3E50) on white background.
- Monochrome: All-black and all-white versions for one-color reproduction.

### 3.2 Secondary Marks

- Badge (Circle): Crimson Red background, white stick-figure icon + "OCE Lab" text. Optional Navy Blue border for avatars.
- Sidebar Variant: Vertical lockup "O C E" in white on Navy Blue panel, stick figure accent.
- Logomark Only: Standalone stick-figure for small or iconographic use.

### 3.3 Clear-Space & Minimum Size

- Clear-Space: Equal to  $\frac{1}{2}$  the height of the figure on all sides.
- Primary Logo Min Width: 1" / 150px.
- Badge Min Diameter: 75px.

### 3.4 Incorrect Usage

- Do not stretch, skew, or rotate.
  - Do not change colors outside the palette.
  - Do not add drop shadows, outlines, or patterns.
  - Do not alter or redraw the stick figure or typography.
- 



## 4. Color Palette

Our color palette is built on IU's official Crimson as a bold primary accent, complemented by a deep Navy for backgrounds and text, and a neutral Dark Gray for secondary elements.

| Color            | Usage                   | HEX     | RGB         | CMYK         |
|------------------|-------------------------|---------|-------------|--------------|
| <b>Crimson</b>   | Primary accent & logos  | #990000 | 153,0,0     | 0,100,100,40 |
| <b>Navy</b>      | Backgrounds & headings  | #2C3E50 | 44,62,80    | 65,47,23,54  |
| <b>Dark Gray</b> | Secondary text & icons  | #4F5B66 | 79,91,102   | 22,11,0,60   |
| <b>White</b>     | Background & highlights | #FFFFFF | 255,255,255 | 0,0,0,0      |

**Accessibility:** All color combinations meet or exceed WCAG AA contrast standards for text and graphics.

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## 5. Typography Scale

| Level          | Typeface           | em   | Font Size | Use                                |
|----------------|--------------------|------|-----------|------------------------------------|
| <b>H1</b>      | BentonSans-Black   | 4.21 | 67.34     | Main headings, cover pages         |
| <b>H2</b>      | BentonSans-Black   | 3.16 | 50.52     | Section titles, major break slides |
| <b>H3</b>      | BentonSans-Black   | 2.37 | 37.90     | Subtitles, content headers         |
| <b>H4</b>      | BentonSans-Regular | 1.78 | 28.48     | Tertiary headings                  |
| <b>H5</b>      | BentonSans-Regular | 1.33 | 21.28     | Minor headings, callouts           |
| <b>Body</b>    | BentonSans-Regular | 1.00 | 16.00     | Paragraph text                     |
| <b>Caption</b> | BentonSans-Regular | 0.75 | 12.00     | Image captions, labels             |
| <b>Small</b>   | BentonSans-Regular | 0.56 | 8.96      | Footnotes, disclaimers             |



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## 6. Iconography & Illustration

- Stick-Figure Illustration: Use approved laptop figure only; fill in Crimson Red for emphasis.
  - Glyph Icons: Simple IU-style glyphs in white on Crimson or Navy circular backgrounds.
  - Photography: Candid, authentic campus imagery showcasing civic engagement; natural light, vibrant color, high resolution.
- 

## 7. Layout & Grid

### 7.1 Print Materials

- 12-column grid with 1" margins on letter-size.
- Align elements to column lines; maintain consistent gutters.

### 7.2 Digital & Presentations

- 8-column responsive grid; 20px gutters; 16px margins.
  - Text alignment: left for content, center for key visuals.
  - Ensure at least 1em of padding around text blocks.
- 



## 8. Editorial Style & Voice

### 8.1 Tone

- **Authoritative** but approachable.
- **Inclusive** language, emphasizing community and collaboration.
- **Action-oriented** messaging to inspire engagement.

### 8.2 Voice

- Use active voice: "OCE Lab conducts research..."
- Refer to the team as "we" when appropriate.
- Capitalize "Lab" in "OCE Lab"; spell out full name on first use, then use acronym.

### 8.3 Terminology & Usage

- **First Reference:** Observing Civic Engagement Lab (OCE Lab)
- Subsequent: OCE Lab
- Avoid jargon; define specialized terms on first use.

### 8.4 Example

"The Observing Civic Engagement Lab explores local participation in Bloomington. OCE Lab findings demonstrate social civic engagement."

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## 9. Applications

### 9.1 Presentations

#### 9.1.1 Title Slide

- Logo: Centered full lockup at top.
- Headline: BentonSans-Black, H1 (4.21em, 67px).
- Background: Crimson Red or white with Navy accent bar.
- Footer: OCE Lab badge bottom-right.

#### 9.1.2 Content Slides

- Header Bar: Navy Blue bar height 1.5em (24px) with H3 (2.37em, 38px) title in white.
- Body Text: BentonSans-Regular, 1em (16px), 1.5 line spacing.
- Accents: Crimson Red bullets, icons, and callouts.

### 9.2 Print Collateral

- Flyers/Posters: Primary logo top; Crimson callout box for key messages.
- Stationery: Letterhead with full lockup top-left; 1" margins.

### 9.3 Digital Templates

- Pre-built templates in PowerPoint and Word following above standards are available in the Communication's OneDrive.

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## 10. Contact & Resources

- Brand Steward: Louis Gallegos (lgallego@iu.edu)
- IU Brand Office: iubrand@iu.edu
- Assets: Download logos, fonts, and templates at [iu.edu/brand/index.html](http://iu.edu/brand/index.html)

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# **OBSERVING CIVIC ENGAGEMENT LAB**

**BLOOMINGTON PROJECT**