

I. Publication Review

The Office of Marketing and Communications (M&C) is responsible for the overall quality and graphic continuity of publications and other print and digital materials developed and distributed by the university. M&C may delegate such responsibility to designated units representing specific academic entities of the university. Every publication intended for substantial internal distribution or for external distribution (brochures, posters, advertising or other promotional materials) should communicate a consistent impression of the university through design and content.

When publications or other promotional materials are developed by academic units and not by M&C, the responsibility for accurate content rests with that unit. The unit shall comply with IIT identity standards and shall have covers and other image-defining elements reviewed by M&C prior to printing or online posting.

To ensure that such impressions are in keeping with the policies and image of the university, M&C (or designee) shall review these publications prior to their release to a printer, Web developer or other production vendor. Those units planning a new publication or a revision of an existing one should review IIT's style guide (http://www.iit.edu/departments/pr/comm_tools/style_guide.html) and consult with a M&C representative. Scholarly journals shall be exempt from this procedure.

II. Symbols

The university's official logo and logotype (the mark) represent the university and visually link its various academic units. No variations to the officially prescribed use of the mark shall be permitted. Detailed guidelines for use of the mark can be found at http://www.iit.edu/departments/pr/comm_tools/logos_iit.html.

The official seal of Illinois Institute of Technology is to be used as an identifying mark on specific documents – primarily on diplomas, certificates and special forms and publications. Its symbols represent the merger of Armour (flame), Lewis (tree) and Chicago-Kent (book).

The seal is not to be used as a design element for printed materials, except by the Office of the President. However, the seal may be used as an architectural or donor-recognition element. The seal shall not be used for flags, banners or other promotional items. Instead, elements of the institutional mark shall be used for these purposes.

III. Institutional Names

Those people who come into contact with the institution form impressions that can serve as the basis for opinions, attitudes and actions. Often, this contact first occurs through printed or online materials – letters, publications, signage, advertising, Web sites and other materials. For these reasons, it is important that the university’s visual materials project an image that is clear, consistent and easily remembered. Simplicity and consistency are essential in establishing a visual identity.

The primary designation of the institution is “Illinois Institute of Technology.” The name shall be used for first references to the university. Second references in editorial treatments shall be “IIT.” These initials shall not be used in headlines or on covers of institutional publications.

Where there is need for a shortened designation to the institution, the words “the institution” or “the university” may be used as alternatives to “IIT.”

Signage for the university shall use the institutional mark, which includes the primary designation, “Illinois Institute of Technology.” “IIT” shall not be used for institutional signage.

IV. College/School Names, and Official IIT Research Centers and Institutes

To define the university by clearly identifying the parent brand with its academic units, units shall use the institutional brand strategy reflected in the style guide (http://www.iit.edu/departments/pr/comm_tools/style_guide.html). First references to the academic divisions – as well as their departments or other subunits, along with IIT research centers and institutes – shall include their affiliation with the parent brand:

IIT Armour College of Engineering

IIT Chicago-Kent College of Law

IIT College of Architecture

IIT College of Science

IIT Institute of Design

IIT Institute for Food Safety and Health (IFSH)

IIT Lewis College of Human Sciences

IIT Pritzker Institute of Biomedical Science and Engineering

IIT School of Applied Technology

IIT Stuart School of Business

IIT Wanger Institute for Sustainable Energy Research (WISER)