Model 1

Indiana University School of Medicine logotype

INDIANA UNIVERSITY
SCHOOL OF MEDICINE
CENTENNIAL CELEBRATION
advancing medicine since 1903

50% of X

50% of X

Helveticas Inserat font; (PMS 200); always upper case treatment

Goudy italic font; black type; always lower case treatment

Model 2

Standard Centennial Celebration logo treatment for use on LETTERHEAD ONLY!

All sizing, proportion and placement conventions illustrated in Model 1 apply to Double-line Model 2 as well with one notable exception; the words "Indiana University" do not appear.

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