

THE
UNIVERSITY OF
ILLINOIS
AT
CHICAGO



Chicago's public research university.

Visual and
verbal identity
guidelines for
the University
of Illinois
at Chicago

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Introduction and Approach

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On identity

All communications from the University of Illinois at Chicago, whether originating from a college or a specific program, are reflections of the institution. The logos, typefaces, colors, and treatment of photos and text all project attributes of UIC. The goal of these guidelines is to improve the effectiveness of the university's communications in today's crowded environment, while reducing overall design expenditures for individual pieces.

Maintaining consistency in messaging and design across the university strengthens the institution's brand overall.

Inherent in the notion of identity is identification. The university is not in itself a brand or a personality. Rather it is an expression of values and ideals that reflect the institution's raison d'être, and that, in turn, reflect the values and ideals of those who choose to identify themselves with it and who therefore embody, enrich and extend all that the university stands and strives for – students, faculty, scholars, researchers, clinicians, health scientists, providers, patients, administrators, alumni, donors, Chicagoans.

Project participants

The guidelines outlined in this document are drawn from research and design undertaken during the 2013–14 academic year by students and faculty in UIC’s School of Design and leadership in the Office of Public and Government Affairs.

Students, faculty and staff conducted a series of interviews and meetings with various campus constituencies, including a specially appointed Internal Marketing and Strategic Communications committee; College Deans, the Chancellor, Vice Chancellors, Provost, and Vice Provosts; campus communicators; alumni; and Faculty Senate and Student Government members.

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President, Graduate Student Council

Angelo Tzivas
Speaker of the Assembly, Undergraduate Student Government

Engin Yapici
Vice President, Graduate Student Council

*Not a member of the Faculty Senate, but invited by Electronic Visualization Lab Director and alumnus Jason Leigh

Alumni	Campus Communicators		
Donald Bielinski College of Business, 1971	Nick Ardinger Assistant Director for Marketing and Assessment, Campus Housing	Anna Dworzecka Visual Communications and Design Specialist, Office of Public and Government Affairs	Richard Harrigan* Senior Associate Athletic Director, UIC Athletics
Edward Cohen College of Pharmacy, 1975	Camille Baxter* Senior Director, Health Enterprise Marketing, Vice President for Health Affairs	Lauren Finlon Marketing Coordinator and Special Programs and Facilities Coordinator, UIC Campus Housing and UIC Pavilion	Erika Hobbs Communications Director, Learning Sciences Research Institute
Mary Dillon College of Business, 1983	Lauren Berceau Assistant Director of Marketing and Communications, Academic Computing and Communications Center	Brian Flood Associate Director, News Bureau	Robert Hoff Assistant Director, Office of Publications Services
Rina Dukor College of Liberal Arts and Sciences, 1986, 1987, 1991	Jacqueline Berger Director of Communications, Vice Chancellor for Research	Jenny Fontaine Assistant to the Associate Chancellor and Freedom of Information Act Officer, Office of Public and Government Affairs	Samuel Hostettler Associate Director, News Bureau
William Hass College of Engineering, 1969	William Bike Director of Advancement and Alumni Affairs Communications, College of Dentistry	Jeanne Galatzer-Levy Associate Director, News Bureau	Dieu-Huong Huynh Assistant Director, Asian American Studies
James McManus Liberal Arts and Sciences, 1974, 1977	Sonya Booth Editor, UIC News	Sara Giloth Associate Director of Communications, School of Public Health	Karen Jackson Assistant to the Associate Chancellor, Office of Public and Government Affairs
Lauren Mitrick College of Business, 1984, 2006	Jeffron Boynés Research Editor and Associate Director, News Bureau	Francine Godwin Marketing Director, Campus Auxiliary Services	Veronica Johnston Communications Director, Institute for Health Research and Policy
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Albert Riley College of Urban Planning and Public Affairs, 1978	Jessica Canlas Assistant Director of Communications, College of Pharmacy	Debra Hale Webmaster and Coordinator for Web Communications, Vice Provost of Planning and Programs and Academic Communications	Mike Laninga Director of Communications, UIC Athletics
Anne Shaeffer College of Business, 2003	Kimberly Charles Director of News and Emergency Web Communications, Office of Public and Government Affairs		Rachel Leamon Executive Assistant to the Dean, College of Liberal Arts and Sciences
Peter Skosey College of Urban Planning and Public Affairs, 1990, 1993	Hugh Cook* Associate Vice President and Editorial Director, UIC Alumni Association		Monica Leventhal Associate Director of Development, College of Liberal Arts and Sciences
Carlos Tortolero College of Liberal Arts and Sciences, 1975			Christy Levy Associate Editor, UIC News

*Also participated in Integrated Marketing and Strategic Communications Advisory Council meetings.

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Assistant Editor, UIC News

Verbal lexicon





On language: The language used by the university to define, describe and differentiate itself is a direct reflection of the intelligence, ingenuity, progressive mindset and poetic pragmatism (quintessentially Chicago) that underlie its standing as a premiere public university.

Verbal lexicon: A lexicon is a system of language that can be mined and appropriated according to need throughout the university, across media and across publics. It is open-ended insofar as it lays the groundwork for further elaboration and 'on-point' personalization by providing a common vocabulary and overall narrative framework.

Brand attributes

Stakeholders have used the following terms to describe UIC's institutional personality. When preparing narrative text and visuals, consider the aspects of the UIC personality that best describe your story or your point of view and adopt them as part of your communications strategy. These brand attributes can be used individually or in combination.

Excellence
the quality of being outstanding

Opportunity
circumstances favoring possibility

Discovery
bringing to light something previously unknown

Potential
capacity for growth, achievement, and future development

Resilience

the quality of being able to recover quickly or easily

Fostering

the action of encouraging or helping forward

Transformation

the action of changing in form, shape, or appearance

Service

conduct tending to the welfare or advantage of others

Courage

the ability to act with confidence and without fear

Honesty

displaying qualities of openness, candidness, and integrity

Diversity

the state of inclusion of people of different races, ethnicities, cultures, gender identities, and socio-economic backgrounds

Chicago

forward-thinking, determined, gutsy metropolis

Key themes

Most universities can lay claim to the one or more of UIC's brand attributes. What makes these values unique to UIC is how they are put into action across campus. When you write or speak about UIC, these themes should be part of the conversation. Demonstrate these concepts by provide concrete examples of students, faculty, staff or researchers living up to these ideals.

Excellence
Access excellence.

Opportunity
Actualize
opportunity.

Discovery
Inspire discovery.

Potential
Cultivate potential.

Resilience
Develop resilience.

Fostering
Foster success.

Transformation
Transform lives.

Service
Serve others.

Courage
Be courageous.

Honesty
Exemplify honesty.

Diversity
Experience diversity.

Chicago
Chicago's public
research university.

Key stories

Excellence: UIC abounds with stories of students who come to campus with the dream of graduating with honors, and do; of faculty who can teach anywhere in the world but choose UIC; of scholars and researchers who embrace the view from the street; of staff who lead by example. The wellspring of excellence at UIC is the community of individuals thriving in the here and now.

Opportunity: The promise of greatness is an embodiment of the American dream, a dream infused with possibility. A transcendent dream, presumptuous and audacious. As early as 1936, a young state legislator, Richard J Daley, introduced a resolution calling for a publicly supported university in Chicago. As mayor, Daley made real his commitment to the city, breaking ground on what was originally called Circle Campus, in 1963. A young university, UIC is a testimony to the possibility of personal achievement, appealing to curious and hungry minds.

Discovery: Hearts and minds are stirred to action by the prospect of discovery. Imagine! UIC faculty and researchers are on the cutting edge, working hard to offer solutions to all matters of public concern. Federal investment in basic research pays dividends every day through the creation of new ways of doing things, new products, new companies, and new jobs. Scientific innovation contributes to national competitiveness, improves living standards, and furthers social welfare. Imagine!

Potential: A solid academic foundation is the bedrock upon which a rewarding future is built. It begins with a dream of becoming a doer, a thinker, a maker. It is advanced through exposure to and the testing of new ideas. UIC unleashes the potential of its students in ways commensurate with success: deepening one's understanding of the world by way of scholarship, collegiality, professional practice, research, public service, and community engagement.

Resilience: Strength of character is most readily nurtured in a collective context wherein competing modes of thought and behavior are given equal measure. Discoveries are made, questions are answered, problems are solved as a result of constructive discourse and scrutiny. Success, after all, is a product of trial and error, search, and re-search. It is sustained by resiliency and adaptability, skills fundamental to the UIC experience.

Fostering: Encouragement inspires bravery and bravery inspires change. UIC fosters scholarship and practices that reflect and respond to conditions in an increasingly complex world by encouraging students and faculty alike to look beyond the scope of possibility. To be bold. To surmount difficulties by engaging in scientific and/or interdisciplinary research. To foster growth within the context of one's field of interest by asking questions and questioning answers.

Transformation: History is made by those with the conviction, courage, and temerity to actuate change from the ground up. Nothing exists in a vacuum. All things ultimately influence all other things: the smallest change on a micro level ultimately influences change on a macro level. UIC is a place of transformation. It is an agent of change, transforming lives that transform lives.

Service: Democracy is a living organism that thrives on active participation. At UIC, neutrality is not an option. Jane Addams's Hull-House is the preeminent model of civic engagement and it is no coincidence that the university, with its ethic of public service and democratic responsibility, is centered around it. UIC's commitment to university-community collaborations, harnessing expertise from both sides, expands and deepens the discourse that invigorates our democracy and perpetuates Jane Addams's legacy of organizing for social justice.

Courage: It is with courage that young people pursue a university education. Some who enter UIC are children of new immigrants; some are undocumented. Many are the first in their families to go to college. All hunger for an education that makes a difference so that they, too, can make a difference. UIC offers myriad opportunities for personal growth and provides the necessary framework for the origination of bold ideas and assertive action.

Honesty: It is easy to paint a pretty picture of the urban condition but what individuals respond to, and what truly motivates, is an honest acknowledgement of conditions as they are: shortcomings and long shots, social dichotomies and contradictory forces, paucity and privilege, losses and wins. UIC provides outlets for innovation, platforms for multi-modal research and forums for public engagement consistently making good on its commitment to confront the most pressing issues of the day.

Diversity: Diversity is more than an inert term. It is an attitude of inclusivity; a celebration of dissimilarity; a source of enrichment; an agency of interaction and dialogue; a mindset that nourishes differences and engenders a sustained sense of belonging. An important resource driving change and promoting equity at UIC is the manifold voices, races, cultures, beliefs, identities, orientations and perspectives that inform the collective discourse.

Chicago: UIC is as much a part of Chicago's legacy as a resilient, forward-thinking, gutsy metropolis, as Chicago is part of UIC's legacy as an enterprising, broad-minded, spirited public research university accessible to all who aspire to achieve. UIC and the city look to one another for leadership, opportunities, and growth. Every advancement begins with an idea. Ideas change the world. UIC is a place of becoming. Ideas abound.

Uniquely UIC

**Dream big.
Work hard.
Do good.
Give back.**

**Stand up.
Speak out.
Be bold.
Stay true.**

**Look far.
Aim high.
Dig deep.
Go strong.**

**Ask questions.
Question answers.**

Message architecture



e



The University of Illinois at Chicago is a progressive, ground-breaking research university that serves the needs of aspiring students and a devoted top-tier faculty who share a commitment to the promise of public education and the imperative of social justice and civic engagement – doing good and giving back. The university's unique coupling of liberal arts, health sciences and research actualizes opportunities for personal enrichment, professional preparedness and scholarly advancement.

As an acclaimed research institution dedicated to the generation, dissemination and preservation of knowledge; with 15 top-ranked colleges and a health sciences system that includes a hospital, clinics and seven health sciences colleges; as one of the most ethnically rich and culturally diverse public universities in the country; and with the distinction of being located in Chicago, one of the world's most vibrant and economically robust cities, UIC makes real its claim: Access to excellence and success.

Value Proposition

The University of Illinois at Chicago is the city's largest university and Chicago's only public research university. UIC provides you access to an exceptional college education that will pay dividends for the rest of your life.

The University of Illinois at Chicago offers more than 200 undergraduate, graduate, and professional degree programs. You will be able to find the program that ignites your passion and leads to a rewarding career. Examples include the #1 ranked undergraduate business program in Chicago, the nation's largest medical school, and one of the top-ranked nursing programs in the U.S.

UIC provides you an ideal learning environment— an intimate, welcoming college campus located mere minutes from the center of one of the world's greatest cities. You will have easy access to all that Chicago has to offer including job opportunities, internships, hands-on learning, and internationally-renowned cultural events.

The University of Illinois at Chicago is also recognized as one of the most ethnically and culturally rich college campuses in America. Our supportive environment and diverse student body encourages deeper learning and will provide you with new perspectives on the world.

Goals

To provide the broadest access to the highest levels of intellectual excellence.

To create knowledge that transforms one's view of the world and, through sharing and application, transforms the world.

To provide a wide range of students with the educational opportunities only a leading research university can offer.

To attract faculty from among the brightest, most productive and prolific scholars in their respective fields in the world.

To address the challenges and opportunities facing not only Chicago but all Great Cities of the 21st century, as expressed in the Great Cities Commitment.*

To serve as a powerful economic engine by contributing to the continued growth, development, health and wellbeing of the city of Chicago.

To foster scholarship and practices that reflect and respond to the expanding diversity of the US in an increasingly complex world.

To train professionals in a wide range of public service disciplines, serving Illinois as the principal educator of health science professionals and as a major healthcare provider to underserved communities.

***UIC's Great Cities Institute seeks to provide credible, economically viable answers to pressing questions through collective dialogue, participatory research and strategic partnerships.**

Target Audience

Students

UIC is a highly respected university that offers you the opportunity to realize your potential and transform your life. You belong at UIC.

Excellence – The University of Illinois at Chicago is recognized as one of the top research universities in America. As a UIC student, this means you will be taught by outstanding professors who are delivering the care, making the discoveries, inventing the technologies and fueling the innovations that are changing our world.

Opportunity – UIC helps you unleash your potential. With more than 200 undergraduate, graduate and professional degrees to choose from, you will be able to explore your interests and find the right program for you.

Fostering – UIC offers you the encouragement, tools and support you need to succeed in the classroom and to secure a worthwhile and fulfilling career after graduation.

Transformation — UIC is an agent of change, transforming the lives of those who make a difference in the lives of others.

Service – UIC is rooted in the ethic of public service, democratic responsibility and active participation. Neutrality is not an option.

Courage – UIC is home to curious and hungry minds—confident and ready to explore the unknown and eager to grow.

Diversity – UIC is proud to be recognized as having one of the most ethnically and culturally rich college campuses in America. Our welcoming environment and diverse student body engenders deeper learning and provides you with new perspectives on life.

Chicago – UIC is a vital part of the educational, technological and cultural fabric of Chicago. Experiencing this exceptional city is an integral part of attending UIC.

Good value – UIC provides access to an exceptional education at the best possible cost. A degree from UIC will pay dividends for the rest of your life.

Target Audience

Parents

UIC provides students with the skills and values to grow into successful, resourceful and resilient individuals.

Excellence – The University of Illinois at Chicago is recognized as one of the top research universities in America. This means that your student will be taught by outstanding professors who are delivering the care, making the discoveries, inventing the technologies and fueling the innovations that are changing our world.

Opportunity – With more than 200 undergraduate, graduate and professional degrees to choose from, students can find the program that will meet their needs and lead to a rewarding career.

Potential – The University of Illinois at Chicago unleashes the potential of its students, helping them realize their dreams.

Resilience – UIC does more than just help students succeed in the classroom—faculty and staff nurture the strength of character necessary to help students succeed in life.

Fostering – UIC offers students the encouragement, tools and support they need to succeed both in the classroom and in the world.

Transformation – The University of Illinois at Chicago provides an extraordinary college experience that helps launch students on a positive trajectory.

Diversity – UIC is proud to be recognized as having one of the most ethnically and culturally rich college campuses in America. Our welcoming environment and diverse campus community engenders deeper learning and provides students with new perspectives on life.

Good value – UIC provides access to an exceptional education at the best possible cost. A degree from UIC will pay dividends for the rest of a student's life.

Target Audience

Faculty and Staff

UIC is an acclaimed research institution that boasts one of the most ethnically rich and culturally diverse campus communities in the country and is located in one of the world's most vibrant and exciting cities.

Excellence – The University of Illinois at Chicago is recognized as one of the top research universities in America. UIC is home to dedicated staff and distinguished faculty who heal the sick, make the discoveries, invent the technologies and fuel the innovations that are changing our world.

