ILLINOIS STATE
UNIVERSITY
Illinois' first public university

Graphic Standards

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 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
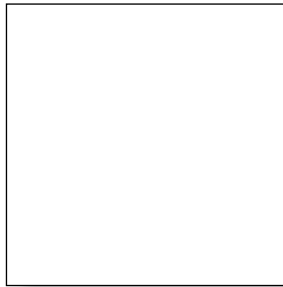
Illinois State University colors

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-98M-86Y-12K
Hexadecimal: CE1126

White

Hexadecimal: FFFFFF

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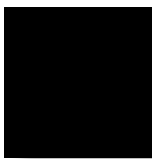
Black   In addition to the official school colors shown above, black—in small amounts—provides accent and definition to the University's logos.

Pantone® Black
CMYK: 100K
Hexadecimal: 000000

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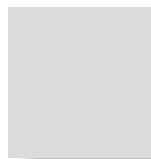
Gray serves as an optional, neutral tone to complement Illinois State's primary red color and secondary black. Works best in small doses, such as a lower-level subhead on white background.

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

Yellow   "Redbird yellow" is used for the bird's beak and feet.

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.

University seal

University logotype

ILLINOIS STATE UNIVERSITY

Illinois' first public university

Subscript

Logo

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.

ILLINOIS STATE UNIVERSITY
Illinois' first public university

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

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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.

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.

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

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

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 University logotype and subscript are black on a light background.

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

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.

Create Your Legacy

The standard colors for the Create Your Legacy (CYL) wordmark are variations of red, black, and white. The mark is intended to promote the University, but only with permission from University Marketing and Communications (UMC) at Identity@IllinoisState.edu, or (309) 438-8404. Color breaks depend on the background and reproduction colors available. Examples below illustrate these variations. Surrounding fields are used to simulate background color.

Primary marks

Primary mark in all-white for use on red (or dark) background

Primary mark in black-red for use on white (or light) background

Alternate marks

An all-black version is also available. A horizontal arrangement is available for special circumstances in various color variations.

Unit variations of the Create Your Legacy mark

The primary CYL mark can incorporate specific taglines for colleges and majors. Contact UMC to make a request for a unit variation, or for questions and support. Examples of unit variations are shown below.

Additional information

CYL marks are primarily available in a rasterized (pixel-based) format that reveal semi-transparent "brush strokes" in "Legacy," but some limitations in reproduction methods exist. The CMYK color builds using traditional full-color inks are used for the rasterized version. The marks are also available in vector (path-based) format, and can be limited to spot (Pantone) colors, in which case PMS 186 is used for the red.

For questions, or further reference of brand guidelines for usage of the CYL mark, contact UMC.

Always use solid black version of CYL when the end result will be BW (or 1-color) to avoid tinted portions of the mark.
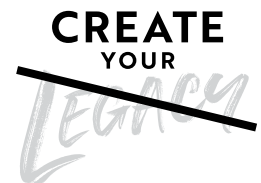
When the CYL mark appears on a promotional product, it requires a ™ notice.

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

X

X

X

X = the height of the letter S in State

X

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 its 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

ILLINOIS STATE UNIVERSITY
Illinois' first public university

9/16" min.

VICE PRESIDENT FOR FINANCE AND PLANNING
Illinois State University

Minimum overall width varies per unit name

9/16" min.

CAMPUS RECREATION
Illinois State University

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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.
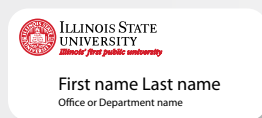

Certificate

Sample flyer

PowerPoint slide

Stationery, cards, nametags

Standard university stationery using the University logo is available at Printing Services. Only the main ISU logo is used on letterhead, envelopes, and business cards. 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.

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.bio.ilstu.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

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

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: ulid#@ilstu.edu
www.DepartmentName.ilstu.edu

ILLINOIS STATE UNIVERSITY
Illinois' first public university

ILLINOIS STATE UNIVERSITY
Illinois' first public university
Office of the Comptroller
Campus Box 1200
Normal, IL 61790-1200

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

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

ILLINOIS STATE UNIVERSITY
Illinois' first public university
First name Last name
Office or Department name

ILLINOIS STATE UNIVERSITY
Illinois' first public university

ILLINOIS STATE UNIVERSITY
Illinois' first public university
University College

ILLINOIS STATE UNIVERSITY
Illinois' first public university

University College | From the desk of Amelia Noel-Elkins

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

ILLINOIS STATE UNIVERSITY
School of Kinesiology and Recreation

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.

