



ILLINOIS STATE UNIVERSITY
Illinois' first public university

University names and logos on products

Distribution of promotional products is a great way to help "Spread the Red" and let others know about the work being done by your unit or student organization. This guide is designed to help you use the University's name and marks appropriately and get the best results for your products.

Getting started

- Use a licensed vendor for promotional product imprints. Products bearing Illinois State University trademarks must be produced by a licensed vendor. An updated list of authorized vendors can be found at IllinoisState.edu/identity.
- A licensed vendor is not required for print materials, Web uses, banners, posters, signs, plaques, uniforms, and one-off or special order products consumed by the University.
- Adhere to university identity standards. All designs using university trademarks on licensed products must be approved by University Marketing and Communications (UMC). University identity standards can be found at IllinoisState.edu/identity.
- Know your product's size, material, color and required application method (e.g. screen printing, embroidery, etc.).
- Know what logo/mark you'd like to use (standard or unique).
- Know the approximate size, placement, orientation, and color(s) of the logo/mark you'd like to use.
- Know which digital file format your vendor will need to produce the logo/mark.

Standard institutional and unit logos should be considered first.

These logos may NOT be altered in ANY way, however:

- Standardized unit logos are available in wide and centered versions for product use, and
- Logos are available in alternate color breaks (red, black, white) to best suit the product's specifications.



When standard logos present problems with reproduction or readability, consider using:

- Standard logotypes WITHOUT the seal or Redbird head logo.
- A text-only solution independent of the standardized logotype and subscript treatment. Text can be formatted to suit available space. This is a common solution for small and/or unique space constraints. Text should not appear as a specialized logotype treatment.
- Use the seal independently (i.e. use the seal on one side of an item and text on the other).

CAMPUS RECREATION
Illinois State University.

DEPARTMENT OF AGRICULTURE
Illinois State University.

Removing seal or Redbird head from standard unit logos

UNIVERSITY HOUSING
ILLINOIS STATE UNIVERSITY.

UNIVERSITY HOUSING
ILLINOIS STATE UNIVERSITY.

Text only option for limited imprint space



Side 1

Department of Geography-Geology

Side 2

Department of Geography-Geology



Seal used independently of unit name, but not as logo configuration

Nonstandard designs that will not be replicated as new logos (limited, apparel and products only)

For limited distribution apparel, such as staff or member shirts or hats, you may create nonstandard configurations. This exception is not intended for widespread promotional items representing the University.



Nonstandard configurations for limited use.

Guidelines for seal or Redbird head/full-body on dark product using "white"

A common mistake is using the one-color "black" version for white (or "light") imprints onto dark products using standardized unit logos, the seal alone, or the Redbird. A special version of unit logos/seal and Redbird is available for proper use. This solves the awkward "X-ray" effect illustrated below.



Black boxes simulate base material of product



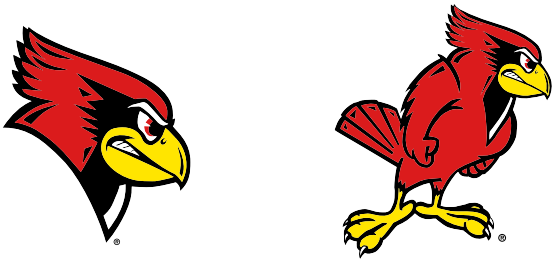
The full-body version is also available for white imprint.



Printing in white or light inks or engraving where the image will show lighter than the base material requires an *alternate* version of the seal and Redbird head/body. As illustrated above for the seal, the pages of the book will appear white with black book text; the Redbird will appear with white eye and black pupil. Upon request, UMC can provide standardized unit logos and Redbird logos created for this situation.

General rules for using Athletics imagery

- For nonacademic units, the Redbird head logo may be used in place of the seal as a standard unit logo as created by UMC.
- The Redbird head and full-body logos may be used independently or in association with unit names on promotional products. These logos may NOT be altered in any way. This includes any clothing, alternate poses, adorning with objects, and over-obstructing with type or objects.
- Redbird Athletics composite logos may not be used in association with any other university unit.



Redbird head and full-body logos



Examples of the Redbird Athletics composite logos

General rules for "STATE your Passion" themes

- "STATE your Passion" is not intended for stand-alone use. Always include a connection with an Illinois State University logo or text. However, there should always be separation so the STATE and University logo/text appear as two distinct visual units.
- STATE your Passion is also available in a single-line version.

STATE
your passion:



COLLEGE OF FINE ARTS
ILLINOIS STATE UNIVERSITY®

STATE
your dream.

STATE your passion:

ILLINOIS STATE UNIVERSITY®

General rules for Registered Student Organizations (RSOs)

- RSOs may use university names as well as the Redbird head and Redbird full-body logos and images of Reggie Redbird (see general rules for using Athletics logos above). However, student organizations should not use the seal or create logos similar to the standard institutional or unit logos and logotypes.
- RSOs may create unique logos that include university names and logos as approved by the Division of Student Affairs.
- RSOs seeking to use Redbird head or full-body Redbird logos in unique designs must submit designs to UMC for approval.
- RSOs must adhere to all licensing requirements.

Design FAQ

Can standard logos be altered?

No. Standard logos may not be altered.

Can I reverse orientation of the Redbird head/body on logos?

These are considered standard logos. The Redbird head/body logos must face to the right.

I need a larger version of a logo for a product. Can I just have the vendor enlarge it?

Enlarging a small image can leave it distorted or grainy. Please request a larger version or appropriate file format from University Marketing and Communications.

When using text, does "Illinois State" have to be in the same size, color, and style?

Yes. Illinois and State must be presented in the same font size, color, and style.

Are there any rules for how close other text and imagery can be to standard logos and the seal?

No. However other text and images must be separated enough so it does not appear to be a part of the standard logo or the seal.

Do ® and ™ notices need to appear when university trademarks are used on products?

Yes. Refer to the following list for examples of when each should be used.

®

Illinois State University and Illinois State; University seal; STATE your Passion; Chicago Teacher Education Pipeline; standard university or unit logos with name and seal; Redbird and Redbirds; Redbird head and Redbird full-body logos; Reggie Redbird (image and name in any style); Spread the Red; Athletics logos using combinations of Illinois State, Redbirds, and the Redbird head logo.

™

"Bird" or "Birds;" ISU; State; GLT; WZND; TV-10; Illinois Shakespeare Festival; Millennium Girls; Bird Shirt; Fear the Bird; Normal Edition Workshop; Fell Arboretum; Ewing Manor; Gamma Phi Circus; Big Red Marching Machine; and other marketed program names, symbols, and images.

Questions?

University Marketing and Communications
Campus Box 3420
Normal, IL 61790-3420
Phone: (309) 438-8404
Email: identity@IllinoisState.edu
IllinoisState.edu/identity

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