Opportunity – UIC is an energetic university that embraces risk-taking and experimentation. It provides faculty and staff the chance to question the status quo and find new solutions to vexing problems.

Discovery – UIC nurtures curious minds willing to risk and eager to extend the boundaries of human understanding.

Diversity – UIC is proud to be recognized as having one of the most ethnically and culturally rich college campuses in America. Our welcoming environment and diverse campus community engenders deeper learning and encourages new perspectives.

Chicago – UIC is a vital part of the educational, technological and cultural fabric of Chicago. Experiencing this exceptional city is an integral part of UIC.

Target Audience

Donors and Alumni

It's through your support and encouragement that students are able to transform their lives and faculty researchers are able to advance our understanding of the world.

Excellence – The University of Illinois at Chicago is a progressive, groundbreaking research university that prides itself on providing students and faculty access to excellence and success.

Opportunity – Your giving has tremendous impact at UIC. It fuels opportunities for high-achieving students from diverse economic backgrounds and bold researchers making transformational discoveries.

Potential – A solid academic foundation is the bedrock upon which a rewarding future is built. Your support unleashes the potential of our highly motivated students and inquisitive researchers.

Transformation – UIC students hunger for an education that makes a difference so that they, too, can make a difference. Your gift impacts their lives in a very real and tangible way.

Discovery – Your generosity helps inspire discovery and the sharing of knowledge that addresses pressing challenges, alters viewpoints, heals people and strengthens communities.

Good investment – A gift to the University of Illinois at Chicago is an investment in those enterprising students and faculty researchers who aspire and achieve.

Appreciation – Your support provides access to excellence and success. Your gift makes the difference – thank you!

University n and logotyp



marks oes



Chicago is as much a part of UIC as UIC is part of Chicago. In the university's new logotype and mark, a strong typographic representation emphasizes the fact that UIC is, indeed, Chicago's public research university. The vertically oriented logotype reflects the city's dynamism, skyline and diverse population; emphasizing the transformative quality of a first-rate university education for students and of a top-tier research institution for scholars. The UIC mark references the historical Circle Campus and is closely tied to the university's previous mark, forming a bridge between old and new. The identity system is designed to be stable, yet flexible and versatile.

Primary identity: parallel logos

The preferred color for logo usage is the UIC red. For color specifications, please refer to the “Visual elements” section.

**THE
UNIVERSITY OF
ILLINOIS
AT
CHICAGO**

University logotype:
The university's primary identity

+



University mark:
The primary form of shorthand
for identifying the university

Primary lockup

When used as a lockup, the university logotype and university mark should remain monochromatic.

**THE
UNIVERSITY OF
ILLINOIS
AT
CHICAGO**



University lockup:
The primary way to signify
both the university's name and
acronym

**THE
UNIVERSITY OF
ILLINOIS
AT
CHICAGO**



Horizontal lockup:
Use only when the space
available doesn't allow for the
vertical logotype or lockup

The cornerstone of our visual identity is our vertical logotype and mark. In combination, both logotype and mark provide the underpinnings of a diverse, flexible system.

Whenever possible, use the university's primary vertical logotype or lockup. When space is constrained, substitute the university's circular UIC mark. Only substitute the horizontal logotype or lockup when space prohibits use of the vertical version.

The same rules hold true for the unit identities within the university. Use the vertical logotype or lockup whenever possible, substituting the horizontal versions only when space prohibits the use of the vertical version.

Logos are available for download in multiple formats at logos.uic.edu. For questions regarding logo usage or to request a logo that is not found on the logos site, please contact logo@uic.edu.

Primary identities: vertical

**THE
UNIVERSITY OF
ILLINOIS
AT
CHICAGO
ADMISSIONS**

Primary unit logotype:
a unit's primary identity

**OFFICE OF
ADMISSIONS**



Primary unit lockup:
the primary form of shorthand
for identifying units

**UNDERGRADUATE
ADMISSIONS
OFFICE OF
ADMISSIONS**



Primary department lockup:
a department's primary
identity

**Primary identities:
vertical**

**THE
UNIVERSITY OF
ILLINOIS
AT
CHICAGO
MEDICINE**

**Primary unit logotype:
a unit's primary identity**

**COLLEGE
OF MEDICINE**



**Primary unit lockup:
the primary form of shorthand
for identifying units**

**NEUROSURGERY
COLLEGE
OF MEDICINE**



**Primary department lockup:
a department's primary
identity**

Secondary identities: horizontal

NEUROSURGERY COLLEGE OF MEDICINE



Horizontal department lockup:
Use only when the space available
prohibits use of the vertical lockup

COLLEGE OF MEDICINE



Horizontal unit lockup:
Use only when the space available
prohibits use of the vertical lockup

Two horizontal options are available
for most units; each Dean will select
the version used unit-wide.



Horizontal abbreviated unit lockup:
Use only for one or two word titles
when space prohibits use of the
vertical lockup

Two horizontal options are available
for most units; each Dean will
select the version used unit-wide.
This version is available to Business,
Dentistry, Education, Engineering,
Graduate College, Honors College,
Medicine, Nursing, Pharmacy,
Public Health, and Social Work.

**Small lockups:
minimum/maximum size**



Minimum size
UIC mark = 0.25 inches
(18 pixels)



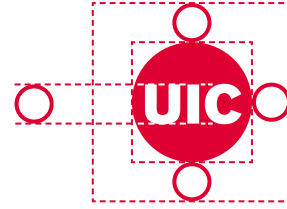
Maximum size
UIC mark = 0.625 inches
(45 pixels)

Large logotype:
use when the letter height exceeds 0.27 inches

**THE
UNIVERSITY OF
ILLINOIS
AT
CHICAGO**

Clear space: small logotypes and marks

Clear space is the specified minimum area of isolation surrounding the logo. Clear space includes the edges of applications (i.e., the edge of a letterhead or internet browser window). When the UIC mark is 0.625 inches or smaller, its clear space is equal to the height of the capital 'I'.



Clear space: small lockups



Clear space: large mark

When the UIC mark is 0.625 inches or larger, its clear space is equal to the width of the capital 'I'. In large applications (e.g., signage or a tote bag), the mark and logotype can wrap or bleed an application's edge.



**THE
UNIVERSITY OF
ILLINOIS
AT
CHICAGO**

External co-branding

The circular mark can be paired with any partner or sponsor logo. Use the university's primary red Pantone 199 when possible.



Match the heights of similar letters.



Make clear space equal to the width of the UIC circle.



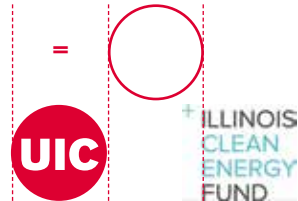
Optically match the overall heights of logos.



Make clear space equal to the width of the UIC circle.

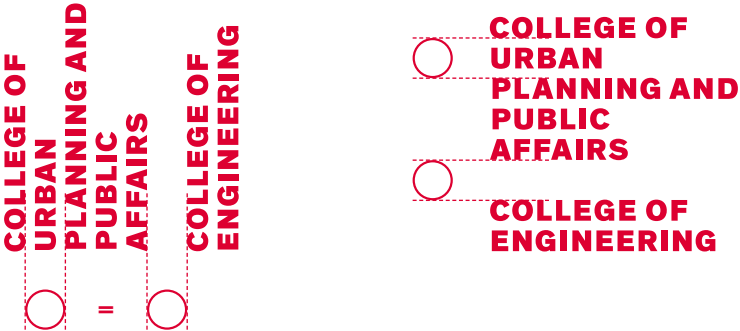


Optically match the overall heights of logos.



Make clear space equal to the width of the UIC circle.

Internal co-branding



When partnering two units, align their bottom or left edges. Make clear space equal to the distance between the first and third lines of text.

UI Health logos

The UI Health logo shows the connection and relationship between the University of Illinois Hospital & Health Sciences System (UI Health) and the University of Illinois at Chicago (UIC). This co-branded logo continues the growth of UI Health as the preferred and consumer-friendly name for the health entity, and also illustrates the relationship to UIC.

Basic Overall Guidelines

The 4 IL and UI Health marks always come before the UIC button.

The relationship-description line — University of Illinois Hospital & Health Sciences System is part of the University of Illinois at Chicago — should be part of the primary lockup as shown below; however, there are certain instances when the relationship line might be moved away from the logo lockup. For example, when the logo lockup is used as a heading, then the relationship line should be visible at the bottom of the page.

When talking to patients or writing patient material, UI Health is the correct term to use. Do not use UI Health UIC, UIC, or UIC Health.

The full-color logos are to be used on white backgrounds. One-color logos should be placed on simple, colored backgrounds that follow the UI Health brand guidelines.

Primary Lockup

The UI Health logo with blue UIC button is the primary co-brand and shall be used on most materials, such as advertisements, patient materials, and banners.



Enterprise Lockup

The enterprise logo (University of Illinois Hospital & Health Sciences System) with blue UIC button shall be used on official and legal documents, such as grants, human resources documents, and partnerships.



Abbreviated Lockup

The abbreviated marks for UI Health & UIC can be used after the first use of the primary logo or enterprise logo on multipage documents or internal PowerPoint slides.



Logo Usage

The Primary Logo should be used in all general communications from UI Health.

The Primary Logo should also be used in all communications referring to clinical care or translational research from the health sciences colleges.

The Secondary Logos can be used in situations where space is limited.





The Logo + Department Identifier can be used in communications from or about a specific department.

Color Guidelines

Below are the colors that can be used for typography headlines and background colors. These are not the colors of the IL Bug.

If you need the PMS colors of the the full color IL Bug for embroidery or external signage please contact ui-healthmktg@uic.edu

PROCESS AND SPOT COLOR

	PMS 2229U	C98 M0 Y27 K0	RO G168 B180
	PMS 325C	C66 M0 Y33 K0	R100 G204 B201
	PMS 7704U	C88 M0 Y8 K16	R52 G139 B172
	PMS 7710U	C70 M0 Y20 K0	RO G167 B181

GRAYSCALE

	Black K90		Gray K15
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Typeface Guidelines

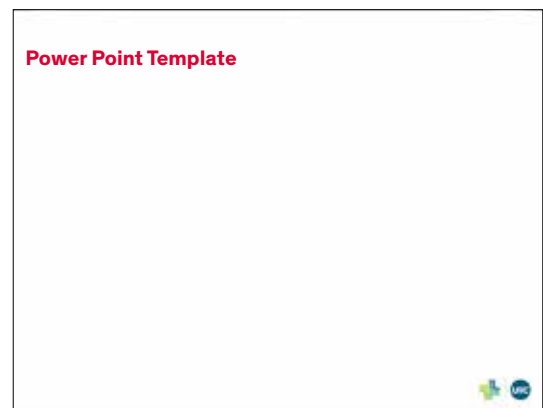
HEADLINES:
GOTHAM LIGHT

HEADLINES:
GOTHAM LIGHT

Body copy:
Gotham Light
Gotham Book

Call to Action:
ITC FRANKLIN GOTHIC (UPPERCASE)

**Web friendly and when
Gotham is not available:**
Arial Regular



Education or non-patient examples

Athletic logos: Primary

Use of these marks is exclusive to the University of Illinois at Chicago Department of Intercollegiate Athletics and commercial uses are managed through the Licensing Resource Group and the UIC trademark licensing program. These marks are not available for use by university departments outside of the Athletic Department unless written approval has been granted by the Athletic Department and Marketing and Brand Management.



Athletic logos

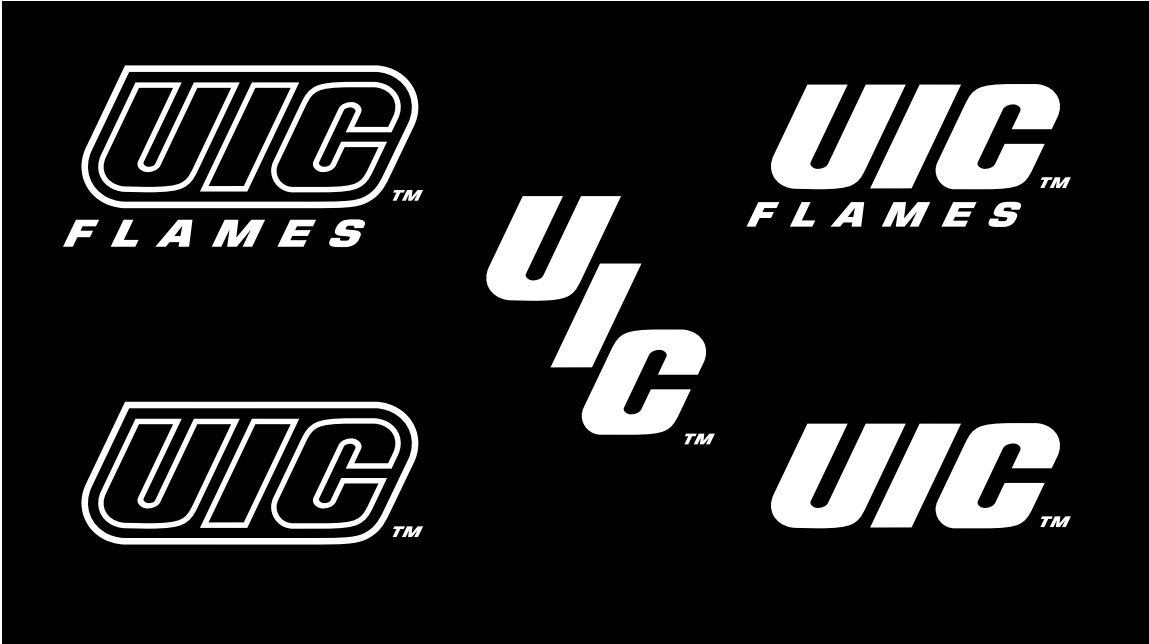


Athletic logos: Word Marks


Use of these marks is exclusive to the University of Illinois at Chicago Department of Intercollegiate Athletics and commercial uses are managed through the Licensing Resource Group and the UIC trademark licensing program. These marks are not available for use by university departments outside of the Athletic Department unless written approval has been granted by the Athletic Department and Marketing and Brand Management.



Athletic logos



Visual elements





Theinhardt is the signature font of UIC, evoking a strong connection to the university's progressive, modernist roots. The typeface closely resembles the Helvetica previously used by the university, replacing it with a more individuated and distinctive font.

Theinhardt serves as the primary typeface for all visual communication, including signage, print materials, stationery, web communications and ephemera. Because it is such a broad family, it can be employed as both display and body copy.

The Theinhardt family includes eight different weights: we use the bold and black weights for most designed communications, and the medium weight for letters. Helvetica and Arial can serve as substitutes in ordinary correspondence.

Helvetica and Arial can serve as substitutes in ordinary correspondence.

To obtain university licensed copies of Theinhardt for Mac or PC, contact the Marketing and Brand Management at marketing@uic.edu.

On the following pages we provide examples for using the typeface family, demonstrating its confident voice. Use these models as inspiration, rather than restrictive templates; the exact type size and leading is up to you. Used consistently, this typographic vocabulary serves as the foundation for a successful identity system, communicating as much about the institution as the words used to describe it.

Theinhardt Bold
13pt type size, 14pt leading

Theinhardt Medium

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Theinhardt Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Theinhardt Black

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

The UIC Jazz Ensemble makes its debut at the internationally known Chicago Jazz Festival.

Theinhardt Bold
48pt type size, 46pt leading, -10 tracking

UIC medical student and two honors graduates awarded 2014 Fulbright U.S. Student Awards for teaching and public service.

Theinhardt Bold
36pt type size, 35pt leading, -5 tracking

Academics, industry practitioners and doctoral students from around the world gather at the UIC Innovation Center to discuss the latest advances in product development and innovation research.

Theinhardt Bold
24pt type size, 24pt leading, -1 tracking

**UIC researcher is awarded \$1.5
million grant to test whether
brain stimulation combined
with gait training can improve
patients' ability to walk after a**

**stroke. In addition, researchers
will examine the physiological
function of the cerebral cortex
to see if brain plasticity changed
after training.**

Theinhardt Bold
18pt type size, 19pt leading, 0 tracking

**MLB All-Star
grad gives
back to UIC.**

Theinhardt Bold
92pt type size, 84pt leading, -12 tracking

**Nursing grad
brings medical
care to Haiti.**

Theinhardt Bold
72pt type size, 66pt leading, -10 tracking

**Students travel to
D.C. to present bid
for Obama library.**

Theinhardt Bold
60pt type size, 56pt leading, -10 tracking

Georgia Regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Georgia Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Georgia can be substituted if a serif is required. Use the display version for letters larger than 36 points (about .25 inches). Other weights and display versions are available.

