The Illinois Institute of Technology Graphic Standards Manual has been created to protect the visual identity and the brand of the institution. All of us have a responsibility to ensure that the public face of the university reflects its mission and vision—and through consistent use of logos, specific words and images, we will continue to strengthen the Illinois Tech brand in today’s highly competitive educational marketplace.

The manual contains the standard graphic elements of the Illinois Institute of Technology identity system. As you will see, they are flexible enough to allow for individual expression but they also convey the image of one university.

Thank you for your help in keeping the Illinois Tech brand strong!

Jeannie Hartig
Vice President of Marketing & Communications
Illinois Institute of Technology

Contact the Office of Marketing and Communications (marketing@iit.edu or 312.567.3104) for additional information and/or if you have any suggestions for future versions on the manual. The PDF file contains hot links from the table of contents page to all pages in the document.

NOTE: The term “university sub-units” is used throughout this manual to refer to the following: Armour College of Engineering, Chicago-Kent College of Law, College of Architecture, College of Science, Institute for Food Safety and Health, Lewis College of Human Sciences, School of Applied Technology, Institute of Design, and Stuart School of Business, as well as all departments and offices throughout the university.
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University-wide Identity Elements
The Illinois Institute of Technology identity system uses the above color palette. These are the only acceptable colors for reproduction of the university’s identity system, which includes university-wide and all school sub-unit identity elements.

- **IIT Red:** Spot color PMS® 186
- **IIT Gray:** Spot color PMS® Cool Gray 9
- **IIT Black:** Spot color Process Black
- **IIT White**

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.
### Official University Colors—Spot, 4-Color Process, and Web

<table>
<thead>
<tr>
<th>Spot color version:</th>
<th>4-Color Process Matching</th>
<th>Web-safe conversion:</th>
<th>Hex Colors:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>IIT Red:</strong></td>
<td>Cyan: 12% Magenta: 100% Yellow: 91% Black: 3%</td>
<td>Red: 204 Green: 0 Blue: 0</td>
<td>#CC0000</td>
</tr>
<tr>
<td>PMS® 186</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>IIT Gray:</strong></td>
<td>Cyan: 56% Magenta: 46% Yellow: 44% Black: 10%</td>
<td>Red: 118 Green: 119 Blue: 123</td>
<td>#76777B</td>
</tr>
<tr>
<td>PMS® Cool Gray 9</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>IIT Black:</strong></td>
<td>Cyan: 0% Magenta: 0% Yellow: 0% Black: 100%</td>
<td>Red: 0% Green: 0% Blue: 0%</td>
<td>#000000</td>
</tr>
<tr>
<td>Process Black</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**For use on large areas of black**

<table>
<thead>
<tr>
<th>4-Color Process Matching</th>
<th>Web-safe conversion:</th>
<th>Hex Colors:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cyan: 40% Magenta: 0% Yellow: 0% Black: 100%</td>
<td>Red: 0% Green: 0% Blue: 0%</td>
<td>#000000</td>
</tr>
</tbody>
</table>

---

It is highly recommended that the Pantone spot color be used instead of the process match. Pantone 186 is a very pure spot color and cannot be matched with 100% accuracy through the four-color process tint method.

PMS 152, with CMYK and web-safe variations, is an alternate color palette which complements the main colors in the IIT Identity System, and has been utilized, for example, in Fueling Innovation: The Campaign for IIT.

#### 4-Color Process Matching:

<table>
<thead>
<tr>
<th>Cyan</th>
<th>Magenta</th>
<th>Yellow</th>
<th>Black</th>
</tr>
</thead>
<tbody>
<tr>
<td>5%</td>
<td>66%</td>
<td>100%</td>
<td>0%</td>
</tr>
</tbody>
</table>

**Web-safe conversion:** Red 255, Green 153, Blue 0

**Hex Color:** FF9900

---

It is recommended that formal applications of the signature use the two-color configuration, as shown in the following pages. For other applications, in which budget or design constraints do not allow for the use of PMS 186/ Cool Gray 9 signature, please use one of the variations shown on the following page.

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.
The Illinois Institute of Technology identity system consists of several elements, as shown here. The functions of these elements have been carefully considered, and their usage should follow the guidelines presented in this manual.

This integrated system includes the following elements: Logotype and Mark. The complete IIT identity is the combination of these two elements. This is called the IIT Signature.

THE MARK
The inverted triangle’s intersecting rays symbolize the vital integration of disciplines in an interprofessional university. Coming from divergent points of the figure, the rays converge to create complex, energetic new forms and elements, which retain a synergistic relationship with one another and form a dynamic whole. Such qualities also characterize interprofessional university, where different disciplines are brought together and integrated through scholarship and research to meet the needs of a changing technological world.

LOGOTYPE ("STACKED" VERSION)
The Illinois Institute of Technology name is a carefully rendered and uniquely treated image.

