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WHY WE’VE CREATED THIS BOOK.

We’re at a crucial point in time. For well over a century, SIU has made lives better. Our research has produced game-changing innovations. Our students have unearthed incredible potential and put it to use in fulfilling careers. Our faculty venture to the edge of knowledge and return as some of the most-cited experts in their fields. And yet, misperceptions linger.

In order to move forward with the momentum these accomplishments deserve, we are changing the conversation. Because with so many options in higher education for prospects to choose from, we need to make it a priority to let everyone know that we’ve been hard at work and that we have the accomplishments to prove it.

We created this book so that when we talk about SIU, we speak with one clear, strong, authentic voice. When we do that, prospects adjust their first-choice selection, local leaders realize that they have an unmatched partner in Carbondale, and everyone acknowledges that SIU is an educational powerhouse worthy of tier-one respect.
THE THINKING/ TALKING/DEBATING
THAT HAPPENED BEFORE WE COULD PRODUCE THIS BOOK.

WE’VE BEEN BUSY. For over a year we’ve been meeting, planning, creating, testing, tweaking, and perfecting a whole new way to talk about SIU. This process involved conversations with people from every perspective on the SIU experience. We held discussion groups on campus and focus groups around the state. By the time we moved into building concepts, we had a completely vetted and sound strategy.

Our goal was to capture what makes SIU distinctive and express those ideas in an authentic and compelling way. We developed new ways to frame the conversation about the SIU experience and new ways to think about what SIU means to Carbondale and the world. We created concepts that brought these things to life and tested them. And we emerged with one clear winner.

This has been a deliberate process with absolute cooperation and coordination with members of our communications staff. Most of what we’ve learned is in this book.
UNDERSTANDING THE BRAND
Despite some common misperceptions, it’s not a logo, tagline, or particular color. Those things are all part of delivering a brand—along with the image we convey and the messages we send via advertising, web, and print materials. But a brand is much more than all of those things. For SIU, it’s the feeling prospects get when they visit our campus. It’s there in the sincerity of the handshake between an admissions counselor and a parent. It’s found in the delivery of the presentation given by our faculty at national conferences. It’s on display at graduation in every expression of confidence and accomplishment.

You might be wondering: “If it’s in a handshake, then why am I reading this ‘book’?” Because while you are living a part of it, you need to be fully immersed in our brand—know its language, how it looks and sounds. You need to know what the SIU brand is built on, the pledge we are making, and what makes us stand apart from everyone else. And understand that together, we are the brand.

WHAT IS A BRAND?

SIMPLY: IT’S AN EXPERIENCE.
THE SIU BRAND
WE KNOW WHO WE ARE.

But how do we describe us? More importantly, how do we get others to believe? The first step is approaching the SIU experience from every angle and defining exactly how it looks and feels. After months of digging and investigating, we’ve created a brand platform consisting of all of our unique brand components. And it all starts with our mission.

The following pages highlight each of these components, adding depth and clarity.
OUR MISSION

Our mission is fundamental to all aspects of our brand. It’s the foundation that keeps us focused on our goals as an institution and the cornerstone that we build our brand platform on. It’s also a touchstone that reminds everyone involved in this effort that, in the end, it’s not all about ads or taglines; it’s about fulfilling the University’s mission.

Condensed to its core value, our mission reads:

SIU embraces a unique tradition of access and opportunity, inclusive excellence, innovation in research and creativity, and outstanding teaching focused on nurturing student success. As a nationally ranked public research university and regional economic catalyst, we create and exchange knowledge to shape future leaders, improve our communities, and transform lives. - Draft from Strategic Planning Retreat, Fall 2011”
COMPETITIVE POSITIONING

This small sentence is the line we hold in the marketplace. Built on solid proof points and real accomplishments, it defines how our approach to education differs from that of our competitors.

So when prospects are creating their college decision set, or talented faculty are searching for an academic home to do their research, or leaders are seeking out the best new talent, they’ll know where to look. And they’ll stop looking.

Defining a national research experience in an entirely new way.
BRAND PERSONALITY

Personalities aren’t one-dimensional. Institutions have personalities. And like people, those personalities can be a complex mix of traits. It’s important to be able to describe ours so others can identify SIU as a good fit.

Our personality is sketched from the desire of students, the drive of faculty, and the determination of staff. And it’s drawn from our authentic characteristics: being welcoming, collaborative, and intellectually curious.

The passionate advocate and the champion for all those who want to learn.
BRAND PAYOFF

Accompanying the respected degree, this is the emotional reward of the SIU experience.

