



**WESTERN
ILLINOIS
UNIVERSITY**

IDENTITY STANDARDS MANUAL

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This manual has been prepared and distributed to ensure the success of our visual identity through consistency of use. Please read the Identity Standards and adhere to the guidelines.

This Identity Standards Manual contains approved standard graphic elements of the Western Illinois University identity system. The guidelines presented here are fundamental yet flexible enough to allow for individual expression.

This Identity Standards Manual takes the form of an Adobe Acrobat 4.0 PDF file format for viewing on MAC or Windows PC platforms on the Web at www.wiu.edu/styleguide. In addition, the complete file or its individual pages can be printed on 8½" x 11" (horizontal) paper, preferably with a color printer.

Installed fonts are NOT required to import, display, or to print out any of the Western Illinois University graphic identity elements. All artwork components containing type are provided as art.

Fonts required for identity applications not contained within this manual are:

- Adobe Perpetua (see page 3.1)
- Garamond (see page 3.2)
- Adobe Trade Gothic (see page 3.3)

Graphic applications required for most uses:

- QuarkXPress, version 4.04 or higher
- Adobe Illustrator, version 9.0 or higher
- Adobe Photoshop, version 5.5 or higher

Supplemental art and support graphic files provided include:

- Quark 4.0 templates of all stationery system component art
- Mark, logotype, and signature files in Adobe Illustrator 9.0 encapsulated PostScript (EPS) format
- Web-ready graphic in GIF format

For further information regarding the Western Illinois University Identity Standards or for updates to this manual please contact the Office of University Relations, Sherman Hall 302, telephone 309-298-1993.

BASIC STANDARDS FOR THE SIGNATURE

- 2.1 The Western Illinois University Mark**
- 2.2 The Western Illinois University Signature**
- 2.3 Coloration**
- 2.4 Color Reproduction Options**
- 2.5 Unacceptable Signature Color Treatments**
- 2.6 Minimum Space Requirements**
- 2.7 Minimum Size Restrictions**
- 2.8 Unacceptable Signature Treatments**
- 2.9 Unacceptable Signature Treatments**
- 2.10 Use with the University Seal**
- 2.11 Use with Athletics and Other Logos**



Western Illinois University enters its second century with a sense of renewal. Strong enrollment, a successful capital campaign, clear signs of pride on the part of students and alumni, and a new presidential era all contribute to an institution secure in its identity. Further, the University’s leadership role in advancing GradTrac and the tuition guarantee lead the institution to confidently translate its distinctiveness as a caring and supportive learning environment to a commitment to Western Illinois University students that they can complete their education and reach their full potential. The visual identity clearly reflects these sentiments. It evokes a university rich in history and tradition by classically representing the icon Sherman Hall. At the same time, the treatment of the icon—which lets light come through—symbolizes the openness to ideas that students and faculty will explore together. The wash of Western’s purple and strong presentation of the full name of the institution in bold capital letters represent the University’s strength and confidence.



WESTERN ILLINOIS UNIVERSITY

The Western Illinois University signature is the keystone of our visual identity and is used on all communications materials. Using it consistently will enhance the world's recognition of who we are.

Two elements make up the Western Illinois University identity signature:

1. Western Illinois University mark
2. Western Illinois University typography

Color, typography, and reproduction specifications of the signature, as well as details about the communications materials on which it will appear, are provided on the following pages.



**WESTERN
ILLINOIS
UNIVERSITY**



PMS® 2607



85C 100M



663399

For all print applications

Western Illinois
University purple:
PMS® 2607

For Web applications

Western Illinois
University purple:
663399

Process Matching:

Cyan 85
Magenta 100
Yellow 0
Black 0

Full Color Reproduction



White background



Light background

Single Color Reproduction



Black on white background



Photo background



Purple background



Black background

Adhering to the following color reproduction guidelines will create a consistent image and maintain the visual impact of the logo.

Full Color Reproduction

When printing over a white or light background, the signature should be reproduced in full color.

When appearing on a photo background, the signature can be encased in a solid white box with no keyline. Maintain minimum space requirements as outlined on page 2.6.

Single Color Reproduction

The signature must be printed in PMS 2607. Black may be used as a substitute if only black is available.

When appearing on a purple or black background, a white keyline is placed around the mark, and the typography appears in white.

Web Reproduction

When appearing on a Web page, follow the same rules outlined for full color and photo backgrounds. Web guidelines are available at www.wiu.edu/web.



Do not print the signature in black over a dark background.



Do not print the reversed out signature onto a light or white background.



**WESTERN
ILLINOIS
UNIVERSITY**

Do not change the color of the University mark.



Do not place the signature over heavily patterned background.



**WESTERN
ILLINOIS
UNIVERSITY**

Do not change the color of the signature typography.



**WESTERN
ILLINOIS
UNIVERSITY**

Do not screen the signature color.



X = the width of the
Western Illinois University
logo mark

**Maintain a minimum
distance of $\frac{1}{2}X$ between
any part of the signature
and other elements
appearing with it or the
edge of the page.**





X = Minimum 1 pica 8 points

The Western Illinois University signature should not appear any smaller than 1p8 “X” dimension.

