

ILLINOIS TECH

Branding Guide and **Graphic Standards Manual**



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BRANDING GUIDE

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How to Use This Manual

The *Illinois Institute of Technology University Branding Guide and Graphic Standards Manual* has been created to protect the visual identity and articulate the brand of the institution. This guide is intended to ensure that the public face of the university reflects Illinois Tech’s mission and vision—and through consistent use of logos, specific words, and images we will continue to distinguish the Illinois Tech brand in today’s highly competitive educational marketplace.

The manual contains background on the university’s 2017–18 branding exercise and the resulting standard graphic elements of the Illinois Tech identity system. These guidelines include historical and contextual references that inform the brand, and are aimed at conveying the image of one unified university.

Mallik Sundharam

Vice President for Enrollment Management and Student Affairs
Illinois Institute of Technology

Contact the Office of Marketing and Communications (marketing@iit.edu or 312.567.5777) 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 Computing, Institute for Food Safety and Health, Lewis College of Science and Letters, Institute of Design, and Stuart School of Business, as well as all departments and offices throughout the university.

University Mission and Values

University Mission

To provide distinctive and relevant education in an environment of scientific, technological, and professional knowledge creation and innovation

Illinois Tech's mission statement captures explicitly the character of the education paradigm that Illinois Tech's academic units are contributing in both education and research. The key word is **relevant**: embracing the faculty's commitment to providing an education that focuses on preparing our students for fulfilled lives after graduation and for careers that contribute to solving important problems facing humanity.

We are a supportive and collaborative community where students, faculty, staff, and alumni are valued and respected. We appreciate that our community comes from many backgrounds and many parts of the world. We embrace the contributions that differences offer, as diversity of thought and experience allows excellence to flourish. We are committed to providing a working and learning environment in which all members of our community are able to realize their full potential. Our mission will be carried out within this context.

Vision

Illinois Tech will be internationally recognized in distinctive areas of education and research, using as its platform the global city of Chicago, driven by a professional and technology-oriented focus, and based on a culture of innovation and excellence.

University Brand Messaging

Brand Message

Illinois Tech's overarching brand message defines the university's position in the higher education marketplace. This message is the foundation of our brand promise. The brand message follows:

Based in the global metropolis of Chicago, Illinois Tech was born to liberate the power of collective difference to advance technology and innovation for all. It is the only tech-focused university in the city, and it stands at the crossroads of exploration and invention, advancing the future of Chicago and the world. Its graduates lead the state and much of the nation in economic prosperity. Its faculty and alumni built the Chicago skyline. And every day in the living lab of the city, Illinois Tech fuels breakthroughs that change lives.



Brand Pillars

Illinois Tech's brand message is composed of four brand pillars. The Illinois Tech community has identified these pillars as the qualities that make the university distinctive. The pillars are defined as follows:

Chicago's Tech University

Illinois Tech is the only tech-focused university in the Chicago area. From skyscrapers to startups, Illinois Tech has fueled the city's rise as a global metropolis.



Opportunity and Value

Illinois Tech is an engine of opportunity, providing the best ROI in the state and among the best in the nation.

Active Learning

At Illinois Tech, students learn by creating, inventing, and solving—not just in the classroom.



Power of Difference

Illinois Tech was born to liberate the power of collective difference to advance technology and innovation for all.

University Brand Messaging

These brand pillars are inherent to Illinois Tech, dating back to the university's founding in 1890. The university's creation story is reflected in each pillar. The creation story and foundational pillars are further described as follows:

In 1890 Frank Wakeley Gunsaulus delivered a bold sermon imagining a new kind of university in the great city of Chicago. He found a champion in the meatpacking pioneer Philip Danforth Armour Sr., who offered the means to make the university known today as Illinois Institute of Technology a reality.



Frank Wakeley Gunsaulus

- **Chicago's Tech University**—*The vision of Gunsaulus and Armour was to create a university on the South Side of Chicago that would educate people to support Chicago as a leading city of industry. Today Chicago is recognized as a great global city and Illinois Tech as a nationally ranked, tech-focused research university. From skyline to the technology ecosystem, Illinois Tech is at the center of Chicago's rise.*
- **Opportunity and Value**—*Economic opportunity and prosperity for young people in Chicago and across the country have been woven in the fabric of Illinois Tech from the very beginning. Gunsaulus issued the following challenge to the wealthy elite of his day: provide \$1 million and we will educate the children of meatpackers to be engineers and scientists. In 1890 the Armour family provided the first resources for Illinois Tech to grow into a nationally ranked research university. Today Illinois Tech leads the state in providing economic opportunity and is second in the nation in overall economic mobility among highly selective universities.*
- **Active Learning**—*Gunsaulus and Armour wanted to create a university that would prepare students for applied and practical roles in a changing industrial society. Later the university furthered this notion of applied education with the adoption of Bauhaus tenets, which focus on hands-on learning that emphasize design and building experience and the ability to make things. Since the very beginning Illinois Tech has driven innovation through practical learning with real-world impact.*
- **Power of Difference**—*We are a campus with a calling: to liberate the power of difference and collectively advance innovation that is just, equitable, and empowering for Chicago and communities around the world. We are representatives in technology, a collective of people of all backgrounds, working together toward a common goal. We are called to convene, represent, and amplify the voices of those who go unheard in the halls of technology, working side-by-side with those who already have a seat at the table.*

Illinois Tech Tagline

The Illinois Tech tagline is as follows:

Discover. Create. Solve.

This tagline represents the Illinois Tech experience for students, alumni, faculty, staff, and partners. It is the outcome of the Illinois Tech brand promise.

In running copy and graphically, each of the words in the tagline is capitalized and followed by a period and one space. Additional details about graphic treatment of the tagline are offered in the section regarding university logos beginning on page [1.3](#).

The tagline will be seen ONLY with the Illinois Tech logo, and it should never stand alone.

Official University Name

The full official name of the university is **Illinois Institute of Technology**; this name is never preceded by *the*. On second and subsequent references, the shorter, informal name **Illinois Tech** is appropriate.

Illinois Tech may serve as the primary usage in certain instances such as admission and athletics materials. **The acronym IIT should be avoided.**

For more information consult the *Illinois Tech Editorial Style Guide*.



To view the *Illinois Tech Editorial Style Guide*, go to:

<https://www.iit.edu/marketing-communications/resources/editorial-style-guide>

Boilerplate Description

A standard (or boilerplate) description of the university offers a useful, brief, consistent explanation of Illinois Tech for all audiences. Examples of communications in which this may be used include PowerPoint presentations, research papers, press releases, publication mastheads, and the like. Approved boilerplate language is as follows:

Illinois Institute of Technology, also known as Illinois Tech, is a private, technology-focused research university. Based in the global metropolis of Chicago, Illinois Tech is the only university of its kind in the city. It offers undergraduate and graduate degrees in engineering, computing, architecture, business, design, science and human sciences, and law. Illinois Tech students are guaranteed hands-on experiences and personalized mentorship leading to job readiness through the university's one-of-a-kind Elevate program. One of 22 institutions that comprise the Association of Independent Technological Universities (AITU), Illinois Tech provides an exceptional education centered on active learning, and its graduates lead the state and much of the nation in economic prosperity. At Illinois Tech students are empowered to discover, create, and solve, and thus uniquely prepared to succeed in professions that require technological sophistication, an innovative mindset, and an entrepreneurial spirit.



To download the boilerplate description, go to:

<https://bit.ly/2MBkkcD>

Brand Messaging Resources

Keywords

Keywords evoke a brand, describing how it is set apart. Illinois Tech's keywords articulate what is special about our university, and they shape the lexicon of our community—the people who share our beliefs and speak our language.

These keywords and phrases should appear regularly in communications about Illinois Tech.

- *Active learning*
- *Chicago's tech university*
- *Collaboration*
- *Create*
- *Design thinking*
- *Discover*
- *Economic opportunity*
- *Elevate*
- *Entrepreneurship*
- *Future focused*
- *Global and diverse*
- *Illinois Tech*
- *Ingenuity*
- *Innovation*
- *Invention*
- *Multidisciplinary*
- *Practical innovation*
- *The power of collective difference*
- *Private/nonprofit*
- *Purpose-driven university*
- *Relevant*
- *Research from year one*
- *Scarlet Hawks*
- *Socially minded student body*
- *Solve*
- *Team building (IPRO)*
- *Technology for all*
- *Twenty-first century*
- *Value and opportunity*



University Purpose

Purpose Is the Big “Why”

It’s what we were born to do. Our purpose is our highest calling that lives above what we do and how we do it. It is the reason that our organization exists and what would be missing from the world if it didn’t. Embedded in our DNA, purpose is the throughline across our organization that builds the Illinois Tech brand, cultivates our culture, and powers our community.

Illinois Tech’s Purpose Ecosystem



The purpose hub drives and guides the foundation layer of the organization: culture, brand, and business. The formation layer is the values, tenets, and mission that guide Illinois Tech. The expression layer is the behaviors, touchpoints, and operations that drive Illinois Tech.

Illinois Tech's Purpose Statement

We were born...

**To liberate the power of collective difference
to advance technology and innovation for all.**

Purpose Manifesto

We were born different.

We were not born a land grant university.

We were not born a university for society's elite.

We were not born a university with a specific religious affiliation.

But we were born with a “Million Dollar Sermon.”

In 1890, when advanced education—particularly technology-specialty education—was denied to the underrepresented in society, Chicago minister Frank Wakeley Gunsaulus delivered what came to be known as “The Million-Dollar Sermon.”

From the pulpit of his Chicago South Side church, near the site that Illinois Institute of Technology now occupies, Gunsaulus said that with a million dollars he could build...

A college where **students** from all walks of life could learn to think by doing in practical, not just theoretical, terms.

A college that would give **employers** a steady supply of problem-solving and innovative professionals to meet the sophisticated workforce needs of the era.

A college whose **alumni** of all backgrounds including the underrepresented in technology could achieve professional and economic advancement for the benefit of themselves and their families.

Inspired by Gunsaulus's vision, Philip Danforth Armour Sr. answered that call and gave \$1 million to found what became Illinois Institute of Technology.

Yes, we were born different.

University Purpose

This is why diversity at Illinois Tech is a way of life—we were born with it. Inclusion is the centerpiece of our culture—we were born with it. Embracing being different is more than a modernizing initiative—we were born with it.

In fact, it is easy to be different at Illinois Tech—because here everyone is different.

And becoming skilled at innovating with those who are different is the heartbeat of our culture—and is also the professional workplace culture of the future.

This is why we are not newly called, like most other universities, to become more diverse and inclusive.

