UNIVERSITY OF ILLINOIS
SESQUICENTENNIAL CELEBRATION

STYLE GUIDE FOR MARKETING | COMMUNICATION | DESIGN
KICKOFF | FEBRUARY 28, 2017

150.ILLINOIS.EDU
STRATEGY
TO CREATE AWARENESS FOR THE UNIVERSITY OF ILLINOIS 2017 SESQUICENTENNIAL CELEBRATION FOR USE IN DESIGN AND MESSAGING.

TARGET MARKET
UNIVERSITY OF ILLINOIS FACULTY, STAFF, STUDENTS, AND ALUMNI; CORPORATE PARTNERS, DONORS, GRANTING ORGANIZATIONS AND OTHER STAKEHOLDERS; PEER INSTITUTIONS; AND COMMUNITY MEMBERS.
PRIMARY MESSAGE
THE UNIVERSITY OF ILLINOIS IS CELEBRATING ITS 150TH ANNIVERSARY.

SECONDARY MESSAGE
THE UNIVERSITY OF ILLINOIS HAS AN EXTRAORDINARY HISTORY AS A LAND-GRANT UNIVERSITY AND LOOKS TO ITS PROMISING FUTURE AS THE INSTITUTION CONTINUES TO IMPACT INDIVIDUAL LIVES AND SOCIETY.
PRIMARY LOGO
ALWAYS TO BE USED IN CONJUNCTION WITH THE UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN I MARK OR ILLINOIS LOGO* THROUGH THE PERIOD OF FEBRUARY 28, 2017 - MAY 13, 2018
MAINTAINING THE ‘BUFFER-ZONE’ ON ALL SIDES OF THE I-MARK OR LOGO (1/3 THE HEIGHT OF THE LOGO)

* FOR INDEPENDENT BRANDS: MUST BE USED IN ADDITION TO THE I MARK AND INDEPENDENT BRAND LOGO.

ALTERNATE LOGO
FOR USE TO IDENTIFY/COMBINE CAMPUS DESIGNATION

LOGO NOT TO BE USED SMALLER THAN 0.689" X 1" OR 60PX X 80PX

DIGITAL FILES ARE ZIPPED AND DOWNLOADABLE AT: GO.ILLINOIS.EDU/150LOGOS
SESQUICENTENNIAL LOGO – COLOR OPTIONS

CAMPUS ACADEMIC PALETTE

Orange
Pantone: 166c
RGB: 250 | 99 | 0
CMYK: 0 | 76 | 100 | 0
Hex: #fa6300

Navy
Pantone: 539C
RGB: 19 | 31 | 51
CMYK: 100 | 65 | 22 | 80
Hex: #131f33

PRIMARY LOGO
IN ALTERNATE COLOR-B/W OPTIONS

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GO.ILLINOIS.EDU/150LOGOS
USE OF THE TAGLINE IS ENCOURAGED, BUT NOT REQUIRED. CAMPUS UNITS SHOULD ATTEMPT TO INCORPORATE IT WHEN WORKING WITH STORIES THAT ARE RELEVANT TO THE SESQUICENTENNIAL.

SHAPING THE FUTURE SINCE 1867.
The Carle Illinois College of Medicine is the first engineering-based College of Medicine built from the start at the intersection of engineering and medicine.

**HOW WE’RE DIFFERENT.**

- **Curriculum Design**
  Our curriculum design is the first of its kind, combining clinical medicine and biosciences with engineering.

- **Selective Class Size**
  The highly selective class size will offer vibrant, flexible, and adaptable educational experiences.

- **Day-one Immersion**
  Students will experience day-one immersion in patient interactions and technology.

- **Economic Driver**
  The college will be an economic driver fueled entirely by private philanthropy and corporate investment.

- **Physician-innovators**
  Our graduates will be physician innovators who transform health care by inspiring discoveries and new industries.

For more information: strategicplan.illinois.edu
CREATIVE SERVICES WILL CREATE A POSTER TO COMMEMORATE THIS EVENT BASED ON ARTWORK, WHICH WILL BE AVAILABLE FOR PURCHASE ON ILLINOIS-IN-A-BOX.

POSTER DESIGN BY CREATIVE SERVICES TBA

MTD INTERIOR BUS POSTER EXAMPLE
UNIT-LEVEL VEXILLA SAMPLES

COLLEGE OF
Applied Health Sciences

SCHOOL OF
Music
WEBSITE AND SOCIAL MEDIA

ALL CAMPUS UNITS SHOULD INCLUDE THE 150TH LOGO ON THE HOMEPAGE OF THEIR WEBSITE.

THIS LOGO SHOULD LINK TO:
150.ILLINOIS.EDU

SOCIAL MEDIA PUBLISHERS SHOULD USE THIS HASHTAG:
#ILLINOIS150
DIGITAL FILES

SIGNAGE
Mainstream sizes for digital signage (flat screens, HD-TVs) will be created by Public Affairs and will be available online. Additional sizes can be made upon request.

Digital files are available at: go.illinois.edu/150digital

LETTERHEAD
A digital word layer file will be available to download for addition to existing digital letterhead unit files.

Pre-printed materials will not be available.
T-SHIRT OPTIONS

FRONT OPTION

BACK OPTION

SLEEVE OPTION

BACK OPTION WITH TAG LINE
PROMOTIONS | GIVEAWAYS

[Images of a pen and a keychain with the 150th anniversary logo]
DESIGN CREDIT

THE SESQUICENTENNIAL COMMITTEE WOULD LIKE TO OFFER ITS SINCERE APPRECIATION TO THE CREATIVE STAFF OF KRANNERT CENTER FOR THE PERFORMING ARTS FOR THEIR DESIGN AND EXPERTISE IN CREATING THE BRANDING MATERIALS FOR THIS DISTINGUISHED EVENT.