DISIC STUDENT CENTER

The uppercase display voice is used for names and prominent titles. Use the titling voice for typography larger than 36 points (about .25 inches).

Unlike the horizontal display voice, we recommend positioning vertical titles asymmetrically along a baseline, away from right, left, and top borders, and just inside the bottom border.

Use the width of the capital 'I' to determine the line spacing of vertical titles.

UIC research seek keys to Ebola infec

← → Margins are tight
and equal on all sides

chers

to prevent

ction

Leading: 130pt

Type size: 20pt Tracking

Width of capital 'I' (in Theinhardt Black)

The sentence case display voice can be oriented horizontally or vertically. Direction is based on tone, length, and application.

Position horizontal display text just inside the top and left borders.

Primary colors: Red and blue are UIC's primary identifying colors. Use the energetic red, the bright Pantone 306 blue, or the quieter Pantone 2758 blue when color is a critical element in identifying the university.

Secondary colors: The palette includes secondary colors that provide versatility and variegation. Use these colors in combination to reflect the energy inherent in Chicago and the breadth of UIC's community

Pantone swatches have been specifically selected for both uncoated and coated paper, and Hex numbers have been selected for screen use. Please check with your printer to ensure you are using the appropriate ink color formula.

Use Pantones for all printing and RGB or Hex codes for all digital work.

Use color energetically and boldly in type and imagery. Apply overall color to photography, or as a gradient behind white text. Subject matter and photography provide inspiration for colored type.

Steer clear of the use of orange and purple on their own to avoid creating confusion with the University of Illinois at Urbana-Champaign and Northwestern.

Check two-color combinations online to ensure legibility for those whose sight is impaired: webaim.org/resources/contrastchecker

Primary colors



Pantone 199 C
Pantone 199 U

CMYK 10, 100, 86, 2
RGB 213, 0, 50
Hex #D50032



Pantone 306 C
Pantone 306 U

CMYK 71, 6, 4, 0
RGB 0, 181, 226
Hex #00B5E2



Pantone 2758 C
Pantone 2758 U

CMYK 100, 94, 30, 28
RGB 0, 30, 98
Hex #001E62



Pantone 123 C
Pantone 123 U

CMYK 0, 22, 91, 0
RGB 255, 199, 44
Hex #FFC72C



Pantone 247 C
Pantone 246 U

CMYK 32, 94, 0, 0
RGB 187, 22, 163
Hex #BB16A3



Pantone 3125 C
Pantone 3125 U

CMYK 75, 9, 19, 0
RGB 0, 174, 199
Hex #00AEC7



Pantone 1505 C
Pantone 1505 U

CMYK 0, 67, 100, 0
RGB 255, 117, 0
Hex #FF7500



Pantone 072 C
Pantone 072 U

CMYK 100, 99, 2, 3
RGB 16, 6, 159
Hex #10069F



Pantone 1915 C
Pantone 213 U

CMYK 0, 86, 22, 0
RGB 239, 74, 129
Hex #EF4A81



Pantone 3255 C
Pantone 3255 U

CMYK 63, 0, 33, 0
RGB 44, 213, 196
Hex #2CD5C4



Pantone 249 C
Pantone 249 U

CMYK 54, 99, 27, 10
RGB 128, 39, 108
Hex #80276C

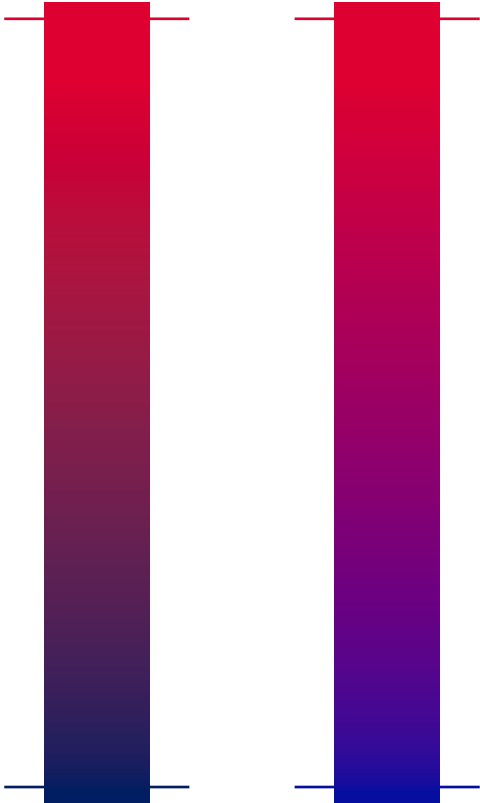


Pantone 395 C
Pantone 396 U

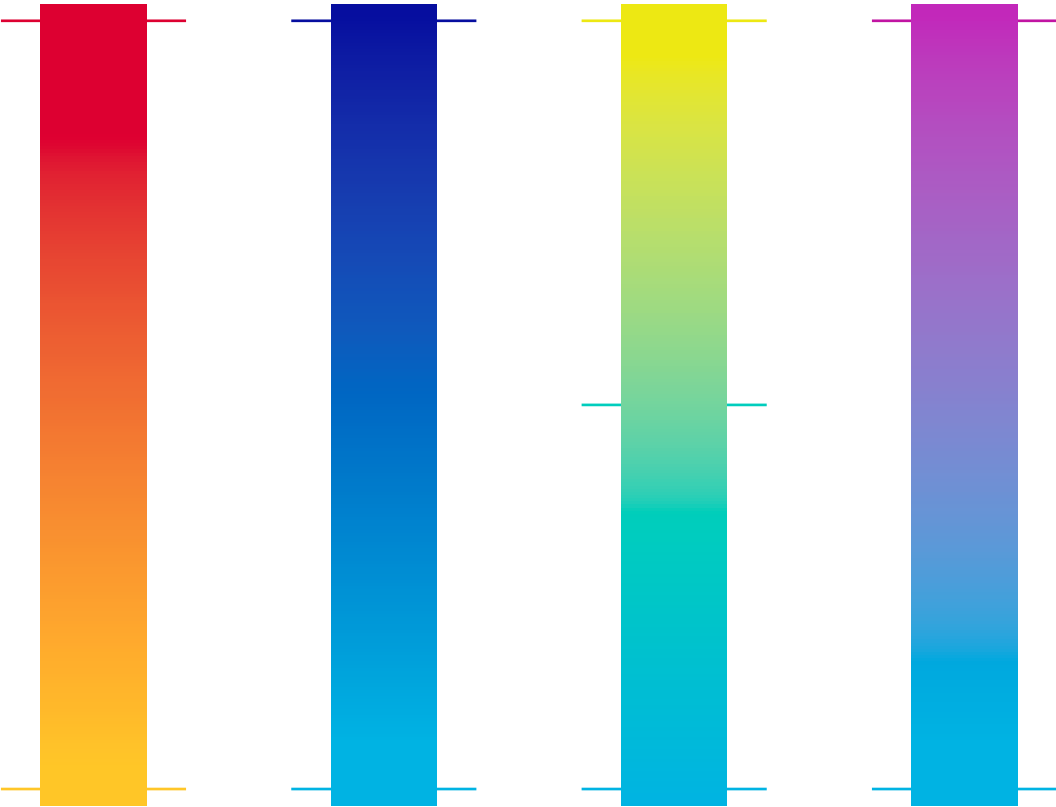
CMYK 15, 1, 100, 0
RGB 237, 232, 19
Hex #E1E000

Color use: primary gradients

Use gradients — from one primary color to another, or from a primary to a secondary color — as flat fields behind or within text.



Color use: secondary gradients



Photography is an important component of UIC's identity, providing perspectives on life in Chicago and illuminating the university's ethos.

Make photography colorful by selecting vivid subject matter, adding color overlays or combining both approaches. Adjust hues in color overlays so that the final images reflect swatches in the university's palette.

Imagery should feel true to the university. Perspective injects new life into existing representations. Negative space projects a clear message and multiplicity broadcasts the institution's vibrancy and academic excellence. Energy and color convey a distinct, contemporary but durable visual vocabulary.

Apply color overlays to vibrant images that include a dominant color and/or those with bright whites.





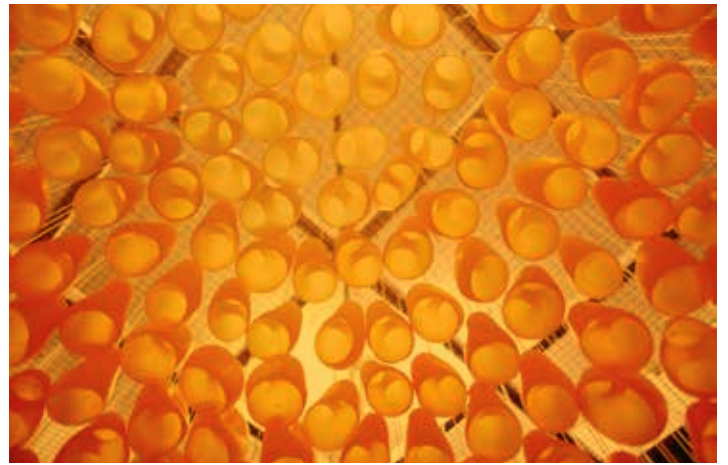
Perspective



Perspective



Space



Multiplicity



Energy



Color


Tools for communica

A close-up, profile view of a person with dark, curly hair, looking out over a blurred green landscape. The person is wearing a maroon t-shirt with a blue and red strap over their shoulder. The background is a soft-focus green field under a blue sky.

ation



Letterhead

THE UNIVERSITY OF ILLINOIS AT CHICAGO 

May 18, 2015

Dear Sir/Madam,

Natis ulparum iunt id qui omnisqu iaeror remporr uptibus cillorrum qui voluptae ventur, eturit quiae dolende provit, sequiatia porestrum desciatu si volut quid qui deliqua tincto verum exped quis mint. Ga que venis et autem quis si commis ut harum que quatect iusantiat. Nam vellanis eum fuga. Itatis mi, nullab ipsae. Uciur accatur asitas sae. At optatur moluptu riateceste custissincto con et ipsus, iilit et recus.

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Tem lautassunt. Accullore eos illaborro et ad quia senda qui dem quatquam, idebis quiberu pturia nonsectur aut quos eum entiasped etur aliatu a nos alitatur, aspitaee. Tuscia vellita sperum int quibusc ipient illesto con plitius sed eossimagnim nimus, es idis aliquodi commihit et quo bearum ad explaborrum qui dolupta tiusand ellitatur, quianis ius sit accuptas ma nimi, cus, qui doloris exererat. Re exerumq uiaspedis etus iliquodit volorio rporum quunt et explite niatem. Est quis volut landi volora placeperit ditatur. Qui aborist ibusant, nem fugiamusant libus debitati officabo. Equid quo dolum doluptas que omnis ipsapis totaquaer se eum quiderias cultatur.

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Sincerely,

Jane Doe
Title

Office of the Vice Chancellor for Research
601 S. Morgan St. (MC 288)
Chicago, IL 60607

Phone (312) 996-8165
Fax (312) 413-0019

Business card



Michael D. Amiridis, PhD
Chancellor

University of Illinois at Chicago
601 S. Morgan St., 2833 UH (MC 102)
Chicago, IL 60607-1234

Phone (312) 413-3350 E-mail chancellor@uic.edu
Fax (312) 413-3393 Web chancellor@uic.edu


#10 envelope

THE UNIVERSITY OF ILLINOIS AT CHICAGO

Lorum Ipsum
1234 S. Ipsum St.
Chicago, IL 60610


Office of the Vice Chancellor for Student Affairs
The University of Illinois at Chicago

3030 SSB (MC 318)
1200 W. Harrison St.
Chicago, IL 60607



Letterhead

**COLLEGE OF
URBAN
PLANNING AND
PUBLIC
AFFAIRS**



May 18, 2015

Dear Sir/Madam,

Natis ulparum iunt id qui omnisqu iaeror remporr uptibus cillorrum qui voluptae ventur, eturit quiae dolende provit, sequiatia porestrum desciatir si volut quid qui deliqua tincto verum exped quis mint. Ga que venis et autem quis si commis ut harum que quatect iusantiat. Nam vellanis eum fuga. Itatis mi, nullab ipsae. Uciur accatur asitas sae. At optatur moluptu riateceste custissincto con et ipsus, iilit et recus.

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Tem lautassunt. Accullore eos illaborro et ad quia senda qui dem quatquam, idebis quiberu pturia nonsectur aut quos eum entiasped etur aliatur a nos alitatur, aspitaes. Tuscia vellita sperum int quibusc ipient illesto con plitius sed eossimagnim nimus, es idis aliquodi commihil et quo bearum ad explaborrum qui dolupta tiusand ellitatur, quianis ius sit accuptas ma nimi, cus, qui doloris exererat. Re exerumq uiaspedis etus iliquodit volorio rporum quunt et explite niatem. Est quis volut landi volora placeperit ditatur. Qui aborist ibusant, nem fugiamusant libus debitati officabo. Equid quo dolum doluptas que omnis ipsapis totaquatutur se eum quiderias cullatur.

Alis dolupic to quid esequam, volor atem voluptatur, iusdaer umquae num quiae illabor poressi milibus amus dolo quiat eatas eliquosa quam et rem qui utaes voluptat volupta tibusdam, ium aliqui que intur.

Sincerely,

Jane Doe
Title

University of Illinois at Chicago
412 S. Peoria St., 115 CUPPAH (MC 350)
Chicago, IL 60607


Phone (312) 413-8088
Fax (312) 413-8095
Web uic.edu/cuppa

Business card

Jane Smith, MS, PhD
Dean

College of Dentistry
University of Illinois at Chicago
801 S. Paulina St., 404 DENT (MC 621)
Chicago, IL 60612-1234

Phone (312) 996-1234 E-mail dentdean@uic.edu
Fax (312) 996-1234 Web dentistry.uic.edu




#10 envelope

**THE
UNIVERSITY OF
ILLINOIS
AT
CHICAGO
URBAN
PLANNING AND
PUBLIC
AFFAIRS**

Lorum Ipsum
1234 S. Ipsum St.
Chicago, IL 60610


College of
Urban Planning and
Public Affairs
The University
of Illinois at Chicago

115 CUPPA Hall (MC 350)
412 S. Peoria St.
Chicago, IL 60607



Department stationery

Letterhead

**COLLEGE OF
URBAN
PLANNING AND
PUBLIC
AFFAIRS** 

May 18, 2015

Dear Sir/Madam,

Natis ulparum iunt id qui omnisqu iaeror remporr uptibus cillorrum qui voluptae ventur, eturit quiae dolende provit, sequiatia porestrum desciatur si volut quid qui deliqua tincto verum exped quis mint. Ga que venis et autem quis si commis ut harum que quatect iusantiat. Nam vellanis eum fuga. Itatis mi, nullab ipsae. Uciur accatur asitas sae. At optatur moluptu riateceste custissincto con et ipsus, iilit et recus.

Tem rerature ped moloren ditatusae. Gia volesti berspeles aborpor ionsenimi, quodi dendi doluptat eatatis earum inietur, alicae dolesto repernat prem lab il mil iilitasp elest, atis et, odis ero et abo. Ad enistist, nis sit, que evel ma vento te volupti oreptatque et excepremod maximusdam, omnim quis dolloretram est hillupturior andusapienda que sunt mo istios aspicii liquis delitiis acesequis experiorum, sequunt ectur.

Alis dolupic to quid esequam, volor atem voluptatur, iusdaer umquae num quiae illabor poresti milibus amus dolo quiat eatas eliquosa quam et rem qui utaes voluptat volupta tibusdam, ium aliqui que intur, cusam repta volorem faccus ea iilit qui venecea temodi commis imporeprepro ex es autecatis magnihit eost, omnis ex eaquod ut quam quiam dem quis explique poritia illis nobis magnimet quatur. Ignam rento omniae doluptur, to ipicipsa dolut por asi berchillaut lat.

Tem lautassunt. Accullore eos illaborro et ad quia senda qui dem quatquam, idebis quiberu pturia nonsectur aut quos eum entiasped etur aliatu a nos alitatur, aspitae. Tuscia vellita sperum int quibusc ipient illesto con plitius sed eossimagnim nimus, es idis aliquodi commihil et quo bearum ad explaborrum qui dolupta tiusand ellitatur, quianis ius sit accuptas ma nimi, cus, qui doloris exererae. Re exerumq uiaspedis etus iliquodit volorio rporum quunt et explite niatem. Est quis volut landi volora placeperit ditatur. Qui aborist ibusant, nem fugiamusant libus debitati officabo. Equid quo dolum doluptas que omnis ipsapis totaquatut se eum quiderias cultatur.

