

College of Agricultural, Consumer and Environmental Sciences
IDENTITY STANDARDS

September 15, 2008

(Text in black is from campus-wide guidelines produced by University Public Affairs; text in red is specific to the College of ACES)

General Print Guidelines

<http://identitystandards.illinois.edu/graphicstandardsmanual/generalguidelines/generalguidelines.html>

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."

Official Use Only

The campus logos may not be used to promote or imply endorsement of non-University activities.



Two Versions of the I Mark

There are two versions of the I Mark: one with the "1867" text and one without. The I Mark without the text is known as the standard version.



Historical Reference

The "1867" version of the I Mark was created to add a historical reference to the year the University was founded. It should be used only when historical context is important, i.e., print or electronic communication materials related to formal campus events such as convocation and commencement.

Trademark and Registered Trademark Use

When the standard I Mark is placed on merchandise, it must appear with the trademark symbol TM. When the 1867 version is placed on merchandise, it must appear with the registered trademark symbol [®]. All merchandise must be produced by a [licensed manufacturer](#). [Read more about trademark and licensing guidelines.](#)

Note: The trademark and registered trademark symbols need not appear when the I Mark appears on communication materials used for official University business.



Illinois and Urbana-Champaign Logos

Illinois Logo

The Illinois logo is the preferred campus logo.

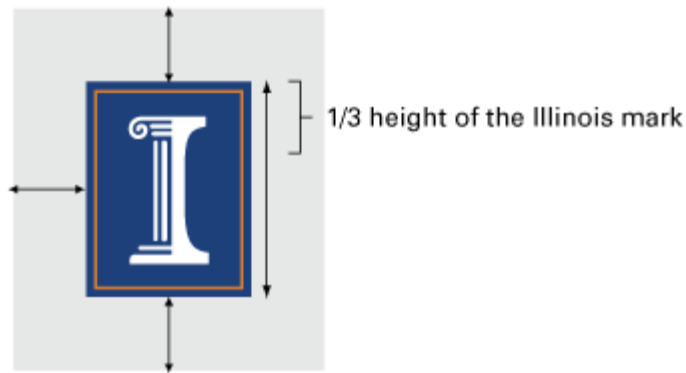


Urbana-Champaign Logo

The Urbana-Champaign logo should be used only when it is important to distinguish the Urbana-Champaign campus from the Chicago or Springfield campuses.



Buffer Zone



I Mark

When either version of the I Mark appears alone, a buffer zone of at least one-third of the height of the I Mark should appear between the I Mark and any other design element. Note: A buffer zone larger than one-third of the height of the I Mark is preferred. Designers should not place any design element in close proximity to the I Mark in an attempt to make the two appear to be a unit.

Urbana-Champaign and Illinois Logos

A buffer zone of at least one-third of the height of the Urbana-Champaign logo (shown here) and the Illinois logo 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.



Events

Campus units may create their own type treatments, look, logos, etc., for special events, but should not incorporate or modify the campus logos or any element of the campus logos to create a new logo for the event. Examples of special events include Homecoming and the Biennial Conference for Women.

Please note that the event-related type treatment, look, or logo may not replace the campus logo or I Mark as the symbol for the campus. The I Mark and campus logos must still appear on all print and digital communication materials according to the guidelines in the Graphic Standards Manual.

Flexibility

There are rare instances where these guidelines should be flexible. Designers working under unique circumstances should [contact Creative Services](#). All variances from this policy must be approved by the Director of Creative Services.

Typefaces

<http://identitystandards.illinois.edu/graphicstandardsmanual/generalguidelines/typefaces.html>

The primary typefaces for the [campus logos](#) are Adobe Garamond and Univers 55. Adobe Garamond is used for the ["Illinois" element](#) and Univers 55 is used for the [campus name in the Urbana-Champaign logo](#).

Both typefaces may be purchased from the Adobe Web site.

The use of Adobe Garamond for the body text of official campus publications is encouraged, but is not required. If you do not have Adobe Garamond, you may substitute Times or Times New Roman.

The use of Univers 55 for heading levels in official campus publications is encouraged, but is not required. If you do not have Univers 55, you may substitute Helvetica or Arial.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Adobe Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Univers 55 Roman

Typeface Guidelines

<http://identitystandards.illinois.edu/theillinoisbrand/whatsalogo.html>

Any significant graphic treatment will quickly turn a [typeface](#) into a logo (specifically, a [wordmark](#)), which isn't in the spirit of what Chancellor Herman and Provost Katehi are

asking the campus to do. [More info](#). However, the difference between a typeface and a logo can be subtle. When in doubt, keep it simple.

