

## 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. It specifically references the Peoria regional campus of the University of Illinois College of Medicine.
2. The UICOMP logo employs dual branding to include the UIC red circle indicating the relationship with the UIC campus.
3. The UICOMP logo may use companion identities in type-treatment that identify unit/department.
4. 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 should be directed to the Print Shop. New appointment cards and envelopes should come through [Community Relations](#) with a [Media Service requisition](#) for set-up. Community Relations will provide the native file to the Print Shop, and the client will [submit a duplication order to the Print Shop](#).
5. When the logo is to be used for publication or signage, the following guidelines should apply:
  - Signs representing UICOMP will display the logo in color where possible.
  - The logo must always be used with adequate space around it and never warped or stretched.
  - Primary COM Colors:
    1. Red: Pantone 199; Hex #D50032; RGB: 213, 0, 50; CMYK: 10, 100, 86, 2
    2. Blue: Pantone 2758, Hex #001e62, RGB: 0, 30, 98; CMYK: 100, 95, 5, 39
    3. Secondary Red and Blue: 70% shade
    4. Neutral Color - Steel Gray: Pantone Cool Gray 11 C, Hex #333333, RGB: 50, 50, 50, CMYK: 0, 0, 0, 80
6. Digital logo files, including letterhead and PowerPoint templates may be found at <https://peoria.medicine.uic.edu/logos>