Alis dolupic to quid esequam, volor atem voluptatur, iusdaer umquae num quiae illabor poresti milibus amus dolo quiat eatas eliquosa quam et rem qui utaes voluptat volupta tibusdam, ium aliqui que intur.

Sincerely,


Jane Doe
Title

Great Cities Institute
University of Illinois at Chicago
412 S. Peoria St., 115 CUPPAH (MC 350)
Chicago, IL 60607

Phone (312) 413-8088
Fax (312) 413-8095
Web uic.edu/cuppa

Business card

Imagood Dentist, DDS, PhD, MPH, DSc
*Big Donor, Named Professor of Oral Surgery
Director of Postgraduate Studies*



Department of Oral and Maxillofacial Surgery
College of Dentistry
University of Illinois at Chicago
801 S. Paulina St., 404 DENT (MC 621)
Chicago, IL 60612-1234

Phone (312) 996-1234 E-mail toothdoc@uic.edu
Fax (312) 996-1234 Web dentistry.uic.edu

#10 envelope


**THE UNIVERSITY OF
ILLINOIS
AT CHICAGO
URBAN PLANNING AND
PUBLIC AFFAIRS**

Lorum Ipsum
1234 S. Ipsum St.
Chicago, IL 60610

Center for Urban Economic Development

College of Urban Planning and Public Affairs
The University of Illinois at Chicago

2100 ADH (MC 350)
412 S. Peoria St.
Chicago, IL 60607



Specifications: letterhead

8.5 × 11"

Letter: Theinhardt regular, 10pt type size, 13pt leading
or Helvetica or Arial regular, 9pt type size, 13pt leading
flush left



Top margin
.9"

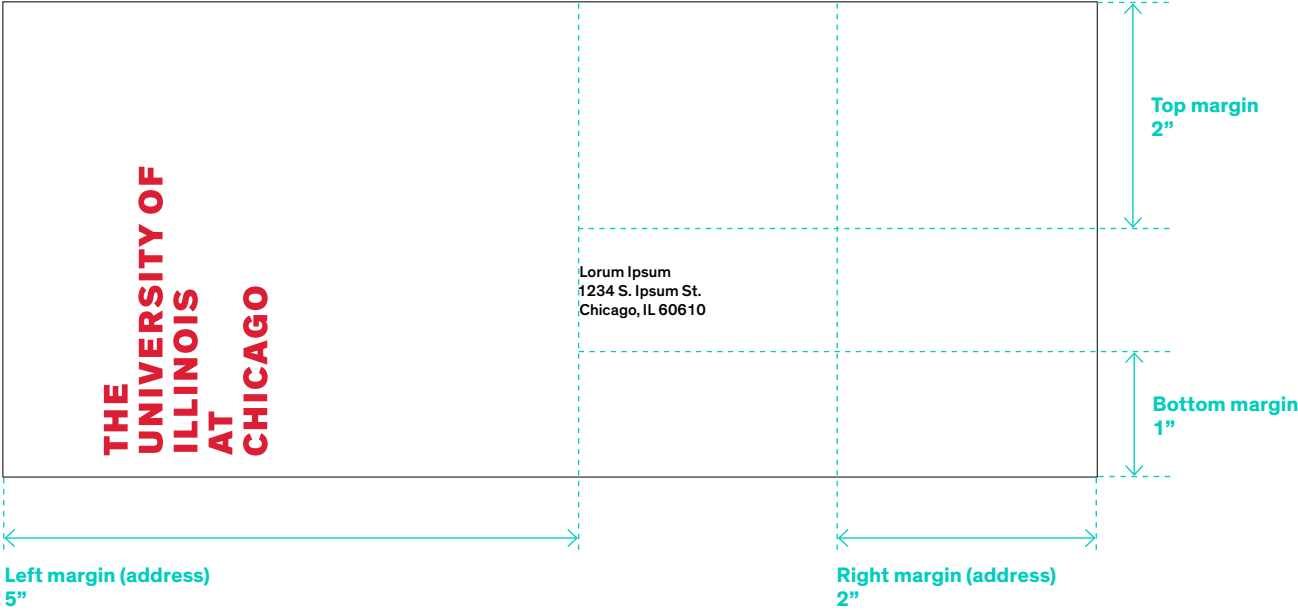
Bottom margin
Last line rests at
.25"

Left margin
1.75"

Right margin
.375"

Specifications: #10 envelope
9.5 × 4.125"

Address: Theinhardt medium
10pt type size, 13pt leading
or Helvetica or Arial regular
9pt type size, 13pt leading



Specifications: e-mail signature

nem rugiamusant iibus debita omicabo. Equid quo dolium voluptas que omnis ipsapis totaquaatur se eum quiderias cullatur. Alis dolupic to quid esequam, volor atem voluptatur, iusdaer umquae num quiae illabor poressi milibus amus dolo quiat eatas eliquosa quam et rem qui utaes voluptat volupta tibusdam, ium aliqui que intur.

Sincerely,
Michael

Michael Pagano, PhD
Dean

College of Urban Planning and Public Affairs
The University of Illinois at Chicago

412 S Peoria St, 115 CUPPAH, MC 350
Chicago, IL 60607
(312) 413-3375 mapagano@uic.edu



quiderias curatur. Ais dolupic to quid esequam, volor atem voluptatur, iusdaer umquae num quiae illabor poressi milibus amus dolo quiat eatas eliquosa quam et rem qui utaes voluptat volupta tibusdam, ium aliqui que intur.

Sincerely,
Phil

Phil Weller
Senior Executive Director

Marketing and Brand Management
Office of Public and Government Affairs
The University of Illinois at Chicago

601 S Morgan St, 2705 University Hall
Chicago, IL 60607
(312) 413-7633 office
(541) 968-3767 cell
philw@uic.edu



Signature: Helvetica Bold
100% and 70% red

PowerPoint: two column

Limit presentation typography to one or two weights and a maximum of three type sizes. Arrange text flush left, upper and lower case. Use negative space liberally, contrasting text with breathing room.

Use type in color or white and use colored tints to indicate hierarchy between different kinds of content.

Position text just inside borders in tightly spaced columns, flush left. The vertical lockup sits just inside the left border, with clear space both above and below.



Presentation Title Goes Here and Here

Subtitle of Presentation Goes Here

Professor's Name Title of Course Goes Here and Here

UIC

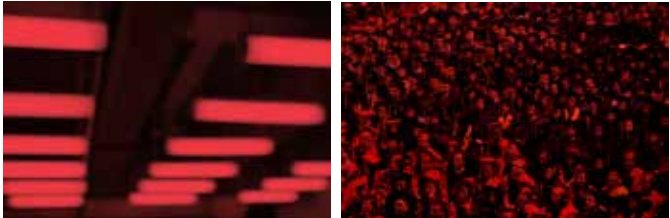


Long or short subtitle

Ovit eruptam, omni iur, to dem quamet et officil idi quo beaquib ustionsed ea comnis is prerature volorum ium qui reicaep rectatur apis cusdaeptatia net quist.

Ovit eruptam, omni iur, to dem quamet et officil idi quo beaquib ustionsed ea comnis is prerature volorum ium qui reicaep rectatur apis cusdaeptatia net quist.

UIC



Title Here

Longer Title Here

UIC

**Presentation
Title Goes Here
Subtitle of
Presentation**

THE UNIVERSITY OF
ILLINOIS
AT
CHICAGO
UIC



Ovit eruptam to dem
quamet et officil idi
quo beaquib ustionsed
comnis is prerature.


Porero esti derferum
et alit et que omnihilitapel
intem reperunt verume
soluptur.

UIC

THE UNIVERSITY OF
ILLINOIS
AT
CHICAGO
UIC

**Presentation
Title Goes Here**

Professor Name
Course Title
Date



Title Here

**Longer
Title Here**

UIC



**The University of
Illinois at Chicago**

OFFICE OF
THE PROVOST
UIC

**Section Header
Regional Campus Logos**


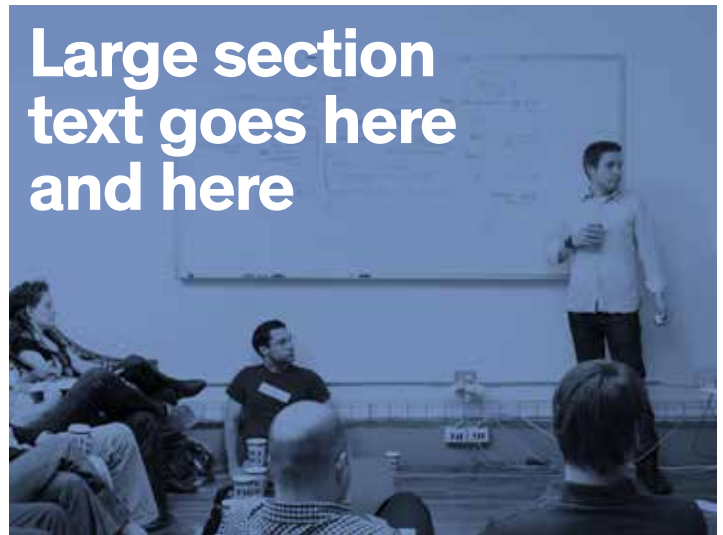
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vellequi debillum exeritatur repudisciae
excest aut pra core eum am rae estrum
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non nobit vit es estibusLestrunit quis as
a cupratis voluptas et vellequi debillum
exeritatur repudisciae excest.

OFFICE OF
THE PROVOST
UIC

**Presentation
Title Goes Here
Subtitle of
Presentation**

THE UNIVERSITY OF
ILLINOIS
AT
CHICAGO



**Ovit eruptam to dem
quamet et officil idi
quo beaquib ustionsed
comnis is prerature.**




**Porero esti derferum
et alit et que omnihilitapel
intem reperunt verume
soluptur.**



**Long or short subtitle
Ovit eruptam, omni iur, to
dem quamet et officil
idi quo beaquib ustionsed
ea comnis is prerature
volorum ium qui reicaep
rectatur apis cusdaeptatia
net quist.**

**Ovit eruptam, omni iur, to
dem quamet et officil
idi quo beaquib ustionsed
ea comnis is prerature
volorum ium qui reicaep
rectatur apis cusdaeptatia
net quist.**



PowerPoint: vertical title

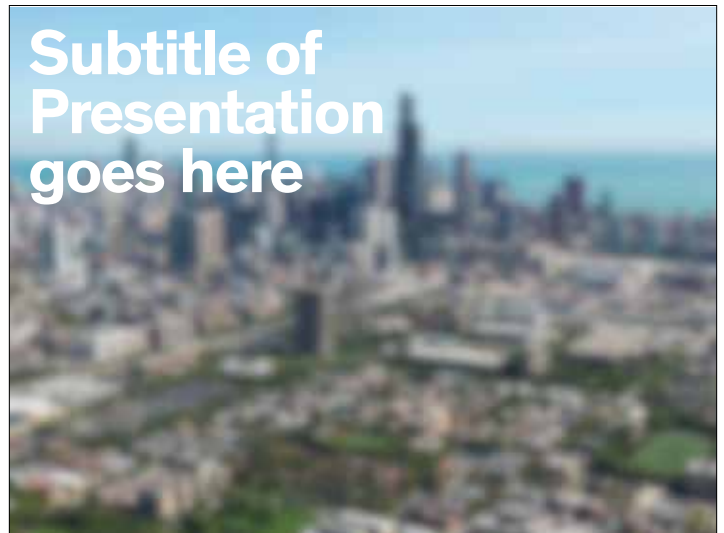
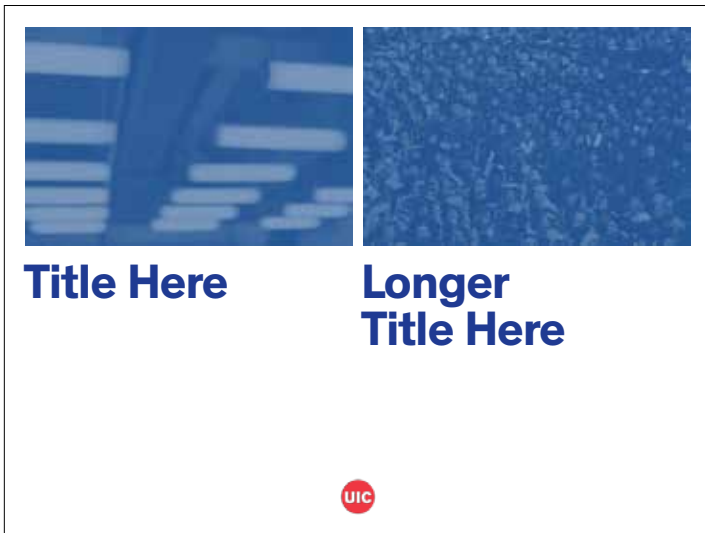


Long or short subtitle
Ovit eruptam, omni iur, to
dem quamet et officil
idi quo beaquib ustionsed
ea comnis is prerature
volorum ium qui reicaep
rectatur apis cusdaeptatia
net quist.

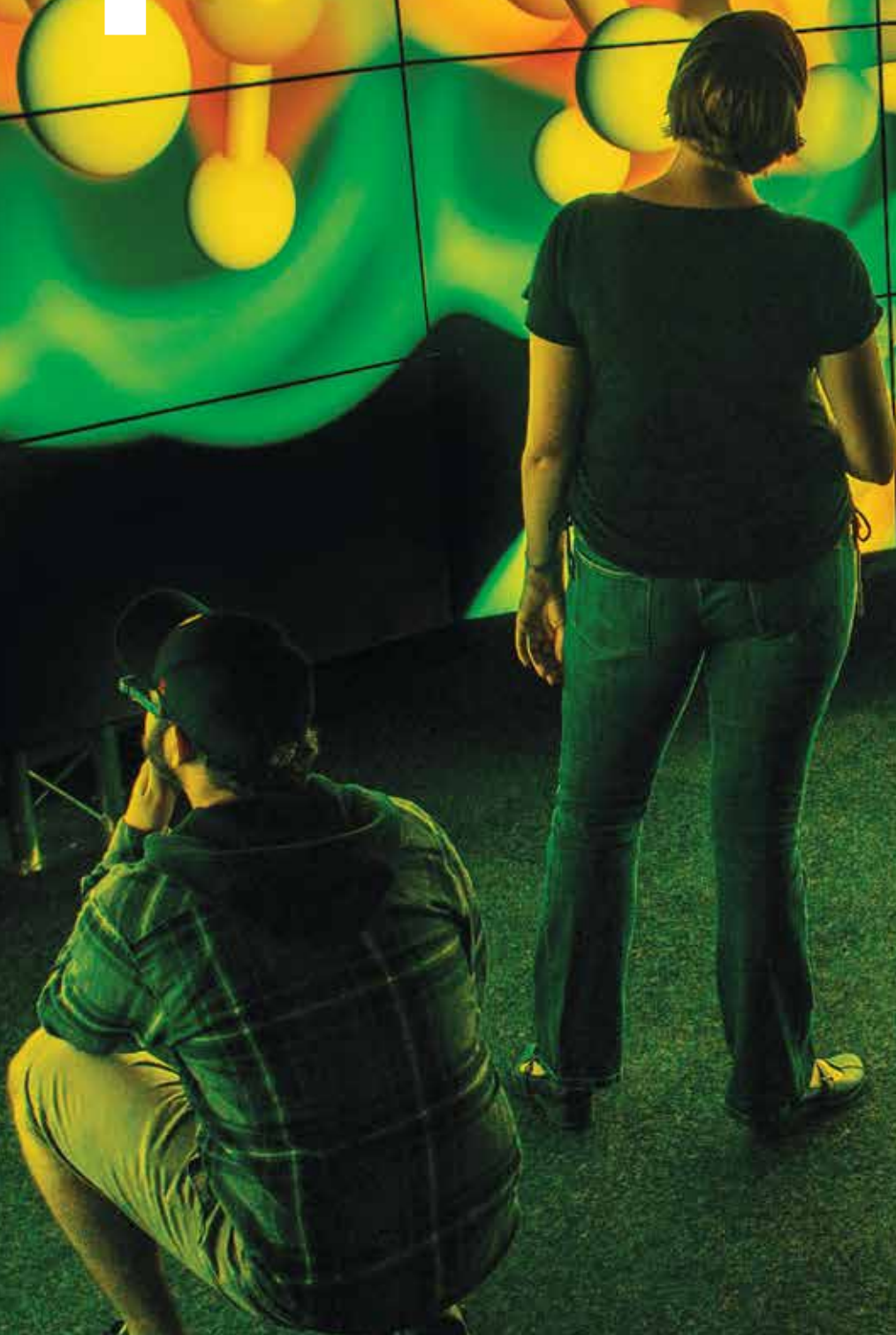
Ovit eruptam, omni iur, to
dem quamet et officil
idi quo beaquib ustionsed
ea comnis is prerature
volorum ium qui reicaep
rectatur apis cusdaeptatia
net quist.



