

University Library Style Guide



UNIVERSITY OF
ILLINOIS
URBANA-CHAMPAIGN



Introduction

The University Library is part of the University of Illinois 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.



Overview

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: publicaffairs.illinois.edu/resources/writing-style-guide/

For items not addressed in the Campus Writing Style Guide, consult The Chicago Manual of Style (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 one of the largest public academic libraries in the country.
- 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 Urbana-Champaign
- Secondary References: U of I or Illinois or 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 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 examples:

- Ricker Library of Architecture and Art (Ricker Library)
- The Rare Book & Manuscript Library (RBML)
- 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

The University Library is not considered a primary academic entity and cannot use a unit wordmark. Use the Block I as the Library's primary logo and use "University Library" in text. The Block I logo and University wordmark are found on the Communications web page for Library staff at library.illinois.edu/staff/administration/communications.

If you have any questions about wordmarks or logos, contact the Library's Chief Communications Officer. Also, here are a few helpful resources from the campus's Office of Strategic Marketing and Branding:

marketing.illinois.edu/design/unit-wordmarks

marketing.illinois.edu/blog/communicating-unit-identity-without-a-wordmark

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:

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:

[PowerPoint Presentations 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 library.illinois.edu/staff/administration/communications.

Web

Refer to the Web Style Guide at 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 on the Office of Strategic Marketing and Branding website at marketing.illinois.edu.



Color Palette

University of Illinois



Illini Orange
3 86 100 0
230 76 56
#E84A27



Illini Blue
100 90 10 50
19 41 75
#13294B

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

CMYK colors will not match RGB colors exactly. Colors will appear darker on uncoated paper than on glossy.

Supporting Colors



Alma Mater
100 85 15 7
28 66 113
#1c4285



Industrial
90 48 0 0
29 88 167
#1D58A7



Arches
70 5 2 0
0 159 212
#009FD4



Heritage
0 57 94 0
246 136 43
#f6882b

COLOR CODES

color name

C M Y K

R G B

hex

Neutrals



storm
36 29 24 5
159 160 168
#9FA0A8



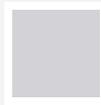
medium storm
57 47 48 14
112 115 114
#707372



dark storm
65 59 60 41
73 72 70
#494846



60% storm
22 17 15 0
197 198 202
#C5C6CA



40% storm
14 10 9 0
216 217 220
#D8D9DC



20% storm
6 4 4 0
236 236 237
#ECECED



10% storm
3 2 2 0
244 244 244
#141414

Typography

Montserrat

Consistent typography adds visual strength and integrity to a brand.

Source Sans Pro

The visual strength stems from using a limited family of fonts consistently across the brand, making the brand more recognizable.

Source Serif Pro

Visual integrity is rooted in legibility—choosing typefaces that are easy for a range of audiences to read, in a variety of formats.

Fjalla One

The fonts chosen for the U of I brand have an updated, clean look.

Superfly

Superfly should primarily be used to emphasize the brand power I-words.

See next page for guidance

University Library

Montserrat Semibold



Typography

Use Montserrat for short paragraphs of text and headlines. It has an open, contemporary feel.

Montserrat Bold can be used for headlines with any of the body fonts.

Set the name of the Library, in any variation, in Montserrat Semibold.

Fjalla One Is Highly Condensed

and should *not* be used for body text. Use for headlines only. It makes a big impact in a small amount of space.

CONSIDER FJALLA ONE IN ALL CAPS

Pro tip: Any time you set a line in all caps, add some letterspacing (tracking).

Source Serif Pro is great for body text. It is highly readable across media. Complement this with headlines in Source Sans Pro or Montserrat.

Use Source Serif Pro Bold for headlines when you want to maintain a traditional or credible appearance.

Source Sans Pro can be used as body text. It is highly readable across media. Sans serif has a modern feel. Combine with headings in either Montserrat or Source Serif.

Avoid headings in Source Sans Bold because it is too close to Montserrat Bold and will clash.

Superfly

should be used for one or two words at a time. Don't be afraid to make it big.

Graphic Elements





Contact Information

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