LOGOTYPE ("HORIZONTAL" VERSION)
The Illinois Institute of Technology name is a carefully rendered and uniquely treated image.

ILLINOIS INSTITUTE OF TECHNOLOGY

LOGOTYPE ("HORIZONTAL" VERSION)
The Illinois Institute of Technology name is a carefully rendered and uniquely treated image.

PANTONE
COOL GRAY 9

PANTONE
186
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.
The Illinois Institute of Technology university-wide and sub-unit signatures should be reproduced in a limited palette of colors. In limited-color or one-color applications, use these variations as a guideline.

Examples shown here use the approved primary university color system. Any of these variations may be used with the IIT signature.

Examples shown here use a background color taken from alternate print color palettes.

To download IIT signatures, go to: http://web.iit.edu/marketing-communications/resources/illinois-institute-technology-logos
The Illinois Institute of Technology signatures should never appear smaller than the above guidelines.

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.

Please be aware that these signatures may not reproduce successfully at very small sizes on photocopying equipment. Problems may result with silk-screening and other specialized technologies. Consult with IIT’s Office of Marketing and Communications for more details.
The Illinois Institute of Technology and its school sub-unit signatures should not be recreated or distorted in any way. The signature must not be reproduced with unusual color combinations or textures. See the above representative examples.
This signature may be used only for highly specialized purposes that require large display of the IIT identity.

For example: presentation cover folders, signage, banners, vehicles, collegiate merchandising materials, etc.

Do not split these elements apart or combine in any other configurations.

May be reproduced in positive red and grey, or red and black, or reversed out to red mark with white logotype on a black field.

Marketing and Communications can develop specific signatures for department use upon request. Below are examples of the approved format for departments.

**ILLINOIS INSTITUTE OF TECHNOLOGY**
Student Access, Success, & Diversity Initiatives

**ILLINOIS INSTITUTE OF TECHNOLOGY**
Student Access, Success, & Diversity Initiatives

**ILLINOIS INSTITUTE OF TECHNOLOGY**
Event Services

**ILLINOIS INSTITUTE OF TECHNOLOGY**
Event Services

MARKETING UNIT DEPARTMENT SIGNATURES

Identity Elements | Specialized Signatures
Specialized Signatures (Scarlet Hawks)
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. 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 signature shall be used for these purposes.

Minimum reproduction size .75” diameter

Alternate color option: PMS 186 and Process Black screened to 45% and 10%
The term “university sub-units” is used throughout this manual to refer to the following sub-units of the university: Armour College of Engineering, Chicago-Kent College of Law, College of Architecture, College of Science, Institute for Food Safety and Health, Institute of Design, Lewis College of Human Sciences, School of Applied Technology, and Stuart School of Business, as well as all departments and offices throughout the university.
These signatures are to be used for the sub-units of the university. They have been designed to adhere to the larger university-wide identity system, and reinforce the IIT branding elements while maximizing the uniqueness of the individual school or department name.

Do not attempt to recreate the logotype or any part thereof through typesetting. Use all art provided by the IIT Office of Marketing & Communications. In the event of a new school or department formation, Marketing & Communications will create and provide correct signatures.

All restrictions (reproduction sizes, spacing, etc.) that apply to the Illinois Institute of Technology signature apply to these signatures as well.

The above are examples of the sub-unit stacked and horizontal signatures. A complete display of sub-unit signatures and acceptable color variations appears on the following pages.

The sub-unit signature is never to be used without the Illinois Institute of Technology themeline/logotype.
Artwork on pages 2.2–2.10 show available signatures for university sub-units. Five color schemes and two formats, stacked and horizontal are provided for each sub-unit, as shown. A version without IIT before the sub-unit name is also available through Marketing and Communications.

**COLLEGE OF ARCHITECTURE:**

**STACKED**

- IIT College of Architecture
  ILLINOIS INSTITUTE OF TECHNOLOGY
  Reverse White (shown on black background color)
  2-color: PMS Red 186/White

- IIT College of Architecture
  ILLINOIS INSTITUTE OF TECHNOLOGY
  1-color: Black
  2-color: PMS Red 186/Cool Gray 9

- IIT College of Architecture
  ILLINOIS INSTITUTE OF TECHNOLOGY
  PMS Red 186/White
  (shown on black background color)

**HORIZONTAL**

- IIT College of Architecture
  ILLINOIS INSTITUTE OF TECHNOLOGY

To download IIT signatures, go to: http://web.iit.edu/marketing-communications/resources/illinois-institute-technology-logos

The sub-unit signature is never to be reproduced without the Illinois Institute of Technology themeline.
If you need file formats other than those available online, or have questions about IIT sub-unit signatures, contact Marketing and Communications.
**Sub-Unit Identity Elements**

**Sub-Unit Signatures: Armour College of Engineering**

**ARMOUR COLLEGE OF ENGINEERING:**

**STACKED**

- **Reverse White** (shown on black background color)
- **2-color: PMS Red 186/Black**

- **1-color: Black**
- **2-color: PMS Red 186/Cool Gray 9**
- **PMS Red 186/White** (shown on black background color)

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To download IIT signatures, go to: [http://web.iit.edu/marketing-communications/resources/illinois-institute-technology-logos](http://web.iit.edu/marketing-communications/resources/illinois-institute-technology-logos)

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The sub-unit signature is never to be reproduced without the Illinois Institute of Technology themeline.