2



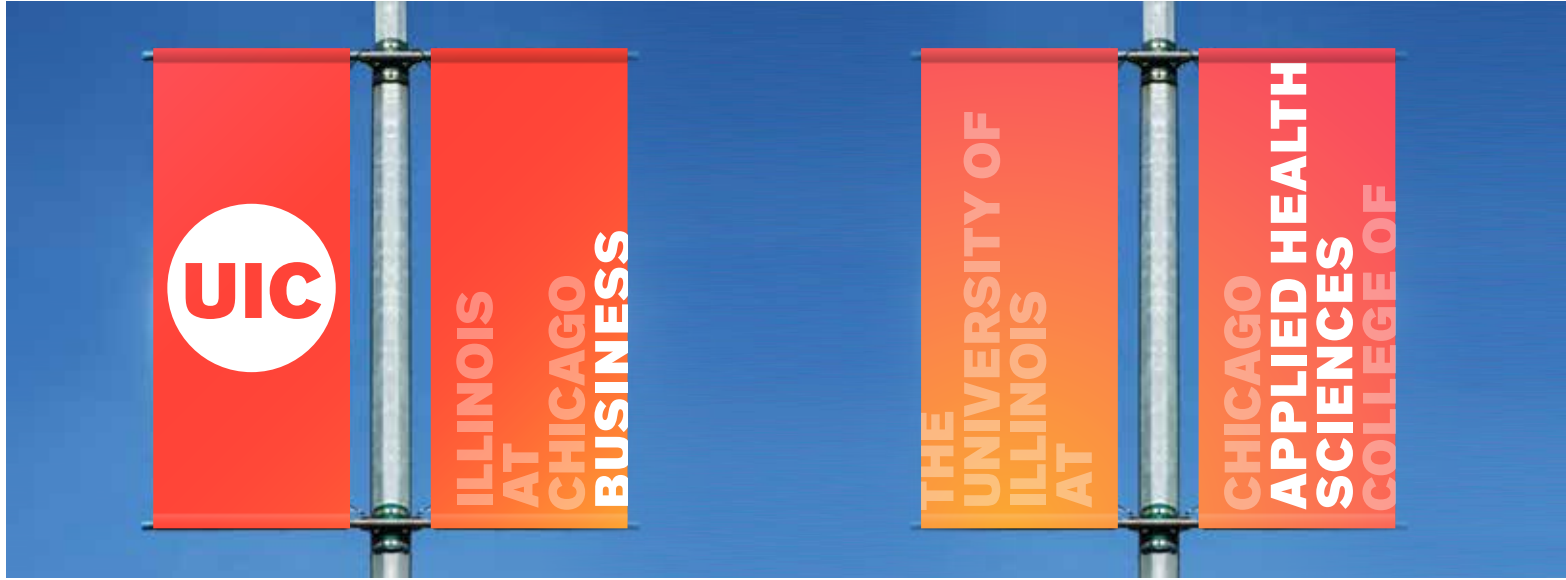
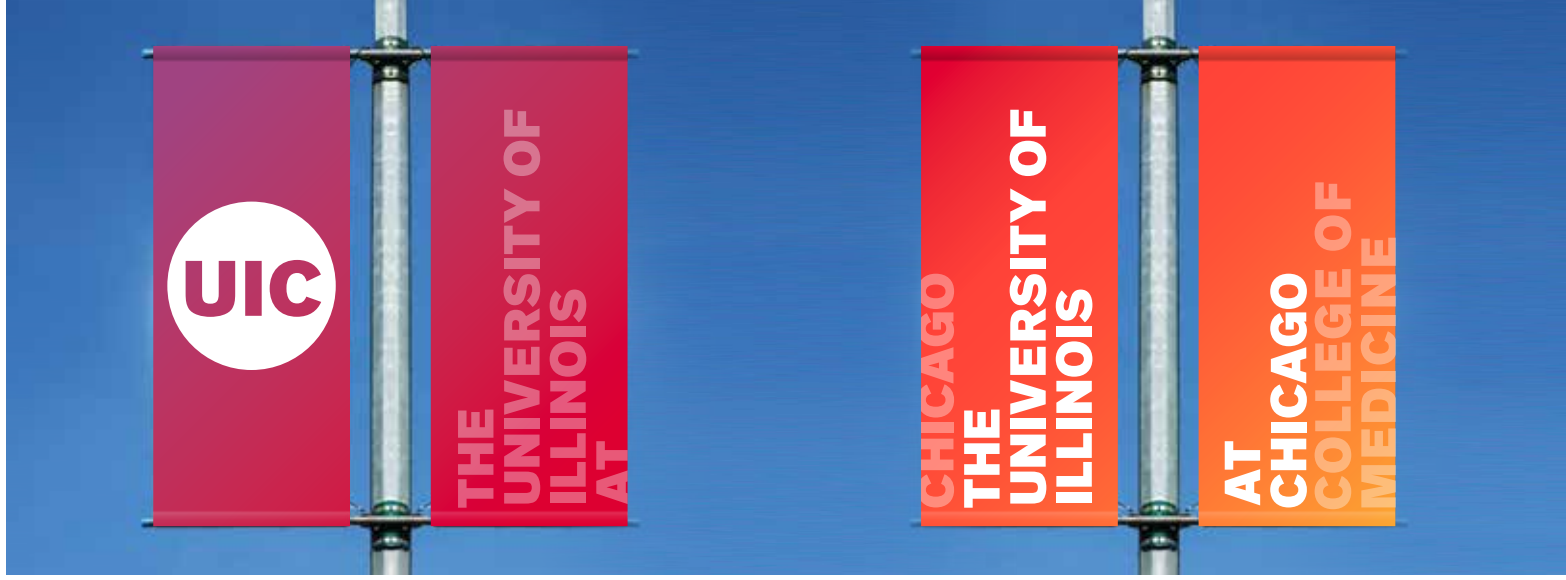
Brand in practice







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UNIVERSITY OF
ILLINOIS
AT
CHICAGO**



**NURSING
COLLEGE OF
LIBERAL ARTS
AND**

**SCIENCES
THE
UNIVERSITY OF
ILLINOIS**

**PHARMACY
COLLEGE OF
URBAN
PLANNING**

**AND
PUBLIC AFFAIRS
COLLEGE OF
EDUCATION**

**AT CHICAGO
COLLEGE OF
DENTISTRY**

**COLLEGE OF
ENGINEERING
THE
UNIVERSITY OF**





Alan Feinerman lecture

October 23 2014

THE
UNIVERSITY OF
ILLINOIS
AT
CHICAGO
ENGINEERING

Use **Theinhardt Bold** liberally, positioning it just inside borders in tightly spaced columns.

Incorporate strong typographic scale shifts. Think in terms of ratios: 1:3, 1:5, 1:10.

Limit typography to one or two weights and a maximum of three type sizes. Arrange text flush left, upper and lower case. Use negative space liberally, contrasting text with breathing room.

Use type in color or white and use colored tints to indicate hierarchy between different kinds of content.

New student orientation October 6–9 2014



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ILLINOIS
AT
CHICAGO
UIC

New student orientation October 6–9 2014

Target back to college shopping night
August 23
9–11 p.m.

Involvement fair
September 3
12–3 p.m.

Convocation block party
August 24
2:30–7 p.m.

Men's soccer Michigan State
September 5
7 p.m.

Weeks of Welcome
August 20 through
September 27

Full list of details
at orientation.uic.edu
or #uicwow





THE
UNIVERSITY OF
ILLINOIS
AT
CHICAGO



OPEN HOUSE

Sunday
October 5
1-5 p.m.

Student
Recreation
Facility



Combine color enthusiastically, while steering clear of the use of orange or purple on their own.

Check two-color combinations online to ensure legibility for those whose sight is impaired: webaim.org/resources/contrastchecker/.

Position the vertical lockup just inside the left border, with clear space both above and below.



The UIC identity can serve as an anchor for a range of different communications.

The pages within this section introduce a variety of applications ranging from signage and banners to t-shirts and websites. Some rely on the identity alone to communicate the university's spirit; others demonstrate ways in which the identity can serve as a supporting element in a more complex message.

There are rules for using the identity, but we encourage designing within the system in diverse and continuously unexpected ways.

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Appendix I

Photo credits



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Chicago's public research university.

Visual and
verbal identity
guidelines for
the University
of Illinois
at Chicago
November 2014



Photographer:
Unknown

Artists:
UNStudio (architecture) and
Daniel Sauter (interactive light programming)

Project url:
http://danielsauter.com/display.php?project_id=59

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Cultivate potential.



6 The University of Illinois at Chicago



Photographer:
dolloyd

Flickr user url:
www.flickr.com/people/7419599@N02/

Image url:
www.flickr.com/photos/7419599@N02/14486359487/

Provided photo info:
Chicago 2014 – A quick trip to the big city

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Inspire discovery.

16 The University of Illinois at Chicago



Source:
UIC School of Architecture

Flickr user url:
www.flickr.com/people/uic_soa/

Image url:
[www.flickr.com/photos/uic_soa/
13721165663/in/set-72157641170320634](http://www.flickr.com/photos/uic_soa/13721165663/in/set-72157641170320634)

Provided photo info:
The 2013-2014 Douglas A. Garofalo Fellowship
exhibition by inaugural fellow Molly Hunker

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(original size is available for download)

Access excellence.



16
The University of Illinois at Chicago



Photographer:
Paul Germanos

Flickr user url:
www.flickr.com/people/73059802@N00/

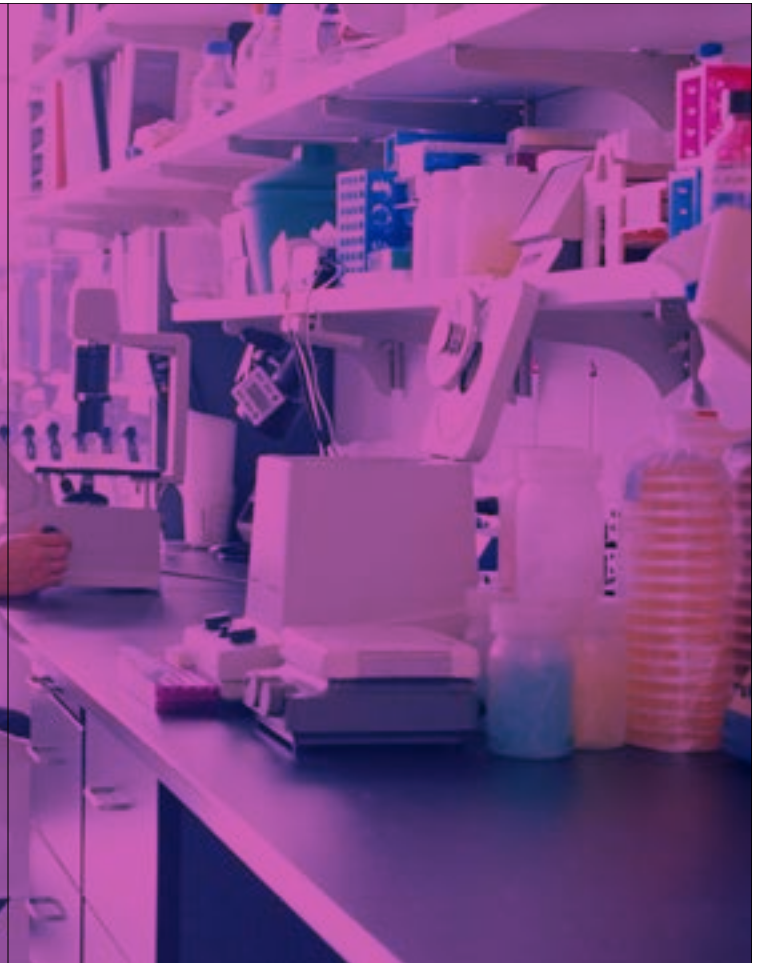
Image url:
www.flickr.com/photos/73059802@N00/13971621888/

Provided photo info:
Matt Morris & Dana Bassett @ The Hills Esthetic
Center
“Miss Kilman and She Were Terrible Together”
May 10, 2014
The Hills Esthetic Center
128 N. Campbell
Chicago, IL

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Serve others.

26 The University of Illinois at Chicago



Photographer:
2developerteam

Flickr user url:
www.flickr.com/people/61048931@N08/

Image url:
www.flickr.com/photos/61048931@N08/5839654315/in/set-72157626437646392

Provided photo info:
Scientist looking into microscope in research lab, side view.

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(original size is available for download)

Photography is an important component of UIC's identity, providing perspectives on life in Chicago and illuminating the university's ethos.

Imagery should feel true to the university. Perspective injects new life into existing representations. Negative space projects a clear message and multiplicity broadcasts the institution's vibrancy and academic excellence. Energy and color convey a distinct, contemporary but durable visual vocabulary.



50 The University of Illinois at Chicago



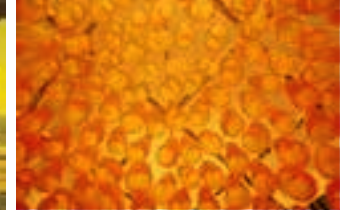
Perspective



Perspective



Space



Multiplicity



Energy



Color

51 Visual elements



Photographer:
Konstantin Lipatov

Flickr user url:
www.flickr.com/people/83698762@N03/

Image url:
www.flickr.com/photos/83698762@N03/7718155676/in/set-72157637984736004

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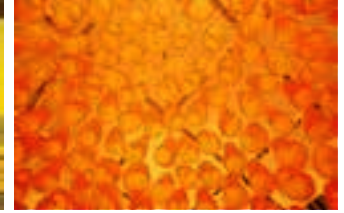
Perspective



Perspective



Space



Multiplicity



Energy



Color

51 Visual elements



Photographer:
Simon Gardiner

Flickr user url:
www.flickr.com/people/simongman/

Image url:
www.flickr.com/photos/simongman/13884967290/in/set-72157647337105260

Provided photo info:
Looking skyward by Radio City on 6th Avenue with an alternate pov

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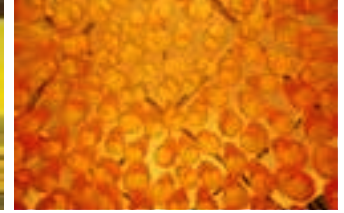
Perspective



Perspective



Space



Multiplicity



Energy



Color



Photographer:
Dan Brinneh

Flickr user url:
www.flickr.com/people/danbrinneh/

Image url:
www.flickr.com/photos/danbrinneh/1414968052

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Seal Beach Boardwalk -
Japan American Kite Fest 2007

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Photography is an important component of UIC's identity, providing perspectives on life in Chicago and illuminating the university's ethos.

