



Visual Identity Requirements

Introduction

Southern Illinois University Edwardsville (SIUE) is intentionally building reputation locally, regionally and nationally. Consistent and coordinated use of the wordmarks and logos, a distinct color palette, and consistent font use all help create a unified visual identity. This consistent visual identity reinforces awareness and familiarity with SIUE and helps promote its excellence.

These Visual Identity Requirements apply to all parties using SIUE wordmarks and logos, including SIUE faculty, staff and students for all internal and external communication. They must be followed to maintain visual consistency and an accurate reflection of the SIUE brand. These requirements will be revised and re-issued periodically. The Chancellor's Council has designated University Marketing and Communications (UMC) as responsible for interpretation and enforcement of these requirements.

Trademarks

SIUE wordmarks and logos, as well as the names "Southern Illinois University Edwardsville" and "SIUE," are registered with the U.S. Patent and Trademark Office. SIUE may commence legal proceedings through the Office of General Counsel for trademark infringement to prevent unauthorized use of its trademarks.

Responsibility

Overall responsibility for developing and maintaining these Visual Identity Requirements lies with UMC as approved through Chancellor's Council. All parties using SIUE wordmarks and logos are responsible for adhering to these requirements. UMC reserves the right to make changes and alterations to these requirements as necessary.

Permissions

All communication materials representing SIUE must be proofread and approved by UMC (including, but not limited to, print material, signage, digital communications and advertising.) In addition, all parties must gain consent to use the SIUE wordmarks, logos and seal through UMC. UMC will create the initial setup of wordmarks, logos and seals, and approve and monitor usage. Contact marketing@siue.edu for approvals.

Anyone producing specialty items or merchandise using SIUE wordmarks, logos, or the Southern Illinois University Edwardsville and SIUE names, must be approved as a licensee through Learfield Licensing Partners. Interested parties should visit siue.edu/merchandise/index.shtml.

Wordmarks and Logos

University Wordmark

SIUE communications (everything except specialty items and clothing) should carry the University wordmark. To maintain consistency, the preferred version on most communications is a white wordmark against a Pantone Matching System® (PMS) 485 red background or a PMS 485 red wordmark against a white background. The University wordmark should be featured prominently and typically on the front cover or page.

Clearspace Guidelines



The area within the rectangle is the clearspace where no other text or design elements may appear.

The University wordmark must appear consistently on all communications of an institutional, University-wide nature. These include, but are not limited to:

- Official University stationery items (letterhead, envelopes, business cards and note cards)
- Forms
- Admissions materials such as advertising, view books, posters and brochures
- University annual reports and fact books
- Websites

The wordmark appears in red and black against a white background only on University stationery items. The black or red University wordmark may be used on internal memos.

Wordmark and Logo Files

Always use official electronic artwork for all SIUE wordmarks and logos. They are available online at siue.edu/marketingandcommunications. Wordmarks and logos should not be altered, manipulated or modified in any way. They may be resized proportionately.

College, School and Major Unit Level University Wordmarks

To build awareness at the college, school or major unit level, wordmarks are allowed with the name of the college, school or major unit on all communications for specific communication such as newsletters and dean's reports. They should **NOT** be used on communications of a University-wide nature.

University departments and offices may **NOT** list their names underneath or above the University wordmark.

Secondary visual identities in the form of icons, logos, etc. at the College, School, department and office level are **NOT** allowed in order to maintain and support the University identity.

In addition to utilizing the official University wordmarks, unique elements of the College or School can be emphasized through editorial content, photography and color pallet (in addition to the Official University color, PMS 485 red or electronic equivalent).

SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE
ALUMNI ASSOCIATION

SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE
INSTITUTIONAL
DIVERSITY & INCLUSION

SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE
SCHOOL OF NURSING

SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE
COLLEGE OF ARTS & SCIENCES

SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE
LIBRARY & INFORMATION SERVICES

SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE
SCHOOL OF PHARMACY

SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE
EAST ST. LOUIS CENTER

SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE
SCHOOL OF BUSINESS

SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE
STUDENT AFFAIRS

SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE
FOUNDATION

SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE
SCHOOL OF EDUCATION
HEALTH & HUMAN BEHAVIOR

SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE
UNIVERSITY HOUSING

SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE
GRADUATE SCHOOL

SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE
SCHOOL OF ENGINEERING

SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE
UNIVERSITY RELATIONS

Clearspace Guidelines



The height of the wordmark must equal the clearspace on all sides of the wordmark.

