



The Grainger College of Engineering

UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

BRAND STANDARDS *style guide*



The Grainger College of Engineering

UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

UIUC LOGO



PRIMARY USE

UIUC WORDMARK



style guide

LOGOS & IDENTITY

The power of a strong brand is that it imprints itself on the public's conscious. The block I is the heart of our brand at the University of Illinois. That is our logo – the word mark is not the logo.

One of the priorities with this brand work is to build equity in the block I as our unifying logo. Our goal is to use it so prominently and consistently that it becomes recognizable around the world – synonymous with who we are and what we stand for.

Whenever possible, the primary-use version of the logo (orange I with blue outline) should be used. When an application cannot accommodate the primary mark, use the orange and white or blue and white Block I Logo.

Always display both the The Grainger College of Engineering Wordmark and the UIUC Logo on your marketing communications.

For additional usage guidelines visit: brand.illinois.edu/visual-identity/logo

COLLEGE WORDMARK



PRIMARY USE



STYLIZED FULL COLLEGE NAME

THE GRAINGER COLLEGE OF ENGINEERING

THE GRAINGER COLLEGE OF ENGINEERING

THE GRAINGER COLLEGE OF ENGINEERING

THE GRAINGER COLLEGE OF ENGINEERING

THE GRAINGER COLLEGE OF ENGINEERING

STYLIZED ABBREVIATED COLLEGE NAME

GRAINGER ENGINEERING

GRAINGER ENGINEERING

GRAINGER ENGINEERING

GRAINGER ENGINEERING

GRAINGER ENGINEERING



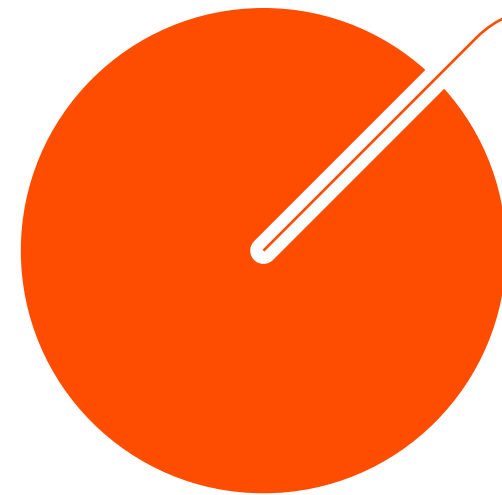
COLOR SYSTEM

Orange and blue leads the way. Only introduce secondary and tertiary colors when necessary. Designers should not feel compelled to use the entire palette. In fact, the aim should be to use the fewest number of secondary and tertiary colors possible.

Secondary colors should be used very minimally as necessary, or in applications where orange or blue are not an option. The use of additional neutral colors is not permitted.

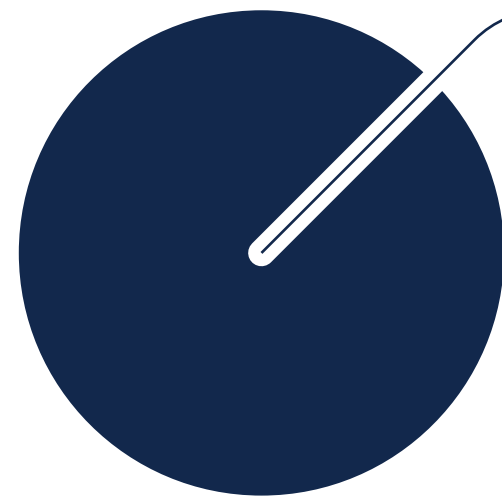
Tertiary colors should only be used by professional designers very sparingly and only when necessary. They are for functional use - charts, graphs, infographics, tabs, etc.

PRIMARY COLORS



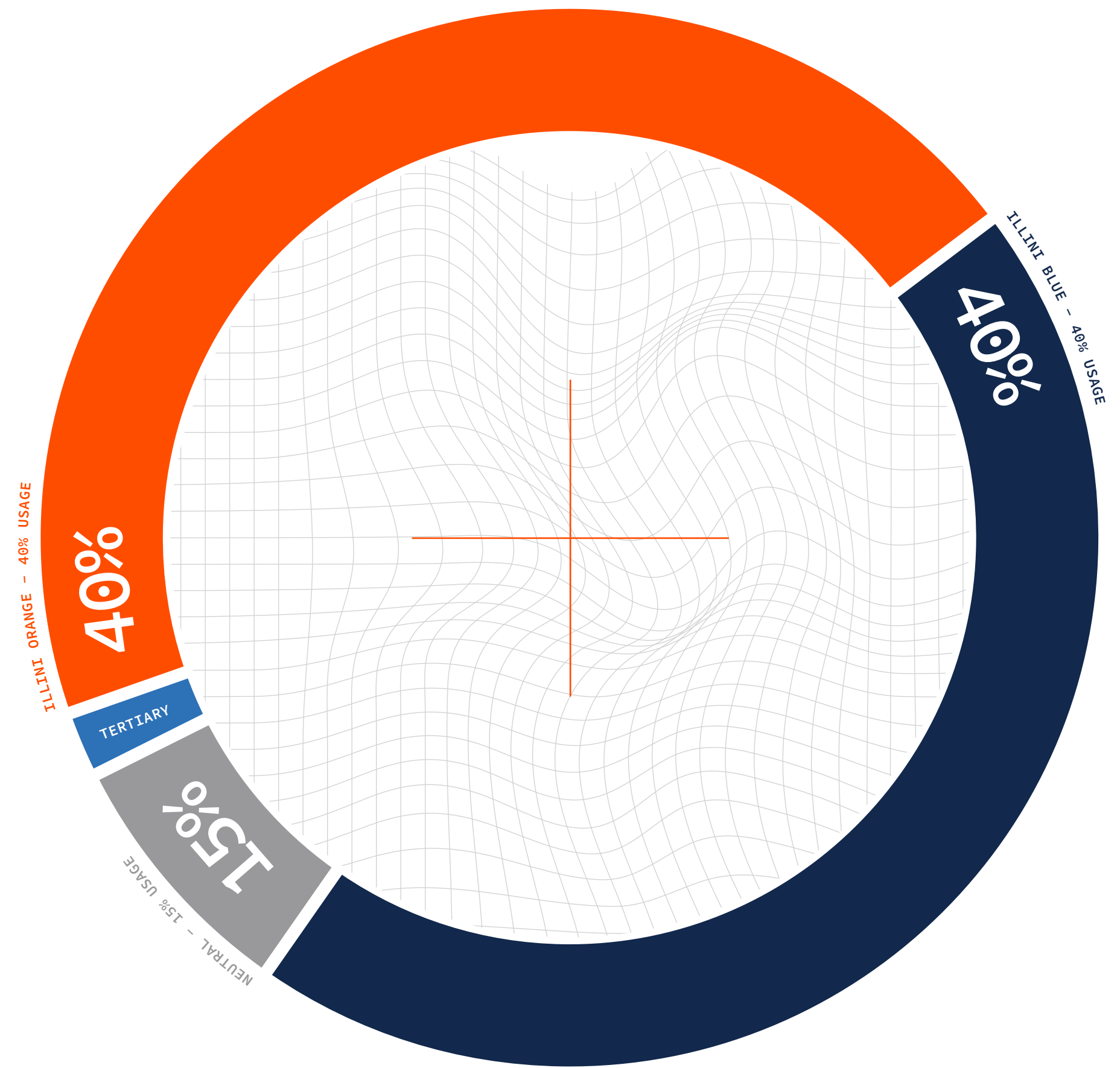
Illini Orange

PMS 1655
CMYK 0/80/100/0
RGB 255/95/5
HEX #FF5F05

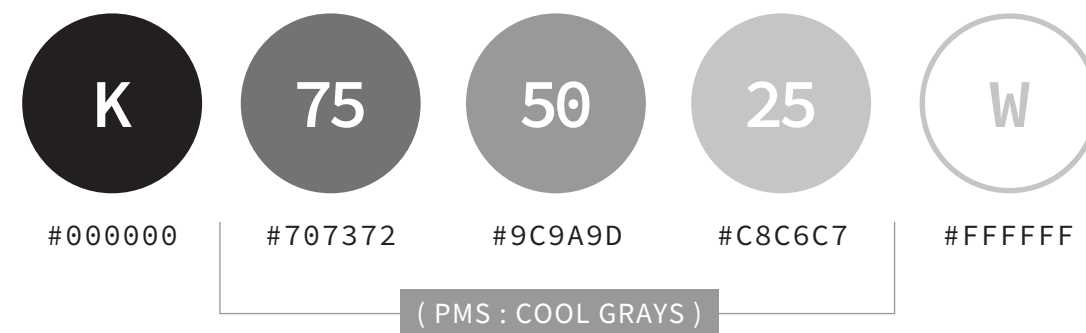


Illini Blue

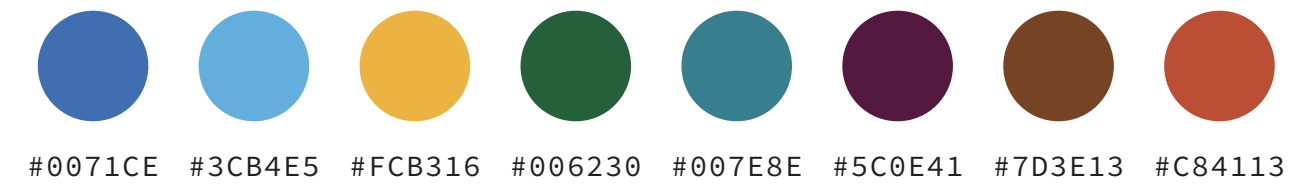
PMS 2767
CMYK 100/90/10/50
RGB 19/41/75
HEX #13294B



SECONDARY NEUTRALS



TERTIARY PALETTE (Only to be used by professional designers for charts and graphs.)



TYPEFACES

Choosing the right typeface sets the tone for your design while reinforcing the brand identity. The consistent use of brand fonts adds visual strength to your messaging and reinforces the Illinois Grainger Engineering brand.

Do not deviate from these fonts for marketing and communications materials.

PRIMARY TYPEFACES

Source Sans Pro

Source Sans Pro is the workhorse of our brand typography. As Adobe's first open source typeface family, this sans serif works well in many interfaces, making it the go-to option for the majority of typography needs.

Georgia

To set a more distinguished tone in designs, consider incorporating Georgia, our serif typeface. While drawing influence from many older serif typefaces, Georgia was designed with clarity on digital screens in mind. With its wide range of weights and styles and great legibility, Georgia is best used for large blocks of text and subheadings. In comparison to Source Sans Pro, Georgia can help imply a more classic or traditional feel.

SPECIAL-USE DISPLAY TYPE

Sometimes it is helpful to add a more expressive font, but use these sparingly to achieve maximum impact.

Source Code Pro

For a technical look use Source Code Pro as a display type for numbers and single-word subheadings.

Superfly

Sometimes it is helpful to add a more expressive font. Superfly adds a friendly element, but use it sparingly to achieve maximum impact. This is a paid font.

PRIMARY TYPE

Source Sans Pro

0123456789
S Aa Bb Cc Dd Ee Ff Gg
 Hh Ii Jj Kk Ll Mm Nn
 Oo Pp Qq Rr Ss Tt Uu
 Vv Ww Xx Yy Zz
 !@#%&?

ExtraLight | Light | Regular | SemiBold | **Bold** | **Black**
 ExtraLight Italic | Light Italic | Italic | SemiBold Italic | **Bold Italic** | **Black Italic**

It should be used for:

Headlines (heavier weights) • Body copy, captions, charts and graphs (other weights)

DISPLAY TYPE

Source Code Pro

0123456789
C Aa Bb Cc Dd Ee Ff Gg
 Hh Ii Jj Kk Ll Mm Nn
 Oo Pp Qq Rr Ss Tt Uu
 Vv Ww Xx Yy Zz
 !@#%&?

ExtraLight | Light | Regular | Medium | SemiBold | **Bold**
ExtraBold | **Black** | **Semibold Italic** | **Bold Italic**

