

An aerial photograph of the Iowa State Capitol building in Des Moines, Iowa, featuring a prominent golden dome. The scene is captured at sunset, with the sun low on the horizon, casting a warm orange glow over the city. The Capitol building is surrounded by other urban structures and greenery. A yellow rectangular box in the top right corner contains the word "IOWA" in bold black letters. Large white and yellow text is overlaid on the left side of the image.

IOWA

BRAND 101:
AN OVERVIEW OF
THE IOWA BRAND

IOWA

BRAND.UIOWA.EDU

A brand is a(n) reputation.



Why is brand important?

To ensure our future.



Why is brand important?

To make it easier.



Why is brand important?

To build community.

OUR BRAND PLATFORM



Delivering life-changing experiences

Mission

education, research and scholarship, service

Vision

To be a destination university that advances its standing as a distinguished public university

Values

creativity, community, excellence, inclusion, integrity



Brand Attributes

Sincere

genuine, caring, authentic

Dedicated

hardworking, committed, determined

Collaborative

Collegial, cooperative, friendly

Trailblazing

Forward-looking, visionary, pioneering

Unexpected

Surprising, distinctive, exceptional,



The writing university



Where art meets science

**Key
Messages**



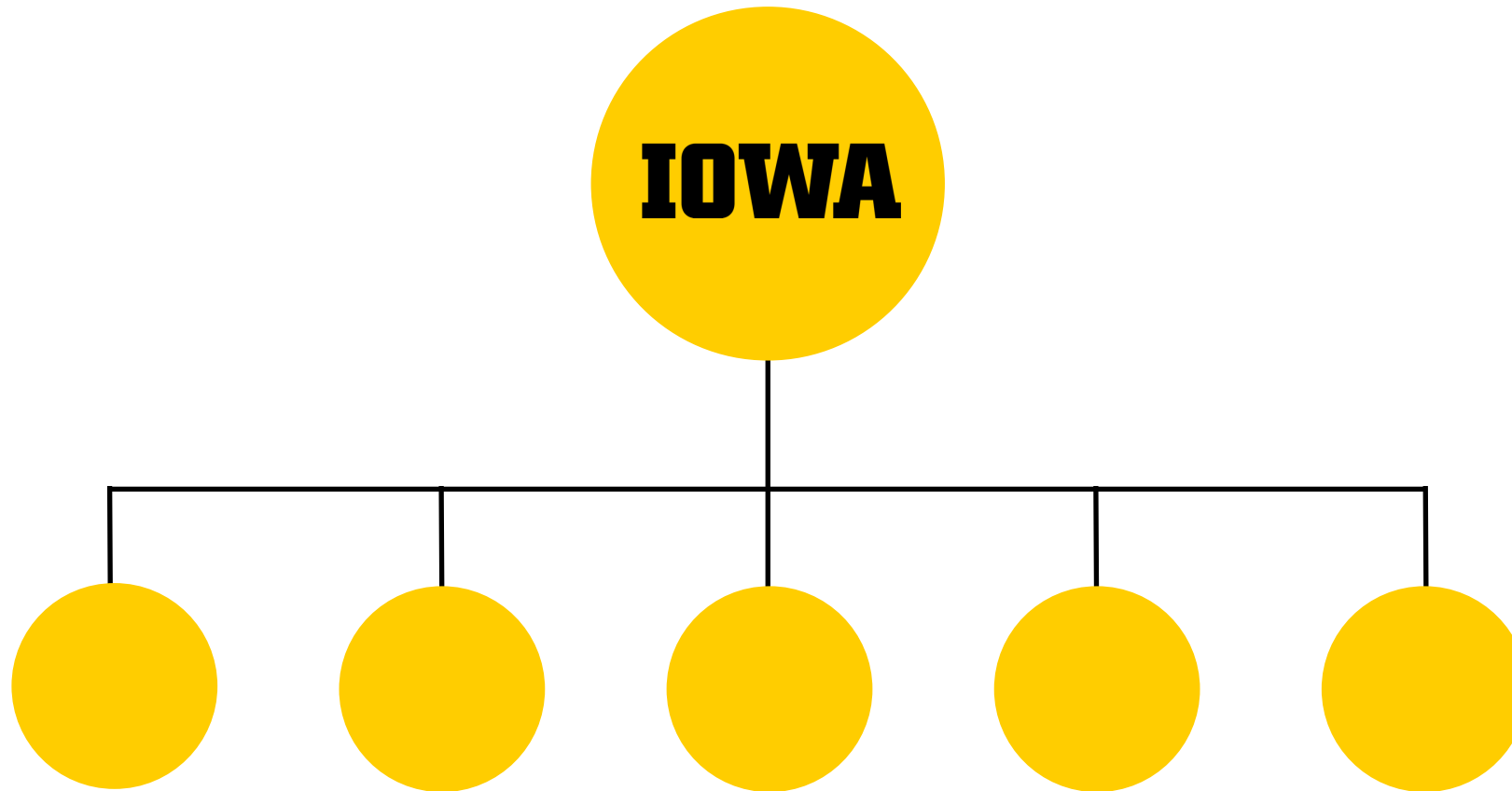
Collaboration over competition



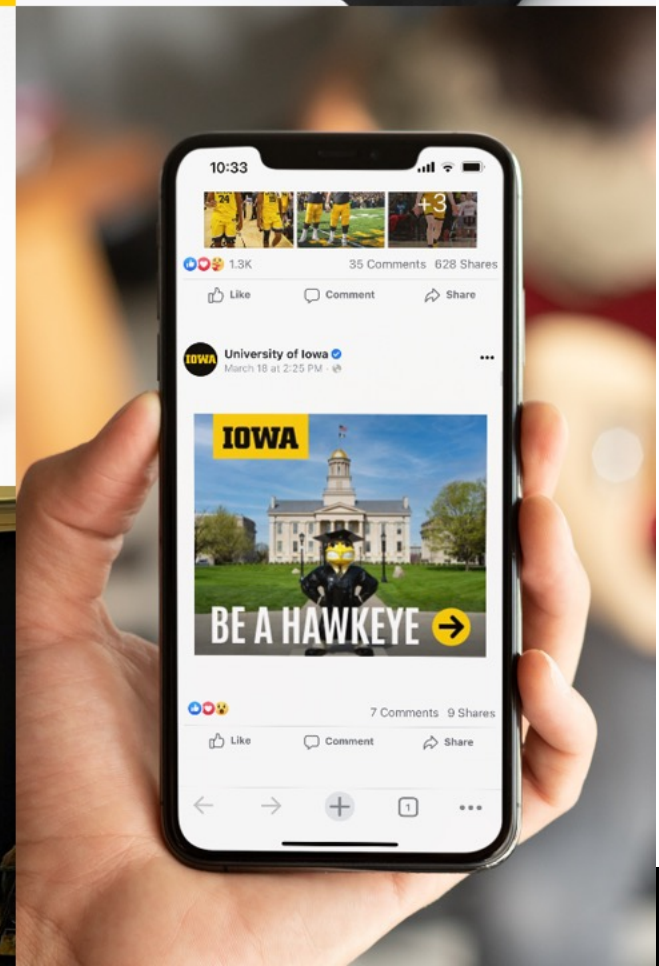
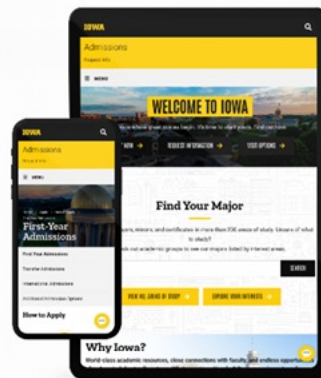
The perfect college town

