Dear Colleagues,

Like many of the campus units around us, including the campus itself, ECE is seeking increased recognition for the department and the work that we do. As we endeavor to garner this recognition, it is critical that we present ECE Illinois in the most favorable light, with a level of professionalism and class befitting our legacy. For this reason, we have developed a new mark and these standards for ECE. All of the department’s communications tools are likewise being improved.

Please be aware of the following guidelines and adhere to them. Ask questions or for assistance whenever you need it. A consistent, quality presentation of the department benefits all of us.

Regards,

Richard E. Blahut
Department Head
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 PROVIDE BASIC GUIDELINES FOR NAME, LOGO, FONT, AND COLOR USAGE.

If you have questions regarding the ECE Illinois graphic identity or require assistance, please contact Brad Petersen, Assistant Director of Communications, at (217) 244-6376 or bradp@uiuc.edu.
A margin of clear space must always be placed around the logo, regardless of usage. The height of “ECE” determines the value of X, which should be used to determine the safe zone around the logo. No other graphics are allowed in this area.


FOR USE NO SMALLER THAN 2” WIDE.

This configuration is the preferred logo and is to be used in as many instances as possible. The 3-color version is recommended, but the 1-color version is acceptable as needed. An alternate 1-color greyscale logo may be substituted for the 1-color solid when printing high-quality, black-only documents.
FOR USE NO SMALLER THAN 2” WIDE.
This specialized configuration of the logo is for limited use, primarily for external communications. Due to the gradients, this version is reserved for high-quality full color reproduction.
VERTICAL REPRODUCTION

3-COLOR
Black, PMS 281, PMS 158

1-COLOR
Black

Alternate Greyscale

Reverse Outline

FOR USE NO LARGER THAN 1.5” WIDE.
This configuration of the logo is to be used for small reproductions. The 3-color version is recommended, but the 1-color version is acceptable. An alternate 1-color greyscale logo may be substituted for the 1-color solid when printing high-quality, black-only documents.
All logo variations include white borders for placement over dark backgrounds. Note: Over dark backgrounds the department name should not be displayed, unless the Reverse Outline version is being used. These recommendations also apply to the 1-color variations of the logo.
The logo must be reproduced from an authorized file and cannot be redrawn, re-proportioned, or modified in any way. The size and spacing in the logo may not change. The electronic version may be reduced or enlarged so long as it is done proportionately. The logo may not be screened or used as a watermark.
NAMING BASICS

WHEN REFERRING TO THE DEPARTMENT:

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:

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.” Avoid using “UIUC.”

SO MANY LOGOS, SO LITTLE SPACE

As a general rule, ECE faculty and staff should incorporate both the department and campus logos prominently on any materials. Always follow the campus’ Identity Standards for proper display of the campus logo.

To see Campus Logo Standards:
http://www.publicaffairs.uiuc.edu/idstandards/gsm/guidelines.html
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.

The logo can be reproduced in five variations; black only, blue only, orange only, reverse outline, and the preferred three color variation as shown below. Please use the designated color mixes whenever possible.

**Bold Palette Color mixes for Orange and Blue.**

**Orange**
- PMS 158
- CMYK 0-62-99-0
- RGB 244-127-36
- Hex #F47F24

**Blue**
- PMS 281
- CMYK 100-86-24-9
- RGB 0-60-125
- Hex #003C7D
The primary typefaces for ECE Illinois and the University of Illinois are Adobe Garamond and Univers 55. To promote consistency within the department and the University, these typefaces should be used with all ECE Illinois materials whenever possible.

Adobe Garamond, a serif font, is to be used for body text. If you do not have Adobe Garamond, you may substitute Times or Times New Roman.

Univers 55, a sans serif font, is to be used for headlines. If you do not have Univers 55, you may substitute Helvetica or Arial.

Adobe Garamond
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Univers 55
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz