



## UICOMP LOGO AND NAME GUIDELINES

The University of Illinois College of Medicine Peoria logo is the visual symbol used to represent the College and to distinguish it from other institutions. The purpose of these guidelines is to ensure uniform implementation of the logo and name.

1. The University of Illinois College of Medicine Peoria is the institution's official name. "The College of Medicine" or UICOMP may be used on subsequent references.
2. The UICOMP logo employs dual branding to include the UIC button indicating the relationship with the UIC campus and incorporates the four-site affiliation.
3. The UICOMP logo may use companion identities in type-treatment that identify unit/department.
4. Two versions of the UICOMP logo exist. Where possible and appropriate, use of the stacked logo is preferred. The secondary, horizontal UICOMP logo may be used as space requires.



*Stacked Logo*



*Secondary Logo*

5. UICOMP business cards are the responsibility of respective departments. Please contact the Print shop at 671-8522 for pricing. Business cards, appointment cards and envelopes will be printed in-house by the Print Shop. New or updated orders for business cards, appointment cards, and envelopes should come through D.E.S. with a D.E.S. requisition for set-up of the logo. D.E.S. will provide the native file to the Print Shop, and the client will submit a duplication order to the Print Shop.
6. When the logo is to be used for publication or signage, the following guidelines should apply:
  - Signs representing the UICOMP will display the logo in color where possible.
  - The logo must always be used with adequate space around it.
  - Primary COM Colors:
    - Red: Pantone 199; Hex #D50032; RGB: 213, 0, 50; CMYK: 10, 100, 86, 2
    - Blue: Pantone 2758, Hex #001e62, RGB: 0, 30, 98; CMYK: 100, 95, 5, 39
    - Secondary Red and Blue: 70% shade
7. Digital logo files, including templates may be found at <https://peoria.medicine.uic.edu/logos>