



INDIANA UNIVERSITY
PURDUE UNIVERSITY
FORT WAYNE

A Guide to THE DON DIFFERENCE Messaging and Graphic Assets

The Don Difference Positioning Statement

Our campus is a crossroads.
Here, top researchers, scholars, and creative minds meet to chart a new courses.
Here, we make a difference.
We prove time and again that curiosity makes history, passion inspires awe, and Mastodons leave big footprints.
Indiana University–Purdue University Fort Wayne.
That's the Don Difference.

About Indiana University–Purdue University Fort Wayne

Established in 1964, Indiana University–Purdue University Fort Wayne (IPFW) is the largest university in northeast Indiana and fifth-largest public four-year institution in the state. Our university is uniquely positioned to serve the region as a crossroads of cultural, social, technological, and economic innovation, and continues to expand our global reach through research, scholarship, and creative expression.

IPFW combines challenging academics with a focus on student success across more than 200 IU and Purdue academic programs, taught by more than 400 full-time faculty members—90 percent of whom have earned the highest degree in their field.

More than 13,000 students of diverse ages, races, and nationalities in

our family pursue their education on our campus. Our students are from 40 states and 47 countries. More than half are first-generation college students and 13 percent are from underrepresented populations. Nearly 75 percent of IPFW students receive some form of financial assistance to achieve their academic and career goals.

Fifty-four percent of IPFW's vast network of alumni—55,000 and growing—live and work in northeast Indiana, contributing to the region's economy, vitality, and intellectual strength.

Truly, Mastodons leave big footprints.

The Don Difference Graphics

The Don Difference graphic identifier or LOGO must always be used WITH the IPFW signature (logo) in a logo lockup. The two graphic elements must be locked into this specific relationship to one another to form a single unit. The elements may not be rearranged or the relationship altered in any way to change either logo's/mark's graphic integrity.

IPFW signatures and The Don Difference marks may be downloaded at: dondifference.ipfw.edu/media



FOR MORE INFORMATION, visit: dondifference.ipfw.edu or contact John Kaufeld, Chief Communications Officer, 260-481-4174 (office), 260-241-5496 (mobile), kaufeldj@ipfw.edu