OFFICIAL ILLINOIS COLLEGE TYPEFACES

These fonts should be used for all professionally produced materials and core College publications.

**PRIMARY TYPEFACES:**
- Sabon Roman
- Sabon Bold
- Sabon Italic
- Swiss Roman
- Swiss Bold
- Swiss Italic
- Swiss Condensed Roman
- Swiss Condensed Bold
- Swiss Condensed Italic

**ACCEPTABLE ALTERNATE TYPEFACES:**
- Garamond Regular
- Garamond Bold
- Garamond Italic
- Arial Regular
- Arial Bold
- Arial Italic
- English
- Dear Joe 5 Casual
- Princeton Solid
- Versailles

OFFICIAL ILLINOIS COLLEGE COLORS

The official Illinois College colors are PMS 661 blue and PMS 430 gray, along with black and white.

**PRIMARY COLORS:**
- **PMS 661**
  - 100C, 72M, 0Y, 6K
  - 0R, 83G, 159B
  - #00539F
- **PMS 430**
  - 52C, 40M, 37Y, 3K
  - 130R, 138G, 143B
  - #828A8F
- **WHITE**
  - 0C, 0M, 0Y, 0K
  - 255R, 255G, 255B
  - #FFFFFF
- **BLACK**
  - 100C, 100M, 100Y, 100K
  - OR, OR, 0B
  - #000000

**SECONDARY COLORS:**
- **PMS 7495**
  - 25C, 0M, 60Y, 30K
  - 137R, 150G, 57B
  - #899639
- **PMS 159**
  - 0C, 66M, 100Y, 7K
  - 205R, 90G, 19B
  - #CD5A30
- **PMS 161**
  - 0C, 52M, 100Y, 64K
  - 99R, 59G, 27B
  - #633B1B
- **PMS 120**
  - 0C, 9M, 58Y, 0K
  - 251R, 221G, 111B
  - #FBDD6F
- **PMS 201**
  - 0C, 100M, 63Y, 29K
  - 19R, 27G, 50B
  - #9E1B32
- **PMS 7459**
  - 25C, 0M, 60Y, 30K
  - 137R, 150G, 57B
  - #899639

OFFICIAL ILLINOIS COLLEGE LOGOS

These are the preferred logos for Illinois College. The logo may also be printed in PMS 661, black or white. All logos may be requested from the Office of Marketing and Communication or downloaded at http://www.ic.edu/ICLogos.

At times when the logo does not fit well on a project, the side logo may be used. The logo may also be printed in PMS 661, black or white.

The word-only logo may be used in place of the iconic logo in some instances. This logo may be printed in PMS 661, black or white. Please use the graphic files available from the Office of Marketing and Communications. Do not manually typeset this logo.

The True Blue workmark should only appear at an angle, as shown. This wordmark is an accent and is not tied to the logo. The wordmark may only be printed in the Illinois College Blue (PMS 661).

A protected area of space, called an area of isolation, should be maintained around all logos and wordmarks at all times. The space should be equal to the width of the capital “C” in “College” on all sides of the graphic. No words, lines, artwork, graphics or photos are allowed within this space.

Anything that includes the College logo or wordmark must be approved by the Office of Marketing and Communication. Questions may be directed to the Acting Director of Marketing and Communication - Bryan Leonard, bryan.leonard@mail.ic.edu or 217.245.3460