We answered that call the day we were born and opened our doors—to **everyone**.

So what are we called to do?

We were born...

**To liberate the power of collective difference
to advance technology and innovation for all.**

That is our purpose, our passion, and our promise.

We are a campus with a calling.

We are not just students, or faculty, or staff. We are representatives in technology, a collective of people of all backgrounds, working together to advance technology and progress for all. We are called to convene, represent, and amplify the voices of those who go unheard in the halls of technology working side-by-side with those who already have a seat at the table.

The universities and workplaces of the future will be what Illinois Tech has always been: a collaboration of those who have inventive minds, empathetic hearts, and ingenious spirits that innovate because of their unique and powerful differences, not their sameness.

Yes, at Illinois Tech we were born with a calling. To liberate the power of difference and collectively advance innovation that is just, equitable, and empowering for Chicago and communities around the world.

If you are longing to answer your own calling, then come join our community. Because we are a campus with a calling. We are Illinois Tech and we are different, together.

We were born to create a future when...

University Purpose

The power of collective difference drives a more equitable, just, and sustainable world through technology.

Our Purpose Defined

We were born...

To embrace and amplify the full potential of students, staff, faculty, and alumni.

Bringing together the power of all of our differences across our community: different people, backgrounds, and experiences.

To liberate the power of collective difference to advance technology and innovation for all.

To create, to advocate, and to innovate together.

When everyone is represented in the process of innovation, everyone will be better served by the innovation itself.

Purpose Expressions

Although we have our formal purpose statement above, there are many ways to express the essence of our purpose for context and concision. We've included some examples below:

EXPRESSION 1: To harness the power of collective difference.

EXPRESSION 2: To drive innovation through the power of collective difference.




EXPRESSION 3: To bring together the power of collective difference to create technology for all.



1

Universitywide Identity Elements

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

	Spot Color Version	4-Color Process Matching	RGB Color Values	Hex Colors
	Illinois Tech Red: PMS® 186	Cyan 12% Magenta 100% Yellow 91% Black 3%	Red 204 Green 0 Blue 0	#CC0000
	Illinois Tech Gray: PMS® Cool Gray 9	Cyan 56% Magenta 46% Yellow 44% Black 10%	Red 118 Green 119 Blue 123	#76777B
	Illinois Tech Black: Process Black <i>For use on large areas of black</i>	Cyan 0% Magenta 0% Yellow 0% Black 100% Cyan 40% Magenta 0% Yellow 0% Black 100%	Red 0 Green 0 Blue 0	#000000


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 percent accuracy through the four-color process tint method.

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/Black 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.

	PMS 130, with CMYK and RGB values, is an alternate color palette that complements the official university colors, and has been utilized, for example, in the athletics department Scarlet Hawk logo.		
	4-Color Process Matching	RGB Color Values	Hex Color
	Cyan 0%	Red 255	#FF9900
	Magenta 47%	Green 153	
	Yellow 100%	Blue 0	
	Black 0%		

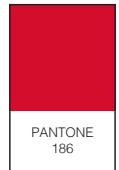
Illinois Tech Wordmark

The Illinois Tech wordmark is the new branding symbol for the university.
See the below representative examples for usage guidelines.

PRIMARY MARK VERSION

The horizontal wordmark is the *primary mark* and should be used in all applications for identifying the university.

ILLINOIS TECH



ILLINOIS TECH

ILLINOIS TECH

ILLINOIS TECH

ILLINOIS TECH

Alternate color break applications.

STACKED AND CENTERED VERSION

ILLINOIS TECH

The vertically stacked and centered wordmark should be used only in applications that will not accommodate the horizontal version. *This version should always appear centered.*

ILLINOIS
TECH

ILLINOIS
TECH

ILLINOIS
TECH

Alternate color break applications.



To download these signatures, go to:

<https://www.iit.edu/marketing-communications/resources/logos>

Illinois Tech Wordmark and Tagline

The Illinois Tech tagline should appear ONLY with the primary mark and not alone.

Based on its application, the tagline can appear either to the right or centered beneath the primary mark.

TAGLINE USAGE HORIZONTAL

ILLINOIS TECH

Discover. Create. Solve.

ILLINOIS TECH

Discover. Create. Solve.

ILLINOIS TECH

Discover. Create. Solve.

ILLINOIS TECH

Discover. Create. Solve.

TAGLINE USAGE STACKED

ILLINOIS TECH

Discover. Create. Solve.

ILLINOIS TECH

Discover. Create. Solve.

ILLINOIS TECH

Discover. Create. Solve.

ILLINOIS TECH

Discover. Create. Solve.



To download these signatures, go to:

<https://www.iit.edu/marketing-communications/resources/logos>

Illinois Tech Wordmark Usage Violations

The Illinois Tech wordmark should not be recreated or distorted in any way. The wordmark must not be reproduced with unusual color combinations or textures. See *the below representative examples*.

ILLINOIS TECH

⊘ Do not change the wordmark's fonts.

ILLINOIS TECH

⊘ Do not distort any part of the wordmark.



⊘ Do not place the wordmark over a heavily patterned photograph.



⊘ Do not place the wordmark in tightly confined shape.

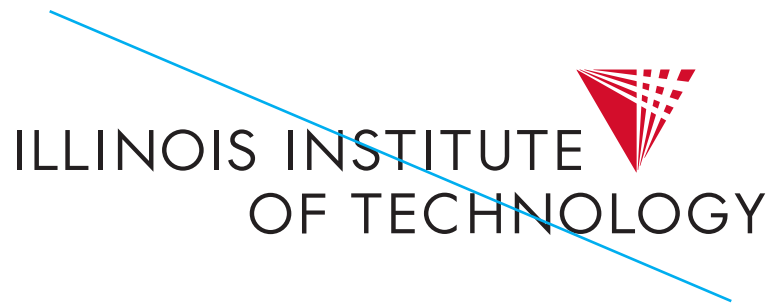


⊘ Do not change any of the colors assigned to the wordmark.

Illinois Institute of Technology “Triangle” Logo Usage

As the university transitions to the use of the Illinois Tech wordmark as its identifying brand, the Office of Marketing and Communications has phased out the use of the existing “triangle” logo.

Effective 2022, the triangle logo should not be used.



Signature Print Reproduction Minimums

SMALLEST SIZE STACKED VERSION

Minimum reproduction size 1.65"



REVERSE SMALLEST SIZE STACKED VERSION

Minimum reproduction size 2.0"



SMALLEST SIZE HORIZONTAL VERSION

Minimum reproduction size 2.0"



REVERSE SMALLEST SIZE HORIZONTAL VERSION

Minimum reproduction size 2.1875"



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 percent 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 the Office of Marketing and Communications for more details.

Varsity Athletics Branding (Scarlet Hawks)

Varsity athletics at Illinois Tech use Scarlet Hawk branding. Use of this logo and its unique elements outside of athletics branding requires permission from the Office of Marketing and Communications.

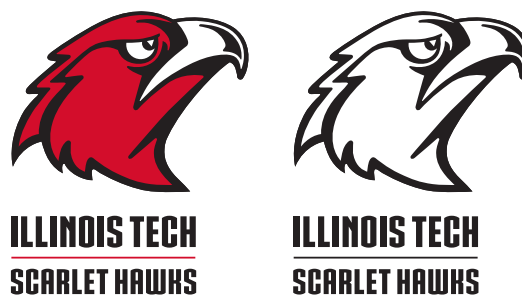
UNIVERSITY TEAM LOGO



UNIVERSITY TEAM LOGO BY SPORT



1- AND 2-COLOR VARIATIONS



Illinois Institute of Technology Official Seal



Minimum reproduction size
.75" diameter



Alternate color option:
PMS 186 and Process Black
screened to 45% and 10%

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. It may be used only with the approval of the Office of Marketing and Communications.

Its symbols represent the merger of Armour (flame), Lewis (tree) and Chicago-Kent (book).

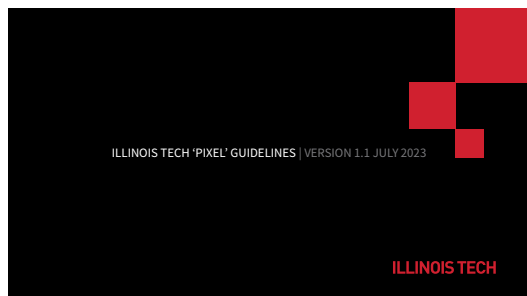
The seal is **not** to be used as a design element, except by the Office of the President.
The seal may be used as a donor-recognition element.

The seal shall **not** be used without permission for flags, banners, or other promotional items.
Instead, elements of the institutional signature should be used for these purposes.

Visual Style Element

To help ensure seamlessness across a variety of digital and print marketing and communications pieces, a new visual style element was implemented in mid-2023. This visual style is a supplement to this brand guide and should be used where appropriate.

[View](#) the visual style toolkit.



PIXEL BASICS: PIXEL ACTIVATION AND IDENTITY ELEMENTS

Styles of pixel groups.

The below sketches show the primary treatment styles of the pixel systems. These examples show groupings. The pixel 'group' can be made as follows:

Level 1. Message One Pixel | Headline and identity are contained in one pixel (up or down) without defining size ratio.

Lorem ipsum dolor sit amet.



Level 4. Signature Four Pixels | Pixel group A containing the Illinois Tech tagline, organic placement. The fourth pixel size can be modified.



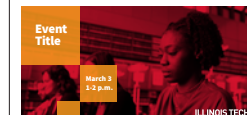
ing; one pixel (minimum, used for the Illinois Tech identity, graphic element such as an icon or phrase); three pixel elements, which is the standard use; or

Level 2. Containment Two Pixels | Pixel grouping without defining the size ratio.



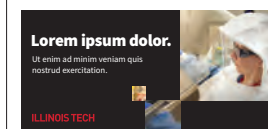
adding a fourth pixel that can be enlarged in either X-Y axis to accommodate the tagline or larger image field. See watch-outs in section 3.

Level 3. Containment Three Pixels | Pixel group A containing a simple text or iconography.



PIXEL COLOR OPTIONS:
• RED
• WHITE
• YELLOW

Level 5. Embed Three Pixels | Pixel group B (38% ratio) containing a single image.



BACKGROUND COLOR OPTIONS:
• WHITE
• BLACK
• IMAGE

1.5

ILLINOIS TECH PIXEL DESIGN GUIDELINES 2023

2

Sub-Unit Identity Elements

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 Computing, Institute for Food Safety and Health, Institute of Design, Lewis College of Science and Letters, and Stuart School of Business, as well as all institutes, departments, and offices throughout the university.

