

# UIS Orion Mark

## Standards Manual & Usage Agreement

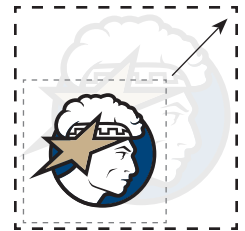


The UIS Orion Mark was commissioned by UIS Marketing, and developed by the UIS Creative Services team. Research and development of the mark was a creative process of over a year. The Orion Mark was approved by the Chancellor's Cabinet in March 2017.

The use of the Orion Mark must strictly follow these standards. As with all official marks of the University, correct use is a requirement for effective identity, recruitment, and communication.

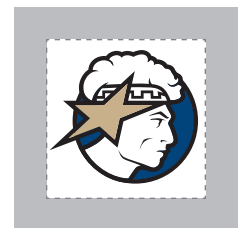
**1. Proportions.** Figure 1. Always constrain proportions when resizing the Orion Mark. (*TIP: hold down the "shift" key to constrain while resizing*). Do not alter, or create your own Orion Mark.

Fig. 1



**2. Colors.** Multiple color and single color files are available. Do not alter colors or deviate from the official University colors: UIS Blue, White, and UIS Gold. Do not add visual effects such as shadows, glows, or other filters.

Fig. 2



Gray area is clear space.

**3. Minimum Clear Space.** Figure 2. The clear space is built into the file. Do not place photos, typography, or other graphic elements on top of the Mark, or inside the minimum clear space.

**4. Backgrounds.** The Orion Mark can be placed on:

- A black or white background
- Any solid color background
- A lighter background image as long as legibility is not diminished.

Fig. 3



**5. Other UIS Logos and Marks.** Figures 3 and 4. Do not use the Orion Mark in combination with the UIS Dome Logo, or with the Leadership lived brand tagline. It can be used with the UIS Wordmark — see page 3 for standards.

Fig. 4



# UIS Orion Mark

## Color Orion Mark

Sample On White Background



Sample On Color Background



## Blue and White Orion Mark

Sample On White Background

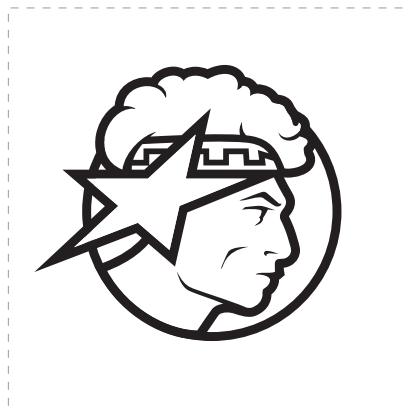


Sample On Color Background



## Black and White Orion Mark

Sample On White Background



Sample On Color Background



# UIS Orion Mark

## How to Use with UIS Wordmark

The Orion Mark should not be used with the Dome Logo.

The Orion Mark can be used in combination with University Wordmark.

The standards for both marks should be followed consistently, and applied to all versions.

All UIS standards can be found online at [www.uis.edu/creativeservices/standards/](http://www.uis.edu/creativeservices/standards/)

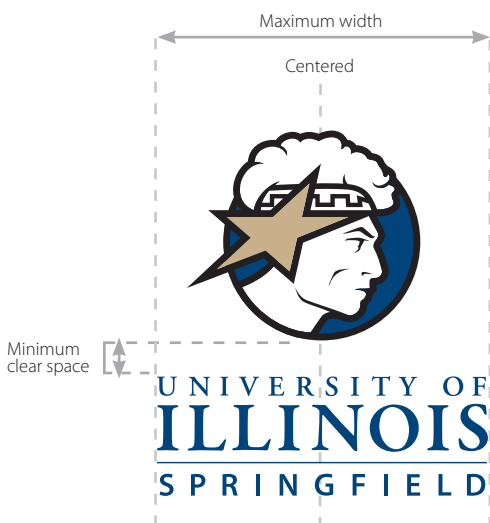
### 1. Side by Side Combination.

The Orion Mark should be the same height as the Wordmark. It should be placed on the left side only. Minimum clear space rule applies.



### 2. Stacked Combination.

The Orion Mark should be centered over the Wordmark. Size of the Orion Mark can vary, but should not exceed the width of the Wordmark. Minimum clear space rule applies.



### 3. Single-Line Wordmark Combination.

A single-line Wordmark can be requested. The Orion Mark can be placed above or below the single-line Wordmark. Size of the Orion Mark can vary. Minimum clear space applies.



### 4. Lettermark / Initials Combination.

The Orion Mark can be placed on any side of the letters. Size of the Orion Mark can vary, but minimum clear space applies.



*If you have questions, contact and consult with us: [creativeservices@uis.edu](mailto:creativeservices@uis.edu)*