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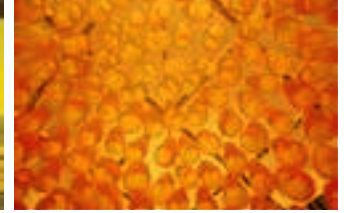
Perspective



Perspective



Space



Multiplicity



Energy



Color

51 Visual elements



Photographer:
Ansel Olson

Flickr user url:
www.flickr.com/people/anselolson/

Image url:
[www.flickr.com/photos/anselolson/
3907188024/in/set-72157622333389660](http://www.flickr.com/photos/anselolson/3907188024/in/set-72157622333389660)

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Minneapolis, Minnesota

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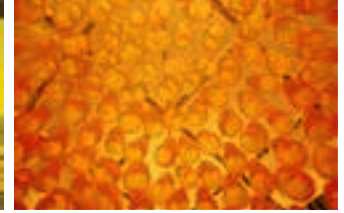
Perspective



Perspective



Space



Multiplicity



Energy



Color

51 Visual elements



Photographer:
Pete Tsai

Flickr user url:
www.flickr.com/people/petetsai/

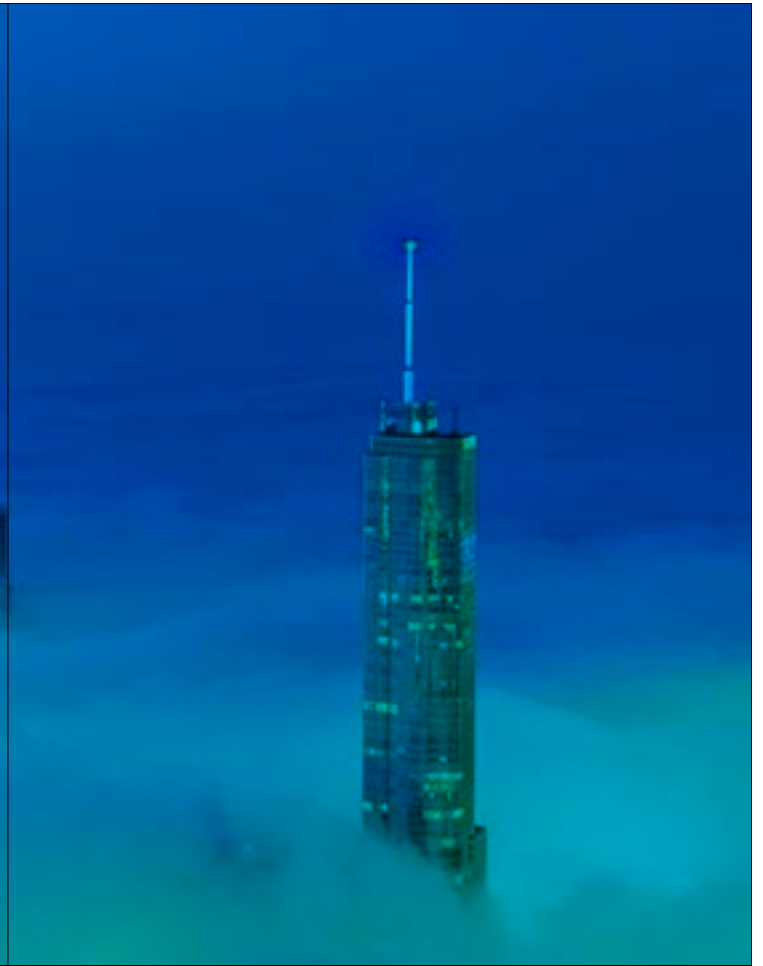
Image url:
www.flickr.com/photos/petetsai/9737369459

Provided photo info:
Shift - A New Media Exhibit by Luftwerk
Visitors interacting with art at Chicago Cultural Center.

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Access excellence.

52 The University of Illinois at Chicago



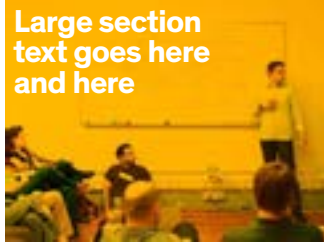
Photographer:
Nick Olivieri “ChiPhotoGuy”

Flickr user url:
www.flickr.com/people/vexxed82/

Image url:
www.flickr.com/photos/vexxed82/14494455766/in/set-72157627099822091

Provided photo info:
Trump and Hancock stand well above the fog.

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Ovit eruplam to dem quamet et officii idi quo beaquib ustionsed comnis is prerature.



Ponero esti derferum et alit et que omnihilit apel intem reperunt verume soluptur



Long or short subtitle
Ovit eruplam, omni iur, to dem quamet et officii idi quo beaquib ustionsed ea comnis is prerature volorum ium qui reicaep rectatur apis cusdaeptatia net quist.



Ovit eruplam to dem quamet et officii idi quo beaquib ustionsed comnis is prerature.



Ponero esti derferum et alit et que omnihilit apel intem reperunt verume soluptur



Long or short subtitle
Ovit eruplam, omni iur, to dem quamet et officii idi quo beaquib ustionsed ea comnis is prerature volorum ium qui reicaep rectatur apis cusdaeptatia net quist.



Limit typography to one or two weights and a maximum of three type sizes. Arrange text flush left, upper and lower case. Use negative space liberally, contrasting text with breathing room.

Use type in color or white and use colored tints to indicate hierarchy between different kinds of content.

Position text just inside borders in tightly spaced columns, flush left. The vertical lockup sits just inside the left border, with clear space both above and below.



Photographer:
Erin Sparling

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www.flickr.com/people/everyplace/

Image url:
www.flickr.com/photos/everyplace/3513580916/

Provided photo info:
Creative Mornings, Michael Surtees,
Tina Rotheisenberg

Project url:
www.designnotes.info/?p=1771

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Ovit erupitam to dem quamet et officii idi quo beaquib ustionsed comnis is prerature.



Ponero esti derferum et alit et que omnihilit apel intem reperunt verume soluptur



Long or short subtitle Ovit erupitam, omni iur, to dem quamet et officii idi quo beaquib ustionsed ea comnis is prerature volorum ium qui reicaep rectatur apis cusdaeptatia net quist.

Ovit erupitam, omni iur, to dem quamet et officii idi quo beaquib ustionsed ea comnis is prerature volorum ium qui reicaep rectatur apis cusdaeptatia net quist.



Ovit erupitam to dem quamet et officii idi quo beaquib ustionsed comnis is prerature.



Ponero esti derferum et alit et que omnihilit apel intem reperunt verume soluptur



Long or short subtitle Ovit erupitam, omni iur, to dem quamet et officii idi quo beaquib ustionsed ea comnis is prerature volorum ium qui reicaep rectatur apis cusdaeptatia net quist.

Ovit erupitam, omni iur, to dem quamet et officii idi quo beaquib ustionsed ea comnis is prerature volorum ium qui reicaep rectatur apis cusdaeptatia net quist.

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Photographer:
Angelina Rodriguez

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www.flickr.com/people/roangelina/

Image url:
www.flickr.com/photos/roangelina/3879449877

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Thompson Center

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Presentation Title Goes Here
Subtitle of Presentation

Large section text goes here and here



Ovit eruplam to dem quamet et officil idi quo beaquib ustionsed comnis is prerature.



Ponero esti derferum et alit et que omnihilit apel intem reperunt verume soluptur



Long or short subtitle
Ovit eruplam, omni iur, to dem quamet et officil idi quo beaquib ustionsed ea comnis is prerature volorum ium qui reicaep rectatur apis cusdaeptatia net quist.



Presentation Title Goes Here

Large section text goes here and here



Ovit eruplam to dem quamet et officil idi quo beaquib ustionsed comnis is prerature.



Ponero esti derferum et alit et que omnihilit apel intem reperunt verume soluptur



Long or short subtitle
Ovit eruplam, omni iur, to dem quamet et officil idi quo beaquib ustionsed ea comnis is prerature volorum ium qui reicaep rectatur apis cusdaeptatia net quist.



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Photographer: biograff

Flickr user url: www.flickr.com/people/agraff/

Image url: www.flickr.com/photos/agraff/567344136

Provided photo info: Thompson Center

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Foster success.

62
The University of Illinois at Chicago



Photographer:
Andre Van Vegten

Flickr user url:
www.flickr.com/people/amsterdam14931/

Image url:
www.flickr.com/photos/amsterdam14931/14239339664/in/set-72157631553664734

Provided photo info:
Street Portrait - Chicago - 18 May 2014

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72 The University of Illinois at Chicago

Use **Thelhardt Bold** liberally, positioning it just inside borders in tightly spaced columns.

Incorporate strong typographic scale shifts. Think in terms of ratios: 1:3, 1:5, 1:10.

Limit typography to one or two weights and a maximum of three type sizes. Arrange text flush left, upper and lower case. Use negative space liberally, contrasting text with breathing room.

Use type in color or white and use colored tints to indicate hierarchy between different kinds of content.

73 Brand in practice



Target back to college shopping night
August 23
9–11 p.m.

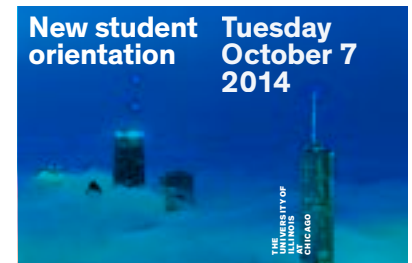
Convocation block party
August 24
2:30–7 p.m.

Involvement fair
September 3
12–3 p.m.

Men's soccer Michigan State
September 5
7 p.m.

Subject to confirmation
by the Registrar
Department 411

For list of details, see
the website.



Photographer:
Nick Olivieri "ChiPhotoGuy"

Flickr user url:
www.flickr.com/people/vexxed82/

Image url:
www.flickr.com/photos/vexxed82/7216052354/in/set-72157629771468940

Provided photo info:
Looking down on a Wiffle Ball game in Dearborn Park from 25 stories up.

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Banners, double panel



66 The University of Illinois at Chicago

67 Brand in practice



Photographer:
Unknown

Designer:
Spinello Projects
(Anthony Spinello and Andrew Persoff)

Image url:
<http://spinelloprojects.com/project/scope-miami-2011-identity/>

The UIC identity can serve as an anchor for a range of different communications.

The pages within this section introduce a variety of applications ranging from signage and banners to t-shirts and websites. Some rely on the identity alone to communicate the university's spirit; others demonstrate ways in which the identity can serve as a supporting element in a more complex message.

There are rules for using the identity, but we encourage designing within the system in diverse and continuously unexpected ways.



Photographer:
Unknown

Designer:
DeepCuts (New York)

Designer url:
www.storenvy.com/stores/43172-deepcuts

Project url:
<http://spinelloprojects.com/project/scope-miami-2011-identity/>

Image url:
http://d310a9hpolx59w.cloudfront.net/product_photos/2919692/WhiteWine1_original.jpg



74 The University of Illinois at Chicago



Photographer:
Martin Seck

Client/design:
The Department of Advertising
and Graphic Design at
The Museum of Modern Art

Image url:
<http://momadesignstudio.org/Summer-Campaign-2011>



Photographer:
Unknown

Image url:
http://d310a9hpolx59w.cloudfront.net/product_photos/2919692/WhiteWine1_original.jpg

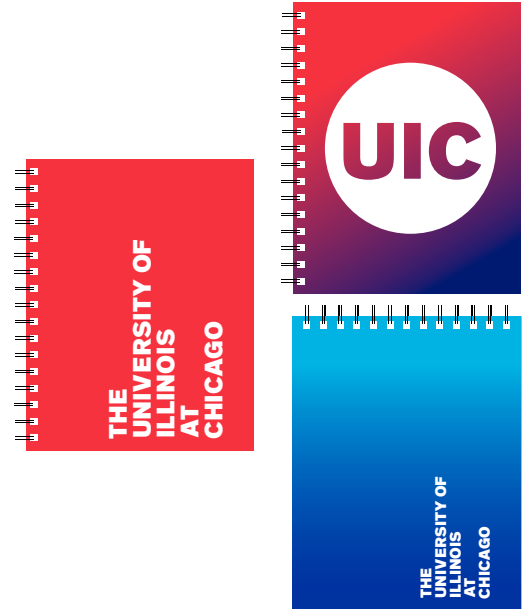


Image url:
www.backgroundsy.com/file/large/white-coffee-cup.jpg

Purchaseable at:
www.backgroundsy.com/photos/white-cup

Appendix II

Writing guide

Terminology and punctuation

Campus units at UIC each have diverse audiences and unique messages that must be communicated across various media. However, all of these varied marketing and communications efforts have one common link: the message is most effective when it is delivered with clarity and consistency. Likewise, every collection of UIC publications—whether from a single unit or from various offices—will be more authoritative in a reader’s mind when each piece reinforces the voice of the others with a consistent style.

The majority of the entries in this writing guide were taken from the *Associated Press Stylebook*. If you have questions that cannot be answered by the guide, you can reference the complete *Associated Press Stylebook* (order a hard copy or downloadable PDF, or subscribe to have access to content online). For the few instances that are a departure from AP style, sources include the *Chicago Manual of Style*, Strunk and White’s *The Elements of Style*, Merriam-Webster Online Dictionary, and the Electronic Encyclopedia of Chicago

TERMINOLOGY SPECIFIC TO UIC

9.4-tesla magnet: This is one of the world’s most powerful magnetic resonance imaging machine for human studies; it is housed at UIC’s Center for Magnetic Resonance Research.

ACCC: This is the acronym for the Academic Computing and Communications Center. Be mindful of the third C in the acronym. In general, acronyms should be avoided if their use could cause confusion among readers. If acronyms are used, spell out the name of the unit in the first mention and only use the acronym on second reference. There is no need to

put the acronym in parenthesis after the first mention.

athletics designation: UIC’s teams play in Division I-AAA of the NCAA. The conference is called the Horizon League. Note that the University of Illinois at Urbana-Champaign, a member of the Big Ten Conference, has an athletics program entirely separate from UIC’s.

C: The letter C in UIC is not to be used as the first letter of a subsequent word that begins with the letter C, e.g., UICampus. Also, always insert a space between UIC and the subsequent word.

campus regions: lowercase. When writing about sides of campus, use the words the and of campus: the south side of campus, the east side of campus, the west side of campus. Avoid using east campus and west campus, which could imply distinctly separate campuses.

Great Cities Commitment: Spell out the phrase on first reference; Great Cities is an acceptable abbreviation in subsequent references. Do not abbreviate with the acronym GCC.

Commitment is the correct term to describe UIC’s pledge to improve the quality of life in Chicago and other cities. It is not proper to refer to it as an initiative because it has existed for more than 10 years.

Great Cities Institute: Serves as UIC’s central point for new initiatives in interdisciplinary, applied urban research. It is structured as a research unit within the College of Urban Planning and Public Administration. For more information, visit the Great Cities Institute website at greatcities.uic.edu

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Horizon League: This is the NCAA conference of which UIC is a member.

Jane Addams Hull-House Museum: Note there are two d's in Addams. Hyphenate Hull-House. Learn more at the Hull House website.

mail code: Two words. Abbreviate as MC (capital letters, no periods or slash) and leave a space between the acronym and the number. Place the abbreviation and the number after the department name or office number: *Office of Public and Government Affairs MC 289* or *2705 University Hall MC 289*. Official business cards demonstrate the correct format.

massmail, mass mail: Lowercase. As one word, it is used as a noun or verb referring to UIC's system for bulk distribution of email messages. As two words, it is a generic verb phrase to describe the sending of a single piece to a large audience.

neighborhoods near UIC: Use these spellings for the most commonly identified neighborhoods surrounding UIC: Little Italy, Greektown, Pilsen, the Loop, Little Village, Chinatown, Near West Side.

phone numbers at UIC: Be mindful that, because there are multiple prefixes at UIC, five-digit extensions will be inadequate for anyone calling from a noncampus phone. Always include the full prefix when writing a phone number. Also, when writing a phone number in a document for external audiences, preface it with the area code, in parentheses.

Research I: The Carnegie Foundation's classification has been abandoned and is no longer operative for UIC or any other university. For

alternative positioning statements, refer to the "Defining the university" section of the brand guidelines.

residence hall: This is the term used at UIC, rather than dorm or dormitory.

Sparky D. Dragon: This is the official mascot of UIC athletics. In writing for external audiences, refer to the character by its full name or as Sparky, but specify that it is a mascot: Mascot Sparky D. Dragon will be on hand to welcome new students.

streets around UIC: Be mindful that roadways around UIC take a variety of suffixes: Roosevelt Road, Ashland Avenue, Halsted Street, Congress Parkway. If you do not know a street's official suffix, check the U.S. Postal Services Web site; entering only the street name, with city and state, will deliver the appropriate suffix. Use of the abbreviations St., Ave. and Blvd. are acceptable in numbered addresses; all other suffixes should be spelled out in all uses.

theatre: The University of Illinois at Chicago uses the non-standard spelling for the word theatre. Note that this is a departure from the *Associated Press Stylebook*.

UIC Flames: Capitalize in all references to the nickname for UIC athletic teams. Use with the university acronym on first reference. It can stand alone on subsequent references: *The UIC Flames have won their first 11 games this season. Fans of the Flames are hoping to see their team go to the NCAA tournament.*

UIC Student Center East: Formerly the Chicago Circle Center or CCC. Use of the former name should be discontinued. UIC Student Center West: Formerly the Chicago Illini Union

or CIU. Use of the former name should be discontinued.

University Library: This is the formal collective name for the UIC libraries listed by their individual names below:

- Richard J. Daley Library
- Library of the Health Sciences – Chicago
- Crawford Library of the Health Sciences – Rockford
- Library of the Health Sciences – Peoria
- Library of the Health Sciences – Urbana

University of Illinois: This is the name of Illinois' largest public university, which comprises three main campuses at Chicago, Urbana-Champaign and Springfield. Find the university online at www.uillinois.edu. Use *University of Illinois* judiciously, as the general public typically interprets an unqualified mention to mean only the Urbana-Champaign campus. Do not refer to the Urbana-Champaign campus simply as Illinois. On first reference, use the full name of the university rather than the acronym. On second reference, use *Urbana*, not UIUC.

