

# THE SIU BRAND WITHIN REACH

SIU  
CARBONDALE

**1.0 THE SIU BRAND WITHIN REACH**

- 1.1 Why We've Created This Book
- 1.2 The Background/Research Behind This Book

**2.0 UNDERSTANDING THE BRAND**

- 2.1 What is a Brand?
- 2.2 The SIU Brand
- 2.3 Our Mission
- 2.4 Competitive Positioning
- 2.5 Brand Personality
- 2.6 Brand Payoff
- 2.7 Brand Pledge
- 2.8 Brand Essence
- 2.9 The SIU Brand
- 2.10 Our Brand Story in 30 Seconds

**3.0 COMMUNICATING THE BRAND**

- 3.1 Brand Messaging
- 3.2 The Core Message
- 3.3 The Balance Message
- 3.4 The Access Message
- 3.5 The Academic Message
- 3.6 The Location Message

**4.0 CREATIVE EXPRESSION**

- 4.1 Where Brand Takes Form
- 4.2 Viewbook
- 4.3 Road Piece
- 4.4 Search Piece
- 4.5 Welcome Kit
- 4.6 Website
- 4.7 Advertising
- 4.8 Campus Signage
- 4.9 SIU Gear

**5.0 NEW IDENTITY**

- 5.1 Identity

**6.0 CREATIVE ELEMENTS**

- 6.1 Creative Elements
- 6.2 Editorial Guidelines
- 6.3 Photographic Style
- 6.4 Additional Graphic Vocabulary
- 6.5 Brand Colors
- 6.6 Typefaces

**7.0 APPENDIX**

- 7.1 Contact Information

# WHY WE'VE CREATED THIS BOOK.

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.

*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

# SIU

# 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.

SIU



# UNDERSTANDING THE BRAND

# WHAT IS A BRAND?

## SIMPLY: IT'S AN EXPERIENCE.

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.

