

CS @ ILLINOIS

Branding Guide

Updated June 1, 2016



TABLE OF CONTENTS

| | |
|----|---|
| 3 | Overview |
| 4 | Wordmark |
| 6 | Campus & college branding relationships |
| 7 | Colors |
| 8 | Typography |
| 10 | Photography |
| 11 | Social media |
| 12 | Video |
| 13 | Presentations |
| 14 | Email marketing |

ABOUT CS@ ILLINOIS

CS@ ILLINOIS is one of the top departments for Computer Science education and research in the world. The department is home to faculty members researching all aspects of computer science, from systems and networking to artificial intelligence, and from graphics and human-computer interaction to database systems and information retrieval. CS@ ILLINOIS stands at the forefront of computing innovation in the 21st century.

Consistency, professionalism, and a coordinated look for our brand in both print and digital platforms helps promote our world-class reputation to students, alumni, peers, and partners.

We created this document to help communicate CS@ ILLINOIS branding guidelines to our communications partners. We need to ensure that our brand maintains a consistent look and feel no matter where in the world it is seen. This requires a dedication to branding standards among all of our partners.

BRAND ATTRIBUTES

- Consistent leader
- Distinguished legacy
- Entrepreneurial energy
- Part of Engineering at Illinois excellence

OVERVIEW

The CS @ ILLINOIS wordmark is the most immediate and recognizable representation of the department to the world. It is a valuable asset that must be used consistently in approved forms.

WORDMARK



The CS @ ILLINOIS wordmark is set in Lato Bold, available from Google Fonts. A single space is used on each side of the @ symbol. The entire wordmark should be presented in a single color. The wordmark may be reversed - presented as white text on a dark background.

WORDMARK



The extended wordmark adds "Computer Science" and can be used when the full department name is needed. "Computer Science" is half the point size of CS @ ILLINOIS. The baselines of each line are as far apart as the height of the letter "C" in "CS".

A space of at least one "C" height should be maintained between all other objects on all sides of the wordmark.

When used in body copy, it is preferable to use a single space on each side of the @ symbol. Line breaks within the wordmark should be avoided.

When displayed with the University of Illinois Block I, the Block I should be to the left of the wordmark, the same height, and at least one "C" width away from the wordmark.

WORDMARKS WITH IMARK

The regular or extended CS@ ILLINOIS wordmark can also be used with the University's IMark, in either a horizontal or vertical (centered) orientation.



CS @ ILLINOIS
COMPUTER SCIENCE



CS @ ILLINOIS
COMPUTER SCIENCE



CS @ ILLINOIS



CS @ ILLINOIS

WORDMARK ADDED TO OTHER MARKS

Sometimes the CS@ ILLINOIS wordmark is added to other marks. For example, a CS program could have its own wordmark:



CAMPUS AND COLLEGE BRANDING RELATIONSHIPS

It is important to maintain a relationship to the branding of Engineering at Illinois and the University of Illinois.

In addition to departmental branding, CS @ ILLINOIS uses the text treatment “ENGINEERING AT ILLINOIS” as a visual option to further tie together and strengthen our association with the College of Engineering.

College wordmark (text on a single line, displayed in Gotham bold, and in all capital letters)

ENGINEERING AT ILLINOIS

ENGINEERING AT ILLINOIS

CS @ ILLINOIS follows the guidelines of Public Affairs and brands up to the University of Illinois identity standards, using either the full mark or I mark in all of its print and digital marketing applications to position itself as a part of the larger University.

For more information about University of Illinois Identity Standards, visit:
<http://identitystandards.illinois.edu/>

For more information about College of Engineering branding, visit the Marketing and Communications website at:
<http://engineering.illinois.edu/marcom/>

The color scheme reflects the family of energetic blue tones established in existing CS@ ILLINOIS marketing materials. Orange facilitates a connection with University and College of Engineering branding. Bright secondary colors bring flexibility to the palette.

PRIMARY COLORS



CMYK: 85 0 0 0
RGB: 0 182 241
HEX: #00B6F0
PMS: 2995



CMYK: 100 86 24 9
RGB: 0 32 91
HEX: #002058
PMS: 281



CMYK: 24 17 14 50
RGB: 113 117 122
HEX: #71757A
PMS: Cool Gray 9C



CMYK: 0 76 100 0
RGB: 250 99 0
HEX: #FA6300
PMS: 166

SECONDARY COLORS



CMYK: 56 0 89 0
HEX: #70D651

RGB: 112 214 81
PMS: 7488



CMYK: 31 93 10 10
HEX: #A4307D

RGB: 164 48 125
PMS: 4648



CMYK: 3 32 100 0
HEX: #F4B21B

RGB: 244 178 27
PMS: 7409



CMYK: 24 17 14 0
HEX: #CED5DD

RGB: 206 213 221
PMS: 538

COLORS

TYPOGRAPHY

The following are the primary fonts used within our marketing materials. Both typefaces are available at [google.com/fonts](https://www.google.com/fonts), and are offered free of charge for use on the web and in print.

