



ILLINOIS STATE  
UNIVERSITY

*Illinois' first public university*

## Graphic Standards



- 1 Introduction
- 2 University colors
- 3 Logo
- 4 Logo color variations
- 6 University stationery
- 7 Logo usage
- 8 Unit logos
- 10 Other institutional marks
- 11 University names and logos on products
- 12 Recommended fonts
- 13 [IllinoisState.edu/identity](https://illinoisstate.edu/identity)

# Graphic standards

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

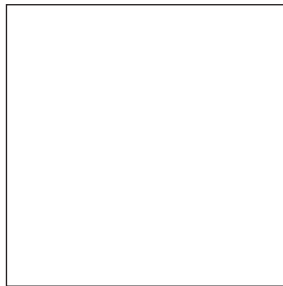
Color is one of the most important elements of the Illinois State University identity system. Red and white are the official colors for all institutional logos.

## PRIMARY



### Red

Pantone® 186  
CMYK: 100M, 100Y, 5K  
Hexadecimal: CE1126



### White

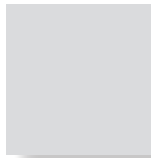
Hexadecimal: FFFFFFFF

## SECONDARY



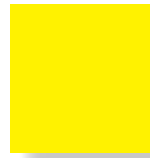
**Black** In addition to the official school colors shown above, black—in small amounts—provides accent and definition to the University's logos.

Pantone® Black  
CMYK: 100K  
Hexadecimal: 000000



**Gray** serves as a standard secondary color.

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



**Yellow** The official yellow is used in Redbird logos.

Pantone® 108  
CMYK: 100Y  
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.



**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 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.



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.



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



The logo may be printed in all red on a white background if black is unavailable.



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



**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.
- The University logotype must be in black or white.
- The subscript may be black or white only if red provides insufficient contrast.



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



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



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



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

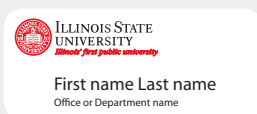


**ILLINOIS STATE  
UNIVERSITY**  
*Illinois' first public university*

# University stationery



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 the University Identity Committee.



A standard name tag design is available using a white or silver background.



A series of standard note cards can be customized for departments.

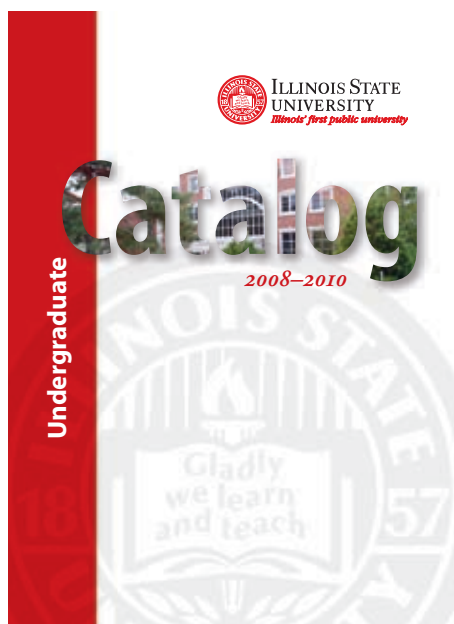


The University logo can be reversed out of darker colors. The colors of the University logotype and Illinois' first public university can be changed to achieve sufficient contrast. The white circle around the seal remains constant. The seal should be red whenever possible.





# 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.



## The seal as a stand-alone element

The seal portion of the University logo may be used as a stand-alone element if the guidelines below are followed.

- The seal must be large and cropped with most of Illinois State visible.
- The seal must sit only on a field of flat color—not on a photo or a pattern.
- Elements may be placed over top the seal if there is sufficient contrast. The number of elements should be kept to a minimum so the seal does not become fragmented.
- The seal must occupy at least 50 percent of the page.
- See page 11 for use of the seal as a stand alone-element on promotional products.

A university folder using the standard design (left) is available through Printing Services.

