



ILLINOIS STATE
UNIVERSITY

Illinois' first public university

Graphic Standards



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Introduction

Illinois State University's logo symbolizes our tradition and values. Our name, university seal, and colors come together to form our logo, which makes a visual impression and brands our institution.

Our logo strengthens our communications and allows us to deliver a consistent message. The use of a single logo communicates unity. When we present a single look, our audience is able to easily recognize Illinois State University.

Our logo uses the University seal and name in a horizontal format, which allows for flexibility with a wide variety of media. Also, horizontal logos are more readable, providing an instant impression.

On the following pages, you will see examples of how the logo may be used, what colors and fonts are available, and ways to identify your unit using the logo. The University seal is the cornerstone of our visual identity. By using it along with your unit name, you help raise the profile of your school or area, especially to external audiences.

In support of the mission and values of the University, we need to create a consistent visual identity for Illinois' first public university, Illinois State University.



**ILLINOIS STATE
UNIVERSITY**
Illinois' first public university

Illinois State University colors

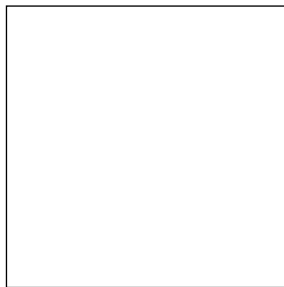
Color is one of the most important elements of the Illinois State University identity system. Red and white are the official colors for all institutional logos.

PRIMARY



Red

Pantone® 186C
CMYK: 0C, 100M, 81Y, 4K
Hexadecimal: CE1126

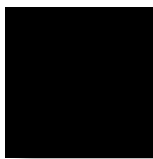


White

Hexadecimal: FFFFFFFF

Pantone® references Pantone Matching System (PMS), a printing industry standard for color matching. The CMYK values (and “Reds”) shown throughout this publication are only approximate guidelines, and not intended for color matching purposes. Printed color is also impacted by substrates and output device/method. For accurate color standards, refer to the current edition of Pantone Color Formula Guide.

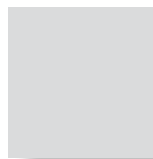
SECONDARY



Black In addition to the official school colors shown above, black—in small amounts—provides accent and definition to the University’s logos.

Pantone® Black
CMYK: 100K
Hexadecimal: 000000

OTHER



Gray serves as an optional, neutral tone to compliment Illinois State’s primary red color and secondary black. Works best in small doses, such as a lower-level subhead on white background.

Pantone® Black: 10-30 percent
CMYK: 10K-30K
Hexadecimal: AAAAAA



Yellow “Redbird yellow” is used for the bird’s beak and feet. Illinois State’s colors are red and white, with black as a secondary color.

Pantone® 108C
CMYK: 0C-9M-99Y-0K
Hexadecimal: F9DD16

Logo

The University logo consists of three parts: the University seal, the University logotype, and the subscript. Proportions, spacing, and size relationships between logo elements have been carefully established. Use original logo files as is without alteration. When printing the logo on promotional products, a circle-R/registered trademark ® is used.



Seal The seal is printed in red when possible. An exception is when the production method uses only one color, such as a black-only newspaper ad.

Logotype The University logotype is always printed in black or white, whichever provides the most contrast against the background color. An exception is when the production method makes this impractical, such as a logo foil-stamped in silver on a folder.

Subscript The subscript is printed in red when that color contrasts sufficiently against the background. It can be changed to black or white if necessary.

The seal always sits on a circle of white. The ring around the seal is evident when the logo is printed on a shaded background.



The minimum size for the University logo is 2" wide

The seal should always appear as a positive and not as a reverse. Tip: The pages of the book in the center of the seal should always be the lighter color. An alternate version of the seal is available when printing with white ink, such as an imprint on a dark product.



positive



negative

Logo color variations

Color variations of the logo are available for use on various backgrounds and for accommodating various methods of production. Proper contrast and legibility should always be the main consideration.



The University logotype and subscript are white on a black background.



The University logotype and subscript are white on a medium background.



The University logotype and subscript are black on a light background.

When using the logo in black and white, use the variation that provides the best contrast against the background shade. Do not add effects to the logo—such as drop shadow or outer glow—to help readability with interfering background elements. Instead, adjust the background itself.



Avoid "grays" in logo—this happens when using color logo for black and white reproductions. A pure black version of the logo is available for this situation.



The logo may be printed in all red on a white background if black is unavailable, for example, with a product imprint.