PRIMARY TYPEFACE: LATO

Lato has a strong structure that conveys stability and seriousness, and semi-rounded details that give a feeling of warmth.

CS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Lato Bold

CS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Lato Regular

CS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Lato Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Lato Regular Italic

SECONDARY TYPEFACE: OSWALD

Oswald is a reworking of the classic gothic typeface style. The characters of Oswald have been re-drawn and reformed to better fit the pixel grid of standard digital screens. Oswald's bold, condensed style is suitable for accent text in publications and on web sites, such as pulled quotes, or highlights.

Oswald will be used sparingly for accent text on the site. It will not be used for headlines, body copy, or navigation.

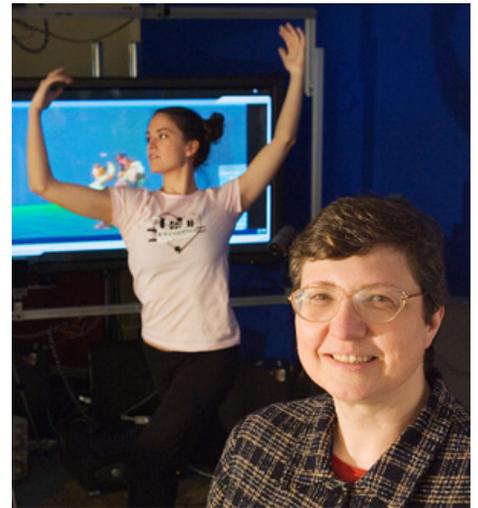
**“Computing is not about computers
any more. It is about living.”**

Pulled quote or highlight: Oswald Regular
24 pt : 27 pt leading

PHOTOGRAPHY

In most print publications and online, high quality professional photography is used when marketing CS @ ILLINOIS. All photos will be positive in tone, with rich color, proper lighting, and high resolution.

A less formal photo style is acceptable for social media. The goal is to achieve authentic, real-time, interesting images. Depending on audience and goal, these shots may be used in other digital or print media. These photos are shot by the CS @ ILLINOIS communications team and crowdsourced.



The strength of social media is in building real relationships between people. Social media enables us to easily connect with students, alumni, and other stakeholders around the world. Being effective communicators on social media requires commitment and consistency by defining clear goals and roles for managing our profiles.

Establishing a friendly, authentic voice fosters community and conversation. Analytic tools are used to measure our successes and failures. And we learn how to use the right social networks to engage our audiences with compelling content.

Coordinating graphics for social media will be provided after a design is established for the website. These will include appropriately-sized ID badges for Facebook, Twitter, and templates for cover photos for Facebook, YouTube, and other social media as needed.

Twitter

<https://twitter.com/IllinoisCS>

Facebook

<https://www.facebook.com/CSatIllinois>

Linked In

<http://www.linkedin.com/groups?gid=4531628>

SOCIAL MEDIA

VIDEO

From high-quality studio interviews to quick smartphone clips on the Quad, we use a wide range of video capture and production methods to share the lives and work of our amazing students, faculty, and alumni with the world. Our focus is on producing videos that tell compelling stories in concise, easy-to-consume segments. We want to share the ways our people innovate, discover, and lead the industry—not necessarily the technical details of their research project. We are interested in sharing real experiences.

Select videos will be stored and shared on the CS@ ILLINOIS YouTube channel. Other storage and delivery means have been used in the Department, such as Echo360.

Video bumpers will be provided for use on appropriate promotional videos for CS@ ILLINOIS.

Slide presentations provide powerful messages to engaged audiences. We have developed templates and best practices for digital presentations to promote and reinforce visual and message consistency. We create our presentations to feature:

- Concise and bold text, not lengthy and descriptive
- Breathable layouts
- Big, interesting images
- Simple infographics
- Branded fonts

When developing a slide presentation including facts and statements about CS@ ILLINOIS, we recommend using a provided departmental template, which will be designed to coordinate with the web site and other marketing materials.

PRESENTATIONS

We use the campus Webtools system for email marketing campaigns. We do this to best integrate with FACTS and the future advancement database. Additionally, Webtools provides a variety of resources for online and electronic communications.

We will design email template skins branded for CS@ILLINOIS communications with a variety of audiences. Group Manager is used for email groups, allowing easy access via Email+. Best practices include testing emails before sending and running analytics reports on all campaigns to measure success. We all benefit by sharing resources, including lists, skins, content, and schedules.

Our most effective emails are clearly written, branded with clarity, targeted for the right audience at the right time, and have a clear call to action.

EMAIL MARKETING