SIU students feel confident facing their future. Faculty feel empowered to delve into their research without abandoning teaching. Administration and staff feel that they have real impact.

“I’m undaunted. SIU has prepared me to excel in whatever I choose to do.”
BRAND PLEDGE

This is our promise. It tells how all those connected with SIU will benefit and how we act on our mission.

Our commitment comes in the form of exceptional faculty and tier-one facilities. And we know that the best way for SIU to create the biggest impact in the lives of our students is to maintain personal connections throughout campus.

In an environment with heart, we are committed to shaping the future you.
BRAND ESSENCE

This is where all the elements come together to form a central big idea. It’s the culmination of what was started with the mission, and it encapsulates a university-wide truth.

At its core, the SIU experience is the perfect balance of academics and access. Nationally recognized research that is making an impact. A challenging academic program for the highest-achieving honor students as well as those searching for the right academic environment in which they can thrive. A faculty as devoted to teaching and transforming lives as they are to research and discovery. A caring community within and beyond the SIU campus—one with an intellectual energy combined with a small and quintessential college campus feel.

Big things are within reach.
THE SIU BRAND

WE KNOW WHO WE ARE.

MISSION

SIU embraces a unique tradition of access and opportunity, inclusive excellence, innovation in research and creativity, and outstanding teaching focused on nurturing student success. As a nationally ranked public research university and regional economic catalyst, we create and exchange knowledge to shape future leaders, improve our communities, and transform lives.

-Draft from Strategic Planning Retreat, Fall 2011
Imagine you’re in an elevator and a fellow passenger asks, “So what makes SIU different?” This person has no frame of reference and you have very little time to explain. It’s tough to disseminate the SIU brand beyond the people who know it best in a concise and meaningful way. After reading this book, you’ll say something like this:

Southern Illinois University has all the brains of a nationally ranked research university and all the heart of a small college. Which means that we continue to focus on teaching and mentorship even as we pursue tier-one research. Our faculty are some of the most-cited experts in their fields, and they still give students the personal attention they deserve. It’s these relationships that propel us and shrink the distance between where we are and where we want to be. And why, at SIU, big things will always be within reach.

Of course, this is just the beginning. The following pages contain messaging you can use to give greater detail and tailor to different audiences.
COMMUNICATING THE BRAND
With an institution as multidimensional and accomplished as SIU, finding the starting point is probably the hardest part. During our research, five distinctive “areas” have surfaced that we can use to start any conversation about SIU. Each message can be applied to every college and, while some are better suited to specific targets, all of them can be adapted to fit your audience.

These messages are gateways into the SIU experience. Consider your audience and draw from these messages those points that will have the greatest impact. Use them to help shape speeches, write web pages, craft enrollment materials, and develop appeals for fundraising. They work as a brand framework you can use to express the SIU experience in ways that are both authentic to SIU and relevant to your audience.
1. THE CORE MESSAGE

WE’RE POWERED BY RELATIONSHIPS AND DRIVEN BY AN INSATIABLE ACADEMIC APPETITE.

It’s the exchange of ideas, the shared thrill of discovery, and the deep respect for our campus and community that define our culture. We stand together on academics that meet our high standards of rigor and access. We work closely with local leaders to help build business partnerships, providing the innovations that help fuel the economy of the entire region. We’ve designed a campus around a collective spirit that spreads out into our hometown and lives on in the hearts of our proud alums. It’s these relationships that propel us and shrink the distance between where we are and where we want to be. And why, at SIU, big things are always within reach.
THE BRAIN OF A NATIONALLY RANKED RESEARCH UNIVERSITY. 
THE HEART OF A SMALL COLLEGE.

We found the perfect balance of teaching and research without compromising on either. Our research is open to students who want to learn at the forefront of knowledge. Our programs are led by faculty who have a passion for mentoring and a desire to be a transformative force in their students’ lives. We’ve designed our campus in a way that brings people together and fosters a close community of scholars. Because we think a top-tier education should also be a hands-on experience.
3. THE ACCESS MESSAGE

UNPARALLELED ACCESS.

At SIU, we’ve made it part of our mission to dismantle anything that stands between people and discovery. We constantly challenge ourselves to ensure that every person has the same level of opportunity. Students with disabilities are never left out. Veterans find the community of support they need. First-generation Salukis have the tools to unearth their potential. High achievers seize research opportunities as undergrads. And faculty are empowered to be mentors, researchers, and advocates. Because we think that when it comes to academic pursuits—nothing should be off-limits.
FOR THOSE WITH A DESIRE TO LEARN, WE OFFER AN ACADEMIC EXPERIENCE THAT WILL TAKE THEM AS FAR AS THEY WANT TO GO.

That’s why we have a thriving community of high-achieving students as well as a solid foundation for those students who are looking for the support to realize their full potential. Our students have everything they need to make their college experience challenging, exciting, and completely their own. Because we believe that initiative should always be rewarded, and there’s no such thing as too ambitious.
5. THE LOCATION MESSAGE

ONE DESTINATION FOR EVERY JOURNEY.

People are drawn to SIU from every county in Illinois, every state, and more than 100 countries. We’re a place for professors who want to mentor the brightest minds and shape futures. We’re a lab for the intellectually curious who want nothing less than to test their limits with exceptional programs and top-tier resources. We’re home for staff and administration who want to be part of an institution dedicated to better. We’re the first stop for the independent-minded who understand that the beaten path won’t take them where they want to go. Welcome to SIU.
CREATIVE EXPRESSION
Now that you’ve seen all the thinking that has taken place behind the scenes, it’s time to see how all of that research and messaging come together to form creative expressions with real stopping power.

The following pages contain strategically selected messages and photography assembled into enrollment pieces, web components, and advertising concepts designed to deliver the authentic SIU promise. You’ll see how we’ve adapted the messaging to fit the audience as well as our new approach to photography. Most of all, you’ll get a sense of how to tell the SIU story in words and pictures in ways we haven’t until now.
You’ll note that the student pictured is profiled in two very different photos. This was purposely done to convey the balance of brains and heart found at SIU. The image on the left expresses academic rigor while the one on the right demonstrates how personal relationships boost the academic quality. The copy was also written to convey this idea while operating in stand-alone paragraphs.
There’s Something for Everyone.

We designed a way to make SIU distinctive to two audiences in the prospect pool. Using tailored messages in the intro and guiding the prospects to selected pages that fit their strengths, we created two versions of the viewbook: one for high-achieving students who need to know that SIU has what it takes to meet their ambitious goals and another for those who want to know that they will be supported every step along the way. This was crucial to boosting the caliber of the entering class, while maintaining our mission of access to those with the potential of developing into accomplished scholars.

The customized message panel for solid performers stresses support and access. We also call out the pages in the viewbook that demonstrate the first-generation experience as well as opportunities to join student organizations.

The high-achiever message panel promises that SIU is equipped to accommodate even the largest ambitions. We encourage these students to check out the pages of the Viewbook that highlight undergraduate research and the honors experience.
THEN WE TOOK OUR MESSAGE ON THE ROAD.

Maintaining all the essential facts and the tone from the Viewbook, we dropped the student profiles and created a smaller brochure that our road-tested admissions team could bring with them to college fairs across the nation. We call these smaller brochures Road Pieces.

Enrollment Brochures
Road Piece

Top Tier.*

We are a nationally ranked, top-tier research institution. In every way, we’ve earned that distinction. Our faculty are published experts who are active in their fields. Our alums are accomplished entrepreneurs. As a university, we’ve generated patents and offered businesses the innovations they need to grow.

Hands On.

But we’re also defining the nationally ranked research institution experience in a new way. We’ve made huge investments and expanded our research focus—without losing our connection to mentorship and teaching. Because we think that nothing should come between people and discovery. And top-tier should also be hands-on.

* WE WERE PLACED AMONG TIER 1 NATIONAL UNIVERSITIES BY US NEWS & WORLD REPORT 2011.
FAR AND WIDE.

For all of those students who we didn’t meet or didn’t seek us out, we created this nice hello. Called a Search Piece, it’s often our first introduction to students before they become prospects. Since we know that students won’t tolerate lots of reading from schools they are not familiar with, we kept this piece short and sweet.

Enrollment Brochures
Search Piece

INITIATIVE

With all the brains of a nationally ranked research university and all the heart of a small college, we challenge our students just as much as we support them. And that’s why nothing is out of reach. We’ve designed an academic experience that connects you with faculty mentors. An energized campus that ensures you’ll have no problem finding opportunities to get involved and stay active. A learning community that shares your journey to achieve what’s possible. We invite you to get to know SIU. And find your passion.

REWARDED.

Inside Spread
BRINGING THE MESSAGE HOME.

Every communication from SIU is an opportunity. It’s a chance to create believers, change minds, and reinforce a sense of pride. And since every interaction with the University creates a brand impression, it’s better to ensure that it’s the right impression. We developed the 2012 Welcome Kit knowing that even after a student is accepted, we still have work to do.