It should be used for:

Emphasis on one or two important words in a headline • A technical graphic element

Georgia

0123456789
G Aa Bb Cc Dd Ee Ff Gg
 Hh Ii Jj Kk Ll Mm Nn
 Oo Pp Qq Rr Ss Tt Uu
 Vv Ww Xx Yy Zz
 !@#%&?

Regular | **Bold** | *Italic* | **Bold Italic**

It should be used for:

Large blocks of copy • Subheadings • Legibility

Superfly

0123456789
S Aa Bb Cc Dd Ee Ff Gg
 Hh Ii Jj Kk Ll Mm Nn
 Oo Pp Qq Rr Ss Tt Uu
 Vv Ww Xx Yy Zz
 !@#%&?

Superfly One | Superfly Two

It should be used for:

Emphasis on one or two important words in a headline • A playful graphic element

TYPOGRAPHY

PRIMARY HEADLINE

Source Sans Pro Bold
Source Sans Pro Semibold

PRIMARY SUBHEADING

Georgia Italic

SECONDARY HEADLINE

Source Sans Pro Semibold
Source Sans Pro light

BODY COPY

Source Sans Pro Regular

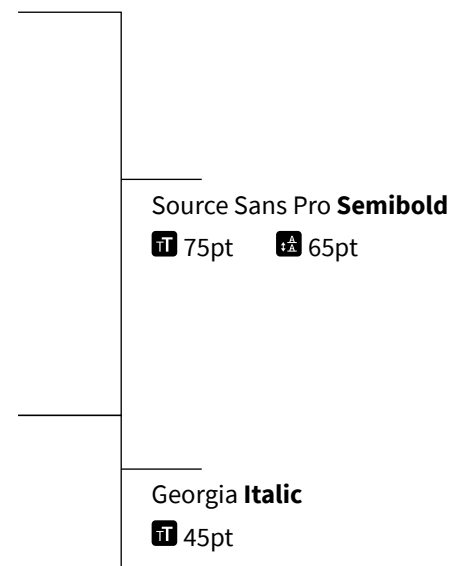
DISPLAY TYPE (minimal single-word usage)

Source Code
Superfly

PRIMARY TYPEFACES

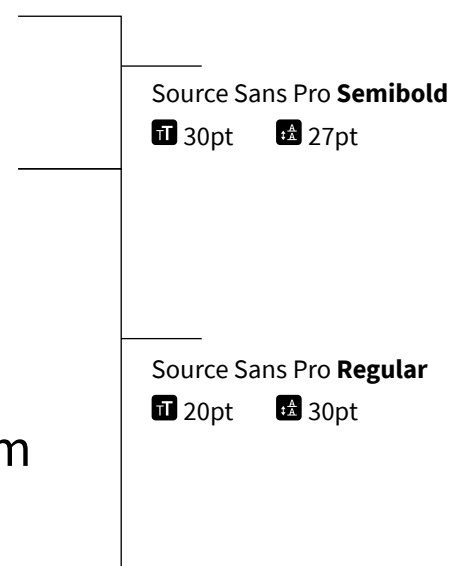
SOURCE SANS PRO

georgia italic

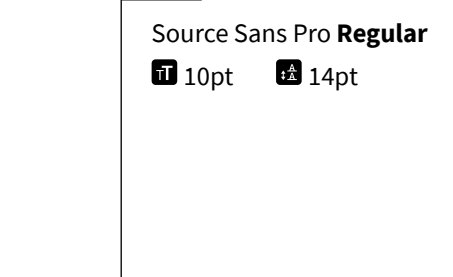


Source Sans Pro Semibold

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WE CREATE

the difference

At Grainger Engineering, innovation runs deep.

VARIABLE HEADLINES

COMPUTER SCIENCE
ELECTRICAL ENGINEERING
COMPUTER ENGINEERING

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Superfly

SOURCE CODE NUMBERS

01234
56789
0123456789

BRAND MESSAGING

we are
THE GRAINGER COLLEGE OF ENGINEERING

~~IMPOSSIBLE~~
~~IMPRACTICAL~~
~~DIFFICULT~~
done

AT GRAINGER ENGINEERING, WE SOLVE PROBLEMS first

NOT FOR THE GLORY, BUT FOR *the good.*

World-shaking INNOVATION

WE INVENT *the future*

1922
HEADLINE

Featured Engineer
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci

ELECTRICAL & COMPUTER ENGINEERING

BRAND MESSAGING

rationale

We Solve Problems First

is a concept loaded with determination, leadership, and innovative, leading-edge thinking. Plainspoken and direct, this concept frees us to speak simply about the vision and resolve that have made Grainger Engineering a powerhouse.

Like Grainger Engineering, this concept is purpose-driven, focusing on improving lives and communities, on solving problems, and revolutionizing humanity's ability to transform societies by solving global challenges.

We accomplish this with straightforward language supporting design that illustrates the interconnectedness of ideas, people, research, and society on a scale from the microscopic to the massive. We lean into the double meaning of the concept — Grainger Engineering prioritizes solving problems, and Grainger Engineering also solves problems before others. We choose language that supports our driving personality traits of resilience, leadership, innovation, and exploration.

AT GRAINGER
ENGINEERING,
WE SOLVE
PROBLEMS
first

we are
THE GRAINGER COLLEGE
OF ENGINEERING

~~IMPOSSIBLE~~
~~IMPRACTICAL~~
~~DIFFICULT~~
done

AT GRAINGER
ENGINEERING,
WE SOLVE
PROBLEMS
first

NOT FOR THE GLORY,
BUT FOR *the good.*

World-shaking INNOVATION

WE INVENT *the future*

At The Grainger College of Engineering we have a reputation for figuring things out before anyone else, but that's not what motivates us. From beginning to end, all day, every day, at The Grainger College of Engineering, for more than a century, we've worked to do one thing only:

SOLVE
problems.

—
*World-shaking
innovation doesn't
happen overnight.
We don't ask if it's
easy or fast. We ask
if it matters.*

THE GRAINGER COLLEGE OF ENGINEERING NAME

Our name – in its full and abbreviated forms – reinforces who we are and how we’re represented to the world.

