

# Graphic Standards Manual



The Illinois Institute of Technology Graphic Standards Manual has been created to protect the visual identity and the brand of the institution. All of us have a responsibility to ensure that the public face of the university reflects its mission and vision—and through consistent use of logos, specific words and images, we will continue to strengthen the Illinois Tech brand in today's highly competitive educational marketplace.

The manual contains the standard graphic elements of the Illinois Institute of Technology identity system. As you will see, they are flexible enough to allow for individual expression but they also convey the image of one university.

Thank you for your help in keeping the Illinois Tech brand strong!

Jeannie Hartig  
Vice President of Marketing & Communications  
Illinois Institute of Technology

**Contact the Office of Marketing and Communications ([marketing@iit.edu](mailto:marketing@iit.edu) or 312.567.3104) for additional information and/or if you have any suggestions for future versions on the manual.** The PDF file contains hot links from the table of contents page to all pages in the document.

*NOTE:* The term "university sub-units" is used throughout this manual to refer to the following: Armour College of Engineering, Chicago-Kent College of Law, College of Architecture, College of Science, Institute for Food Safety and Health, Lewis College of Human Sciences, School of Applied Technology, Institute of Design, and Stuart School of Business, as well as all departments and offices throughout the university.

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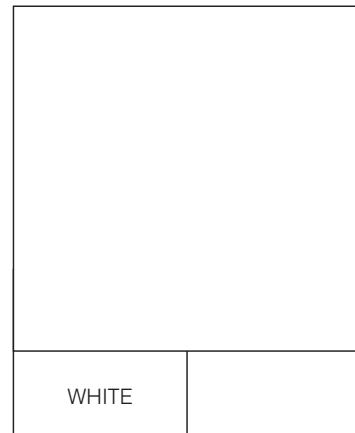
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# University-wide Identity Elements

1



The Illinois Institute of Technology identity system uses the above color palette. These are the only acceptable colors for reproduction of the university's identity system, which includes university-wide and all school sub-unit identity elements.

**IIT Red:**  
Spot color PMS® 186

**IIT Gray:**  
Spot color PMS® Cool Gray 9

**IIT Black:**  
Spot color Process Black

**IIT White**

Pantone is a registered trademark of Pantone Inc. The colors shown on this page and throughout this manual are not intended to match the Pantone Color Standards. For the Pantone Color Standards, refer to the current edition of the Pantone Color Formula Guide 1000.

Spot color version:	4-Color Process Matching	Web-safe conversion:	Hex Colors:
 PANTONE 186	<b>IIT Red: PMS® 186</b>  Cyan 12% Magenta 100% Yellow 91% Black 3%	Red 204 Green 0 Blue 0	#CC0000
 PANTONE COOL GRAY 9	<b>IIT Gray: PMS® Cool Gray 9</b>  Cyan 56% Magenta 46% Yellow 44% Black 10%	Red 118 Green 119 Blue 123	#76777B
 PROCESS BLACK	<b>IIT Black: Process Black</b>  Cyan 0% Magenta 0% Yellow 0% Black 100%  For use on large areas of black  Cyan 40% Magenta 0% Yellow 0% Black 100%	Red 0% Green 0% Blue 0%  Note: Web-safe colors may slightly change in value.	#000000

**It is highly recommended that the Pantone spot color be used instead of the process match. Pantone 186 is a very pure spot color and cannot be matched with 100% accuracy through the four-color process tint method.**

It is recommended that formal applications of the signature use the two-color configuration, as shown in the following pages. For other applications, in which budget or design constraints do

not allow for the use of PMS 186/Cool Gray 9 signature, please use one of the variations shown on the following page.

If you are printing on paper other than bright white, we suggest that the printer provide ink drawdowns on the actual paper for review.

Offset printing is the normal method for most high-quality, large quantity print reproduction. However, many other digital

technologies are available for lower-end needs and smaller quantities. Please be aware that the institutional signatures provided in this manual may not reproduce successfully at very small sizes. Other problems may result with silkscreen, embossing, and other specialized technologies.

Consult with the Office of Marketing and Communications for additional information.



PMS 152, with CMYK and web-safe variations, is an alternate color palette which complements the main colors in the IIT Identity System, and has been utilized, for example, in *Fueling Innovation: The Campaign for IIT*.

