



**CAMPAIGN
STYLE &
MESSAGING
GUIDE**



WE LEAD THE WAY **TOGETHER.**

We've been built this way from the beginning—
to serve the state and its people, and bring
the whole world right along with us.
Our past and future are tied together through
immeasurable impact, made matter-of-factly.
This is no myth. It's a phenomenon.
And it lives within all of us. Together.

WITH ILLINOIS



PICTURED

Dr. Madhu Viswanathan, the Diane and Steven N. Miller Centennial Chair in Business at Illinois, thanks a group of women for hosting Illinois students on a research trip.

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ON THE COVER

Inés Nava received both the Illinois Promise and President's Award Program scholarships. She graduated from LAS in May 2017 and received many awards including the 2017 Latina/o Congratulatory Student Leadership Award.

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ONE
ORANGE.
ONE
BLUE.

WITH ILLINOIS

THE CAMPAIGN FOR ILLINOIS

The world's great universities tackle the toughest questions. At Illinois, we embrace this very human work of inquiry and invention, experimentation and education. We give the next generation the skills and knowledge to make sense of the world around us, preserve the lessons of the past, and move humanity forward.

Private support is essential to ensuring public universities continue to be places where progress and innovation can flourish. That private investment takes on increased importance in times of uncertain federal and state funding. It is a sign of faith and confidence in all we can contribute to the greater good.

We are excited to embark on our largest campaign to date, with the goal of raising gifts in support of Illinois students, faculty, research, and infrastructure. With your support, we will continue to elevate the values that make Illinois distinctive: a sense of boundless aspiration, collaborative research, and global perspective. And we will continue to honor the people that have shaped the culture and character of this place: our students, faculty, staff, and alumni.

The world is a better place **With Illinois.**

CAMPAIGN BRAND

WITH ILLINOIS

WHAT IS IT?

- It is a platform for storytelling, not a standalone tagline.
- It is a theme intended to be broad and flexible so it can work for various needs, but it will have a shelf life.
- Above all, it is a confident and optimistic message designed to connect potential donors and supporters to the institution.

WHAT DOES IT MEAN?

With Illinois...

- Says that as a world-class leader in research, teaching, and public engagement, Illinois provides exponential possibilities for our world.
- Speaks to our commitment to local and global impact.
- Recognizes that with Illinois, we take on the world's most pressing challenges.
- Supports our land-grant mission to support the state.
- Emphasizes that our accomplishments are a result of a strong community of faculty, staff, students, and alumni working together.

WHY NOW?

- What we **do** at Illinois matters. Who we **are** at Illinois matters.
- Now is the time for our alumni and donors to invest in Illinois—to show they believe in what we do and what we can accomplish with their support.
- It is our job to deliver that message. Our storytelling will bring this campaign to life.

CREATING CONTENT

COPY AND HEADLINES

HOW WE SOUND

Illinois is (and always has been) at the center of change, and we want to express that relevance through our storytelling and copy by using clear, compelling language. Use a bold, modern, relevant, and engaging style to craft your messages.

Simply put, great things are possible with Illinois. Let's share our capabilities and accomplishments with simple, friendly language that's more factual than fluffy. A "did you know" approach over "aren't we the best." Copy should feel big and lofty but relatable and readable. Use an active voice that reflects our confidence, ambition, and determination to make a difference for the people of Illinois and beyond.

The campaign brand With Illinois evokes a sense of togetherness and community; a notion that the sum is larger than the parts. You may want to consider using these messages in your storytelling. Show how all members of a team contributed to the success of a project. Acknowledge partners—both inside and outside the University—who have an impact on our work or students. Illustrate how Illinois fits into the larger global conversation. It is not enough to merely say we value an interdisciplinary approach or a sense of community, we need to show it.

THINK BIG AND THINK SMALL

When we think big, we find ways to connect our work to the larger issues that interest a broad audience. How does our research solve a problem, impact further research, and/or move humanity forward? How do the classroom experience, student activities, housing, and culture of Champaign-Urbana work together to build a foundation for our students that will endure for the rest of their lives?

When we think small, we look to those stories that are uniquely Illinois. These are stories that have a specificity that our alumni, donors, and friends will respond to emotionally. They evoke a sense of place or character that is identifiably Illinois. They illustrate our core messages through the story of one person, one place, or one project.

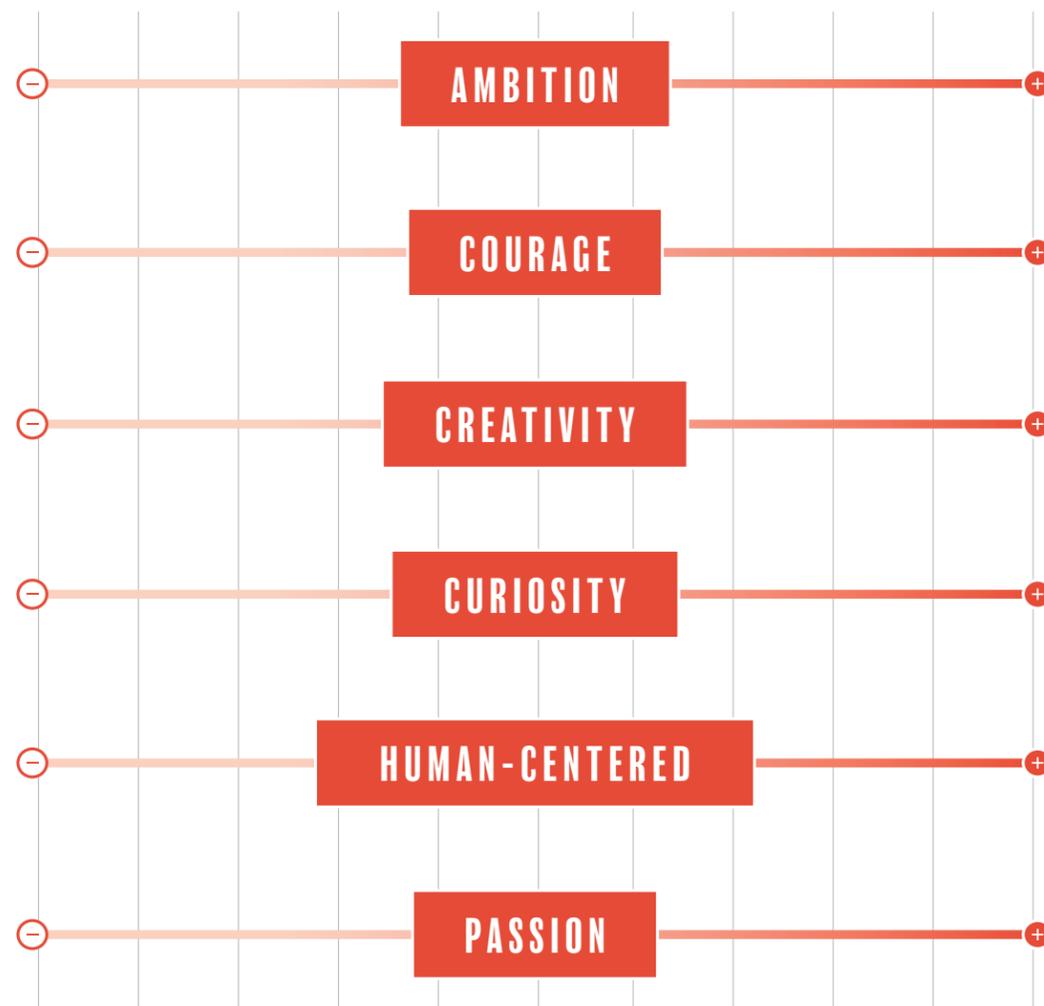
A NOTE ON STORYTELLING

The art of storytelling isn't only for traditional newsletters or magazines. We tell a story in our brochures, posters, and other materials with our choice of imagery, language, and even delivery method. When planning your materials, consider what messages you are sending through those choices.

TONE

TONE WORDS

Use the following tone words to guide and inspire communications—everything from social media posts and emails to brochures and gift proposals. These words speak to the essence of who we are, and you can alter the level of emphasis as needed.



USING TONE IN YOUR STORIES

Campaign materials are meant to captivate, engage, and inspire our alumni, donors, and friends to invest in Illinois. These stories can take many forms. When choosing a story to tell in a campaign piece, consider both your approach and how you can use our tone words to shape the piece.

EXAMPLE OF HOW TO TELL ONE STORY THREE WAYS

Dr. Stephen Long's research (Plant Biology, LAS) into altering photosynthesis as a means to increase crop yield and alleviate hunger is an important Illinois story. Our best stories touch on multiple tone words and concepts, but by structuring your narrative around a single tone word, you can amplify the message. Here are three descriptions of Dr. Long's story, emphasizing different tone words.

HUMAN-CENTERED: Exposes readers to the human experience of hunger and the possibilities of Dr. Long's research to alleviate suffering and empower farmers.

COURAGE: Focuses on Dr. Long's persistence despite others in his field initially being skeptical. He was willing to go down a risky path and it had remarkable results.

CURIOSITY: Revolutionary scientists ask revolutionary questions. Dr. Long threw out the assumption that we were unable to alter photosynthesis and, instead asked, what if we could?

USING TONE WORDS IN MARKETING

For the first year of marketing our campaign, we will pair our **tone words** with the word **WITH**. This approach references and strengthens the campaign brand, but provides a wider set of possibilities in copywriting. The phrase With Illinois or the use of the logo in conjunction with a headline then becomes the punctuation to the idea.

WE WALK THROUGH
THE WORLD
WITH CURIOSITY.

MESSAGING

AUDIENCE | WHO?

Consider your audience first. Defining who you are speaking to will inform your message and your delivery. Is your audience one that will respond to language that reflects the pride of our achievements, excellence, or international status? Will they respond to drawing out a personal connection to the University, one that tugs on their nostalgia and brings them back to this place?

GOAL | WHY?

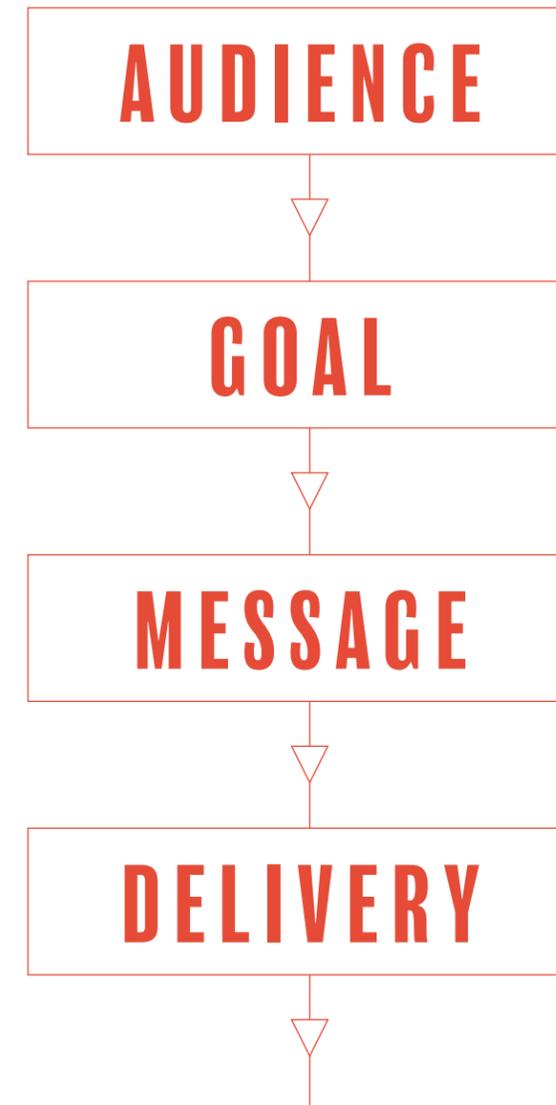
What are you asking your audience to do? Goals range from creating a piece that merely introduces your audience to the campaign to providing an overview on a specific giving opportunity to a personalized gift proposal. Set goals for each piece so you can objectively evaluate success.

MESSAGE | WHAT?

Given your audience and goal, what messages will inspire immediate action or engagement? Consult the campaign's main messages and tone words and find ways to incorporate them into your message. Finding a message that connects with your audience is paramount.

DELIVERY | HOW?