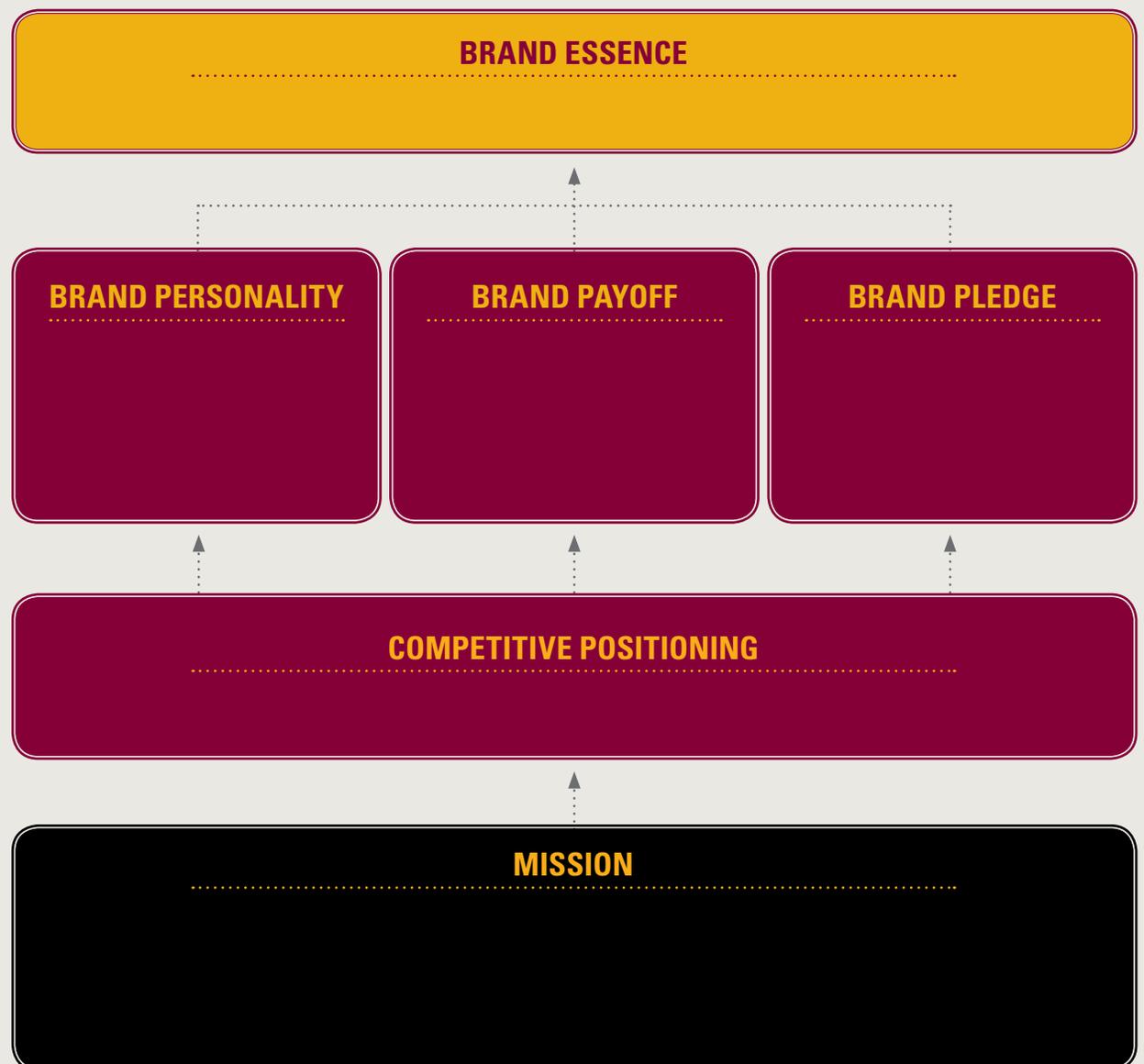
# SIU

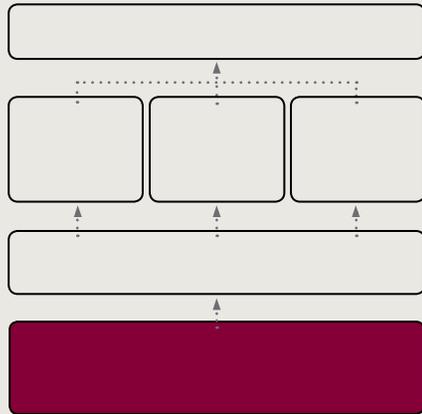
# THE SIU BRAND

## 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.





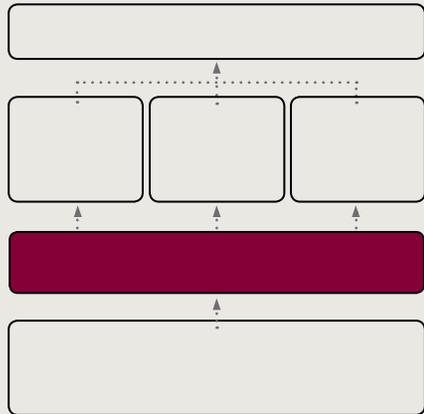
## OUR MISSION

**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"*



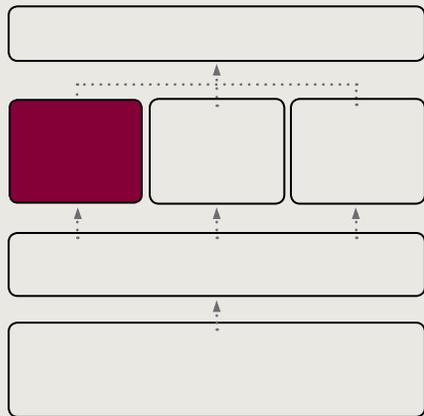
## COMPETITIVE POSITIONING

**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

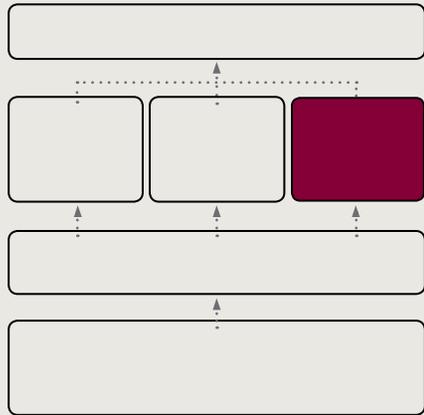
**Personalities aren't one-dimensional. Institutions have personalities.** And like people, those personalities can be a complex mix of traits. It's important to be able to describe ours so others can identify SIU as a good fit.

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.**





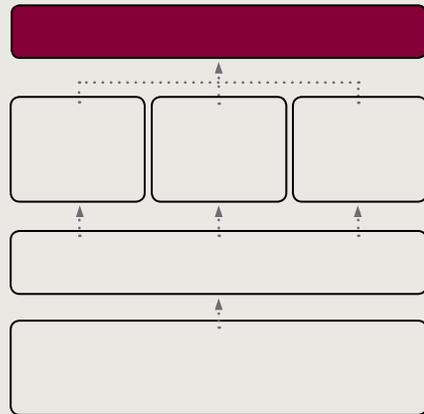
## BRAND PLEDGE

**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.



# OUR BRAND STORY IN 30 SECONDS

## THIS IS A LOT TO TAKE IN.

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

A woman with long dark hair is smiling and looking upwards and to the right. The image is overlaid with a dark red, semi-transparent tint. The background shows a blurred office or classroom setting with a whiteboard and a laptop.

# BRAND MESSAGING

## WHERE DO WE BEGIN?

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.

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

# SIU

# 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**.

# 2. THE BALANCE MESSAGE

## 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.

# 4. THE ACADEMIC MESSAGE

**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

# CREATIVE EXPRESSION

**THIS IS WHERE  
BRAND  
TAKES FORM.**

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.

# SIU

## A NEW GENERATION OF SALUKIS.

After concept testing, we immediately went to work creating several pieces to recruit a new class of students, starting with the Viewbook.

It was vital to the project to convey the authentic SIU experience. So we identified and interviewed four current students—each representing an important SIU experience: from high achiever to first-generation student.

We also selected these students because they exemplify the brand and the idea that SIU has all the brains of a nationally ranked research university with all the heart of a small college.\* Through these students, prospects can begin to understand what we mean when we say, “At SIU, big things are within reach.” It brings the brand alive.

### Enrollment Brochures Viewbook

**MARCUS, SENIOR**  
UNIVERSITY OF ILLINOIS  
JOURNALISM, ADVERTISING/  
INTEGRATED MARKETING COMMUNICATIONS

**Marcus is a people person.** And as former student body president, he represented 16,000 of them. “I’m in the College of Journalism studying marketing and communications with a focus on PR and advertising,” says Marcus. “But it’s my time outside the classroom that has really given me added perspective and appreciation for different points of view.”

“I’ve been involved with almost every student event on some level. And that experience has been invaluable. I was able to see student life in ways that no one else can. It’s a collection of cultures. I’ve actually learned some Farsi. It’s a network of future business leaders. It’s an army of advocates who mobilize to do the good work that needs to be done. It’s also the perfect preparation for my career—student life has taught me how to bring people together.”

**INITIATIVE**

SIU students want more from a university than life in a classroom. They want experiences that can take them as far as they want to go. We know that more employers are looking at what students have done outside the classroom as much as what they’ve accomplished inside. They want to see who is challenging themselves and who is pursuing their passion as well as a degree.

