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I. INTRODUCTION
HOW TO USE THIS GUIDE

When you use the Illinois identity standards, you become a part of something greater than a unit, an office or a college. Using the Illinois identity standards connects you to our historic excellence, our legacy of achievement, our system of values and our vision for global impact.

You should use the Illinois identity at every opportunity. This guide serves as a roadmap that shows you how to do that. When used effectively, each use of our identity serves to unify and elevate the recognition of our brand.

Specific examples are called out in the guide with specifications. Attention was made to provide desirable options that help you successfully market in a variety of ways to your core audiences.

If you have questions about the guide, applying the standards or if you need advisement or approval, contact Public Affairs at brandguide@illinois.edu.

These standards will continue to evolve. For specific information on rollout dates and other implementation details, visit the Brand FAQ section at brand.illinois.edu.
UNIT WORDMARK: STRUCTURE

1. When individual identity elements appear separated and with a variety of treatments, our identity lacks clarity and impact that a considered identity system can provide. In a designed wordmark system, elements are part of a strategic hierarchy of information. When used across a large-scale organizations, the unit wordmark elevates the Illinois brand, while identifying the specific owner of a communication to its audience.

2. Unit wordmarks must always appear on unit-specific communications.

3. The Block I logo or your unit wordmark must be included on the front view of your piece. (See the Block I and Illinois Wordmark Guide for more information about using the Block I logo in conjunction with other identity elements.)

4. No other text may appear grouped with the wordmark.
UNIT WORDMARK: STRUCTURE

1. The unit wordmark merges essential brand elements into one cohesive structure to improve consistency and clearly communicate hierarchy.

<table>
<thead>
<tr>
<th>Unit Wordmark Elements</th>
<th>ILLINOIS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wordmark</td>
<td>Molecular &amp; Cellular Biology</td>
</tr>
<tr>
<td>Featured Entity</td>
<td>COLLEGE OF LIBERAL ARTS &amp; SCIENCES</td>
</tr>
<tr>
<td>Parent Entity</td>
<td></td>
</tr>
</tbody>
</table>

Clearance

Unobstructed space must appear around the mark.

Minimum size when the Block I logo has border

0.25” minimum for print
30px for screens

Minimum size when the Block I logo does not have border

0.10” minimum for print
15px for screens
BRAND ARCHITECTURE

1. The unit wordmark structure is built around the Illinois brand architecture. The brand architecture shows the relationships of university entities to the master brand.

2. Entities grouped in the diagram share the same rules of visual representation that are outlined in the sections that follow.
II. PRIMARY ENTITY GUIDELINES
**PRIMARY ENTITIES** include colleges, schools and institutes, administrative offices, divisions and initiatives. They directly support and further the university’s mission and positioning.

**EXAMPLES INCLUDE:**

**ACADEMIC COLLEGES, SCHOOLS & INSTITUTES**

- Applied Health Sciences
- Beckman Institute
- Education
- Engineering
- Fine and Applied Arts
- Information Sciences
- Labor and Employment Relations
- College of Law
- Liberal Arts and Sciences
- Prairie Research Institute
- Social Work
- Veterinary Medicine

**ADMINISTRATIVE OFFICES, DIVISIONS & INITIATIVES**

Unlike academic colleges and schools, any administrative unit can act as a primary entity unless otherwise specified in the parent’s unit wordmark policy. Some parent administrative units choose to retain the parent reference due to the added benefits of clarity, cohesion or exposure across communications efforts.

- Office of the Chancellor
- Office of the Vice Chancellor for Research
- Student Affairs
- Public Affairs
- Public Safety
- Facilities and Services
- Office of Administrative and External Affairs
- Office of Diversity
- Academic and Internal Affairs
- Open Illinois
STRUCTURE

1. The *formal unit wordmark* is the default university wordmark option. Formal wordmarks can be used in any situation as they follow a standard notation for referencing all entities across the university. A vertical option of the formal wordmark is also available upon request.

2. An *informal unit wordmark* is available for primary entities including colleges and schools, and for administrative units who are able to refer to themselves in an informal way. In some cases, colleges and other units may benefit from using an informal tone in references to their unit.

3. Informal wordmarks are used for informal communications, such as newsletters or in informal contexts such as on merchandise.