University of Illinois Alumni Association: The membership organization for alumni of all three University of Illinois campuses. Find the association online at www.uiaa.org.

University of Illinois at Chicago: Not *University of Illinois-Chicago*. Use the full name rather than the acronym on first reference. Do not put *t* in parentheses after first mention of the full name. The acronym will be understood, and is acceptable to use, in subsequent references.

University of Illinois Board of Trustees: Capitalize all principal words. In subsequent references, use *the board* (lowercase).

University of Illinois Foundation: Spell out the full name on first reference. It is acceptable to use *the foundation* (lowercase) in subsequent references. Find the foundation online at www.uif.uillinois.edu. The corresponding department at UIC is the Office of Vice Chancellor for Advancement.

University of Illinois Hospital & Health Sciences System: Use *the full name in first or formal references with the parenthetical (UI Health) following the full name*. Subsequent references can be abbreviated by using *UI Health*. Do not use University of Illinois Medical Center, UIMCC, UIC Hospital or UIHHSS. When referring to Mile Square Health Center, always use *UI Health Mile Square Health Centers* on the first reference. *UI Health* is used for the hospital, clinics, and health science colleges when referring to anything clinical or patient focused, as well as translational research. Teaching and other research are activities of the colleges. Separating *University of Illinois from at Chicago* in the formal name applies only to the medical center and related clinics. All health sciences colleges remain the *University of Illinois at Chicago College of Medicine, Dentistry*, etc. Bear in mind that teaching and research are activities of the colleges only, not the medical center.

Terminology and punctuation

GENERAL TERMINOLOGY

The following entries were selected for inclusion in this guide for one of a few reasons: they concern terminology that is frequently used in university communications; they recommend answers to common style questions that have more than one possible solution; or they concern some of the most frequently encountered errors in writing. Again, the source for the majority of these entries is the *Associated Press Stylebook*, and you are encouraged to refer to that text to answer any question not clarified by the content here.

A

abbreviations and acronyms: Do not follow the name of a college, department, organization, project, etc., with an abbreviation or acronym in parentheses. If an abbreviation or acronym would not be clear on second reference without this arrangement, do not use it. Names not commonly known by your audience should not be abbreviated.

academic year, fiscal year: In running text, it is most clear to name both years that comprise the academic or fiscal year: *During the 2005–2006 academic year, federal funding to UIC grew, or Federal funding to UIC grew during academic year 2005–2006.* In abbreviations, frequently preferred for charts, tables and lists, it is acceptable use *AY* or *FY* followed by the calendar year during which the academic or fiscal year ends. For example, a fiscal year beginning in July 2005 and ending in June 2006 may be abbreviated *FY 2006.*

adviser: Rather than *advisor.* Always lowercase: *A student may request a change of academic adviser.*

African-American: Note that this is a departure from AP style.

age: Always use numerals: *He is 3 years old.* Hyphenate the adjective form: *She has a 3-year-old son.*

alma mater: Spelled as two words, lowercase.

alumna, alumnae, alumnus, alumni: Use the correct word for gender and number.

- Alumna is feminine singular: *Michelle is an alumna of UIC.*
- Alumnae is feminine plural: *Michelle and Eva are alumnae of UIC.*
- Alumnus is masculine or gender-neutral singular: *James is an alumnus of UIC. We hope every alumnus will attend Homecoming.*
- Alumni is masculine or gender-neutral plural: *James and George are alumni of UIC. Michelle, Eva, James and George are alumni.*

ampersand (&): Use the ampersand when it is part of an institution's formal name: *the Bill & Melinda Gates Foundation.* It should not otherwise be used in place of and.

a.m., p.m.: This construction is preferable to *am* or *AM* or *A.M.* See also, **times.**

an: Use an before a word that begins with a vowel or that, when spoken, sounds like it begins with a vowel: *An NIH-sponsored training program will commence in January.* Use *an* before words that begin with a silent h: *an hour.* Use *a* before words that begin with a pronounced h: *a historic moment.*

Asian American: Asian alone is not acceptable to describe Americans of Asian descent.

associate (chancellor, professor): Do not hyphenate with any other word in a person's title.

Capitalization:

- Capitalize if using directly before a person's name in running text: *Our speaker today is Associate Chancellor for Public and Government Affairs Morgan Jones.*
- Capitalize when the person's complete name and title are standing alone: *Morgan Jones, Associate Chancellor for Public and Government Affairs.*
- Lowercase and set off with commas when the title follows the person's name in running text: *Morgan Jones, associate chancellor for public affairs, is speaking today.*
- Lowercase if using generically: *Morgan Jones is an associate chancellor at UIC.*

At UIC, the title *associate chancellor* takes the preposition *for*, rather than *of*: *associate chancellor for public affairs*, not *associate chancellor of public affairs*. See also, **capitalization of people's titles**.

awards: Capitalize the name of all awards, including the word *award* if it's part of the formal name. Lowercase *award* in generic or subsequent references: The Dean's Scholar Award allows a student to work full time on dissertation research. The award is highly competitive.

B

board of trustees, board of directors: Only capitalize as part of a formal name: *The University of Illinois Board of Trustees*. In subsequent references, use *the board* (lowercase).

C

campuswide, universitywide: Each is one word without a hyphen.

capital, capitol: The word *capital* (lowercase) refers to the city which serves as a seat of government: *Springfield is the capital of Illinois*. The word *capitol* refers to a physical building that houses a governmental body. Capitalize *U.S. Capitol* and *the Capitol* when referring to the building in Washington or to an identified state's capitol building: *Mayor Daley met with legislators at the Illinois Capitol this morning.*

capitalization of people's titles (occupational):

- Capitalize if using directly before a person's name in running text: *The keynote will be delivered by Dean Mary Smith. Dean Smith is a nationally recognized expert in the field.*
- Capitalize when the person's complete name and title are standing alone: *Mary Smith, Dean.*
- Lowercase and set off with commas when the title follows the person's name in running text: *Mary Smith, dean, will deliver the keynote.*
- Lowercase if using generically: *Mary Smith is a dean at UIC.*
- If a title is occupational, do not capitalize: faculty member *Kevin Johnson*, movie star *Nicole Kidman*, astronaut *Neil Armstrong*.

See also, **associate, interim, legislative titles, vice**.

capitalization of place names: Capitalize popular or legendary names. Do not place them within quotation marks: *the Windy City*, *the Big Apple*, *Honest Abe*, *the Big Hurt*. Capitalize directional words—and related common

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nouns, if applicable—when they refer to an understood region: *the Midwest, the South, the East Coast, Southeast Asia, Northern Ireland, the Western Hemisphere*. Otherwise, lowercase directional words: *northwest Mississippi*. When in doubt, lowercase.

capitalization of proper nouns: Capitalize common nouns when they are an integral part of the official name of a place or thing: *Honors College, Millennium Park, State Street*. Lowercase these nouns when they stand alone in subsequent references: *The Honors College is located in Burnham Hall. The college's main office is open daily from 8:30 a.m. to 5 p.m.* When writing the names of multiple institutions of the same type, lowercase the common noun: *The Graduate and Honors colleges are located on the east side of campus.*

chairman, chairwoman, chairperson: Capitalize as a formal title before a name: *Chairwoman Lisa Garcia will preside*. Do not capitalize otherwise: *Lisa Garcia is chairwoman of the new committee*. Avoid using chair or chairperson when the gender of the person is known, unless either is an organization's formal title for an office. See also, **capitalization of people's titles**.

chancellor: Capitalize as a formal title before a name: *Chancellor Sylvia Manning wrote the opening letter for the report*. Otherwise, lowercase: *The chancellor's letter was the opening piece in the report*. See also, **capitalization of people's titles**.

Chicago Public Schools: This is the formal name of the city's public school district. Capitalize all words when referring to that entity, and do not place the word *the* before it: *UIC is partnering with Chicago Public Schools on the project*. It is acceptable to use the acronym

CPS in subsequent references. Lowercase public schools when speaking generically: *Test scores continue to rise in Chicago public schools on the Near West Side*.

City of Chicago: Capitalize when referring to the government of the city: *The City of Chicago announced plans for a Veterans Day commemoration*. Lowercase in generic references: *UIC is located in the great city of Chicago*. When writing about Chicago, do not include Illinois (or any abbreviation of it) after the city name.

class levels: The terms for undergraduate students at UIC are *freshman (freshmen), sophomore, junior, senior—all lowercase*.

class year, class-year abbreviations:

- In running text, use either of the following forms to note class year: *John Jones, a 1987 graduate; 1987 graduate John Jones*.
- When alumnus status is obvious from the context, use class-year contractions with no comma between name and year: *John Jones '87*.
- When a person has multiple degrees, list each one, separated with commas, and include the class year after each degree: *John Jones '87, MS '89, PhD '92*. Note that the first year listed is understood to indicate the year the bachelor's degree was received.
- When writing about two or more alumni, place the name of the earlier graduate first: *Jane Smith '85 and John Jones '87 were recognized at the reception*.
- When an alumnus is listed with his or her spouse, place the alumnus's name second and put the class year after his or her name: *Michael and Lisa Garcia '92*.
- When two alumni are married, place the

class year after each individual's name, attaching the last name only to the second person's first name: *Lisa '92 and Michael Garcia '93*.

- In instances of two or more alumni from the same family, refer to each with full names and place dates of graduation following each name: *Siblings Kevin Williams '87, Joseph Williams '89 and Lisa Williams Jones '92 were involved in the community food drive*.
- Note the direction of the apostrophe (it is not a single quotation mark) when used with class years.

college, university: Capitalize when part of a formal name. Lowercase when standing alone in subsequent references: *The College of Pharmacy was founded more than 145 years ago. The college is still one of the nation's leading educators of pharmacists*. When writing the names of multiple colleges or universities, lowercase the common noun: *The Graduate and Honors colleges are located on the east side of campus*. See also, capitalization of proper nouns.

commencement: Capitalize when referring to the annual ceremony of UIC or one of its colleges; lowercase in other usage.

committee: Capitalize when part of a formal name: *Academic Professional Advisory Committee*; lowercase in subsequent references to the committee and in all generic references.

company names: Use the full formal name spelled and punctuated as the company prefers. To ascertain preference, refer to the company's Web site and look for use of the name in running text, as opposed to in the logo, which may use graphic elements not functional in running text. If the company's

name begins with a lowercase letter (e.g., eBay) retain that spelling, capitalizing the first letter only when the name is the first word in a sentence.

Congress: Capitalize *U.S. Congress and Congress* when referring to the U.S. legislature or when referring to another country's government that uses the term.

council: Capitalize when part of a formal name: *Council for Excellence in Teaching and Learning*. Lowercase in subsequent references to the council and in all generic references.

course names: Capitalize all principal words. Do not italicize or put inside quotation marks: *Students who enjoyed American Civilization to the Late Nineteenth Century might also be interested in Topics in Urban History*. See also, **department names**.

course work: Spell as two words, not hyphenated.

D

dates:

- Always use numerals, without *-st*, *-nd*, *-rd*, or *-th*: *May 10*.
- If writing the month, date and year, separate date from year with a comma: *May 10, 2000*.
- If writing the month, date and year in running text, set off the year with commas: *May 10, 1996, was their graduation date*.
- Write dates in the sequence month-date-year: *May 10, 2000*. Avoid the following constructions: *5/10/00*, *5-10-00*, *10 May 2000*.

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- If writing a time with a date, write in the sequence day-date-time: *Tuesday, May 10, 9 a.m.*
- If writing the month and date, abbreviate *Jan., Feb., Aug., Sept., Oct., Nov.* and *Dec.* Spell out *March, April, May, June* and *July*: *The exhibit runs from Jan. 10 through April 27.*
- If writing the name of a month without date or year, spell it out: *The exhibit opens in January.*
- If writing only the month and year, spell out the month name and do not use a comma before the year: *May 2000.*
- The current year is generally assumed. Unless clarity is at risk, omit the year when the date written is in the current year. For example, a story in a quarterly publication issued in June 2006 might say, *Commencement was celebrated on May 5*, not on *May 5, 2006*. However, if the same story appears in an annual publication issued in December, clarity might require inclusion of the year.
- To express a range of years, it is acceptable to use either *2000–2005* or *2000–05*, except in reference to the year 2000; do not use *1999–00* to mean *1999–2000*.

dean's list: Lowercase.

degrees: Lowercase and use an apostrophe in *bachelor's degree* and *master's degree*. Note that associate degree does not take the possessive form. In the long form construction, capitalize principal words and do not use an apostrophe: *Bachelor of Science* or *Master of Arts*.

It is recommended that degrees be abbreviated without periods: *BS, MA, PhD, MD, MBA, DDS, MPH, BSW, PharmD, PsyD, EdD*. When the degree abbreviation is extremely rare or

is likely to be unfamiliar to your readers, spell out the degree. When an abbreviation is used after a name, set off the abbreviation with commas: *Jane Smith, MD*, attended the event.

Note that a sound argument can be made for either inclusion or omission of periods in degree abbreviations. If you feel compelled to depart from the guidelines, do—at a minimum—be diligent about maintaining consistency within a document.

See also, **doctor** and **capitalization of people's titles**

department names: Capitalize a department name when it stands alone or is written as an official and formal name, which should be preceded by UIC (note: not UIC's): *The UIC Department of History received seven grants last year*. Subsequent references should be written more simply as *the department*, *the history department* or *the department of history* (lowercase).

Do not capitalize names of departments in other uses, except words that are proper nouns: *Robin Brown has taught in the department of history and the department of English*. Note that in describing the relationship between a department and its college, the correct phrasing is that the department is in the college, not of the college: *The department of occupational therapy in the College of Applied Health Sciences is top-ranked in its field*.

Note that the recommendations here are based on AP style and are very much the standard for news reporting and general interest writing. However, the style may contradict some units' traditional practice. If you feel compelled to depart from the guidelines, do—at a minimum—be diligent about maintaining consistency within a document.

doctor: It is the practice at UIC to avoid using the courtesy title Dr. before anyone's name because the title does not clarify the person's specialty,

which is most important. Instead, place the individual's degree designation after the name, set off with commas: *John Jones, DDS, was honored at the ceremony.*

For people who hold PhDs, the optimal construction is: *Jane Smith, who has a doctorate in sociology* (may substitute *PhD* for *doctorate*). Again, the reason is to clarify the specialty.

dorm, dormitory: It is the practice at UIC to use the term *residence hall*.

E

e.g., i.e.: Use periods after each letter, and set off using appropriate punctuation that indicates the phrase is parenthetical to the rest of the sentence: *The judges will accept submissions in any media (e.g., print, electronic, videotape).*

E.g. is the abbreviation of the Latin phrase *exempli gratia* (for example). It is used before providing an example that illustrates a statement made in the preceding phrase: *Root vegetables (e.g., potatoes, carrots, parsnips) are generally low-fat and vitamin-rich.* To remember the proper use of *e.g.*, think of it as standing for *example given*. See also, **for example**.

I.e. is the abbreviation of the Latin phrase *id est* (that is). It is used to reword a statement made in the preceding phrase: *Root vegetables, i.e., vegetables that grow underground, are generally low-fat and vitamin-rich.* To remember the proper use of *i.e.*, consider that its most common synonymous phrase, *in other words*, begins with the same letter, *i*.

e-mail:

- spelling: e-mail, or E-mail if it's the first word in a sentence
- format: In running text, do not set off e-mail addresses using italics, underline or angle brackets (< >). Breaking an address at a hyphen or inserting a hyphen

in order to break an address can lead to a misinterpretation of the address. If you must break the address, try to do so before a punctuation mark, moving the underscore, @ or dot down to the next line. If the address is at the end of a sentence, follow it with a period as you normally would.

emeritus: Capitalize and place after the formal title: *Dean Emeritus Jane Smith*. Lowercase when it follows the name: *The speaker was introduced by Jane Smith, dean emeritus of the college.*

emoticons: Use of typographical symbols, such as :-), to indicate mood in writing should be restricted to personal correspondence.

