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PROMISE & PERSONALITY

The College of ACES is finding solutions to the world’s most critical challenges in order to create abundant food and energy, a healthy environment, and successful families and communities. Through unsurpassed teaching, research, and outreach programs, ACES is providing the public greater access to higher education with a focus on agricultural, consumer, and environmental sciences.

INNOVATIVE
In the College of ACES, we are imagining the future and using science to create new technologies, develop new processes, and change paradigms across a range of disciplines.

REPUTABLE
The College of ACES is highly respected for its reputation of excellence in teaching, research, and outreach programs.

COMMUNITY ORIENTED
In the College of ACES, our students, faculty, and staff experience a “small college” community while enjoying the benefits of a Big Ten campus. We are focused on extending knowledge to make life better, healthier, safer and more profitable for individuals and their communities.

COLLABORATIVE
Collaboration is at the heart of what we do in the College of ACES. We have a unique ability to solve societal problems through interdisciplinary collaboration.

VISIONARY
The College of ACES is a leader in discovering sustainable solutions and directing change to meet the demands of a growing global society.
The visual identity of the College of ACES both represents and reflects the uniqueness of our college. When this identity system is applied consistently to all of the college’s communications and marketing materials, we can better distinguish ourselves from our competitors. In order to make an instant connection with audiences, harness the power of the Illinois brand, and to ensure the consistency necessary to build a recognizable identity, it’s critical that the Illinois logo, college mark and department/unit descriptors appear according to the approved guidelines.
We are a university, not a multiversity. The founders of this great institution realized that we are stronger together than when we are separate. Using one brand shows how the College of Liberal Arts and Sciences and the College of Engineering are related parts of a greater whole and helps audiences understand the breadth and depth of the of our research, academics, and public engagement efforts.

General Guidelines

The campus logos must remain as originally drawn and proportioned and cannot be modified.

A buffer zone of at least one-third of the height of all versions of the I Mark, Illinois logo, or Urbana-Champaign logo must appear between the logo and other design elements. A buffer zone larger than one-third of the height of all versions of the logo is strongly preferred.

Designers should not place design elements in close proximity to the I Mark, Illinois logo, or Urbana-Champaign logo in an attempt to make the two appear to be a unit.

The I Mark must appear on the cover of all publications.

Either the Illinois logo (preferred) or Urbana-Champaign logo must appear inside the publication.

Campus units can meet both guidelines by simply placing the Illinois logo or the Urbana-Champaign logo on the front of publications.

Additional guidelines can be found at http://identitystandards.illinois.edu/theillinoisbrand/overview.html

Campus logos can be downloaded at http://identitystandards.illinois.edu/graphicstandardsmanual/logodownloads/logodownloads.html
VISUAL IDENTITY
THE MARK

COLLEGE OF
ACES

ACES College of Agricultural, Consumer and Environmental Sciences

ACES College of Agricultural, Consumer and Environmental Sciences

There are three options for the College of ACES mark. When possible, use the top option without Agricultural, Consumer and Environmental Sciences spelled out. If it is necessary to spell the name out, use either the two-line or three-line mark shown to the left.
VISUAL IDENTITY
MARK + DEPARTMENT OR UNIT NAME

The College of ACES is made up of numerous departments and units. In order to maintain consistency of our brand, it’s important that each unit adhere to a similar typographic treatment to each other.

When the name of the unit is proceeded by “Department of,” “Office of,” etc., that portion should appear in Akzidenz Grotesk Light, and the Department or Unit name should appear in Akzidenz Grotesk Medium. The unit or department name should be equal to the cap height of “ACES.” The space between the ACES mark and the unit or department name should be equal to 1.5 times the cap height of “COLLEGE OF”.

When the name of the unit stands alone without “Department of,” “Office of,” etc., the name of the unit should all appear in Akzidenz Grotesk Light.
While we transition to the new mark for ACES, many of our online elements will be utilizing the typographic hierarchy below. Over the course of the next year, we will slowly move these pieces to the newer look.
VISUAL SYSTEM

The College of ACES visual system is designed to be flexible while reinforcing our promise and personality. This section will explain the use of typography, color and image style. The flexibility of the system requires attention to all of these graphic elements in order to assure and strengthen our ACES brand identity.
The College of ACES typography consists of two fonts, Akzidenz Grotesk and Adobe Garamond Pro. Each typeface includes a variety of weights and styles to allow for flexibility. The use of these fonts will help ACES to build a consistent and strong brand.
Color is an essential element in defining tone and its consistent use helps to enhance and strengthen our brand. The colors in the mark should always use the primary color palette.