Formal Wordmark - ILLINOIS College of Education

Informal Wordmark - ILLINOIS EDUCATION
STRUCTURE: FORMAL UNIT WORDMARK

1. Abbreviations or acronyms may be included at the beginning of the entity name, followed by a divider line and the formal entity name itself.

2. Entity names are always written in their entirety (including “College of,” “School of,” etc.)

3. A vertical option of the formal wordmark is available upon request.

Formal Wordmark

ILLSINOIS

College of Education

ILLSINOIS

ACES | College of Agricultural, Consumer & Environmental Sciences

ILLSINOIS

Office of the Vice Chancellor for Institutional Advancement
FORMAL WORDMARK: COLOR VARIATIONS

1. All wordmark variations are provided by Public Affairs and may not be altered. No other variations may be created.

2. The full-color wordmark, the reversed-orange wordmark and the reversed-blue wordmark are preferred color variations and should be used in all but rare occasions. One-color wordmarks are limited to one-color reproduction, grayscale printing, instances when the height of the wordmark must be smaller than 0.25” in print or 30 pixels on screen, or when the wordmark is used on a background color not included in the primary palette.
FORMAL WORDMARK: TRADEMARK

1. The unit wordmark must always include the trademark symbol™ on merchandise. This applies to items that are to be sold or given away for promotional purposes.

2. The size of the trademark symbol may be adjusted by the printer if needed, to optimize legibility or to accommodate a specific printing application.

3. For guidance or specific questions, contact Public Affairs at brandguide@illinois.edu.

ILLINOIS

College of Law
FORMAL WORDMARK: IN PRACTICE
FORMAL WORDMARK: IN PRACTICE
STRUCTURE: INFORMAL UNIT WORDMARK

1. An informal unit wordmark is available for primary entities including colleges and schools, and for administrative units who are able to refer to themselves in an informal way. In some cases, colleges and other units may benefit from using an informal tone in references to their unit.

2. Informal wordmarks are used for informal communications, such as newsletters or in informal contexts such as merchandise.

3. Informal wordmarks are additionally the basis for web headers in future versions of the standards.

Important Note: Abbreviations, acronyms, and colloquial naming are recognized by internal audiences who are already familiar with the Illinois brand. For communications designed to reach external audiences, including prospective students, avoid the use of abbreviations, acronyms and colloquial naming.
INFORMAL WORDMARK: COLOR VARIATIONS

1. All wordmark variations are provided by Public Affairs and may not be altered. No other variations may be created.

2. The full-color wordmark, the reversed-orange wordmark, and the reversed-blue wordmark are preferred color variations and should be used in all but rare occasions. One-color wordmarks are limited to one-color reproduction, grayscale printing, instances when the height of the wordmark must be smaller than 0.25” in print or 30 pixels on screen, or when the wordmark is used on a background color not included in the primary palette.
INFORMAL WORDMARK: TRADEMARK

1. The unit wordmark must always include the trademark symbol™ on merchandise. This applies to items that are to be sold or given away for promotional purposes. Exceptions are granted for small items such as jewelry or in cases where the trademark would be too small to be legible.

2. The size of the trademark symbol may be adjusted by the vendor if needed, to optimize legibility or to accommodate a specific printing application.

3. For guidance or specific questions, contact Public Affairs at brandguide@illinois.edu.
INFORMAL WORDMARK: IN PRACTICE
III. SECONDARY & TERTIARY ENTITY GUIDELINES
SECONDARY & TERTIARY ENTITIES
include academic units, administrative units or offices, and programs within a college or school or major administrative unit. Secondary and tertiary entities elevate the university by supporting the mission of the parent entities they serve.

EXAMPLES INCLUDE:

ACADEMIC DEPARTMENTS
Accountancy
Advertising
Anthropology
Art History
Computer Engineering
Crop Sciences
Gender and Women’s Studies
Kinesiology
Mathematics
Mechanical Science and Engineering
Natural Resources and Environmental Sciences
Physics

NON-ACADEMIC DEPARTMENTS, OFFICES, PROGRAMS, & UNITS
Unlike academic colleges and schools, administrative units can act as primary entities without referencing their parent owner in the organizational chart. Exceptions may include administrative units who have chosen a policy to retain the parent reference due to the added benefits of clarity and cohesion across communications efforts.
STRUCTURE: SECONDARY WORDMARK

1. Representing secondary entities in a wordmark is optional. If a college, school or top-level administrative unit chooses to use secondary entity wordmarks, the following formatting is required.