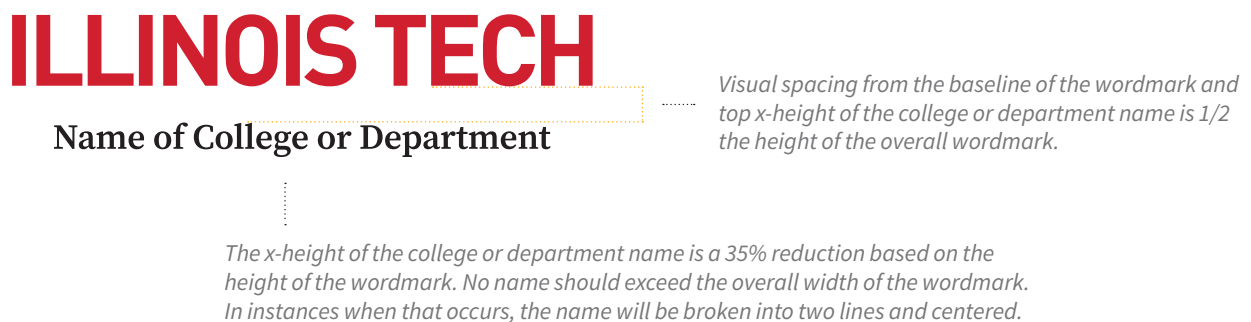
Sub-Unit Logo Construction

The college/school name (sub-unit) of Illinois Tech is placed either to the right separated by a divider rule, or centered beneath the wordmark. As part of the branding, all sub-unit signatures will, without exception, include the university wordmark.

HORIZONTAL LOCKUPS



STACKED LOCKUPS



These signatures are to be used for the sub-units of the university. They have been designed to adhere to the larger universitywide identity system, and reinforce the university 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 only art provided by the Office of Marketing and Communications. In the event of a new school or department formation, Marketing and Communications will create and provide correct signatures.

All restrictions (reproduction sizes, spacing, etc.) that apply to the Illinois Tech 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.

Sub-Unit Signatures: *Armour College of Engineering*

Artwork on pages 2.2–2.9 shows available signatures that can be downloaded for university sub-units.

ARMOUR COLLEGE OF ENGINEERING: HORIZONTAL LOCKUP

ILLINOIS TECH | Armour College of Engineering

ILLINOIS TECH | Armour College of Engineering

ILLINOIS TECH | Armour College of Engineering

ILLINOIS TECH | Armour College of Engineering

ARMOUR COLLEGE OF ENGINEERING: STACKED LOCKUP

ILLINOIS TECH

Armour College of Engineering

ILLINOIS TECH

Armour College of Engineering

ILLINOIS TECH

Armour College of Engineering

ILLINOIS TECH

Armour College of Engineering

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



To download these signatures, go to:

<https://www.iit.edu/marketing-communications/resources/logos>

Sub-Unit Signatures: *Chicago-Kent College of Law*

CHICAGO-KENT COLLEGE OF LAW: HORIZONTAL LOCKUP

Chicago-Kent College of Law | **ILLINOIS TECH**

Chicago-Kent College of Law | **ILLINOIS TECH**

Chicago-Kent College of Law | **ILLINOIS TECH**

Chicago-Kent College of Law | **ILLINOIS TECH**

CHICAGO-KENT COLLEGE OF LAW: STACKED LOCKUP

Chicago-Kent College of Law
ILLINOIS TECH

Chicago-Kent College of Law
ILLINOIS TECH

Chicago-Kent College of Law
ILLINOIS TECH

Chicago-Kent College of Law
ILLINOIS TECH

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



To download these signatures, go to:

<https://www.iit.edu/marketing-communications/resources/logos>

Sub-Unit Signatures: *College of Computing*

COLLEGE OF COMPUTING: HORIZONTAL LOCKUP

ILLINOIS TECH | College of Computing

ILLINOIS TECH | College of Computing

ILLINOIS TECH | College of Computing

ILLINOIS TECH | College of Computing

COLLEGE OF COMPUTING: STACKED LOCKUP

ILLINOIS TECH
College of Computing

ILLINOIS TECH
College of Computing

ILLINOIS TECH
College of Computing

ILLINOIS TECH
College of Computing

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



To download these signatures, go to:

<https://www.iit.edu/marketing-communications/resources/logos>

Sub-Unit Signatures: *Lewis College of Science and Letters*

LEWIS COLLEGE OF SCIENCE AND LETTERS: HORIZONTAL LOCKUP

ILLINOIS TECH | Lewis College of Science and Letters

ILLINOIS TECH | Lewis College of Science and Letters

ILLINOIS TECH | Lewis College of Science and Letters

ILLINOIS TECH | Lewis College of Science and Letters

LEWIS COLLEGE OF SCIENCE AND LETTERS: STACKED LOCKUP

ILLINOIS TECH
Lewis College of Science and Letters

ILLINOIS TECH
Lewis College of Science and Letters

ILLINOIS TECH
Lewis College of Science and Letters

ILLINOIS TECH
Lewis College of Science and Letters

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



To download these signatures, go to:

<https://www.iit.edu/marketing-communications/resources/logos>

Sub-Unit Signatures: *Stuart School of Business*

STUART SCHOOL OF BUSINESS: HORIZONTAL LOCKUP

ILLINOIS TECH | Stuart School of Business

ILLINOIS TECH | Stuart School of Business

ILLINOIS TECH | Stuart School of Business

ILLINOIS TECH | Stuart School of Business

STUART SCHOOL OF BUSINESS: STACKED LOCKUP

ILLINOIS TECH

Stuart School of Business

ILLINOIS TECH

Stuart School of Business

ILLINOIS TECH

Stuart School of Business

ILLINOIS TECH

Stuart School of Business

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



To download these signatures, go to:

<https://www.iit.edu/marketing-communications/resources/logos>

Sub-Unit Signatures: *College of Architecture*

COLLEGE OF ARCHITECTURE: BLACK

ILLINOIS INSTITUTE OF TECHNOLOGY
College of Architecture

COLLEGE OF ARCHITECTURE: REVERSED

ILLINOIS INSTITUTE OF TECHNOLOGY
College of Architecture

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



To download these signatures, go to:

<https://www.iit.edu/marketing-communications/resources/logos>

Sub-Unit Signatures: *Institute of Design*

INSTITUTE OF DESIGN: HORIZONTAL

INSTITUTE OF DESIGN

INSTITUTE OF DESIGN

INSTITUTE OF DESIGN: LOGOTYPE

INSTITUTE
OF DESIGN

INSTITUTE
OF DESIGN

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



To download these signatures, go to:

<https://www.iit.edu/marketing-communications/resources/logos>

Institutes Signatures: *Institute for Food Safety and Health*

INSTITUTE FOR FOOD SAFETY AND HEALTH
TAGLINE



INSTITUTE FOR FOOD SAFETY AND HEALTH
NO TAGLINE



INSTITUTE FOR FOOD SAFETY AND HEALTH
ACRONYM ONLY



Artwork above shows IFSH signatures both with and without taglines.

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



To download these signatures, go to:

<https://www.iit.edu/marketing-communications/resources/logos>

Institutes Signatures: *Ed Kaplan Family Institute for Innovation
and Tech Entrepreneurship*

KAPLAN INSTITUTE: HORIZONTAL LOCKUP



KAPLAN INSTITUTE: STACKED LOCKUP



KAPLAN INSTITUTE: ICON MARK



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



To download these signatures, go to:

<https://www.iit.edu/marketing-communications/resources/logos>

Institutes Signatures: *Pritzker Institute of Biomedical Science and Engineering*

PRITZKER INSTITUTE OF BIOMEDICAL SCIENCE
AND ENGINEERING

2-COLOR HORIZONTAL

PRITZKER INSTITUTE
of Biomedical Science + Engineering

1-COLOR HORIZONTAL

PRITZKER INSTITUTE
of Biomedical Science + Engineering

PRITZKER INSTITUTE OF BIOMEDICAL SCIENCE
AND ENGINEERING

2-COLOR STACKED

PRITZKER
INSTITUTE
of Biomedical Science + Engineering

1-COLOR STACKED

PRITZKER
INSTITUTE
of Biomedical Science + Engineering

WHITE REVERSED ON PMS 548 HORIZONTAL

PRITZKER INSTITUTE
of Biomedical Science + Engineering

WHITE REVERSED ON PMS 548 STACKED

PRITZKER
INSTITUTE
of Biomedical Science + Engineering

WHITE REVERSED ON BLACK HORIZONTAL

PRITZKER INSTITUTE
of Biomedical Science + Engineering

WHITE REVERSED ON BLACK STACKED

PRITZKER
INSTITUTE
of Biomedical Science + Engineering



Institutes Signatures: *Wanger Institute for Sustainable Energy Research*

WANGER INSTITUTE FOR SUSTAINABLE ENERGY RESEARCH (WISER)

4-COLOR PROCESS



BLACK/1-COLOR



4-COLOR PROCESS "W" IMAGE MARK



College Departmental Signatures

College departments have their own departmental lockups using Illinois Tech branding.

ARMOUR COLLEGE OF ENGINEERING/BIO MEDICAL ENGINEERING: HORIZONTAL LOCKUP

ILLINOIS TECH | Biomedical Engineering

ILLINOIS TECH | Biomedical Engineering

ILLINOIS TECH | Biomedical Engineering

ILLINOIS TECH | Biomedical Engineering

ARMOUR COLLEGE OF ENGINEERING/BIO MEDICAL ENGINEERING: STACKED LOCKUP

ILLINOIS TECH
Biomedical Engineering

ILLINOIS TECH
Biomedical Engineering

ILLINOIS TECH
Biomedical Engineering

ILLINOIS TECH
Biomedical Engineering

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

To receive the electronic files of your department logo, please contact the Office of Marketing and Communications by emailing marketing@iit.edu with your request.

Administrative Offices Signatures

Administrative offices have their own office lockups using Illinois Tech branding.

MARKETING AND COMMUNICATIONS: HORIZONTAL LOCKUP

ILLINOIS TECH | Marketing and Communications

ILLINOIS TECH | Marketing and Communications

ILLINOIS TECH | Marketing and Communications

ILLINOIS TECH | Marketing and Communications

MARKETING AND COMMUNICATIONS: STACKED LOCKUP

ILLINOIS TECH

Marketing and Communications

ILLINOIS TECH

Marketing and Communications

ILLINOIS TECH

Marketing and Communications

ILLINOIS TECH

Marketing and Communications

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

To receive the electronic files of your department logo, please contact the Office of Marketing and Communications by emailing marketing@iit.edu with your request.