The area within the rectangle is the clearspace where no other text or design elements may appear.

Stylized SIUE Wordmark

The stylized wordmark is used in conjunction with the University wordmark on most communications. It may be used without the University wordmark only in those instances where the audience is very familiar with the University, typically an internal audience. UMC will approve these exceptions. Contact marketing@siue.edu for approvals. Approved color combinations are below.



Clearspace Guidelines



The height of the wordmark must equal the clearspace on all sides of the wordmark.

The area within the rectangle is the clearspace where no other text or design elements may appear.

On **SPECIALTY ITEMS** and **CLOTHING ONLY** College, schools, major units, official University departments, offices and clubs may be listed underneath the SIUE wordmark. UMC will create the initial setup. The trademarks will be available through licensed vendors.

Contact marketing@siue.edu for more information.

SIUE®
Police Department

Stylized “e” Wordmark

In some cases, to be approved by UMC, the stylized “e” wordmark may be used.

Approved colors are below.



1-color: **Black**



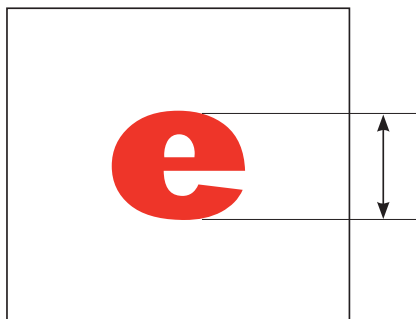
1-color: **PMS 485 Red**



1-color: **Black**



1-color: **PMS 485 Red**



Clearspace Guidelines

The height of the wordmark must equal the clearspace on all sides of the wordmark.

The area within the rectangle is the clearspace where no other text may appear.

Referring to SIUE

Within text, refer to the name of the University as either “Southern Illinois University Edwardsville” or “SIUE”. Note there is no comma, dash or “at” between University and Edwardsville.

When using SIUE within text, use all caps. Refrain from making the “e” lowercase or in a different font or color. Do not incorporate the “e” into other words.

The “e” and SIUE wordmarks should be used sparingly to maintain visual impact and should not be used repeatedly throughout the text.

Unacceptable Wordmark and Logo Treatments



Do not stack the wordmark.



Do not compress or stretch the logos or wordmarks.



Do not type out SIUE with a lower case or red e.



Do not incorporate the “e” into other words.



Do not superimpose or put anything under the logos or wordmarks.

University Cougar Logo, Claw Marks Wordmark and Claw Marks

The University cougar logo, claw marks wordmark and claw marks are used to promote SIUE Intercollegiate Athletics. For events of a competitive and spirited nature, use of the University cougar logo will be considered. Permission for use must be granted by UMC. Contact marketing@siue.edu for approvals.

The “e” with claw marks wordmark and claw marks are reserved specifically for promotion of SIUE Intercollegiate Athletics.

The approved colors for any apparel, including t-shirts, sweatshirts and any other wearable items bearing the University cougar logo, claw marks wordmark and claw marks, should match PMS 485 red, white, black or gray, unless approved by UMC.

Other representations of the cougar are **NOT** allowed with the exception of photographs of the official mascot and statue or the University-approved drawing of the statue. Permission for use must be granted by UMC.



Clearspace must equal the height of the logo on all sides of the logo.

Sports-Specific University Cougar Logos and Claw Marks Wordmarks

Only official sports and departments within SIUE Intercollegiate Athletics may be listed underneath the University Cougar logo or claw marks wordmark as an official logo and wordmark. University departments and offices outside of Intercollegiate Athletics may **NOT** list their names underneath or above the University cougar logo or claw marks wordmark.



Club Sports Cougar Logo

Official club sports are listed above the University cougar logo as an official logo. University departments and offices may **NOT** be listed above the logo.