2. All academic departments referenced in a wordmark must include their primary entity college or school reference.

3. Administrative departments, offices, programs and units do not require the parent reference unless the parent indicates this is a required policy.

4. Academic departments are always written informally (not including “School of,” “Department of,” etc.). All other embedded entities should be written informally if possible. Differentiation (such as “Office of”) can be included for non-academic entities if more clarity is needed.

5. Abbreviations or acronyms may be included at the beginning of the entity name (for both sub-entities and primary entities), followed by a divider line and the formal entity name itself.

6. Horizontal and vertical versions of the unit wordmark are available upon request.
SECONDARY & TERTIARY ENTITY GUIDELINES

STRUCTURE: TERTIARY WORDMARK

1. Tertiary sub-entities include academic units embedded within departments of colleges or schools.

2. The same nomenclature and formatting options for secondary entities apply to tertiary entity wordmarks.

3. Either the primary entity or the secondary entity parent may be referenced in the wordmark, depending on which best serves the unit’s marketing needs.

4. If the secondary-entity is chosen for the wordmark and the primary entity also needs to be referenced, the primary entity can be included in text somewhere on the piece.

Tertiary entity with primary entity reference

ILLINOIS
Biochemistry
COLLEGE OF LIBERAL ARTS & SCIENCES

Tertiary entity with secondary entity reference

ILLINOIS
Biochemistry
SCHOOL OF MOLECULAR & CELLULAR BIOLOGY

An optional primary entity text reference located somewhere on the piece

COLLEGE OF LIBERAL ARTS & SCIENCES
SECONDARY & TERTIARY ENTITY GUIDELINES

SECONDARY & TERTIARY WORDMARKS: IN PRACTICE
IV. COLLABORATIONS & PARTNERSHIPS
COLLABORATIONS & PARTNERSHIPS
include Centers, Programs, and Interdisciplinary Units (collaborations between multiple colleges, departments, or divisions) as well as Independent Brands serving external audiences.

EXAMPLES INCLUDE:

Carle R. Woese Institute for Genomic Biology
Beckman Institute
Mayo Clinic and Illinois Alliance
Carle Illinois College of Medicine
Hire Illini
Prairie Research Institute
Handshake at Illinois
Institute for Sustainability, Energy and Environment

WILL
Krannert Center for the Performing Arts
National Center for Supercomputing Applications
National Soybean Lab
Willard Airport
State Farm Center
Illinois 4-H
Illinois Online
1. When multiple internal collaborators or sponsors join forces, the Illinois wordmark is the only identity mark that should be used. Additional references can be added in text.

Sponsored by College of Business, Academy for Entrepreneurial Leadership, and Masters of Business Administration

A collaboration among College of Business, Division of General Studies, College of Liberal Arts & Sciences, and Illinois International

Thanks to our Event Sponsors!

Engineering Career Services

College of Business

Academy for Entrepreneurial Leadership

Masters of Business Administration
PARTNERSHIPS & EQUAL OWNERS

1. A campus unit that partners with several external organizations to create a larger organization is considered to be part of a consortium. The communication needs of consortia are generally not best served by the use of the campus logos.

2. If the partners that joined together to create the organization are acknowledged with logos in print or digital communications, the Block I logo or Illinois wordmark (preferred) must appear with the same design weight as the partner(s), separated by a buffer zone.

50/50 Partnership, "Mayo Clinic and Illinois Alliance"

Consortium, Multiple Partners
INDEPENDENT BRANDS

1. For independent brands, establishing the connection to the university is secondary to the need to identify on behalf of the services of interest. This is primarily the case when services are not enhanced nor is the university’s stature improved by drawing a primary connection of ownership by the university.

2. A successful depiction of the relationship should result in the audience perceiving the independent brand as “brought to you by” or “made possible by” the university or college.

3. Independent brands are asked to include either the Block I logo or the Illinois wordmark on materials.

In some cases, independent brands choose to reference specific affiliations within the university. The inclusion of that unit’s wordmark serves to satisfy the Illinois reference.

