This visual framework is a basic reference for developing materials for Engineering at Illinois’ three areas of marketing focus: Advancement, Recruiting, and Reputation. These elements will help to promote the College in a consistent, professional, and coordinated manner in both print and digital platforms.
The College of Engineering brands up to the University of Illinois identity standards and uses 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.

**Primary campus logo** (two-color option)

Full mark

I mark

**Primary campus logo** (one-color options)

Full mark

I mark

As stand alone text, or in addition to the University I mark, the text treatment “ENGINEERING AT ILLINOIS” is also used as a visual option to further tie together and strengthen our messaging and brand.

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

ENGINEERING AT ILLINOIS

**College wordmark** (text with the addition of the I mark)

ENGINEERING AT ILLINOIS
**COLOR PALETTE**

We use the established University of Illinois orange and blue color palette. When using these colors on printed materials or in digital applications the following values should be used to ensure visual continuity and consistency.

<table>
<thead>
<tr>
<th>Print</th>
<th>Digital</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS</td>
<td>PMS</td>
</tr>
<tr>
<td>166</td>
<td>2767</td>
</tr>
<tr>
<td>CMYK</td>
<td>CMYK</td>
</tr>
<tr>
<td>0 76 100 0</td>
<td>100 90 10 77</td>
</tr>
<tr>
<td>RGB</td>
<td>RGB</td>
</tr>
<tr>
<td>250 99 0</td>
<td>19 41 75</td>
</tr>
<tr>
<td>HEX</td>
<td>HEX</td>
</tr>
<tr>
<td>#fa6300</td>
<td>#13294B</td>
</tr>
</tbody>
</table>

**TYPOGRAPHY**

The following are the primary fonts used within our marketing materials. Additionally, other fonts will be used to support various initiatives and messages for the College. These secondary fonts will be used infrequently to support messages with a significantly different tone.

**Gotham**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

0123456789

**FF Meta Serif**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

0123456789
Our College website and sites for affiliated units are vital tools for broadcasting our messages, accomplishments, and identity. To keep our brand strong, we follow previously stated logo, wordmark, color palette, typography, and photography guidelines. The voice used on the web conveys excellence, encouragement, comradeship, and doing the impossible. It is not elitist, cold, or unreachable. The goal of the site is to make readers feel welcome, to provide clear information, and to make navigation simple. This is done by providing:

- Clear main points
- Bulleted lists for readability
- Short paragraphs
- Highlighted information that provides depth and links to more content
- Constant maintenance and improvement

The Engineering IT Web Team offers a full suite of website design and consulting services for the College of Engineering. The IT Web Team has expertise in digital design, user experience, interface design, website and application development, and digital signage. The team supports websites developed in Drupal, Wordpress, and Dreamweaver, and provides many options for content management using both Portal tools and campus Webtools.

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PHOTOGRAPHY

In most print publications and online, high quality professional photography is used when marketing the College to ensure that it is presented in a consistent and high-impact manner. 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 Engineering Communications Office and crowdsourced.

WEB DEVELOPMENT

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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.

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<th>VIDEO PRODUCTION</th>
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</thead>
<tbody>
<tr>
<td>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 do the impossible—not the technical details of their research project. And we are much more interested in sharing real experiences than explanations of the College’s organization.</td>
</tr>
</tbody>
</table>

Facebook  Facebook Group: 2019  Twitter

Instagram  YouTube  Google+
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 have template skin designs branded for College, department, and unit communications. 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.

**PRESENTATIONS**

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 Engineering at Illinois, we recommend using the always-up-to-date template resources and information that we provide.

**EMAIL MARKETING**

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 Engineering at Illinois, we recommend using the always-up-to-date template resources and information that we provide.
The College of Engineering marketing and communications team creates print, digital, and social strategies and products that build our reputation and impact as one of the world’s very best engineering programs.

You can find marketing and communications resources and contact information for the team at:

engineering.illinois.edu/marcom