On first written reference, to clearly establish our identity in the minds of our audience, we refer to ourselves by our full name: The Grainger College of Engineering, University of Illinois Urbana-Champaign.

In certain cases, this first-reference requirement may be fulfilled by a design element (for instance, on website pages that follow the new web header guidelines and in print pieces that prominently display the college wordmark). This frees up writers to tighten lede paragraphs and focus on what’s compelling about the particular communication.

Here’s the general rule of thumb: Can you easily see something that says The Grainger College of Engineering and University of Illinois Urbana-Champaign, when you look at the piece in question? If so, that counts as the first reference, and you may simply use “Grainger Engineering” and “University of Illinois” as your first written reference

FIRST COLLEGE REFERENCE

The Grainger College of Engineering

FIRST UIUC REFERENCE

University of Illinois Urbana-Champaign

SECOND COLLEGE REFERENCE

Grainger Engineering

SECOND UIUC REFERENCE

University of Illinois

U of I

UIUC

Illinois

DEPARTMENT NAME

On first written reference, always refer to the department by its full name followed by at The Grainger College of Engineering. There is reputational value in spelling out program and discipline names to build greater awareness.

Do not use abbreviations or acronyms when communicating to an external audience.

INTERNAL REFERENCE

GCOE

MATSE

ECE

IQUIST

EXTERNAL REFERENCE

The Grainger College of Engineering

Materials Science & Engineering

Electrical & Computer Engineering

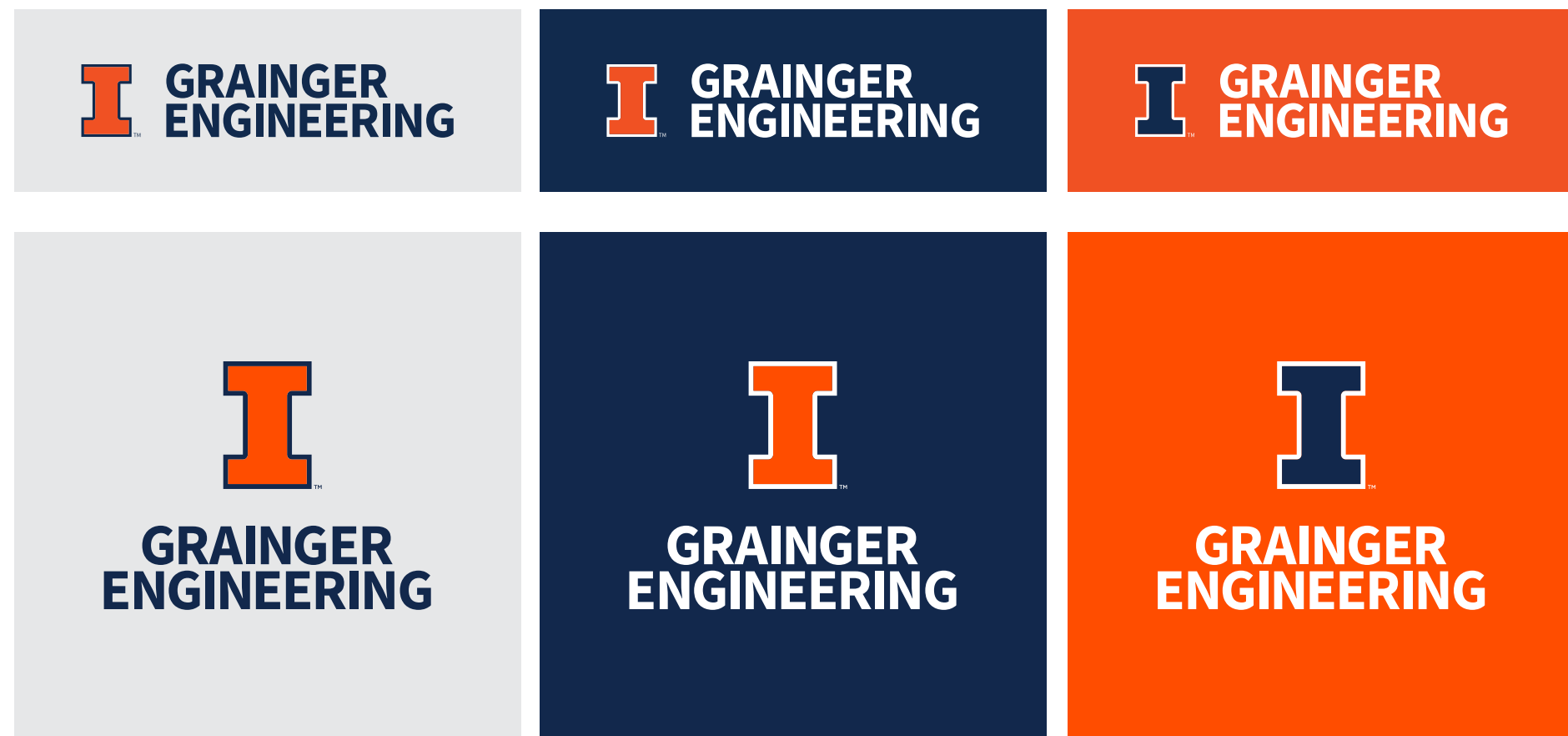
Illinois Quantum Information Science & Technology

Promo Items

Custom promo items should be double imprinted with The Grainger College of Engineering wordmark on one side and the program/unit name on the opposite side. If double imprint is not available The Grainger College of Engineering wordmark should be used alone or Single Imprint: Combined Option.