**REWARDED.**

Being involved has a huge impact on academic success. And SIU has over 400 student-led organizations to make that happen. It’s easy to find a club or start one. It’s almost inevitable. You’ll begin to make connections and eventually, those connections build to big things—like everything else at SIU.

**SIU STUDENT ORGANIZATIONS ENHANCE YOUR ACADEMIC EXPERIENCE.** Everyone knows that when you get involved you boost your GPA and your chances of graduating on time. From academic organizations to interest- and identity-based clubs, SIU has one of the most inclusive, eclectic campuses in the state.

[siu.orgsync.com](http://siu.orgsync.com)

Inside Spread

### \* SHOWING BRAINS/HEART

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.

Enrollment Brochures  
Viewbook

# 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.



## WE SHAPE THOSE WHO SHAPE THE FUTURE.

We'll give you access to everything you need to make your college experience challenging, exciting, and completely your own. We'll connect you with faculty mentors who will not only recognize your strengths, but will connect you with opportunities that fit them. We'll ramp up your academic career with the Saluki First Year Program to ensure that your transition to college life is as smooth as possible. And all along the way, we'll offer the active support you need to take your education as far as you want.

This viewbook will begin to show you how SIU can help. You'll understand how the connections here on campus can shape your academic experience and your life beyond. You'll see that SIU is a place where first-generation students quickly feel at home (page 6). Where belonging to groups really ensures academic success (page 16). We'll help you get started with the admissions and financial aid process on page 22. Because we believe our support should begin before you even enroll.

What you'll find:  
The SIU experience:  
4 » Brock: Undergrad Research  
6 » Emily: Student Support  
8 » Our Backyard: Carbondale and the Region  
10 » Marcus: Student Leadership and Organizations  
16 » Alexis: Honors and Opportunities  
20 » Student Life and Activities  
Important details:  
12 » Range of Majors  
14 » The Colleges of SIU Overview  
18 » Fast Facts  
Next steps:  
22 » Admissions and Financial Aid  
24 » Visiting Campus

# RESEARCH UNIVERSITY. SMALL COLLEGE.

## WE SATISFY INSATIABLE ACADEMIC APPETITES.

We think there's no such thing as being too ambitious. And we've designed an academic experience that supports that philosophy. It's an experience that allows you to jump in to research as an undergrad and have your name on academic journals as a sophomore. One that ensures you'll get personal face time with faculty experts. One that shares your drive to push beyond what's expected in order to achieve what's possible. Whatever greatness you see for yourself, we see it too. And we have all you need to achieve it.

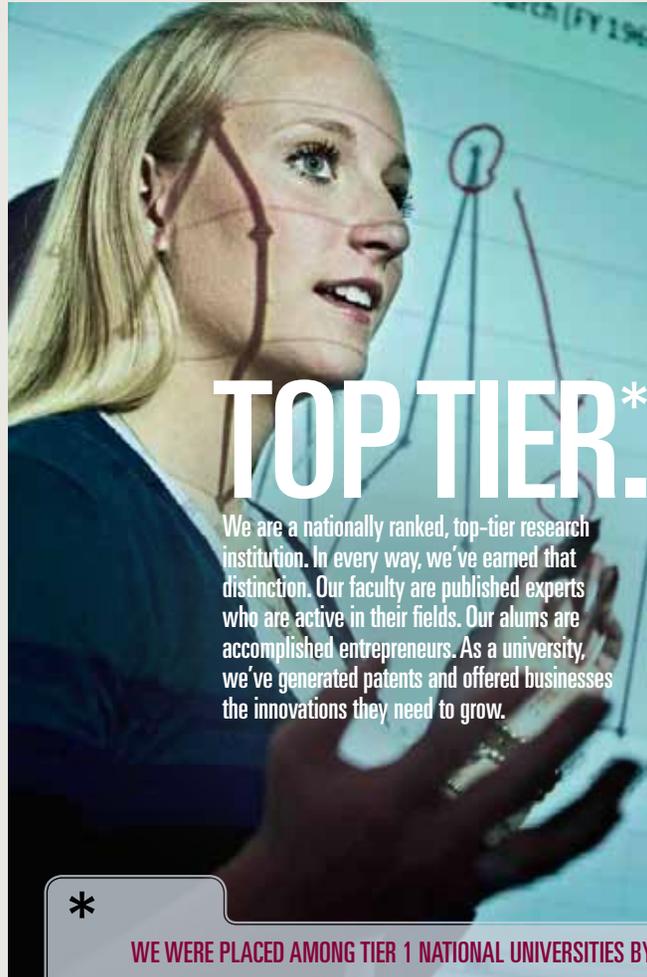
This viewbook offers a glimpse of the opportunities at SIU. We hope you'll use it as a springboard to delve into your areas of interest and begin to make SIU your academic home. Find your major and your passion on page 12. See how quickly you can get involved in research on page 14. Explore SIU from the unique point of an honors student on page 16. But most of all—own your name.

## Enrollment Brochures

### Road Piece

## 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.



# 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.

\*

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

Inside Spread



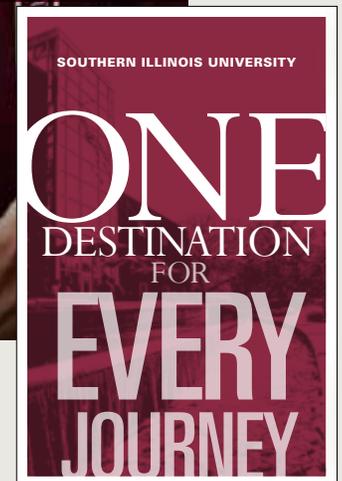
# HANDS ON.

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.