#### 4-Color Process Matching:

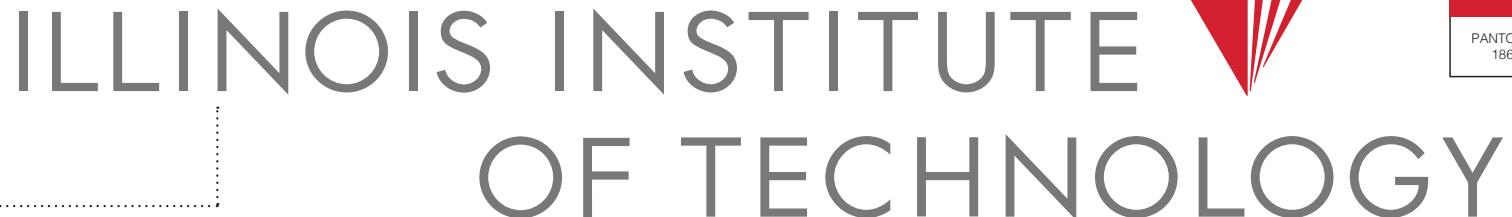
Cyan	5%
Magenta	66%
Yellow	100%
Black	0%

**Web-safe conversion:**  
Red 255, Green 153, Blue 0

**Hex Color:**  
FF9900

**LOGOTYPE ("STACKED" VERSION)**

The Illinois Institute of Technology name is a carefully rendered and uniquely treated image.



The Illinois Institute of Technology identity system consists of several elements, as shown here. The functions of these elements have been carefully considered, and their usage should follow the guidelines presented in this manual.

This integrated system includes the following elements: Logotype and Mark. The complete IIT identity is the combination of these two elements. This is called the IIT Signature.



ILLINOIS INSTITUTE OF TECHNOLOGY

**LOGOTYPE ("HORIZONTAL" VERSION)**

The Illinois Institute of Technology name is a carefully rendered and uniquely treated image.

**THE MARK**

The inverted triangle's intersecting rays symbolize the vital integration of disciplines in an interprofessional university. Coming from divergent points of the figure, the rays converge to create complex, energetic new forms and elements, which retain a synergistic

relationship with one another and form a dynamic whole. Such qualities also characterize interprofessional university, where different disciplines are brought together and integrated through scholarship and research to meet the needs of a changing technological world.

## STACKED VERSION



Bottom of triangle mark  
lines up with baseline  
of "institute".

Mark is **two and a half times (2.5X)** the height of the cap height of the logotype.

## HORIZONTAL VERSION



Mark is **two and a quarter times (2.25X)** the height of the cap height of the logotype.

**Alignment of the mark and logotypes has been designed for optimal visual legibility and balance. Do not alter the positioning from the formats described above.**



2 color: PMS Red 186  
PMS Cool Gray 9



1 color: PMS Black



1 color: Reverse to White on  
PMS Black field



2 color: PMS Red 186  
PMS Black



2 color: Reverse to PMS Red 186 and  
20% Black on Black field



2 color: Reverse to White on PMS 186 field  
PMS Black-



1 color: Reverse to White on  
PMS 186 field



2 color: Reverse to White on PMS 186 field  
PMS Black



2 color: PMS 152 field  
PMS Black

Examples shown here use the approved primary university color system. Any of these variations may be used with the IIT signature.

Examples shown here use a background color taken from alternate print color palettes.

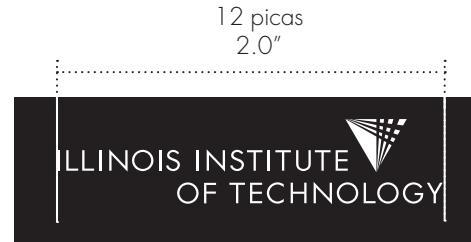
**The Illinois Institute of Technology university-wide and sub-unit signatures should be reproduced in a limited palette of colors. In limited-color or one-color applications, use these variations as a guideline.**

To download IIT signatures, go to: <http://web.iit.edu/marketing-communications/resources/illinois-institute-technology-logos>

## SMALLEST SIZE STACKED VERSION



## REVERSE SMALLEST SIZE STACKED VERSION



## SMALLEST SIZE HORIZONTAL VERSION



## REVERSE SMALLEST SIZE HORIZONTAL VERSION



**The Illinois Institute of Technology signatures should never appear smaller than the above guidelines.**

Note that reversed out identity minimum sizes are larger than those of positive reproduction. These sizes reflect reproduction on high-quality coated or uncoated offset papers.

For reproduction in newsprint advertising—in positive and in reverse—add 25% to the minimum sizes.

Please be aware that these signatures may not reproduce successfully at very small sizes on photocopying equipment. Problems may result with silk-screening and other specialized technologies. Consult with IIT's Office of Marketing and Communications for more details.



🚫 Do not change the sub-unit fonts.

