This document provides guidelines for graphic representation of ECE ILLINOIS in print or electronically for both internal and external audiences.

Over time, a consistent and professional presentation will not only make the department more recognizable, but will ensure that the image is commensurate with our standing as a leader in electrical and computer engineering teaching, research, and scholarship.

The following pages include basic guidelines for name, logo, font, and color usage.

If you have questions regarding the ECE ILLINOIS graphic identity guidelines or require assistance, please contact Brad Petersen, Assistant Director of Communications, at (217) 244-6376 or bradp@illinois.edu.
WE’RE STRONGER WHEN WE SPEAK AS ONE.

In July 2008, the campus presented its vision for a strong Illinois brand. This vision articulates specific identity guidelines for representing the University in print and electronically. While these guidelines allow for representation of campus units like ECE using text and a distinct visual identity, they do not allow for campus units to have their own logo. As a result, the ECE Illinois logo pictured below (and any of its alternate versions) may not be used on any new printed or digital media moving forward. Existing materials containing this logo may be used until exhausted and should not be thrown away.

ONE TRUE VOICE.

One strong brand. One distinct logo. By adhering to one logo and clearly defined identity standards, we strengthen and preserve the value of a mission and tradition that are indisputably one-of-a-kind. In place of the ECE logo, we must now use an approved campus logo and reference the department name using text.
LOGO USAGE: A UNIFIED APPROACH.

The Illinois logo is the preferred campus logo and must be used on all print and digital media used for official University / Department business. This includes print and Web advertisements. The Urbana-Champaign logo should be used only when it is important to distinguish the Urbana-Champaign campus from the Chicago or Springfield campuses. Use of the I Mark logo is acceptable, however, the Illinois logo must also appear on the materials.

ILLINOIS LOGO (PREFERRED)

URBANA-CHAMPAIGN LOGO

“I MARK”

There are additional versions of the campus logo available. They can be viewed by visiting http://www.identitystandards.illinois.edu/
LOGO BUFFER ZONE.

When using any version of the Illinois logo, a buffer zone of at least one-third of the height of the I Mark should appear between the logo and any other design element. **NOTE:** A buffer zone larger than one-third of the height of the I Mark is preferred. **Do not place any design element, or text, in close proximity to the I Mark in an attempt to make the two appear to be a unit.**

INTEGRITY.

The campus logos must remain as originally drawn and proportioned and cannot be modified. The text is a graphic element, not a typeface. Do not use the campus logos in a sentence or substitute the I Mark for the letter “I.”

To view the complete Campus Logo Standards with all variations, visit:  http://www.identitystandards.illinois.edu/
INCORPORATING THE DEPARTMENT NAME.

Along with the approved campus logo, all materials must prominently include the department name. The official common name for the department is:

ECE ILLINOIS

OUR NAME IS A FACE WE PRESENT TO THE WORLD.

A consistent representation creates a direct and memorable impression. With every communication it tells our story in a singular voice. For this reason ECE ILLINOIS should appear on all materials along with the approved campus logo.
ECE ILLINOIS

The department name should be **ALL CAPS**, set in Sansa Condensed Semi Bold when available. Avoid ornamental and display typefaces. It is best to avoid mixing upper and lower case and small caps with standard caps, as the result can be considered a wordmark. Do not use combinations of super or sub-script, emboss and engrave, underlining, or strikethrough, because without careful use these may also turn a typeface into a logo.

Sansa Condensed Semi Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

If you do not have the Sansa font family, you may substitute Helvetica, Arial or Univers.

“ECE ILLINOIS” SHOULD ALWAYS BE SET IN ALL CAPS WITH A STANDARD TYPEFACE.

Not Upper and Lower Case > ECE Illinois
Not Lower Case > ece illinois
THE OFFICIAL COMMON NAME, WITH FULL DEPARTMENT NAME.

ECE ILLINOIS
Department of Electrical and Computer Engineering

As a guideline, when using the full department name, set it in a point size that is half of ECE ILLINOIS or smaller.