Campus units should use any standard typeface, generally in one font (roman, bold, italic, semi bold, etc.). Avoid blackletter, ornamental, and display typefaces. Other than initial caps, it is best to avoid mixing upper and lower case and small caps with standard caps, as the result is often a wordmark. It's a good rule of thumb to avoid using combinations of super or sub-script, emboss and engrave, underlining, or strikethrough, because without careful use these also quickly will turn a typeface into a logo.

The colors of the typeface are up to the unit; choose colors that fit the unit's visual identity (a common look applied to all communications materials). If the unit isn't using a visual identity, they are encouraged to develop one. [More info](#).

Campus Web Site Examples

View a few examples of [campus Web sites](#) using text instead of a logo to identify their unit.

Examples

 Public Affairs

A. 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 "Public Affairs" has not been modified.

 Public Affairs

B. 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.

Public Affairs

C. 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](#).

Identity Guidelines for Print

<http://identitystandards.illinois.edu/graphicstandardsmanual/print.html>

This page contains [guidelines for the use of the Illinois or Urbana-Champaign logo in print](#), the [size of the I Mark](#), [postcards and note cards](#), [posters](#), how to use the I Mark in a [return address](#) on an envelope, using the [Illinois logo in classified advertising](#), and the [Affirmative Action, Equal Opportunity Employment statement](#).

In addition to the University's guidelines, the College of ACES is also implementing identity standards for printed materials intended for public use. The ACES guidelines complement the broader University guidelines while insuring a consistent and prominent reinforcement of the College of ACES' identity.

Minimum Requirements for Print Documents from the College of ACES.

In addition to adhering to the University guidelines, documents from College of ACES departments and units must meet at least minimum college identity standards. At its most simple, the ACES minimum standard consists of a hierarchic listing of unit, (department), college, and university campus in all caps. If this identifier is appearing in proximity to the I-Mark or Campus Logo, be sure to allow for the proper buffer zone as outlined in the University guidelines' section "Buffer Zone." Preferred font for the identifier is Garamond or Univers, but other fonts may be used if necessary to match the typefaces used elsewhere in the publication.

Example (centered)

CENTER FOR FARM AND RURAL BUSINESS FINANCE
DEPARTMENT OF AGRICULTURAL AND CONSUMER ECONOMICS
COLLEGE OF AGRICULTURAL, CONSUMER AND ENVIRONMENTAL SCIENCES
UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

Example (flush left)

CENTER FOR FARM AND RURAL BUSINESS FINANCE
DEPARTMENT OF AGRICULTURAL AND CONSUMER ECONOMICS

COLLEGE OF AGRICULTURAL, CONSUMER AND ENVIRONMENTAL SCIENCES
UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

Example (flush right)

CENTER FOR FARM AND RURAL BUSINESS FINANCE
DEPARTMENT OF AGRICULTURAL AND CONSUMER ECONOMICS
COLLEGE OF AGRICULTURAL, CONSUMER AND ENVIRONMENTAL SCIENCES
UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

Example (centered, with I-Mark)



CENTER FOR FARM AND RURAL BUSINESS FINANCE
DEPARTMENT OF AGRICULTURAL AND CONSUMER ECONOMICS
COLLEGE OF AGRICULTURAL, CONSUMER AND ENVIRONMENTAL SCIENCES
UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

I Mark

While campus units are encouraged to use the [Illinois logo](#) prominently in print communications, only the [I Mark](#) must appear on the front of all print materials. The [Illinois logo](#) (preferred) or [Urbana-Champaign logo](#) must appear elsewhere in the materials. Designers should follow the [logo guidelines](#).

View a PDF file of an example of the correct use of campus logos on a [postcard](#), a [newsletter](#), and a [magazine](#).

Size

The I Mark, appearing either alone or as part of the [Illinois or Urbana-Champaign logos](#), may not be used smaller than 5/16". For large-format printing such as banners, contact Creative Services to obtain image files sized to ensure legibility.

Do Not Use as a Watermark

The campus logos as a whole or in part may be not used as a watermark.

Postcards and Note Cards

In some cases it may not be desirable from a design standpoint to include an I Mark on the front of postcards and note cards. In those few instances, the I Mark need not appear on the

front of a postcard or note card, but the [Illinois logo](#) (preferred) or [Urbana-Champaign logo](#) must appear on the back.

Posters

Although designers are encouraged to use the [Illinois logo](#) on the poster, designers need only include an [I Mark](#) on the poster and the text "University of Illinois at Urbana-Champaign" to comply with the standards.

Return Address

The I Mark may be included in a return address on an envelope, brochure, or other mailing. Designers must follow the guidelines for the size of the I Mark and the [buffer zone](#) around the mark. The typeface should match the typefaces used elsewhere in the mailing.

