

UNIVERSITY OF ILLINOIS
SESQUICENTENNIAL
CELEBRATION

STYLE GUIDE FOR
MARKETING | COMMUNICATION | DESIGN
KICKOFF | FEBRUARY 28, 2017

150.ILLINOIS.EDU



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STRATEGY

TO CREATE AWARENESS FOR THE UNIVERSITY OF ILLINOIS 2017 SESQUICENTENNIAL CELEBRATION FOR USE IN DESIGN AND MESSAGING.

TARGET MARKET

UNIVERSITY OF ILLINOIS FACULTY, STAFF, STUDENTS, AND ALUMNI; CORPORATE PARTNERS, DONORS, GRANTING ORGANIZATIONS AND OTHER STAKEHOLDERS; PEER INSTITUTIONS; AND COMMUNITY MEMBERS.

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PRIMARY MESSAGE

THE UNIVERSITY OF ILLINOIS IS
CELEBRATING ITS 150TH ANNIVERSARY.

SECONDARY MESSAGE

THE UNIVERSITY OF ILLINOIS HAS AN
EXTRAORDINARY HISTORY AS A LAND-GRANT
UNIVERSITY AND LOOKS TO ITS PROMISING FUTURE
AS THE INSTITUTION CONTINUES TO IMPACT
INDIVIDUAL LIVES AND SOCIETY.

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SESQUICENTENNIAL LOGO

PRIMARY LOGO

ALWAYS TO BE USED IN CONJUNCTION WITH THE UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN I MARK OR ILLINOIS LOGO* THROUGH THE PERIOD OF-
FEBRUARY 28, 2017 - MAY 13, 2018
MAINTAINING THE 'BUFFER-ZONE' ON ALL SIDES OF THE I-MARK OR LOGO (1/3 THE HEIGHT OF THE LOGO)

* FOR INDEPENDENT BRANDS: MUST BE USED IN ADDITION TO THE I MARK AND INDEPENDENT BRAND LOGO.



ALTERNATE LOGO

FOR USE TO IDENTIFY/COMBINE CAMPUS DESIGNATION

LOGO NOT TO BE USED SMALLER THAN 0.689" X 1" OR 60PX X 80PX



DIGITAL FILES ARE AVAILABLE AT:
GO.ILLINOIS.EDU/DOWNLOADLOGOS

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SESQUICENTENNIAL TAGLINE

USE OF THE TAGLINE IS ENCOURAGED, BUT NOT REQUIRED.
CAMPUS UNITS SHOULD ATTEMPT TO INCORPORATE IT
WHEN WORKING WITH STORIES THAT ARE
RELEVANT TO THE SESQUICENTENNIAL.

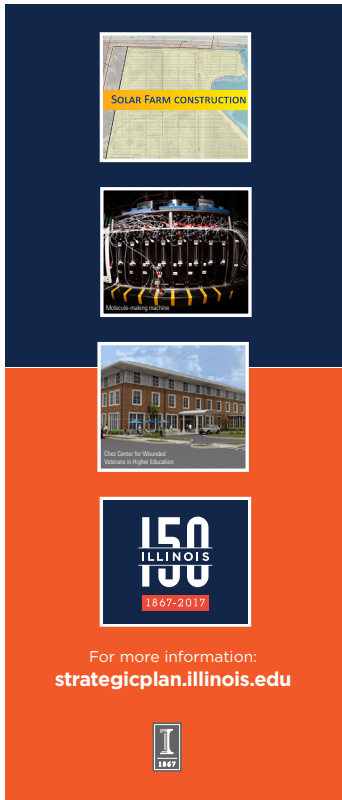
SHAPING THE FUTURE
SINCE 1867.

SESQUICENTENNIAL TAGLINE AS A GRAPHIC ELEMENT

SHAPING THE
FUTURE
SINCE 1867

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PUBLICATION SAMPLES



SOLAR FARM CONSTRUCTION

150 ILLINOIS 100
1867-2017

For more information:
strategicplan.illinois.edu



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1867-2017

2017 COMMENCEMENT
GUIDE TO ACTIVITIES May 15-17, 2017



150 ILLINOIS 100
1867-2017

2017 UNIVERSITY SCHOLARS RECEPTION

September 23, 2017
4:30 - 6:00 PM



The Carle Illinois College of Medicine is **the first engineering-based College of Medicine** built from the start at the intersection of **engineering** and **medicine**.

HOW WE'RE DIFFERENT.

- › **Curriculum Design**
Our curriculum design is the first of its kind, combining clinical medicine and biosciences with engineering.
- › **Physician-innovators**
Our graduates will be physician innovators who transform health care by inspiring discoveries and new industries.
- › **Day-one Immersion**
Students will experience day-one immersion in patient interaction and technology.
- › **Selective Class Size**
The highly selective class size will offer nimble, flexible and adaptable educational experiences.
- › **Economic Driver**
The college will be an economic driver fueled entirely by private philanthropy and corporate investment.

medicine.illinois.edu

CARLE ILLINOIS COLLEGE OF MEDICINE 



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POSTER PROTOTYPE EXAMPLE

CREATIVE SERVICES WILL CREATE A POSTER
TO COMMEMORATE THIS EVENT BASED ON
ARTWORK, WHICH WILL BE AVAILABLE FOR
PURCHASE ON ILLINOIS-IN-A-BOX.

MTD INTERIOR BUS POSTER EXAMPLE



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VEXILLA (BANNER) SAMPLES



UNIT-LEVEL VEXILLA SAMPLES



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WEBSITE

SEARCH

A-Z Index & Directory Map Library

RESOURCES FOR STUDENTS FACULTY & STAFF ALUMNI PARENTS

150
ILLINOIS
1808
1847-2017



ILLINOIS

GIVE NOW

About Admissions Academics Research Outreach International Arts & Culture Athletics



Paul Magelli's return to Kilimanjaro

ILLINOIS NEWS



RESEARCH



CAMPUS LIFE



FACULTY INTERVIEWS

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DIGITAL FILES



SIGNAGE

MAINSTREAM SIZES FOR DIGITAL SIGNAGE (FLATSCREENS, HD-TVS) WILL BE CREATED BY PUBLIC AFFAIRS AND WILL BE AVAILABLE ONLINE. ADDITIONAL SIZES CAN BE MADE UPON REQUEST.

DIGITAL FILES ARE AVAILABLE AT:
GO.ILLINOIS.EDU/150DIGITAL



LETTERHEAD

A DIGITAL WORD LAYER FILE WILL BE AVAILABLE TO DOWNLOAD FOR ADDITION TO EXISTING DIGITAL LETTERHEAD UNIT FILES.

PRE-PRINTED MATERIALS WILL NOT BE AVAILABLE.

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T-SHIRT OPTIONS

FRONT OPTION



BACK OPTION



SLEEVE OPTION



BACK OPTION WITH TAG LINE



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PROMOTIONS | GIVEAWAYS



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DESIGN CREDIT

THE SESQUICENTENNIAL COMMITTEE WOULD LIKE TO OFFER ITS SINCERE APPRECIATION TO **THE CREATIVE STAFF OF KRANNERT CENTER FOR THE PERFORMING ARTS** FOR THEIR DESIGN AND EXPERTISE IN CREATING THE BRANDING MATERIALS FOR THIS DISTINGUISHED EVENT.



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SESQUICENTENNIAL CELEBRATION

