

Graphic Standards



ILLINOIS STATE
UNIVERSITY
Illinois' first public university

Gladly
we learn
and teach

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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

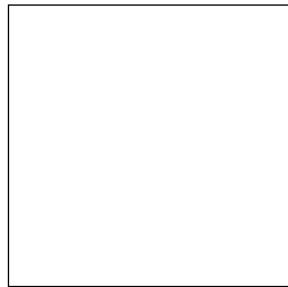
Color is one of the most important elements of the Illinois State University identity system. Red and white are the official colors for all institutional logos.

PRIMARY



Red

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



White

Hexadecimal: 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.

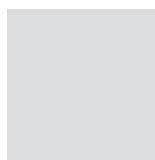
SECONDARY



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 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.

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 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.

STATE your Passion

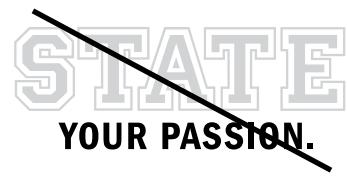
The standard colors for STATE your Passion (SYP) slogan are variations of red, black, and white. Color breaks depend on the background and reproduction colors available. Examples below illustrate these variations. Surrounding fields are used to simulate background color.



Standard red-black color breaks on white background.



Standard red-white color breaks on black background.



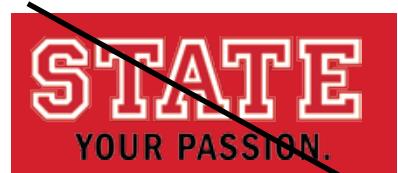
Always use solid black version of SYP when end product will be BW (or 1-color), to avoid tinted portions of slogan.



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.

STATE
YOUR ADVENTURE.

STATE
YOUR DREAM.

STATE
YOUR BUSINESS.

STATE
YOUR FUTURE.

Logo clear space, size

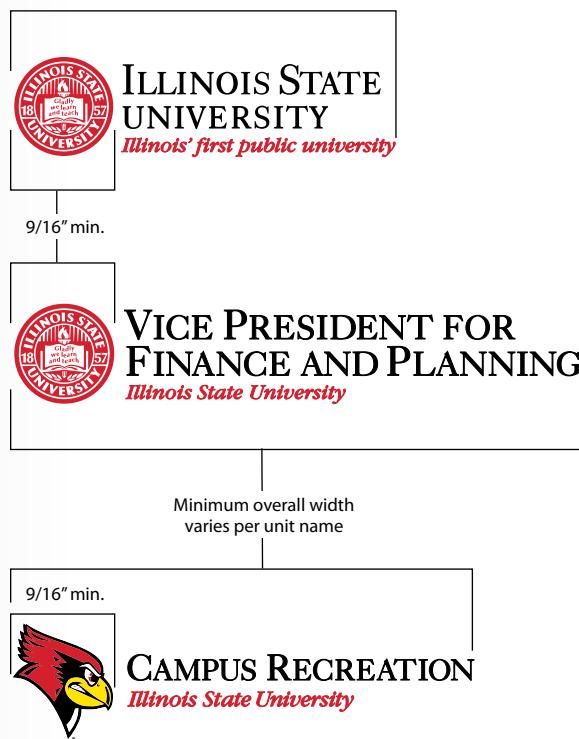
Maintain a minimum distance between any part of the logo and other elements appearing with it or the edge of the page. Minimum space is determined by the letter S in State.