**VISUAL SYSTEM**

**COLOR PALETTE**

**PRIMARY**

- PMS 7463
  - CMYK: 78/64/38/20
  - RGB: 69/85/110
  - HEX#: 45556e

- PMS 3005
  - CMYK: 87/55/13/1
  - RGB: 36/109/164
  - HEX#: C251BC

- PMS 306
  - CMYK: 65/8/11/5
  - RGB: 66/173/203
  - HEX#: 42adcb

- PMS 1585
  - CMYK: 8/79/100/0
  - RGB: 225/91/39
  - HEX#: e15b27

- PMS 1375
  - CMYK: 5/60/100/0
  - RGB: 239/128/36
  - HEX#: 42adcb

- PMS 483
  - CMYK: 59/70/76/42
  - RGB: 83/61/51
  - HEX#: 53d333

- PMS WARM GRAY 8
  - CMYK: 23/24/25/42
  - RGB: 128/122/119
  - HEX#: 807a77

**SECONDARY**

- PMS 295
  - CMYK: 95/83/49/6
  - RGB: 69/135/180
  - HEX#: c34e31

- PMS 316
  - CMYK: 78/56/65/56
  - RGB: 36/173/203
  - HEX#: 42adcb

- PMS 166
  - CMYK: 9/80/86/14
  - RGB: 215/78/49
  - HEX#: c34e31

- PMS 129
  - CMYK: 6/38/81/0
  - RGB: 236/167/75
  - HEX#: e15b27

- PMS COOL GRAY 4
  - CMYK: 15/15/15/22
  - RGB: 255/170/169
  - HEX#: e15b27

- PMS WARM GRAY 8
  - CMYK: 23/24/25/42
  - RGB: 128/122/119
  - HEX#: 807a77

- PMS 1585
  - CMYK: 8/79/100/0
  - RGB: 225/91/39
  - HEX#: e15b27

- PMS 166
  - CMYK: 9/80/86/14
  - RGB: 195/78/49
  - HEX#: e15b27

- PMS WARM GRAY 8
  - CMYK: 23/24/25/42
  - RGB: 128/122/119
  - HEX#: 807a77

The primary colors can be used interchangeably in ACES marketing materials and the ACES mark. If not using a primary color for the mark, black or white should be used.

The secondary set of colors are intended to allow for flexibility and diversity amongst our many programs and departments while staying true to the palette that defines us as a college and a university. The secondary colors should not be used for the ACES mark.

The gradient system is also intended to add flexibility to the visual system and can be used throughout ACES marketing materials. They should not be used for the ACES mark.
Image choice plays a critical role in reflecting our brand voice. The ACES image style consists of three categories: journalistic, conceptual and textural. Choose images that reinforce one or more of the image drivers and support the ACES brand.

**Image Drivers**

- Leverage the University of Illinois brand
- Create a sense of belonging
- Convey global awareness and opportunities
- Represent promising scholarship
- Express inclusivity and community
- Communicate imagination and possibility
- Provoke dialogue and promote critical thinking
- Encourage interdisciplinary collaboration

**Journalistic**

**Conceptual**

**Photographic/Texture**
EDITORIAL STYLE & MESSAGING

The College of ACES editorial style and messaging section provides guidelines for communicating clearly and consistently about ACES. Language is a fundamental part of the ACES brand. Good writing enhances a brand by reinforcing what the brand stands for and increasing faith that the brand does what it says it does. The ACES key messages allow the brand to be more easily incorporated into our writing. It keeps our writing focused and allows us to develop a voice that will be uniquely recognizable to our audiences.
EDITORIAL STYLE

Clear and consistent writing contributes to successful communication and strong branding. Most issues covered here are not a matter of right or wrong usage, but simply of consistent practice, which we want to encourage across the college’s communication outlets. The Chicago Manual of Style, the AP Style Guide, and the University of Illinois Writing Style Guide (www.identitystandards.illinois.edu/writingstyleguide) are the basis for most of the uses suggested here.

Referring to the Champaign-Urbana campus:
First reference: University of Illinois at Urbana-Champaign
Subsequent references: U of I or Illinois (do not use the acronym UIUC)

Referring to the College of ACES:
First reference: College of Agricultural, Consumer and Environmental Sciences
Subsequent references: College of ACES, ACES
Do not capitalize university when the word is used alone as a noun or an adjective.
Correct: The University of Illinois at Urbana-Champaign is a world-class research university. The university is one of the largest recipients of National Science Foundation funding.