EXAMPLES OF LINE BREAKS

ECE ILLINOIS
Department of Electrical and Computer Engineering

ECE ILLINOIS
Department of Electrical and Computer Engineering at the University of Illinois
ECE ILLINOIS AND CAMPUS LOGO.

Because ECE ILLINOIS no longer has a logo, we must apply our department name on materials in a consistent manner. It is important not to attempt to place the ECE ILLINOIS common name with the campus logo in an attempt to create a logo.

Examples

![ECE ILLINOIS](image)

**Acceptable.** This is not a logo because the graphic and the text are separated by enough space that they don't form a visual unit, and the typeface used for the text “ECE ILLINOIS” has not been modified. Use of the I Mark logo in this way is acceptable, however, the Illinois logo must also appear on the materials.

![ECE ILLINOIS](image)

**Unacceptable.** This is a logo because the text, although it is in a standard typeface, has been closely associated with the I Mark to form a visual unit. It also is a logo because it serves as visual shorthand for an organization.

![ECE ILLINOIS](image)

**Acceptable.** This is also not a logo because there is no graphic and the typeface used for the text has not been stylized to create a wordmark.
NAMING BASICS.

WHEN REFERENCING THE DEPARTMENT IN COPY:

Use “Department of Electrical and Computer Engineering” in first references. In additional references or with familiar audiences (alumni, for example), use “ECE ILLINOIS.”

WHEN REFERENCING THE CAMPUS IN COPY:

The primary reference should be “University of Illinois at Urbana-Champaign.” The preferred second reference is “Illinois.” “U of I” is also acceptable. Additional references should be consistent and not alternate between “Illinois” and “U of I.” Do not use “UIUC.”
EXAMPLES IN USE.

CUPS & MUGS

Side A: I Mark logo and the “ECE ILLINOIS” text are separated by enough space that they don’t form a visual unit and the typeface has not been modified. Side B: The I Mark logo is acceptable on Side A, but campus policy dictates the Illinois logo must also be used.

Side A: “ECE ILLINOIS” with department text. Side B: The Illinois logo is optional, but recommended.
EXAMPLES IN USE.

PENS

Side A: I Mark logo and the “ECE ILLINOIS” text are separated by enough space that they don’t form a visual unit and the typeface has not been modified. Side B: The I Mark logo is acceptable on Side A, but campus policy dictates the Illinois logo must also be used.

Side A: “ECE ILLINOIS” with department text. Side B: The Illinois logo is optional, but recommended.
EXAM PLES I N USE.

T-SHIRTS

Front: I Mark logo and the “ECE ILLINOIS” text are separated by enough space that they don’t form a visual unit and the typeface has not been modified. Back: The I Mark logo is acceptable on the front, but campus policy dictates the Illinois logo must also be used, preferably on the back.
EXAMPLES IN USE.

T-SHIRTS

Front: The preferred Illinois logo is used. Back: “ECE ILLINOIS” text incorporated with T-Shirt design.

Front Only Design: The preferred Illinois logo is used on one side and “ECE ILLINOIS” with department text on the other.
COLOR PALETTE

The color palette for ECE ILLINOIS matches the “Bold Color Palette” for the University, to promote consistency within the department and greater ties to the University.

COLOR MIXES FOR ORANGE AND BLUE

<table>
<thead>
<tr>
<th>ORANGE</th>
<th>BLUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS</td>
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</tr>
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<tr>
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<td>RGB</td>
<td>0-60-125</td>
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<tr>
<td>Hex</td>
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</tr>
</tbody>
</table>
MOVE FORWARD. STAY INFORMED.

An organization is a living entity, and so is its visual identity. If you have a question about how to apply the ECE ILLINOIS standards to projects, please contact:

Brad Petersen
Assistant Director of Communications
217.244.6376
bradp@illinois.edu

Find the campus’ complete identity standards at:
http://www.identitystandards.illinois.edu/