Double Imprint - Side One : College Branding

Side Two : Program/Unit Name



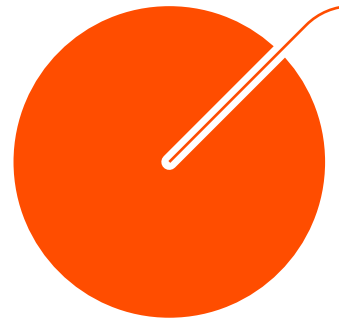
Single Imprint : Combined Option





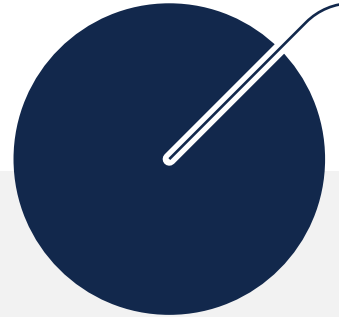
PROMO ITEM

examples



Illini Orange

PMS 1655
CMYK 0/80/100/0
RGB 255/95/5
HEX #FF5F05



Illini Blue

PMS 2767
CMYK 100/90/10/50
RGB 19/41/75
HEX #13294B

Always use orange and blue primary colors whenever possible.



This set of mockups are for display purposes only. Actual product availability will vary.

Subhead

Materials Science & Engineering (MATSE)

subhead

Illini Solar Car

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

POCKET FOLDERS

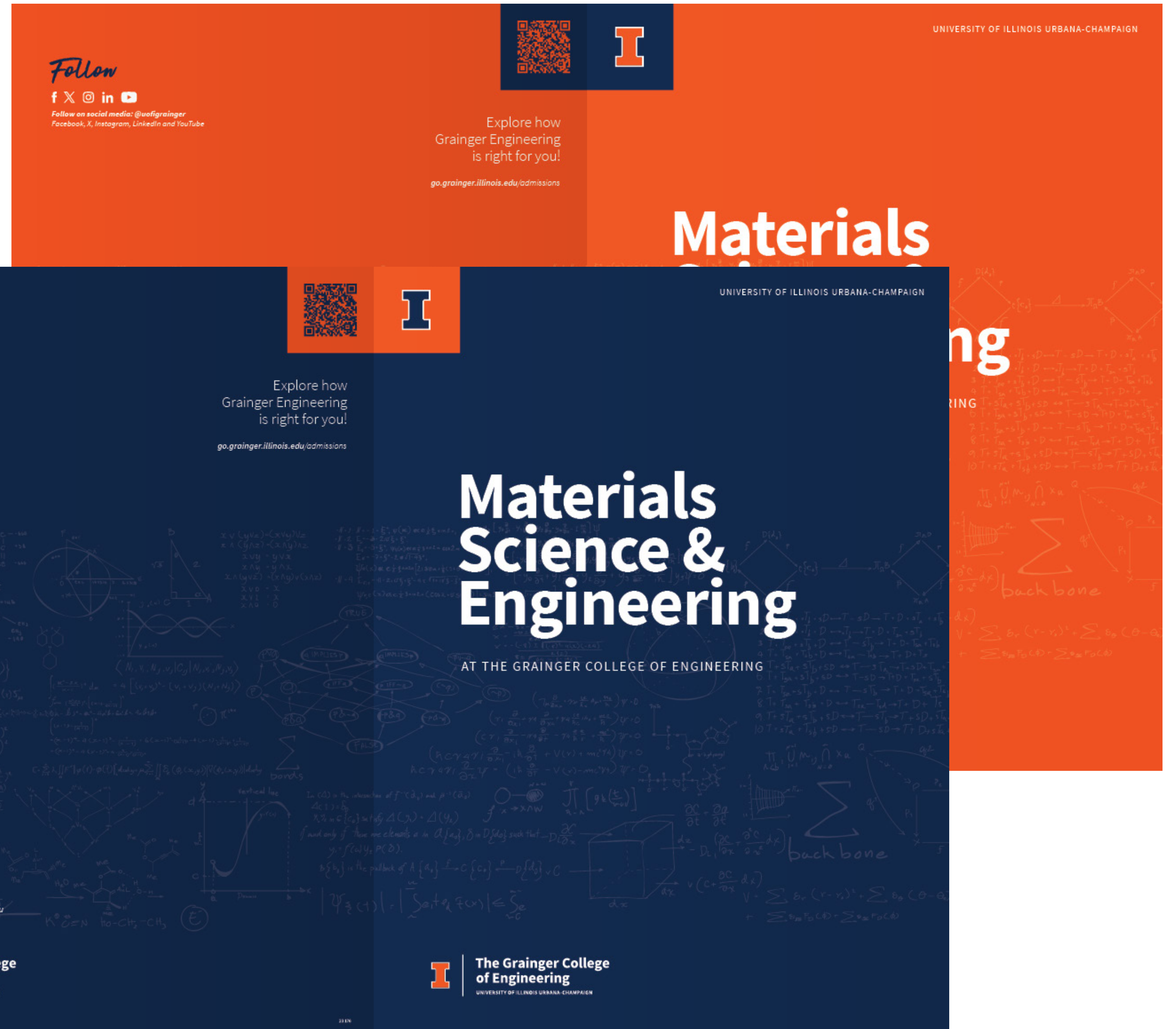
template

Marcom provides college branded pocket folders available through Grainger Engineering In a Box. If your department requires custom branded pocket folders a template is available.



