**USING THE MECHSE WORDMARKS**

Included on the MechSE website are 3 versions available for use (plus a link to the Illinois campus logos):

1. Mechanical Science and Engineering with the I Mark (black, white, or Illinois blue/orange)
2. Mechanical Science and Engineering without the I Mark (black, white, or Illinois blue)
3. MechSE/Mechanical Science and Engineering combo (black, white, or Illinois blue)

**STRATEGY: BRAND UP**

In 2008, the Chancellor and Provost directed all campus units to:

- Phase out the use of campus unit logos.
- Use only the campus logos.
- Refer to campus units with text only.
- Use a comprehensive visual identity.

“Branding up” means that campus units must use the Illinois logo and refer to the name of their unit in text instead of expending resources developing and maintaining individual logos and brands.

As good stewards of public funds, campus units should allow the university to shoulder the expense of developing, supporting, maintaining, and building the Illinois brand and use unit funds to focus on academics, research, and public engagement efforts.

Campus units should not expend resources to create campus unit logos. Instead, campus units should use a comprehensive visual identity for all communications materials that represents its unique products, services, and missions and distinguishes it from competitors. That visual identity should include the Illinois logo instead of a campus unit logo, allowing campus units to make an instant connection with audiences and harness the power of the Illinois brand. This strategy is best for the unit, the campus, and all stakeholders.

**OUTDATED MECHSE LOGOS—DO NOT USE**

This logo has long been retired—since the campus directed all units to do away with varied, inconsistent logos such as this one. No internal or external communications of any kind (including fliers, posters, signage, email signatures, etc.) should use these or any similar iterations. Please use any of the 3 campus/MechSE wordmark options that you see on the MechSE website.

**‘ILLINOIS’ vs. ‘UIUC’**

The University of Illinois at Urbana-Champaign no longer refers to itself as UIUC. In text, acceptable references include: University of Illinois at Urbana-Champaign; Illinois; U of I (for in-state and alumni audiences); and Urbana or the Urbana campus (to distinguish this campus from the Springfield and Chicago campuses). The name “University of Illinois” should be reserved for use in those instances when one is referring to the University as a whole, the Board of Trustees, or the central administration of the University.
**BACKGROUND**

**Instant recognition**
The campus logos were created in 1997 to reflect the strong attributes of this campus: excellence, rich history, creativity, and tradition. Since then, its recognition among key audiences has risen significantly.

**Research data**
In 2006, the Survey Research Lab conducted a brand perception survey that showed the names “University of Illinois” and “Illinois” were recognized as the Urbana-Champaign campus by all the university’s key audiences. Those familiar with the university indicated that the [Illinois logo](#) and the [I Mark](#) best represent this campus.

**A familiar, constant symbol**
It’s not surprising that faculty and students see the I Mark as familiar; it is found on campus building signs, parking meters, cars, historical markers, banners, merchandise, advertisements, and print publications. The I Mark is seen throughout the state on license plates and Illinois Extension signs and communications materials. It is seen nationally in print and on television in messages broadcast during halftime at sporting events. It travels the world via the web and as part of international marketing materials.

The consistent use of the campus logos continues to add value by associating the efforts of individual campus units with the overall excellence of the university. Despite the changes that are a natural part of a university environment, the campus logos remain a constant symbol recognized by our audiences.

**Development**
The campus has invested significant resources to create and refine the campus logos so that they may be used effectively in all campus print and electronic communications media. These logos visually reinforce each other to build instant recognition so audiences know at first glance the information comes from the university. [Read a history of the campus logo design process](#).

Currently, the campus community sends multiple communication materials with multiple messages to multiple audiences. Consistent use of the campus logo creates visual consistency in the effect the university has on those audiences. This means that a person who receives an e-newsletter from the Chancellor, visits a college website, and receives a publication from any campus unit can see how the tremendous breadth and depth of our premier research, teaching, and public engagement efforts are interconnected.

The campus has invested and continues to invest in maintaining the campus logos. Support includes trademark and other legal protections, design services, resources, tools, technical support, and personnel to ensure the logos are used consistently and with integrity. Alterations to the campus logos, although typically made with the best of intentions, diminish recognition and value. In fact, logos that are similar but vary from the campus logos create confusion and force audiences to determine if the logo’s connection to the university is true. That’s why campus administration provides the tools and standards to make it easy to use the campus logos correctly.

Using the campus logos allows campus units to benefit from a mark that has proven recognition with key audiences. It allows campus units to associate with the strengths of their university peers and to take advantage of the funds and the support system the university has already provided and will continue to provide.

**Stronger together**
Campus units are encouraged to use a comprehensive visual identity and consistent messages to show the strengths of your organization and differentiate it from your competitors. Use the campus logos to connect your strengths with those of your campus peers.

Together, we strengthen the value of the university's efforts by connecting the world with the breadth and depth of the excellence we provide together as a world-class university.
WHAT A LOGO IS

A logo serves as visual shorthand for an organization, product, or service. A logo is less important than the product it signifies; what it means is more important that what it looks like. A logo derives its meaning from the quality of the thing it symbolizes, not the other way around.

At first glance, logos appear to require little time and effort to create. This is an illusion. Well-designed, memorable logos are created through a complex process involving hours of research, design, feedback, redesign and refinement, administrative approval, and incorporation and implementation into a larger identity system.

Examples

A. This is not a logo because the graphic and the text are separated by enough space that they don't form a visual unit and the typeface used for the text “Public Affairs” has not been modified to make it a word mark. Note that more space between the I Mark and the name of the unit is strongly preferred. Think of the I Mark or campus logo and the text of the name of the campus unit as two separate and distinct design elements.

B. This is also not a logo because there is no graphic and the typeface used for the text has not been stylized to create a wordmark.

C. This is a logo because the text, although it is in a standard typeface, has been closely associated with the I Mark to form a visual unit. It also is a logo because it serves as visual shorthand for an organization. Avoid this construct.

D. This is a logo. While the I Mark has been separated from the text by the minimal buffer zone, the text has been modified to create a wordmark, among other reasons. This is essentially an old version of a unit logo with the I Mark simply moved to the left. Avoid this construct and similar constructs.

Typefaces

The primary typefaces for the campus logos are Adobe Garamond and Univers 55. Adobe Garamond is used for the “Illinois” element and Univers 55 is used for the campus name in the Urbana-Champaign logo.

The use of Adobe Garamond for the body text of official campus publications is encouraged, but is not required. If you do not have Adobe Garamond, you may substitute Times or Times New Roman.

The use of Univers 55 for heading levels in official campus publications is encouraged, but is not required. If you do not have Univers 55, you may substitute Helvetica or Arial.
ADDITIONAL RESOURCES
Correct use examples:
http://www.identitystandards.illinois.edu/graphicstandardsmanual/generalguidelines/correctuse.html

Incorrect use examples:
http://www.identitystandards.illinois.edu/graphicstandardsmanual/generalguidelines/incorrectuse.html

Campus color palettes:
http://www.identitystandards.illinois.edu/graphicstandardsmanual/generalguidelines/colors.html

Resources for additional media (campus PowerPoint templates, research posters, etc.):
http://www.identitystandards.illinois.edu/graphicstandardsmanual/othermedia/othermedia.html