ILLINOIS STATE UNIVERSITY

Illinois' first public university

The logo may be used on a variety of colored backgrounds. The colors of the individual elements can change to provide optimum contrast. Keep the following standards in mind:

- The seal should always be in red, when red is available, or all black. The seal is always represented in one solid color.
- The University logotype must be in black or white.
- The subscript may be black or white only if red provides insufficient contrast.

Color variations of the University logo are available by request.



Logo integrity

All Illinois State University logos should be used as supplied from University Marketing and Communications, and not altered in any way. Proportions, spacing, and size relationships have been carefully established for campus-wide consistency. Examples below illustrate some commonly seen “mistakes,” which can occur from import errors, taking liberties with special effects, using inappropriate color combinations, and/or changing the logo file itself. Surrounding fields are used to simulate background color.



Always scale proportionally to avoid any stretching or squishing.



Always treat logo as complete unit; never alter individual components.



Maintain outer white ring around seal. It serves to separate it from all background imagery.



Do not add any special effects, including drop shadows.



Never surround logo with outer shape or border.



Use logo color variation that provides sufficient contrast with its background for best readability.



Do not add any special effects, including outer glow or surrounding shadow.



Never add any elements to the logo.



Use logo color variation that provides sufficient contrast with its background for best readability.



Always use logo at perfect horizontal, without any tilt or rotation.



Use only approved color break options as listed on page 5; never recolor elements of the logo.



Always use BW version of logo when end product will be BW (or 1-color), to avoid tinted portions of logo.



Do not distort logo in any way, including shearing or perspective effects.



Always use full logo; never crop out portions. See page 9 for rules on using seal as “watermark.”



Do not use on competitive or busy background that detracts from the logo's readability.

STATE your Passion

The standard colors for STATE your Passion (SYP) slogan are variations of red, black, and white. Color breaks depend on the background and reproduction colors available. Examples below illustrate these variations. Surrounding fields are used to simulate background color.



Standard red-black color breaks on white background.



Standard red-white color breaks on black background.



Always use solid black version of SYP when end product will be BW (or 1-color), to avoid tinted portions of slogan.



All-white for use on red background.



Standard red-black color breaks on red background with drop shadow applied to STATE. This is available from UMC by request.



Incorrect usage using red-white colored STATE on red background. As shown, this indirectly eliminates the letter's outline.



1-color version for white background. Typically for all-black ink, but may also be used in all-red when only one-color is available, for example on a product imprint.



All-white for use on black background.



This horizontal version is available by request for limited spaces, such as horizontal imprint area for wristbands, lanyards, or pens.

Unit variations of STATE you Passion

The color guidelines and examples shown above also apply for unit variations of SYP. Contact University Marketing and Communications to make a request for a unit variation, or for questions and support.



Logo clear space, size

Maintain a minimum distance between any part of the logo and other elements appearing with it or the edge of the page. Minimum space is determined by the letter S in State.



X = the height of the letter S in State



Minimum size

In print, the University logo should be displayed no smaller than 2" wide. At that size the seal is 9/16" wide. The overall minimum width for each unit logo varies based on their respective word counts. Therefore, the seal portion on unit logos (when the logo is scaled proportionally as a whole) should be no smaller than 9/16" in diameter. If the unit uses a Redbird head as its primary identifier, then the same 9/16" width applies in determining the overall minimum logo width.

2" minimum width in print, main ISU logo



9/16" min.



Minimum overall width varies per unit name

9/16" min.



Seal as a background element



A university pocket folder using a standard design (above) is available through Printing Services.

The seal portion of the University logo may be used as a background element (also referred to as a “watermark”) if the guidelines below are followed.

- A complete ISU logo or unit logo must accompany the seal on the same page/surface.
- The seal must be large (readable) and cropped with most of Illinois State visible.
- The seal must sit only on a field of flat color or subtle texture—not on a photo or a pattern.
- Elements may be placed over top of the seal if there is sufficient contrast. However, the number and size of elements should be kept to a minimum so the seal does not become fragmented.
- At least 50 percent of the seal is shown between cropping and obstructions.
- The seal is used only once per page/surface—not creating a repeating pattern, nor used as a bullet element in an itemized list.