The Welcome Kit serves a utilitarian role: get admitted students to finalize paperwork and enroll. But for many students, SIU is one of three colleges where they’ve applied. This is a crucial moment in the enrollment process, and the Welcome Kit needs to serve another role: get students to see themselves on our campus. Sense of place is just as important now as it was when they saw the Viewbook. They need to feel the culture and get excited about the campus experience. To do this, we used campus beauty shots and infused brand messaging throughout—taking ample opportunity to congratulate them on their accomplishments and promising that if they enroll at SIU, these accomplishments will be the first of many.

CONGRATULATIONS!

You’ve been admitted to Southern Illinois University Carbondale. It’s a reflection of all you’ve accomplished so far. It’s also a validation of your potential—what we see in the exciting years ahead for someone with your abilities.

SIU has all the brains of a nationally ranked research university and all the heart of a small college. Which means that we have everything you’ll need to build your future and you’ll have all the support you need to launch it.

Big things lie ahead, and it’s our promise to make sure nothing stands between you and the future you see for yourself.

Welcome to Carbondale. It’s a reflection of all you’ve accomplished so far. It’s also a validation of your potential—what we see in the exciting years ahead for someone with your abilities.

SIU has all the brains of a nationally ranked research university and all the heart of a small college. Which means that we have everything you’ll need to build your future and you’ll have all the support you need to launch it.

Big things lie ahead, and it’s our promise to make sure nothing stands between you and the future you see for yourself.
Brands live and breathe online. More and more students are doing all of their college research via the web. And it’s no longer rare for our first contact with a student to come in the form of a completed application. Stealth applicants are getting the institutional line and the unofficial scoop on the same screen.

Influencers (parents, guardians and guidance counselors) also use the web to understand what colleges and universities have to offer. So it’s more important than ever for our web presence to demonstrate the SIU brand as well as make it easy for very different audiences to find exactly what they’re looking for without getting lost or frustrated.

To do this, we simplified the navigation, making it easier to find the colleges and directing audiences to appropriate pathways. We infused brand messaging on as many pages as possible—since searchers can enter websites at any page that Google directs them to. And we also created a redesigned home page and a new template that reflects the brand and ensures it will be consistent across the site.

The following pages will break down some of the thinking behind the brand strategy and show you exactly why our new templates work.
The new home page of SIU.edu has been reconfigured to enhance the exciting happenings university-wide. The home page serves as a first impression for many visitors and should tell stories that speak to big things within reach.

**It's About Access**
The home page was deliberately designed around accessibility for the user, which also ties into “big things within reach.”

**Main Slide Show & Facts**
This section is the most prominent section on the home page. We want visitors to explore quick, surprising stories that have a unique and unexpected image as the entry point. We also want visitors to quickly see some facts they might not have known about the University.

**SIU Events**
This section is reserved for a quick list of the University's upcoming events. The Noteworthy section is for student activities where visitors can get involved or learn about something they might not have been exposed to previously. Therefore not every big campus event would necessarily be considered appropriate for Noteworthy.

**Top News and Updates Sections**
These sections are reserved for the top stories from Research, Student Life, Admissions, and general campus headlines. These sections should stay focused on their individual purpose to deliver a consistent message.
Website

The Students gateway page is home base for current students. Students can see the most current news appropriate to them. They can also access other parts of the site that they are frequently looking for: log-ins, alerts, academic resources, student life needs, etc.

- **Photo of the Week**
  This is where SIU initiates conversations with current students by asking them to contribute their photos on a weekly basis. This feature serves two purposes: It generates regular traffic to the gateway page and it serves as a conversation builder outside the digital community.

- **SIU Events**
  Within each gateway page, this section's listing of events should cater to each group’s area of interest. For example, within the students gateway, these events should be specific to current students’ interests.

- **Student Headlines**
  This section is reserved for the most timely news specific to current students.

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Student Gateway Page
Website

The Undergraduate Admissions page is where prospective students can find answers to many questions they might have about the University.

Admissions Tactical Navigation
This set of links has been slimmed down to allow visitors to quickly complete key transactions in the Undergraduate Admissions section. The links persist on every page across the section.

I want to know
The purpose of this item is to ask some of the questions prospective students have or might not know they have. It also highlights other areas of the Undergraduate Admissions site.

Going places
This section gives prospective students a window into the opportunities at the University by featuring a quote from recent alumni. These stories feature a recent alumni’s name, major, and a quote about what they are currently doing. These stories are about a postgraduation experience that is unexpected.