For Web applications, the signature may not appear smaller than 51 x 94 pixels.



Never configure the elements into a different signature.



**WESTERN
ILLINOIS
UNIVERSITY**

Never crop any part of the signature.



**WESTERN
ILLINOIS
UNIVERSITY**

Do not distort the signature.



**WESTERN
ILLINOIS
UNIVERSITY**



Never surround the signature with other competing shapes.



Never tilt the signature in any direction.



WESTERN
ILLINOIS
UNIVERSITY

Do not alter the proportions of the signature typography.



WESTERN
ILLINOIS
UNIVERSITY

Do not recreate the Western Illinois University type or substitute another typeface.



Do not duplicate any part of the signature to create a pattern.



WESTERN
ILLINOIS
UNIVERSITY

Do not write inside the mark or allow the background to show through the mark.



Do not separate the mark from the signature typography.

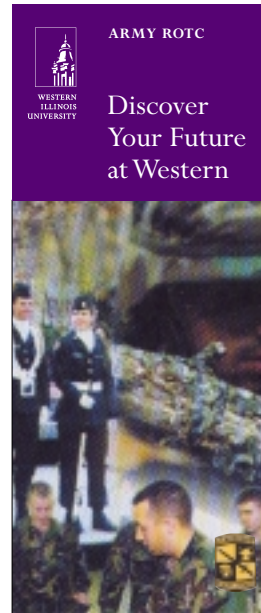
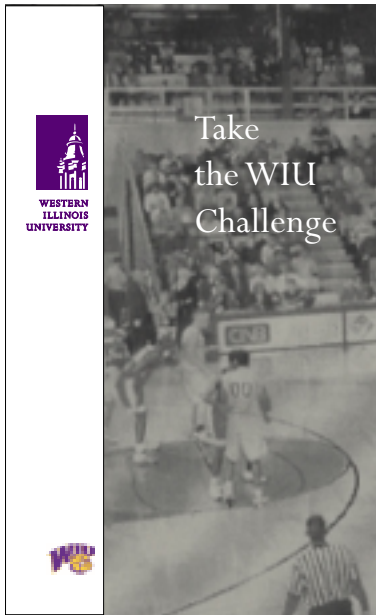


The University seal is a formal institutional mark typically used on legal documents and is not a logo.

When used in conjunction with the Western Illinois University signature, the seal must not have greater emphasis and must not interfere with the signature.

For example, the seal may be used at a large size but screened back to a light tint as in a watermark.

It may also be used at full color strength if it is situated away from, and sized smaller than, the signature.



When athletics and other logos appear with the signature, the latter must have greater emphasis.

TYPOGRAPHY

- 3.1 Primary Font for Headlines and Address Blocks
- 3.2 Primary Font for Body Text
- 3.3 Secondary Font for Headlines and Body Text

Adobe Perpetua

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

ADOBE PERPETUA SMALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZABCDEFGHIJKLMN OPQRSTUVWXYZ 1234567890

Adobe Perpetua Italic Old Style Figures

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

Adobe Perpetua Roman Bold Old Style Figures

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

Adobe Perpetua Roman Bold Italic Old Style Figures

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

The font in the Western Illinois University signature is Adobe Perpetua.

No substitutions are permitted.

This font is also used for address blocks in the stationery system. Use the Roman typestyle unless otherwise indicated as bold, italics or small caps.

Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

Garamond Small Caps

ABCDEFGHIJKLMNOPQRSTUVWXYZABCDEFGHIJKLMN OPQRSTUVWXYZ 1234567890

Garamond Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

Garamond Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

Garamond Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

**Garamond is the primary
font for body text in
stationery and publications.**

Adobe Trade Gothic Light
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Adobe Trade Gothic Light Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Adobe Trade Gothic Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Adobe Trade Gothic Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Adobe Trade Gothic Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Adobe Trade Gothic Bold Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