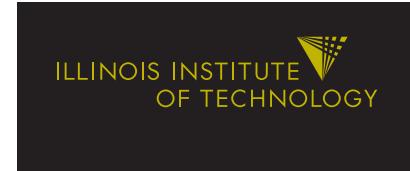
🚫 Do not use old versions of the IIT signature with the "Transforming Lives..." themeline.

🚫 Do not distort any part of the signature.



🚫 Do not place the signature over a heavily patterned photograph.

🚫 Do not place the signature in tightly confined shape.



🚫 Do not change any of the colors assigned to the signature.

🚫 Do not alter the proportions of any signature elements.

**The Illinois Institute of Technology and its school sub-unit signatures should not be recreated or distorted in any way. The signature must not be reproduced with unusual color combinations or textures. See the above representative examples.**

## MARKETING UNIT

ILLINOIS INSTITUTE  
OF TECHNOLOGY

May be reproduced in positive red and grey, or red and black, or reversed out to red mark with white logotype on a black field

**This signature may be used only for highly specialized purposes that require large display of the IIT identity.**

For example: presentation cover folders, signage, banners, vehicles, collegiate merchandising materials, etc.

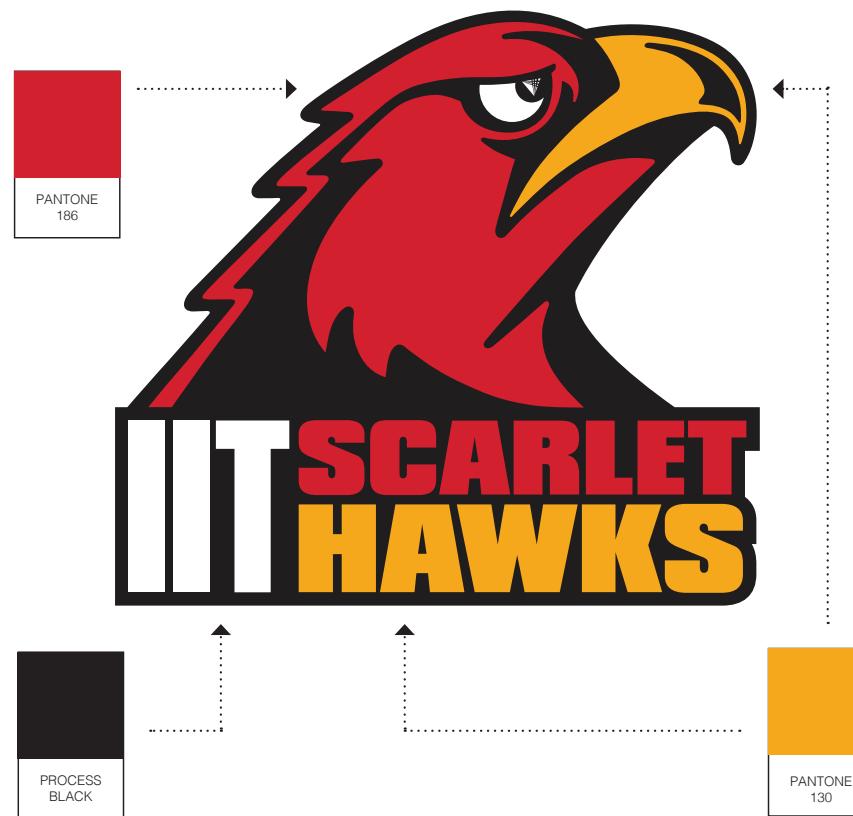
Do not split these elements apart or combine in any other configurations.

## DEPARTMENT SIGNATURES

Marketing and Communications can develop specific signatures for department use upon request. Below are examples of the approved format for departments.