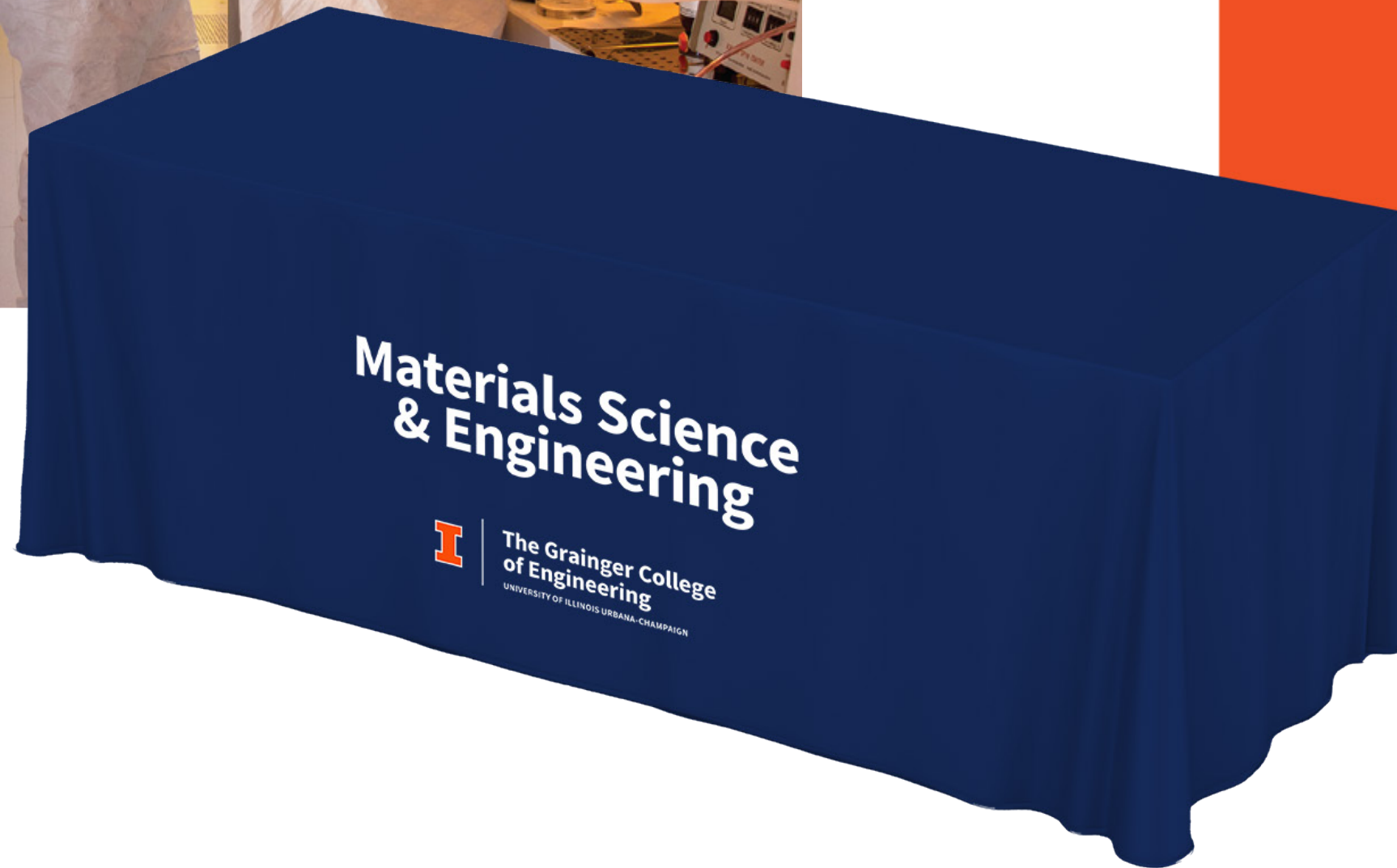
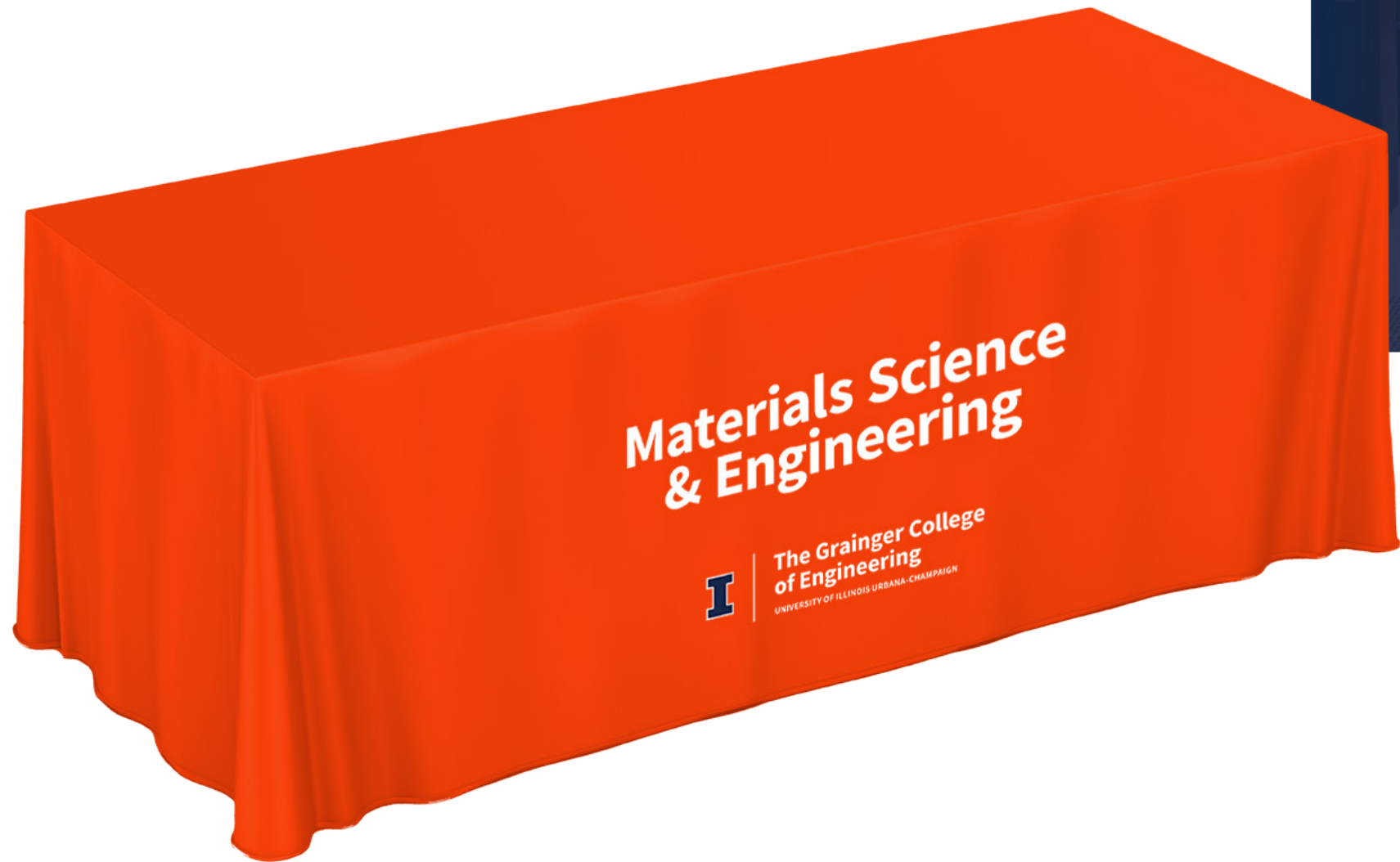
Grainger Engineering in a Box

marcom.grainger.illinois.edu/resources/box



DEPARTMENT DISPLAYS

template



LARGE DISPLAYS

template

GRAINGER ENGINEERING 


~~IMPOSSIBLE~~
~~IMPRACTICAL~~
~~DIFFICULT~~
done

Zander Kelley
Computer Science Student
"Leapfrogs" 87 Years of Mathematical Research

At Grainger Engineering, we solve problems first.