SCHOOL OF KINESIOLOGY AND RECREATION
Illinois State University

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.

9/16" min.   9/16" min.

SCHOOL OF KINESIOLOGY AND RECREATION
Illinois State University

University seal and unit name logotype with Illinois State University in italics centered
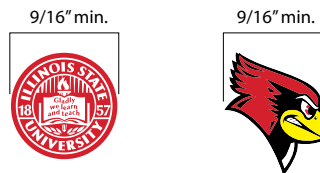
Unit logos that include the seal are preferred over the logos at the lower left. However, when situations arise where the seal will not reproduce well, it should be removed.

ILLINOIS STATE UNIVERSITY
School of Kinesiology and Recreation

University logotype with unit name in italics

SCHOOL OF KINESIOLOGY AND RECREATION
Illinois State University

Unit name logotype with Illinois State University in italics

CAMPUS RECREATION
Illinois State University

Redbird and unit name logotype with Illinois State University in italics

SCHOOL OF KINESIOLOGY AND RECREATION
Illinois State University

Unit name logotype with Illinois State University in italics centered

CAMPUS RECREATION
Illinois State University

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

Unit logos can be used in place of a headline, as in the Illinois State MBA brochure. It is equally effective to spell out a unit name as in the chemistry brochure below. Inclusion of the University logo nearby clarifies the identity and reinforces the University brand. The Career Services PowerPoint slide uses the unit logo as a signature.
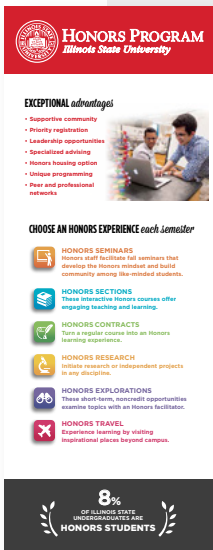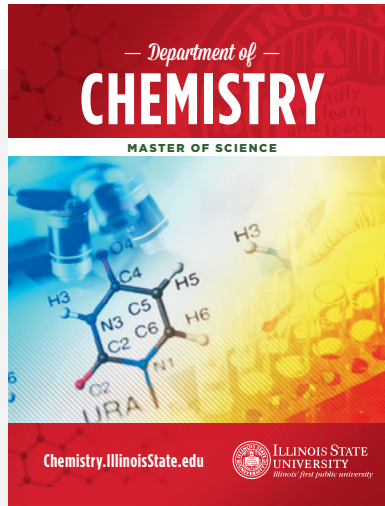
Panel card insert

As a rule, avoid using more than one ISU logo on any cover, panel, or single surface. 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.

Poster

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

Digital display

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. Navigate to "University names and logos standards."

Redbird full-body

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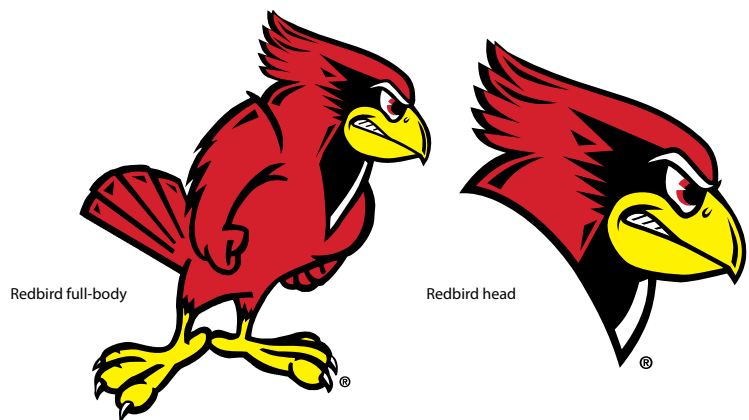
Standard designs created to identify Redbird Athletics (two of which are shown at right) should only be used on Athletics-related content.

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Recommended fonts

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 san serif fonts are suitable for subheads and smaller amounts of body copy.

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 excepuda corum quiandam exeri non rempelecto cupta 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.

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Minciissit rem repratem custios rerumendae molecae siti ipsunti isiminv enihil 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, voloriate odicia quossun tiossit 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

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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University
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