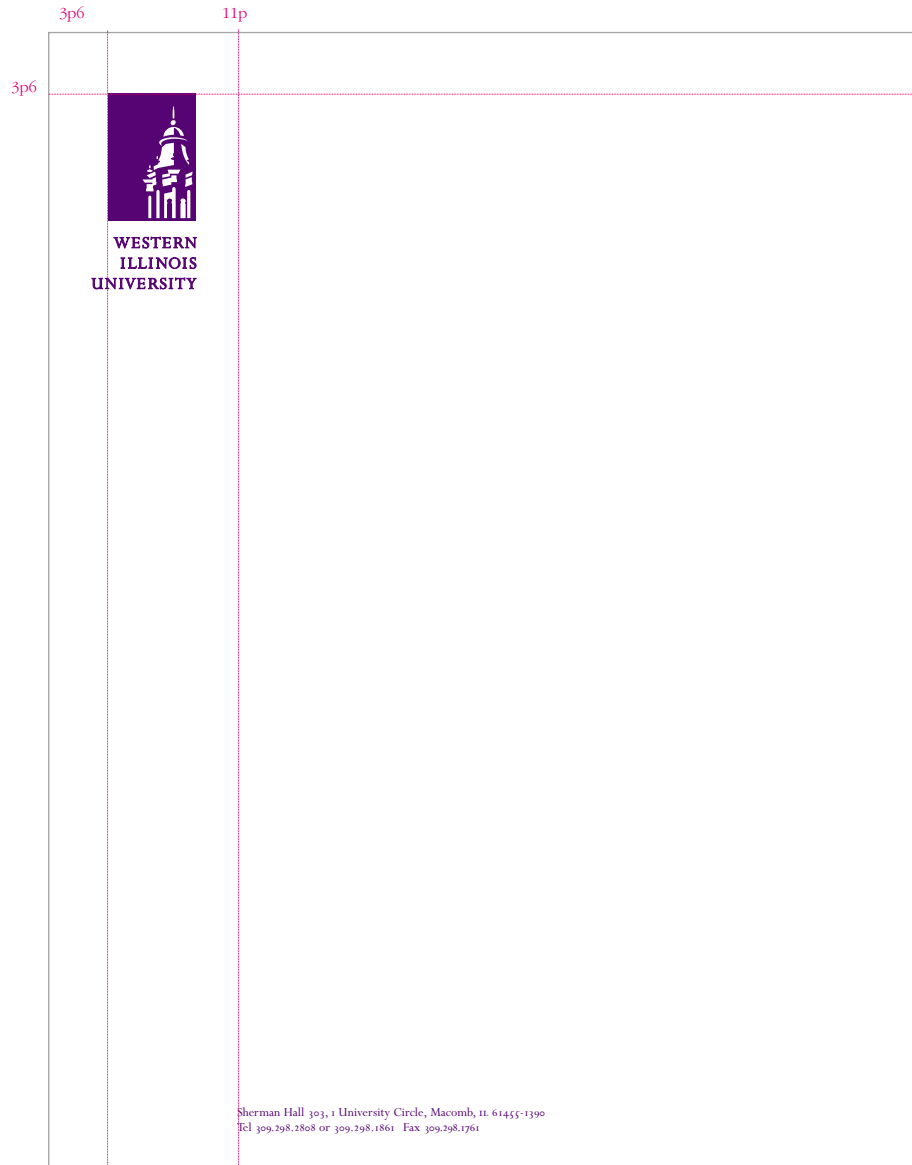
Adobe Trade Gothic Bold 2
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Adobe Trade Gothic Bold 2 Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

**Adobe Trade Gothic is the
secondary font to
complement the primary
fonts and to allow for
creative flexibility and
enhanced readability.**

STATIONERY SYSTEM

- 4.1 Standard Letterhead**
- 4.2 Department-Specific Letterhead**
- 4.3 Letter Format**
- 4.4 News Release Form**
- 4.5 Fax Cover Memo**
- 4.6 #10 Envelopes**
- 4.7 Business Cards**
- 4.8 Monarch Letterhead**
- 4.9 Monarch Letterhead Format**
- 4.10 Monarch Envelope**
- 4.11 Mailing Label**
- 4.12 12" x 9" Envelope**
- 4.13 Folding Invitation with No. 5 Baronial Envelope**
- 4.14 Note Cards and Reply Cards**



Size

8½" x 11"

Typography

Address Block:

Adobe Perpetua

9.5 pt. over 10.5 pt.

Numerals:

Adobe Perpetua

Small Caps,

9.5 pt. over 10.5 pt.

Color

Logo mark and typography:

PMS® 2607

Paper Stock

Benefit (or comparable)

24# Writing Vellum

White Recycled



Size

8½" x 11"

Typography

Department Name:

Adobe Perpetua Bold,
9.5 pt. over 10.5 pt.

Address Block:

Adobe Perpetua
9.5 pt. over 10.5 pt.

Numerals:

Adobe Perpetua
Small Caps,
9.5 pt. over 10.5 pt.

Color

Logo mark and typography:
PMS® 2607

Paper Stock

Benefit (or comparable)
24# Writing Vellum
White Recycled

	11p	4p6
3p6	 WESTERN ILLINOIS UNIVERSITY	
16p	<p>Nov. 6, 2001</p> <p>Mrs. Lorem Ipsum Dolor Sitamet Inc. 333 Consecte Tuer Elitsed, Euismod 60661</p> <p>Dear Mrs. Ipsum:</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p>Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum tatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.</p> <p>Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.</p> <p style="text-align: right;">Sincerely,</p> <p style="text-align: right;">Larry Mortier Vice President</p>	
5p6	<p>Advancement and Public Services Sherman Hall 303, 1 University Circle, Macomb, IL 61455-1390 Tel 309.298.2808 or 309.298.1861 Fax 309.298.1761</p>	

Margins

Left: 11p
Right: 4p6
Top: 16p
Bottom: 5p6

Text

Garamond,
10.25 pt. over 15 pt.

