

# University Library

## Style Guide

August 2024



University Library



# 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's Editorial and Style Guide for information on campus-specific rules for abbreviations, acronyms, capitalization, hyphens, punctuation, spelling, and correct usage:

[brand.illinois.edu/messaging/editorial-and-style-guide](http://brand.illinois.edu/messaging/editorial-and-style-guide)

For items not addressed in the campus's Editorial and Style Guide, consult The Associated Press Stylebook ([apstylebook.com/](http://apstylebook.com/)) and Webster's New World College 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 the country.
- The University Library holds more than 15 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

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 References: University Library or 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)
- Grainger Engineering Library Information Center (Grainger Engineering Library or GELIC)



## Naming Conventions: Common Names

Here are some examples:

- Main Stacks
- 66 Classroom
- Reading Room
- Advancement (not Development or Fundraising)

## 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: [archon.library.illinois.edu/archives](https://archon.library.illinois.edu/archives)

University Library Digital Collections: [metadata.library.illinois.edu/collections](https://metadata.library.illinois.edu/collections)

University of Illinois Library Flickr: [flickr.com/photos/illinoislibrary/](https://www.flickr.com/photos/illinoislibrary/)

Image Database: [publicaffairs.photoshelter.com/](https://publicaffairs.photoshelter.com/)

Video Database: [stratcom.illinois.edu/video-database/](https://stratcom.illinois.edu/video-database/)

### Image Use

- Images created before 1929 (January 1) have lost their copyright protection 95 years later and are considered to be in the public domain as of 2024 (January 1). Please also see the Copyright Reference Guide: Public Domain LibGuide at [guides.library.illinois.edu/copyrightreferenceguide/publicdomain](https://guides.library.illinois.edu/copyrightreferenceguide/publicdomain).
- 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 [stratcom.illinois.edu/release-forms/](https://stratcom.illinois.edu/release-forms/).
- 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](https://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/](https://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, brochures, 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.

Access the Box folder with all templates from the Communications page on the Staff website at [library.illinois.edu/staff/administration/communications](https://library.illinois.edu/staff/administration/communications).

In addition, sign templates are available in Adobe Express and Canva. These are also available on the Communications page.

## 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](https://library.illinois.edu/staff/administration/communications).

## Web

Refer to the Web Style Guide at [library.illinois.edu/staff/it/web-style-guide/](https://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 Communications and Branding website at [stratcom.illinois.edu](https://stratcom.illinois.edu).



# Wordmark

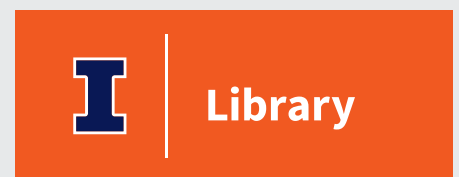
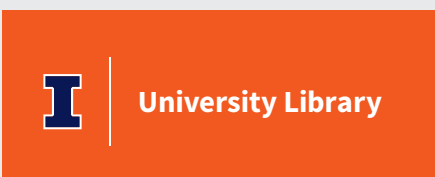
Use the **primary** version for most audiences, the **formal** version for audiences unfamiliar with the university, or the **nickname** (shortened) version for audiences who are familiar with the Library. Download the current Library wordmark on the Communications page of the Staff website at [library.illinois.edu/staff/administration/communications](http://library.illinois.edu/staff/administration/communications).

*Note: If you want to use the wordmark on an item to be sold or given away for promotional purposes, please connect with the Chief Communications Officer on the proper use of a trademarked version of the wordmark.*

## Primary

## Formal

## Nickname





# Color Palette

## Primary Colors



Illini Orange  
0 80 100 0  
255 95 5  
#FF5F05



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.

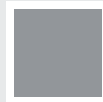
### COLOR CODES

color name  
C M Y K  
R G B  
hex

## Secondary Colors



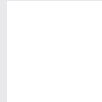
Storm  
30 20 19 58  
#707372



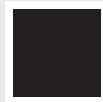
Medium Storm  
18 12 11 35  
#9C9A9D



Light Storm  
7 5 5 14  
#C8C6C7



White  
0 0 0 0  
#FFFFFF

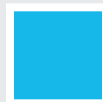


Black  
0 0 0 100  
#000000

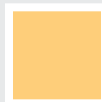
## Supporting Colors



Industrial  
90 48 0 0  
29 88 167  
#1D58A7



Arches  
70 5 2 0  
0 159 212  
#009FD4



Harvest  
0 20 60 0  
252 179 22  
#FCB316



Prairie  
100 13 100 44  
0 98 48  
#006230



Altgeld  
0 68 91 22  
200 65 19  
#C84113

Altgeld orange was built to serve as an accessible option when Illini orange does not provide enough color contrast — for example, when using orange type at a small size or when orange is on light gray. It provides the appropriately accessible contrast to be inclusive of our diverse audience needs. Only use Altgeld orange to aid in meeting contrast and legibility accessibility requirements.