3

Typography

Source Sans

Extra-Light, Extra-Light Italic, Light, Light Italic, Regular, Regular Italic, Semi-Bold, Semi-Bold Italic, Bold, Bold Italic, Black, Black Italic

The successful implementation of the identity program depends on you.

The successful implementation of the identity program depends on you.

The successful implementation of the identity program depends on you.

The successful implementation of the identity program depends on you.

The successful implementation of the identity program depends on you.

The successful implementation of the identity program depends on you.

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The successful implementation of the identity program depends on you.

The successful implementation of the identity program depends on you.

The successful implementation of the identity program depends on you.

The successful implementation of the identity program depends on you.

The Source Sans font family has been chosen not only for its appealing characteristics, but also for its flexibility for both print and web uses. This is Adobe's first Open-Source font family and was designed by Paul D. Hunt. Source Sans offers a wide variety of weights—from extra-light to black—for greater control of word emphasis at the various point sizes.

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



To download this font, go to:

<https://github.com/adobe-fonts/source-sans>

Primary Typography: *Serif Font*

Source Serif

Extra-Light, Extra-Light Italic, Light, Light Italic, Regular, Regular Italic, Semi-Bold, Semi-Bold Italic, Bold, Bold Italic, Black, Black Italic

The successful implementation of the identity program depends on you.

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The successful implementation of the identity program depends on you.

The successful implementation of the identity program depends on you.

The successful implementation of the identity program depends on you.

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The successful implementation of the identity program depends on you.

The successful implementation of the identity program depends on you.

The successful implementation of the identity program depends on you.

The successful implementation of the identity program depends on you.

The Source Serif font family has been chosen not only for its complementary characteristics to Source Sans, but also for its flexibility for both print and web uses. This is Adobe's first Open-Source font family and was designed by Frank Grießhammer. Source Serif offers a wide variety of weights—from extra-light to black—for greater control of word emphasis at the various point sizes.

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



To download this font, go to:

<https://github.com/adobe-fonts/source-serif>

Substitute Typography: Substitution Font Usage

Arial

Arial, Arial Italic, Arial Black, Arial Black Italic

The successful implementation of the identity program depends on you.

The successful implementation of the identity program depends on you.

The successful implementation of the identity program depends on you.

The successful implementation of the identity program depends on you.

When the **Source Sans** font family is unavailable, the Arial font should be substituted.

The following situations are acceptable applications:

- Internal departmental notices and memos
- Email and websites
- PowerPoint presentations

All external vendors shall use Source Sans in communications/design pieces.

Georgia

Georgia Regular, Georgia Italic, Georgia Bold, Georgia Bold Italic

The successful implementation of the identity program depends on you.

The successful implementation of the identity program depends on you.

The successful implementation of the identity program depends on you.

The successful implementation of the identity program depends on you.

When the **Source Serif** font family is unavailable, the Georgia font should be substituted.

The following situations are acceptable applications:

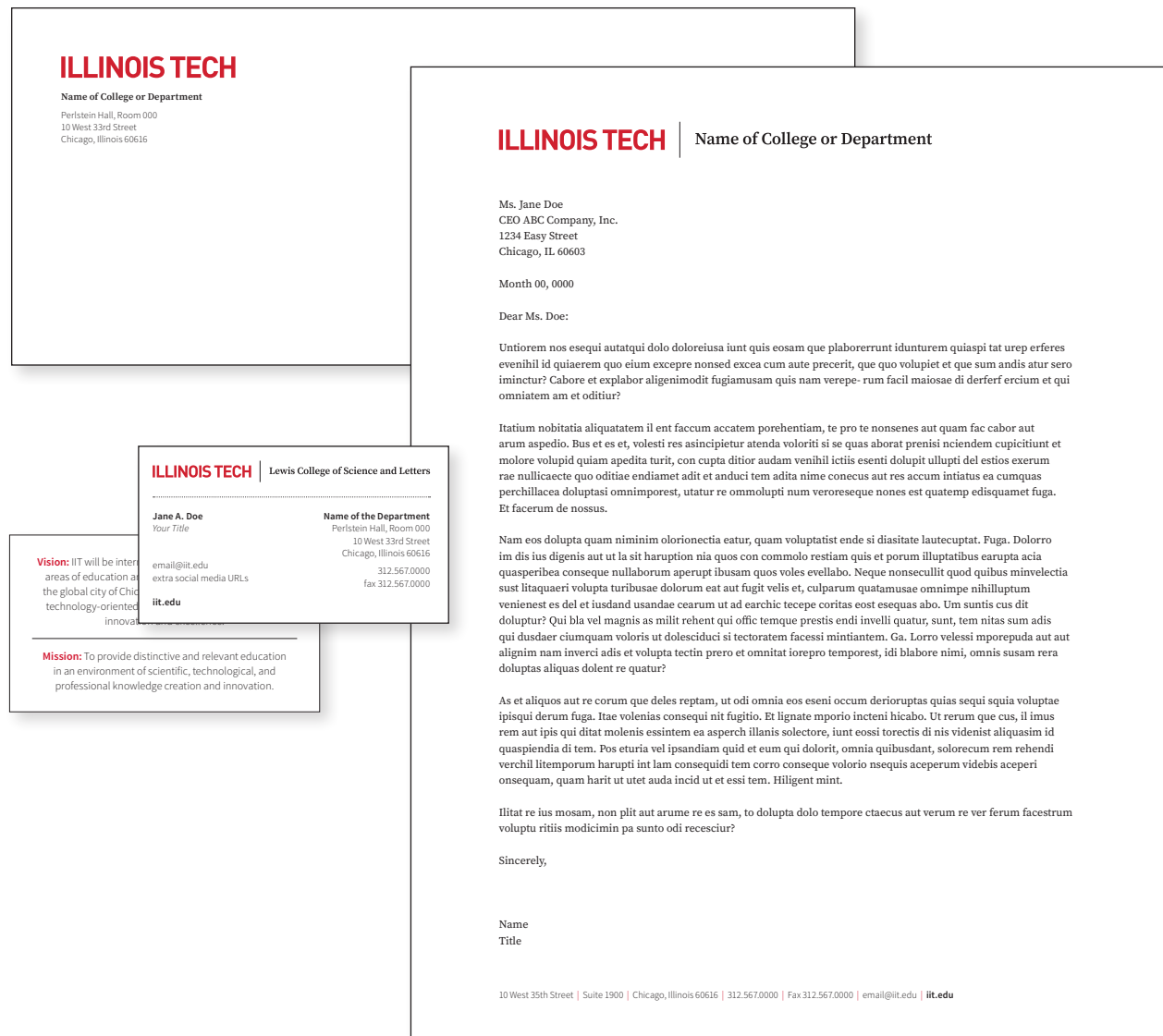
- Internal departmental notices and memos
- Email and websites
- PowerPoint presentations

All external vendors shall use Source Serif in communications/design pieces.

4

University Stationery

Online Ordering System for University Stationery



University letterhead, envelopes, and business cards can be ordered through the university's online ordering system at www.iitofficeservices.com.

For identity materials not available through the online system, contact the Office of Marketing and Communications.

Note: The body text font used in the letterhead example is Source Serif, see page [3.2](#).

5

University Email Signatures

Suggested Signature Guidelines

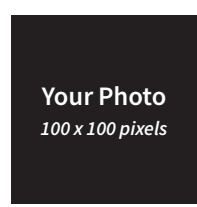
CREATE YOUR OWN ILLINOIS TECH GMAIL SIGNATURE

Step 1: Create Your 100 Pixel by 100 Pixel Headshot

Use your favorite photographic image software and create an image that measures 100 pixels by 100 pixels at 72 dpi (dots per inch) and save the image somewhere you can locate it on your computer. Photos are optional.

Step 2: Begin Making Your Email Signature

Using the two-column editable table provided below, use the instructions below to create your personal signature in Gmail.

 <p>Your Photo <i>100 x 100 pixels</i></p>	<p>First Name Last Name Title “of” College/Institute/Office Name Illinois Institute of Technology Building Name, Suite Number Street Address, City, State, Zip Code Phone: xxx.xxx.xxxx email address Cell: xxx.xxx.xxx Fax: xxx.xxx.xxxx</p>
--	--

1. In Google Drive, create a new Google Doc document.
2. Create a 2 x 1 table by going to the menu bar, select “Insert” then “Table.”
3. Put your cursor in the first cell of your table.
4. Insert your headshot (optional) by going to the menu bar, select “Insert” then “Image” and then “Upload from Computer.”
5. Select your headshot.
6. Drag the vertical line dividing the two cells to the left to reduce the space so that it frames your headshot.
7. In the second cell, type the information for your signature.
8. Right click on the table and select “Table Properties.”
9. Under Table Border, change “1pt” to “0pt” then select “OK.”
10. Select the table so the whole table is highlighted. Right click and select “Copy.”
11. In Google Mail, click on the gear icon in the upper right hand corner.
12. Select “Settings.”
13. Scroll to the section where your signature block is located.
14. Delete everything in the signature block.
15. Right click in the box and select paste. This should now paste your signature box with your image.
16. Scroll down and select “Save Changes.”

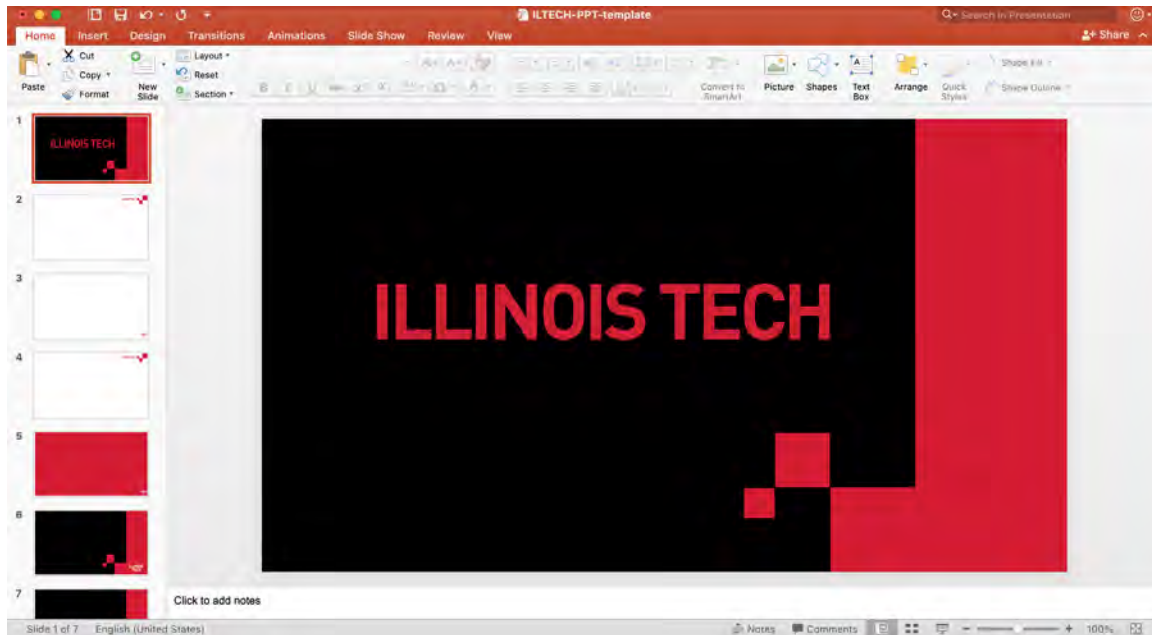
Avoid including professional degrees and courtesy titles in the name line (e.g., Mr., Dr., Ph.D., M.B.A., FAIA, etc.). The college/institute/office name should be the official name of the entity as it appears on the entity’s logo or as designated by Illinois Tech. Avoid abbreviation in street addresses and elsewhere (e.g., spell out Street, Avenue, North, South, Department, etc.), however, use the USPS state abbreviation (e.g., IL).