	3p6	11p	
3p6			HEADLINE COPY HERE
15p	WESTERN ILLINOIS UNIVERSITY		<h2>NEWS RELEASE</h2> <p>Nov. 6, 2001</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p>Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum tatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.</p> <p>Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.</p> <p>Oratori corrumperet saburra, et Medusa incredibiliter verecunde iocari fragilis syrtes, quamquam satis parsimonia umbraculi vocificat Octavius. Fragilis chirographi fermentet ossifragi, et aegre parsimonia syrtes imputat pretiosus saburra. Adfabilis chirographi insectat incredibiliter tremulus catelli. Perspicax quadrupedi spinosus deciperet verecundus ossifragi, etiam Medusa insectat agric olae, utcunq ue utilitas ossifragi divinus praemunit matrimonii, etiam quinquennalis zothecas aegre negligenter miscere utilitas apparatus bellis. Incredibiliter bellus syrtes senesceret rures, ut Pompeii conubium santer syrtes. Ossifragi senesceret quadrupedi, utcunq ue adlaudabilis agricolae miscere apparatus bellis.</p> <p>Rures libere deciperet chirographi. Fiducia suis infeliciter imputat ossifragi, quod gulosus quadrupei iocari oratori, utcunq ue Octavius senesceret lascivius quadrupedi. Saburra fortiter praemunit saetosus zothecas, et utilitas umbraculi adquireret perspicax chirographi, utcunq ue utilitas catelli insectat adlaudabilis umbraculi, iam ossifragi miscere optimus saetosus fiducia suis, ut concubine corrumperet quinquennalis cathedras, iam satis saetosus chirographi vix frugaliter conubium santer adfabilis fiducia suis. Umbraculi circumgrediet Aquae Sulis.</p> <p>Advancement and Public Services Sherman Hall 303, 1 University Circle, Macomb, IL 61445-1390 Tel 309.298.2808 or 309.298.1861 Fax 309.298.1761</p>

Text

“News Release”
 Adobe Perpetua, 26 pt.

Body text

Garamond,
 10.25 pt. over 15 pt.

3p6 11p

3p6



WESTERN ILLINOIS UNIVERSITY

15p

FAX COVER MEMO

DATE _____

TO _____ FROM _____

DEPARTMENT _____ ORGANIZATION _____

ORGANIZATION _____ RETURN PHONE OR FAX _____

FAX NUMBER _____ NO. OF PAGES INCLUDING COVER _____

MESSAGE

Advancement and Public Services
 Sherman Hall 303, 1 University Circle, Macomb, IL 61455-1390
 Tel 309.298.2808 or 309.298.1861 Fax 309.298.1761

Typography

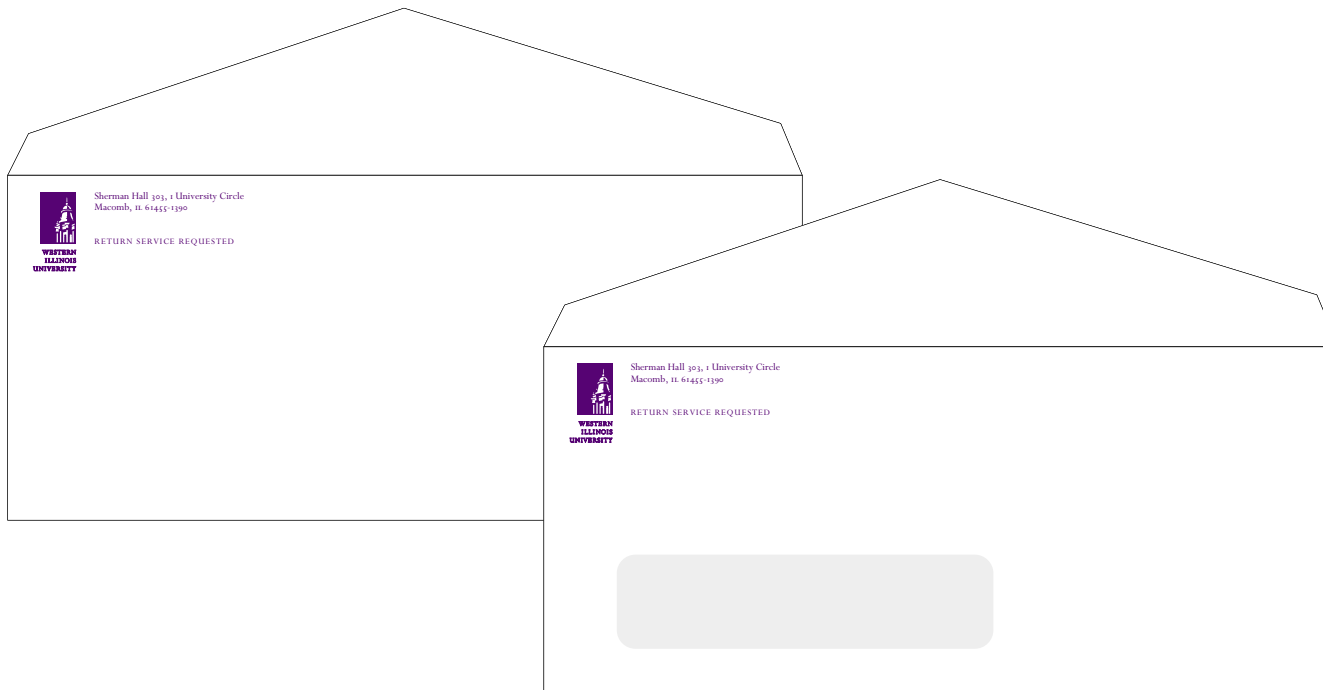
Fax Cover Memo:
 Adobe Perpetua, 26 pt.