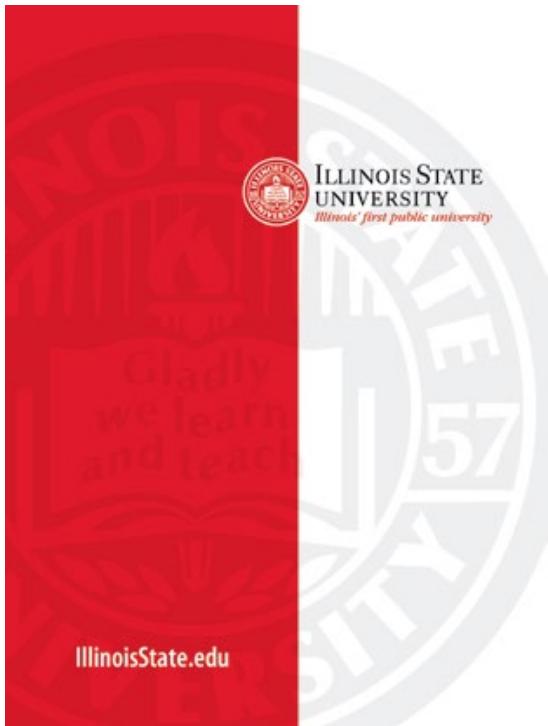
Minimum size

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



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

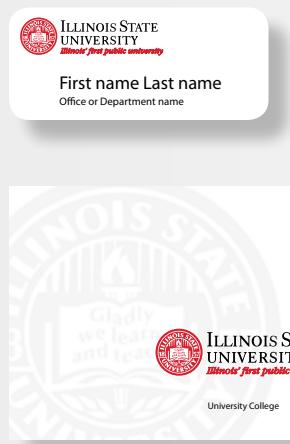


PowerPoint slide

Stationery, cards, nametags



Standard university stationery using the University logo is available at Printing Services. 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.



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

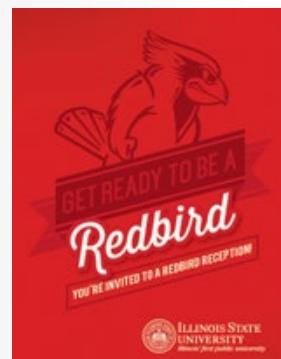
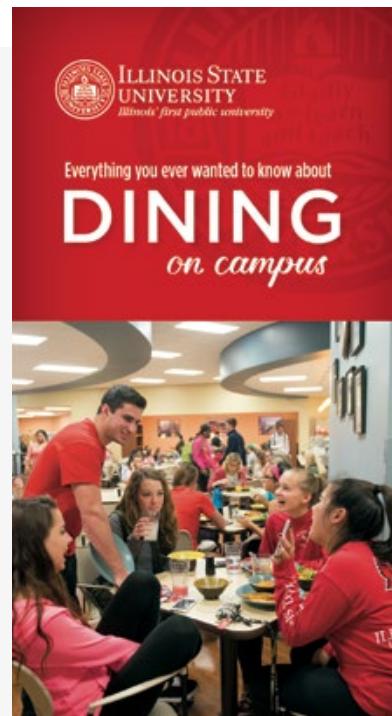
A series of standard note cards and standard individualized memo pads can be customized for departments.



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.



SCHOOL OF KINESIOLOGY
AND RECREATION

Illinois State University

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

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

SCHOOL OF KINESIOLOGY
AND RECREATION

Illinois State University

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.



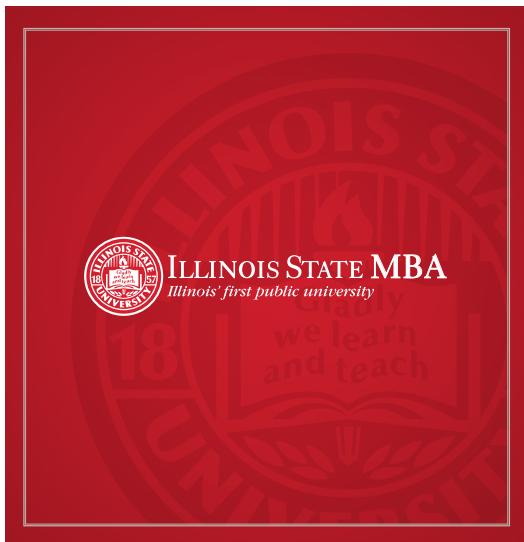
CAMPUS RECREATION
Illinois State University

Redbird and unit name logotype with Illinois State University in italics



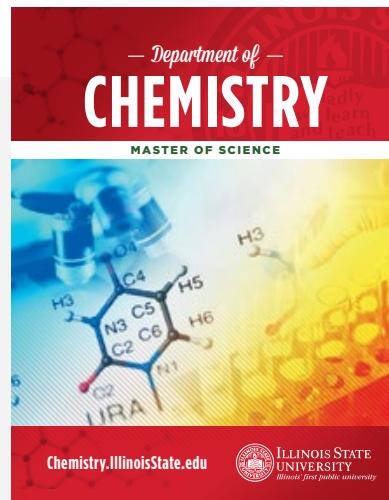
CAMPUS RECREATION
Illinois State University

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



Postcard

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 School of Art poster uses the unit logo as a signature.



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.

