



OUR IDENTITY

The Iowa State University Recreation Services campaign mark successfully captures and evokes the overall brand essence. The brand essence can be accurately portrayed through the following adjectives:

- Active
- Confident
- Dynamic
- Inspired
- Bold
- Playful
- Welcoming

OUR MESSAGE

The Recreation Services brand is an important component of Iowa State University's overall brand development. As an entity, Recreation Services interacts with students, faculty and staff members daily. It is at the core of many experiences on campus.

The communication, vision and personality of the Recreation Services brand will be expressed through various materials—from printed products sent to students to searching online for fitness class information.

In order to uphold a cohesive experience across all brand touchpoints, the following guidelines and recommendations should be followed carefully. This ensures a consistent message and perception will be created, strengthening the overall brand.

CORE BRAND ELEMENTS

The Recreation Services campaign brand is made up of three core elements—the name, ligature and colors. They work together to communicate the intended brand vision and personality to

employees, brand affiliates and customers. It is important that these core elements remain consistent throughout all communication to create unity and avoid brand confusion.

Campaign Ligature

A ligature is the visual representation of a brand. To create a solid brand image, it is important that it be used consistently across all communication materials. Refer to the Ligature Usage section for detailed usage guidelines (pages 5–9).

Color

Color carries a great deal of emotion and serves as a key element in the overall brand image. It sets the tone of the brand and helps tie various communication pieces together. It is important to utilize color in a thoughtful and consistent manner. Guidelines for color usage can be found in the Color Palette Standards section (pages 10–12).

Typography

Consistent use of brand typography helps establish a unique Recreation Services “look” that greatly increases recognizability and memorability of the brand within the overarching University brand. Type guidelines can be found in the Typographic Palette Standards section (pages 13–14).



SIZE AND SPACE REQUIREMENTS

In order to ensure the appropriate visibility, prominence and strength of the Recreation Services campaign mark, an area of isolation and a minimum size have been determined.

These guidelines apply to both print and digital usage, as well as any other instance in which the mark may be used.

Area of Isolation

A minimum space requirement around the ligature ensures prominence of the mark and prevents interference from other elements in a design. This space is defined as the area of isolation and is indicated by X in the figure to the right. X is equal to the height of the red shape shown.

Minimum Isolation

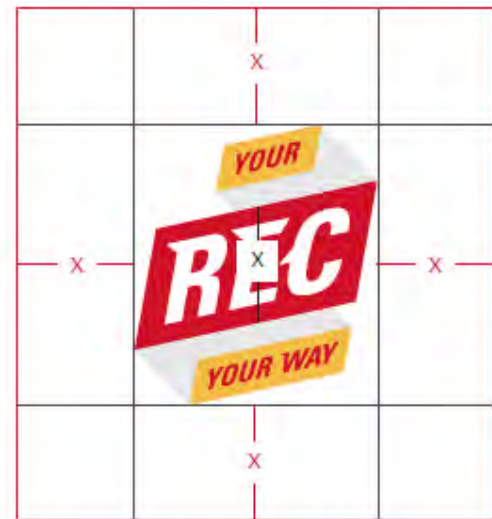
A distance of X should be maintained between the Recreation Services ligature and all other design elements, including: images, typography, photos, graphics, rules, and the substrate or page edge.

Preferred Isolation

The area of isolation is a minimum space recommendation. Increase the area of isolation whenever possible.

Angle Usage

An 80-degree angle should be maintained across all angled design elements. Using this angle will help create a consistent look and feel across both digital and print media.



