This lockup set provides vector SVG files in black and two-color options. The files with block IOWA set in gold use RGB color created with the approved gold hex value for web. For print applications use a CMYK color space and switch gold to CMYK: 0 14 100 0 or PMS 116C depending on your production specs.

SVG files can be opened in adobe illustrator and converted to the file formats of your choice. Tools such as [cloud convert](https://cloudconvert.com/) are also available.

Usage guidelines:

* Lockups should follow [logo usage guidelines](https://brand.uiowa.edu/university-logo).
* Don't use lockups as titles, mastheads, or the primary visual focus of any piece of communication.
* Don't use lockups in website headers or footers. All university-hosted websites include the brand bar with the university logo already at the top. A formal signature should be used in footers.
* Lockups cannot be used on university stationery or campus signage; these templates are designed to display the unit name separately.
* Use only one lockup for each piece of communication. If multiple units come together with a single message, use the block IOWA logo. If multiple units come together to sponsor an event, follow [cosponsorship](https://brand.uiowa.edu/cobrandingsponsorship) guidelines.

Visit [brand.uiowa.edu](https://brand.uiowa.edu/) for additional visual identity guidelines or contact   
[osc-brand@uiowa.edu](mailto:osc-brand@uiowa.edu) with any follow up questions.