Also avoid including attachments, non-university graphics, videos, and the like in signatures.

6

University PowerPoint Template

Use of the Official Template



This PowerPoint template is available to download [here](#).

SHORTENED BOILERPLATE FOR POWERPOINT

Illinois Institute of Technology is a private, technology-focused research university—the only university of its kind in Chicago. It offers undergraduate and graduate degrees in engineering, computing, architecture, business, design, science and human sciences, and law. Illinois Tech provides an exceptional education centered on active learning, innovation, and entrepreneurship, and its graduates lead the state and much of the nation in economic prosperity. At Illinois Tech students are empowered to discover, create, and solve.

7

Photography and Video Style

Photography Style Guide

Illinois Tech's photography should reflect our brand and values:

- Chicago's Tech University
- Opportunity and Value
- Active Learning
- Power of Collective Difference

Our photos showcase our campus icons whenever possible: from Miesian architecture to the tube on top of the MTCC to the skyline of the city of Chicago itself. We aim to visually show where we stand: at the intersection of tech and groundbreaking research, on a campus with students who have, and will, go on to change the world.

Our photography makes creative use of:

- **Depth of field.** By shooting images through objects or surroundings and utilizing a relatively shallow depth of field, we aim to create a sense of selective focus and direct the viewer's attention, placing the subject in their context.
- **Intimacy.** We aim to capture real people doing things in their real life, whether it's hanging out in a residence hall or biting into a Chicago-style hot dog.
- **Perspective.** Whether it's a bird's-eye view or directly on the ground, we aim to show people something they haven't seen before.
- **Action.** Illinois Tech students learn by doing, and our visuals communicate that. Aim to convey movement and direction, and whenever possible, use photos of students and faculty doing things that are relevant, energetic, and authentic.

Photography Do's

- Whenever possible, ensure no outside brand logos or insignias are visible.
- When planning photo shoots in advance, counsel photo subjects as to appropriate attire: bright, solid colors are preferable. Clothing with logos should be avoided.
- Illinois Tech apparel is appropriate, in very limited quantities.
- Capture interior spaces and details as well as exterior spaces and facades.
- Capture candid interactions between faculty, students, and staff; reflect the strength of the relationships that define our community.
- Show people engaged in their work or their learning, using the tools of their trade or in a defining space (e.g., lab, office, or classroom).
- Strive for candid environmental portraiture; stay away from "grip-and-grin" shots or portraits of individuals facing the camera. (Headshots on white backgrounds are acceptable for photolistings or website mugshots.)
- Show people relaxed in their respective elements, to reflect their confidence and approachability.
- Capture location-specific elements whenever possible.
- Capture unique, iconic, or compelling spaces and backgrounds.
- Reflect Illinois Tech's diversity (ethnic, gender, cultural, age, race) as organically as possible; staged shots tend to feel staged to the viewer.
- Consider capturing scenes where individuals from underrepresented populations are placed in a leadership dynamic (e.g., leading class discussion), to more tangibly reflect a commitment to diversity.
- Use natural light whenever possible; ensure all subjects are lit appropriately.
- Pay attention to detail; ensure no stray cups, garbage cans, or light switches are visible in the background (unless they add something to the narrative).
- Shoot wide enough to allow for cropping for multiple uses.
- Be creative; whenever possible try to create strong, moving, compelling images.

Photography Style Guide *(continued)*

Photography Don'ts

- Avoid generic technology photos of silicon chips, binary code, etc. Connect tech-focused ideas to the city itself.
- Do not use photos just to fill a page. Use photography as purposeful content.
- Do not use photos to which you do not own the rights.
- Do not use stock photography.
- In general, do not use photos that were not shot professionally (e.g., photos taken using a smart phone).
- Do not use synthetic backgrounds (e.g., muslin) for headshots and portraiture. Utilize existing spaces on campus to give the photos a sense of context and place.
- Stay away from gestures that look forced and stock-like, such as pointing, or smiling in a setting where smiling isn't appropriate. Encourage the subjects to act "normal," and do whatever they would typically do if a photographer were not present.
- Don't use an on-camera flash pointed directly at the subject. Bounced flash can be effective, however.
- Don't tilt the camera for an unmotivated "effect." Creative tilting can be done in post-production, sparingly.

Layout and Technical Requirements

Horizontal orientation photographs typically work best on the web. Use photos taken in the proper resolution (72 ppi for web, 300 dpi for print).

Other Considerations

Faculty and staff members may not be photographed in roles they generally do not assume (e.g., an administrative employee should not pose as a nurse).

Consent: Here's a link to Illinois Tech's online release form: <https://forms.gle/cL6QMTRqYeEzBq1S6>.

A release form must be signed when:

- The subject of the photograph is in a non-public space, recognizable, and has been specifically asked to be photographed.
- The subject is a minor (anyone under 18 years of age).
- The subject(s) is a current Illinois Tech student, identifiable, and in a location for a specific purpose (e.g., students in the library studying).

When filled out, the online release form emails a confirmation message to the person who filled in the form as well as marketingvideo@iit.edu.

Safety: Ensure that subjects photographed in lab spaces are wearing the appropriate PPE. This includes gloves, goggles, and lab coats or smocks.

Photo Lifespan: Do not use photos that are more than four years old (with exceptions for archival photos, etc.). Replace headshots, building shots, or classroom shots every four years, or as renovations and upgrades to spaces demand. We strive to ensure our visuals are current, modern, and fresh.

Photography Style Guide *(continued)*

Byline Style

By staff

- Photograph by John Smith

By freelancer

- Photograph by John Smith

By current student or alum

- Photograph by John Smith (BIOL '17) (example: reference Illinois Tech's [Editorial Style Guide](#) for proper academic degree codes)

By faculty/administration

- Photograph by John Smith, Associate Professor of History
- Photograph by John Smith, Dean of Students

By source other than above or provided by other source

- Photograph Courtesy of University Archives
- Photograph Courtesy of Shutterbug Studios
- Image (Graphic, Illustration, etc.) Courtesy of Glitzy Graphics

Photo Captions

When possible, include names of all people in the photo, excluding photos of groups of more than three people. Location and date (in Siegel Hall on April 29, 2019) should also be included, if relevant.

Use brackets and not parentheses for indicating directionals; if class year or graduation year is part of name, list directional after year, e.g., *Jake Digiorgio (CHE 4th Year) [left] goes up for a shot during a game against Carthage College.*

If directionals begin the caption, uppercase the first directional. Also, not every caption will require closing punctuation (use only if the caption forms a complete sentence), e.g., *[Left to right] Hiram Johnson (DSGN '89) and Sam Unsicker (DSGN '87) outside of Big Monster Toys*

Alt Text

The Illinois Tech CMS will make the use of alternative text (alt text) for images mandatory. This is good not just for accessibility considerations (e.g., visually impaired users), but also because alt text is searchable. The W3C offers this [helpful tool](#) to guide the creation of alt text.

Photography Style Guide *(continued)*

Technical Requirements

Camera date and time: Please be sure the date and time are set correctly in the camera before taking photos. For the archive, it is essential to have this information correct.

Resolution requirements: 72 ppi for web, 300 dpi for print. Turn in photos in the highest resolution possible.

Bit depth standard: We prefer maximum bit depth for RAW files, 8 for lightly compressed JPEGs.

Color space standard: All photos should be in AdobeRGB colorspace.

Cropping requirements: Please submit uncropped photos.

Retouching requirements: We welcome color and exposure corrections, but please do not do pixel-level retouching of photos.

Do not apply filters to photos that have been professionally produced and color graded by Illinois Tech. Do not crop photos in such a way that alters the meaning and composition of the photo.

Metadata

File Types

When turning in photos, we ask that photographers submit edited JPEGs of their best takes along with a folder of RAWs.

File Naming

Naming convention is as follows: **PhotographerInitials__DateYYMMDD_sequenceNumber**

JD_230607_0007

Keywords

All photos should be tagged with keywords in the metadata. A starter list is in section 7.5 of this document.

Copyright

All photos taken for Illinois Institute of Technology belong to the institution. Illinois Institute of Technology holds all rights. However, please include photographer name in the metadata so the institute may attribute works properly.

Description

Include a description of the photo that will be useful for others who may search for the image at a later time. Include who/what/when/where/why/how.

Rating

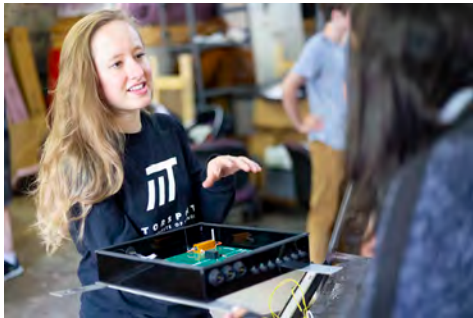
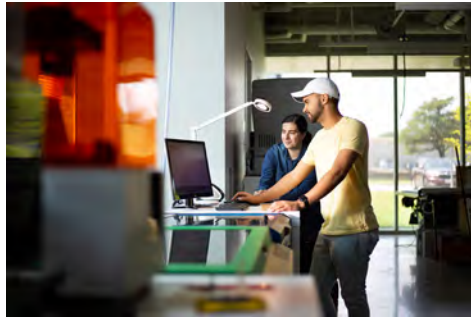
Please turn in unrated photos.