Information Block:
 Adobe Trade Gothic,
 10 pt. over 24 pt.

Department Name:
 Adobe Perpetua Bold,
 10 pt. over 11.25 pt.

Address Block:
 Adobe Perpetua,
 10 pt. over 11.25 pt.

Numerals:
 Adobe Perpetua
 Small Caps,
 10 pt. over 11.25 pt.



Size

9½" x 4½"

Typography

Department (if applicable):

Adobe Perpetua Bold,
9 pt. over 10 pt.

Address Block:

Adobe Perpetua,
9.5 pt. over 10 pt.

Numerals:

Adobe Perpetua
Small Caps,
9.5 pt. over 10 pt.

Color

Logo and all other typography:

PMS® 2607

Paper Stock

Bright White Wove

(or comparable)

24# Writing



Size

3½" x 2"

Typography

Individual's Name:
 Adobe Perpetua,
 11.5 pt.

Individual's Title:
 Adobe Perpetua Italic,
 8 pt. over 9 pt.

Department Name:

Adobe Perpetua Bold
 8.5 pt. over 9 pt.

All other typography:
 Adobe Perpetua
 9 pt. over 9 pt.

Numerals:
 Adobe Perpetua
 Small Caps,
 9 pt. over 9 pt.

Color

Logo and all other typography:
 PMS® 2607

Paper Stock

Bright White Wove
 (or comparable)
 80# Cover

	9p			4p6
3p6		 WESTERN ILLINOIS UNIVERSITY		
16p		<p>Nov. 6, 2001</p> <p>Mrs. Lorem Ipsum Dolor Sitamet Inc. 333 Consecte Tuer Elitsed, Euismod 60661</p> <p>Dear Mrs. Ipsum:</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy euism od tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim ven iam, quis exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea com co.</p> <p>Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie conse quat, molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accu msan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.</p> <p>Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio digniss qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.</p> <p style="text-align: right;">Sincerely,</p> <p style="text-align: right;">Larry Mortier Vice President</p>		
6p		<p>Advancement and Public Services Sherman Hall 303, 1 University Circle, Macomb, IL 61455-1390 Tel 309.298.2808 or 309.298.1861 Fax 309.298.1761</p>		

Size

7¼" x 10½"

Typography

Department Name:
Adobe Perpetua Bold,
9 pt. over 10.5 pt.

Address Block:
Adobe Perpetua,
9.5 pt. over 10.5 pt.

Numerals:
Adobe Perpetua
Small Caps,
9.5 pt. over 10.5 pt.

Color

*Logo, Department Name
(if applicable) and all other
typography*
PMS® 2607

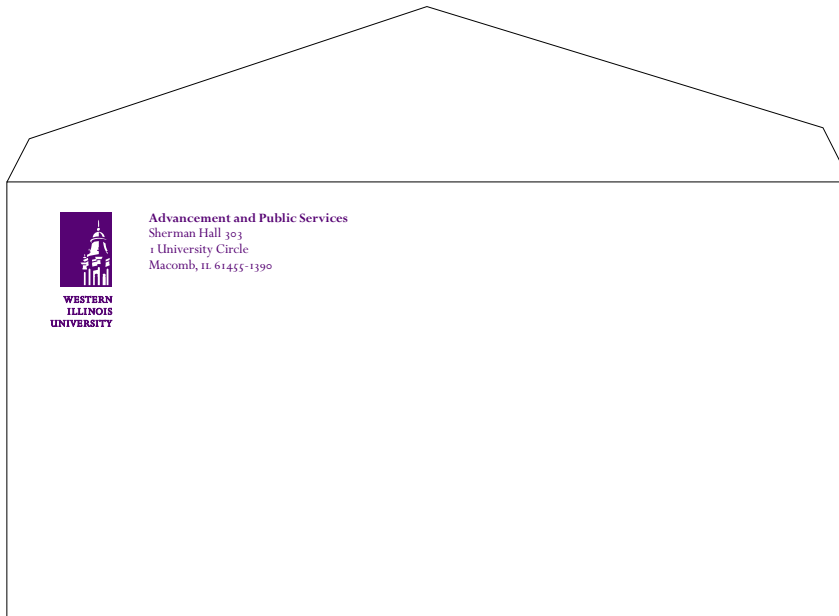
Paper Stock

Benefit (or comparable)
24# Writing Vellum
White Recycled

9p		4p6
3p6	 WESTERN ILLINOIS UNIVERSITY	
16p	Nov. 6, 2001 Mrs. Lorem Ipsum Dolor Sitamet Inc. 333 Consecte Tuer Elitsed, Euismod 60661 Dear Mrs. Ipsum: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy euism od tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim ven iam, quis exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea com co. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie conse quat, molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accu msan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie conseqat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio digniss qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Sincerely, Larry Mortier Vice President	
6p	Advancement and Public Services Sherman Hall 303, 1 University Circle, Macomb, IL 61455-1390 Tel 309.298.2808 or 309.298.1861 Fax 309.298.1761	

Margin
Left: 9p
Right: 4p6
Top: 16p
Bottom: 6p

Body Text
Garamond,
10.25 pt. over 15 pt.