Lastly, what method of delivery (for example, electronic, experiential, print) will your audience be most receptive to or convey your message in the most compelling way? Give some consideration to trying new ways of reaching your audience.



EXAMPLES

**GIFT
PROPOSAL**

**EVENT
INVITATION**

**STEWARDSHIP
UPDATE**

MESSAGING THEME 1

FINDING SOLUTIONS TO THE WORLD'S CHALLENGES

Fighting hunger. Combatting climate change. Curing disease. Alleviating poverty. Improving literacy.

For over 150 years, Illinois researchers have faced the world's challenges head on with persistence, determination, and innovation. Today, we are creating solutions to solve the most pressing world concerns. We couple our breadth of expertise and practical approach to fundamental science with a compassionate, global commitment to our work.

And we do this TOGETHER. We break academic boundaries so we can make the world healthier, safer, and more productive. Amazing discoveries happen when you bring a diverse group of scholars together. This culture of interdisciplinary research is deeply embedded at Illinois.

CAMPUS PRIORITY

Groundbreaking and Interdisciplinary Research

Amazing discoveries happen when you bring a diverse group of scholars together. This culture of interdisciplinary research is deeply embedded at Illinois. Places such as the Carle Illinois College of Medicine, Beckman Institute for Advanced Science and Technology, National Center for Supercomputing Applications, the Carl R. Woese Institute for Genomic Biology, and the new Siebel Center for Design are devoted to thinking of new ways to approach the world's problems.

MAKE THE CASE

There are countless examples of work on our campus that illustrate this theme. We encourage you to find some examples from your own unit as well as some from other units, and keep those stories in mind when communicating with donors. Here are just a few examples.

Stephen Long, a professor of Plant Biology in LAS is finding ways to improve upon photosynthesis to increase crop yield, which could empower farmers around the world and help alleviate food insecurity.

The College of Engineering has multiple safe water projects in Honduras, Ecuador, Kenya, and Uganda, as well as the American Midwest, where faculty and students work with communities to build sustainable solutions.

Chemistry professor Paul Hergenrother and veterinary clinical medicine professor Dr. Timothy Fan have brought development of PAC-1, a new treatment for brain cancer, all the way to human trials with the help of an \$11 million gift from an anonymous donor.

Fact: For the last six years, Illinois has been awarded more National Science Foundation funding than any other U.S. university.

COLLEGE AND UNIT PROJECTS

In this section, list unit priorities that align with the stated campaign theme. Be sure to list specific priorities, funds, or initiatives within your college or unit that donors can support.

Student Support

[YOUR EXAMPLE]

Faculty and Research

[YOUR EXAMPLE]

Program Support

[YOUR EXAMPLE]

FINDING SOLUTIONS TO THE WORLD'S CHALLENGES

AUDIENCE

VOICE	MAJOR DONOR <i>Focus: Impact and Campaign Priorities</i>	ANNUAL DONOR <i>Focus: Impact and Gratitude</i>	ALUMNI <i>Focus: Pride and Nostalgia</i>	FACULTY/STAFF <i>Focus: Gratitude and Pride</i>	STUDENTS <i>Focus: Pride and Future</i>
<p>INSTITUTIONAL VOICE <i>Speaks at a high level to unit strengths and campaign priorities. Can reference the student and academic leader experiences but in an objective way.</i></p> <p><i>Potential uses: Copy for websites, brochures, marketing materials, event invitations, major gift proposals.</i></p>	<p>Amazing discoveries happen when you bring a diverse group of scholars together. This culture of interdisciplinary research is deeply embedded at Illinois. We are devoted to thinking of new ways to approach the world's problems. And we do this TOGETHER. We break boundaries so we can make the world healthier, safer, and more productive. [Describe cross-disciplinary or other unit research priorities.]</p> <p>In Action: Use this language and similar language from your unit campaign case statement as boiler plate for gift proposals.</p>	<p>For over 150 years, Illinois researchers have faced the world's challenges head on with persistence, determination, and innovation. And you, our loyal donors, have been with them every step of the way. Today, they are creating solutions to the most pressing world concerns. They are breaking boundaries so we can make the world healthier, safer, and more productive. [Describe unit research and the impact / outcomes of this research.]</p> <p>In Action: Use this language in donor relations letters and impact reports.</p>	<p>We are fighting hunger. We are finding solutions to the world's challenges. We are Illinois.</p> <p>We are combatting climate change. We are finding solutions to the world's challenges. We are Illinois.</p> <p>We are curing disease. We are finding solutions to the world's challenges. We are Illinois.</p> <p>We are [alleviating poverty, improving literacy, insert other world changing unit outcome.]</p> <p>We are finding solutions to the world's challenges. We are Illinois.</p> <p>In Action: Use one of the above examples in marketing copy or building a headline."</p>	<p>We are finding solutions to the world's greatest challenges and we are doing this TOGETHER. Across our campus engineers are partnering with political scientists, artists with data scientists. [Use an example of cross-disciplinary study in your unit.] Thanks to your dedicated research, we are breaking boundaries so we can make the world healthier, safer, and more productive. [Use examples of research outcomes for your unit.] With the support of our donors, we will continue to honor the people, like you, that have shaped the culture and character of this University. The world is a better place With Illinois.</p> <p>In Action: Use to thank faculty/staff for their support of the unit.</p>	<p>The world's greatest universities tackle the toughest questions.</p> <p>We fight hunger. We combat climate change. We cure disease. [These are examples of research outcomes - choose or create one or two appropriate for your unit.] The world is a better place With Illinois.</p> <p>In Action: Use in materials to promote student pride.</p>
<p>ACADEMIC LEADER <i>Speaks to specific unit campaign priorities and strengths. A voice of personal experience which can describe the impact of giving across the unit. This speaker could be a dean, department head, and/or faculty member.</i></p> <p><i>Potential uses: Speechwriting, letters from academic leaders used in newsletters or for stewardship/donor relations, quotes in brochures or other marketing materials.</i></p>	<p>For over 150 years, Illinois researchers have faced the world's challenges head on with persistence, determination, and innovation. Today, we are creating solutions to the most pressing world concerns. In the College of ...[Use this prompt to describe unit research priorities and outcomes.]</p> <p>With your support, we will continue to elevate the values that make Illinois distinctive: a sense of boundless aspiration, collaborative research, and global perspective.</p> <p>In Action: For speaking engagements, prep academic leaders with campaign research priorities and use the language above. This can also be used in personal stewardship letters.</p>	<p>The world's greatest universities tackle the toughest questions. Your continued support of Illinois means our researchers will continue to face the world's challenges head on with persistence, determination, and innovation. Today, we are creating solutions to the most pressing world concerns. [Describe important unit research and outcomes.]</p> <p>In Action: Use in impact reports, stewardship letters, and event speeches.</p>	<p>At Illinois, we find solutions to the world's greatest challenges. [Describe unit research and outcomes.] We couple our breadth of expertise and practical approach to fundamental science with a compassionate, global commitment to our work. We break boundaries so we can make the world healthier, safer, and more productive. [Use outcomes that match unit research.]</p> <p>In Action: Use in a letter for a newsletter or in a speech to an audience of donors and non-donors.</p>	<p>For over 150 years, Illinois researchers have faced the world's challenges head on with persistence, determination, and innovation. Today, with the support of generous donors, we will continue to create solutions to the most pressing world concerns. [Link donor philanthropy to unit research. Discuss the impact of philanthropy by describing unit research outcomes.]</p> <p>In Action: Use in faculty addresses to introduce the campaign and discuss unit research funding priorities.</p>	<p>Amazing discoveries happen when you bring a diverse group of scholars together. We fight hunger. We combat climate change. We cure disease. We improve literacy. [Use unit based research outcomes in short sentences.] We find solutions to the world's greatest challenges. And we do this TOGETHER. Engineers partner with political scientists, artists with data scientists. We break boundaries so we can make the world healthier, safer, and more productive. [Use examples of interdisciplinary research.] Today, the world is a better place With Illinois.</p> <p>In Action: Use in addresses to students to build unit pride.</p>
<p>STUDENT <i>Speaks to their personal experiences within a unit and demonstrates the impact of giving from a student perspective. Can include the voice of a scholarship recipient.</i></p> <p><i>Potential uses: Donor relations, stewardship, and impact pieces, speechwriting, letters from students, quotes in brochures or other marketing materials, and social media posts.</i></p>	<p>[Have students describe their opportunities to partner with faculty research. What has this opportunity meant to their career? How do they see themselves continuing this path of inquiry once they leave Illinois?]</p> <p>In Action: Useful in impact communication, speeches, and as quotes in marketing communication to describe the importance of unit research campaign priorities.</p>	<p>Your generous support of Illinois research means we can work to find solutions to the world's greatest challenges. Opportunities to pursue undergraduate research abound at Illinois. [Have students describe their opportunities and what these opportunities have meant to them.] At Illinois, we break boundaries so we can make the world healthier, safer, and more productive.</p> <p>In Action: Use in personalized stewardship letters.</p>	<p>We find solutions to the world's challenges. We break boundaries TOGETHER by encouraging diverse groups of scholars to solve interdisciplinary problems. The world is a better place With Illinois.</p> <p>In Action: Use quotes in unit marketing materials, impact reporting, and quotes in brochures or social media posts.</p>	<p>I am honored to be a part of a community of diverse scholars. [Have students talk about their work on research projects and how this opportunity enriches their student experience and inspires their career aspirations.]</p> <p>In Action: Use student quotes in faculty/staff appreciation campaigns.</p>	<p>We are fighting hunger. We are curing disease. We are combating climate change. [Use unit specific research outcomes.] We are solving the world's challenges.</p> <p>The world is a better place With Illinois.</p> <p>In Action: Use short quotes in social media campaigns to build awareness and promote student pride.</p>

MESSAGING THEME 2

A UNIVERSITY OF DISTINCTION

Twenty-three Nobel Laureates. Twenty-two Pulitzer Prize winners. Extraordinary, enduring excellence. A diversity of voices. Unparalleled interdisciplinary research. Global perspective.

There is an energy that is deeply felt in this community. These 9.9 square miles are fertile land for discovery, innovation, and sustained excellence. Scholars who are preeminent in their fields, students whose promise seems boundless. We keep our gaze forward, imagining and building what is next.

Just as we've done for the last 150 years.

We have always valued intellectual exchange with people across the world and we continue to cultivate these relationships because we know that opening our minds, our classrooms, and our intellectual pursuits make us better scholars and better people.

Students and faculty have been drawn to Illinois because they know they can pursue their curiosities in a place that fosters exemplary ideals and where aspiration has no boundaries.

CAMPUS PRIORITY

Endowed Funds

Creating an endowment provides a lasting, sustainable impact on future generations at Illinois. Our excellence today is built, in part, on the investment of past generations who believed in our ability to make a difference in the world. Securing new endowments during this campaign opens up the space for current Illinois scholars and students to face our greatest challenges and leave their mark on humanity.

MAKE THE CASE

There are countless examples of work on our campus that illustrate this theme. We encourage you to find some examples from your own unit as well as some from other units, and keep those stories in mind when communicating with donors. Here are just a few examples.

Journalism students learn from Pulitzer Prize-winning faculty such as Professor Leon Dash who shared the 1995 Pulitzer Prize in Explanatory Journalism for his work on a family's struggle with poverty, illiteracy, crime, and drug abuse in Washington, D.C. Dash is a Swanlund Chair and professor of journalism and Afro-American Studies.

Civil and Environmental Engineering Professor Tami Bond earned a MacArthur Fellowship, commonly known as a "genius grant" in 2014. Bond studies aerosol emissions and pollution, most notably the effects of black carbon, the soot that is produced when organic matter burns. In that same year, alumnus Mark Hersam (BSEE '96, PhD '00), an expert in nanomaterials, also received a genius grant.

The Wall Street Journal calls Illinois among **corporate recruiters' top five places to recruit** talent, and online programs like our iMBA program or top-ranked Master of Science in Library and Information Science, extend the excellence of an Illinois education to students around the world.

Fact: Illinois was the first university to provide students with disabilities access to all university services, curricula, and facilities. We developed the first architectural accessibility standards; designed & instituted a wheelchair-accessible bus system; and were the first to offer comprehensive wheelchair sports programming.