If you need file formats other than those available online, or have questions about IIT sub-unit signatures, contact Marketing and Communications.

---
CHICAGO-KENT COLLEGE OF LAW:
STACKED

1-color: Black

2-color: PMS Red 186/ Black

IIT Chicago-Kent College of Law

ILLINOIS INSTITUTE OF TECHNOLOGY

IIT Chicago-Kent College of Law

ILLINOIS INSTITUTE OF TECHNOLOGY

Reverse White (shown on black background color)

PMS Red 186/White
[shown on black background color]

CHICAGO-KENT COLLEGE OF LAW:
HORIZONTAL

1-color: Black

2-color: PMS Red 186/ Cool Gray 9

PMS Red 186/White
[shown on black background color]

To download IIT signatures, go to: http://web.iit.edu/marketing-communications/resources/illinois-institute-technology-logos

The sub-unit signature is never to be reproduced without the Illinois Institute of Technology themeline.
If you need file formats other than those available online, or have questions about IIT sub-unit signatures, contact Marketing and Communications.
## Sub-Unit Identity Elements

### Sub-Unit Signatures: College of Science

#### COLLEGE OF SCIENCE: STACKED

<table>
<thead>
<tr>
<th>1-color: Black</th>
<th>2-color: PMS Red 186/ Black</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reverse White (shown on black background color)</td>
<td>2-color: PMS Red 186/ Cool Gray 9</td>
</tr>
</tbody>
</table>

#### COLLEGE OF SCIENCE: HORIZONTAL

<table>
<thead>
<tr>
<th>Reverse White (shown on black background color)</th>
<th>2-color: PMS Red 186/ Cool Gray 9</th>
</tr>
</thead>
</table>

To download IIT signatures, go to: [http://web.iit.edu/marketing-communications/resources/illinois-institute-technology-logos](http://web.iit.edu/marketing-communications/resources/illinois-institute-technology-logos)

The sub-unit signature is never to be reproduced without the Illinois Institute of Technology themeline. If you need file formats other than those available online, or have questions about IIT sub-unit signatures, contact Marketing and Communications.
INSTITUTE FOR FOOD SAFETY AND HEALTH:
TAGLINE

Artwork above shows IFSH signatures both with and without taglines. For artwork or questions, contact Marketing and Communications.
Sub-Unit Identity Elements

Sub-Unit Signatures: Institute of Design

INSTITUTE OF DESIGN:
STACKED

IIT Institute of Design
ILLINOIS INSTITUTE OF TECHNOLOGY
Reverse White (shown on black background color)

IIT Institute of Design
ILLINOIS INSTITUTE OF TECHNOLOGY
2-color: PMS Red 186/ Black

1-color: Black

2-color: PMS Red 186/ Cool Gray 9

PMS Red 186/White
(shown on black background color)

INSTITUTE OF DESIGN:
HORIZONTAL

IIT Institute of Design
ILLINOIS INSTITUTE OF TECHNOLOGY

To download IIT signatures, go to: http://web.iit.edu/marketing-communications/resources/illinois-institute-technology-logos

The sub-unit signature is never to be reproduced without the Illinois Institute of Technology themeline.
If you need file formats other than those available online, or have questions about IIT sub-unit signatures, contact Marketing and Communications.
LEWIS COLLEGE OF HUMAN SCIENCES: STACKED

Reverse White (shown on black background color)

2-color: PMS Red 186/Black

LEWIS COLLEGE OF HUMAN SCIENCES: HORIZONTAL

1-color: Black

2-color: PMS Red 186/Cool Gray 9

PMS Red 186/White (shown on black background color)

The sub-unit signature is never to be reproduced without the Illinois Institute of Technology themeline. If you need file formats other than those available online, or have questions about IIT sub-unit signatures, contact Marketing and Communications.