# 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. The University logo should be displayed no smaller than 2" wide. At that size the seal is 9/16" wide. The seal (or Redbird) on unit logos should be no smaller than 9/16" wide—as shown on this page.



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



RECREATION SERVICES  
*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



RECREATION SERVICES  
*Illinois State University*

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

SCHOOL OF KINESIOLOGY  
AND RECREATION  
*Illinois State University*

Unit name logotype with Illinois State University in italics centered



Unit logos can be used in place of a headline as in the Alumni Association postcard shown. It is equally effective to spell out a unit name as in the Disability Concerns invitation below. Inclusion of the University logo nearby clarifies the identity and reinforces the University brand.



Minimize the use of university and unit logos on publications and Web pages. As a rule, avoid using more than one 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.



Milner Library's unit logo was used on the front cover and the University's logo on the back.



PowerPoint slide

## Other institutional marks

The University logo as it appears on page three is the preferred logo. When space or production method prohibits its use, any of the four logotypes 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.

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.



# 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.

## Licensed vendors

Products bearing university trademarks may only be produced by licensed vendors. A list of these vendors is available at [IllinoisState.edu/identity](http://IllinoisState.edu/identity) and at [www.UniversityMarketing.ilstu.edu](http://www.UniversityMarketing.ilstu.edu). Vendors are required to obtain University Marketing and Communications approval for all designs that use university names or symbols.

A commercial licensing program is also managed by the University. University units may purchase products from vendors who hold commercial licenses, but a royalty waiver must first be requested from University Marketing and Communications. A list of commercial licensees can be obtained through the University's licensing agent at [www.lrgusa.com](http://www.lrgusa.com).

## Graphic standards for identification products

Products used to identify individuals as employees of the University (i.e., name badges, staff apparel) must use standard university logo designs as outlined elsewhere in this manual. An example is shown to the right.

## Graphic standards for promotional products

Products that are distributed to promote the University, its departments, and programs (i.e., pens, huggies, key chains, etc.) may include unique designs. Unit identity displayed on these products must adhere to the University graphic standard as outlined elsewhere in this manual.

On promotional products, the University seal portion of the University logo may be used independently of the University logotype and subscript. However, when a unit name is used in direct association with the University seal, a standard treatment must be used. Please see examples to the right.



Identification products must use standard university logo designs.



When a unit name is used in direct association with the University seal, a standard university logo design must be used.



One of the standard logo designs omits the seal when it will not reproduce well or when its inclusion causes the unit name to be smaller than desired.



On promotional products, the University seal can be used independently of the University logotype and subscript.



The Redbird head and Redbird full-body logos may be used on promotional products.

# Recommended fonts

## Adobe Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

The University's full, formal, official name is Illinois State University. ISU is never the preferred reference but is allowed when communicating with an internal campus audience. When communicating with external audiences, Illinois State University should be used on first reference. Subsequent references may be Illinois State or the University. Note that university is capitalized when preceded by "the" as a definite article.

## Goudy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

The University's full, formal, official name is Illinois State University. ISU is never the preferred reference but is allowed when communicating with an internal campus audience. When communicating with external audiences, Illinois State University should be used on first reference. Subsequent references may be Illinois State or the University. Note that university is capitalized when preceded by "the" as a definite article.

## Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

The University's full, formal, official name is Illinois State University. ISU is never the preferred reference but it is allowed when communicating with an internal campus audience. When communicating with external audiences, Illinois State University should be used on first reference. Subsequent references may be Illinois State or the University. Note that university is capitalized when preceded by "the" as a definite article.

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 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 mentioned above. They are suitable for subheads and smaller amounts of body copy.

## Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Myriad Pro

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](http://IllinoisState.edu/identity). You will find a variety of helpful documents and links.



## Contact us

Identity questions may be e-mailed to [identity@IllinoisState.edu](mailto:identity@IllinoisState.edu)

University Marketing and Communications  
109 Alumni Center  
Campus Box 3420  
Normal, IL 61790-3420

Phone (309) 438-8404  
Fax: (309) 438-8411

Updated January, 2009



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