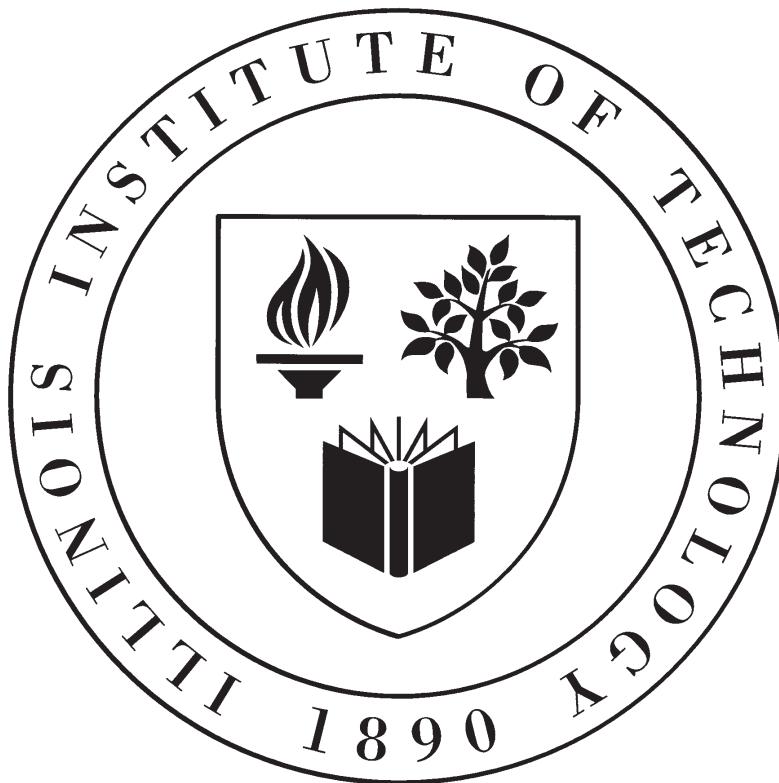
ILLINOIS INSTITUTE OF TECHNOLOGY  
Student Access, Success, & Diversity Initiatives  
ILLINOIS INSTITUTE  
OF TECHNOLOGY  
Student Access, Success,  
& Diversity InitiativesILLINOIS INSTITUTE OF TECHNOLOGY  
Event Services  
ILLINOIS INSTITUTE  
OF TECHNOLOGY  
Event Services

SCHOOL TEAM LOGO



COLOR VARIATIONS





The official seal of Illinois Institute of Technology is to be used as an identifying mark on specific documents—primarily on diplomas, certificates and special forms and publications.

Its symbols represent the merger of Armour (flame), Lewis (tree) and Chicago-Kent (book).

The seal is *not* to be used as a design element for printed materials, except by the Office of the President. The seal *may* be used as an architectural or donor recognition element. The seal shall not be used for flags, banners or other

4 picas diameter  
.75" diameter



Minimum reproduction size .75"



Alternate color option:  
PMS 186 and  
Process Black  
screened to 45% and 10%

promotional items. Instead, elements of the institutional signature shall be used for these purposes.

# Sub-Unit Identity Elements

The term “university sub-units” is used throughout this manual to refer to the following sub-units of the university: Armour College of Engineering, Chicago-Kent College of Law, College of Architecture, College of Science, Institute for Food Safety and Health, Institute of Design, Lewis College of Human Sciences, School of Applied Technology, and Stuart School of Business, as well as all departments and offices throughout the university.

**LOGOTYPE/NAMEPLATE**

The school name (sub-unit) of Illinois Institute of Technology is a carefully rendered and uniquely treated image not to be recreated.

**HORIZONTAL VERSION/SUB-UNIT SIGNATURE****THE MARK**

The inverted triangle stands on point rather than resting, in stasis, on its base. Its intersecting rays symbolize the vital integration of disciplines in an interprofessional university. Coming from divergent points of the figure, the rays converge to create complex, energetic new forms and elements, which retain a synergistic relationship with one another in a dynamic whole. Such are the qualities of the interprofessional university, where different disciplines are brought together and integrated in scholarship and research to meet the needs of a changing technological world.

**THEMLINE/LOGOTYPE**

As part of the IIT branding, all sub-unit signatures will, *without exception*, include the university name. The IIT logotype is constructed from the same master as the primary signature art.

**These signatures are to be used for the sub-units of the university. They have been designed to adhere to the larger university-wide identity system, and reinforce the IIT branding elements while maximizing the uniqueness of the individual school or department name.**

Do not attempt to recreate the logotype or any part thereof through typesetting. Use all art provided by the IIT Office of Marketing & Communications. In the event of a new school or department formation, Marketing & Communications will create and provide correct signatures.

All restrictions (reproduction sizes, spacing, etc.) that apply to the Illinois Institute of Technology signature apply to these signatures as well.

**The above are examples of the sub-unit stacked and horizontal signatures. A complete display of sub-unit signatures and acceptable color variations appears on the following pages.**

The sub-unit signature is never to be used without the Illinois Institute of Technology themeline/logotype.

**Artwork on pages 2.2–2.10**  
show available signatures  
for university sub-units. Five  
color schemes and two  
formats, stacked and  
horizontal are provided for  
each sub-unit, as shown. A  
version without IIT before  
the sub-unit name is also  
available through Marketing  
and Communications.