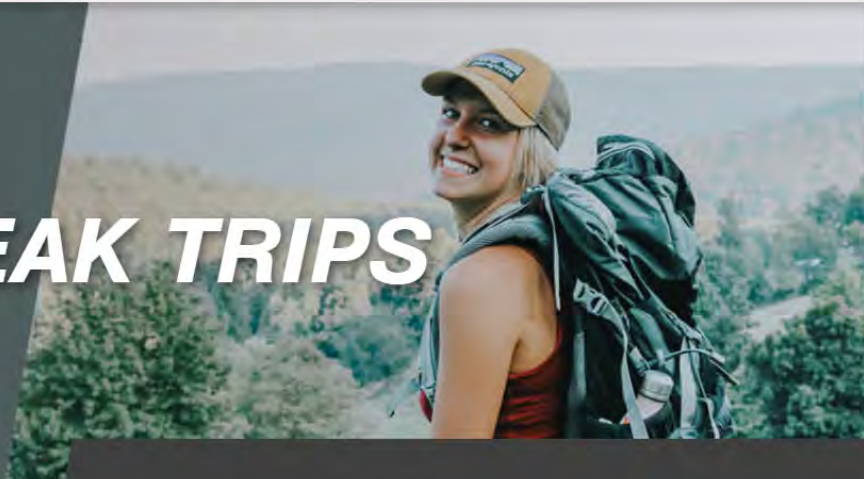
SUB-BRANDS



WEBSITE

SIGN UP NOW

WINTER BREAK TRIPS



Recreation Services offers you the freedom of individuality through our wide range of diverse programs & activities. However you play, it is Your Rec Your Way.

◀ THU **OCT 31** ▶

[VIEW ALL HOURS](#)

STATE GYM
6:00 AM - 11:59 PM

LIED RECREATION
ATHLETIC CENTER
6:00 AM - 11:59 PM

BEYER HALL
6:00 AM - 11:59 PM

FORKER BUILDING
7:00 AM - 6:00 PM

OUTDOOR RECREATION
FACILITIES
8:00 AM - 10:00 AM

recservices.iastate.edu

FLYERS



IOWA STATE UNIVERSITY
Recreation Services

@ISURecS

**MORE RECREATION =
BETTER EDUCATION**

FACILITIES
MORE TRACKS, COURTS, WALLS, POOLS, AND FIELDS OF OPPORTUNITY.
At Iowa State University, you don't have to make varsity to stay active with more than 100 world-class recreational spaces in which to compete and play.

20	Volleyball Courts	27	Badminton Courts
31	Fields	3	Climbing Walls
2	Swimming Pools	31	Basketball Courts
13	Softball Fields	4	Indoor Tracks

SPORT CLUBS
GOT GAME? JOIN THE CLUB.
With 53 different sports, our student-led clubs allow you to get involved with competitive recreational sports on a local, regional, and national level.

INTRAMURAL SPORTS
A WHOLE DIFFERENT LEAGUE OF PLAY.
Be a part of one of the largest intramural sports programs in the nation with nearly 3,000 teams and 46 organized competitive activities for every level and ability. @ISU_IM

OUTDOOR REC
CLIMB, RIDE, ROW! SURE REPEAT.
We can't move mountains for you, but we can help you climb them, or get you kayaking, biking, hiking, skiing, snowboarding, and surfing. If you have the will, we'll teach you the skills. @ISU_ORP

FITNESS
WE GET FIT DONE.
There's always something on campus to help keep you in shape with fitness classes, personal training programs, climbing courses, and more. @ISU_FIT

**YOU AND YOUR GRADES...
LOOKING GOOD!**

Research shows that students who are highly engaged in Recreation Services enjoy a significant increase in their GPA compared to those who are not.

FREE

Bring this card to the State Gym front desk between Aug. 19 and 31 for an exclusive Rec Services t-shirt (while supplies last).
recservices.iastate.edu

SOCIAL MEDIA

isurecs Following







320 posts 1,330 followers 1,147 following

Iowa State Rec Services
#YourRecYourWay
⚡👉🏻👉🏻👉🏻👉🏻👉🏻👉🏻
register.recservices.iastate.edu/Program/GetProgramDetails?courseId=418d1ea1-5...

Followed by [tillobarnes](#), [airbnbofames](#), [isusororityandfraternity](#) + 21 more