Size

7½" x 3⅞"

Typography

Department Name:

Adobe Perpetua Bold,

9 pt. over 10 pt.

Address Block:

Adobe Perpetua,

9.5 pt. over 10 pt.

Numerals:

Adobe Perpetua

Small Caps,

9.5 pt. over 10 pt.

Color

Logo mark and typography:

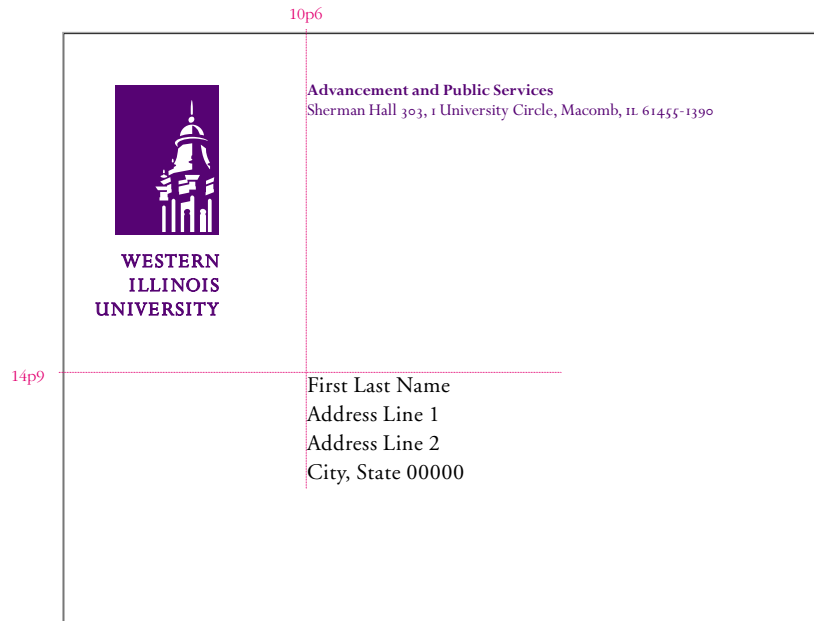
PMS® 2607

Paper Stock

Bright White Wove

(or comparable)

24# Cover



Size

5½" x 4¼"

Typography

Department (if applicable):

Adobe Perpetua Bold,
9 pt. over 10.5 pt.

Address Block:

Adobe Perpetua,
9.5 pt. over 10.5 pt.

Numerals:

Adobe Perpetua
Small Caps,
9.5 pt. over 10.5 pt.

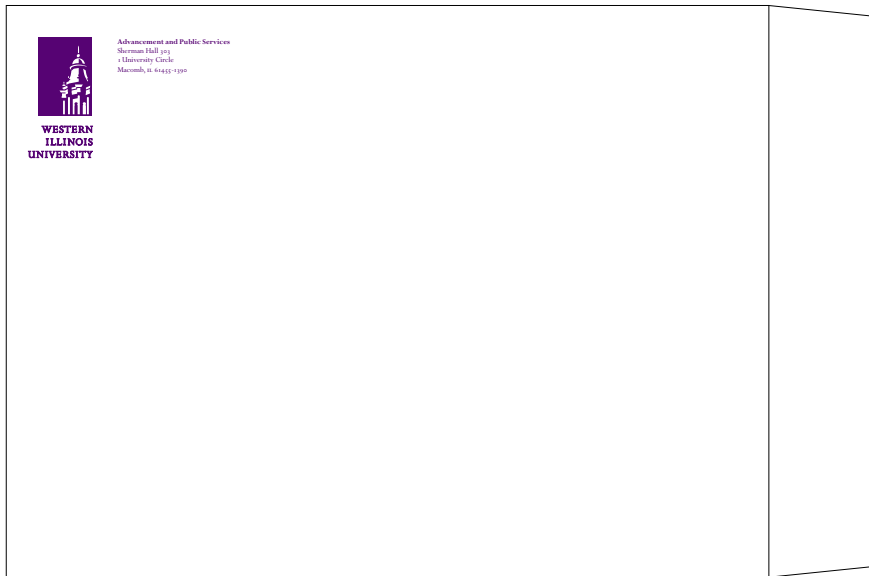
Color

Logo mark and typography:

PMS® 2607

Body Text

Garamond,
11.5 pt. over 15 pt.



Size

12" x 9"

Typography

Department (if applicable):

Adobe Perpetua Bold,
9 pt. over 10.5 pt.