### THE SHARED THRILL OF DISCOVERY.

Once you're a Saluki, you'll join a supportive network that makes the transition to college smooth, helps to ensure success in the classroom, and opens up some incredible research opportunities as early as your first year. It starts with our new initiative: University College. With unmatched cross-departmental collaboration, this program connects you with events, programs, and services to keep you plugged in and fully engaged in your SIU experience. You won't miss a thing.

[firstyear.siu.edu](http://firstyear.siu.edu)



Cover

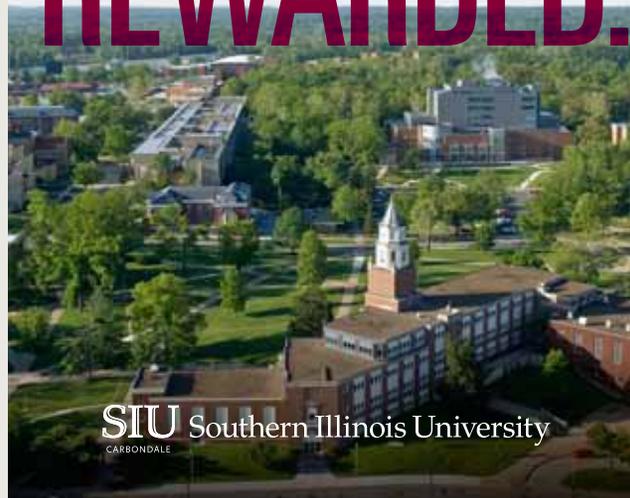
Enrollment Brochures  
Search Piece

**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.

**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

**SOUTHERN ILLINOIS UNIVERSITY AT A GLANCE**

**2011-2012 COSTS:**  
Tuition and fees: \$11,038  
Housing + meals: \$8,648  
Books and supplies: \$1,100  
Other living expenses: \$2,675  
Total: \$23,461

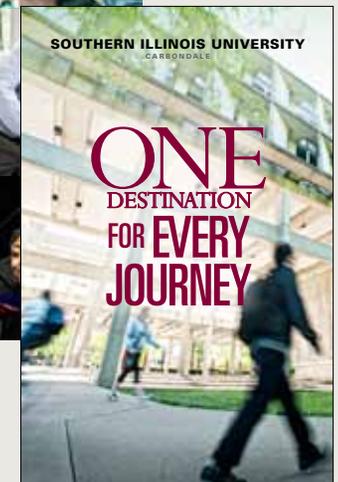
**STUDENTS:**  
15,137 undergrads from all 50 states and 92 countries.  
29% of undergrads are minority students.  
4,223 graduate students are working toward their master's, PhD, law, or medical degrees.

**FACULTY:**  
Published in nearly 10,000 journal articles, 700 books, and 2000 book chapters since 2003.  
88% have the terminal degree in their field.  
Number of patents awarded: 43  
96% of our faculty are full-time teaching and research professionals.

**SIZE:**  
Over 80% of classes have fewer than 30 students.  
53% of classes have 19 students or fewer.  
Student to faculty ratio: 16:1

**ACADEMICS:**  
200+ majors, minors, and specializations.  
8 colleges  
2 professional schools: Law and Medicine  
173 of SIU's 454 registered student organizations are academics-focused.

**SCHOLARSHIPS:**  
Nearly 85% of students receive some form of financial aid.  
\$10.4 million in scholarships awarded each year.



Cover

Enrollment Brochures  
Welcome Kit

# 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.

**TOP 5% OF ALL U.S. HIGHER EDUCATION INSTITUTIONS FOR RESEARCH. 49 PATENTS. 8-TIME NATIONAL CHAMPION FLYING SALUKIS. 30 EMMY AWARDS. \$78.45 MILLION IN RESEARCH. ENDLESS OPPORTUNITIES. 241,136 ACCOMPLISHED ALUMNI. ELITE FACULTY ARE SOME OF THE MOST CITED IN THEIR FIELDS. DEBATE TEAM IS 3RD IN THE NATION. COLLEGE OF BUSINESS IS A TOP 5% BUSINESS SCHOOL. WE'RE ON USA TODAY'S ALL-USA COLLEGE ACADEMIC TEAM.**

**EVERYTHING YOU NEED TO GET STARTED ON YOUR SIU JOURNEY IS WITHIN THIS KIT.**  
 We've made it easy to complete the final steps to enroll and join the Saluki family. In this kit, you'll find simple instructions to help you:

- » Claim your network ID
- » Contract for housing online
- » Apply for financial aid with the FAESA
- » Sign up for New Student Orientation
- » Register for classes
- » Return the Immunization Compliance Form
- » Submit your final transcript(s)

Remember that we're always here to help you, answer your questions, and address your concerns.

**SOUTHERN ILLINOIS UNIVERSITY CARBONDALE**  
**EVERYTHING YOU NEED WITHIN REACH**  
 WELCOME KIT: YOUR SIMPLE GUIDE TO HOW IT ALL BEGINS.  
 Fall 2012, Spring 2013, Summer 2013

Inside Spread

Envelope

Letter of Acceptance

Cover

# OUR FRONT DOOR TO THE WORLD.

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.

