**GENERIC FUNDRAISING GUIDE**

**LOGO OPTIONS**

Veterinary Medicine

Veterinary Medicine

Veterinary Medicine

Veterinary Medicine

**TEXT-ONLY OPTIONS**

Veterinary Medicine

Iowa State University

Veterinary Medicine

Iowa State University

Veterinary Medicine

Iowa State

Veterinary Medicine

ISU

Veterinary Medicine

**NOT ACCEPTABLE USES**

Veterinary Medicine

(Cannot move text below the graphics in the logo options)

Veterinary Medicine

(Cannot use font confusingly similar to Iowa State athletics' font)

IOWA STATE UNIVERSITY

Veterinary Medicine

(Cannot use font confusingly similar to Iowa State athletics' font)

IOWA STATE UNIVERSITY

VETERINARY MEDICINE

(Cannot add graphics to the design)

**USAGE GUIDELINES**

If doing a custom fundraising design and want to include the trademarks, you’ll need to abide by the trademark guidelines for student use and include your organization name, descriptor and “at” tagline. However, if you just want a generic “college of” or “department of” design for products for fundraising purposes, we are providing all organizations these options for use.

- The college/department names can be changed out using any font as long as not confusingly similar to our athletics font or the official university wordmark.
- No other design elements can be added to the product.
- College/department names can be written with or without “college of” or “department of”. For example, “College of Veterinary Medicine” or simply “Veterinary Medicine”.
- Text can be straight across as shown or curved over the top (bottom curve available for the text-only design options).

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