Adobe Color offers a Contrast Checker at [color.adobe.com/create/color-contrast-analyzer](https://color.adobe.com/create/color-contrast-analyzer).



Patina  
93 34 39 5  
0 126 142  
#007E8E



Berry  
53 100 42 43  
92 14 65  
#5C0E41



Earth  
33 76 100 36  
125 62 19  
#7D3E13

*Note: Some specialized designs require additional colors for functional use. Our supporting colors complement our primary and secondary colors, but should not compete with them. They should be used only when necessary and should never be used in place of Illini orange or Illini blue.*

*Only use supporting colors to enhance icons and make charts, infographics and graphs more readable. **They should never be used for large floods of background colors.***



# 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.

Georgia

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

Open Sans Condensed

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

Superfly

*Superfly for important words*





# Typography

## Montserrat

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

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

## Source Sans

**Source Sans** 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.

**Source Sans Bold can be used as headings, but do not combine with Montserrat Bold. They are too close and will clash.**

*Superfly*

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

## Georgia

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

**Use Georgia Bold for headlines when you want to maintain a traditional or credible appearance.**

## Open Sans Condensed

should *not* be used for body text. Use for headlines, infographics, or tabular data when space is tight. It makes a big impact in a small amount of space.

## OPEN SANS CONDENSED IN ALL CAPS

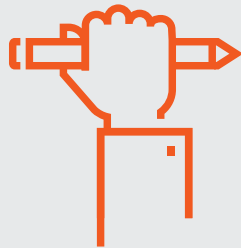
*Pro tip:* Any time you set a line in all caps, add some letterspacing (tracking).



# Icons

## Modern Library Icons

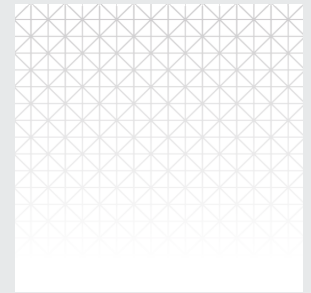
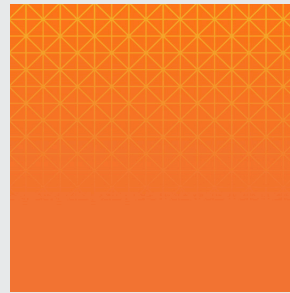
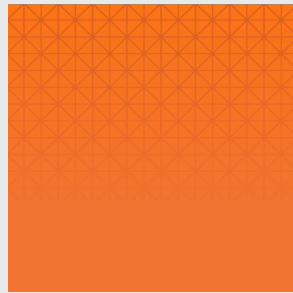
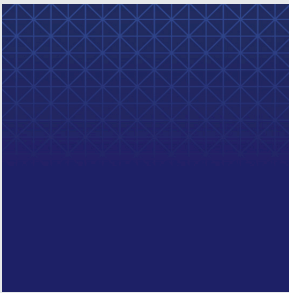
Orange and Blue



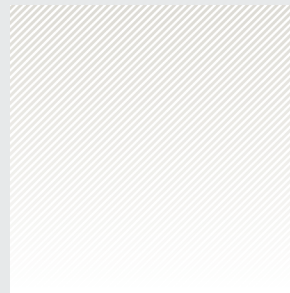
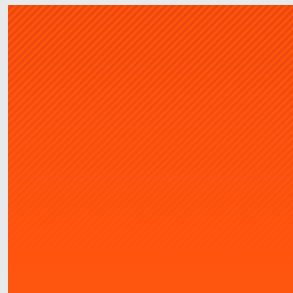


# Patterns

## Illinois



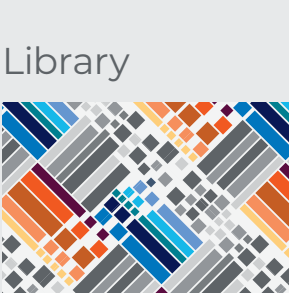
## Finial



## Ascending Lines Narrow



## Ascending Lines Wide



## Library



Books & Bytes light

Books & Bytes dark

Books & Bytes grayscale, 20%, multiply, over solid Illini Orange



# Contact Information

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