We want to meet you
This section will list any upcoming undergraduate admissions events the University has. Whether it’s an open house, a road visit, or the University’s campus tours, you will find it here.
For the advertising campaign, it was clear that we needed to address the misperceptions head-on. It became apparent during testing that any representation of socializing in pictures was seized upon as evidence that SIU was more about student life than academic success.

So we decided to present some evidence of our own.

We elevated those stories that demonstrated just a few of our incredible accomplishments. But more important, we told our audience that these accomplishments are possible because of the culture at SIU—because SIU has the brains of a nationally ranked research university and the heart of a small college.
FORGET WHAT YOU’VE HEARD.

We’re moving forward with the truth. In these print executions aimed at amping up the prospect pool, we’re changing the conversation and showing them that “This is SIU.”

SIU is well-known. Unfortunately for some, what they think they know and the reality can be vastly different. We need to change the conversation. We want them to know that this is a nationally ranked research university. A university where striving for academic success and a focus on the individual are not mutually exclusive—a university with heart. And one where big things will always be within reach. This is SIU.
JUST THE FACTS.

For the influencer audience (parents/guardians/guidance counselors) we chose to deliver the broad scope of SIU’s accomplishments in a dramatic yet simple way. We decided to let the facts speak for themselves. With such a powerful message in a compact space, we can deliver the brand quickly to those who are the busiest and maybe cause a few double takes.

**OUR FACULTY ARE PUBLISHED IN:**

- **10,000 ARTICLES.**
- **700 BOOKS.**
- **2,000 CHAPTERS.**

And that’s just since 2003. What’s even more impressive about these numbers is that our faculty have become some of the most-cited experts in their fields while actively instructing and mentoring their students. In fact, 96% of our faculty are full-time research and teaching professionals. That’s why we are proud to say we have all the brains of a nationally ranked research university and all the heart of a small college.

We’re creating wireless sensor technology to monitor the structural safety of bridges in real time. • Our debate team is the third-best team in the nation. • We’re taking the pulse of the planet by studying the deepest rock samples ever extracted from far beneath the seafloor. • When wildlife managers in India needed to protect villagers from tiger attacks, they came to us for help. • Three times in the last four years, our student-run news program, alt.news 26:46, won a national Emmy® award. • The Integrated Assessment Program was created here to minimize kids’ time in foster care. • For the last five years, Professor Emeritus Reed Nelson’s paper on entrepreneurship has been the work most cited by social science experts around the world. • Our Advanced Energy Institute was created to focus our collective energy on developing real solutions. And new energy. • We’re using our land (the best soil on Earth) to help countries around the globe develop their own. • We’re helping coal go green. With our proposed patent, we’re turning yesterday’s fuel source into tomorrow’s energy solution.

*We really appreciate the recognition by U.S. News & World Report that ranks us among Tier 1 National Universities. We share this recognition across the university, with every department and each program. It’s reflected in the research our faculty spearhead, the patents we earn, and the awards our students win. We don’t do any of these things for the accolades. We do them because we think there’s no such thing as too ambitious.*

**THANK YOU**

siu.edu
REMOVING DOUBT.

“This is SIU” acts as punctuation in most forms of advertising (everywhere but the billboards). It’s not meant to be a tagline and should never be used as such. It’s simply the campaign theme we developed to launch the rebranding effort to a wider audience. “This is SIU” counters the misperceptions with pride.
The Brand Goes Live.

In the interactive space, animation rules. It’s also a great opportunity to show how multiple accomplishments all share the same initials: SIU.
OUR BRAND AT 65 MPH.

On a billboard, it’s be fast or get run over. So punchy is the key. For our billboard expression, we want drivers to understand “Oh, that’s SIU?” without relying on the additional graphic element or phrase “This is SIU.”
Internal audiences are just as important as external ones. Dressing up the campus is a good way to remind people that being a Saluki means belonging to a community with momentum and impact. The goal is to instill pride and inspire people to become brand ambassadors.
INSPIRATION STRIKES MORE THAN TWICE. MUCH MORE.

Taking advantage of certain dates, it’s a great idea to infuse the brand into special events such as open house or convocation—days when the campus is flooded with people and great energy. We put our brand on display with these “way-finding” signs that marked the accomplishments SIU can claim right outside the buildings where they took shape. For students and guests, this was particularly effective at bringing these otherwise lofty achievements down to ground level and making them real.
BRANDED MERCHANDISE

The brand messages come alive in narrow, highly visible student-focused merchandising. Ideally, use shorter verbiage that allows the typography to have impact. The use of words that cleverly contrast in meaning and are in different typefaces (as shown on T-shirt) provides eye-catching interest and promotes SIU as a place of big ideas that are within reach.

