


<div><h1>Illinois</h1><p>Current Revision Date: 09/22/23</p></div>			Verbiage	
<div><div>Established: 1867</div><div>Location: Urbana-Champaign, IL</div><div>Nickname: Fighting Illini</div><div>Mascot Name: N/A</div><div>Conference: Big Ten</div></div>			<div>University of Illinois™</div> <div>Illinois™</div> <div>Fighting Illini®</div> <div>Illini™ <i>(first reference needs to be to Fighting Illini®)</i></div> <div>UI™</div> <div>U of I™</div> <div>FAMILY®</div>	
Orange		Blue	Black	White
<div>PANTONE 7417 C</div> <div>MADEIRA Rayon: 1379</div> <div>MADEIRA PolyNeon: 1952</div>		<div>PANTONE 2767 C</div> <div>MADEIRA Rayon: 1467</div> <div>MADEIRA PolyNeon: 1742</div>	<div>PANTONE Process Black C</div> <div>MADEIRA: Black</div> <div>PolyNeon: Black</div>	<div>White</div> <div>MADEIRA: White</div> <div>PolyNeon: White</div>
Approved University colors or the *PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.				

Primary Anniversary Marks							
							
Word Marks							
							
							
Badge Marks							
							



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## Sport Specific Marks

Team font: Frutiger LT Std. - 75 Black. Keep tracking consistent. Sport can extend beyond boundaries of logo/wordmark above it.