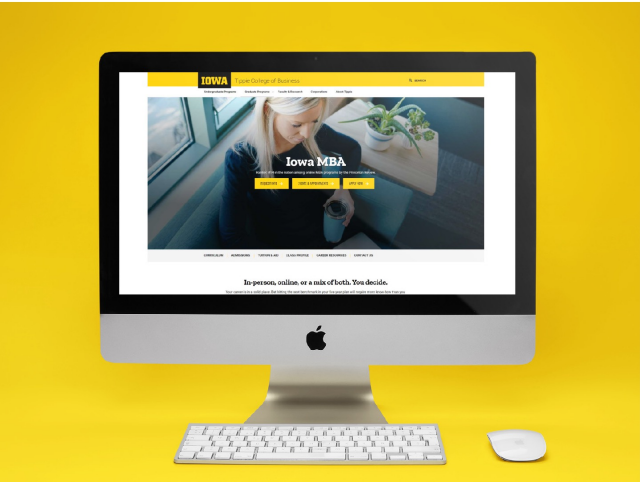
**BRINGING THE
BRAND TO LIFE**

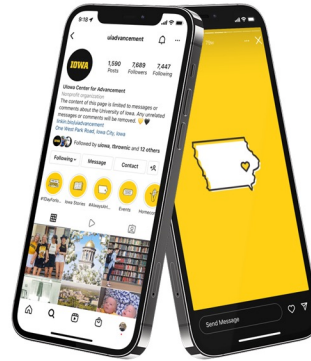
IOWA: A branded house

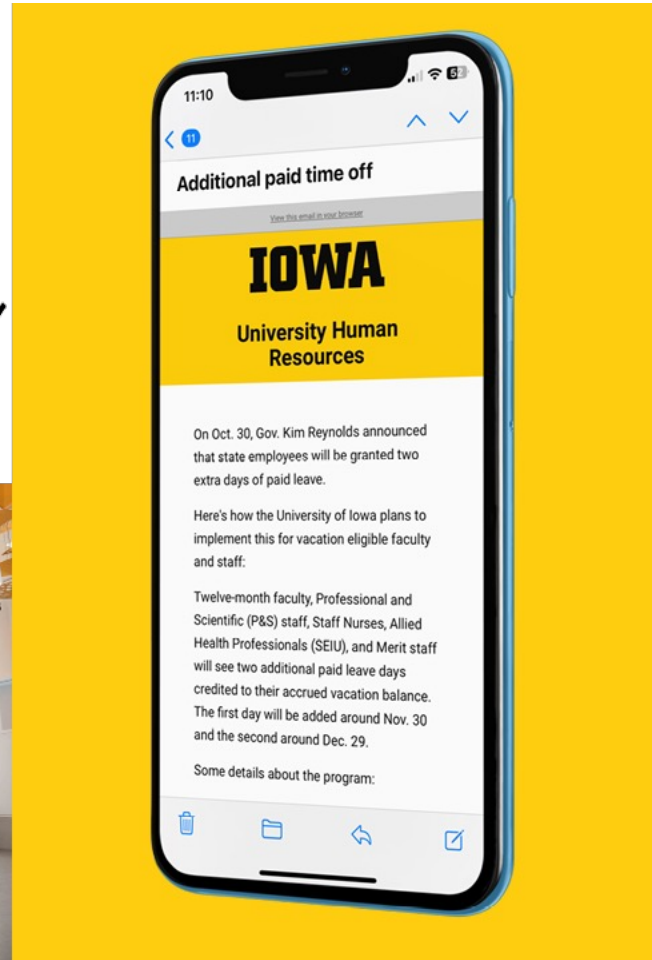
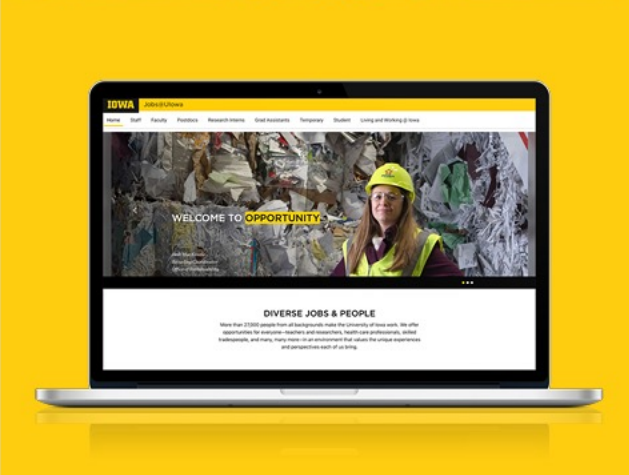


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TEMPLATES AND RESOURCES

Messaging and style guides

Messaging Guide

Messaging Guide

The University of Iowa brand is not a logo or a tagline. It's the life-changing experiences we deliver each day, informed by our values but made special by our unique strengths. And while it was forged across more than 170 years of history, this brand is renewed with each new day, semester, and graduating class—and all those who carry out the mission of this institution play a role in strengthening it.

IOWA

- Faculty invested in your success. With just a 15:1 student-to-faculty ratio and smaller class sizes than comparable universities, students at Iowa can get to know their professors. 1 in 3 undergraduates work directly with faculty mentors on hands-on research.
- A big university that feels small. Iowa City seamlessly blends downtown with the heart of Iowa's campus, which makes it easy to get around, work with peers and faculty, and feel at home while you study.
- Great communicators have great careers. Iowa graduates develop the writing and communication skills that employers want, contributing to a 95% placement rate for our graduates.

IOWA

- A community of pioneers. As the first university to offer academic credit for creative work and a world leader in the health sciences, Iowa offers plentiful opportunities for interdisciplinary study and collaboration.
- Education that takes you places. Whether your goal is the academy, industry, government, or elsewhere, a graduate education at Iowa will expand your options and make you more marketable to employers.
- A dynamic and vibrant college town. Live in a community that brings everything you need to pursue research, scholarship, and creative work together in one accessible, livable place.