COLLEGE AND UNIT PROJECTS

In this section, list unit priorities that align with the stated campaign theme. Be sure to list specific priorities, funds, or initiatives within your college or unit that donors can support.

Student Support

[YOUR EXAMPLE]

Faculty and Research

[YOUR EXAMPLE]

Program Support

[YOUR EXAMPLE]

A UNIVERSITY OF DISTINCTION

AUDIENCE

VOICE	MAJOR DONOR <i>Focus: Impact and Campaign Priorities</i>	ANNUAL DONOR <i>Focus: Impact and Gratitude</i>	ALUMNI <i>Focus: Pride and Nostalgia</i>	FACULTY/STAFF <i>Focus: Gratitude and Pride</i>	STUDENTS <i>Focus: Pride and Future</i>
<p>INSTITUTIONAL VOICE <i>Speaks at a high level to unit strengths and campaign priorities. Can reference the student and academic leader experiences but in an objective way.</i></p> <p><i>Potential uses: Copy for websites, brochures, marketing materials, event invitations, major gift proposals.</i></p>	<p>We are surrounded by scholars who are preeminent in their fields and students whose promise seems boundless. We keep our gaze forward, imagining and building what is next. Creating an endowment provides a lasting, sustainable impact on the future generations at Illinois and their ability to follow this bold tradition.</p> <p>In Action: Use this language and similar language from your unit campaign case statement as boiler plate for gift proposals, specifically those that relate to creating endowments.</p>	<p>There is an energy at Illinois that is deeply felt. Donors like you help create this place of discovery, innovation, and sustained excellence. You support scholars who are preeminent in their fields, and students whose promise seems boundless. We invite you to continue to support our enduring excellence as we keep our gaze forward, imagining and building what is next.</p> <p>In Action: Use this language in donor relations letters and impact reports.</p>	<p>Extraordinary, enduring excellence. [Brief Unit Pride Point - no more than five words.] A University of Distinction.</p> <p>A Diversity of Voices. [Brief Unit Pride Point.] A University of Distinction.</p> <p>Unparalleled Interdisciplinary Research. [Brief Unit Pride Point.] A University of Distinction.</p> <p>Global Perspective. [Brief Unit Pride Point.] A University of Distinction.</p> <p>In Action: Use one of the above examples in marketing copy or building a headline.</p>	<p>We have always valued intellectual exchange with people across the world and we continue to cultivate these relationships because we know that opening our minds, our classrooms, and our intellectual pursuits makes us better scholars and better people. [Provide an example of this openness that reiterates unit pride points.]</p> <p>In Action: Use to thank faculty/staff for their support of the unit.</p>	<p>Every day, you are surrounded by scholars who are preeminent in their fields. You share classrooms with a student body of boundless promise. You will join a family of alumni who are keeping their gaze on the future. Collectively we are Illinois - we are imagining and building what is next.</p> <p>In Action: Use in materials promoting the idea of student and young alumni giving. Use to educate students on the value of alumni support to the unit.</p>
<p>ACADEMIC LEADER <i>Speaks to specific unit campaign priorities and strengths. A voice of personal experience which can describe the impact of giving across the unit. This speaker could be a dean, department head, and/or faculty member.</i></p> <p><i>Potential uses: Speechwriting, letters from academic leaders used in newsletters or for stewardship/donor relations, quotes in brochures or other marketing materials.</i></p>	<p>We are surrounded by scholars who are preeminent in their fields, students whose promise seems boundless. We keep our gaze forward, imagining and building what is next. Just as we've done for the last 150 years. [Reimagine the preceding phrase as it relates to your unit.]</p> <p>In Action: For speaking engagements, prep academic leaders with points of pride related to the unit's campaign priorities and use the language above. This can also be used in personal stewardship letters.</p>	<p>Your support of Illinois ensures we remain a land fertile for discovery, innovation, and sustained excellence. Your commitment to our scholars, who are preeminent in their fields, and our students, full of boundless promise, means we are constantly building on our history of excellence. Your support enables us to keep our gaze forward, imagining and building what is next. Just as we've done for the last 150 years. [Use this prompt to add unit specific pride points related to enduring excellence, diversity, interdisciplinary research, global perspective.]</p> <p>In Action: Use in impact reports, stewardship letters, and event speeches.</p>	<p>People are drawn to Illinois because they know they can pursue their curiosities in a place that fosters those ideals and where aspiration has no boundaries. [Tell the story of a student, faculty, or program exemplifying unit pride points, i.e. units enduring excellence, diversity, interdisciplinary research, or global perspective.]</p> <p>In Action: Use in a letter for a newsletter or in a speech to an audience of donors and non-donors.</p>	<p>There is an energy at Illinois that is deeply felt in this community. This place is a fertile land for discovery, innovation, and sustained excellence. Your investment here means we are surrounded by scholars who are preeminent in their fields. The students, whose lives you impact, are full of boundless promise. And we are constantly building on this excellence. We keep our gaze forward, imagining and building what is next. Just as we've done for the last 150 years. [Use as a preface to describe unit priorities.]</p> <p>In Action: Use in faculty addresses to introduce the campaign and discuss unit priorities.</p>	<p>There is an energy at Illinois that is deeply felt in this community. This place is a fertile land for discovery, innovation, and sustained excellence. Here, you and your classmates are surrounded by scholars who are preeminent in their fields. Your promise as you tackle the challenges in our world, is boundless. And we are constantly building on this excellence that is Illinois. We keep our gaze forward, imagining and building what is next. Just as we have done for the last 150 years.</p> <p>In Action: Use in addresses to students to build unit pride.</p>
<p>STUDENT <i>Speaks to their personal experiences within a unit and demonstrates the impact of giving from a student perspective. Can include the voice of a scholarship recipient.</i></p> <p><i>Potential uses: Donor relations, stewardship, and impact pieces, speechwriting, letters from students, quotes in brochures or other marketing materials, and social media posts.</i></p>	<p>We keep our gaze forward, imagining and building what is next. [Ask students to convey to donors what they are most proud of - including your unit's points of pride. Do they study with award winning faculty, in state-of-the-art facilities, in a leading edge or highly ranked program? Have they had interdisciplinary or global opportunities as a part of their studies?]</p> <p>In Action: Useful in impact communication, speeches, and as quotes in marketing communication to describe the importance of unit campaign priorities.</p>	<p>We keep our gaze forward, imagining and building what is next. [Depending on the time of year have the student either reflect on all they anticipate in the semester - connecting to the unit's points of pride; or reflect on all they have accomplished in the semester. Encourage them to reference their experiences in the context of your unit's strengths, global reach, interdisciplinary research, and/or history of diversity.]</p> <p>In Action: Use in personalized stewardship letters.</p>	<p>I am drawn to Illinois because I know I can pursue my curiosity. At Illinois, aspiration knows no bounds. [Use these phrases as a writing prompt to describe personal aspirations. For seniors, describe post-graduation; all other students describe their most compelling coursework.]</p> <p>In Action: Use quotes in unit marketing materials, impact reporting, and quotes in brochures or social media posts.</p>	<p>I am honored to be a part of a community of enduring excellence, surrounded by scholars who are preeminent in their fields. [Have students use this as a writing prompt to talk about unit points of pride that impact their personal studies.]</p> <p>In Action: Use student quotes in faculty/staff appreciation campaigns.</p>	<p>I was drawn to Illinois because I knew I could pursue my curiosity in a place that fosters my ideals and where aspiration has no boundaries. I am surrounded by scholars who are preeminent in their fields and by a student body full of promise. We keep our gaze forward. We are imagining and building what is next. [Use this language as a prompt to discuss the student experience and unit areas of strength as it relates to philanthropy within the unit.]</p> <p>In Action: Use in short quotes or in social media campaigns to build awareness around the power of philanthropy and to promote student gratitude.</p>

MESSAGING THEME 3

PROPELLING BRIGHT MINDS

Accomplished. Driven. Inspired to leave a legacy.

They say an institution is only as good as its people. That makes us very fortunate at Illinois. We attract smart, strong, and accomplished students who go on to make us proud long after they graduate. They are leaders when they arrive at Illinois, and, upon graduation, they continue to be leaders in their chosen professions and communities.

Our faculty and staff are prolific scholars, creative thinkers, and fearless intellectual pioneers who make creating a world-class educational experience a priority at Illinois. We value collaboration. We value access. We value the people who come together to make this place exceptional.

CAMPUS PRIORITY

Student, Faculty, and Program Support

Donor support of scholarship funds, immersive student experiences, named faculty positions, and programs enriches the educational experience and attracts the most promising scholars to our university.

MAKE THE CASE

There are countless examples of work on our campus that illustrate this theme. We encourage you to find some examples from your own unit as well as some from other units, and keep those stories in mind when communicating with donors. Here are just a few examples.

Professor Donna Cox, the University's first Michael Aiken Chair, received a lifetime achievement award from IMERSA (Immersive Media Entertainment, Research, Science & Arts) in 2017 for her work in scientific visualization in film. Dr. Cox is director of the Advanced Visualization Lab at NCSA and a professor in the School of Art and Design.

Research Park is one of the nation's great incubators of innovation, offering a space to bring our visionary talents to market. International corporations open offices here to attract Illinois talent, of course, but many innovative startups begin right here, including student-founded Amber Agriculture which was named best startup by CES at its annual consumer technology show in 2017.

We welcome and educate students from **more than 110 countries** in the world, all of whom seek out Illinois as one of the most exceptional universities in the U.S.

Fact: Access to an Illinois education remains a top priority for us. One in five of our freshmen students are first in family to go to college, many of whom directly benefit from private support.

COLLEGE AND UNIT PROJECTS

In this section, list unit priorities that align with the stated campaign theme. Be sure to list specific priorities, funds, or initiatives within your college or unit that donors can support.

Student Support

[YOUR EXAMPLE]

Faculty and Research

[YOUR EXAMPLE]

Program Support

[YOUR EXAMPLE]