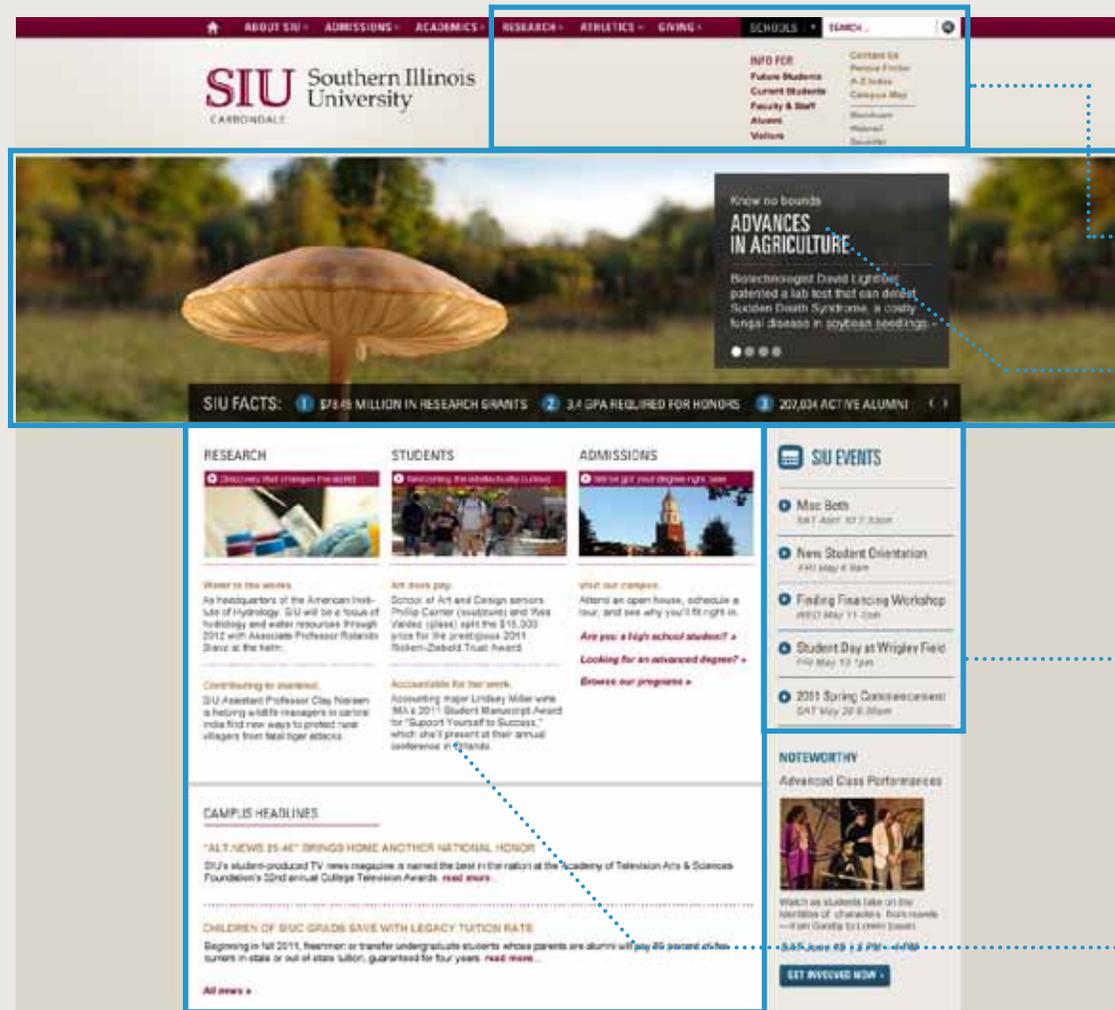
Brands live and breathe online. More and more students are doing all of their college research via the web. And it's no longer rare for our first contact with a student to come in the form of a completed application. Stealth applicants are getting the institutional line and the unofficial scoop on the 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

# SIU

## Website



Home Page

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.