Example:



Note the correct hierarchy for the address:

University of Illinois at Urbana-Champaign (if using text; the Illinois logo above is preferred)

College or administrative unit name

School or administrative sub-unit name

Department or administrative sub-unit name

Street address (do not include unit mailing code for off-campus mailings)

City State and Zip Code

USA (if an international mailing)

ACES Example:



College of Agricultural, Consumer and Environmental Sciences
Department of Agricultural and Consumer Economics
Center for Farm and Rural Business Finance
905 South Goodwin Avenue
Urbana, IL 61801

Classified Advertising

When used in classified advertising, the [Illinois logo](#) must be the dominant graphic.
[Download a compressed file \(.zip\) with the Illinois logo customized for use in a classified ad.](#)

Affirmative Action, Equal Opportunity Employment Statement

When posting a position open notice, please use this brief statement of campus policy: "The University of Illinois is an Affirmative Action, Equal Opportunity Employer."

Acceptable alternatives are:

- "The U of I is an AA-EOE."
- "The University is an AA-EOE."
- "Illinois is an AA-EOE."

For more information about requirements for searches, please consult the [campus search manual](#) or contact the [Office of Equal Opportunity and Access](#).

Web Guidelines

<http://identitystandards.illinois.edu/graphicstandardsmanual/web/web.html>

Web developers should take steps to ensure that their campus unit's Web site clearly indicates that the site is part of the University's and the **College of ACES'** Web presence. Campus units include colleges, schools, institutes, departments, research centers and initiatives, college-level offices, administrative division or other unit serving the campus or external audiences. Developers should first familiarize themselves with the campus logos <<http://identitystandards.illinois.edu/graphicstandardsmanual/generalguidelines/generalguidelines.html>>.

What's Required

I Mark and Campus Name Text

While campus units are encouraged to use the Illinois logo <<http://identitystandards.illinois.edu/graphicstandardsmanual/generalguidelines/generalguidelines.html#campuslogos>> on their Web sites, only the standard I Mark <<http://identitystandards.illinois.edu/graphicstandardsmanual/logoguidelines.html>> and the text "University of Illinois at Urbana-Champaign" or "Illinois" and "College of Agricultural, Consumer and Environmental Sciences" (or alternatively, "College of ACES") must appear prominently on the home Web page of all campus units.

Page title

The text "University of Illinois at Urbana-Champaign," "University of Illinois," or "Illinois" must appear in the titlebar of a campus unit's home Web page. The name of the campus unit should precede it.

The same guidelines apply to all newly created second and subsequent-level Web pages, although the shorter forms "Illinois" (preferred) or "U of I" may be used to reduce lengthy page titles. The content of the page should precede it.

Home page title examples

Public Affairs, University of Illinois at Urbana-Champaign

Public Affairs, University of Illinois

Public Affairs, Illinois

Interior page examples

Resource Library, Public Affairs, Illinois

Resource Library, Public Affairs, U of I

View an example

<<http://identitystandards.illinois.edu/graphicstandardsmanual/web/example.html>> .

Campus Favorites Icon

The campus favorites icon, or favicon, must be placed in the root level of the campus unit's Web site. It must remain as originally drawn and proportioned and cannot be modified. Web browsers display favicons in the address bar, next to the page's name in bookmarks, or next to the tabbed page's title in a browser. View an example

<<http://identitystandards.illinois.edu/graphicstandardsmanual/web/example.html>> .

Download the Favicon

To download the favicon, go to <http://illinois.edu/favicon> and follow these instructions:

PC: Using any Web browser *except* Internet Explorer (explanation

<<http://identitystandards.illinois.edu/graphicstandardsmanual/web/explorerissue.html>>), click your right mouse button on the image. Choose "Save picture as" in the icon format and then save the file to any directory (or folder) on your hard drive.

Macintosh: Click and hold your mouse button on the image. Choose "Save image to the

desktop" and then move the file to any directory (or folder) on your hard drive.

Move the "favicon.ico" file to your Web site.

You may also obtain a copy of the favorites icon by contacting Creative Services.

Code to Display the Favicon

Place the following two lines of code inside the head element, substituting the URL that points to the favicon in the appropriate place:

```
<link rel="icon" type="image/png"
href="SOMEWHERE/favicon.png" />
```

Read a technical explanation of why this code was chosen.

