Introduction

The University Library is part of the University of Illinois at Urbana-Champaign and therefore subject to its branding requirements.

The University Library brand often serves as the first impression of the Library for our users. Simple design guidelines help the Library maintain a strong visual identity. Library materials should be identifiable at a glance.

Need marketing or promotional help? Contact the University Library’s Chief Communications Officer.

Mission

The University Library is central to the intellectual life of the University. By providing and stewarding collections and content that comprise a current and retrospective record of human knowledge and by offering a wide array of services, it enhances the University’s activities in creating knowledge, preparing students for lives of impact, and addressing critical societal needs. The Library advances the University’s goals by ensuring unfettered access to information and by providing a network of expertise that ensures value, quality, and authenticity of information resources. The Library integrates and manages knowledge to enable learning and the creation of new knowledge.

Vision

The Library is central to the vibrant intellectual life found at Illinois. Infused throughout the University, the Library fully engages with the University’s mission by offering physical and virtual access to the finest and broadest array of scholarly resources available and by providing the expertise of the best librarians and staff. Serving scholars around the world, the Library’s global preeminence reflects the University’s land-grant values and its own rich heritage.
Clear and consistent writing contributes to successful communication and strong branding.

Refer to the Campus Writing Style Guide for information on campus-specific rules for abbreviations, acronyms, capitalization, hyphens, punctuation, spelling, and correct usage: [identitystandards.illinois.edu/writingstyleguide/](http://identitystandards.illinois.edu/writingstyleguide/)

For items not addressed in the Campus Writing Style Guide, consult The Chicago Manual of Style ([www.chicagomanualofstyle.org](http://www.chicagomanualofstyle.org)) for most purposes (the AP Stylebook is followed for news writing).

The dictionary of choice is the Webster’s New World Dictionary.

**Voice**

Know your audience (students, donors, parents, community, faculty) and use appropriate tone. Keep your language simple and understandable for all audiences. Avoid library jargon and abbreviations (unless they’ll be readily understood). Use active voice with strong verbs.

**Proof Points**

- We are the largest public academic library in North America.
- The University Library holds more than 14 million volumes.

**Naming Conventions: Campus vs. Library**

Referring to the Champaign-Urbana campus:

- First Reference: University of Illinois at Urbana-Champaign
- Secondary References: U of I or Illinois (do not use the acronym UIUC)

Do not capitalize “university” when the word is used alone as a noun or an adjective.

Referring to the University Library:

- First Reference: University of Illinois at Urbana-Champaign Library
- Secondary Reference: University Library, Library (note the uppercase L)

**Naming Conventions: Library Locations**

The proper names of libraries should be used in the first mention. Thereafter, they may be used as their common names or in acronym (see parenthesis below). Here are some examples:

- Ricker Library of Architecture and Art (Ricker Library)
- The Rare Book & Manuscript Library (RBML)
- Undergraduate Library (UGL)
- Sousa Archives and Center for American Music (SACAM)
Naming Conventions: Common Names

Here are some examples:

• Main Stacks
• Advancement (not Development or Fundraising)

Library Wordmarks

It is important to use official Library wordmarks on collateral. These were created following university standards. They are not to be altered. Also, there is a trademarked wordmark with the TM symbol that must be used on merchandise (i.e., any item to be sold or given away for promotional purposes). Request any versions (1-color, blue I with white, orange I with white; PMS; or RGB) or formats (.eps or .png) not currently loaded into the Box folder below from the Chief Communications Officer.

Wordmarks Box Link

Images

When choosing an image for Library-related materials, choose relevant, exciting pictures with details that will be easily identifiable. Use images that are specific to the Library rather than the university.

Staff are encouraged to help build the Library’s photo archive. High resolution images are critical.

Recommended Resolutions

• Print: 300 dpi
• Web: 72 dpi

Resources

University Archives Database Link
University Library Digital Collections Link
University of Illinois Library Flickr Link
Image Database Link

Image Use

• Images created before 1923 are considered to be in the public domain.
• Images you have taken are fine to use. If you include an individual’s image or likeness, you should request written permission to do so. Please utilize the university’s release forms at publicaffairs.illinois.edu/resources/release/index.html.
• Images for which the university or the Library owns the copyright are also available for use without further permission.
• Items licensed by Creative Commons may be used in your work. Find more information about licensing and attribution at creativecommons.org.

For all other images, copyright permission may be needed for publication, depending on the nature of the publication and its level of public dissemination.

Consult with the following resource for additional information:
www.library.illinois.edu/scp/copyright-overview/quick-facts-about-copyright/

Templates

In-brand templates have been created for often-used assets. Templates for PPTs, conference posters, and digital signs are available in Microsoft PowerPoint. Templates for table tents, bookmarks, postcards, flyers, etc. are available in Adobe InDesign. Please consult with the Chief Communications Officer if you have questions about, or need assistance using, any available templates.

Microsoft PowerPoint:
PowerPoints Box Link
Posters Box Link
Digital Signs Box Link

Adobe InDesign:
Postcards Box Link
Bookmarks Box Link
Table Tents Box Link
Flyers Box Link
Brochures Box Link

Digital Letterhead

Find the most current version of the Library’s digital letterhead on the Communications web page for Library staff at www.library.illinois.edu/staff/administration/communications.

Web

Refer to the Web Style Guide at www.library.illinois.edu/staff/it/web-style-guide/.

Campus Brand Guidelines

The Library is a unique part of the Illinois story. Tools to support Library communication efforts under a unified brand are found in the Illinois Brand Guidelines at brand.illinois.edu.
Color is an important part of the Library's visual identity and ties the Library to the university. To maintain consistency in the Library’s visual identity system, it is essential to reproduce colors accurately. Always follow the CMYK, RGB, and web/hex values shown here.

Colors will appear lighter on screens than in print. Even across devices, there will be color variations.

Colors will appear darker on uncoated paper than on glossy. CMYK colors will not match Pantone spot colors exactly.
Welcome to the Library!
Archer is a friendly face with style.

Archer

Tungsten

Tungsten is condensed for impact in small spaces.

Arno Pro

Arno Pro is a text face that is readable even in small sizes. It has a large glyph set that supports foreign languages and special characters. It also has a nice set of ornaments. Use Arno Pro for setting large blocks of text.

Open Sans

Open Sans is bold and perfect for headings.

Crimson Text

Crimson Text is a typeface that is readable even in small sizes. It is a good alternative to Arno Pro and is free from Google fonts. The family has 6 fonts: regular, italic, semibold, semibold italic, bold, and bold italic. Download the fonts and install them on your computer to use them.

Gotham

Gotham is the typeface used in the University’s identity.
Graphic Elements

Icons
Modern Library Icons
Orange and Blue

Patterns
Books & Bytes light
Books & Bytes dark
Books & Bytes
gray scale, 20%,
multiply, over solid
Pantone 7417
Contact Information

HEATHER MURPHY
Chief Communications Officer
(217) 333-3758
hmurphy@illinois.edu

Questions about the contents of this document should be directed to the University Library's Chief Communications Officer. Find additional resources at go.library.illinois.edu/comm.

This guide is subject to change based on new branding standards or style guide updates.

Last updated: January 17, 2020