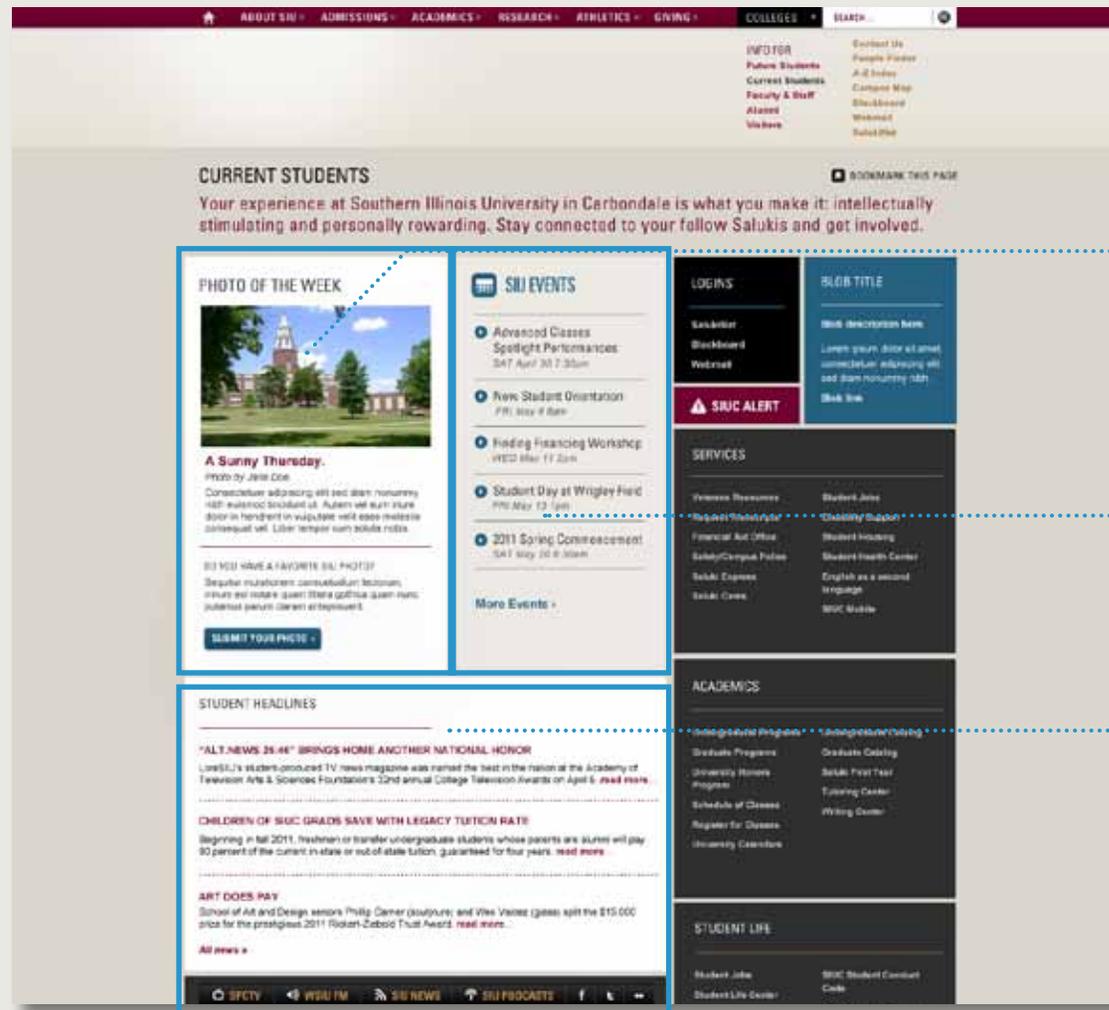
#### SIU Events

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



Student Gateway Page

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.

## Website

The screenshot shows the Southern Illinois University (SIU) Undergraduate Admissions website. The top navigation bar includes links for HOME, ADMISSIONS, UNDERGRADUATE ADMISSIONS, INFO FOR, and SEARCH. The main content area is divided into several sections:

- UNDERGRADUATE ADMISSION:** A sidebar on the left with links for VISIT, HOW TO APPLY, GET HELP, PAYING FOR SIU, LEARNING, STUDENT LIFE, and AFTER YOU'RE ACCEPTED.
- INFO FOR:** A sidebar with links for Parents and Counselors.
- CONTACT:** A sidebar with contact information for Undergraduate Admissions, including the address (403 Oakwood Drive, Carbondale, Illinois 62901) and phone number (618) 530-4400.
- Hero Section:** A large image of a student walking with a backpack, overlaid with the text: "Realizing your true strength FOR EVERY STUDENT'S JOURNEY. ONE DESTINATION." and a quote from Derek Lambert: "SIU pushed me toward opportunities like research and the honors program. I didn't have insight from home because my parents didn't attend college. My professors let me know what was possible. And I ran with it."
- THE BEST OF BOTH WORLDS:** A section highlighting the university's strengths, including nationally-ranked research, top-ranked programs, and a serene wooded campus.
- WE WANT TO MEET YOU:** A section with four sub-sections: ON CAMPUS OPEN HOUSE (July 27, 8am-2pm), SCHEDULE YOUR VISIT (Every MON-FRI, some SAT), SIGN UP TO SHOW UP (June-August 2017), and SIU ON THE ROAD (June-August 2017).
- I WANT TO KNOW:** A section featuring a quote from a recent alumni: "I don't think I can afford college. You're not alone. However, 75% of current SIUC students receive some type of financial aid to make college a reality."
- Right Sidebar:** A vertical column of links: Ask a Question, Contact Admissions, Request Info, Be a VIP, and Apply Now.
- Success by Design:** A section at the bottom right featuring a quote from Patricia White '08: "My time here at SIU helped me bring it to life. Now I've launched my own business!"

Undergraduate Admissions Page

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.

# DESTROYING MISPERCEPTIONS

## SETTING THE RECORD STRAIGHT

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.

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

# SIU

Advertising  
Prospect Print

## 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."**

IMAGINE  
A UNIVERSITY  
WHERE YOU CAN GRADUATE  
WITH A DIPLOMA  
AND AN EMMY® AWARD. **THIS IS SIU.**

Southern Illinois University Carbondale's student-run news program, *altnews 26/46*, has won 30 Emmy® awards in just the last 10 years. It's the sort of thing that happens because we continuously dismantle anything that comes between people and discovery—in every major across campus. And it's why we'll go out of our way to make sure nothing is in your way.

**SIU** Southern Illinois University [thisis.siu.edu](http://thisis.siu.edu)

Print Ad

OUR PROFESSORS ARE  
ALWAYS PURSUING  
LIFE-CHANGING  
BREAKTHROUGHS.  
STARTING WITH OUR STUDENTS. **THIS IS SIU.**

At Southern Illinois University Carbondale, our faculty are some of the most-cited experts in their fields. What's even more impressive is that they've made major research breakthroughs while actively mentoring their students. In fact, 99 percent of our faculty are full-time research and teaching professionals. It's one reason we can say with pride that we have all the brains of a nationally ranked research university and all the heart of a small college.

**SIU** Southern Illinois University [thisis.siu.edu](http://thisis.siu.edu)

Print Ad

### CREATIVE INSPIRATION

**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.**

## Advertising Influencer Print

### 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.

**THIS IS SIU.**

siu.edu

**SIU** Southern Illinois University  
CARBONDALE

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.**

**THIS IS SIU.**

siu.edu

**SIU** Southern Illinois University  
CARBONDALE

**THANK YOU\***

\*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.

**THIS IS SIU.**

siu.edu

**SIU** Southern Illinois University  
CARBONDALE

Advertising  
This is SIU.

## 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.**



THIS IS SIU.