In addition to compelling messaging, use the new SIU identity in bold but simple applications (as shown on cap) to promote collegiate pride in personal academic accomplishments.

This brand book provides examples of external messages and language that can readily be adapted for the merchandising environment (refer specifically to Sections 2, 3, 4, and page 6.2).
NEW IDENTITY
THE SIU IDENTITY SIGNATURES

In the fall of 2011 we rolled out the new institutional identity as a symbol showcasing the new unified vision for the University. This new identity system reflects pride in our 134-year history of achievement and looks forward to a new era of discovery, invention, and creation. While the identity system is not the brand itself, its look promotes the seriousness of an incredible academic endeavor, the limitless opportunities for personal achievement, and the big things within reach for every student and staff member.

As the brand communications and messaging are used in thought-provoking ways, the identity will become synonymous with the unified voice in which we speak to ourselves, our students, and the marketplace.

The signatures shown to the right reflect an abbreviated view of the identity system. Refer to the complete SIU Visual Identity Manual for a thorough description of the signature system and how it is to be used across Southern Illinois University Carbondale—its schools, colleges, and units.
CREATIVE ELEMENTS
CREATIVE ELEMENTS

THIS IS JUST THE BEGINNING.

We’ve showcased a lot of work in this brand book. But as you’re probably well aware, there are many more pieces to produce. There are open houses to promote, awards to tout, and alumni to fire up. With so much waiting to be photographed, written, and printed, how can we make sure there’s a consistent look and feel? The following pages will help.

We’ve included in this section some of the main elements that give the brand its texture and tone. These include colors, editorial cues, photographic styles, and type treatments. Using these elements, you can begin to create communications that will fit in with the “family” of communications already produced.
WE COVERED WHAT TO SAY—NOW HOW TO SAY IT.

It depends on who you’re speaking with. The brand comes into contact with all audiences—and while SIU has a central brand essence, “Big Things Are Within Reach,” that essence can take on many different meanings.

That’s why it’s important to make sure the messages are presented in the right context. Here are some simple guidelines to refer to when crafting any communication.

Editorial Guidelines

CONSIDER YOUR AUDIENCE.

This is probably the most important advice. When writing to students, the tone should be approachable and genuine. For students, it’s best to take on the voice of an experienced fourth-year student who knows SIU inside and out and is willing to offer guidance. Should be conversational. Not lecturing or pedantic or overly formal. When writing to parents and guidance counselors, the tone should be positive and leave them with the reassurance that this is the right place for their student, who will be safe during his or her years at SIU and well-employed in the years beyond. When writing to business/community/state leaders, the tone must exude confidence. SIU has the answers, talent, and innovations that leaders desperately need. SIU’s impact needs to come to the fore. When writing to internal audiences, it’s important to acknowledge their accomplishments and when appropriate, the importance of their role in furthering the overall brand of SIU. Together, we make this university the institution that it is. There should be pride in ownership.
Editorial Guidelines

UNDERSTAND THE MEDIUM.

A billboard must do a lot of work with almost no time. A viewbook can tell multiple stories and go into great detail. But they both must convey the same brand. In order to do this, strategic decisions must be made on which single thing to focus on. Keeping in mind that a billboard’s message can be directed to one audience, but in most circumstances will be viewed by all audiences, will help craft the message.

STAY ON BRAND.

Use the messages as a touchstone to help guide the writing. Compare what you’re crafting with the ideas and elements in the brand messaging. There should be a clear/logical connection between your writing and the messages in this book.

AUTHENTICITY IS KEY.

Marketing communications and advertising are all about making promises to stakeholders. It’s extremely important that we don’t say anything that the University can’t back up. We did a lot of soul-searching to find the most compelling and authentic way to convey the SIU brand—and it’s important that the excitement and authenticity be maintained.
A FEW WORDS ABOUT PICTURES.

Like the messaging, the images need to be tailored to fit the audience. A photo can convey—at a single glance—an idea that is instantly applied to the entire institution.

With that in mind, we’ve created a photographic look that supports the main brand message (big things are within reach) through a blend of imagery styles that convey spontaneity as well as purpose. This editorial style allows us to capture all kinds of photography—from candid moments to portraits—with a common point of view. It’s an approach that tells a story, conveys a feeling of authenticity, and lends a sense of importance to both individual photographs and series.

