

Marketing and Communications

Branding and Wordmarks



University of Illinois launched a single-brand strategy in July 2020. The strategy clearly places the Illinois brand as our dominant, unifying, shared identity across all campus entities, including Illinois Extension. This guide highlights several key brand elements that are essential to the university's strategy.

Our Brand Presence

University of Illinois has one brand. Across all academic units, centers and institutes, and central campus services, the university will present a unified brand presence.

The [foundation of our brand](#) stands on three pillars, which should shine through our public communications.

- We are innovative.
- We provide tailored experiences.
- We are grounded in a proud legacy.

Our brand personality exudes confidence, integrity, and empathy. Our voice should speak to these characteristics.

The [Power of I](#) is the key brand message that captures Illinois' commitment to helping individuals achieve their goals, follow their dreams, and change the world. This message aligns with Extension's mission. According to the Office of Strategic Marketing and Branding, the core of the Illinois brand is the "power of a community who sees the grandest of challenges and cannot imagine a world in which there is not a solution. It lies in the people who are brave enough to think differently and smart enough to find a better way."

Brand Assets

Remember, branding is more than a logo or color palette; it's what we stand for and it represents who we are. While the brand is an experience more than it is a logo, there are rules that govern how we present the brand through marketing and communications materials. Review the highlights here or dive into the [broader guidelines](#) offered by the University of Illinois Office of Strategic Marketing and Branding.

The previous wordmark was used as one complete element. The new Block I, Extension name, and Wordmark elements can be used separately depending on the context. Refer to the chart.

Depending on our [audience's experience](#) with us, our graphic presentation of the brand will look unique.

- The Extension wordmark must appear on all Extension publications, flyers, curriculum, and websites.
- In social media, the Block I and Extension name should appear on all graphics anywhere on the document as long as it follows the color guidelines below.
- All merchandise, whether provided free or for a charge, must include the trademarked version of the Block I as space allows.
- You cannot have two Block I logos on the same surface of a document. If more than one university entity is sponsoring a program, use the U of I wordmark and provide the cooperating units/partners as text on the document.
- There are both horizontal and vertical variations of the Extension Name with different alignment options.
- The College of Agricultural, Consumer and Environmental Sciences name is required on all Extension publications, documents, videos, websites, and merchandise. It may appear anywhere in the document. The only exception to this rule is for social media graphics.

Block I Logo

The Orange Block I outlined in blue may only be used on a white background or over a lighter photo.

Whenever possible, this version of the logo should be used.

The Orange Block I outlined in white may only be used on the Illini Blue background or over a darker photo.

The Blue Block I outlined in white may only be used on the Illini Orange background or over a darker photo.



Extension Name

The Extension name by itself can be used on **any color** as long as there is sufficient contrast to read.

The Extension name cannot stand alone on the document, the Block I must appear somewhere on the document, separate from the Extension name.

The Extension name can be typed using any of our approved fonts, like Source Sans or Montserrat.