The approved colors for any apparel, including t-shirts, sweatshirts and any other wearable items bearing the club sports cougar logo should match PMS 485, red, white, black or gray, unless approved by UMC.



Exceptions

No other logos or wordmarks are approved, with the exception of logos for the following, due to their structural and legal relationship with SIUE:

Athletics, School of Dental Medicine, Foundation and all associated logos, University Park, Illinois Education Research Council (IERC), National Corn-to-Ethanol Research Center (NCERC), Institute for Urban Research (IUR), The STEM Center at SIUE, Environmental Resources Training Center (ERTC), Alumni Association, Student Government, CAB, and recognized student organizations.

Due to their relationship with the University, the above areas' communications are also to carry the University wordmark. However, placement of the University wordmark is flexible and dependent on the design. UMC will approve wordmark placement. marketing@siue.edu

University Seal

The University seal prominently features a torch, the symbol of both enlightenment and knowledge. Interlocking laurel leaves surrounding the torch are a time-honored symbol of education. The year of SIUE's founding (1957) is depicted within the banner enveloping the seal. The stars below the banner represent SIUE's three campuses — The Edwardsville campus, the School of Dental Medicine in Alton and the East St. Louis Center.

The University seal has limited use. It is used primarily to signify importance of special occasions and historical events.

The seal may generally be used on the following items:

- Certificates
- Ceremonial communications
- Formal invitations of a ceremonial or historical nature
- Awards

The seal may NOT be used on the following items:

- Diplomas
- Merchandise such as clothing, hats, etc.
- Official University stationery items (letterhead, envelopes, business cards and note cards)
- Commonly used marketing materials such as fliers, posters, brochures, etc.

The seal may be reproduced in the official University color of PMS 485 red or black. It may also be reversed out of solid colors as long as readability is not impaired. For special purposes, such as ceremonial publications, the seal may be printed as a screen percentage, foil stamped in metallic silver and embossed in certain applications.

Permission for use must be granted by UMC. marketing@siue.edu



University Color

The official University color is PMS 485 red. As an essential part of the identity of the University, this color is to appear on all print and electronic publications.

CMYK equivalent for PMS 485 is: C=0, M=93, Y=95, K=0

The HEX equivalent for PMS 485 is: #cc0000

The RGB equivalent for PMS 485 is: R=204, G=0, B=0

The HSB equivalent for PMS 485 is: H=0, S=100, B=80

Typography

Typography is an integral component of SIUE's visual identity. Print communications of a University-wide nature feature the ITC Slimbach and URW Grotesk typefaces.

ITC Slimbach Book is typically used for main body copy. ITC Slimbach Book, Book Italic, Medium, Medium Italic, Bold, Bold Italic may be used for headings.

(For internal publications when ITC Slimbach is not available, it is acceptable to use Times)

URW Grotesk (URWGroteskTextLig, URWGroteskT, and URW Grotesk T) is typically used for headings and small amounts of text.

(For internal publications when Slimbach is not available, it is acceptable to use Arial)

Typically, 10-point type with 13-point leading should be used on large areas of text.

Fonts:

ITC Slimbach Book

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

URW Grotesk Regular

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

A unified system of typefaces is also used at the college, school and major unit level:

Academic Affairs: Headings and text, ITC Slimbach Book

Administration: Headings and text, ITC Slimbach

College of Arts and Sciences: Headings and text, ITC Slimbach

School of Business: Headings, Helvetica Compressed; text, ITC Slimbach

School of Dental Medicine: Headings and text, ITC Slimbach

East St. Louis Center: Headings and text, ITC Slimbach

School of Education, Health and Human Behavior: Headings and text, ITC Slimbach

School of Engineering: Headings, Helvetica Compressed; text, ITC Slimbach

Foundation: Headings and text, ITC Slimbach

Graduate School: Headings and text, ITC Slimbach

School of Nursing: Headings and text, ITC Slimbach

School of Pharmacy: Headings, Helvetica Compressed; text, ITC Slimbach

Student Affairs: Headings and text, ITC Slimbach

Publications

Templates

Print publication and presentation templates are available to assist in putting together publications that reflect a unified visual identity. All print publication templates are available in InDesign. Contact marketing@siue.edu for more information.