<<http://identitystandards.illinois.edu/graphicstandardsmanual/web/favicontechnical.html>>

>

Prominent I Mark and Campus Name Text

The standard I Mark

<<http://identitystandards.illinois.edu/graphicstandardsmanual/logoguidelines.html>> and the campus name

<<http://identitystandards.illinois.edu/graphicstandardsmanual/generalguidelines/generalguidelines.html>> “University of Illinois at Urbana-Champaign” and the college name “College of Agricultural, Consumer and Environmental Sciences” (or alternatively “College of ACES”) must appear prominently on the home Web page of campus/college units. Web designers need not use the campus name text if the Illinois logo

<<http://identitystandards.illinois.edu/graphicstandardsmanual/generalguidelines/generalguidelines.html#campuslogos>> (preferred) or Urbana-Champaign logo

<<http://identitystandards.illinois.edu/graphicstandardsmanual/generalguidelines/generalguidelines.html#campuslogos>> appears and follows the guidelines for the I Mark.

If the I Mark and campus name text are used as separate elements on the home page, the following guidelines apply:

'Above the Fold'

The I Mark and campus name text and college name must appear without scrolling in an Internet Explorer 7 browser window with the text size set to medium on a monitor with a display resolution of 1024 x 768.

Size and Proportion

The I Mark may not be reduced below 26 pixels in width and must remain proportionate. Images of the I Mark that have been hand-customized to render correctly onscreen in three different sizes are available in the downloads section

<<http://identitystandards.illinois.edu/graphicstandardsmanual/logodownloads/logodownloads.html>>.

Link to the University Home Page

The I Mark must include a hypertext link back to the University's home page at <http://www.illinois.edu> <<http://www.illinois.edu>>. The ALT attribute text is “University of Illinois at Urbana-Champaign logo.”

Visual Prominence

Ways to accomplish visual prominence for the I Mark and the campus name text include:

- Using sufficient space between the I Mark and campus name text and other graphics and text on the page to allow clear recognition and add focus, attention, and distinction. A buffer zone [<http://identitystandards.illinois.edu/graphicstandardsmanual/generalguidelines/generalguidelines.html>](http://identitystandards.illinois.edu/graphicstandardsmanual/generalguidelines/generalguidelines.html) equal to one-third of the height of the I Mark must separate the I Mark from other elements on the page. Note: A buffer zone larger than one-third of the height of the I Mark is preferred. Designers should not place any design element in close proximity to the I Mark in an attempt to make the two appear to be a unit.
- Evaluating the relative importance of elements on the Web page and using visual organization to allow users to quickly identify the connection to the University.
- Ensuring that there is a sufficient level of contrast between the I Mark and campus name text and background colors or images.

Full Guideline Examples

- View a labeled example of the Public Affairs home page as rendered in Opera [<http://identitystandards.illinois.edu/graphicstandardsmanual/web/example.html>](http://identitystandards.illinois.edu/graphicstandardsmanual/web/example.html).
- View a Web page that should be edited to follow the guidelines [<http://identitystandards.illinois.edu/graphicstandardsmanual/web/spoofsites/index.html>](http://identitystandards.illinois.edu/graphicstandardsmanual/web/spoofsites/index.html).

Preferred Identity Solution for All College of ACES Web Pages

The ITCS Web team has developed a black bar header which has been approved by University Public Affairs. It fulfills all branding and identity requirements of both the campus and the college, and has been implemented on all college unit web pages, which are maintained by the ITCS Web team. It is strongly suggested that units maintaining/designing their own Web pages adopt this standard also.



The black bar header is a code snippet with accompanying style sheet that must be referenced in page templates. Web developers outside ITCS should contact the ITCS Web team directly so the team can determine a) where the site is hosted; and b) how the site is maintained (Dreamweaver templates, CF/ASP includes, some other format, etc.). ITCS will then provide the code and site-specific instructions on adding the code block and style sheet. ITCS will also provide periodic refreshments and updates as necessary. This service is available at no charge to all College of ACES departments and units.

Preferred Web Developer for College of ACES units

While it is not mandatory that College of ACES units use the ITCS Web team for Web design and maintenance services, they are the preferred provider for Departmental and

Administrative Unit Web sites. The ITCS Web team's mission includes providing this service for the main Web site of ACES Departments at no cost.

New Web Pages

The standard I Mark

<<http://identitystandards.illinois.edu/graphicstandardsmanual/logoguidelines.html>> must appear on all newly created second- and subsequent-level Web pages. While the mark is most commonly used in a footer (see the bottom of this page for an example), Web designers are free to place the mark anywhere on the page. (See preceding section for preferred design solution for Web pages within the College of ACES.)

The same guidelines regarding size and proportion of the I Mark

<<http://identitystandards.illinois.edu/graphicstandardsmanual/web/web.html#size>> , linking to the home page, ALT attribute text,

<<http://identitystandards.illinois.edu/graphicstandardsmanual/web/web.html#link>> and visual prominence

<<http://identitystandards.illinois.edu/graphicstandardsmanual/web/web.html#visuallyprominent>> apply to new Web pages.



COLLEGE OF AGRICULTURAL, CONSUMER AND ENVIRONMENTAL SCIENCES
UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN