University Administration Branding

In an effort to establish web branding consistency throughout the University of Illinois Administration (UA), all outward-facing UA websites should implement design elements that identify the sites as being part of the University of Illinois and under the UA umbrella.

University President Bob Easter approved a new web design in the fall of 2012. In February 2013, the new design was launched when core UA web pages and the president's site were moved to a new content-management platform. The new home page offers visitors more than double the number of hyperlinks as the previous home page, making it easier and faster for visitors to get to one of the many service units in UA.

2013 UA website design guidelines

The new design (see next page) includes:

1. the University wordmark (with the campuses represented in their signature colors) in the upper left corner of each page
2. an image map of the wordmark that allows a reader to move directly to a campus or return to the UA home page
3. a search function, which is highly recommended and, if used, located at the top right corner of the page.
4. a footer, generally separated from the page contents by a hairline rule, that lists: Board of Trustees copyright date (year), address for the office providing the information, a link to the university's web privacy statement (http://www.vpaa.uillinois.edu/policies/web_privacy.cfm), and a contact email. Optionally, some footers repeat core navigation links.
5. a solid color, no-pattern page background (ideally grey, binhex #D7D7D7) that holds a content container

UA website managers are asked to adopt all the elements listed above on the pages for their units. Although the grey of the background is specified, units may use any shade of grey or a solid color with no pattern.

These guidelines may be implemented in a way that best fits existing website design while maintaining the spirit of visual consistency that identifies pages as coming from a UA unit.

Ideally UA websites will be designed for optimal display on mobile devices. When delivered to mobile devices, which have a variety of screen sizes, web pages should be consistent with the spirit of UA identification and branding.

The new 2013 design also includes:

i. a content container (with or without a hairline rule) with black text on a white background
ii. a navy-blue bar (binhex #336699) at the top of the content container with the core audience navigation (e.g., prospective students, faculty and staff)

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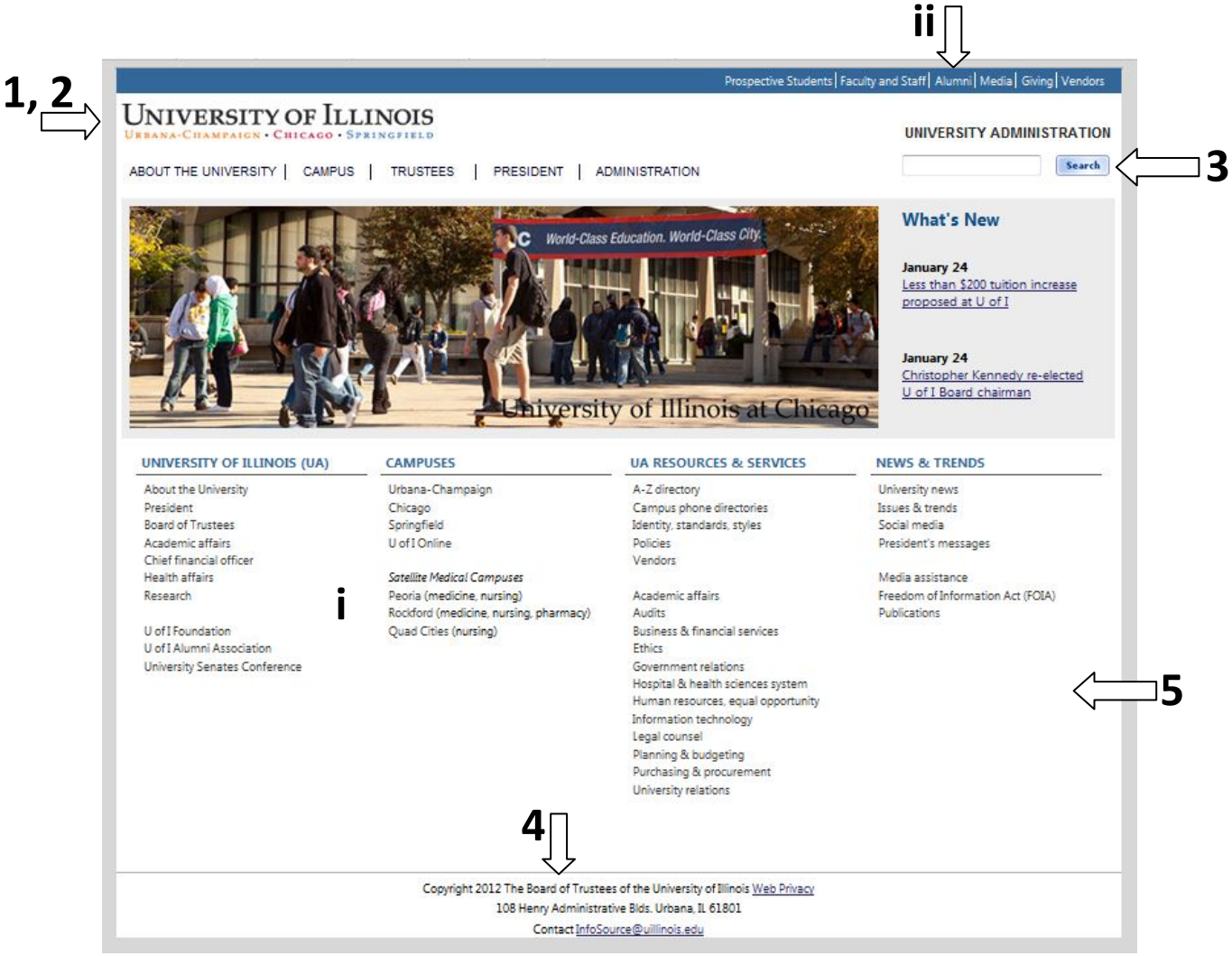
See below for a visual of the new UA home page with the elements listed on the previous page marked:



