

Illinois Central College

Graphic Identity Guidelines



Dear Illinois Community College family,

We're beginning a new approach to promoting our college with the approval of our new logo. We are going to consciously work together to provide a consistent image of the college in our printed materials, web site, and advertising. That means that we protect our logo and our college name in the same way major companies and organizations do – we follow the rules that have been defined for the use of our logo.

The following information tells you how to use and not use our logotype, word mark, and service mark. As employees of the college, we expect you to follow these rules when you produce any materials. Like any Fortune 500 company or any other organization that has a brand, we also require our vendors to follow this policy on use.

By following these use instructions, you help assure that our college is promoted in a consistent and recognizable way. This is so vital to our efforts to positively support our college image that any materials that do not follow these guidelines will not be allowed to be produced. If you have questions about these specifications, please call the Marketing and Communications Department at 694-5596.

Thank you for your cooperation as we introduce our new logo.

Sincerely,

A handwritten signature in cursive script that reads "John S. Erwin".

John S. Erwin, Ph.D.
President

In May 2004, the Illinois Central College Board of Trustees approved a new logo. In July, the college implemented guidelines for using the logo.

To make sure our audiences immediately and always associate our logo with our college, everyone in the college must use the logo artwork consistently.

The rules for using our logo are defined in the ICC Graphic Identity Policy. The Graphic Identity Policy includes the creative logic of the logo, approved colors and typefaces, and how the logo can be used in documents, signs, shirts, etc.

When you order materials through an outside vendor, you must include the Graphic Identity Policy with your order. Our vendors are required to follow the policy for using our logo. This is standard procedure among organizations and businesses that have policies for use of their logo.

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Illinois
Central
CollegeSM

Word Mark



Logotype



Service Mark

Creative Logic

The “creative logic” of the logo explains what the graphic elements of the logo mean. The creative logic is rarely used in publications or applications of the logo. However, if people ask what the logo represents, the creative logic provides the information we need to explain it.

The “I” in our logo stands for the “I” in Illinois. Beyond this obvious symbolism, the “I” has been stylized to look somewhat like a person. This design element represents each individual who is part of ICC, whether the person is a student, employee, alumni, or board member. The “I” illustrates our focus on people. It reflects our mission of helping our students reach their full potential. But it also shows that each of us shares in the responsibility of serving our students and community. The “I” also stands for our alumni and board members, who are visible in our community and who serve the college by the work they do.

The two curved lines are stylized “C’s.” They stand for the “C’s” in Central College. The “C’s” together look like a path or roadway. They encircle the “I”, or person, and move upward to the horizon. These elements stand for the path of learning. The strong motion to the horizon represents ICC’s role in helping others create enriched futures.

Elements of the Logo

The logo has different parts:

- The words, including the typeface, of the design.
When used separately, this is referred to as the **word mark**.
- The graphic, or picture, part of the design
When used separately, this is referred to as the **logotype**.
- The words AND graphic
When used together, are referred to as the **service mark**.

Each can be used as a stand alone element to represent the college. However, there are guidelines for when and how each can be used. The word mark, logotype, and service mark are collectively called the **ICC graphic identity**.

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The Colors

Colors are an important part of building recognition for a logo, word mark, and service mark. For example, companies like Caterpillar Inc.[®], Coca-Cola[®], and BP[®], use specific colors to represent their logos. You'll see Cat marks in Cat yellow and black or in all black, but never in purple or green. The same is true of Coca-Cola red.

Allowable colors for the ICC logo are:

- Pantone Matching System (PMS) 288 blue.
- All black when PMS 288 is not available

Occasionally materials will be printed in one ink color that is not black or PMS 288 blue. Only when black or PMS 288 blue color are not being used can you print the logotype, word mark, or service mark in a color other than black or PMS 288.

LOGO COLOR
PMS 288 Blue

SOLID COLOR

The ICC logotype, word mark, or service mark always must be printed in a solid color. This means you cannot "screen" the logo. Screening is the process of printing something as a grayscale or a percentage of a solid. This also means that you cannot use the logotype, word mark, or service mark as an outline or with a shadow attached to it. Finally, you cannot use rainbow or multiple colors in the logotype, word mark, or service mark or other effects that reproduce in anything but a solid color.

REVERSE PRINTING

Sometimes the logotype, word mark, or service mark appears as part of a dark background. For example, you may want to use the logo on a navy blue t-shirt or on paper where the background is black. In cases like these, the logotype, word mark, or service mark may be reproduced in white.