FITNESS **IM** **ORP** **EVENTS** **CLUBS**

POSTS TAGGED



SOCIAL MEDIA



isu_im

Following



61 posts

1,096 followers

906 following

Iowa State Intramural Sports

#YourRecYourWay

Recreation Services Intramural Sports

Iowa State University



im.recservices.iastate.edu/calendar.php

Followed by tmafns, isusororityandfraternity, callmebarmdyn + 13 more



Open



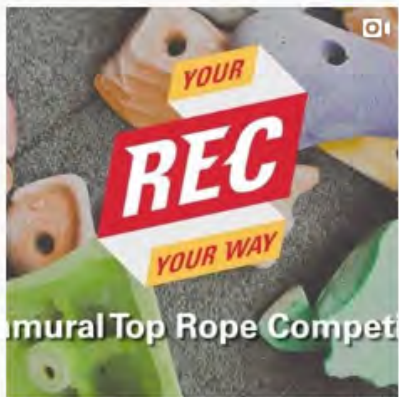
Champions



In Action

POSTS

TAGGED



SOCIAL MEDIA



isu_fit

Following



334 posts

1,272 followers

915 following

Iowa State Fitness

Iowa State University | Fitness Classes + Personal Training

#YourRecYourWay

linktr.ee/isu_fit

Followed by tillobarnes, isubaconexpo, mariahillman + 16 more



Pedal + Pul...



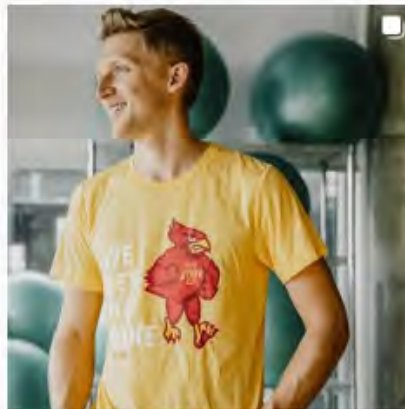
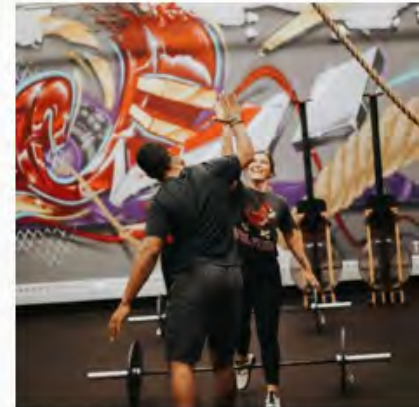
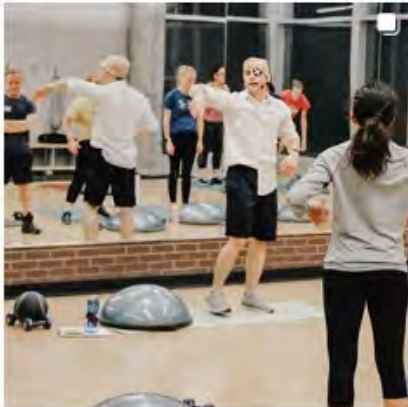
Free Tee!




Fall Schedule

POSTS

TAGGED



SOCIAL MEDIA



isu_orp Following ...

320 posts 1,133 followers 1,051 following

Iowa State Outdoor Rec Program

- † Weekend & Extended Trips
- † Bike Maintenance
- † Equipment Rental
- † Workshops

tag #isuorp to be featured!

register.recservices.iastate.edu/Program/GetProgramDetails?courseid=418d1ea1-5...

Followed by tmafns, ally_babcock, anne_theminivan + 12 more

Sandstone,...







IM Top Rope

Moab, UT

Joshua Tre...

Ouray, CO

POSTS IGTV TAGGED



WINDOW CLINGS



TV DISPLAYS



ELEVATORS



VIDEO



<https://www.youtube.com/watch?v=9-MQVQdY1zI>



https://www.youtube.com/watch?v=_iHBKcVpHgs

FITNESS POSTERS

INTRAMURAL MAGNETS

GYM FLYERS



GYM BROCHURES

STICKERS

T-SHIRT GIVEAWAYS

PRINT



I O W A S T A T E R E C R E A T I O N S E R V I C E S



BEN DISTAD
OUTDOOR REC

HALEN HUNTER
INTRAMURALS

PAIGE PERKINS
FITNESS

DAYTON EINCK
FACILITIES

TORI SAJOVEC
FITNESS

SHARICE LINDELAND
PERSONAL TRAINING

SOMMER DANIELSEN
MARKETING • FITNESS

TED LENAERTS
OUTDOOR REC

CREIGHTON BIDDCK
PERSONAL TRAINING

CHRIS JENKINS
FACILITIES

MEREDITH OSSIAN
INTRAMURALS

Y O U R R E C Y O U R W A Y