Sustainability

We strive to create environmentally conscious marketing solutions. Many of our print communications utilize paper and printers certified by the Forest Stewardship Council (FSC). Visit fsc.org for more information.

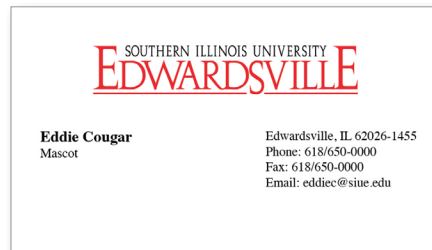
Printed by Statement

In accordance with the Illinois Procurement Code, all professionally printed publications with more than minimal content, and that are funded by a state account, require the following statement: *Printed by authority of the State of Illinois, date, quantity, and a project number (if applicable).*

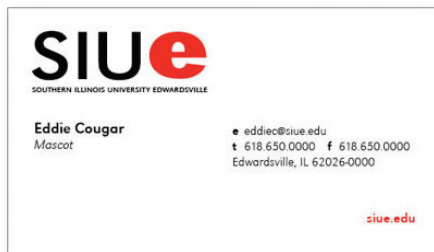
Items that have minimal content (note cards, for example), are printed on a desktop printer or color copier, or that are funded by a non-state account, do not require the statement. In addition, no professionally printed publications funded by a state account may include “compliments of,” naming a person/company, or similar wording. Contact marketing@siue.edu for more information.

Stationery System

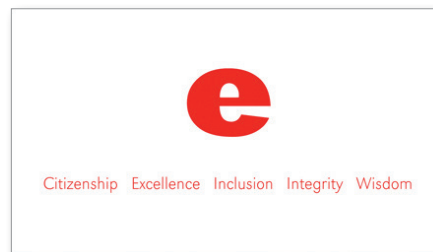
Official University stationery items include letterhead, envelopes, business cards and note cards. They are part of the University’s coordinated visual identity and include a consistent use of wordmarks, color and typefaces. **All University stationery items must be ordered through UMC.**



Traditional: Front
(back is blank)



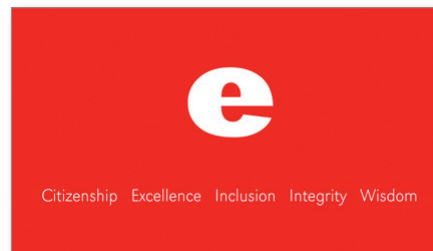
Option 1: Front



Option 1: Back



Option 2: Front



Option 2: Back

Web Usage

Internal Websites

For websites, the University wordmark should be displayed in the top left corner of every web page. The University wordmark will link back to the SIUE's home page at siue.edu.

Online Color

HEX: #cc0000	RGB: R=204 G=0 B=0	HSB: H=0% S=100% B=80%
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External Websites

For external websites desiring to show affiliation to SIUE, the following wordmarks will be used and they must link back to siue.edu. Approval must be given by UMC before use, and requests for approval should be made to the associate director for web strategy.



Dimensions:
200 x 58 pixels



Dimensions:
200 x 72 pixels



Dimensions:
300 x 86 pixels



Dimensions:
350 x 100 pixels

Trademarks and Merchandise Licensing

The Southern Illinois University Edwardsville name and its colors, symbols and logos communicate a proud heritage and future promise. The SIUE trademark licensing program promotes school spirit and pride by ensuring quality SIUE trademarked goods are available in the marketplace. It also protects the SIUE brand by ensuring consistency and compliance with trademark policy. siue.edu/policies/5f3.shtml

Anyone producing specialty items or merchandise using SIUE wordmarks, logos, or the Southern Illinois University Edwardsville and SIUE names must be approved as a licensee through Learfield Licensing Partners, and obtain the official trademarks through their website. Learfield Licensing Partners is SIUE's exclusive agent for trademark licensing purposes and is authorized to license manufacturers meeting SIUE qualifications. SIUE will not issue licenses directly.

Interested parties should visit siue.edu/merchandise/index.shtml for more information.

Questions

University Marketing and Communications

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