



ILLINOIS TECH

S I N C E 1 8 9 0

Illinois Institute of Technology **125th Anniversary Logo Standards Manual**

This Illinois Institute of Technology 125th Anniversary Logo Standards Manual has been prepared and distributed to ensure the success of this campaign through consistency of use. Please thoroughly review this manual and adhere to its guidelines.

It contains the only approved logo treatments for the 125th Anniversary. Versions are provided for a logo using "Illinois Tech", a logo using "Illinois Institute of Technology", and each logo version with the option of the "Remember. Celebrate. Dream." The guidelines are to be followed by all university-wide departments and all of the university's school sub-units.

This logo is approved for print and online use beginning January 1, 2015. Any usage prior to that date must be approved by the Office of Marketing and Communications.

Contact the Office of Marketing and Communications (marketing@iit.edu or 312.567.3104) for additional information.

Official Logo



ILLINOIS TECH

SINCE 1890



ILLINOIS TECH

REMEMBER. CELEBRATE. DREAM.

Approved Variations (please request artwork from M&C)



**ILLINOIS INSTITUTE
OF TECHNOLOGY**

SINCE 1890

TRADITIONAL UNIVERSITY NAME



**ILLINOIS INSTITUTE
OF TECHNOLOGY**

REMEMBER. CELEBRATE. DREAM.

CELEBRATION TAGLINE



NO TAGLINE

Use this logo version only for representations smaller than the minimum size requirement. Must have permission from Marketing and Communications to use this logo version.



CMYK: 12/100/92/3
Spot: Pantone 186
Web: #CC0000



CMYK: 0/47/100/0
Spot: Pantone 123
Web: #FF9900



CMYK: 43/35/35/1
Spot: Pantone Cool Gray 7
Web: #999999

Color Palette

The Illinois Institute of Technology 125th Anniversary logo uses the above color palette. These are the only acceptable colors for reproduction of the logo.

If you are printing on paper other than bright white, we suggest that the printer provide ink drawdowns on the actual paper for review.

Offset printing is the normal method for most high-quality, large quantity print reproduction. However, many other digital technologies are available for lower-end needs and smaller quantities. Please be aware that the institutional signatures provided in this manual may not reproduce successfully at very small sizes. Other problems may result with silkscreen, embossing, and other specialized technologies. Consult with the Office of Marketing and Communications for additional information.

Footnote: Pantone is a registered trademark of Pantone, Inc. The colors shown on this page and throughout this manual are not intended to match the Pantone Color Standards. For the Pantone Color Standards, refer to the current edition of the Pantone Color Formula Guide 1000.



Two Spot Colors



One Spot Color (Red)



One Color Reversed (Black)

Logo Construction

Alignment of the mark and logotypes has been designed for optimal visual legibility and balance. Do not alter the positioning from the formats described above.

Signature Print Reproduction Minimums

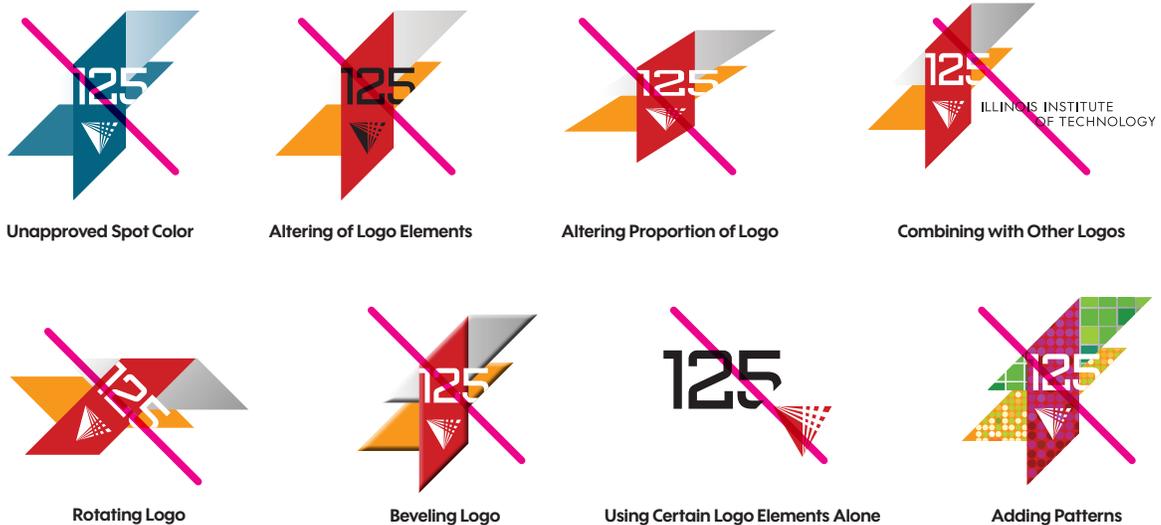


Note that reversed out identity minimum sizes are larger than those of positive reproduction. These sizes reflect reproduction on high-quality coated or uncoated offset papers.

For reproduction in newsprint advertising—in positive and in reverse—add 25% to the minimum sizes.

Problems may result with silk-screening and other specialized technologies. Consult with IIT's Office of Marketing and Communications for more details.

Signature Violations



The Illinois Institute of Technology 125th Anniversary logo should not be recreated or distorted in any way. The logo must not be reproduced with unusual color combinations or textures. See the above representative examples.

Questions

The Illinois Institute of Technology Identity Standards Manual establishes a comprehensive set of guidelines to enable the successful and creative visual marketing of the IIT brand. It is intended as a tool to sustain the creative communication effort of the university, while at the same time, enabling the college to maintain a consistent visual image. To achieve this goal, we need your help in maintaining the standards set forth in this manual. We appreciate your adherence to these standards.



If you have any questions regarding the Illinois Institute of Technology brand standards, please contact:

IIT Office of Marketing and Communications

IIT Tower, 4th Floor
10 West 35th Street
Chicago, IL 60616

312.567.3104 telephone
312.567.3243 fax
marketing@iit.edu