Certificate



Sample flyer



PowerPoint slide

Stationery, cards, nametags



ILLINOIS STATE UNIVERSITY
Illinois' first public university

College of Arts and Sciences
Department of Biological Sciences
Campus Box 4120
Normal, IL 61790-4120
Phone: (309) 438-3669
Fax: (309) 438-3722
www.isu.edu

Date

Name
Title
Company
Address
City, State, Zip

Dear Reader:

The Illinois State University letterhead has been designed with a specific format as demonstrated here. All type is aligned left with no indentations. Skip one line space between paragraphs to allow for separation.

Begin with the date 2 1/4 inches from the top of the page, and 1 1/4 inch from the left margin. The date and all subsequent text is to be set in 11 point Adobe Garamond or similar serif font with 15 point leading. Skip two lines after the date and begin the address. Skip two additional lines after the address, and type the salutation. Skip one line space and begin the body of the letter.

Using this typing format on all letters will promote a consistent visual impression which will help reinforce the Illinois State University identity.

Sincerely,

Name of sender
Title

ILLINOIS STATE UNIVERSITY
Illinois' first public university

Office of the Comptroller
Campus Box 1200
Normal, IL 61790-1200

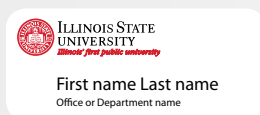
An equal opportunity university assigning a high priority to the principles of diversity and inclusion

Standard university stationery using the University logo is available at Printing Services. No other letterhead, envelope, or business card designs may be used for any university-related business or communication unless approved by University Marketing and Communications. Only the main ISU logo is used on letterhead, envelopes, and business cards.



First name Last name
Title
Office or Department
Building Name
Campus Box XXXX
Normal, IL 61790-XXXX
Dept: (309) 438-YYYY
Fax: (309) 438-ZZZZ
E-mail: x@isu.edu
www.DepartmentName.isu.edu

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ILLINOIS STATE UNIVERSITY
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First name Last name
Office or Department name

Also available from Printing Services is a standard ISU name tag. A white or silver background may be selected.



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University College



ILLINOIS STATE UNIVERSITY
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A series of standard note cards and standard individualized memo pads can be customized for departments.



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University College | From the desk of Amanda Noell Gilman

Logo usage



While it is best to position the University logo over a plain background, it may be placed over an uncluttered background that provides sufficient contrast.



The University logo can serve as a signature instead of a headline.

Unit logos



University seal and logotype with unit name in italics

Unit logos that tie to the University logo are available through University Marketing and Communications. Color variations as explained on pages 4–5 are available. University unit logos that vary from these designs are not permitted, with the exception of logos for student groups.



University seal and unit name logotype with Illinois State University in italics

All guidelines outlined for the University logo hold true for unit logos, except for the minimum size restriction (due to word count variables). The University logo should be displayed no smaller than 2" wide. At that size the seal is 9/16" wide. Therefore, the seal portion (or Redbird) on unit logos should be no smaller than 9/16" wide—as illustrated immediately below.



University seal and unit name logotype with Illinois State University in italics centered

9/16" min.



9/16" min.



Unit logos that include the seal are preferred over the logos at the lower left. However, when situations arise where the seal will not reproduce well, it should be removed.



University logotype with unit name in italics



Redbird and unit name logotype with Illinois State University in italics



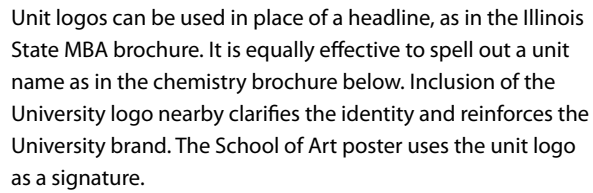
Unit name logotype with Illinois State University in italics



Unit name logotype with Illinois State University in italics centered



Redbird and unit name logotype with Illinois State University in italics centered



As a rule, avoid using more than one logo together on any front or back cover. Do not use more than one on any interior portion of a publication, or on a Web page, advertisement, etc. Multiple office sponsorships should be listed as text, rather than using several unit logos.

Postcard



The College of Business unit logo was used on the front cover and the main University logo on the back.



PowerPoint slide

Unit logos, anniversary



Anniversary logos for individual units are available by request for landmark years. These logos are intended for promotional purposes including posters, invites, brochures, digital display screens, and product handouts. Redbird head anniversary versions are available for non-academic units that currently use the Redbird head configuration as their primary identifier.

Anniversary logos may not be used on official university letterhead or business cards—stationery items use only the main ISU logo. More information on anniversary logos can be found at IllinoisState.edu/identity.