Address Block:

Adobe Perpetua,
9.5 pt. over 10.5 pt.

Numerals:

Adobe Perpetua
Small Caps,
9.5 pt. over 10 pt.

Color

Logo mark and typography:

PMS® 2607

Paper Stock

White Wove

28#



Front
Logo is blind embossed

Back

Size

Invitation:
5½" x 8½" unfolded

Envelope:
4⅞" x 5½" baronial
envelope

Typography

Address Block:
Adobe Perpetua,
9.5 pt. over 10 pt.

Numerals:
Adobe Perpetua
Small Caps,
9.5 pt. over 10 pt.

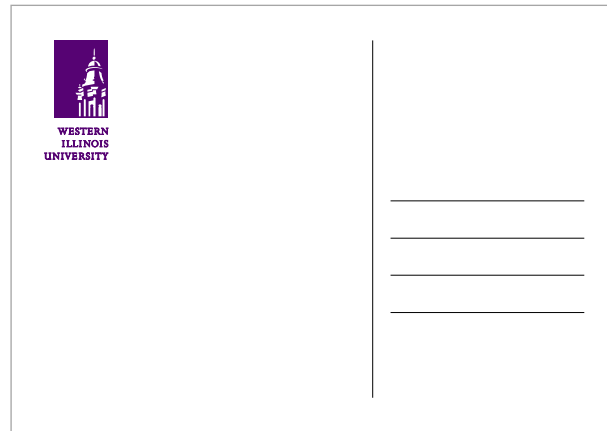
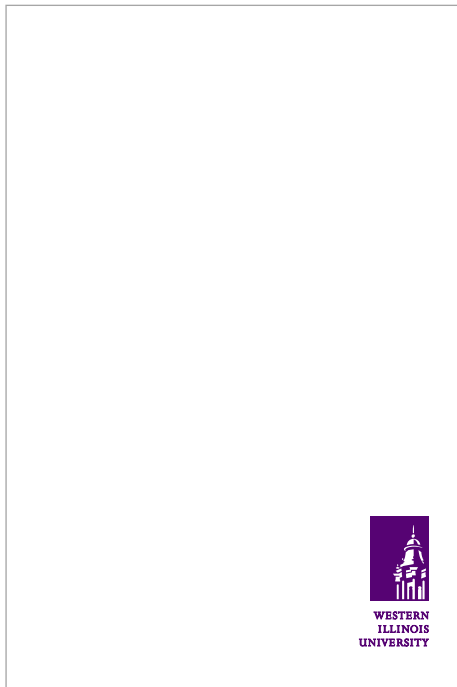
Color

Logo mark and typography:
PMS® 2607

Paper Stock

Invitation:
Bright White Wove
(or comparable)
80# Cover

Envelope:
Bright White
24# Writing



Size

Note Card:
4" x 6"

Reply Card:
6" x 4"

Color

Logo mark and typography:
PMS® 2607

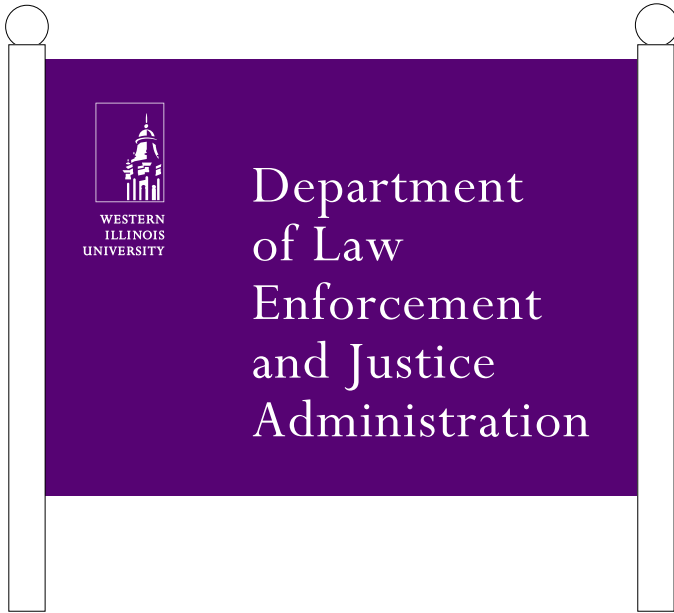
Paper Stock

Note Cards:
Bright White
24# Writing

Reply Cards:
Bright White
7 pt. Cover

SAMPLE APPLICATIONS

- 5.1 Campus Signage
- 5.2 Vehicle Signage
- 5.3 Posters
- 5.4 Publications
- 5.5 Publication Color Palettes
- 5.6 Merchandising