## Helmet Marks

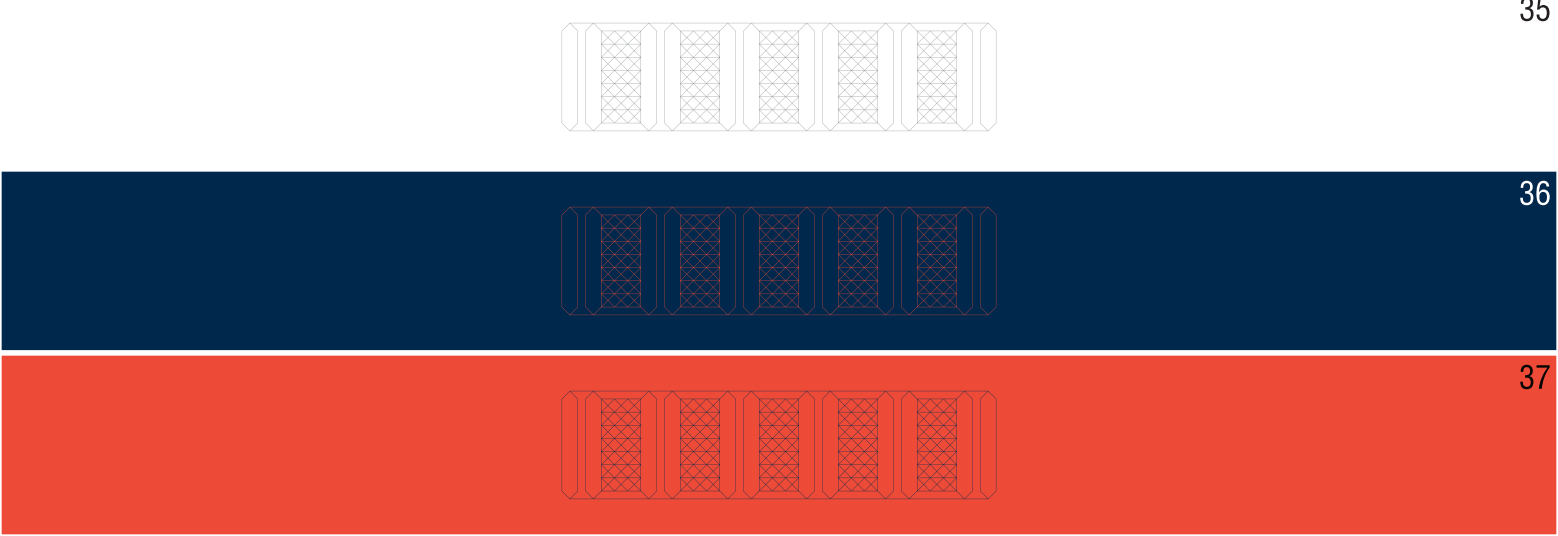


## Font System

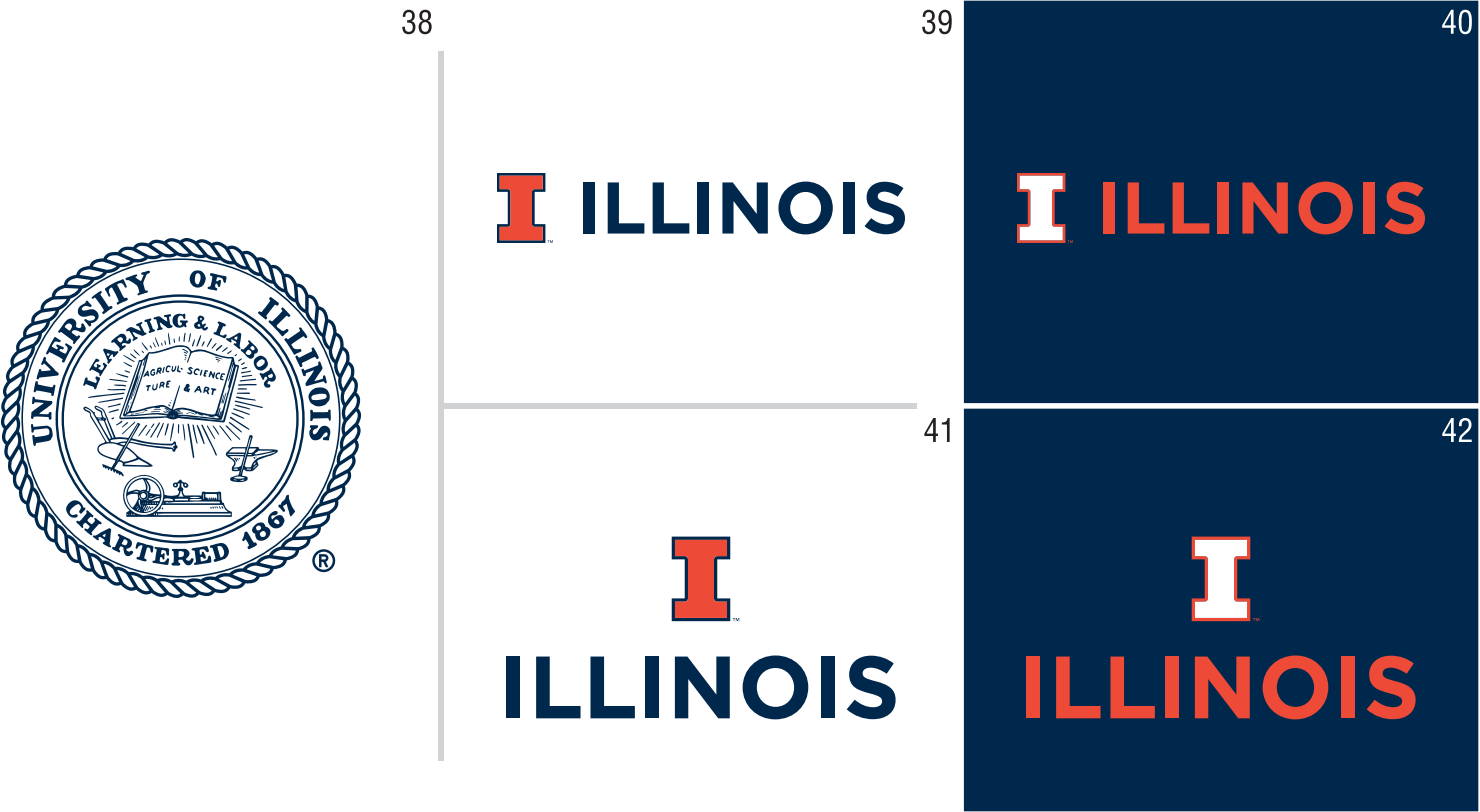
There is no lowercase version. Do not attempt to create a lowercase version. Not intended for large bodies of text.



## Memorial Columns Patterns



## Institutional Marks



### ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale (reviewed on a case-by-case basis).
- No alterations or overlaying/intersection graphics permitted with seal.
- University licenses consumables (must have expiration date on packaging).
- University licenses health and beauty products.
- University permits numbers on products for resale.
- Mascot caricatures not permitted.
- Cross licensing with other marks may be permitted with an additional agreement.
- Use of players' name, image or likeness is permitted on commercial products only if the licensee has a separate NIL license with the University and there is a separate agreement directly with the student-athlete.
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.
- No use of Native American imagery permitted
- All University sports logos must be reproduced in both PMS 7417 C and PMS 2767 C, or in solid PMS 7417 C, PMS 2767 C or white.