

Brand Identity at a Glance

University Logo

Only official logo files should be used in communications. In order to maintain brand consistency, a few simple guidelines should be followed.

Primary Lockup



The Primary Lockup is used at every opportunity on print and digital media, unless size and space won't allow. It should be present on all communication that reach an external, off-campus audience to reinforce recognition and use of full University name.

Circle Mark



The Circle Mark alone can be used in lieu of the Primary Lockup for communication to internal audiences. A best practice when using the Circle Mark is to also use the University's Typeset Name. Do not use more than one Circle Mark on the same page.

Wordmark

UNIVERSITY OF ILLINOIS CHICAGO

The Primary Lockup option is preferred. However, the wordmark may be used as a header, footer, watermark or when imprint area is limited. The wordmark should never be recreated or typeset. The Circle Mark should be used elsewhere if space is available.

Typeset Name

UNIVERSITY OF ILLINOIS CHICAGO

Theinhardt Bold
All Caps
100 pt Tracking

Typeset the university name when space doesn't allow for the Primary Lockup. Best when used in conjunction with the Circle Mark in all communication. Works well as a footer or header.

Color



Inverted



White



Black



Print Minimum Size



Digital Minimum Size



Clear Space



Color Palette

Primary Colors



Fire Engine Red
PANTONE 199 C
CMYK 10, 100, 86, 2
RGB 213, 0, 50
HEX #D50032



Navy Pier Blue
PANTONE 2758 C
CMYK 100, 94, 30, 28
RGB 0, 30, 98
HEX #001E62

Neutral Colors



Expo White
PANTONE 7500 C | 20% Tint
CMYK 5, 3, 8, 0
RGB 242, 247, 235
HEX #F2F7EB



Steel Gray
PANTONE Cool Gray 11 C
CMYK 0, 0, 0, 80
RGB 50, 50, 50
HEX #333333

Secondary Colors



Chicago Blue
PANTONE 298 C
CMYK 65, 3, 0, 0
RGB 65, 182, 230
HEX #41B6E6



UI Health Teal
PANTONE 7704 C
CMYK 92, 14, 8, 11
RGB 0, 133, 173
HEX #0085AD



Champions Gold
PANTONE 136 C
CMYK 0, 22, 83, 0
RGB 255, 191, 63
HEX #FFBF3F

Typography

Theinhardt is the signature font of UIC, evoking a strong connection to the university's progressive, modernist roots. It serves as the primary font for all visual communication, including signage, print and digital marketing materials.

Theinhardt Bold THEINHARDT BOLD

USES: Headlines, emphasis in body copy, callouts
CASE: title case or all caps
PREFERRED COLOR: Navy Pier Blue

Theinhardt Medium THEINHARDT MEDIUM

USES: Subheads, tags, callouts
CASE: all caps, title case or sentence case
PREFERRED COLOR: Navy Pier Blue, Fire Engine Red

Theinhardt Regular THEINHARDT REGULAR

USES: Body copy
CASE: Sentence case
PREFERRED COLOR: Steel Gray

Alternative

When Theinhardt is not available for use, **Arial** or **Helvetica** can be used in its place.

For questions regarding logo usage, brand application, or to request a font license for Theinhardt, email marketing@uic.edu.

Logo files are available at logos.uic.edu.