F

fact sheet: Spell as two words, not hyphenated.

faculty: The word functions as a plural noun when used alone, and should take a plural verb form: *At UIC, faculty take time to talk with students.* However, the word functions as a singular noun when used with the, and should take a singular verb form: *At UIC, the faculty takes time to talk with students.*

FAQ: This abbreviation of *frequently asked questions* is acceptable on first reference. The construction here is preferred to *F.A.Q.*, *faq* or *f.a.q.*

fellow: Capitalize only in named fellow posts or fellowships: *Humphrey Fellow, Abraham Lincoln Graduate Fellowship*. Lowercase in general references: *Michael Reyes has been elected a fellow of the American Society of Mechanical Engineers.*

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fiscal year: See academic year, fiscal year.

for example: In citing an example, either use this phrase, spelling out *example.*, or use *e.g.* Do not use abbreviations such as *ex:* to introduce an example. See also, **e.g.**, **i.e.**

foundation names: Use the full formal name spelled and punctuated as the foundation prefers. To ascertain preference, refer to the foundation's Web site and look for use of the name in running text, as opposed to in the logo, which may use graphic elements not functional in running text. If the name begins with a lowercase letter, retain that spelling, capitalizing the first letter only when the name is the first word in a sentence.

Fulbright Scholar: Always capitalize.

full-time, full time: Hyphenate only when used as a modifier: *Full-time students are eligible for the award. Interested students who are enrolled full time should apply by October 31.*

fundraise, fundraising, fundraiser: Each is one word in all cases.

G

General Assembly: Capitalize when referring to the Illinois legislature or to any identified state's legislature that uses the same title. Note that not all state legislatures take the title *General Assembly*.

governor:

- Even on first reference, use *Gov.* as a formal title before a name in running text: *Gov. Bruce Rauner says he will support the measure.*
- In formal documents, such as invitations and event programs, it is acceptable to spell out *Governor* in a formal title.
- Spell out and capitalize before a name

in a direct quotation. *The pundit added, "It's noteworthy that Governor Blagojevich was the first Democrat in 30 years to be elected to lead Illinois."*

- Spell out and lowercase in general or subsequent uses: *Gov. Jim Edgar has not yet announced his intention to run for reelection, but the governor will seek a second term.*

GPA: All capitals, no periods. This is an acceptable abbreviation of *grade point average*. If using the longer form, note there are no hyphens.

grades: Capitalize but do not italicize letter grades. Use apostrophes for plurals: *Frank received five A's and two B's.*

H

healthcare: One word. Note that this is a departure from AP style.

Hispanic: *Latina* or *Latino* is also acceptable; use whichever term is preferred by the subject.

Homecoming: Capitalize when referencing the annual event of a college or university; lowercase in generic usage.

home page: Two words, lowercase. Note that *home page* is not synonymous with *Web site*. Only the first page of a site is called the home page.

|

i.e.: See **e.g.**, **i.e.**

initials: Use periods but not spaces to separate two or more consecutive initials: *George H.W. Bush.*

institution names: Use the full formal name spelled and punctuated as the institution prefers. To ascertain preference, refer to the institution's

Web site and look for use of the name in running text, as opposed to in the logo, which may use graphic elements not functional in running text. If the name begins with a lowercase letter, retain that spelling, capitalizing the first letter only when the name is the first word in a sentence.

interim positions: Lowercase interim in running text, even preceding formal titles: The discussion's moderator will be interim *Director of Graduate Studies Corinne Smith*. Capitalize when the person's complete name and title are standing alone: *Corinne Smith, Interim Director of Graduate Studies*. See also, **capitalization of people's titles**.

Internet: Always capitalize.

J

Jr., Sr.: Abbreviate as shown and use only with full names. Do not set off with a comma: *John F. Kennedy Jr.* Also, the notation of *II, III, IV*, etc., may be used if the subject prefers. Again, do not set off with a comma.

L

Latina, Latino: See **Hispanic**.

legislative titles:

- Even on first reference, use Rep., Reps., Sen., and Sens. as formal titles before one or more names in running text: *Sens. Durbin and Obama have said they will vote against the bill.*
- In formal documents, such as invitations and event programs, it is acceptable to spell out Senator or Representative in titles.
- Spell out and capitalize these titles before one or more names in a direct quotation. *The president remarked, "Senator Clinton is the only sitting senator whose portrait hangs in the White House."*
- Spell out and lowercase representative

and senator in general or subsequent uses: *Sen. Barack Obama is garnering national attention. The senator has appeared on dozens of national news programs.*

- The terms congressman and congresswoman are acceptable alternates to representative, but are not preferred as titles.
- If necessary for clarification, use *U.S.* or *state* before the legislator's title: *U.S. Sen. Barack Obama and state Rep. Edward Acevedo.*

listserv: Lowercase and do not add an e to the end of the word.

M

months: When a month is used with a specific date, abbreviate only *Jan., Feb., Aug., Sept., Oct., Nov. and Dec.* Spell out *March, April, May, June* and *July*. Also, spell out any month name when used alone or with a year alone. See also, **dates**.

more than, over: Use *more than* to refer to quantities: *More than 24,000 students attend UIC.* Use *over* to write about spatial relationships: *The banner hangs over the entrance.*

Mr., Mrs., Ms.: The use of these courtesy titles is rarely needed. If necessary, use on first reference only, referring to the individual by last name only in subsequent references. In formal documents, such as invitations and event programs, it is acceptable to use the courtesy title with each reference to the individual.

N

nonprofit, not-for-profit: Can be used interchangeably, but in any given document, choose one word and use it consistently.

Terminology and punctuation

O

off-campus, off campus (on-campus, on campus): Hyphenate only when used as a modifier: *Off-campus housing is affordable, but I'd prefer to live on campus.*

online: One word, no hyphen.

P

part-time, part time: Hyphenate only when used as a modifier: *It is estimated that 400 part-time faculty teach in U.S. departments of medicine. Working part time has both challenges and advantages.*

PhD, PhDs: Note capitalization and lack of punctuation. See also, **doctor**.

phone/fax numbers: Place the area code in parentheses and put a space between the area code and the prefix: (312) 996-7000. For toll-free numbers, the area code alone, without the 1, is sufficient: (800) 555-5555. See also, **phone numbers at UIC** in the *Terminology Specific to UIC* section.

principal, principle: *Principal* refers to a person who has controlling authority or is in a leading position: *principal investigator*. *Principle* refers to a fundamental rule, law, doctrine or assumption.

professor: See **capitalization of people's titles**.

R

residence hall: This is the term used at UIC, rather than *dorm* or *dormitory*.

R.S.V.P.: Spell with all capitals and periods after each letter.

S

scholars, scholarships: Capitalize only in named scholar posts or scholarships: *Fulbright Scholar, University Scholar, Kerr Scholarship, Charlemae Hill Rollins Scholarship*.

semester: Lowercase references to academic periods in running text: *the fall 2005 semester*.

sexual orientation: Use this term, rather than *sexual preference*. The preferred terms are *gay, lesbian, bisexual and transgender*, as opposed to *homosexual*.

Sr., Jr.: Abbreviate as shown and use only with full names. Do not set off with a comma: *Martin Luther King Sr.* Also, the notation of *II, III, IV*, etc., may be used if the subject prefers. Again, do not set off with a comma.

staff: The word functions as a plural noun when used alone, and should take a plural verb form: *Staff are invited to attend*. However, the word functions as a singular noun when used with the, and should take a singular verb form: *The staff is invited to attend*.

T

textbook: Spell as one word.

times: Use numerals except for noon and midnight; do not write *12 noon* or *12 midnight*. Use a colon to separate hours from minutes, but do not use :00 to express even hours: *4 p.m.*, not *4:00 p.m.* To express a time range in running text, use *from* and *to*: *The luncheon presentation will run from 11:30 a.m. to 1 p.m.* A hyphen is acceptable when the time range stands alone: *Noon - 3 p.m.* See also, **a.m., p.m.**

titles (occupational): See **capitalization of people's titles**.

titles of works: Titles of works always retain the spelling of the original title. Capitalize the principal words, including prepositions and conjunctions of four or more letters. Sometimes it is necessary to alter the punctuation of titles for the sake of clarity. For example, a colon may be added between a title and a subtitle. Use unformatted type (i.e., no bold, no italics) without quotation marks when referencing the Bible (capitalized) or the title of a book series, e.g., the Lord of the Rings trilogy.

Use italics for titles and subtitles* of:

- books that have been published (Titles of book-length manuscripts that are under contract to be published may be italicized, but the fact that they are forthcoming should be noted.)
- journals
- magazines
- movies
- newspapers
- operas and other long musical compositions
- paintings
- pamphlets
- plays
- poems that are long and published as stand-alone piece
- proceedings
- newspaper sections published separately

* Note the following departure from AP style:

When writing titles or subtitles in a document that will appear in plain text or may be converted to plain text, forego italics and use quotation marks. The reason is that italics cannot be displayed in plain text.

Use quotation marks, without italics, for titles of:

- articles and features in periodicals and newspapers
- chapters of books
- dissertations
- lectures and papers read at meetings

- manuscripts in collections
- poems that are short or in collections
- radio programs
- short stories and essays
- songs and other short musical compositions
- television programs
- theses

U

United States: Use the abbreviation *U.S.* when expressing an adjective: *The U.S. government produces dozens of resources on the topic.* It may be spelled out or abbreviated as *U.S.* when used as a noun: *The UIC College of Nursing is one of the top 10 nursing colleges in the United States (or U.S.).* Do not use *USA* or *U.S.A.* as the name of the country.

university, college: Capitalize when part of a formal name. Lowercase when standing alone in subsequent references: *The University of Illinois at Chicago is one of the largest employers in the city. More than 12,000 people work at the university.* When writing the names of multiple universities or colleges, lowercase the common noun: *DePaul and Loyola universities are cosponsors of the UIC-hosted event.* See also, **capitalization of proper nouns.**

universitywide, campuswide: Each is one word without a hyphen.

universities other than UIC: When writing about the University of Wisconsin or the University of California or any other multicampus system, always specify the campus and use that system's punctuation: *University of Wisconsin-Madison and University of California, San Diego.* Refer to the university's Web site to determine punctuation. Do not capitalize the word the before the university name unless it is a part of the official name: *The Ohio State University.*

Terminology and punctuation

V

vice (chancellor, provost, president): Do not hyphenate with any other word in a person's title.

Capitalization:

- Capitalize if using directly before a person's name in running text: *Our speaker today is Vice President for Academic Affairs Joanne Smith.*
- Capitalize when the person's complete name and title are standing alone: *Joanne Smith, Vice President for Academic Affairs.*
- Lowercase and set off with commas when the title follows the person's name in running text: *Joanne Smith, vice president for academic affairs, will retire at the end of this year.*
- Lowercase if using generically: *Joanne Smith is one of three vice presidents at the University of Illinois.*
- At UIC, titles including the word *vice* takes the preposition *for*, rather than *of*: *vice provost for faculty affairs*, not *vice provost of faculty affairs*.

voice mail: Spell as two words without a hyphen.

W

Web addresses and references:

- spelling: *Web* is capitalized, as is *World Wide Web*. Generally, *Web* stands alone, not joined with the word that follows, which should be lowercase: *Web site*, *Web page*. The exception is *Webmaster*, one word.
- format: Drop the *http://* tag for brevity's sake, unless the URL does not start with *www*: *www.uic.edu*, but *http://studentaid.ed.gov*. When a URL cannot fit on a line

of text, avoid breaking it at a hyphen or inserting a hyphen in order to break it, which can lead to a misinterpretation of the URL. If you must break the URL, try to do so before a punctuation mark, moving a hyphen, slash or dot down to the next line. If the URL is at the end of a sentence, follow it with a period as you normally would.

work-study: This is a hyphenated adjective, usually modifying *program*. Lowercase general references to a work-study program, but capitalize official references to Federal Work-Study (the program for undergraduates) and Federal Graduate Work-Study (the program for graduate students).

PUNCTUATION

The rules governing punctuation are extensive and complex. In this document, only the most common errors are highlighted and explained. For comprehensive details on the use of virtually all punctuation marks, consult the “Punctuation Guide” in the *Associated Press Stylebook*.

colon: Use a single space after a colon. When using in running text, capitalize the first word after the colon if it is the beginning of a complete sentence: *We must remember one thing: The project will fail unless we secure complete funding in advance.* When using the colon to introduce a list, do not capitalize the first word after the colon unless it is a proper noun: *Our success will depend on our ability to secure fundamental resources: time, funding and space.*

commas in a series: Use commas to separate elements in a series, but do not place a comma before the conjunction in a simple series: *The American flag is red, white and blue.* If one of the elements in the series contains its own conjunction, then do place a comma before the final conjunction: *The required courses are Building Design Studio IV, Design and the City, and Cooperative Education.*

dash: The most common dash, accurately called the em dash, has three widespread uses within sentences:

- To denote an abrupt break in thought: *In the country's first election, some people stood in line for hours—and the waiting was no small feat for many who were elderly or ill—just to exercise their hard-fought right to vote.*
- To set off a series: *He listed the qualities—humor, compassion, consistency—that he believes make a good professor great.*
- To expand upon a phrase in order to add

emphasis or explanation: *To feed, clothe and shelter the poor—these are admirable achievements.*

When using em dashes, do not leave spaces on either end. Note that this is a departure from AP style.

Avoid using em dashes in documents that will be transmitted electronically or converted to electronic format. The reason is that dashes might be converted into plain characters, usually hyphens. This will make it difficult for the reader to interpret your message.

ellipsis: Use an ellipsis to indicate the removal of one or more words in condensing quotes and text. For example, take this passage: *Anne Winters, professor of English, has been named winner of the 2005 Lenore Marshall Poetry Prize for her work, “The Displaced of Capital.” The award will be presented Nov. 3 at the Academy of American Poets’ annual awards ceremony.*

- To remove text within one sentence, insert the ellipsis with no other punctuation: *Anne Winters ... has been named winner of the 2005 Lenore Marshall Poetry Prize for her work, “The Displaced of Capital.” The award will be presented Nov. 3 at the Academy of American Poets’ annual awards ceremony.*
- If the passage before the ellipsis constitutes a grammatically complete sentence, either in the original or in the condensed version, place a period at the end of the last word before the ellipsis: *Anne Winters, professor of English, has been named winner of the 2005 Lenore Marshall Poetry Prize. ... The award will be presented Nov. 3 at the Academy of American Poets’ annual awards ceremony.*

exclamation point: It is rarely necessary to use an exclamation point, especially in professional and academic communication.

Terminology and punctuation

It is never acceptable to use two or more exclamation points consecutively.

hyphen: The hyphen has two common uses within sentences:

- To join words that, if not joined, might lead to ambiguity: *The course is designed for small-business owners. (The businesses, not the owners, are small.)*
- To join two or more words that function together to form an adjective phrase that describes another word: *The administration maintains a zero-tolerance policy for steroid use. (Zero-tolerance describes policy.)*
 - Do not use hyphens when the words are not used as an adjective phrase to describe another word: *The administration has zero tolerance for steroid use. (Zero alone describes tolerance.)*
 - Do not use a hyphen to join the word *very* or any adverbs that end in *-ly* to other words in the modifying phrase: *It was a very hot surface. It was an extremely hot surface. It was a white-hot surface.*

possessives: Follow these guidelines to form possessives:

- Singular nouns
 - To singular common nouns not ending in *s*, add *'s*: *professor's study guide.*
 - To singular common nouns ending in *s*, add *'s* unless the next word begins with *s*: *class's professor*, but *class' syllabus.*
 - To singular proper nouns not ending in *s*, add *'s*: *UIC's neighborhood.*
 - To singular proper nouns ending in *s*, add only the apostrophe: *Achilles' heel.*

- Plural nouns
 - To plural common nouns ending in *s*, add only the apostrophe: *states' rights*.
 - To plural common nouns not ending in *s*, add *'s*: *women's rights*.
- To nouns that are plural in form but singular in meaning, add only the apostrophe: *mathematics' rules*, *United States' policy*.
- To two or more nouns
 - Add *'s* only to the last noun if ownership is joint: *Mom and Dad's house*
 - Add *'s* to each noun if ownership is separate: *Mom's and Dad's jobs*

quotation marks: Only use single quotation marks (' ') to denote quotes within quotes. Use double quotation marks (" ") for every quote. Double quotation marks can also be used when using a word in an ironical sense or when introducing an unfamiliar term. In the latter case, do not continue using quotation marks on subsequent references to that unfamiliar term.

To use quotation marks with other punctuation, follow these rules:

- The period and the comma always go inside the quotation marks: *"This recognition is the greatest honor of my life," he said. "It doesn't get any better than this."*
- The dash, semicolon, question mark and exclamation point belong inside the quotation marks when they apply to the quoted matter only. They belong outside the quotation marks when they apply to the whole sentence: *She asked, "What are you reading?" Can you believe he responded by saying "none of your business"?*

spacing between sentences: Use a single space after a period at the end of a sentence. The practice of putting two spaces at the end of a sentence is a carryover from the days of typewriters that afforded every character the same width. Today, with the prevalence of proportionally spaced fonts, the practice is no longer necessary and even