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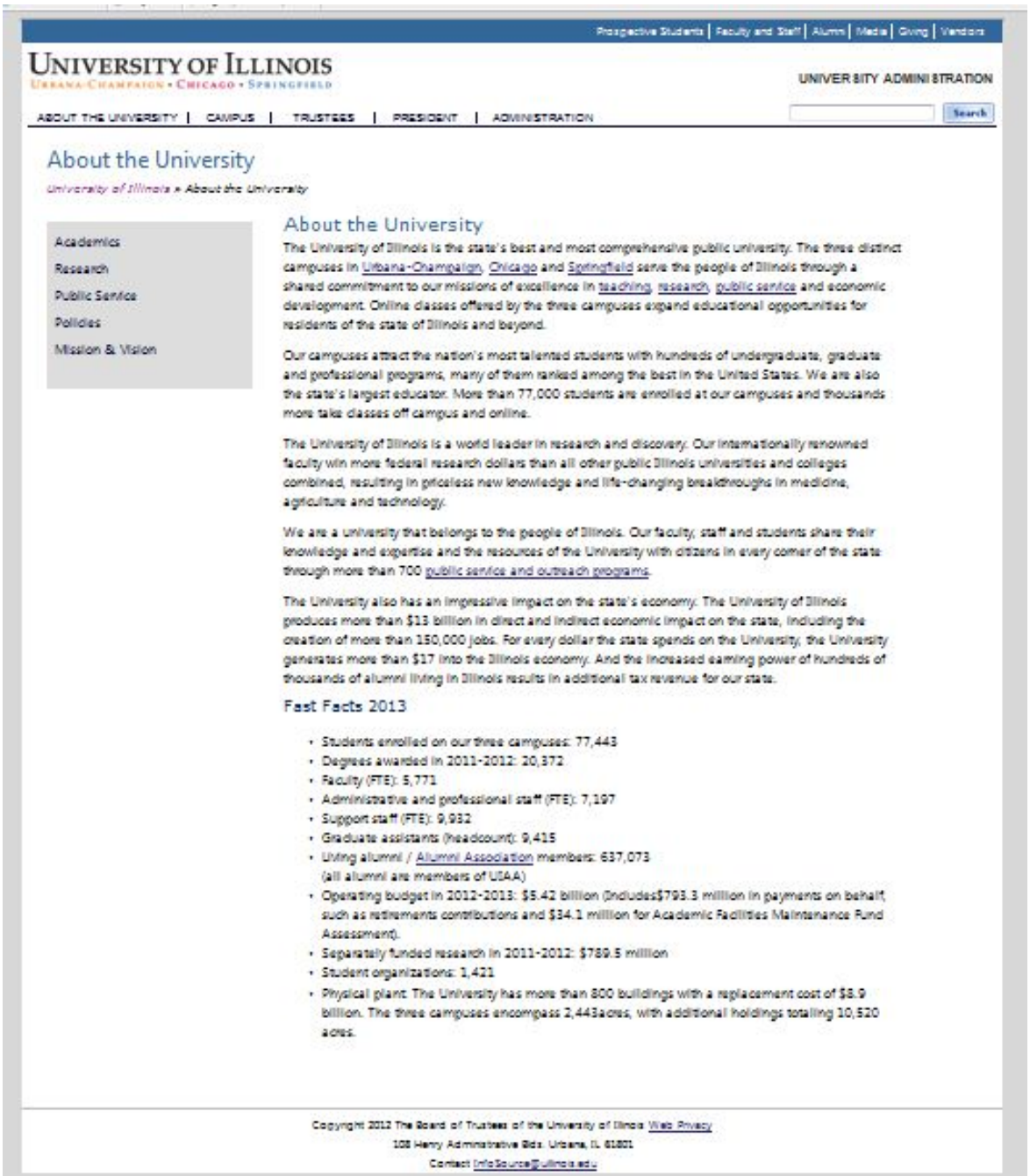
A sub-page layout for the UA website is show below. Note the consistent use of the core branding elements outlined on page one of these guidelines. Also note the side navigation, which is the same grey as the page background.