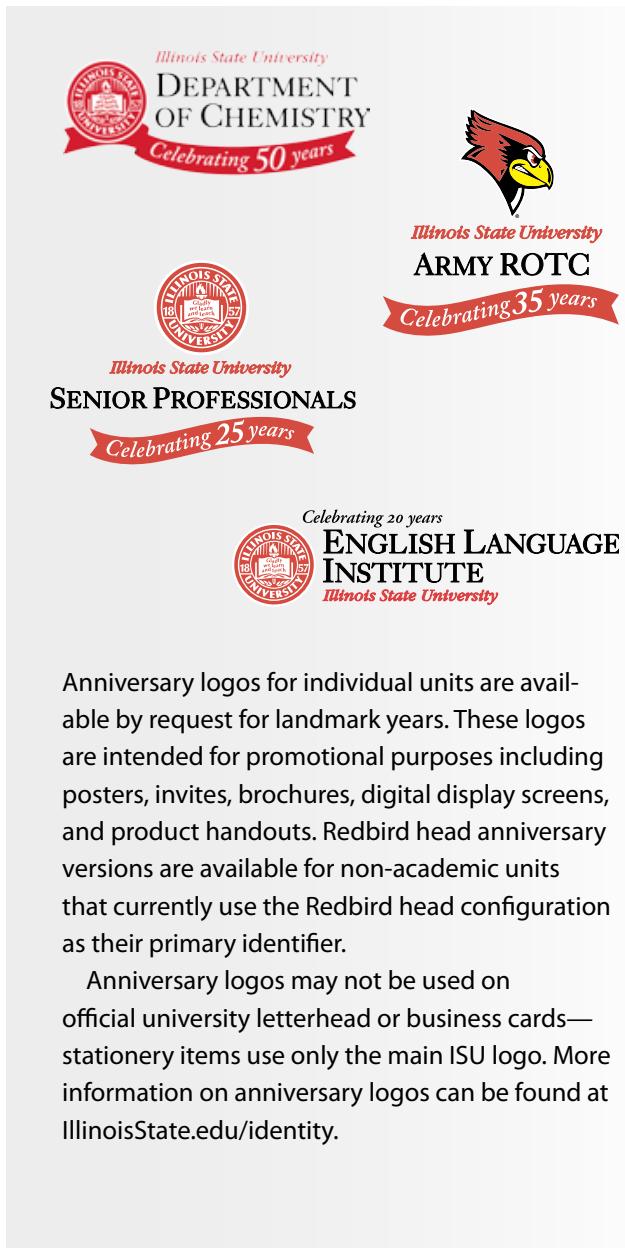


The College of Business unit logo was used on the front cover and the main University logo on the back.



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

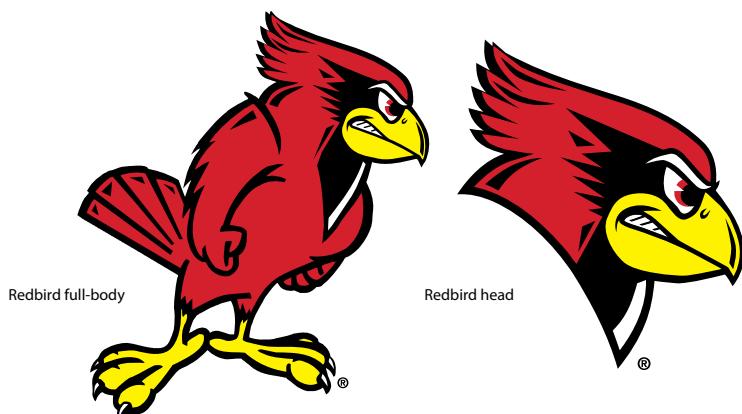
Illinois State University

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

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.

Goudy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aquam quia condistete eiunt quam excepuda corum quiandam ex-
eri non rempelecto cupta parum collecturita sit assim et dolori rem
fugitatus eum autem latur rem. Que velessit alignam auteturerum
dipsapitir? Aximusam exearc hilitasit aut re enda am, que nul-
lecum, 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 isiminv
enihil ipsusant porepe cus, incite verum nonsectat estiniant, aped mintet
aut vendre ex es veni nos assinvelis vendus. Obit et, ommoluptur modion-
seque pero milita sequos ate nos quiditio et, endusci libus. Tur? Oluntas
aspedisquia voluptiisque prate et eum quunt, voloriate odicia quossun
tiossint int veliquias iliquibus eum se lam que se dolutatem Alignis qui od
et, nes est alit, cum sum delent, utas valor aut mi, quid quis utam que res

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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