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Editorial style guide

IOWA

University of Iowa Editorial Style

- References**
- Abbreviations**
Addresses: company points
Addresses, words in
Amperсанд
Days
Expressions: i.e., e.g., etc.
Grade-point average
Measure, units of
Months
Names of agencies, organizations
Names of cities: Fort, Mount, Post,
Salt
Names of companies
Names of people
Names of those with doctoral degrees
States and territories
The University of Iowa
Time: a.m. and p.m.
United States
- Academic degrees**
Abbreviations
Capitalization
Double major or two degrees?
True degree/discipline name
- Academic sessions**
- Agreement: subject/verb/noun**
Collective (noun) nouns
Collective nouns: "group," "number,"
and "percentage"
Collective nouns: sports teams
Collective nouns as UI unit names
Pronouns, possessive pronouns
- Alumni/alumnae/alumni/alumnae**
- Bias in Language**
- Capitalization**
Colleges, departments, and
other university units
Computer terms
Course titles
Ethnic, racial, religious, and
socioeconomic groups
General Education Program
Government entities: city, state
Health sciences campus
Hyphenated compounds and words
in titles
Living Learning Communities
Place names with compass points
Prepositions/conjunctions
Proper nouns
Ranks and titles
- 23 Online style**
Website names
URLs
- Proprietary marks**
Brand names and generic terms
Copyright, trademark,
service mark
- Punctuation**
Colons and capitalization
Colons in display type
Comma in series
Comma with adjectives
Comma with expressions
Comma with year
Letter grades
Quote marks in quotations
Quote marks with titles
Quote marks with other punctuation
Reference to a word or term
Semicolons in a series
Typography of punctuation
- Required statements**
Job number and publication date
Nondiscrimination statement
Personally identifiable information
Recycled paper logo
- Title: people and things**
Administrative appointments,
faculty rank
Collegiate affiliations
Department heads
Faculty emeriti/emerita
Faculty named positions
Hyphenated compounds in titles
Names: Doctor, Dr.
Names: Jr., Sr., II, alphabetizing last
names
"The" in names and titles
The UI
Titles as parts of names
- Title: format list**
How to format titles of artworks,
conferences, films, lectures, music,
publications, and more
- Words and spelling**
Dialectal language
Some words and phrases
Spelling guidelines
Teaser/Deuce

Quick facts

IOWA

RANKINGS AND FACTS

The University of Iowa is among the top public research institutions in the nation—offering a world-class education in over 200 areas of study. From the most prestigious creative writing program in the United States to a nationally recognized academic medical center, our balanced excellence in the arts and sciences encourages innovation and creative exploration across the disciplines.

 31,000+ students enrolled in fall 2022	 15:1 student-to-faculty ratio	 600+ student organizations	 298,000+ alumni living and working in 108 countries and all 99 Iowa counties	 45+ Pulitzer Prize winners among UI faculty and alumni	 20 NCAA Division I athletic teams
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Most notable U.S. News & World Report rankings

#39 Best public university	#1 Hospital in Iowa for 33 years	#23 Best public business school
#1 Public university for writing across the disciplines	#9 Best Bachelor of Science in Nursing program	10 Graduate programs ranked among the top 10 in the nation

Firsts 1st institution of higher education in the state of Iowa (1847) 1st public university to admit men and women on an equal basis (1860)	1st college of law west of the Mississippi (1868) 1st educational medical school (1870)	1st to award MFA degrees (1940) 1st state university to officially endorse an LGBTQ+ student group (1970)
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Research \$654.4 million raised in external research funding in FY 2022 2,400 projects secured research funding in FY 2022 150+ centers and institutes devoted to research and discovery 1 in 3 undergraduate students participates in research	Around Campus Top 10 college town (USA Today) Iowa City is one of 42 UNESCO Cities of Literature in the world, and one of only two in the U.S. 50+ parks, natural areas, and open spaces surrounding campus 1,700+ acres, bicycle-friendly main campus with 18 major bus routes	Outcomes and Impact 95% of graduates find a job or are accepted to grad school within six months of graduation 89% first-year retention rate 4,400+ employers have hired Iowa graduates in the past three years 18 consecutive years on the Fiske Guide to Colleges "Best Buy" list
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04/25/23

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Presentations

PowerPoint



Insert -> Header and Footer -> Type Customizable Name

Example of the Presentation Title Slide

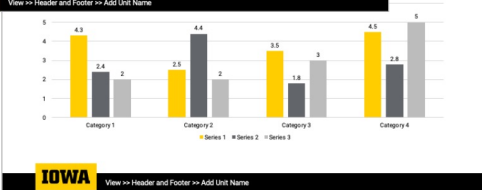
PRESENTATION SUBTITLE
May 24, 2020

IOWA

Column title one goes in this space
Supporting text goes down here Supporting text goes down here Supporting text goes down here Supporting text goes down here.