The key element: always show the subjects in an environment where everything that they need is available to them. Tools are at hand. Mentors and peers are close by. The imagery we’ve captured here communicates that immediacy. While not all of the photography was candid, the effect for the viewer is one of being in the moment. It’s important that viewers feel as if they are right there with the subjects—it’s vital for the sense of place we need to convey.
**Telling the story around people.** Show a moment in time with a documentary and editorial style of photography that appears to be spontaneous—where the subjects are seemingly not aware of the camera. Showing collaboration is essential—it illustrates moments of insight and the connectivity between people as well as between people and ideas.
Focusing on the environment of SIU through the interaction of students and professors within a space. Look for strong perspective angles, repetition of patterns, and open space to add drama, focus, and momentum. This is especially important in images with a single individual. Look for objects that communicate expertise and scientific understanding.
In order to drive home the point that “This is SIU,” we developed a documentary/photojournalistic style that puts the viewer in the middle of the action. We are using black and white images in the current campaign. This black-and-white style intuitively evokes an even greater sense of spontaneity and an in-the-moment perspective. We always want to show the context in which the subjects are working to tell the complete story.
SIU PHOTOGRAPHY: WHAT NOT TO DO

Successful photography should challenge, excite, and persuade viewers to see themselves in the situation. It should invite them to read more and go deeper. Just as they do with body language, viewers will receive nonverbal cues about the personality of the place almost at a glance. Bold photography must have stopping power but also, and more importantly, the ability to convey messages through context, facial expressions, body language, and other social dynamics.

We’ve gathered some top-line examples of imagery that the University should try to avoid. It’s far from exhaustive, but these bad choices will help to steer your photo direction/selection. For good examples, we highly recommend looking through various recent SIU enrollment communications pieces: Viewbook, Road Piece, Welcome Kit, and any other pieces we’ve shown in this brand book.

Photographic Style

Avoid detached professor/student relationships. Emphasize those classroom experiences that showcase actual professor/student interactions. The goal is to reflect genuine interest in academics and a love of teaching. See page 1 of the current viewbook for an example.

Avoid playing into misperceptions. When showcasing student life, focus on healthy lifestyles and pursuits. Skew more heavily to academic activities. See examples on page 9 of viewbook.

Avoid isolating subjects. A big part of the SIU brand is illustrated in the connections to peers and faculty. Students pictured alone can convey a lack of opportunity or support. It’s better to showcase students within a community. However, when single students are shown, they should appear confident, active, and engaged. Body language should not be passive. See pages 1, 5, 7, 17, 22, and 23 of viewbook.

Avoid non-backgrounds. It’s important to convey a sense of place. A white or empty backdrop is a missed opportunity to tell a story or provide context. So look for photo opportunities where SIU’s story can be told. See page 6, 10, or 16 of viewbook for an image style that has more energy and tells a story.

Avoid static situations and lack of point-of-view. Show students interacting with professors and peers. Choose locations where subjects feel comfortable and act naturally. Avoid situations where all of the subjects are the same size. Avoid spaces that are flat, undefined, or lack visual interest.

Avoid overly posed portraits. As we stated in the editorial guidelines, authenticity is key. Frame students in real-life activities that reflect a true SIU experience and convey a genuine sense of place. See pages 11 and 16 of viewbook for examples.
DESIGN DETAILS

The following visual graphic details are in use throughout the enrollment communications and promote visual identification aspects of the brand.

**Blending typefaces.**
Combining SIU fonts gets at the brains/heart motif. The Perpetua font connotes welcoming personality, academic rigor, intellect, and access. The Univers font expresses drive, endeavor, opportunity, and personal challenge. Use size to differentiate and for emphasis.

**Using a standard treatment of the university name on covers of printed material.**
Use the following style of typography for the mastheads of all recruitment print pieces. SOUTHERN ILLINOIS UNIVERSITY all caps Univers 75 Black, set with +50 tracking. CARBONDALE is smaller with +200 tracking. Coloration depends on the context. See examples such as the viewbook, welcome kit, road piece, and others.

**Using the SIU logomark as decorative element.**
The SIU logomark may be used as an isolated design element to promote visual identification. It may be used in the following ways: as a light tint screen of black overprinting lighter background colors; as a middle range tint of black overprinting solid SIU Maroon; as a tint of white reversed out of simple photography. This element is intended to be used at a relatively large size. For further information see the SIU Visual Identity Manual.

**Higher contrast imagery over color fields.**
Grayscale images over color provide the opportunity to use photography in more subtle ways. Grayscale imagery can range from higher contrast of all tonal ranges through near posterization of 3/4 shadow tones.