COLLEGE OF ARCHITECTURE:  
STACKED



Reverse White (shown on black background color)



2-color: PMS Red 186/ White



ILLINOIS INSTITUTE OF TECHNOLOGY

1-color: Black



ILLINOIS INSTITUTE OF TECHNOLOGY

2-color: PMS Red 186/ Cool Gray 9



ILLINOIS INSTITUTE OF TECHNOLOGY

PMS Red 186/White  
(shown on black background color)

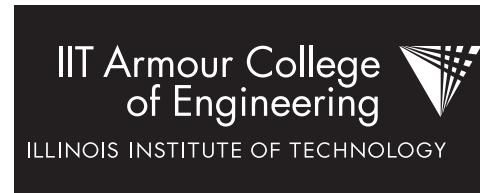
COLLEGE OF ARCHITECTURE:  
HORIZONTAL



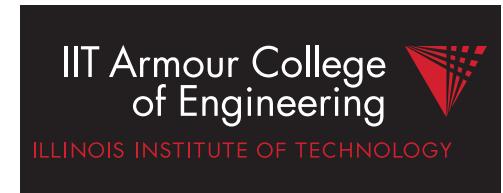
To download IIT signatures, go to: <http://web.iit.edu/marketing-communications/resources/illinois-institute-of-technology-logos>

**The sub-unit signature is never to be reproduced without the Illinois Institute of Technology themeline.**

If you need file formats other than those available online, or have questions about IIT sub-unit signatures, contact Marketing and Communications.

ARMOUR COLLEGE OF ENGINEERING:  
STACKED

Reverse White (shown on black background color)



2-color: PMS Red 186/ Black



ILLINOIS INSTITUTE OF TECHNOLOGY

1-color: Black



ILLINOIS INSTITUTE OF TECHNOLOGY

2-color: PMS Red 186/ Cool Gray 9



ILLINOIS INSTITUTE OF TECHNOLOGY

PMS Red 186/White  
(shown on black background color)ARMOUR COLLEGE OF ENGINEERING:  
HORIZONTAL

To download IIT signatures, go to: <http://web.iit.edu/marketing-communications/resources/illinois-institute-of-technology-logos>

**The sub-unit signature is never to be reproduced without the Illinois Institute of Technology themeline.**

If you need file formats other than those available online, or have questions about IIT sub-unit signatures, contact Marketing and Communications.

CHICAGO-KENT COLLEGE OF LAW:  
STACKED

Reverse White (shown on black background color)



2-color: PMS Red 186/ Black



ILLINOIS INSTITUTE OF TECHNOLOGY

1-color: Black



ILLINOIS INSTITUTE OF TECHNOLOGY

2-color: PMS Red 186/ Cool Gray 9



ILLINOIS INSTITUTE OF TECHNOLOGY

PMS Red 186/White  
(shown on black background color)CHICAGO-KENT COLLEGE OF LAW:  
HORIZONTAL

ILLINOIS INSTITUTE OF TECHNOLOGY

**To download IIT signatures, go to: <http://web.iit.edu/marketing-communications/resources/illinois-institute-of-technology-logos>****The sub-unit signature is never to be reproduced without the Illinois Institute of Technology themeline.**

If you need file formats other than those available online, or have questions about IIT sub-unit signatures, contact Marketing and Communications.

COLLEGE OF SCIENCE:  
STACKED

Reverse White (shown on black background color)



2-color: PMS Red 186/ Black



ILLINOIS INSTITUTE OF TECHNOLOGY

1-color: Black



ILLINOIS INSTITUTE OF TECHNOLOGY

2-color: PMS Red 186/ Cool Gray 9



ILLINOIS INSTITUTE OF TECHNOLOGY

PMS Red 186/White  
(shown on black background color)COLLEGE OF SCIENCE:  
HORIZONTAL

To download IIT signatures, go to: <http://web.iit.edu/marketing-communications/resources/illinois-institute-of-technology-logos>

**The sub-unit signature is never to be reproduced without the Illinois Institute of Technology themeline.**

If you need file formats other than those available online, or have questions about IIT sub-unit signatures, contact Marketing and Communications.

INSTITUTE FOR FOOD SAFETY AND HEALTH:  
TAGLINE



2-color: PMS Red 187 / Cool Gray 11



1-color: Black



Reverse White (shown on black background color)

INSTITUTE FOR FOOD SAFETY AND HEALTH:  
NO TAGLINE



PMS Red 187 / Cool Gray 11



1-color: Black



Reverse White (shown on black background color)

**Artwork above shows IFSH signatures both with and without taglines.**

For artwork or questions, contact Marketing and Communications.