**PROPELLING
BRIGHT MINDS**

AUDIENCE

VOICE	MAJOR DONOR <i>Focus: Impact and Campaign Priorities</i>	ANNUAL DONOR <i>Focus: Impact and Gratitude</i>	ALUMNI <i>Focus: Pride and Nostalgia</i>	FACULTY/STAFF <i>Focus: Gratitude and Pride</i>	STUDENTS <i>Focus: Pride and Future</i>
<p>INSTITUTIONAL VOICE <i>Speaks at a high level to unit strengths and campaign priorities. Can reference the student and academic leader experiences but in an objective way.</i></p> <p><i>Potential uses: Copy for websites, brochures, marketing materials, event invitations, major gift proposals.</i></p>	<p>They say an institution is only as good as its people. That makes us very fortunate at Illinois. [Use language specific to either students or faculty from the campus or unit case statements.]</p> <p>Donor support of [customize to your unit's priorities: scholarship funds, immersive student experiences, named faculty positions, or program support] enriches the educational experience and attracts the most promising scholars to our University.</p> <p>In Action: Use this language and similar language from your unit campaign case statement as boiler plate for gift proposals.</p>	<p>They say an institution is only as good as its people. That makes us very fortunate at Illinois. We attract smart, strong, and accomplished students who go on to make us proud long after they graduate. Our faculty and staff are prolific scholars, creative thinkers, and fearless intellectual pioneers who make creating a world-class educational experience a priority at Illinois. Your support of [customize for your unit: scholarship funds, immersive student experiences, named faculty positions] enriches the educational experience and attracts the most promising scholars to our University [or unit].</p> <p>In Action: Use this language in donor relations letters and impact reports.</p>	<p>Accomplished. Driven. Inspired to leave a legacy. We are propelling bright minds. We are Illinois.</p> <p>[Use as a writing prompt or introduction to briefly describe an outstanding student, faculty, or staff member.]</p> <p>In Action: Use in marketing copy, building a headline, or with a compelling photo as a part of a social media campaign.</p>	<p>Our faculty and staff are prolific scholars, creative thinkers, and fearless intellectual pioneers who make creating a world-class educational experience a priority at Illinois. We value collaboration. We value access. We value you, the people who come together to make this place exceptional.</p> <p>In Action: Use to thank faculty/staff for their support of the unit.</p>	<p>They say an institution is only as good as its people. That makes us very fortunate at Illinois. Very fortunate that we have you - smart, strong, and accomplished students who will go on to make us proud long after you graduate. You were leaders when you arrived at Illinois, and, upon graduation, you will continue to be leaders in your chosen professions and communities. You are the reason we are fortunate. You are Illinois.</p> <p>In Action: Use as a pride building message with seniors and recent grads. Use in brochures encouraging seniors to stay connected to the University.</p>
<p>ACADEMIC LEADER <i>Speaks to specific unit campaign priorities and strengths. A voice of personal experience which can describe the impact of giving across the unit. This speaker could be a dean, department head, and/or faculty member.</i></p> <p><i>Potential uses: Speechwriting, letters from academic leaders used in newsletters or for stewardship/donor relations, quotes in brochures or other marketing materials.</i></p>	<p>Accomplished. Driven. Inspired to leave a legacy. These words describe the community at Illinois. We attract smart, strong students who go on to make us proud long after they graduate. Our faculty and staff are prolific scholars, creative thinkers, and fearless intellectual pioneers who make creating a world-class experience a priority at Illinois. We value collaboration. We value access. We value the people who come together to make this place exceptional. You have the opportunity to shape the student experience and give faculty members the ability to transform the world. Your support of [insert unit priorities: scholarship funds, immersive student experiences, named faculty positions] enriches the educational experience and attracts the most promising scholars to our University.</p> <p>In Action: For speaking engagements, prep academic leaders with unit campaign priorities and use the language above. This can also be used in personal stewardship letters.</p>	<p>Your support of Illinois ensures we continue to attract our greatest asset, accomplished and driven community members. Our students are smart and strong and continue to make us proud long after they graduate. Our faculty and staff are prolific scholars, creative thinkers, and fearless intellectual pioneers who make creating a world-class educational experience a priority. Your continued support of [unit priority: scholarship funds, immersive student experiences, named faculty positions] enriches the educational experience and attracts the most promising scholars to our University. Thank you for your generosity.</p> <p>In Action: Use in impact reports, stewardship letters, and event speeches.</p>	<p>They say an institution is only as good as its people. That makes us very fortunate at Illinois. We attract smart, strong, and accomplished students who go on to make us proud long after they graduate. Like you, they are leaders when they arrive at Illinois, and, upon graduation, they continue to be leaders in their chosen professions and communities. [Describe the student experience or share the story of a recent graduate or student leader.]</p> <p>In Action: Use in a letter for a newsletter or in a speech to an audience of donors and non-donors.</p>	<p>Accomplished. Driven. Inspired to leave a legacy. That is a description of our community at Illinois. You, our faculty and staff, are prolific scholars, creative thinkers, and fearless intellectual pioneers who make creating a world-class educational experience a priority at Illinois.</p> <p>Together, we value collaboration. We value access. We value the people who come together to make this place exceptional. To make this place Illinois.</p> <p>In Action: Use in faculty addresses to introduce the campaign and discuss unit priorities around scholarships, programs, and named faculty positions.</p>	<p>Accomplished. Driven. Inspired to leave a legacy. That is what I see when I look around me today. At Illinois, we attract smart, strong, and accomplished students, like you, who go on to make us proud long after they graduate. You were leaders when you arrived at Illinois, and, upon graduation, you will continue to be leaders in your chosen professions and communities. And as you go, I challenge you to remember those alumni who have supported your successes here at Illinois. Our generous donors support scholarship funds and immersive student experiences, enriching the educational experience for each of you and helping us to attract the most promising scholars to our University. As you move forward I encourage you to leave the same legacy for future students that alumni before have left you.</p> <p>In Action: Use in addresses to students, particularly scholarship recipients or adjust the language to use in a scholarship award letter.</p>
<p>STUDENT <i>Speaks to their personal experiences within a unit and demonstrates the impact of giving from a student perspective. Can include the voice of a scholarship recipient.</i></p> <p><i>Potential uses: Donor relations, stewardship, and impact pieces, speechwriting, letters from students, quotes in brochures or other marketing materials, and social media posts.</i></p>	<p>[Ask students to describe how support from donors has inspired them to leave a legacy. Have students describe their accomplishments at Illinois or their favorite faculty member.]</p> <p>In Action: Useful in impact communication, speeches, and as quotes in marketing communication to describe the importance of unit campaign priorities.</p>	<p>Thank you for your generosity. Your loyal support of [scholarship or program] enriches my Illinois experience. [Have students describe the leadership and service opportunities they have had while at Illinois, underscoring their ambition and desire to leave a legacy.]</p> <p>In Action: Use in personalized stewardship letters.</p>	<p>My classmates and I were leaders when we arrived at Illinois. Upon graduation, we will join you, our alumni family, as leaders in our chosen professions and communities. [Have students describe their accomplishments while at Illinois and their future ambitions.]</p> <p>In Action: Use quotes in unit marketing materials, impact reporting, and quotes in brochures or social media posts.</p>	<p>As a representative of the student body, I am honored to say that we are privileged to call you our faculty. You are prolific scholars, creative thinkers, and intellectual pioneers. You create world-class educational experiences for us by drawing us into your research as active participants in a community of scholars. [Have the student describe their experiences with research or as a part of the academic community.] You value collaboration and access. And we value the opportunity to come together with you to make this place exceptional.</p> <p>In Action: Use student quotes in faculty/staff appreciation campaigns.</p>	<p>They say an institution is only as good as its people. That makes us very fortunate at Illinois. We are fortunate to have thousands of donors - over 65,000, literally a small city - who make gifts to scholarship funds and immersive student experiences. [Have the student share their experiences which can be linked back to donor support.]</p> <p>In Action: Use in short quotes or in social media campaigns to build awareness around the power of philanthropy and to promote student gratitude.</p>

MESSAGING THEME 4

A UNIVERSITY AT THE HEART OF ILLINOIS

A highly-skilled, well-prepared workforce. Innovative startups out of the Research Park. The winning spirit of Illini Pride.

The University is a dynamic hub of economic and intellectual activity in the State of Illinois. And while the impact of our innovations can be felt around the world, we have a profound effect on and presence within our state lines.

Every year, the University of Illinois System contributes \$13.9 billion* to the state's economy through spending by its universities, employees, and students and the increased earning power of its graduates. We contribute more than just dollars, of course. Our graduates bring their expertise in business, healthcare, education, and technology to communities across Illinois, making them healthier, happier, and more productive. And whether we wear our Illini pride on our jersey or bring it to the office with us every day, the orange and blue are never hard to find.

CAMPUS PRIORITY

Capital Projects

A culture of excellence depends, in part, on an excellent infrastructure. An investment in the buildings, laboratories, and cultural spaces on our campus ensures our faculty and students have supportive spaces in which to work, create, invent, and learn.

* from a 2015 economic impact study conducted by Economic Modeling Specialists Intl.

MAKE THE CASE

There are countless examples of work on our campus that illustrate this theme. We encourage you to find some examples from your own unit as well as some from other units, and keep those stories in mind when communicating with donors. Here are just a few examples.

Over the last thirty years, the Beckman Institute has touched the lives of 5,500 scientists and engineers, including thousands of students and postdocs. This innovative space brings researchers together from a wide variety of disciplines.

Our named sports facilities offer our student-athletes exceptional places to train and compete.

Our residence halls offer ten Living-Learning Communities where students can benefit from a living space that encourages deeper exploration of their personal and academic interests—from entrepreneurship to health professions to STEM.

Fact: Over 300,000 people visit the Allerton Park and Retreat Center every year. This 1,500-acre national landmark was a gift to the University from Robert Allerton in 1946.

COLLEGE AND UNIT PROJECTS

In this section, list unit priorities that align with the stated campaign theme. Be sure to list specific priorities, funds, or initiatives within your college or unit that donors can support.

Student Support

[YOUR EXAMPLE]

Faculty and Research

[YOUR EXAMPLE]

Program Support

[YOUR EXAMPLE]

A UNIVERSITY AT THE HEART OF ILLINOIS

AUDIENCE

VOICE	MAJOR DONOR <i>Focus: Impact and Campaign Priorities</i>	ANNUAL DONOR <i>Focus: Impact and Gratitude</i>	ALUMNI <i>Focus: Pride and Nostalgia</i>	FACULTY/STAFF <i>Focus: Gratitude and Pride</i>	STUDENTS <i>Focus: Pride and Future</i>
<p>INSTITUTIONAL VOICE <i>Speaks at a high level to unit strengths and campaign priorities. Can reference the student and academic leader experiences but in an objective way.</i></p> <p><i>Potential uses: Copy for websites, brochures, marketing materials, event invitations, major gift proposals.</i></p>	<p>The University is a dynamic hub of economic and intellectual activity. The impact of our innovations can be felt around the world. Our graduates bring their expertise in [insert unit specific expertise] to communities across Illinois, and beyond making them more [insert unit outcomes, i.e. healthier, happier, and more productive.] This culture of excellence depends, in part, on an excellent infrastructure. An investment in the buildings, laboratories, and cultural spaces on our campus ensures our faculty and students have supportive spaces in which to work, create, invent, and learn.</p> <p>In Action: Use this language and similar language from your unit campaign case statement as boiler plate for gift proposals, specifically those that relate to capital projects.</p>	<p>The University is a dynamic hub of economic and intellectual activity. Thanks to donors like you, the impact of our innovations can be felt around the world. Our graduates bring their expertise [insert unit specific expertise] to communities across the world, making them more [broadly reference alumni/graduate success outcomes].</p> <p>In Action: Use in donor relations letters and impact reports.</p>	<p>Every day, our graduates bring their expertise to communities around the world. [Insert examples of unit outcomes, i.e. alumni achievements.]</p> <p>Whether they are wearing their Illini pride or bringing it with them to the office [or other work environments specific to unit alumni], the orange and blue are never hard to find.</p> <p>In Action: Use in marketing copy with other unit pride points.</p>	<p>Thanks in part to our dedicated faculty and staff, our University [or unit] is a dynamic hub of economic and intellectual activity in the State of Illinois. While the impact of our innovations can be felt around the world, we have a profound effect on and presence within our state lines.</p> <p>In Action: Use to thank faculty/staff for their support of the unit.</p>	<p>A culture of excellence depends, in part, on an excellent infrastructure. Alumni investments in the buildings, laboratories, and cultural spaces on our campus ensure our faculty and students have supportive spaces in which to work, create, invent, and learn. [Customize with information regarding past funding of capital projects and the uses of those spaces in your unit.]</p> <p>In Action: Use in materials promoting the idea of student and young alumni giving. Use to educate students on the value of alumni support to the unit.</p>
<p>ACADEMIC LEADER <i>Speaks to specific unit campaign priorities and strengths. A voice of personal experience which can describe the impact of giving across the unit. This speaker could be a dean, department head, and/or faculty member.</i></p> <p><i>Potential uses: Speechwriting, letters from academic leaders used in newsletters or for stewardship/donor relations, quotes in brochures or other marketing materials.</i></p>	<p>This is your university, and today you have an opportunity to shape the student experience and give faculty members the ability to transform the world. It is your leadership that has helped Illinois grow in stature, and it is your leadership that is needed today, as we build a university for the future. An investment in [insert unit capital project] ensures our faculty and students have supportive spaces in which to work, create, invent, and learn. [Describe how spaces impact the student experience or the faculties ability to do transformative research.]</p> <p>In Action: For speaking engagements, prep academic leaders with points related to the unit's capital priorities and use the language above. This can also be used in personal stewardship letters.</p>	<p>Your investments in the buildings, laboratories, and cultural spaces on our campus [customize with the space description and title of your unit] ensures our faculty and students have supportive spaces in which to work, create, invent, and learn. [Customize with the learning process and outcomes specific to your unit.] Your support is shaping the student experience and gives faculty members the ability to transform the world. Thank you for your generosity.</p> <p>In Action: Use in impact reports, stewardship letters, and event speeches.</p>	<p>Our graduates bring their expertise in business, healthcare, education, and technology to communities across the world. [Customize with your unit's graduate outcomes and include a story that illustrates this success.] Whether we wear our Illini pride or bring it with us to the office with us ever day, [your grads' working environments] the orange and blue are never hard to find!</p> <p>In Action: Use in a letter for a newsletter or in a speech to an audience of donors and non-donors.</p>	<p>A culture of excellence depends, in part, on an excellent infrastructure. An investment in the buildings, laboratories, and cultural spaces on our campus ensures our faculty, like you, and our students have supportive spaces in which to work, create, invent, and learn. [Use as a preface to describe unit capital priorities. Add a story to exemplify the importance of capital spaces to the community in your unit.]</p> <p>In Action: Use in faculty addresses to introduce the campaign and discuss unit priorities.</p>	<p>The University [unit's name] is a dynamic hub of economic and intellectual activity. The impact of our innovations can be felt around the world. Our graduates bring their expertise in business, healthcare, educations, and technology to their communities, making them healthier, happier, and more productive. [Personalize this language to reflect expertise and outcomes that are unit specific. Use a story of a recent successful alum to underscore this point.] Whether we wear our Illini pride or bring it to the office [your grads' working environment] every day, the orange and blue are never hard to find!</p> <p>In Action: Use in addresses to students to build unit pride.</p>
<p>STUDENT <i>Speaks to their personal experiences within a unit and demonstrates the impact of giving from a student perspective. Can include the voice of a scholarship recipient.</i></p> <p><i>Potential uses: Donor relations, stewardship, and impact pieces, speechwriting, letters from students, quotes in brochures or other marketing materials, and social media posts.</i></p>	<p>Your support builds the university of the future and shapes student experiences. [Ask students to describe the importance of the spaces in your unit or the need for new/updated spaces. Have them describe how these spaces shape the student experience, i.e. the use of research labs, performance spaces, and study spots.]</p> <p>In Action: Use in impact communication, speeches, and as quotes in marketing communications to describe the importance of unit capital priorities.</p>	<p>Your support builds the university of the future and shapes student experiences. [Depending on the time of year have the student either reflect on all the spaces they anticipate being in this semester - or show gratitude for the spaces they used throughout the semester. Encourage them to reference their experiences in the context of your unit's spaces or capital priorities.]</p> <p>In Action: Use in personalized stewardship letters.</p>	<p>I know graduates, like you, bring their expertise in [insert unit expertise] to communities around the world, making them [insert unit outcomes]. I look forward to displaying the orange and blue and showing my Illini pride as a member of the alumni family. Go Illini!</p> <p>In Action: Use quotes in unit marketing materials, impact reporting, and quotes in brochures or social media posts.</p>	<p>I am proud to be an Illini. I am proud to belong to a community of scholars that is shaping our state and our world. [Use these phrases as a writing prompt to describe the pride points of the student experience and their connection to faculty and staff scholars.]</p> <p>In Action: Use student quotes in faculty/staff appreciation campaigns.</p>	<p>Philanthropy from alumni and donors across the world shape our student experience. Our culture of excellence at Illinois depends, in part, on an excellent infrastructure. Investments in the buildings, laboratories, and cultural spaces - places we live in every day - ensure we have supportive spaces in which to work, create, invent, and learn. [Encourage students to say "thanks" for their favorite spaces.]</p> <p>In Action: Use in short quotes or in social media campaigns to build awareness around the power of philanthropy and to promote student gratitude.</p>