**Higher contrast color filtration.**
For the current enrollment campaign (shown in Section 4), we have chosen a post-production effect to people-based imagery that goes beyond “as-is,” and is a style that is higher in contrast, slightly more granular, brighter in highlight, and less saturated in tone. We have used the Photoshop-based software called Color Efx Pro, which has a complex filtration effect shortcut called “Bleach Bypass,” which allows the sense of “in the moment” to come to the surface.

We recommend that photography used for external marketing conform to this style. For information on these production effects, please contact University Communications at 618/453-2276.
SUPPLEMENTARY PRINT AND DIGITAL COLOR PALETTE

A supplementary set of colors has been selected to complement SIU Maroon and black. These colors are to be used as accents and should not dominate. They can be used together or individually, but always with SIU Maroon and black as the primary colors. Four-color process formulas (Bridge) and web colors are provided.

Whenever possible, use Pantone spot color inks for the most accurate color reproduction, especially for printing the SIU Maroon. When reproducing in 4-color process, use the conversion formulas listed on this page (these conversion numbers are taken from the 2012 Pantone Color Bridge Coated Ink fan guide).

*Note: For a better color match when printing SIU Maroon in CMYK, use the 2009 Pantone Bridge conversions numbers as shown above, not the current Bridge formula as shown in the 2012 guide books.

Guidance for using colors not displayed here can be obtained by contacting University Communications at 453-2276.

**SIU Institutional Colors**

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<th>Pantone® Black</th>
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<td>M: 94</td>
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<tr>
<td>Y: 36</td>
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<tr>
<td>K: 60</td>
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<tr>
<td>R: 114</td>
<td>R: 0</td>
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<tr>
<td>G: 0</td>
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<tr>
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<tr>
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</tr>
</tbody>
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**SIU Dark Maroon**

SIU Maroon and 50% screen of black set to multiply (The screen percentage can vary to create different shades of the dark maroon.)

**Supplementary Colors**

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<th>Pantone® 143 C</th>
<th>Pantone® 7689 C</th>
<th>Pantone® 370 C</th>
<th>Pantone® 1245 C</th>
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<td>C: 62</td>
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<tr>
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**Pantone® 7699 C**

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| M: 13          | M: 44          | M: 3           |
| Y: 0           | Y: 62          | Y: 6           |
| K: 57          | K: 49          | K: 7           |
| R: 52          | R: 129         | R: 215         |
| G: 101         | G: 96          | G: 210         |
| B: 127         | B: 64          | B: 203         |
| Hexadecimal #34657f | Hexadecimal #816040 | Hexadecimal #e8e5db |
## Typefaces

Use the following font families for communications material. This system uses both font families either separately or together to promote the brains and heart motif discussed throughout this book. This blending can be seen on certain print examples and is used throughout this brand book on the divider pages.

The Univers font family provides a foundation and does the heavy lifting in communicating the general look and feel of the creative. Its various weights allow for flexibility and creative expression, and it should be used as the primary font.

See section 4 for examples and page 6.4 for additional information.

In cases where these fonts are not available, a set of substitute fonts has been selected. Please review the introduction and Section 4 of the *SIU Visual Identity Manual* for details and info about how to purchase these fonts.

### Perpetua Std

- **Regular**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  
  abcdefghijklmnopqrstuvwxyz 1234567890

- **Italic**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  
  abcdefghijklmnopqrstuvwxyz 1234567890

### Univers LT Std

- **50 Ultra Condensed**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  
  abcdefghijklmnopqrstuvwxyz 1234567890

- **47 Light Condensed**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  
  abcdefghijklmnopqrstuvwxyz 1234567890

- **57 Condensed**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  
  abcdefghijklmnopqrstuvwxyz 1234567890

- **67 Bold Condensed**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  
  abcdefghijklmnopqrstuvwxyz 1234567890

- **45 Light**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  
  abcdefghijklmnopqrstuvwxyz 1234567890

- **55 Roman**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  
  abcdefghijklmnopqrstuvwxyz 1234567890

- **65 Bold**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  
  abcdefghijklmnopqrstuvwxyz 1234567890

- **75 Black**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  
  abcdefghijklmnopqrstuvwxyz 1234567890

- **85 Extra Black**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  
  abcdefghijklmnopqrstuvwxyz 1234567890
APPENDIX
FOR ADDITIONAL INFORMATION, CONTACT

University Communications
Southern Illinois University Carbondale
618-453-2276
universitycommunications@siu.edu