Other style recommendations:

Abbreviations and acronyms: Use abbreviations and acronyms only when they are familiar to your readers. Avoid whenever possible. If needed, use the full version in the first reference and follow it with the abbreviated form or acronym in parentheses. Subsequent references should be the abbreviated form or acronym.
Example: National Science Foundation (NSF)

Academic degrees, departments, majors, titles, and programs: Use lowercase as a general rule. Capitalize proper nouns, titles, and acronyms and use lowercase for informal, shortened, or generic terms.

Examples:
- the dean of the college; Robert Hauser, dean of the College of ACES; Dean Hauser; the dean
- the Department of Crop Sciences, the crop sciences department, the department
- the Office of International Programs, OIP; the international programs office, this office
- Professor Jonathon Beever; Jonathon Beever, professor of animal sciences; the professor

alumna/alumnae, alumnus/alumni: Alumnus is the singular form for a man who has attended a school; the plural is alumni. Alumna is the singular for a woman who has attended a school; the plural is alumnae. Use alumni as the plural when referring to both men and women who have attended a school.

Big Ten Network: The number is spelled out; this is based on the Big Ten Conference. Correct: Big Ten Conference; incorrect: Big 10 Conference.

emerita/emeritus: Use emeritus when referring to male professors, emerita when referring to female professors. Note that this term should not be substituted for “retired.” Emeritus/emerita is a special status that must be officially approved by the university.

Commas: In a series of three or more phrases or words, separate all parts of the series with commas. Example: Jessica, Caitlin, and Amar presented their student research. If the parts of the series themselves have commas, separate with semicolons to prevent misreading (though this construction is preferably avoided).

Corporation names: The full form of a company’s name should be used. Inc. and Ltd. may be dropped.

Degrees: Typically degrees can simply be referred to in narrative text as bachelor’s degree, master’s degree, and doctoral degree or doctorate. Correct: She earned her master’s degree at Oregon State and her doctorate at the University of Hawaii. If circumstances warrant the specifying the type of degree, use periods. Correct: B.S., M.A., Ph.D.
Hyphens and dashes: Hyphens are used to join words to create compound modifiers and to separate syllables of a single word. (Exception: compounds with “ly” adverbs are not hyphenated. Correct: well-prepared lecture; commonly heard phrase). Do not use a hyphen in place of to in a range of values.
Correct: 25 to 50 mm; three to five years. An em dash is used to indicate a change in thought, similar to a colon. Do not use spaces before or after an em dash. Do not use more than one pair of em dashes in a sentence.

I Hotel and Conference Center

Months and dates: When a month is used with a specific date, abbreviate. Spell it out when used alone or with a year. Use a comma before the year only if it is preceded by month and date. Correct: Feb. 21, 2012; February 2012.

Numbers: Spell out the numbers one through nine and use numerals for 10 and up. Exceptions: Spell out a number at the beginning of a sentence. Use numerals in percentages or with other units of measure (4 percent, 15 mg). If more than one number is used in a sentence, spell them out unless all are 10 and over.

Prefixes: Don’t hyphenate a word with a prefix unless misreading is likely.
Correct: postdoctoral; anti-inflammatory

Science vs. sciences (in departmental and school names): Pay close attention to the correct form.
Example: Courses are offered in Computer Science and Animal Sciences.

States and countries: For ease of comprehension, spell out state names. If circumstances require abbreviations, use postal abbreviations. Spell out the names of countries. The abbreviation U.S. is acceptable when used as an adjective.
Examples: foreign policy of the United States, U.S. foreign policy

Telephone numbers: Use hyphens to separate, not parentheses or periods: 217-333-1000.

Trademarks: All registered trademarks are capitalized. In most cases, generic terms can be substituted.
Examples: Xerox/photocopy, Ping-Pong/table tennis, Kleenex/tissue. Where a trademarked name is necessary, do not use the trademark symbol.

University of Illinois Extension: After the first use, shorten to U of I Extension. When University of Illinois Extension is used as a noun, do not use the word the before the name. When the phrase is used as an adjective, do use the beforehand.
Correct: The event is sponsored by University of Illinois Extension, but The event is being held at the University of Illinois Extension office in Springfield.