LOGO

PRIMARY WORDMARK

The With Illinois wordmark offers a consistent, iconic, and memorable way to represent the campaign. Staying true to this format ensures that our campaign brand maintains a strong presence in every form of advancement communication. **This wordmark serves to promote and build awareness for the campaign with our alumni and donor audiences.**



FREE SPACE

To ensure legibility, the space around the wordmark should be greater than or equal to the height of the letter "I" in the word "Illinois."



COLORWAYS

One orange. One blue. One brand. The Illinois orange and blue play a vital role in establishing a clear and powerful image and in defining the University of Illinois at Urbana-Champaign brand.



LOGO

STACKED WORDMARK

When needing to use the With Illinois wordmark in a vertical format, please use the stacked version. This may be used interchangeably with the primary wordmark as your design requires. Please consider that this stacked version puts more emphasis on “With Illinois,” relative to the descriptive “The Campaign for Illinois” text that follows. **The border around the logo may be removed if using this wordmark in a large format.**



STACKED COLORWAYS



FREE SPACE

To ensure legibility, the space around the wordmark should be greater than or equal to the height of the arm in the block I-mark.



WITH ILLINOIS LOGO

In circumstances when you need to use the logo smaller than the minimum size or when a piece does not benefit from the explanatory “The Campaign for Illinois” text, please drop “The Campaign for Illinois” and use the below format.



LOGO

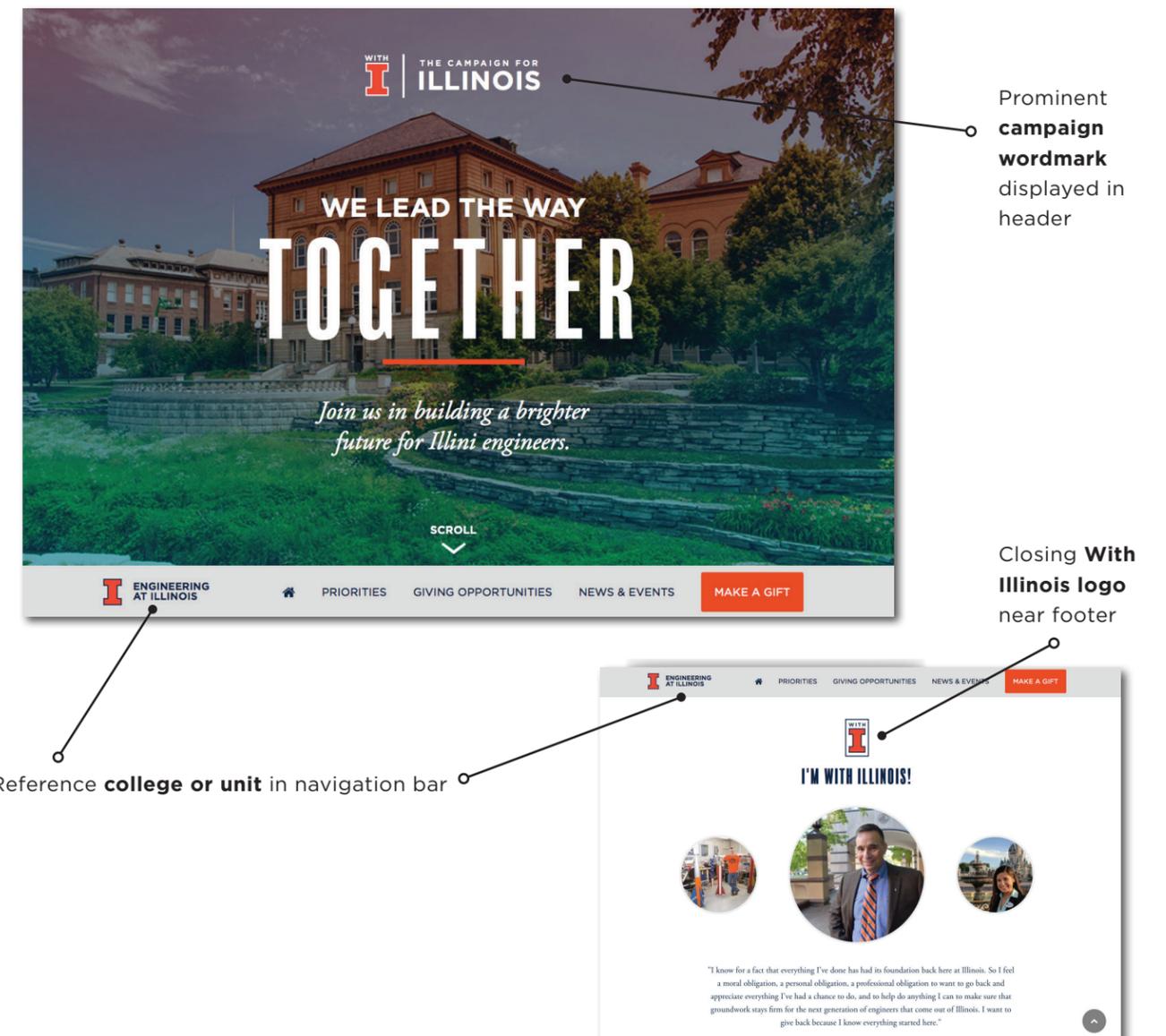
IN PRACTICE

1. A primary campaign wordmark should appear on every campaign piece.
2. The abbreviated “With Illinois” logo can be used to complement the primary campaign wordmark, however, the “With Illinois” logo and primary campaign wordmark should not be visible on the same side of a piece or in the same view of an item.
3. Unit wordmarks should not appear on pieces that are designed to promote the campaign. Colleges and units may use a text reference where indicated (see example below).
4. Units may use the downloadable templates on brand.illinois.edu, which allows for simple text replacement.



CAMPAIGN LANDING PAGES

1. Websites and landing pages created to focus primarily on the campaign follow similar standards to those used in print. However, the guidelines are adapted specifically for interfaces.
2. A Primary Campaign wordmark should appear in the header area near the top of your page.
3. When needed, a college or unit reference is displayed in a navigational bar. This can be linked back to the college or unit.
4. A closing With Illinois logo is recommended near the footer. Additional college or unit reference may be also be included in the footer following the With Illinois logo.

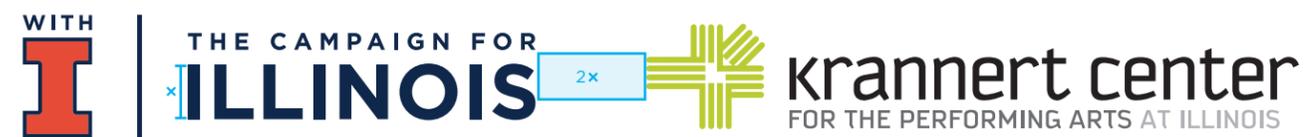


LOGO

APPEARING WITH OTHER LOGOS

When using the campaign wordmark with other logos, please keep a distance between them of approximately 2x the height of the letter “I” in the word “ILLINOIS.”

HORIZONTAL



STACKED



APPEARING WITH THE ILLINOIS LOGO

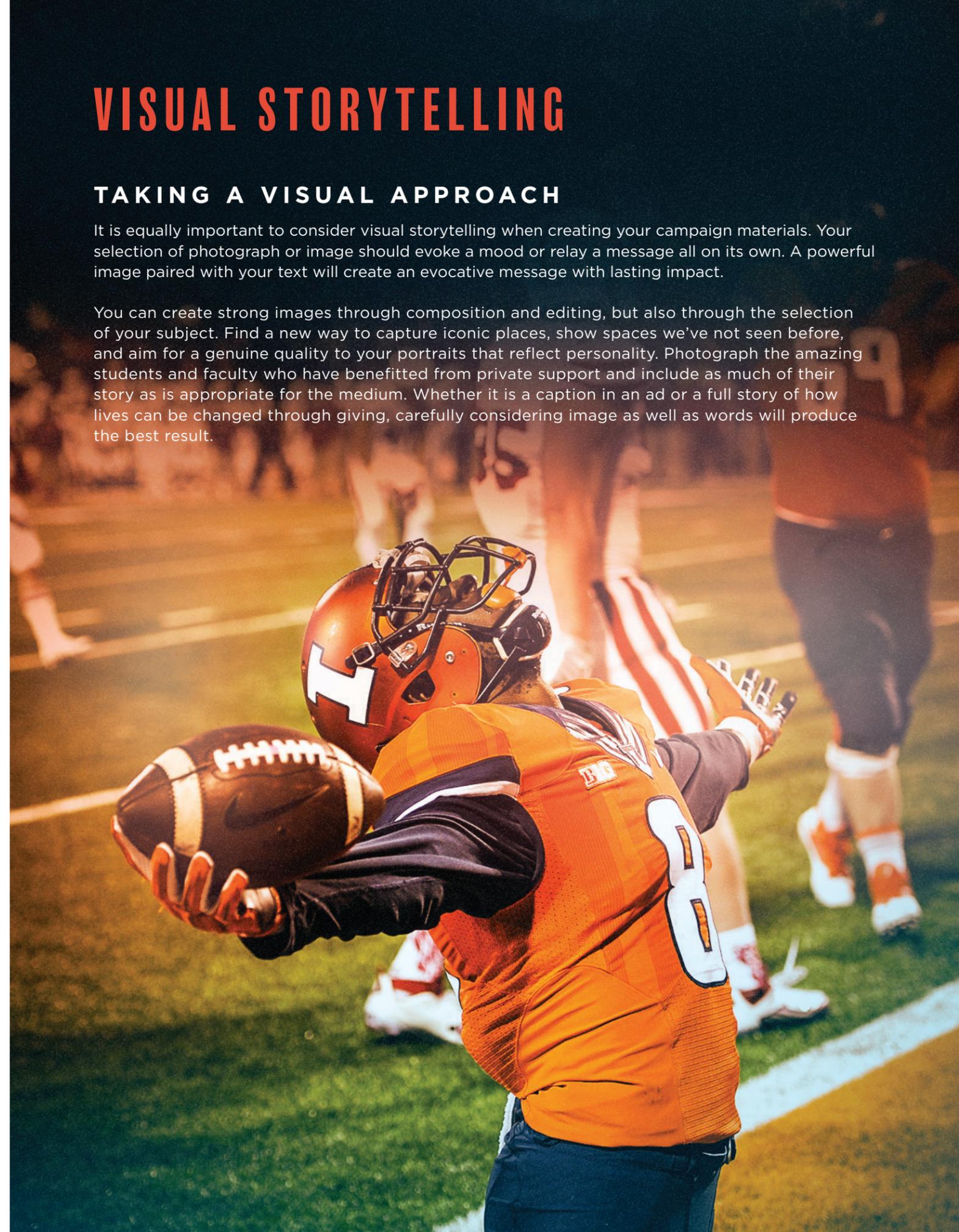
The campaign logo and the main campus logo are visually similar. To avoid visual redundancy, make an effort to not have them appear near each other.

