Jacobs School of Music Communications Office

University Student Organizations, Communications, and Brand Guidelines
Meet Your New Best Friend: brand.iu.edu
The Brand at a Glance

1. The Trident
   - The one and only logo of IU, built into all lockups

2. The Names
   - Indiana University before IU, Jacobs School of Music before JSoM or Jacobs

3. The Fonts
   - Benton Sans and Georgia Pro

4. The Colors
   - Cream, Crimson (Gold, Mint, Midnight, Majestic, Limestone, Black, Mahogany)
The resources can be downloaded at brand.iu.edu
How to be Creative Within the Brand
Platforms for Public Communications
1. Content of webpages lie within the control of the USO.

2. Primary web presence should be BeInvolved page. This is what is linked on the Jacobs USO page through the OECD site.

3. Secondary page can be requested through the Division of Student Affairs for content that cannot be contained on the BeInvolved page.

Social Media

1. Share your Facebook and Instagram handles with our office by sending us a DM on Instagram and Facebook (@IUJSoM).

2. To request a post on the official IUJSoM accounts, please submit a Social Media Request Form on the Communications page of the Jacobs Intranet.

3. Send a 15-second video (1080x1920) introducing your event, or a (9:16) jpg. All events must be sent by 5 p.m. on Fridays to be featured on our Monday story. If you would like a location or person tagged, please include that in your email.

To submit your event, please email jsocial@iu.edu with the subject line "Upcoming Event."

4. For questions regarding social and community guidelines, contact Digital Communications Manager Hallie Geyh at hgeyh@iu.edu
Print Materials

1. Submit your 8.5” x 11” flyer designs and 11” x 17” poster designs to the form on the Jacobs Intranet under the Communications page for complimentary printing upon brand approval.

2. Templates are provided. While their use is not required, they may be helpful in a rapid brand approval. Additional templates can be found at brand.iu.edu on the resources tab.
Slides on Monitors in Jacobs Buildings

1. Similar to print materials, these slides designed by the USOs can be submitted to the communications office through the Brand Approval Request Form at on the Communications page within the Jacobs Intranet.

2. Reminder: Templates are provided. While their use is not required, they may be helpful in a rapid brand approval.
Special Case: Promoting Events
Promoting a Public Event

1. The standing scheduling policy remains in place. After event has been set with the scheduling office and approved by the Performance Coordinating Committee (PCC), the event will go live on our events calendar and will receive a program.

2. Scheduling policy is provided. Item 6 regarding communications office support is replaced by the request forms found on the Communications page of the Jacobs Intranet
Contact Us:

The Communications Office: musicpub@indiana.edu

Submit Social Media Handles: DM us on @IUJSoM on Facebook and Instagram

Digital Communications Manager: Hallie Geyh, hgeyh@iu.edu

Communications Manager: Kaylee Davis, kd14@iu.edu

Request Forms: Jacobs Homepage > Intranet > Communications > Request Forms