Column title two goes in this space
Supporting text goes down here Supporting text goes down here Supporting text goes down here Supporting text goes down here.

Column title three goes in this space
Supporting text goes down here Supporting text goes down here Supporting text goes down here Supporting text goes down here.



IOWA View -> Header and Footer -> Add Unit Name

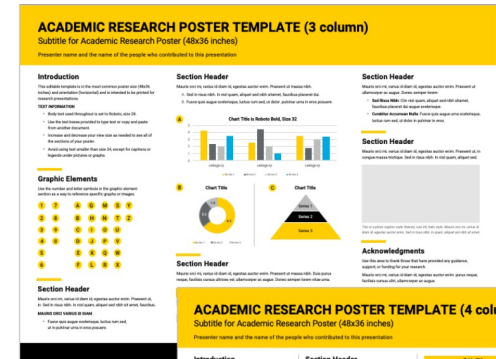
Category	Series 1	Series 2
Category 1	4.3	2
Category 2	4.4	2
Category 3	3.5	1.8
Category 4	4.1	2.8

IOWA View -> Header and Footer -> Add Unit Name

Zoom backgrounds



Research poster



ACADEMIC RESEARCH POSTER TEMPLATE (3 column)
Subtitle for Academic Research Poster (48x36 inches)

Presenter names and the name of the people who contributed to this presentation.

Introduction
This abstract summarizes the main findings presented in this poster. It includes the following information:

- 1. Title of the poster.
- 2. Author names and their affiliations.
- 3. The background, objectives, and methods of the study.

Section Header
Section 1: This section discusses the first major finding of the study. It includes the following information:

- 1. Title of the section.
- 2. Description of the finding.

Graphic Elements
Use the number of columns in the graphic elements section to determine how many columns your graphic should occupy.

Section Header
Section 2: This section discusses the second major finding of the study. It includes the following information:


- 1. Title of the section.
- 2. Description of the finding.

Section Header
Section 3: This section discusses the third major finding of the study. It includes the following information:

- 1. Title of the section.
- 2. Description of the finding.

Acknowledgments
Thank you to the following individuals who assisted with this poster:

- 1. Name of individual.
- 2. Name of individual.



ACADEMIC RESEARCH POSTER TEMPLATE (4 column)
Subtitle for Academic Research Poster (48x36 inches)

Presenter names and the name of the people who contributed to this presentation.

Table Title	
1.4	1.4
1.4	1.4
1.4	1.4
1.4	1.4
1.4	1.4
1.4	1.4

Introduction
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Section Header
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Graphic Elements
Use the number of columns in the graphic elements section to determine how many columns your graphic should occupy.

Section Header
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- 2. Description of the finding.

Section Header
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Thank you to the following individuals who assisted with this poster:

- 1. Name of individual.
- 2. Name of individual.

References

- 1. Name of author, year of publication, title of the work.
- 2. Name of author, year of publication, title of the work.

IOWA Add unit name here

Documents and event promotion

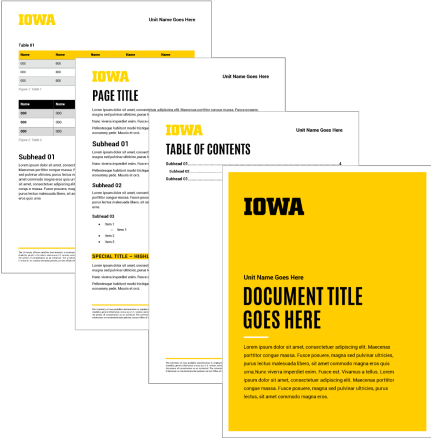
Certificates



Brochures and flyers



Stylized Word documents



Digital signage



Branded merchandise and apparel



IOWA

Event display rentals

Available to reserve for events at no charge



Identification

Stationery



Name tags



Email signature

Jane Smith, PhD (she/her/hers)
Working Title, Unit Name
Street/Campus Address, Iowa City, Iowa 52242
Office: XXX-XXX-XXXX, Mobile: XXX-XXX-XXXX
uiowa.edu



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