University names and logos on products

University units are encouraged to use products bearing university trademarks to further program objectives and promote the University brand identity. Graphic standards apply for products and promotional items. When printing an ISU logo or Illinois State University on promotional products, a circle-R/registered trademark ® is used. Products bearing university trademarks may only be produced by licensed vendors. More information on university names and logos on products, including a list of licensed vendors, can be found at IllinoisState.edu/identity.



Other institutional marks

The University logo as it appears at right is the preferred logo. When space or production method prohibits its use, any of the four logotypes below is acceptable.



ILLINOIS STATE UNIVERSITY

University logotype

ILLINOIS STATE UNIVERSITY

University logotype long

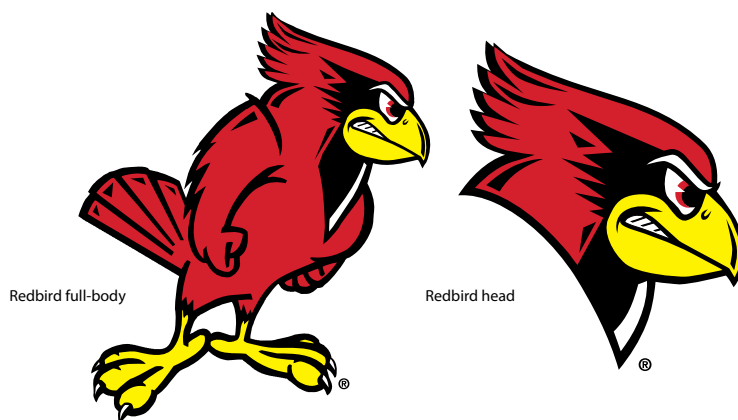
Illinois State University

University logotype italic

ILLINOIS STATE

Illinois State logotype

The Redbird head and Redbird full-body logos may be used as a graphic element, but should not replace the University logo as the identifying signature mark on university publications/media. Registered student organizations may use the head or body in their logos with restrictions. More information can be found at IllinoisState.edu/Identity and navigate to "University names and logos standards."



Standard designs created to identify Redbird Athletics (two of which are shown at right) should only be used on Athletics-related content.



Recommended fonts

Adobe Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Ucit que saestrum nost alitas molorit, sunt ulluptatur mini omnis aute num illab ipic temporehendi duciisq uidebit, cus numquo berum di ad quiatisti aut aut eosa sed eum ium repellorem ni quis aut accus am, ommolectur?Oluptate volupta sperum quam que de repudandit, tem eos as expernam, suntiis des quassin cienient utempos ex et lab iuntia aut velleceatiam sanda conet volupti ationsequi quia quam, omnim aut es quam reque saestrum nost alitas molorit, sunt ulluptatur mini

Goudy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Aquam quia consendiste eiunt quam exceputa corum quiandam ex-eri non rempelecto cupa parum sollecturita sit assim et dolori rem fugitatus eum autem latur rem. Que velessit alignam auteturerum dipsapitiur? Aximusam excearc hilitasit aut re enda am, que nullecum, odia vellatecto et as nim is rat aribusdam eari qui temquamus et as sit dolorio nsequi dolum et mo ex eum voluptae et quamet velia demoluptur autem dicimoditiam volupta turepudi iunt.

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Minciissit rem repratem custios rerumendae molecae siti ipsunti isiminvenihil ipsusant porepe cus, incite verum nonsectat estiniant, aped mintet aut vende ex es veni nos assinvelis vendus.Obit et, ommoluptur modionseque pero milita sequos ate nos quiditio et, endusci libus.Tur? Oluptas aspedisquia voluptiisque prate et eum quunt, volariate odicia quossuntiossit int veliquias iliquibus eum se lam que se dolutatem Alignis qui od et, nes est alit, cum sum delent, utas volor aut mi, quid quis utam que res

The University visual standards provide for flexibility and variety regarding font choices in publication design. Specific font, type size, spacing, and other characteristics should be chosen for maximum readability.

Examples of safe choices for body copy are serif fonts Adobe Garamond, Goudy, and Times New Roman shown on this page.

The sans serif fonts Myriad Pro and Helvetica, below, are examples of good companions to the serif fonts. These sans serif fonts are suitable for subheads and smaller amounts of body copy.

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Myriad Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

IllinoisState.edu/identity

For more information about Illinois State University identity standards, visit IllinoisState.edu/identity. You will find a variety of helpful documents and resources.

Contact us

Identity questions may be emailed to identity@IllinoisState.edu

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Normal, IL 61790-3420

Phone (309) 438-8404

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Updated January, 2017



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