Prospective Students | Faculty and Staff | Alumni | Media | Giving | Vendors

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About the University

The University of Illinois is the state's best and most comprehensive public university. The three distinct campuses in Urbana-Champaign, Chicago and Springfield serve the people of Illinois through a shared commitment to our missions of excellence in teaching, research, public service and economic development. Online classes offered by the three campuses expand educational opportunities for residents of the state of Illinois and beyond.

Our campuses attract the nation's most talented students with hundreds of undergraduate, graduate and professional programs, many of them ranked among the best in the United States. We are also the state's largest educator. More than 77,000 students are enrolled at our campuses and thousands more take classes off campus and online.

The University of Illinois is a world leader in research and discovery. Our internationally renowned faculty win more federal research dollars than all other public Illinois universities and colleges combined, resulting in priceless new knowledge and life-changing breakthroughs in medicine, agriculture and technology.

We are a university that belongs to the people of Illinois. Our faculty, staff and students share their knowledge and expertise and the resources of the University with citizens in every corner of the state through more than 700 public service and outreach programs.

The University also has an impressive impact on the state's economy. The University of Illinois produces more than $13 billion in direct and indirect economic impact on the state, including the creation of more than 150,000 jobs. For every dollar the state spends on the University, the University generates more than $17 into the Illinois economy. And the increased earning power of hundreds of thousands of alumni living in Illinois results in additional tax revenue for our state.

Fast Facts 2013

- Students enrolled on our three campuses: 77,443
- Degrees awarded in 2011-2012: 20,372
- Faculty (FTE): 5,771
- Administrative and professional staff (FTE): 7,197
- Support staff (FTE): 9,932
- Graduate assistants (headcount): 9,415
- Living alumni / Alumni Association members: 637,073
  (all alumni are members of UIAA)
- Operating budget in 2012-2013: $5.42 billion (includes$793.3 million in payments on behalf, such as retirements contributions and $34.1 million for Academic Facilities Maintenance Fund Assessment).
- Separately funded research in 2011-2012: $789.5 million
- Student organizations: 1,421
- Physical plant: The University has more than 800 buildings with a replacement cost of $8.9 billion. The three campuses encompass 2,443acres, with additional holdings totaling 10,520 acres.

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