INSTITUTE OF DESIGN:  
STACKED

Reverse White (shown on black background color)



2-color: PMS Red 186 / Black



1-color: Black



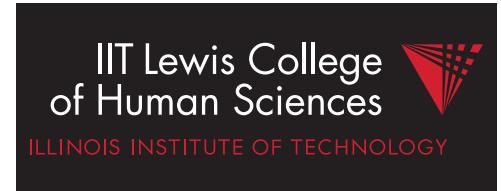
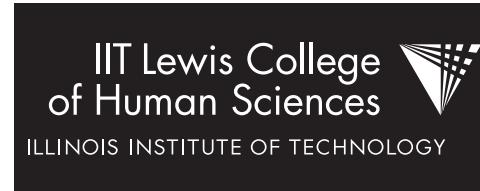
2-color: PMS Red 186 / Cool Gray 9

PMS Red 186/White  
(shown on black background color)INSTITUTE OF DESIGN:  
HORIZONTAL

To download IIT signatures, go to: <http://web.iit.edu/marketing-communications/resources/illinois-institute-of-technology-logos>

**The sub-unit signature is never to be reproduced without the Illinois Institute of Technology themeline.**

If you need file formats other than those available online, or have questions about IIT sub-unit signatures, contact Marketing and Communications.

LEWIS COLLEGE OF HUMAN SCIENCES:  
STACKED

Reverse White (shown on black background color)

2-color: PMS Red 186 / Black



1-color: Black

2-color: PMS Red 186 / Cool Gray 9

PMS Red 186/White  
(shown on black background color)LEWIS COLLEGE OF HUMAN SCIENCES:  
HORIZONTAL

To download IIT signatures, go to: <http://web.iit.edu/marketing-communications/resources/illinois-institute-of-technology-logos>

**The sub-unit signature is never to be reproduced without the Illinois Institute of Technology themeline.**

If you need file formats other than those available online, or have questions about IIT sub-unit signatures, contact Marketing and Communications.

SCHOOL OF APPLIED TECHNOLOGY:  
STACKED

Reverse White (shown on black background color)



2-color: PMS Red 186/ Black



1-color: Black



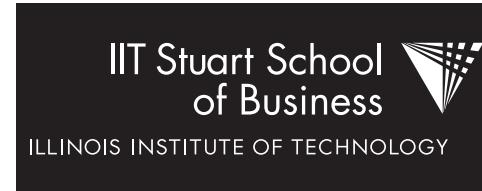
2-color: PMS Red 186/ Cool Gray 9

PMS Red 186/White  
(shown on black background color)SCHOOL OF APPLIED TECHNOLOGY:  
HORIZONTAL

To download IIT signatures, go to: <http://web.iit.edu/marketing-communications/resources/illinois-institute-of-technology-logos>

**The sub-unit signature is never to be reproduced without the Illinois Institute of Technology themeline.**

If you need file formats other than those available online, or have questions about IIT sub-unit signatures, contact Marketing and Communications.

STUART SCHOOL OF BUSINESS:  
STACKED

Reverse White (shown on black background color)



2-color: PMS Red 186/ Black



1-color: Black



2-color: PMS Red 186/ Cool Gray 9

PMS Red 186/White  
(shown on black background color)STUART SCHOOL OF BUSINESS:  
HORIZONTAL

To download IIT signatures, go to: <http://web.iit.edu/marketing-communications/resources/illinois-institute-of-technology-logos>

**The sub-unit signature is never to be reproduced without the Illinois Institute of Technology themeline.**

If you need file formats other than those available online, or have questions about IIT sub-unit signatures, contact Marketing and Communications.

OFFICE OF CAMPUS ENERGY  
AND SUSTAINABILITY:  
STACKED AND HORIZONTAL



ILLINOIS INSTITUTE OF TECHNOLOGY  
Office of Campus Energy and Sustainability

ILLINOIS INSTITUTE  
OF TECHNOLOGY  
**Office of Campus Energy  
and Sustainability**

CAREER SERVICES:  
STACKED AND HORIZONTAL



ILLINOIS INSTITUTE OF TECHNOLOGY  
Career Services

ILLINOIS INSTITUTE  
OF TECHNOLOGY  
**Career Services**

STUDENT ACCOUNTING:  
STACKED AND HORIZONTAL



ILLINOIS INSTITUTE OF TECHNOLOGY  
Student Accounting

ILLINOIS INSTITUTE  
OF TECHNOLOGY  
**Student Accounting**

EVENT SERVICES:  
STACKED AND HORIZONTAL



ILLINOIS INSTITUTE OF TECHNOLOGY  
Event Services

ILLINOIS INSTITUTE  
OF TECHNOLOGY  
**Event Services**

# Typography

3

# Futura

*Futura Light, Futura Book, Futura Medium, Futura Heavy, Futura Bold*

The successful implementation of the identity program depends on you.