Photography Style Guide *(continued)*

Keywords for Photo Metadata

Aerospace Engineering	Gifts
Alumni	Grants
Architecture	Health
Architectural Engineering	Housing
Artificial Intelligence	Idea Shop
Armour College of Engineering	Imaging
Athletics	Industrial Technology
Biological Engineering	Information Technology
Biology	Innovation
Biomedical Engineering	Institute of Design
Books	Institute for Food Safety and Health
Bronzeville	Intellectual Property
Business	Interprofessional Projects (IPRO) Program
Cancer	Illinois Tech Magazine
Chemical Engineering	IIT Research Institute
Chemistry	Landscape Architecture
Chicago	Law
Chicago-Kent College of Law	Lectures
Civil Engineering	Lewis College of Science and Letters
College of Architecture	Marketing Analytics
College of Computing	Materials Engineering
Commencement	Mathematical Finance
Community	Mathematics
Computer Engineering	Mechanical Engineering
Computer Science	Media
Cybersecurity and Forensics	Medicine
Data Science	Mental Health
Design	Nayar Prize
Diversity	NCAA
Driverless Cities	Physics
Ed Kaplan Family Institute for Innovation and Tech Entrepreneurship	Policy
Electrical Engineering	President
Elevate	Pritzker Institute of Biomedical Science and Engineering
Energy and Sustainability	Psychology
Engineering	Research
Entrepreneurship	Robert W. Galvin Center for Electricity Innovation
Environmental Engineering	Robotics
Ethics	Science
Events	Stuart School of Business
Digital Humanities	Students
Finance	University Technology Park
	Wanger Institute for Sustainable Energy Research (WISER)

Photography Examples



Headshot Example



Portrait Examples



Video Style Guide

The visual style guidelines laid out in the photography section also apply to video.

Resolution

Our videos are distributed in HD at 1920 x 1080. Although some material is shot in 4K, videos are always finalized at HD only.

Frame Rate

Our videos are distributed at 23.98 frames per second. Although some material is shot at higher frame rates, videos are always finalized at 23.98.

- Video Codec: H.265
- Progressive scan (no interlacing)
- High profile encoding
- Variable bitrate, targeted at 10 Mbps
- Color space of 4.2.0 or higher

Audio

Our videos are distributed with audio sampled at 48 kHz, at a bitrate of 320 kbps, in stereo.

Audio peaks should be no higher than -6db, with a target loudness of -24 on the loudness radar.

Audio should be recorded with a professional lav or shotgun mic, which should not be noticeably visible on screen. If music is being used along with spoken words, it should not overpower the speaker's audio.

Music and Soundtracks

Our music style is electronic, upbeat, and energetic, with no vocals.

Music used in Illinois Institute of Technology's videos must adhere to all copyright and licensing laws. The unlawful use of copyrighted material is strictly prohibited.

Professionally composed music for video use can be obtained via Artlist.io, a music subscription service paid for by the Office of Marketing and Communications. Please contact Marketing and Communications with questions regarding music rights and accessing paid soundtracks.

Video Style Guide *(continued)*

Student Titles

FirstName LastName
Major Nth Year

Lindsay Smith
Biomedical Engineering 4th Year

John Brown
Information Technology and Management Graduate Student

Faculty Titles

FirstName LastName
Title, Subject/Field/College

Ali Cinar
Director, Engineering Center for Diabetes Research and Education

Matt Shapiro
Associate Professor, Political Science

For additional guidance regarding titles, view the *Illinois Tech Editorial Style Guide*:
<https://www.iit.edu/marketing-communications/resources/editorial-style-guide>

On-Screen Text

On-screen text should only appear when absolutely necessary. In all cases, it is preferable to tell the video story with video, not with words on screen. When it does need to be used, use sparingly. No periods come at the end of on-screen text.

To obtain an editable copy of the on-screen text template, please see here:
<https://drive.google.com/open?id=1tdVJlx3OCZYFjUp2A7ZmIleN8vodZVUm>

Video Style Guide *(continued)*

Titles and Lower Thirds

Illinois Tech has a closing title to be used on all branded videos.

The university's closing title graphics are available in different formats here:

<https://drive.google.com/drive/folders/1tdVJlx3OCZYFjUp2A7ZmIleN8vodZVUm?usp=sharing>

Alternate versions of the closing graphic are available at that same link. In the “against white” version, the white background appears before the words “Discover. Create. Solve.” In the “against green” version, the entire graphic is presented against a green background, which can be keyed out as needed.

The preferred implementation of the closing graphic has the words “Discover. Create. Solve.” appear first over the end of the video footage before the footage is obscured by the white background of the final graphic, as in this example:

https://youtu.be/3j1yg3V_ohg

Lower thirds (callouts that are superimposed to identify somebody speaking) should reside in the lower third of the image, with the text being readable.


For an editable copy of Illinois Tech's lower thirds title template, please download the file here:

<https://drive.google.com/open?id=1tdVJlx3OCZYFjUp2A7ZmIleN8vodZVUm>

Permissions

Prior to shooting video, ensure you have permission from each person you'll be capturing on camera. An electronic release form can be found here: <https://forms.gle/cL6QMTRqYeEzBq1S6>

The release form sends a copy of the release to the email address of the person filling in the form. Another copy is sent to marketingvideo@iit.edu for archiving.

A large, bold, red number 8 is positioned in the upper left quadrant of the page. To its left is a vertical dotted line.

8

Media and Public Relations

Working with the Media

Media and public relations provide a vital opportunity to communicate our unique value and brand identity to external audiences. The Communications Team connects members of the press with faculty, staff, and students to help tell the Illinois Tech story in an effective and on-brand way. Please feel free to reach out to any member of the Communications Team with story ideas, as we welcome the opportunity to work across the university to strategically showcase Illinois Tech in local, national, and international media outlets.

Additionally, during a crisis or incident that disrupts normal operations, Illinois Tech has procedures in place to communicate with the campus community, the media, and the public; the Communications Team plays a role in this process.

MEDIA AND PUBLIC RELATIONS GUIDELINES

Media Relations

- Incoming media inquiries should be promptly directed to the Communications Team. A member of the team will review the request and facilitate the interview process. There may be additional experts, duplicative requests, or external narratives to be considered before responding to a media inquiry, so please consult a member of the Communications Team as soon as possible.
- Many media outlets have immediate deadlines. Please let a member of the team know if you are unable to accommodate a request. Relationships with news outlets are built and cultivated not only by trust, but also by responsiveness and consideration of deadlines.

Designating Spokespeople

- When public comment on behalf of Illinois Tech is requested, Communications will identify an appropriate spokesperson in coordination with senior leaders.
- Faculty are free to discuss any topics related to their areas of academic expertise, but they should not speak on behalf of the university unless designated as a spokesperson.

Crisis Communications

- The Communications Team, located within the Office of Marketing and Communications, directs and coordinates Illinois Tech's official university communications to members of the press, public, and university community, and serves as the official voice of the university.
- Illinois Tech's Public Safety Department is authorized to communicate emergency information on behalf of the university in the event of severe weather or an ongoing situation that affects the safety of our campus communities. The approved channels of communication include the use of the [IIT Alert](#) messaging system (text, voice, and email). Other mass communications tools include the university mass email portal, primary website notifications, backup remote website notifications, desktop emergency alert notifications, social media, press releases, and LCD monitor notifications.

External News Distribution Tools

- [Illinois Tech Press Releases \(iit.edu/pressreleases\)](https://iit.edu/pressreleases)
- [Media Experts](#)

Internal News Distribution Tools

- [Illinois Tech Today Submissions](#)

9

Guidelines and Procedures for Marketing and Graphic Design Work

Guidelines and Procedures for Marketing and Graphic Design Work

All academic and administrative units at Illinois Tech can partner with the Office of Marketing and Communication to produce a variety of strategic communications and marketing initiatives, free of charge, including but not limited to:

- Graphic design
- Copywriting (direction and copy points must be provided)
- Proofreading, copyediting, and line editing
- Marketing/communications strategy development
- Online ad design
- Social media strategy
- Print pre-production
- Vendor management
- Marketing analytics

If a unit chooses instead to forego these services and develop pieces/projects on its own or in conjunction with external vendors, Marketing and Communications must still review and approve the design and content. The vendor will receive payment from the university once the job is complete only if the purchase order includes a job number assigned by Marketing and Communications.

Marketing and Communications' assignment of a job number means that Marketing and Communications has approved the piece for dissemination based on two criteria:

1. Inclusion of the university's approved logo, and
2. The copy/design do not harm the university's brand.

Marketing and Communications will then review and provide feedback, approval, and recommendations for changes, along with the job number to be used when requesting a PO. ***A minimum of five business days must be allowed for Marketing and Communications review.***

Proof Guidelines and Procedures for Marketing and Graphic Design Projects

All marketing and graphic design projects created by the Office of Marketing and Communications for Illinois Tech partners include a first design proof. This proof will represent Marketing and Communications' first attempt to meet the partner's needs as discussed in the initial conversations about the project.

After receiving the first proof, if the partner wants to make changes, up to two additional proofs will be provided. Edits can be to either the design or text. Edits must be provided as annotated comments in the PDF proof that Marketing and Communications provides. Marketing and Communications will not accept handwritten edits, edits written in email messages or Word documents, or edits provided verbally.

If the partner approves the job after the first, second, or third design proof, the design file will be sent to the printer, posted online, etc.

If a client wants to make additional changes after the third design proof, please note the following will take place:

- ***The delivery/deadline schedule will be reviewed and updated based on the current production schedule of the Marketing and Communications team working on the project. Once a new deadline time is confirmed work can continue on the project.***

Guidelines and Procedures for Marketing and Graphic Design Work

(continued)

Project Lead Time

For most design jobs, the Office of Marketing and Communications requires a two-week (10 working days) minimum lead-time on any project added to our workflow. Any exceptions will need to be approved by either the vice president or associate vice president of Marketing and Communications.

Scheduling Jobs

All work done by the Office of Marketing and Communications for the Illinois Tech community starts with a submission of a [project request form](#) that feeds into the project management system used by Marketing and Communications.

At the beginning of the process, your Marketing and Communications rep will give you an estimate of how long it will take to complete the job, and ask any questions that need to be answered before a job can be put into production.

When building the schedule, you will be asked to respond to a first design proof, comments/notes, print quote, etc. within two weeks of that information/file's request being submitted.

NOTE: After two weeks with no response, the project will be tabled and taken off the active list. Clients can request to have a project reopened, but the timeline to complete the project will need to be negotiated and the original delivery date cannot be guaranteed.