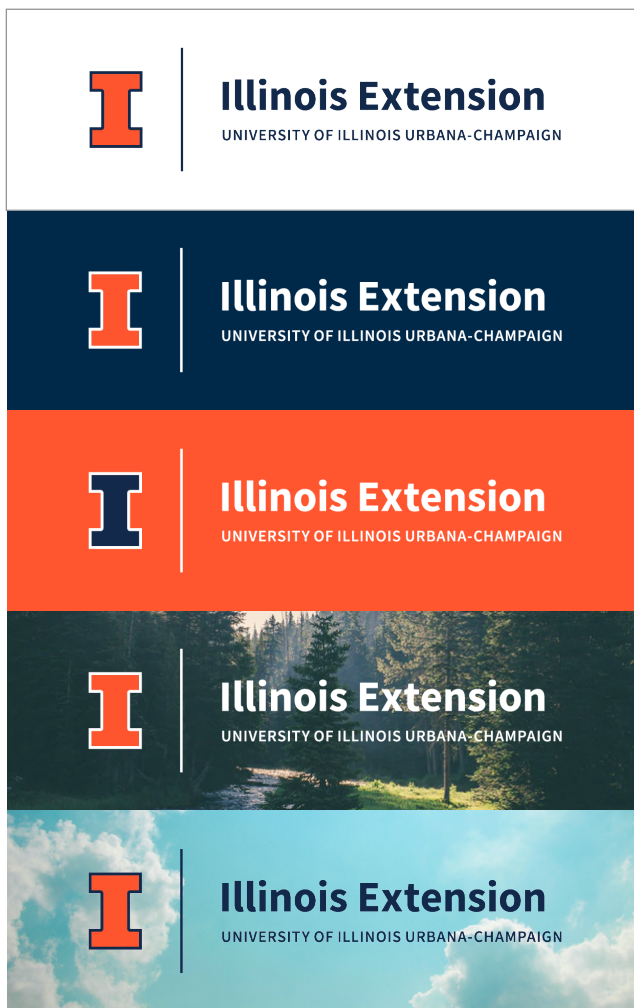


Extension Wordmark

The Extension wordmark which uses an Orange Block I outlined in blue and text in blue may only be used on a white background or over a lighter photo.

The Extension wordmark with the Orange Block I outlined in white with white text may only be used on the Illini Blue background or over a darker photo.

The Extension wordmark which uses the Blue Block I outlined in white with white text may only be used on the Illini Orange background or over a darker photo.



A solid black or white Extension wordmark exists, but only for:

- print pieces produced in black and white
- cases of sponsorship or partnership where a single color mark has specifically been requested (e.g. needing a one-color mark for placement alongside other sponsors on the back of a marathon t-shirt)
- as a file submitted for engraving

Illini Blue
PMS 2767C
CMYK 100,90,10,50
RGB 19,41,75
#13294B



Illini Orange
PMS 1655
CMYK 0,80,100,0
RGB 255,95,5
#FF5F05



Color Contrast

Be aware of how well your elements contrast the background. Choose photos and colors wisely.



Logo is lost in the background



Background too busy for legibility



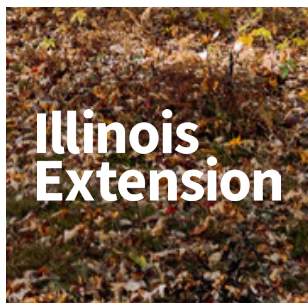
Don't add a drop shadow or glow



Background too busy for legibility



Great!



Great!

To what audience are you marketing?

Newsletters, annual reports, social media page banners, and outdoor signs use the Extension wordmark. **The audiences that encounter these may have less awareness or knowledge about Illinois Extension** than others. These are entry points for the Extension brand.



Illinois Extension

UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

Social media graphics are presented in the content of our networks to an **audience that is more familiar with Extension**; so they only need the Block I logo and the Extension name. The Block I can be used on white, Illini Orange, Illini Blue, and any photo that has enough contrast. Whenever possible, the primary version of the logo (orange I with blue outline) should be used. These elements work great in corners, but see what works for you!



**Illinois
Extension**

Internal Collaboration

When multiple internal collaborators or sponsors join forces, the U of I wordmark is the only identity mark that should be used. Additional credits can be highlighted in text.



UNIVERSITY OF
ILLINOIS
URBANA-CHAMPAIGN

Merchandise

All merchandise requires the trademarked Block I and Extension name on an approved merchandise background color.

What fabric/material colors can I use?

- shades of orange
- black
- shades of blue
- white
- shades of grey

Can I include other elements with the Block I and Extension Name on merchandise?

Yes! Much of our merchandise includes line illustrations, program logos, and accent text written in [Superfly](#) (a font you can purchase for \$18).



The trademarked Block I needs to be isolated from all the other elements if space allows. On shirts, this is either the sleeve or back of neck.



On items that have only one imprint area, all elements can be combined in whatever way best fits the layout. A solid color trademarked Block I can be used to lower printing costs.

Logo Pairing with Programs

Unlike previous incarnations of the logo, there are no lockups for programs such as 4-H, Master Gardener, or Master Naturalist. Include these logos elsewhere on the document.



Modified October 2023



Illinois Extension
UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

Download the Branding Assets

go.illinois.edu/ExtensionLogos