 The Grainger College of Engineering
UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

grainger.illinois.edu

UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN 

we are
THE GRAINGER COLLEGE OF ENGINEERING



MATERIALS SCIENCE & ENGINEERING

WE SOLVE PROBLEMS
to make a difference.

matse.illinois.edu

 The Grainger College of Engineering
UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN



Materials Science & Engineering

At Grainger Engineering we solve problems to make a difference.

matse.illinois.edu

 The Grainger College of Engineering
UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

DEPARTMENT SHEET

template

THE GRAINGER COLLEGE OF ENGINEERING

B.S. **Materials Engineering**
Materials Science & Engineering

Materials Engineering at The Grainger College of Engineering embodies the understanding, design, fabrication and engineering of materials that underpin and drive the modern world. As a materials engineer, you will develop strong research and testing methodologies, conduct quality control procedures and construct the world with new materials, manipulating them to drive technology, sustainability and scientific progress.

matse.illinois.edu

CONTACT

Materials Science & Engineering
201 Materials Science & Engineering Building
1304 W. Green St. MC 246
Urbana, IL 61801

matse.illinois.edu
217-333-1441 | matse@illinois.edu

The Grainger College of Engineering
UNIVERSITY OF ILLINOIS URBANA, CHAMPAIGN

Eltoukhy Family Innovation Lab set to empower next generation of Materials Engineering students

As the world seeks sustainable solutions to reduce carbon emissions, eliminate environmental waste and improve human health, the need for innovative thinking in materials science has never been greater. The Eltoukhy Family Innovation Lab, projected to open in January 2025, will further equip materials engineers with the tools to invent new materials and develop sustainable solutions.

*Follow*MatSE

in f @ X
Follow on Social media: @IllinoisMatSE
Facebook, X, Instagram and LinkedIn



100% GRADUATES RATE IN
\$398K UNDERGRADUATE SCHOLARSHIPS AWARDED

Research Concentrations

- Processing and Fabrication Methods
- Energy & Environmental Applications
- Theory and Modeling

Research Facilities

- Beckman Institute
- Illinois Quantum Information Science and Technology Center
- Materials Research Laboratory
- Illinois Materials Research Science & Engineering Center
- Micro and Nanotechnology Laboratory
- National Center for Supercomputing Applications

Career Outcomes

The Bureau of Labor Statistics reports a positive job outlook for individuals with a degree in materials engineering. The demand for materials is consistently on the rise, leading to a projected 6% increase in job growth and need for determined professionals in the field.

\$72K GRADUATES AVERAGE STARTING SALARY

Career Options

- Research Scientist
- Process Engineer
- Quality Control Engineer
- Failure Analyst
- Project Engineer

Example Employer Destinations

- 3M
- CATerpillar
- IBM
- Texas Instruments
- Intel
- Boeing
- AbbVie
- Samsung Electronics

Student Involvement

The college experience extends beyond the walls of the classroom and lab. With over 100+ Grainger Engineering student organizations - including two materials engineering student societies - there are countless ways for you to connect, explore and enhance your academic and pre-professional pursuits.

Materials Engineering Student Societies:

- Material Advantage
- Keramos

Grainger Engineering Student Groups & Societies:

- National Society of Black Engineers
- Society of Hispanic Professional Engineers
- Society of Women Engineers
- Women in Engineering
- Engineering Council

96% ARE EMPLOYED OR CONTINUE EDUCATION UPON GRADUATION

Trending Fields & Industries

- Biomedicine
- Environmental Sustainability
- Manufacturing
- Research & Development
- Transportation

Senior Design

In the materials engineering Senior Design course, you will answer real-world problems with materials-based solutions. The capstone course will pair you and your classmates with department and industry mentors to apply your learning in materials engineering.

Company Mentors:

- Boeing
- 3M
- Caterpillar

Sample Projects

- Material improvements in Baja racing
- Materials selection for advanced electrical materials for transmission lines
- Machine learning-assisted scanning electron microscopy (SEM) image segmentation
- Biodegradable alternatives to styrofoam packaging
- Material improvements on athletic tape

matse.illinois.edu

DIGITAL MEDIA

template

COMPUTER SCIENCE STUDENT

'Leapfrogs'
87 YEARS OF
MATHEMATICAL
RESEARCH

The Grainger College
of Engineering
UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

87 YEARS OF MATHEMATICAL
RESEARCH *'leapfrogged'*

The Grainger College
of Engineering
UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

COMPUTER SCIENCE STUDENT

'Leapfrogs'
87 YEARS OF
MATHEMATICAL
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of Engineering
UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

LEARN MORE >>

COMPUTER SCIENCE STUDENT

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UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

LEARN MORE >>

COMPUTER SCIENCE STUDENT

'Leapfrogs'
87 YEARS OF
MATHEMATICAL
RESEARCH

The Grainger College
of Engineering
UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

LEARN MORE >>

U.S. News & World Report 2024

#2

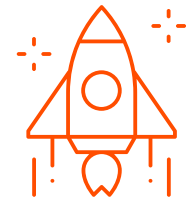
BEST UNDERGRADUATE PROGRAM

Materials Science & Engineering

The Grainger College
of Engineering
UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