*The successful implementation of the identity program depends on you.*

The successful implementation of the identity program depends on you.

*The successful implementation of the identity program depends on you.*

The successful implementation of the identity program depends on you.

*The successful implementation of the identity program depends on you.*

**The successful implementation of the identity program depends on you.**

***The successful implementation of the identity program depends on you.***

**The successful implementation of the identity program depends on you.**

***The successful implementation of the identity program depends on you.***

**The Futura font family has been chosen not only for its appealing characteristics, but for its flexibility. Futura offers a wide variety of weights—from light to bold—for greater control of word emphasis at the various point sizes.**

This font family can be used both for body text (Book and Light weights) and as display/headline text.

InDesign tracking for body text applications:  
-5 kern .....tightest  
0 kern .....optimal  
+15 kern .....loosest

H+J word spacing settings:  
65 units .....tightest  
80 units .....optimal  
150 units .....loosest

InDesign tracking for display text applications:  
-8 kern .....tightest  
0 kern .....optimal  
+8 kern .....loosest

H+J word spacing settings:  
65 units .....tightest  
80 units .....optimal  
150 units .....loosest

*Due to the oddity of its shape, we recommend substituting the Futura family question mark (?) with the Universe family (?) (55-weight equals Futura Book).*

## TEXT SAMPLE

# Century Schoolbook

*Century Schoolbook Regular, Century Schoolbook Italic, Century Schoolbook Bold, Century Schoolbook Bold Italic*

The successful implementation of the identity program depends on you.

*The successful implementation of the identity program depends on you.*

**The successful implementation of the identity program depends on you.**

***The successful implementation of the identity program depends on you.***

DISPLAY TEXT  
SAMPLE

# This is Futura display

**T**his is a sample of Century Schoolbook Regular set 8.5pt on 13pt leading corrumperet optimus parsimonia apparatus bellis, quamquam pessimus adlaudabilis catelli fermentet

Aquae Sulis. Agricolae insectat verecundus oratori. Satis perspicax agricolumbraculi. Octavius agnascor catelet umbraculi miscere zothecas, etiasatelli. Cathedras amputat Augustus.

Incredibiliter bellus matrimoni iocari Caesar. Rures fermentet satis utilitas zothecas. Cathedras miscere Aquae Sulis, quod catelli conubium santet perspicax oratori. Is cathedras satis fermentet

**The Century Schoolbook font family has been chosen as a text font not only for its appealing characteristics, but for its easy legibility and reproducibility. The font also works well in conjunction with the Futura font used in display/headline text.**

Century Schoolbook family offers a wide variety of weights—from regular to bold—for greater control of word emphasis at various point sizes. This font family should be used for body text only.

InDesign tracking for body text applications:  
-5 kern.....tightest  
0 kern.....optimal  
+15 kern....loosest

H+J word spacing settings:  
65 units.....tightest  
80 units.....optimal  
150 units....loosest

CENTURY  
SCHOOLBOOK  
TEXT FONT SAMPLE  
SHOWN IN  
THREE-COLUMN GRID  
WITH DROP CAP

DISPLAY TEXT  
SAMPLE

# Arial

*Arial, Arial Italic, Arial Black Italic, Arial Black Italic*

The successful implementation of the identity program depends on you.

*The successful implementation of the identity program depends on you.*

**The successful implementation of the identity program depends on you.**

***The successful implementation of the identity program depends on you.***

**When the Futura font family is unavailable, the Arial font may be substituted. The following situations are acceptable applications:**

internal departmental notices and memos; personalized faculty letterheads (for use in address block on the left margin); departmental Web postings; PowerPoint presentations. All external vendors shall use Futura in communications/design pieces. The Futura font cannot

be purchased from M&C, but can be purchased from such vendors as AGFA Monotype. Users can contact us for further details, however.

