



UNIVERSITY OF ILLINOIS
URBANA-CHAMPAIGN • CHICAGO • SPRINGFIELD

WORDMARK USAGE GUIDE

Office for University Relations
September 2009

INTRODUCTION

The University of Illinois wordmark reinforces the identity of the three-campus U of I system. Its value increases when used properly, consistently, and frequently. The wordmark should be used by University of Illinois central administration units or when an office on a campus is coordinating a project that includes representatives from two or more campuses.

University Administration (UA) offices and units provide valuable information, resources, and services to the campuses. By using the system wordmark, UA units reinforce the value of central administration through a consistent, connected visual identity. UA offices are discouraged from creating and using logos for their units in order to preserve the strong University of Illinois identity.

Previous Versions No Longer In Use

The original wordmark that included "Always Thinking" text is no longer used.



The version of the wordmark with the campuses listed in alphabetical order is no longer used.



CURRENT WORDMARK

In Spring 2007, the wordmark was revised to reflect President White's request that the campuses of the University of Illinois should be listed in chronological order of when the campus was established or joined in the University family.



The graphic design and appearance of the University of Illinois wordmark are not to be modified or re-created. Versions of the files for print and web usage are available upon request from Ginny Hudak-David, associate director of the Office for University Relations (217-333-6400).

Several versions of the wordmark exist to provide the greatest range of flexibility for color options.

Full Color

Campus signature colors used for each campus name



Two Color

All of the campus names in blue



Black & White



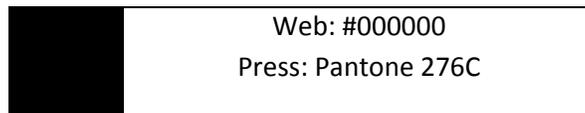
UNIVERSITY OF ILLINOIS WORDMARK: FONT USAGE

The font used in the University of Illinois wordmark is Palatino. The "University of Illinois" text using the Palatino font is a graphic element of the logo and should not be modified.

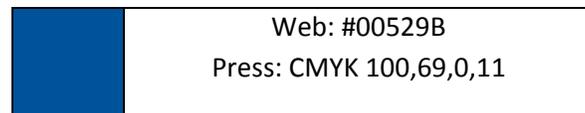
Palatino is an old-style serif typeface designed by Hermann Zapf in the middle of the twentieth century. The font was named after Giambattista Palatino, a master calligrapher of the middle of the sixteenth century. In recent years, the font family has expanded to include Latin, Greek, and Cyrillic character sets.

UNIVERSITY OF ILLINOIS WORDMARK: COLORS

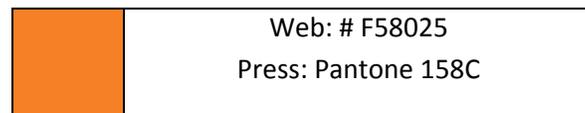
The "University of Illinois" text itself is black.



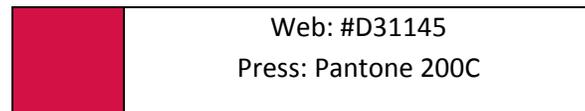
For the two-color wordmark version, the campus names are in a dark blue color.



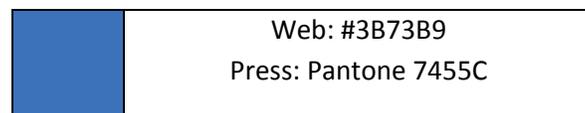
For the full-color wordmark version, the campus name of "Urbana-Champaign" is in orange.



For the full-color wordmark version, the campus name of "Chicago" is in red.



For the full-color wordmark version, the campus name of "Springfield" is in light blue.



See page 9 of this document for campus-specific colors and guidelines.

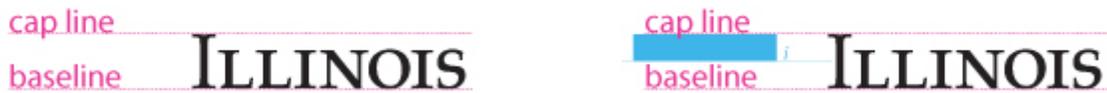
UNIVERSITY OF ILLINOIS WORDMARK: SIZE

The University of Illinois wordmark should not be smaller than 1.75 inches in width, with the exception of unusually small printed products. Please contact Ginny Hudak-David if further assistance regarding the size of the wordmark is needed.

ISOLATION AREA

In order to maintain the integrity and distinction of the University of Illinois wordmark, no other graphic element or text can reside within the isolation area.

The isolation area unit of measurement i is defined as half the distance between the cap line and baseline, in relationship to the size of the University of Illinois wordmark. The baseline is the imaginary line upon which the text rests. The cap-height is the height of the capital letters within the University of Illinois wordmark, and the imaginary line that demarcates the cap-height is called the cap line.



Once i is defined, it can be used to determine the *minimum* total isolation area that should surround the University of Illinois logo, as shown below.



BACKGROUND IMAGES

The University of Illinois wordmark can be located on top of a background image or color as long as the legibility and readability of the wordmark (with or without campus names) is not compromised. An example of the wordmark on top of a background color can be viewed on the cover of the 2008 University of Illinois annual report, as shown below.



JOINT INITIATIVE CO-BRANDING

There are situations in which the University of Illinois wordmark must coincide in placement with logos from external organizations. The University of Illinois wordmark should proportionally reflect the degree of contribution. If it is an equal partnership, the logos must visually appear equal in size and placement. Otherwise, the visual size and placement should reflect the contribution of the partnership.

A copy of this wordmark usage guide should be sent to external organizations in order to ensure the proper usage of the University of Illinois wordmark.

PROHIBITED WORDMARK USAGE

Incorrect proportions (stretching, shrinking, shearing, etc.)



Modifying order of campus names



Inclusion of visual or text elements



Addition of effects or orientation



Use as a pattern



Use within a sentence

The UNIVERSITY OF ILLINOIS is the state's best and most comprehensive public university.

Vertical stacking



CAMPUS-SPECIFIC GUIDELINES

For assistance with campus-specific guidelines, please visit the respective website below:

- Urbana-Champaign: identitystandards.illinois.edu/
- Chicago: www.uic.edu/depts/paff/identity/PDF/standards.pdf
- Springfield: www.uis.edu/mediaguides/style/#logo

CAMPUS-SPECIFIC LOGO COLORS

The following pages are references to the campus-specific colors:

Urbana-Champaign:

<http://identitystandards.illinois.edu/graphicstandardsmanual/generalguidelines/colors.html>

Bold palette is Pantone 281 or #003C7D (blue) and Pantone 158 or #F47F24 (orange)

Professional palette is Pantone 7456 or #6E8BBF (blue) and Pantone 717 or #EF8A1C (orange)

Chicago

<http://www.uic.edu/depts/paff/identity/PDF/standards.pdf>

Coated paper is Pantone 289 (blue) and Pantone 200 (red)

Uncoated paper is Pantone 289 (blue) and Pantone 1797 (red)

Web colors are #000033 (blue) and #cc0000 (red)

Springfield

<http://www.uis.edu/webservices/tools/logos.html>

Contact UIS Campus Relations at (217) 206-6716 for further details.

ASKING QUESTIONS, GETTING HELP

For assistance with wordmark usage or files or to discuss this document, contact Ginny Hudak-David, associate director in the Office for University Relations, 217-333-6400.

FEEDBACK

Your feedback is welcome.

Please call or email Ginny Hudak-David for clarification or to suggest additions to this style guide.