



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

# University anniversary logos



This page shows two styles: *wide with banner* and *centered with banner*. The department/unit may choose what the anniversary tagline says, but space is limited.



Units/departments entering a year of celebration to mark a major milestone may choose to use an anniversary logo. University Marketing and Communications is pleased to present the options that are available, all of which maintain the University's identity.

- Note that an anniversary logo is only approved for use during the season of celebration. The logo may be used for the entire year, or it can be reserved for use during only the immediate season or semester of celebration. Once the anniversary year is concluded, however, the unit/department must convert back to using standard logos.

- There are four style choices available for an anniversary logo.
  - Wide with banner
  - Centered with banner
  - Wide with text only
  - Centered with text only

- The length of a unit/department name and the character count of the tagline will become factors in determining which logo style is best.

- Note that regardless of which option is selected, the tagline point size announcing the anniversary year is locked and will not be altered. This ensures readability with other elements and common sizes of reproduction.

- The banner and/or text denoting the anniversary year will always be placed beneath the unit/department name so that there is no confusion in thinking the celebration encompasses the entire university.

- Anniversary logos are available in Redbird head treatments as well to those units/offices that currently use the Redbird version of the standardized logo treatment as their primary identifier.

- The logo will be created in black and red for use on white background. PDF and EPS files will be provided. Alternate file formats and standard color breaks are available by request, as well as logos appropriate for use with white ink.

## The first step

To obtain an anniversary logo for your unit/department, contact University Marketing and Communications at 438-8404. Call at least 2 weeks in advance of when you would like to have the logo ready for use.



*Illinois State University*  
**SCHOOL OF KINESIOLOGY  
 AND RECREATION**  
*Celebrating 60 years*



*Illinois State University*  
**SCHOOL OF SOCIAL WORK**  
*Celebrating 60 years*

This column shows two styles: *wide text only* and *centered text only*. The unit/department may choose what the anniversary text says, but space is limited.



*Illinois State University*  
**MENNONITE  
 COLLEGE OR NURSING**  
*Celebrating 60 years*



*Illinois State University*  
**SCHOOL OF ART**  
*Celebrating 60 years*



*Illinois State University*  
**SCHOOL OF KINESIOLOGY  
 AND RECREATION**  
*Celebrating 60 years*

Examples showing 1-color uses. This color variation is for when full-color is not available, and prevents reds from turning gray.



Redbird head anniversary versions are available for units currently using the Redbird head configuration as their primary identifier.

Printing in white or light inks or engraving where the image will show lighter than the base material requires an *alternate* version of the seal portion of the anniversary logo. As illustrated below, the pages of the book will appear white with black book text. Upon request, University Marketing and Communications can provide standardized unit anniversary logos for this situation.



Seal portion of anniversary logo, black boxes simulate base material of product using white ink



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