VISUAL STORYTELLING

TAKING A VISUAL APPROACH

It is equally important to consider visual storytelling when creating your campaign materials. Your selection of photograph or image should evoke a mood or relay a message all on its own. A powerful image paired with your text will create an evocative message with lasting impact.

You can create strong images through composition and editing, but also through the selection of your subject. Find a new way to capture iconic places, show spaces we've not seen before, and aim for a genuine quality to your portraits that reflect personality. Photograph the amazing students and faculty who have benefitted from private support and include as much of their story as is appropriate for the medium. Whether it is a caption in an ad or a full story of how lives can be changed through giving, carefully considering image as well as words will produce the best result.



TYPOGRAPHY

IMPORTANT HEADERS

The primary typeface for the campaign brand is the modern, sans-serif **Balboa** font, set in “Condensed” or “Extra Condensed” when used as a headline. Headlines feature loose tracking (100) to mimic the spacious campus and surrounding lands. Using the font in a variety of positions brings attention to how Illinois is always in motion—constantly evolving and adapting. This font should be used to bring attention and emphasis to key words in your message and should ideally be paired with supporting typography (Gotham) for added visual interest and hierarchy. This font is available via Adobe Typekit for both Desktop and Web sync at <https://typekit.com>. *League Gothic (Regular and Regular Condensed)* may be used as a substitute, available via Adobe Typekit or FontSquirrel.

SUBHEADS & BODY COPY

The secondary typeface is the prestigious **Gotham** font. Used to support the primary typeface, Gotham carries a sense of purpose and should most often be used in sub-headlines and body copy. Loose tracking (200) and bold type style is recommended for subheads. *Proxima Nova or Montserrat* may be used as a substitute, available via Adobe Typekit or FontSquirrel.

FORMAL BODY COPY & QUOTES

Dating back to the 1500s, **Adobe Garamond** provides authentic formality to important documents. Use it sparingly in special cases only. This font is available via Adobe Typekit.

BALBOA

CONDENSED

EXTRA CONDENSED

NUNC QUIS FERMENTUM LIBERO. NUNC FELIS ODIO, FRINGILLA A LACUS NON, DIGNISSIM PORTA FELIS. DONEC EFFICITUR ORCI NON ORCI PORTTITOR.

GOTHAM

BOOK

BLACK

BOOK ITALIC

BLACK ITALIC

BOLD

ULTRA

BOLD ITALIC

ULTRA ITALIC

Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin malesuada nisl nulla. Integer pharetra tincidunt lacus ut facilisis. Fusce sed lectus mauris. Nam auctor ipsum id nulla rutrum, sed aliquam lorem tincidunt. Sed molestie ultrices est. Donec gravida arcu scelerisque

interdum posuere. Vivamus blandit nibh a mauris vulputate ultrices. Maecenas id quam et diam tristique tempus vitae et lorem. Integer fringilla libero eget ultricies porta. Donec purus enim, sodales in odio id, fermentum pretium mauris. Aliquam congue ligula nec metus porta tempor. Nunc pellentesque mi enim, et imperdiet.

adobe garamond

REGULAR

ITALIC

BOLD

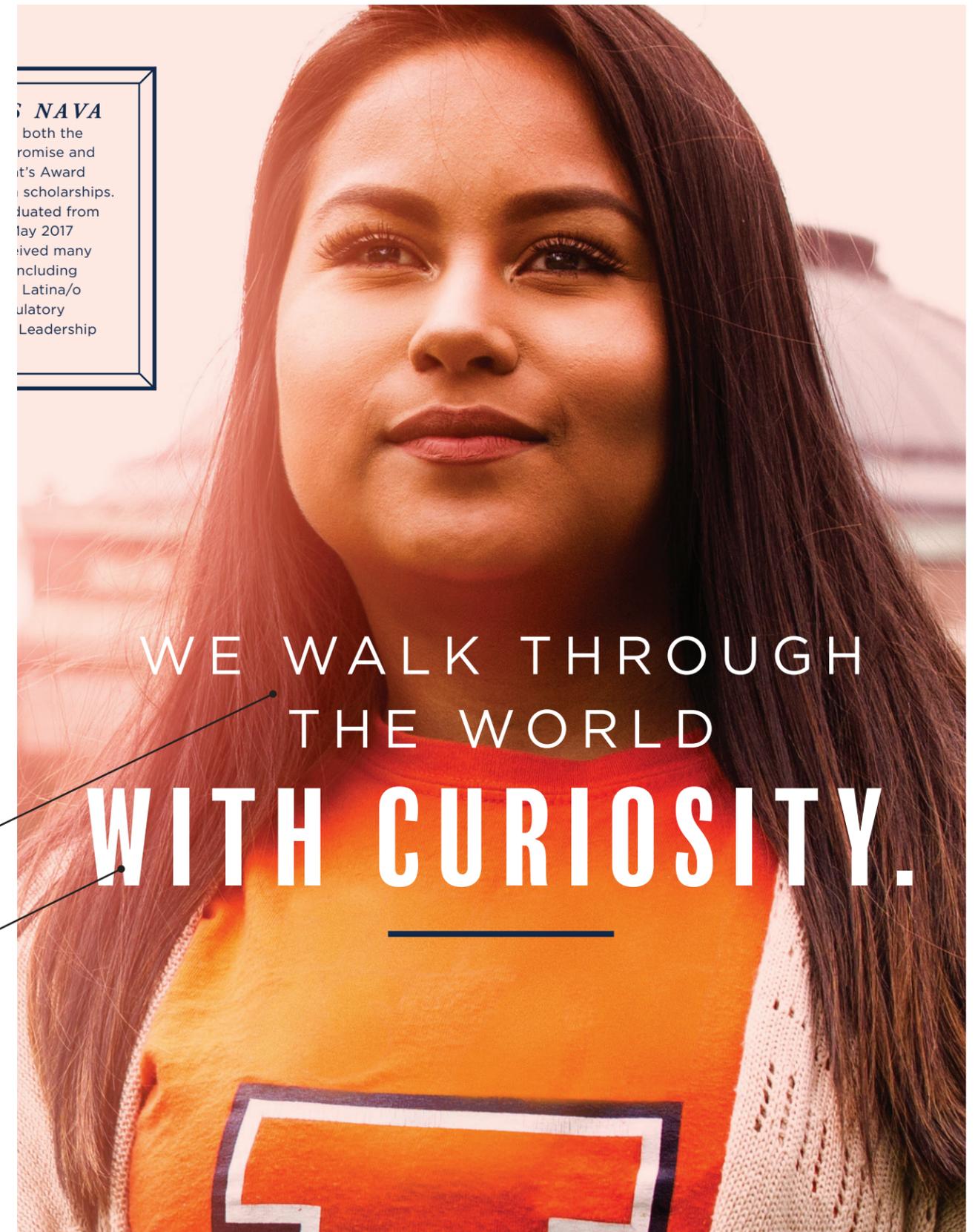
BOLD ITALIC

Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin malesuada nisl nulla. Integer pharetra tincidunt lacus ut facilisis. Fusce sed lectus mauris. Nam auctor ipsum id nulla rutrum, sed aliquam lorem tincidunt. Sed molestie ultrices est. Donec gravida

arcu scelerisque interdum posuere. Vivamus blandit nibh a mauris vulputate ultrices. Maecenas id quam et diam tristique tempus vitae et lorem. Integer fringilla libero eget ultricies porta. Donec purus enim, sodales in odio id, fermentum pretium mauris. Aliquam congue ligula nec metus porta tempor. Nunc pellentesque mi enim, et imperdiet.

TYPOGRAPHIC STYLE 1

BALBOA CONDENSED WITH GOTHAM



Mix **word sizes** to show hierarchy

Large **ALL CAPS** text feels bold and established

TYPOGRAPHIC STYLE 2

GARAMOND WITH GOTHAM

ALL CAPS feels bold and established

Mix Garamond and Gotham for emphasis

INÉS NAVA
received both the Illinois Promise and President's Award Program scholarships. She graduated from LAS in May 2017 and received many

INÉS NAVA
received both the Illinois Promise and President's Award Program scholarships. She graduated from LAS in May 2017 and received many awards including the 2017 Latina/o Congratulatory Student Leadership Award.

WITH
I
ILLINOIS

WE WALK THROUGH THE WORLD
WITH CURIOSITY.

WE CAN DO THIS. TOGETHER.

TYPOGRAPHIC STYLE 3

GOTHAM ITALIC

WE CAN DO THIS. TOGETHER.

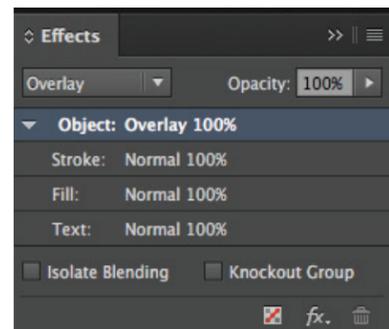
ALL CAPS feels bold and established

Stacked italic type gives emphasis to each and every word and creates interesting positive and negative spaces