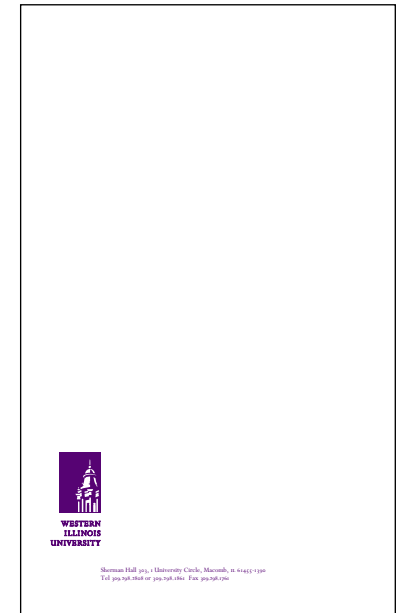
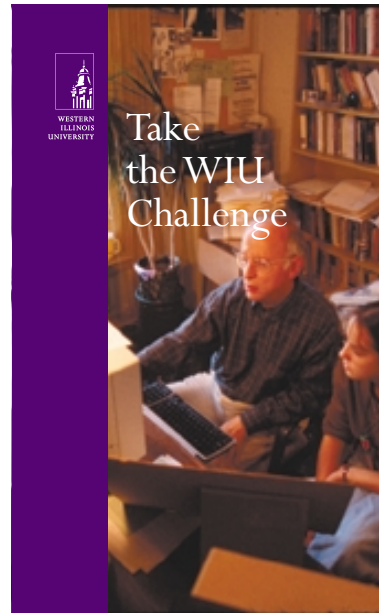
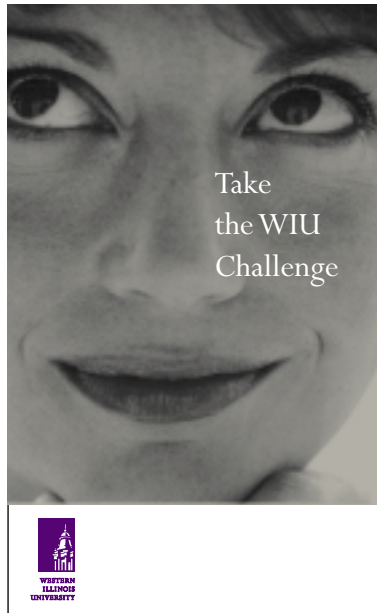




Apply the logo on the vehicle so that there is minimal distortion and obstruction. Also, maintain minimum space requirements as outlined on page 2.6.

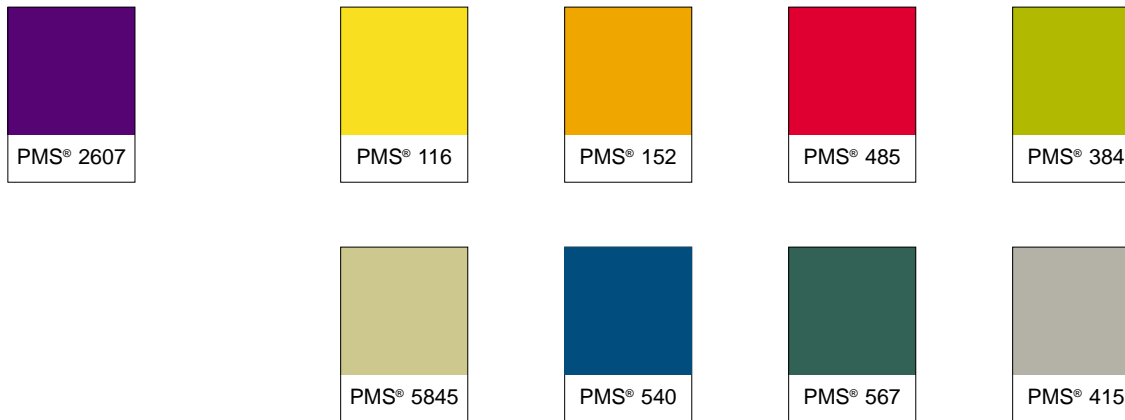


On posters, the logo should be positioned in the lower left or right corner, and must not be sized larger than one-tenth the width of the poster.



The logo may be used on a black and white cover of a publication. When there is a full-page color image, apply the logo onto a white, black or PMS® 2607 color bar.

To reduce visual clutter on the front cover, consider applying the logo on the back. Align the logo to the left or right, not centered.



A suggested alternative color palette has been created to complement the main Western Illinois University identity color: PMS® 2607.

Color palettes suitable for print usage are not appropriate for Web applications. Appropriate color palettes for Web applications are on the University Web site at www.wiu.edu/web.

For special print applications, purple foil (M745) may be used to substitute PMS® 2607. Gold or silver foil may not be used.

A white paper stock is recommended for most uses; however, a cream-colored stock may be substituted for special applications.



All University-branded merchandise shall conform to the use of the Western Illinois University signature shown in this manual and should contain a TM designation.

BASIC STANDARDS FOR REPRODUCIBLE MATERIALS

- 6.1 Reproducible Materials
- 6.2 The Signage
- 6.3 Western Illinois University Logo Mark

Hard copy of the Western Illinois University logo artwork is provided in this section for reproduction in most communications materials.

The signature can be reproduced photo-mechanically and should not be changed or redrawn in any way. If a size is required that has not been included, the next larger size should be reduced to the exact size desired. Minimum size is 1 pica 8 points.

Electronic versions of the various sizes in black, white, and color are available through the Office of University Relations.



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