# 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**.

## Advertising Banner Ads



Prospect

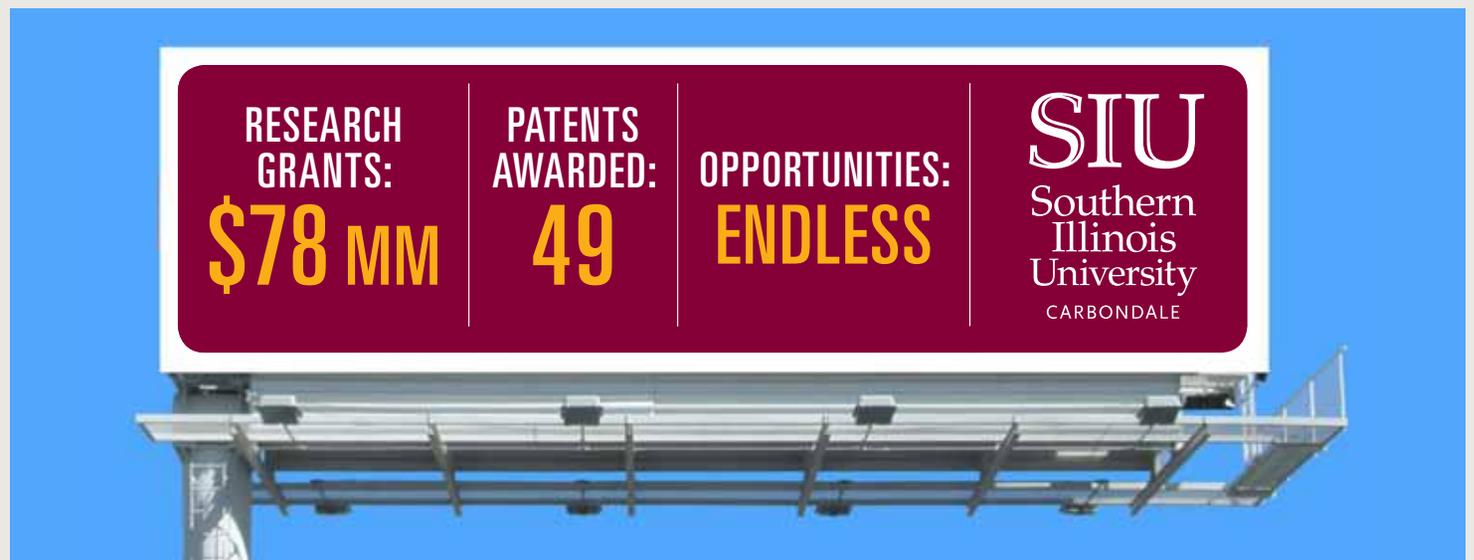
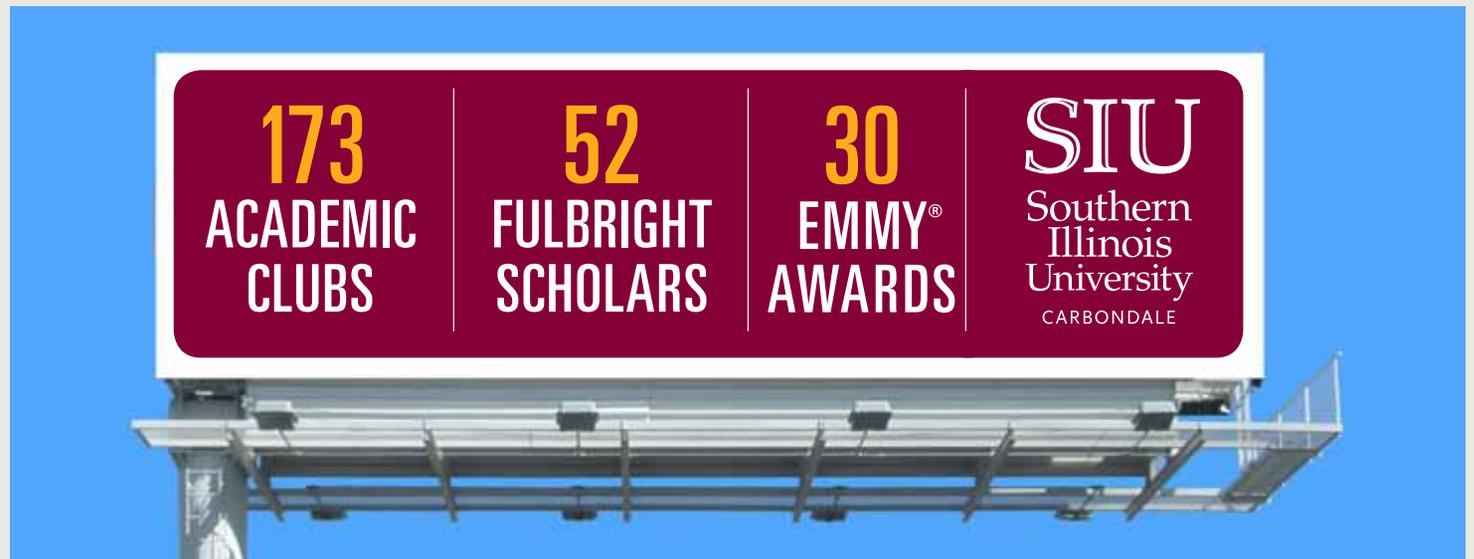


Influencer

Advertising  
Out-of-Home

## 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.**"



## Environmental Branding Campus Banners

### YOU ARE HERE.

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.