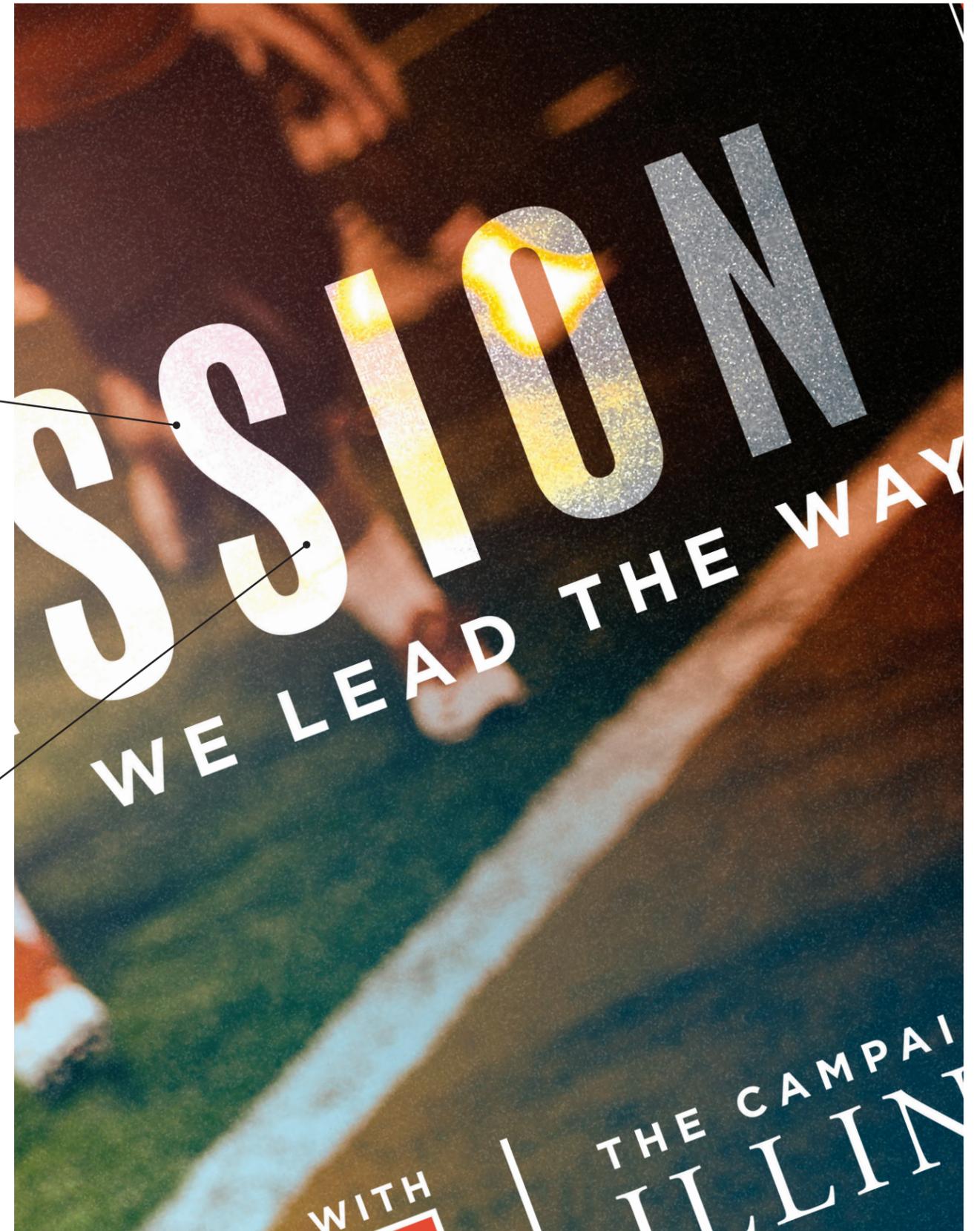
TYPOGRAPHIC STYLE 4

BALBOA CONDENSED OVERLAY HEADLINE

Blended **letterforms** with overlay blending mode applied (may require multiple layers to achieve desired effect)



Texture of background shows through on type due to overlay blending mode



PALETTE

ONE ORANGE. ONE BLUE.

The University of Illinois at Urbana-Champaign orange and blue are front and center in this brand. The colors are vibrant and saturated to add energy and support to the bold messaging, allowing each piece to feel unmistakably Illinois.



ORANGE

PANTONE 7417 C
C1 M83 Y85 K0
R232 G74 B39
#E84A27

BLUE

PANTONE 2767 C
C100 M90 Y10 K77
R19 G41 B75
#13294B

WHITE

CO MO YO KO
R255 G255 B255
#FFFFFF

BRAND ELEMENTS

Dynamic border adds emphasis to content



Blue (or orange) band with thin white outer line adds structure and evokes a timeless and classic feeling

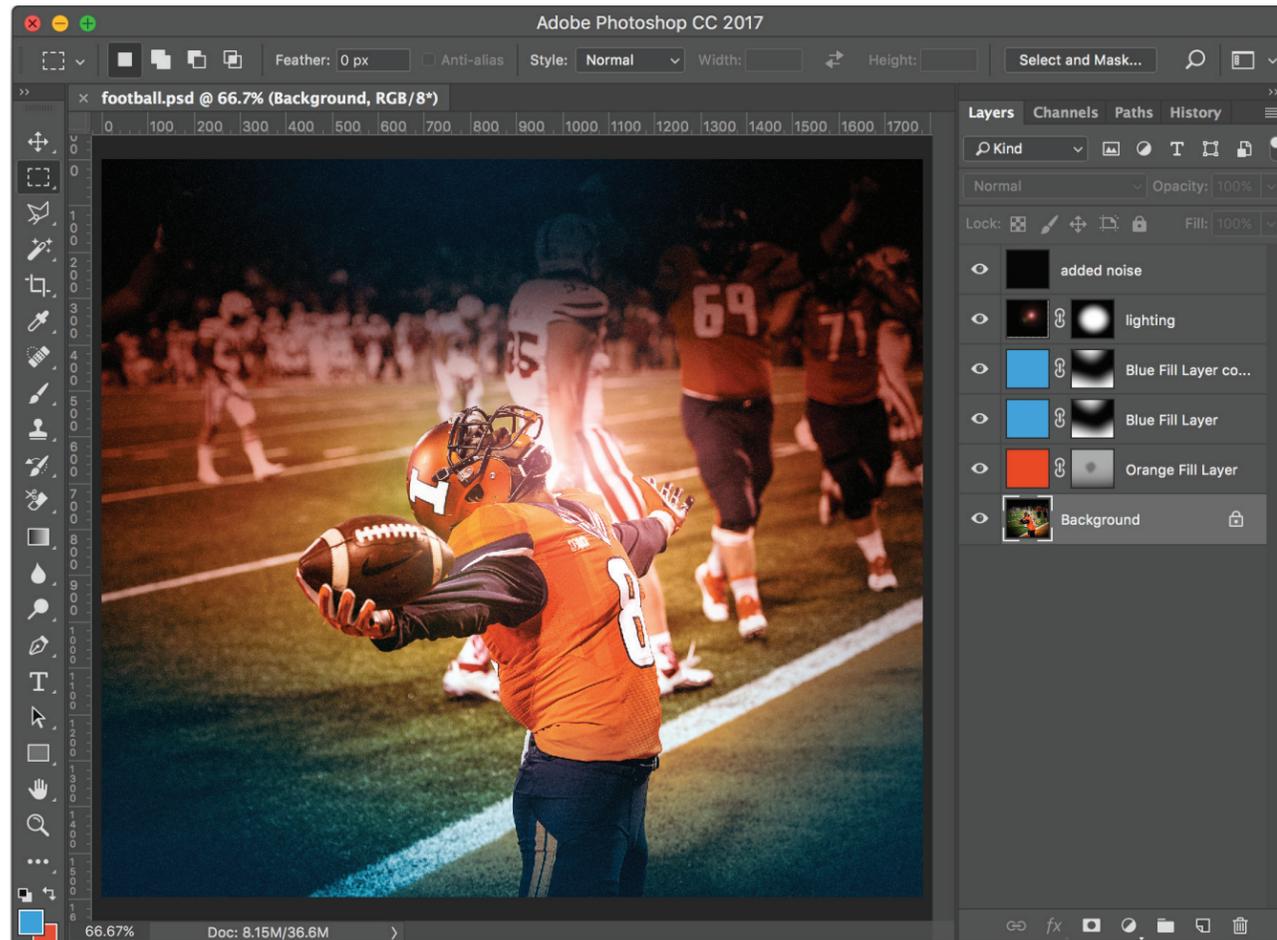
Line adds emphasis and visual contrast



PHOTOGRAPHY TREATMENT 1

AN ORANGE AND BLUE GLOW

This treatment can be used to give images an emotive and vibrant look—helping to reinforce the campaign brand and messaging. This effect is intended to be somewhat subtle. Care should be taken to preserve the original colors of the photo.



LAYERS

NOTE: All of these effects may need to be tweaked depending on the image you have chosen. This includes the opacity of the color fill layers, the contrast of the image and the positioning/feathering of the color fill layers and lighting effect to target the areas of the image you desire. This method may work better on some images than others, so please use with intention and care. This is also meant to preserve natural color of the original image, so it should not completely take over the photo.

This layer contains a **subtle lens flair**. Create a black fill layer, apply a lens flare filter to the layer (100% in this example), then apply a screen blending mode to remove the black, then apply a gaussian blur (set at 40% in this example). Apply a mask to the layer if you want to isolate this effect to only affect a portion of the image. This is an artistic choice, so use as appropriate. It is meant to be subtle. Note: there may be other methods in Photoshop that are appropriate to achieve a similar look, so use if preferred. The warm tone of this lighting effect was the desired goal.

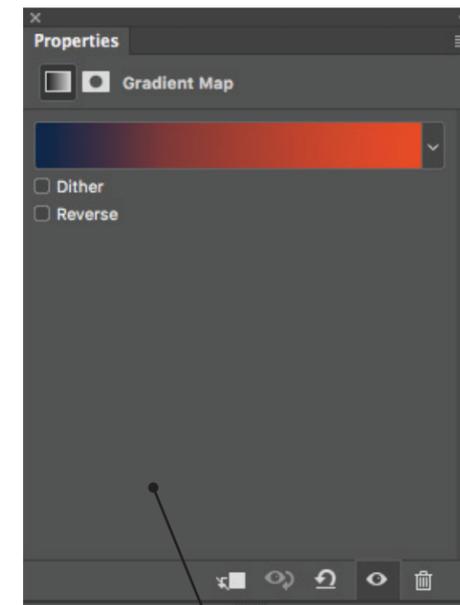
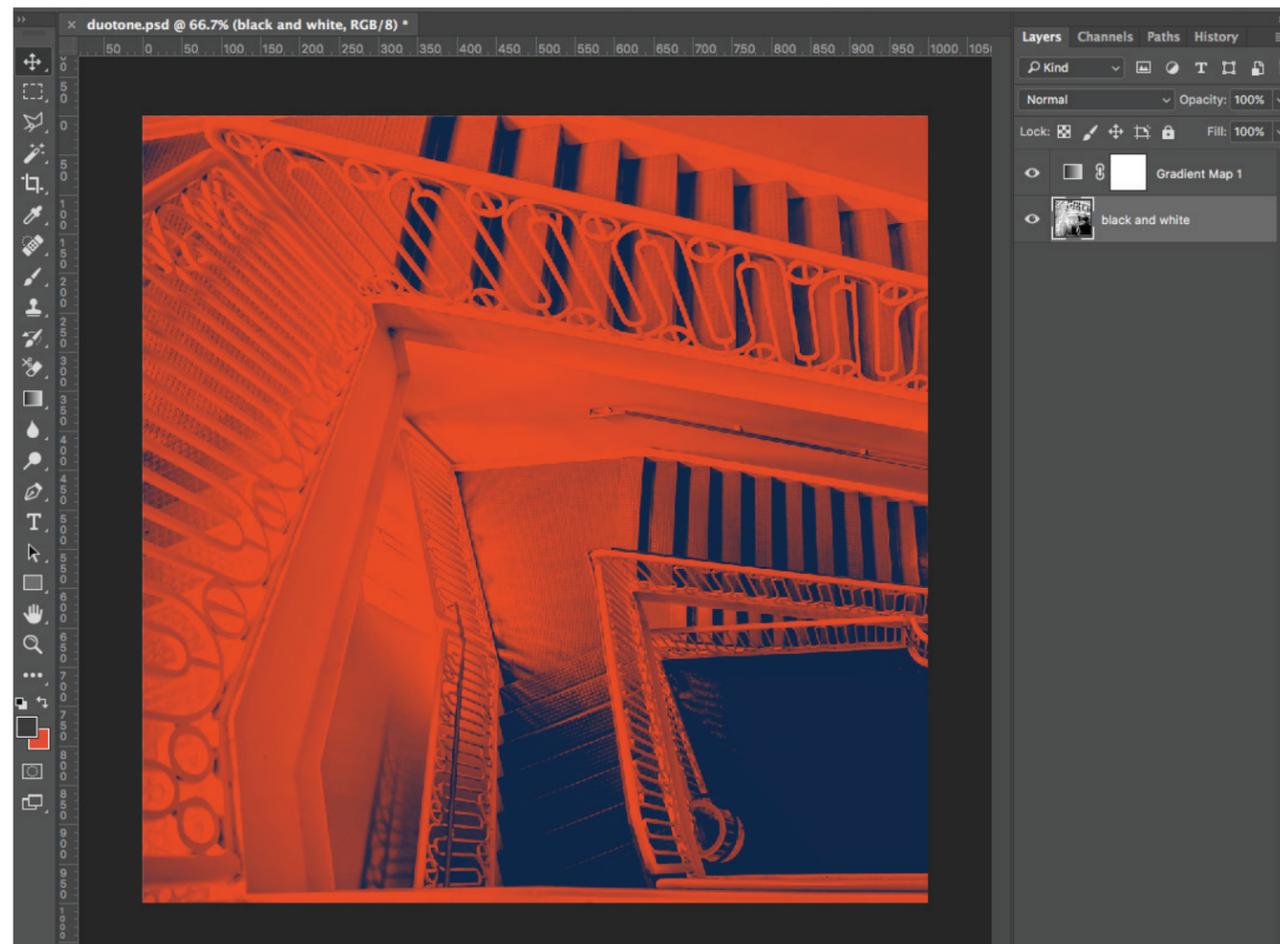
Blue fade #00A8FF with feathered layer mask with color blending mode applied, tweak opacity of layer for desired effect. This is meant to be subtle. The color of the original image should still show through. You may position this anywhere on the image; it doesn't need to always be anchored to the bottom. You may choose for an image to have more blue than orange, and vice versa.