DESIGN ASSETS

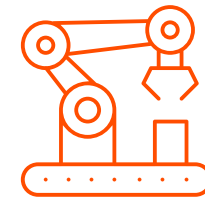
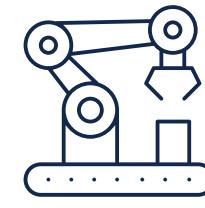
icons



Aerospace Engineering



Computer Science + Bioengineering



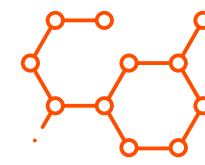
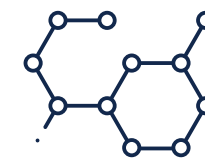
Industrial Engineering



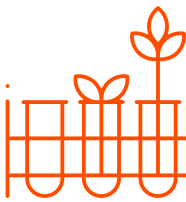
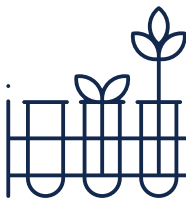
Agricultural & Biological Engineering



Computer Science + Physics



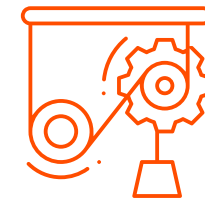
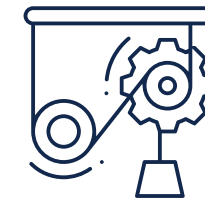
Materials Science & Engineering



Bioengineering



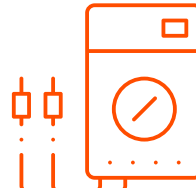
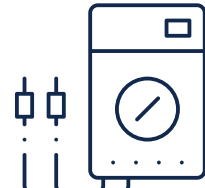
Computer Science + X



Mechanical Engineering



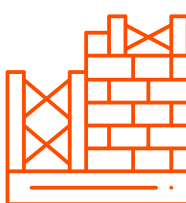
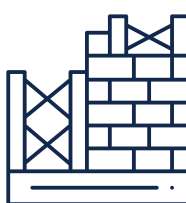
Chemical Engineering



Electrical Engineering



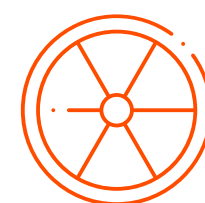
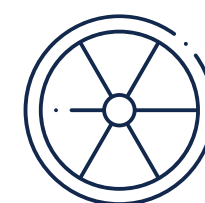
Neural Engineering



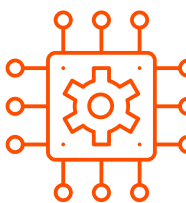
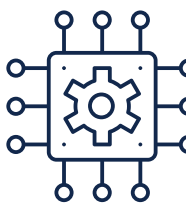
Civil Engineering



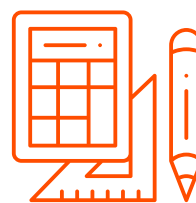
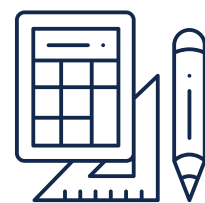
Engineering Mechanics



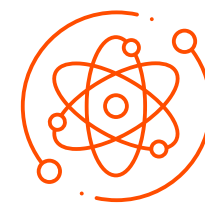
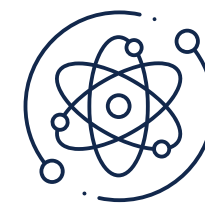
Nuclear, Plasma & Radiological Engineering



Computer Engineering



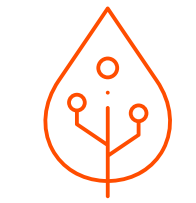
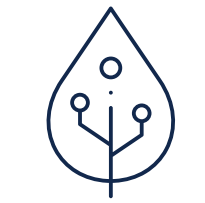
Engineering Undeclared



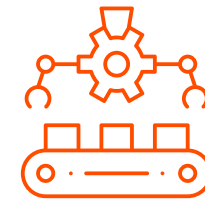
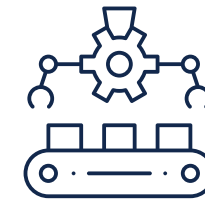
Physics



Computer Science



Environmental Engineering



Systems Engineering & Design



brand standards

MARKETING & COMMUNICATIONS

The role of Marketing & Communications

is to lead The Grainger College of Engineering in articulating our brand—creatively and consistently—as we carve out our desired position in the marketplace, attract and gain favorability with our target audiences, and move them to action.

For marketing support contact:

grainger-marcom@illinois.edu

The Grainger College of Engineering marketing & communications team leads our college brand and marketing strategies, and supports functional efforts across all multimedia channels.

Recruiting

Communicating the value of a Grainger Engineering degree to the right prospective students is one of our primary focus areas. Our marketing and communications work should be aligned, coordinated and designed to achieve undergraduate enrollment targets across all our departments, especially historically marginalized students. Our work should also center around identifying the ideal prospects for our graduate programs, and communicating the Grainger Engineering difference to drive growth across programs.

Affinity

Building affinity with our students, alumni and friends involves nurturing our relationships so these individuals feel supported, satisfied, and encouraged to continue engaging with Grainger Engineering more deeply. We want to increase affinity with current students so they become proud alumni and donors who consider supporting Grainger Engineering in the future, and go on to refer others to engage with us.

We focus on four areas that are crucial to Grainger Engineering's success: student recruitment; affinity building; advancement; and efforts that enhance our global reputation. Our work is only possible through deep, constant collaboration with colleagues within Grainger Engineering and across the university including college leadership, department heads, research institute directors, college communicators, advancement staff, undergraduate and graduate programs, as well as colleagues across campus. Projects directly related to our shared goals require—and consistently receive—our time, talents, and insights.

Advancement

Marketing and communications has a central role in supporting advancement as a core mission. Our activities should be designed to showcase our work and goals with alumni and friends to inform and encourage their support of our initiatives. We should seek to understand and know our alumni, friends, and donors and engage them in ways that align their interests with our mission, vision, and values.

Reputation

The Grainger College of Engineering has long been one of the world's best engineering schools. We prioritize efforts that bolster our reputation amongst our peers and ultimately ensure our college's significance and impact is well understood and well supported at the local, state and national level.