To download IIT signatures, go to: http://web.iit.edu/marketing-communications/resources/illinois-institute-technology-logos
Sub-Unit Identity Elements | Sub-Unit Signatures: School of Applied Technology

SCHOOL OF APPLIED TECHNOLOGY: STACKED

1-color: Black

2-color: PMS Red 186/ Cool Gray 9

1-color: Black (shown on black background color)

2-color: PMS Red 186/ Black

SCHOOL OF APPLIED TECHNOLOGY: HORIZONTAL

1-color: Black

2-color: PMS Red 186/ Cool Gray 9

PMS Red 186/White

(Shown on black background color)

To download IIT signatures, go to: http://web.iit.edu/marketing-communications/resources/illinois-institute-technology-logos

The sub-unit signature is never to be reproduced without the Illinois Institute of Technology themeline.

If you need file formats other than those available online, or have questions about IIT sub-unit signatures, contact Marketing and Communications.
STUART SCHOOL OF BUSINESS:
STACKED

IIT Stuart School of Business
ILLINOIS INSTITUTE OF TECHNOLOGY
Reverse White (shown on black background color)

2-color: PMS Red 186/ Black

1-color: Black
2-color: PMS Red 186/ Cool Gray 9

PMS Red 186/White
(shown on black background color)

STUART SCHOOL OF BUSINESS:
HORIZONTAL

IIT Stuart School of Business
ILLINOIS INSTITUTE OF TECHNOLOGY

To download IIT signatures, go to: http://web.iit.edu/marketing-communications/resources/illinois-institute-technology-logos

The sub-unit signature is never to be reproduced without the Illinois Institute of Technology themeline.
If you need file formats other than those available online, or have questions about IIT sub-unit signatures, contact Marketing and Communications.
### Sub-Unit Identity Elements

#### OFFICE OF CAMPUS ENERGY AND SUSTAINABILITY:
- **Stacked and Horizontal**

#### CAREER SERVICES:
- **Stacked and Horizontal**

#### STUDENT ACCOUNTING:
- **Stacked and Horizontal**

#### EVENT SERVICES:
- **Stacked and Horizontal**

---

#### Departmental Signature Examples

<table>
<thead>
<tr>
<th>Office of Campus Energy and Sustainability</th>
<th>Student Accounting</th>
<th>Event Services</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Signature Example" /></td>
<td><img src="image2" alt="Signature Example" /></td>
<td><img src="image3" alt="Signature Example" /></td>
</tr>
<tr>
<td><img src="image1" alt="Signature Example" /></td>
<td><img src="image2" alt="Signature Example" /></td>
<td><img src="image3" alt="Signature Example" /></td>
</tr>
<tr>
<td><img src="image1" alt="Signature Example" /></td>
<td><img src="image2" alt="Signature Example" /></td>
<td><img src="image3" alt="Signature Example" /></td>
</tr>
<tr>
<td><img src="image1" alt="Signature Example" /></td>
<td><img src="image2" alt="Signature Example" /></td>
<td><img src="image3" alt="Signature Example" /></td>
</tr>
</tbody>
</table>
Typography
The Futura font family has been chosen not only for its appealing characteristics, but for its flexibility. Futura offers a wide variety of weights—from light to bold—for greater control of word emphasis at the various point sizes.

This font family can be used both for body text (Book and Light weights) and as display/headline text.

InDesign tracking for body text applications:
-5 kern .......... tightest
0 kern .......... optimal
+15 kern ...... loosest

H+J word spacing settings:
65 units .......... tightest
80 units ...... optimal
150 units ....... loosest

InDesign tracking for display text applications:
-8 kern .......... tightest
0 kern .......... optimal
+8 kern ...... loosest

H+J word spacing settings:
65 units .......... tightest
80 units ...... optimal
150 units ....... loosest

Due to the oddity of its shape, we recommend substituting the Futura family question mark (?) with the Universe family (?) (55-weight equals Futura Book).
The successful implementation of the identity program depends on you.

The Century Schoolbook font family has been chosen as a text font not only for its appealing characteristics, but for its easy legibility and reproducibility. The font also works well in conjunction with the Futura font used in display/headline text.

Century Schoolbook family offers a wide variety of weights—from regular to bold—for greater control of word emphasis at various point sizes. This font family should be used for body text only.

InDesign tracking for body text applications:

-5 kern........tightest
0 kern.........optimal
+15 kern.....loosest

H+J word spacing settings:

65 units........tightest
80 units.......optimal
150 units......loosest
When the Futura font family is unavailable, the Arial font may be substituted. The following situations are acceptable applications:

- internal departmental notices and memos;
- personalized faculty letterheads (for use in address block on the left margin);
- departmental Web postings;
- PowerPoint presentations. All external vendors shall use Futura in communications/design pieces. The Futura font cannot be purchased from M&C, but can be purchased from such vendors as AGFA Monotype. Users can contact us for further details, however.

The successful implementation of the identity program depends on you.
University-wide Applications
University letterhead, envelopes, and business cards can be ordered through the university’s online ordering system at officeservices.iit.edu/stationery.php

For IIT identity materials not available through the online system, contact Marketing and Communications.
Questions
The Illinois Institute of Technology Graphic 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.

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