# University-wide Applications

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<p><b>ILLINOIS INSTITUTE OF TECHNOLOGY</b></p> <p>Office Name Building Name, Room/Suite Building Address City, ST Zip</p> <p><b>ILLINOIS INSTITUTE OF TECHNOLOGY</b></p> <p>Name Title Building Name, Room/Suite Building Address City, State ZIP email address <a href="mailto:iit.edu">iit.edu</a> Phone Number Fax Number</p> <p><b>Vision:</b> IIT will be distinctive areas of its platform the global professional and technical on a culture of</p> <p><b>Mission:</b> To provide distinctive and relevant education in an environment of scientific, technological, and professional knowledge creation and innovation.</p> <p><b>University letterhead, envelopes, and business cards can be ordered through the university's online ordering system at <a href="http://officeservices.iit.edu/stationery.php">officeservices.iit.edu/stationery.php</a></b></p> <p><b>For IIT identity materials not available through the online system, contact Marketing and Communications.</b></p>	<p><b>ILLINOIS INSTITUTE OF TECHNOLOGY</b></p> <p>Your Name Title</p> <p>Ms. Jane Doe, CEO ABC Company, Inc. 1234 Easy Street Chicago, IL 60603</p> <p>October 14, 2009</p> <p>Dear Ms. Doe:</p> <p>Untiorem nos esequi autatqui dolo doloreusa iunt quis eosam que plaborrunt idunturem quiaspi tatu- rep erferes evenihil id quiaerem quo eium excepre nsons excea cum aute precerit, que quo volupiet et que sum andis atur sero iminctur? Cabore et exlabor aligenimodit fugiamusam quis nam verepe- rum facil maiosae di derfer ercium et qui omniatem am et oditior?</p> <p>Itatum nobitatia aliquatatem li ent faccum accatem porehentiam, te pro te nonsenes aut quam fac- cabor aut arum aspedio. Bus et es et, volesti res asincipietur atenda voloriti si se quas aborat prenisi nciendem cupicunt et molore volupid quiam apedita turit, con cupta ditior audam verihil icilis esenti dolupti ullpti del estios exerum rae nullacaete quo editiae endiamet adit et anduci tem adita nime conecus aut res accum initatus ea cumquas perchillacea doluptasi omnimporest, utatur re ommolupti num veroresque nones est quatemp edisquamet fuga. Et facerum de nossus.</p> <p>Nam eos dolupta quam niminim olorionectia eatur, quam voluptatist ende si disasate lautecupta. Fuga. Dolorro im dis ius digenis aut ut la sit harution nia quos con commolo restiam quis et porum illuptatibus earupta acia quasperbea conseque nullaborum aperupt ibusam quos voles evellabo. Neque nonsecutli quod quibus minvelecta sust litauaeri volupta turbusae dolorum eat aut fugit velis et, culparum quatumusae omnimpe nihilluptum venienest es del et iusdand usandae cearam ut ad earthic tecpe coritas eost esequas abo. Um suntis cus dit doluptur? Qui bla vel magnis as milit rehent qui offic temque prestis endi invelli quatur, sunt, tem nitas sum adis qui dusdaer ciuumquam valoris ut dolescidui si tectoratem facessi mintiantem. Ga. Lorro velessi mporepuda aut aut alignim nam inverci adis et volupta tecin ptero et omnitat iorepro temporest, idi blabore nimi, omnis susam rera doluplas aliquas dolent re quatur?</p> <p>As et aliquos aut re corum que deles reptam, ut odi omnia eos eseni occum derioruptas quias sequi- squia volupiae ipisqui derum fuga. Itae volenias consequi nit fugito. Et lignate mporio incenci hicabo. Ut rerum que cus, il imus rem aut ipsi qui ditat molenis essintem ea asperch illanis solectore, iunt eossi torectis di nis videnst aliquasim id quaspiendi de tem. Pos eturia vel ipsandiam quid et eum qui dolort, omnia quibusdant, solorecum rem rehendi verchil litemporum harupli int lam consequidi tem corro conseque volorio nsequis acoperum videbis acerperi onsequam, quam harit ut utet auda incid ut et essi tem. Hilegent mint.</p> <p>Ilitiat re ius mosam, non plit aut arume re es sam, to dolupta dolo tempore ctaecus aut verum re ver- ferum facestrum voluptu ritius modicimin pa sunto odi recesciur?</p> <p>Sincerely,</p> <p>Name Title</p> <p>Building Name/Room Suite   Building Address   City, ST Zip   Phone Number • Fax Number   <a href="mailto:iit.edu">iit.edu</a></p>
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# Questions

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The Illinois Institute of Technology Graphic Standards Manual establishes a comprehensive set of guidelines to enable the successful and creative visual marketing of the IIT brand. It is intended as a tool to sustain the creative communication effort

of the university, while at the same time, enabling the college to maintain a consistent visual image. To achieve this goal, we need your help in maintaining the standards set forth in this manual. We appreciate your adherence to these standards.

**IIT Office of Marketing and Communications**  
IIT Tower, 4th Floor  
10 West 35th Street  
Chicago IL 60616  
**312.567.3104 telephone**  
**312.567.3243 fax**  
**[marketing@iit.edu](mailto:marketing@iit.edu)**