If you want to use any other colors for the logotype, word mark, or service mark you **MUST** receive approval from the ICC Marketing and Communications Department.

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Sizing the Elements

MINIMUM SIZE

The logo should not be used at a size smaller than 3/4" (0.75) in height, measuring from top of "i" to baseline of the word "College".



Illustration A

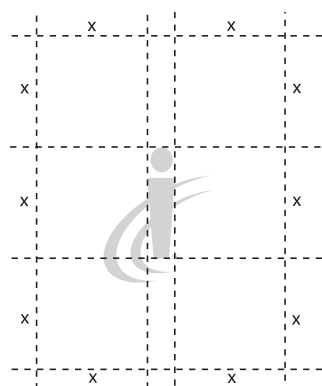


Illustration B



Illustration C

SERVICE MARK

The logotype, the word mark, and the service mark are all registered with the State of Illinois as service marks of the college. As such the letters "SM" must always appear when using the logotype, word mark, or service mark of the college.

As registered marks of the college, ICC has the right and responsibility to ensure that the logotype, the word mark, and the service mark are used consistently with the guidelines submitted to the state. No one within the college has permission to use the logotype, word mark, or service mark in ways that are not consistent with this Graphic Identity Policy. Likewise, no one outside of the college has permission to use our logotype, word mark, or service mark without the expressed permission of the Marketing and Communications Department. **Misuse of the logotype, word mark, or service mark can result in legal action for those outside of the college or disciplinary action for those within the college.**

ISOLATION AREA

To make sure the ICC graphic elements are easily seen and identified, we need to create space around each.

There should always be a clear space surrounding the Illinois Central College service mark. The clear space surrounding the service mark should be equal to height of the letter "I" in Illinois or the letter "C" in College (as shown in illustration A).

The logotype, when used separately, must always be surrounded by free space equal to the height of the "I" (as shown in illustration B).

When using just the word mark, the clear space surrounding the service mark should be equal to height of the letter "I" in Illinois or the letter "C" in College (as shown in illustration C).

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Graphic Identity Guidelines

Violations of the Graphic Identity Policy

Using the logotype, word mark, and service mark appropriately builds and strengthens the ICC identity. The following are examples of clear violations of the policy through misuse of the logotype, word mark, or service mark, but is not all inclusive. Violations of the policy can result in loss of budget support, removal of the offending materials from public distribution, or legal action in the case of outside vendors. If you're not sure about using the logotype, word mark, or service mark in a certain way, contact the Marketing and Communications Department.



The logotype, word mark, or service mark **SHOULD NEVER** be outlined, circled or distinguished from its background by anything other than its color.



Parts of the logotype (the "I" or the "CC's, for example) **SHOULD NOT** be used as separate pieces.



The logotype, word mark, or service mark **SHOULD NOT** be distorted, stretched or manipulated in any way so that the original proportions are changed.



The logotype, word mark, or service mark **SHOULD NOT** be encumbered or have the space around it invaded by other visual elements.



Words or other designs **SHOULD NOT** be added to any parts of the ICC graphic identities.



Elements of the ICC graphic identity **SHOULD NOT** be used at an angle.

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DO NOT use the logotype, word mark or service mark with low resolution, jagged edges, or one downloaded from the college web site



The typeface of the word mark and service mark **SHOULD NOT** be changed.



Elements in the graphic identity **SHOULD NOT** be printed in more than one color. The acceptable colors for the graphic identities have been described earlier.



DO NOT use the logotype, word mark or service mark without the registered "SM".

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College Typefaces for Documents

Even though our computer word processing programs give us a variety of choices, when using the college stationery, either **Times New Roman** or **Franklin Gothic** should be used. Times New Roman is the default typeface in your Word program. Franklin Gothic is a complementary typeface with a wide variety of styles that can be used for headings, photo captions, tables, etc.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz@
1234567890

Franklin Gothic

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz@
1234567890

Times New Roman

*ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz@
1234567890*

Franklin Gothic Book Oblique

*ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz@
1234567890*

Times New Roman Italic

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz@
1234567890**

Franklin Gothic Demi

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz@
1234567890**

Times New Roman Bold

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Graphic Identity Guidelines



Suggested Letter Format

Day-to-day correspondence reinforces our college identity. Following are suggested type and margins for the standard college letterhead.