

The IOWA Challenge

Preliminary Usage Guidelines

6/8/09

Title

The initial capital on the word "The" and the all-caps treatment for "IOWA" are meant to help give the message name a distinct identity. In addition, the all-caps "IOWA" echoes graphic elements used in communications from the University's Office of Admissions. In the second reference the IOWA can be omitted but Challenge should be capitalized.

Graphic identity

Establishing a brand identity for The IOWA Challenge will help introduce it to audiences and lend it a recognizable presence in University communications. University Relations is creating a graphic identity system and accompanying usage guidelines to advance this goal.

Long and short versions

There are two versions of the IOWA Challenge. The short version boils the description of each expectation down to its bare essentials, providing an alternative version for venues where space—or attention—may be limited. The work group who developed the short version drafted usage guidelines for the two variations:

- The full version appears in contexts where it's necessary to describe the IOWA Challenge expectations in depth, including print and electronic materials dedicated to presenting the message. The full version may also be used in certain Office of Admissions materials, including Orientation pieces that introduce the IOWA Challenge to new students.
- The short version is appropriate for all other uses, including most Admissions materials, materials from other units (Office of Student Life, Academic Advising Center, individual colleges, etc.) with an interest in communicating undergraduate expectations, on course syllabi, and so on.

Message preamble

The preamble aims to accomplish several things. It welcomes today's students and establishes that they inherit a tradition. It asks students to adopt its principles, yet indicates that the "challenge" is something students must ask of themselves. Finally, it states that "excel," "stretch," "engage," "choose," and "serve" are expectations for students. The preamble is intended to precede both the original message text and the proposed short version:

Iowa Challenge websites

We are creating a website that will be a repository for information about The IOWA Challenge and that faculty and staff can use as a resource for their respective efforts in teaching/introducing/reinforcing the Challenge to students.

There will also be a website designed for students.