Web/computer/digital terms: Use the following style for these words:

- CD-ROM
- cellphone
- dialog box
- domain
- email
- fax
- home page
- Internet
- intranet
- online
- podcast
- QR code
- smartphone
- Web
- Web page
- Web feed
- webcam
- webcast
- website
- World Wide Web
The College of ACES is finding solutions to the world’s most critical challenges in order to create abundant food and energy, a healthy environment, and successful families and communities.

**Key terms:**
Innovation, Reputation, Community, Collaboration, Discovery, Solutions, Outreach, Opportunities
RESEARCH

• The College of ACES is a world-class educational and research institution with a unique ability to solve societal problems through interdisciplinary collaborations.

• ACES delivers unsurpassed research that is fully integrated with our teaching and outreach programs.

• ACES research and education centers, located throughout the state, provide a vital testing ground where research can generate practical applications that benefit consumers, farmers, commodity groups, agricultural organizations, environmentalists, conservationists, government agencies, industry, and business.

• ACES provides the public greater access to higher education with a focus on agricultural, consumer and environmental sciences, while emphasizing the importance of research and innovation to the nation’s continuing success.

• Knowledge is increased and lessons are learned all over the world by scientists, students, partners and clientele of ACES, leading to new solutions for some of the world’s most critical challenges.

• ACES is giving faculty the resources to provide catalytic leadership that will not only positively impact society, but also prepare the next generation of professionals to meet global challenges.
• Imagine your future in ACES.

• Students experience all the opportunities of a Big Ten campus while enjoying the benefits of a smaller community within the College of ACES.

• ACES provides students with both top-notch research facilities as well as hands-on experience with a wide variety of disciplines.

• Nearly 40 organizations provide ACES students opportunities to network, learn about careers, and contribute to the life of the college.

• ACES students benefit from direct, one-on-one work with some of the leading scholars in the fields of agricultural, consumer and environmental sciences.

• College doesn’t have to be expensive. ACES offers options, including nearly $2 million per year in merit-based scholarships.

• ACES is committed to increasing cultural diversity and creating an environment that values inclusiveness of all students, faculty, and staff.

• We take hands-on learning seriously. Students have the opportunity to take their education beyond the classroom and put what they learn in their courses to use in the real world.

• ACES prepares students for successful careers by opening doors to internship experiences and job shadow opportunities.

• ACES offers a variety of study abroad experiences that allow students to broaden their horizons, experience a new culture, and step out of their comfort zones.
Through learning partnerships that put knowledge to work, U of I Extension’s programs make life better, healthier, safer, and more profitable for individuals and their communities.

The flagship outreach effort of the University of Illinois at Urbana-Champaign, U of I Extension offers educational programs to residents of the state’s 102 counties – and far beyond.

Extension professionals translate the latest science into educational approaches geared to audiences ranging from urban to rural and children to business professionals.

U of I Extension programs serve more than 2.5 million Illinois residents each year, including nearly 200,000 children and teens who participate in Extension’s 4-H youth program.

U of I Extension is committed to continually investigating new areas of opportunity for educational outreach.
INTERNATIONAL PROGRAMS

- Faculty, staff, and students are encouraged to participate in international learning and scholarship opportunities and to solve problems with global dimensions.

- ACES fosters scientific exchanges and collaborations of faculty, academic professionals, and students with international partners that capitalize on innovative science and technology, knowledge transfer and information technology, as well as global learning, education, leadership, and community development.
ADVANCEMENT

• Invest in our future. Invest in ACES.

• ACES continues to advance science and scholarships more than ever while receiving less support from traditional sources.

• Our public-private partnership allows us to deliver world-class education, research, and outreach programs that will benefit our community, our state, and our world.

• We are committed to enhancing, promoting, and supporting the efforts of the college while providing leadership and direction for development relations.

• We inspire students when someone believes in them enough to invest in their future.

• We are committed to enhancing, promoting, and supporting the development of life-long relationships that will support future investments in ACES.

• We empower others to change the world through investments in the future.
• Stay connected with your ACES family.

• The University of Illinois College of ACES Alumni Association inspires meaningful engagement and advocacy amongst the ACES family to advance the College of ACES.

• There are many way to get involved or stay involved once you leave the University of Illinois as a student. Giving back to the College of ACES can mean a variety of things to each alumnus—speaking in a class, mentoring a student, providing internship opportunities, job shadowing, financial support or serving as a volunteer.

• ACES alumni advocate the value of an ACES education and actively reach out to current students and potential students to develop meaningful relationships between generations.

• Traditions, stories and common experiences create unique connections between ACES alumni and current students that lead to meaningful relationships.
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