

COLLEGE OF EDUCATION AT ILLINOIS TEXT MARK

The College text mark must remain as originally drawn and proportioned and cannot be modified. The textmark “COLLEGE OF EDUCATION AT ILLINOIS” is a graphic element, not a typeface. Do not substitute a different typeface for the text mark. Do not reposition or resize. Both the Illinois I Mark and COE text mark need to remain in the established proportions. Color guidelines must be adhered to as presented. If you have a question about color, please contact the Communication Group.
Please contact the Communications Group if you are uncertain how to use the College text mark.

1 color Black Palette

The 1 color black palette is available to units and departments for use on their College materials.



COLLEGE OF EDUCATION AT ILLINOIS

“Campus” Palette

The campus palette is available to units and departments for use on their College materials.



COLLEGE OF EDUCATION AT ILLINOIS

“Promotional” Palette

This promotional palette is reserved by the Communications Group for use in College marketing collateral.



COLLEGE OF EDUCATION AT ILLINOIS

“Formal” Palette

The formal palette is reserved by the Communications Group for use on collateral developed for College ceremonies and formal events.



COLLEGE OF EDUCATION AT ILLINOIS

COLLEGE OF EDUCATION AT ILLINOIS **TYPOGRAPHY**

Gotham and Museo Slab, along with other select fonts, will be used in college marketing materials in order to create a consistent look across all of our collateral.

RECOMMENDED GENERAL USE FONTS FOR DEPARTMENTS AND UNITS: Although you are not limited to these fonts, they are commonly available on pc's and can be used for headlines and body copy within the COE branded templates provided by the Communications Group.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

COLLEGE OF EDUCATION AT ILLINOIS COLOR PALETTE

Illinois Campus Colors



COE Color Palette: Hues of Orange and Blue w/Warm Gray for balance

PMS 633U	Process Blue	PMS 021U	PMS 158U	Warm Gray 11
C 100 M 42.48 Y 28.53 K 4.5	C 93.41 M 37.97 Y 2.06 K 0	C 0 M 71.69 Y 86.09 K 0	C 0 M 71.69 Y 86.09 K 0	C 50.58 M 47.04 Y 48.86 K 11.71
#007396	#0081C3	#F15A22	#F47E21	#D4D0CE
R 0 G 115 B 151	R 0 G 130 B 195	R 243 G 108 B 56	R 245 G 126 B 33	R 212 G 208 B 206
				25%