When using the Block I logo in combination with a unit wordmark, refer to the Block I and Illinois wordmark guide for usage instructions.
CO-BRANDED PARTNERSHIPS

1. Co-branded partnerships are an option where the logo of another organization joins an Illinois unit wordmark.

2. Co-branded partnerships are used when the partnering organization requires the use of their mark or if the equity of the partnering identity adds value to or clarifies the relationship.

3. If the partner relationship is best portrayed as equal ownership, see "Partnerships & Equal Owners" for specifications.
BRANDED SERVICES

1. Like independent brands, products and services created by units rely on attracting, satisfying and retaining the audiences they serve. In doing so, they are permitted to create unique identities for those products and services outside of the confines of the Illinois identity.

2. Units who create products and offer services are asked to include either the Illinois Block I logo or the Illinois wordmark to indicate a relationship of their product or service to the university.
V. UPCOMING RELEASES & FUTURE DEVELOPMENTS
UPCOMING RELEASES & FUTURE DEVELOPMENTS

ILLINOIS BRANDED DISPLAYS, EVENT MATERIALS AND MERCHANDISE

Illinois in a Box provides up-to-date tools and resources to help faculty and staff members tell their Illinois stories. Choose from dozens of items, including publications, giveaways and banners. All items are free, on loan or may be purchased at minimal cost.

Beginning **OCTOBER 1ST**, a newly designed suite of Illinois banner displays and Illinois tablecloths joins the lineup. Additional items will become available in the weeks that follow at go.illinois.edu/illinoisinabox.

ILLINOIS STATIONERY

All colleges, schools, departments, and other units on all three campuses show affiliation with the university through the consistent use of stationery materials. Stationery materials include letterheads, second sheets, half-sheets, envelopes, memo pads, business cards and mailing labels.

Important note: Since letterhead and envelopes require a special run at a paper mill, Document Services is the only source for watermark bond for letterhead and envelopes.

Beginning **JANUARY 1ST**, these materials may be ordered online through Document Services (union.illinois.edu/shop/document-services) or in person at 100 Printing Building, 54 East Gregory, Champaign, 61820, 333-9350.

BRANDED POWERPOINT PRESENTATION TEMPLATES

These templates are designed to help campus communicators create professional presentations that consistently represent the university to internal and external audiences.

Beginning **OCTOBER 15TH**, updated Illinois PowerPoint presentation templates will be available for download at brand.illinois.edu.
**FUTURE DEVELOPMENTS:**

The Brand Architecture System is a piece to a larger identity system that guides all aspects of marketing and communications, from who we are and how we present ourselves, to how we talk about ourselves and how we our engage audiences. Future developments to the Illinois identity system will include:

**THE ILLINOIS BRAND PLATFORM**

The brand platform includes our positioning, differentiating strengths, tone and personality. The brand platform establishes who we are and how reach our audiences. It is the playbook for building out the components of the brand system.

**VISUAL DESIGN STANDARDS**

Visual design standards include color palettes, fonts and design treatments and graphic standards, templates and elements of style that carry out the brand platform into a visual system.

**WEB DESIGN STANDARDS**

Web design standards are a user interface template standard that indicates how the identity system and visual design standards are executed as a cohesive, usable and accessible interface system.

**SOCIAL MEDIA STANDARDS**

In addition to graphical standards, social media standards encompass the dos and don’ts for engaging audiences in social platforms. Insights provide channel-specific tips for being successful.

**MULTIMEDIA STANDARDS**

Video and audio standards including video bumpers, standard images and audio templates are used across production standards to represent the identity. Correct use of the Illinois identity system in video and audio ensures a unified experience across all media channels.
VI. CONTACT INFORMATION
QUESTIONS

For frequently asked questions (FAQ) and other important information regarding the identity standards, upcoming releases, and additional assistance visit brand.illinois.edu.

SPECIAL CASES & APPROVALS

Occasionally materials, items, displays, presentations and communications call for unique solutions which are not addressed in the guidelines. All variances from this policy must be approved by the Director of Creative Services.

For guidance on specific questions, contact Public Affairs at brandguide@illinois.edu.
Illinois identity standards are produced and managed by Public Affairs

In collaboration with the Marketing Advisory Council and the Office of the Vice Chancellor for Institutional Advancement