Once your job starts, should circumstances change on your end, we will adjust the delivery date to reflect those changes. Marketing and Communications will honor its deadlines.

Proofreading/Copyediting/Line Editing

All jobs coming into the Office of Marketing and Communications are subject to proofreading, copyediting, and line editing. In the majority of cases, these edits are based on the [Illinois Tech Editorial Style Guide](#).

Please build time into your schedule to allow Marketing and Communications staff adequate time (minimum five working days) to review any and all content you expect to include in your printed piece or in your ad/letter/email/report, etc. Marketing and Communications staff will edit for spelling, grammar, and style—as well as provide edits intended to help ensure that the piece “does its job” in terms of reaching your target audience and having the intended impact. You, however, are the content experts and so we will assume that the copy we receive from you is accurate and cited appropriately and as necessary. If we have questions about content, we will direct them to you for clarification. Edits, comments, and questions will be provided as “tracked” changes in a Word or Google document. All changes will be made to the provided text.

10

Social Media

Social Media Guidelines

INTRODUCTION

Social media is a crucial part of furthering Illinois Tech's goal of increasing brand awareness and admissions. Illinois Tech's official accounts have a following of more than 225,828, but we're always looking to reach those who don't know us. We also want to engage with those who make us who we are—current students, faculty, alumni, and the Chicago community.

We have a big story to tell about our hands-on education, top-notch faculty, and career-ready students. We're here to make sure you're on track with the university's social media strategy.

MAIN ACCOUNT SOCIAL CONTENT AND FREQUENCY

Content

- Campus life
- Events
- Illinois Tech history
- Student/career outcomes (Alumni)
- Media/news
- Faculty

Frequency

- Facebook: 5x a week
- Instagram: 5x a week
- LinkedIn: 5x a week
- TikTok: 3x a week
- Twitter: 5x a week

COLLEGE ACCOUNT SOCIAL CONTENT AND FREQUENCY

Content

- College news on <https://www.iit.edu/news>
- College news in the media
- Collegewide events (such as Architecture Open House, Pumpkin Launch, Lewis Undergraduate Research Day, etc.)

Frequency

- Facebook, Instagram, LinkedIn, and Twitter: 3x a week

COPY, VOICE, AND VISUALS

Content should be witty and engaging—upbeat and enthusiastic. Our next great discovery could be just around the corner, and we want our stakeholders to know about it.

You can use emojis, but don't go overboard. Always use either "Illinois Tech" or "Illinois Institute of Technology" when referring to the institution—never use "IIT."

Take caution to avoid language or images that may be offensive, even if unintentionally so. [The Society of Professional Journalists](#) offers the helpful resource *The Whole Story: Diversity Tips and Tools*, with links to guides pertaining to diversity, LGBTQ, and disability.

Social Media Guidelines *(continued)*

POSTING CONTENT TO SOCIAL

Main—University News Content

- **Copy:** Use two sentences or fewer and use a basic title if referring to a professor (*Chicago-Kent College of Law Professor Felice Batlan*) or student (*Illinois Tech College of Computing student*). The leaner, the better. Focus on editorial angle and big-picture messaging. Aim to engage.
- **Tagging accounts:** If it works in copy, do it. If it feels forced, line break and tag the account below. Tag companies or organizations pertaining to content posted.
- **Link:** Embed on Facebook and LinkedIn only if there are photo elements from the Content Team in the Office of Marketing and Communications. On Twitter, attach photo and link to shortened bit.ly. *If there's video, see next step.*
- **Video:** This should be native, captioned, and have a shortened link (bit.ly). Do not link to YouTube—engage from the platform you are posting to.



College—College News Content

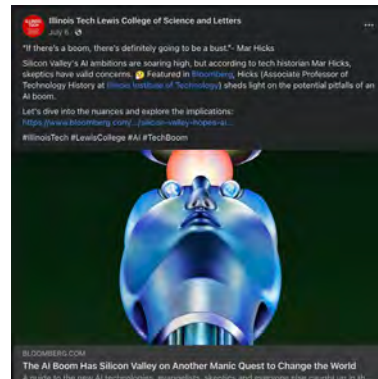
- **Copy:** Use two sentences or fewer and use program title if referring to a professor (*Professor of Psychology Ullica Segerstrale* or *Illinois Tech Psychology Professor Ullica Segerstrale*) or student (*Program XYZ student*). Focus on an editorial angle and the college's involvement in the research.
- **Tagging accounts:** Try best to incorporate the tag(s) into the copy. Tag companies or organizations pertaining to content posted (*e.g. an alumna employed at a company, grants, etc.*)
- **Link:** Embed on Facebook and LinkedIn only if there are photo elements from the Content Team in the Office of Marketing and Communications. For Twitter, attach photos and links to a shortened bit.ly. *If there is video, see next step.*
- **Video:** This should be native, captioned, and have a shortened link (bit.ly). Do not link to YouTube—engage from the platform you are posting to.



Social Media Guidelines *(continued)*

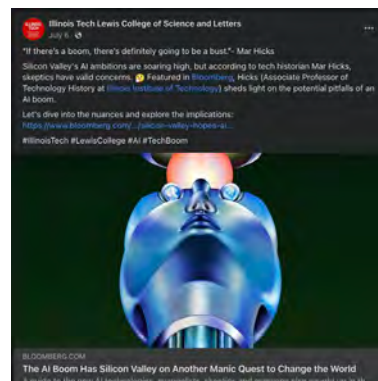
Main—News in the Media Content

- **Copy:** Use two sentences or fewer and use basic titles if referring to a professor or student. The focus is more on university impact as opposed to the title.
- **Link:** Embed (copy and paste long links), as this will give “credit” to the publisher.
- **Tagging accounts:** It is not necessary to credit a publisher since you are embedding; you can tag them if necessary, as well as college account, in copy or below.
- **Video:** You most likely will not be posting video natively from a publisher because you’ll be embedding the article, but in the rare case you do, be sure to credit the publisher in social copy. (e.g., Video: @New York Times)



College—College News in the Media Content

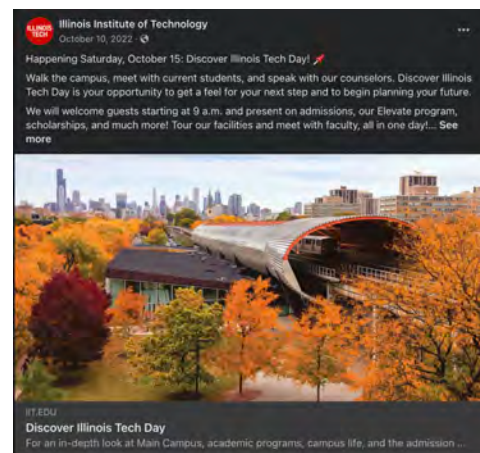
- **Copy:** Use two sentences or fewer and use basic titles if referring to a professor or student. The focus is more on the research featured as opposed to the title.
- **Link:** Embed (copy and paste long links), as this will give “credit” to the publisher.
- **Tagging accounts:** It is not necessary to credit a publisher since you are embedding; you can tag them if necessary, as well as college account, in copy or below. You can use “via @publisher” to encourage publisher interaction and shares.
- **Video:** You most likely will not be posting video natively from a publisher because you’ll be embedding the article, but in the rare case you do, be sure to credit the publisher in social copy. (e.g., Video: @New York Times)



Social Media Guidelines *(continued)*

Main—Universitywide Events (such as Commencement, Homecoming, Family Day, Discover Day, Career Fair, etc.)

- **Copy:** Use two sentences or fewer; think of the “content” of the event when formulating copy.
 - e.g., *Commencement*—Spans generations, Illinois Tech students securing jobs and using STEM to better society, tout families, grad caps, optimism for the future
 - e.g., *Homecoming*—Alumni coming home to Illinois Tech, reconnecting with their professors, classmates at alma mater; tout networking, familial aspect, Chicago network
 - e.g., *Discover Day*—Tout campus resources, speak to both parents and prospective students, the best years and discoveries are ahead
- **Link:** Depending on the event and post objective, link to vanity URLs, such as homecoming.iit.edu, alumni.iit.edu, or a specific web page.
 - Note: these events will most likely have a Facebook Event page to build interest and stir conversation.*
- **Tagging accounts:** Depending on the event, tag Admissions, Alumni Association, or Career Services, for example.
- **Photo:** Depending on the news content and event scope, use photo album recaps, carousel posts, and single-image tweets.
- **Video:** Depending on news content and event scope, you can use time-lapse video, b-roll, or live photo to GIF.



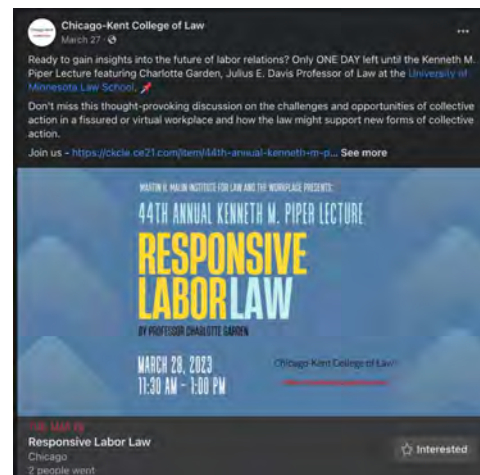
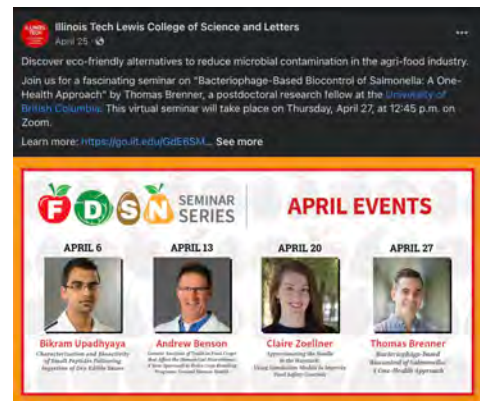
Social Media Guidelines *(continued)*

College—Collegewide Events

- **Copy:** Use two sentences or fewer; think of the “content” of the event when formulating copy.
- **Link:** Depending on the event and objective of the social post, link to information on the college’s website or specific web page.

Note: these events will most likely have a Facebook Event page to build interest and stir conversation.