Orange fade #E84A27 with feathered layer mask with color blending mode applied, tweak opacity and feathering of layer for desired effect. You may position this anywhere on the image; it doesn't need to always be anchored to the top. You may choose for an image to have more orange than blue, and vice versa.

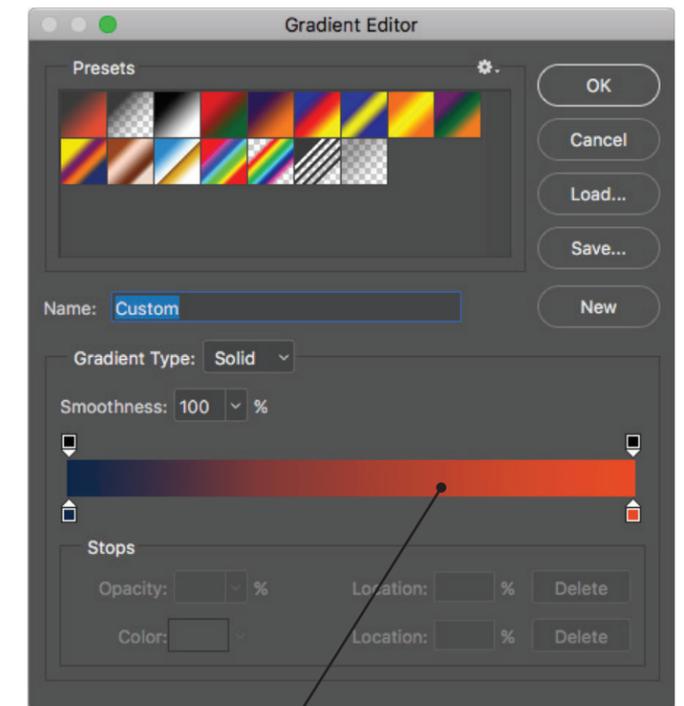
PHOTOGRAPHY TREATMENT 2

DUOTONE

This simple duotone treatment requires an image of high contrast. Ideally, this image treatment should be used as a background or supporting element in your design and should be fairly abstract. Either orange or blue may be the dominant color in your design. **You may need to clean up your image to achieve a flatter look. Some images will work better than others.**



Gradient Map with orange to blue, you may reverse



Adjust slider to achieve your desired balance of orange and blue

EXAMPLES

BANNER



POSTCARD

FRONT



BACK

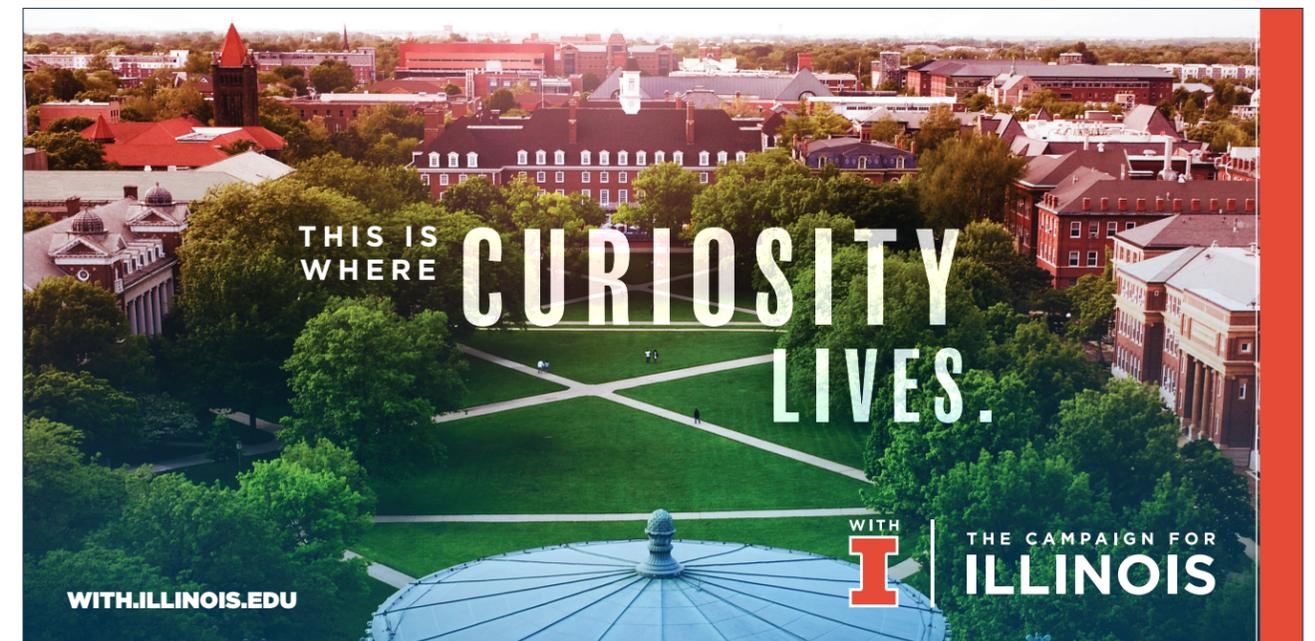


BILLBOARDS

EXAMPLE 1



EXAMPLE 2



EXAMPLES

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EXAMPLES

ANNUAL GIVING POSTCARD WITH MAGNET

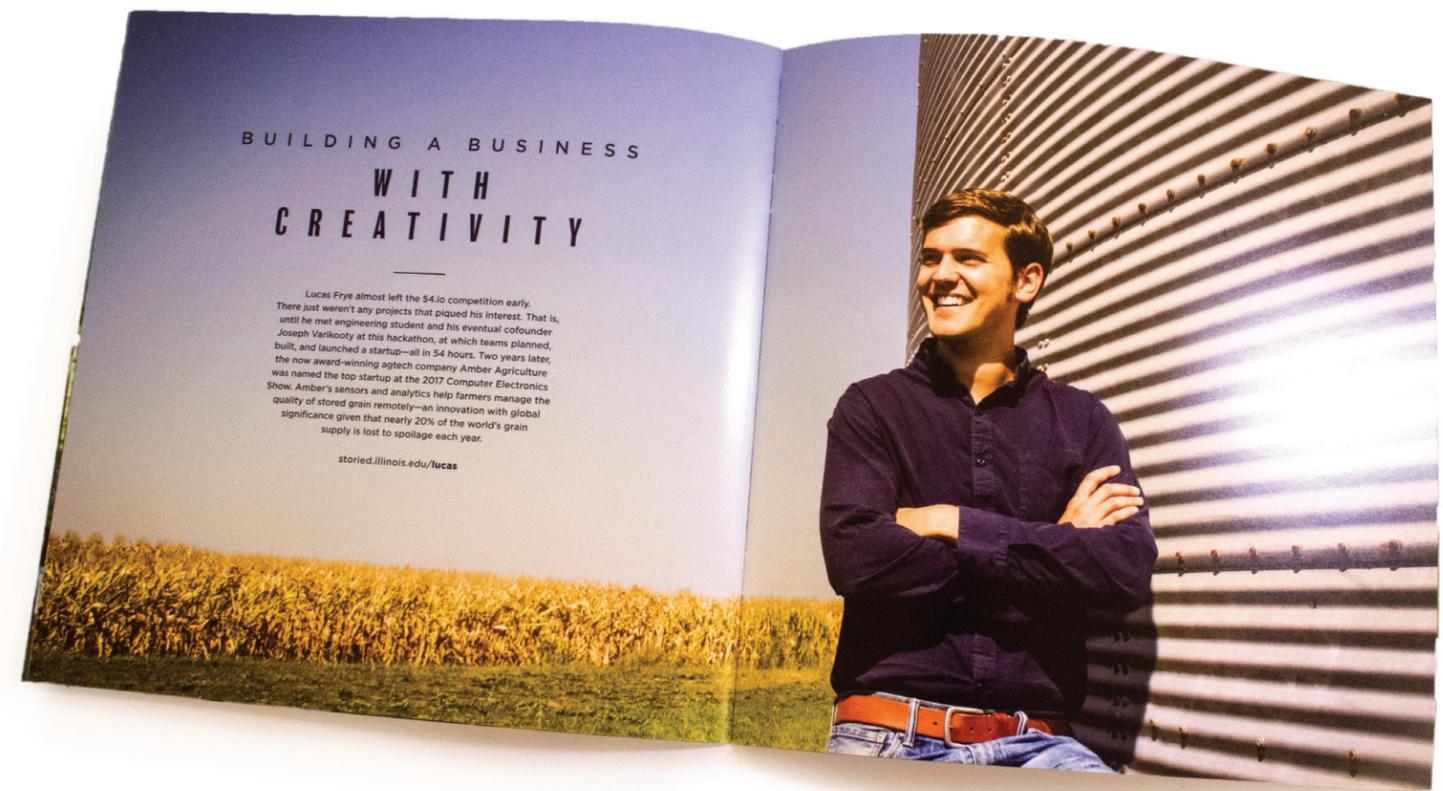


ANNUAL GIVING LETTERHEAD



EXAMPLES

WITH ILLINOIS BROCHURE

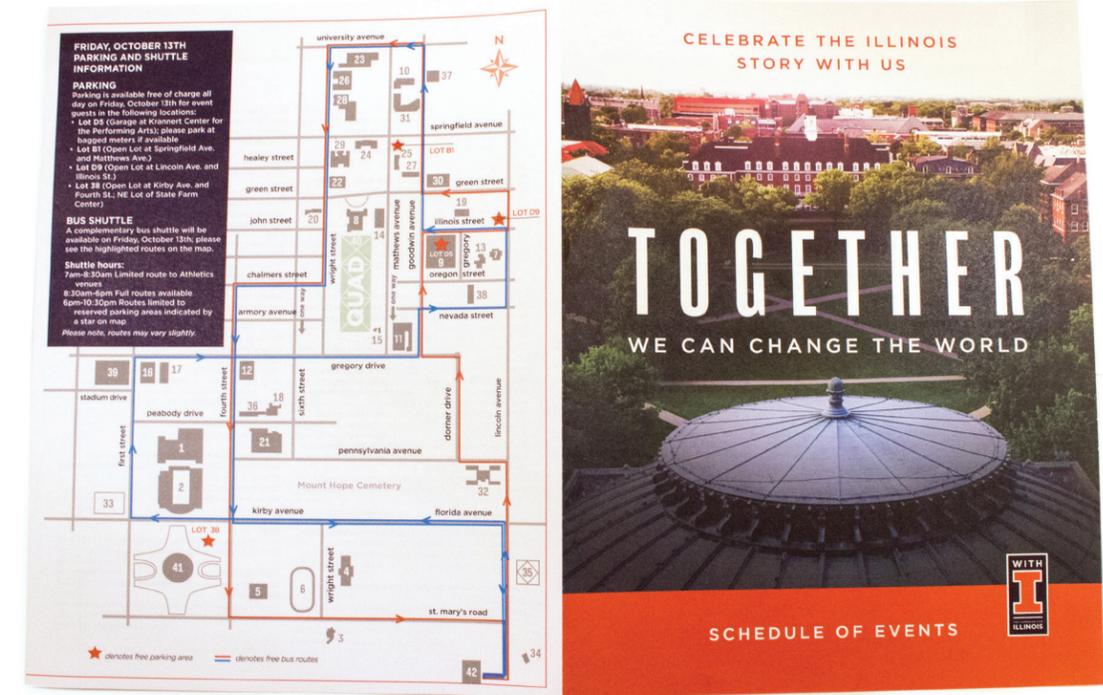


EXAMPLES

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EVENT MAP



EVENT LANYARD & LAPEL PIN



EXAMPLES

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