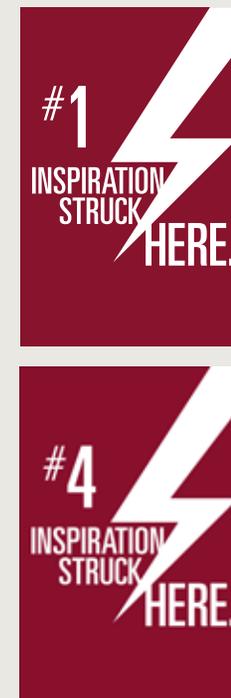


## Environmental Branding

### Campus Way-Finding Signage

# 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.



## SIU Gear

## 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.**

The SIU Logomark

SIU  
CARBONDALE

Shadow inset version

SIU  
CARBONDALE

Highlight inset version

The SIU One-Line Primary Signature

SIU Southern Illinois University  
CARBONDALE

Shadow inset version

SIU Southern Illinois University  
CARBONDALE

Highlight inset version



# 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.

# SIU

# 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.

## Photographic Style

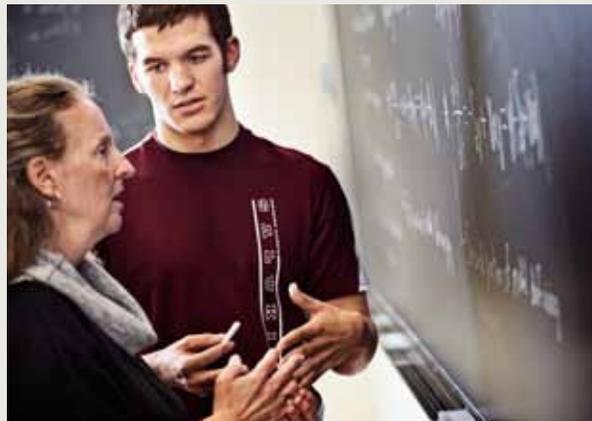
### Collateral

# 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.



## Photographic Style

### Collateral

**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.



## Photographic Style

### Collateral

**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.



## Photographic Style

### Advertising

# ADVERTISING PHOTOGRAPHY: BEING IN THE MIDDLE OF THE ACTION.

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 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 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 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.



**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.

## Additional Graphic Vocabulary

# DESIGN DETAILS

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

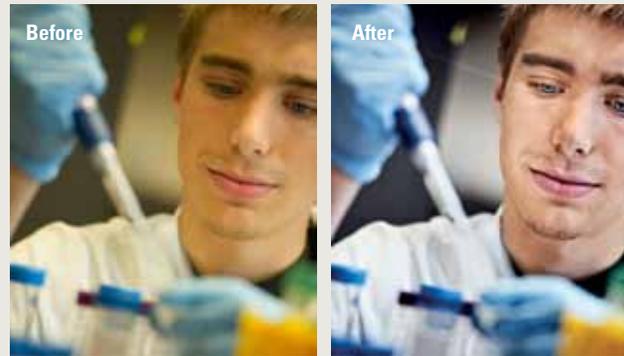
### Using a standard treatment of the university name on covers of printed material.

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.

**SOUTHERN ILLINOIS UNIVERSITY**  
CARBONDALE

### 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.



**WE**  
GO OUT OF OUR WAY  
TO MAKE SURE  
NOTHING IS IN YOURS.

### 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.

### 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.

### 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*.



## 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.

### WHAT YOU NEED TO KNOW

#### ABOUT REPRODUCTION OF THE SIU MAROON

The reproduction of the SIU maroon in spot color and 4-color process has been carefully analyzed to deliver the optimum color. Always use Pantone-approved mixes or the 2009 Bridge formula guide. For additional guidance on color reproduction, contact University Communications at 453-2276.

### SIU Institutional Colors

<b>Pantone® 209 C</b> C: 14 M: 94 Y: 36 K: 60  R: 114 G: 0 B: 0  Hexadecimal #720030	<b>Pantone® Black</b> C: 0 M: 0 Y: 0 K: 100  R: 0 G: 0 B: 0  Hexadecimal #000000
--	--

\* See special note

### SIU Dark Maroon

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

### Supplementary Colors

<b>Pantone® 143 C</b> C: 0 M: 32 Y: 87 K: 0  R: 241 G: 180 B: 52  Hexadecimal #f1ae34	<b>Pantone® 7689 C</b> C: 77 M: 25 Y: 6 K: 0  R: 41 G: 143 B: 194  Hexadecimal #298fc2	<b>Pantone® 370 C</b> C: 62 M: 1 Y: 100 K: 25  R: 101 G: 141 B: 27  Hexadecimal #658d1b	<b>Pantone® 1245 C</b> C: 6 M: 35 Y: 99 K: 18  R: 198 G: 146 B: 20  Hexadecimal #c69214
<b>Pantone® 7699 C</b> C: 73 M: 13 Y: 0 K: 57  R: 52 G: 101 B: 127  Hexadecimal #34657f	<b>Pantone® 7505 C</b> C: 17 M: 44 Y: 62 K: 49  R: 129 G: 96 B: 64  Hexadecimal #816040	<b>Pantone® Warm Grey 1 C</b> C: 3 M: 3 Y: 6 K: 7  R: 215 G: 210 B: 203  Hexadecimal #e8e5db	

# TYPEFACES IN THE CAMPAIGN

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.

## Typefaces

### Perpetua Std

#### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

#### Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 1234567890*

Serif text:  
used primarily for large  
headlines and intermediate-  
sized text

### Univers LT Std

#### 59 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**

San serif text:  
primary font for use in  
both headlines and text

# APPENDIX

A photograph of a university campus scene, overlaid with a dark red tint. In the foreground, a large, light-colored rock sits on a grassy area. Two students are sitting on the rock; a young man on the left is looking towards a young woman on the right. In the background, several other students are walking on a path. The overall atmosphere is calm and academic.

## **FOR ADDITIONAL INFORMATION, CONTACT**

University Communications  
Southern Illinois University Carbondale  
618-453-2276  
[universitycommunications@siu.edu](mailto:universitycommunications@siu.edu)

**SIU** Southern Illinois  
University  
CARBONDALE

SIU