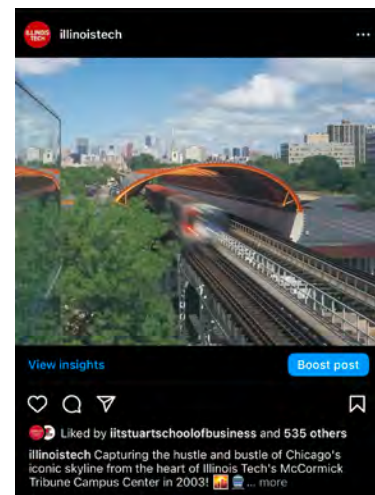
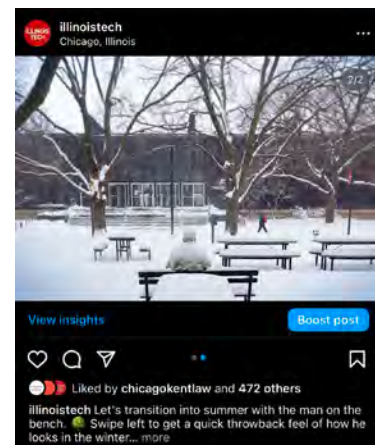
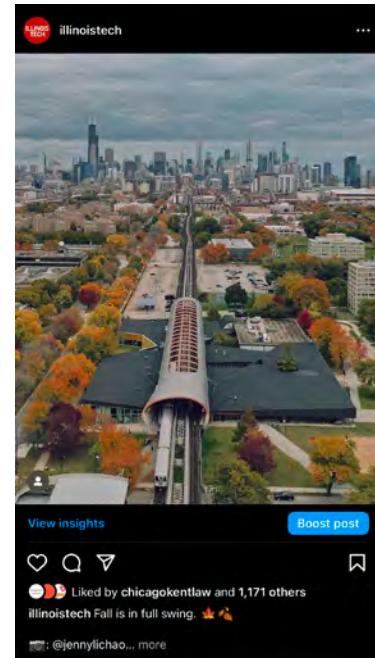
- **Tagging accounts:** Depending on the event, tag Admissions, Alumni Association, or Career Services, for example.
- **Photo:** Depending on the news content and event scope, use photo album recaps, carousel posts, and single-image tweets.
- **Video:** Depending on the news content and event scope, you can use time-lapse video, b-roll, or live photo to GIF.



Social Media Guidelines *(continued)*

Main—Campus

- **Copy:** Use two sentences or fewer, usually marking the changing of a semester or season, or looking back on a university-wide event or facts/history of the university.
- **Link:** It is not necessary to link anywhere since this content is more “evergreen.”
- **Tagging accounts:** Depending on the location of the photo, you can geotag.
- **Photo:** Depending on the content desired and the objective of the post, aim for visually engaging elements like vibrancy and saturation.
- **Video:** Depending on the content desired, this can be a time-lapse video or simple b-roll.



Social Media Guidelines *(continued)*

Main—Athletics Announcements

With guidance from the Department of Athletics, **share content directly from Athletics channels**. You can add copy if necessary.



Main—Emergency Communications

The Communications Team should approve this prior to posting.

These posts consist of emergency communications, such as public safety matters, inclement weather, or school closures.



Social Media Guidelines *(continued)*

Moderating Comments

Any comments that contain profanity or inappropriate references should be deleted.

- Facebook comments can be hidden to the public. The comment itself will remain present for the user who posted. There will be no notification to the user who commented.
- Instagram comments cannot be hidden but can be deleted. The user will receive notification.
- Twitter replies can be reported but not hidden or deleted.

11

Paid Media

Paid Media Guidelines

Paid media helps the university promote the incredible activities and events happening at Illinois Tech and ultimately increases exposure for the university via web traffic. It also ensures that the content we want to share reaches the intended audiences that we define through demographic parameters. The following are the different avenues where online paid media can occur:

- AdWords
- Bing
- Facebook
- Instagram
- LinkedIn
- Twitter
- YouTube

During and upon completion of a paid media campaign, the campaign manager will be able to gather statistics on the number of impressions, clicks, and leads a specific paid media campaign has garnered.

Before considering a paid media promotion, the following must be determined:

1. What is the university/sub-unit trying to achieve by running the paid media promotion?
2. Who is the desired audience?
3. What is the budget for the paid media promotion?
4. What type of content will be displayed?
5. What is the call to action for the end user?
6. Where does the end user go after completing the call to action?
7. How does the university/sub-unit take the information that users submit and get the information into the funnel?
What does the university/sub-unit do with the information after it has been placed in the funnel?

Once the above information has been determined, please contact the Office of Marketing and Communications at marketing@iit.edu to begin a paid media promotion.

University Sub-Units

For sub-units that need an ad for a conference brochure or program, please contact your college communicator to place the request. Your college communicator will either create the ad or submit a request to the Office of Marketing and Communications to complete the ad.

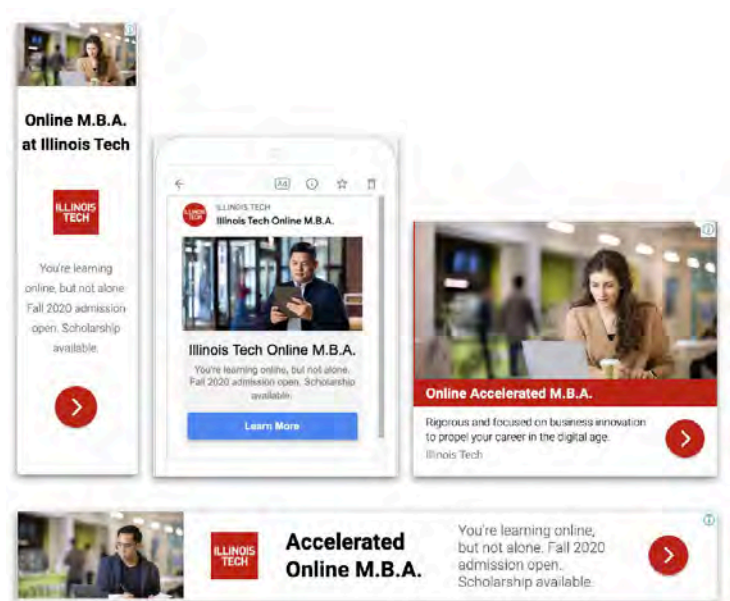
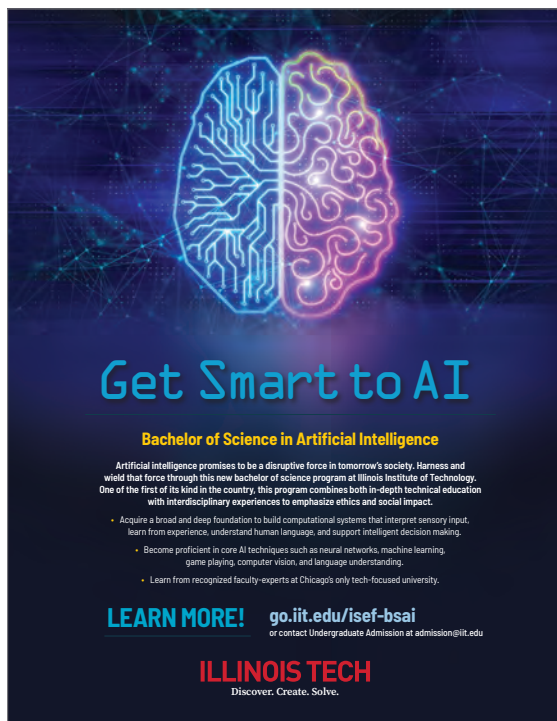
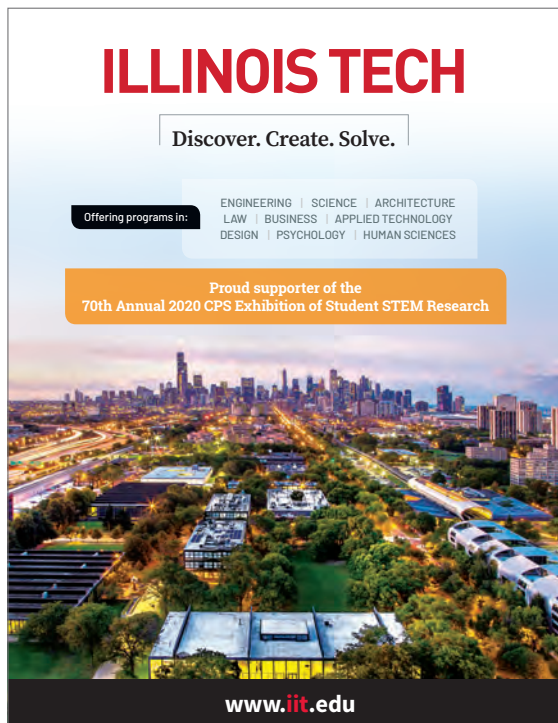
We recommend that all ads contain the following:

- University name
- College or department name
- Clear call to action. This may be contact information such as an address, email, phone number, and/or web URL.

On the following page are a few examples of ads completed recently.

If you need further guidance on ads for conference brochures and/or programs, please contact marketing@iit.edu.

Recent Paid Media Examples



12

University
Website Support

Working with the Marketing and Communications Web Team

UNIVERSITY WEBSITE

The Office of Marketing and Communications Web Services Team is responsible for developing and overseeing the university's website. After the Web Team finalizes and prepares a sub-unit site for launch, ownership of the site shifts to an individual in the sub-unit who serves as the website administrator. The website administrator is responsible for regularly updating the site in order to ensure the site's accuracy, currency, relevance, and appropriate branding.

Training

The Web Team provides training sessions to enable website administrators to manage their sub-unit sites. Website administrators can request a one- to two-hour training session by submitting a [M&C project request form](#) as described in the Ongoing Support section, below.

Ongoing Support

For ongoing support please submit a Asana [project request form](#). Asana is the project management system that Marketing and Communications is uses for website edits.

NEW WEB PROJECTS

To request a new web project, please submit a Asana [project request form](#). The Web Team will schedule an initial meeting to discuss the project, its requirements, and how it aligns with the strategic plan for the university. At the meeting a document outlining the Marketing and Communications website development process will be shared, as will a list of client responsibilities. New projects are prioritized based on their relevance to the university's strategic plan, visibility, and recruitment goals, and based on project scope.

WEBSITE CONTENT

Copy, photos, videos, and other content on sub-unit websites should reflect the standards outlined elsewhere in this manual and in the *Illinois Tech Editorial Style Guide*.

13

Questions

How to Contact Us

The *Illinois Institute of Technology Branding Guide and Graphic Standards Manual* establishes a comprehensive set of guidelines to enable the successful and creative visual marketing of the university brand. It is intended to be a tool to sustain the creative communication effort of the university, while at the same time, enabling Illinois Tech 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.

Office of Marketing and Communications

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