



BRAND GUIDELINES





FOR

CHICAGO

UIC stands alone as Chicago's largest institution and only public research university. The 50,000 members of our campus community and our 285,000 living alumni embody the pride and spirit of our great city. We are, and will always remain, For Chicago.

WE ARE THE FLAMES

What's in a Name

The Chicago Fire of 1871, also called the Great Chicago Fire, burned from October 8 to October 10, 1871, and left an area of about four miles long and almost a mile wide of the Windy City, including its business district, in ruins. Following the blaze the city rebuilt, and reemerged as a cultural and economic hub, allowing its visitors and residents to prosper and move forward.

We are the Flames, the intercollegiate athletics department of the University of Illinois Chicago and are named in reference to the Great Chicago Fire as well as the progress, transformation, innovation and resurgence that came afterwards.

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A brand is more than a logo. It is the voice we use to tell our stories. It is the experience people have with our university & department. We use our brand to create those stories and it must be consistent in order to be effective. Incorporate these guidelines into the marketing and communications materials you create. Through a consistent, driven & unified voice, we can make real our claim of providing access to excellence & success.



PRIMARY IDENTITY

Inherent in the notion of identity is identification. The university is not in itself a brand or a personality. Rather it is an expression of values and ideals that reflect the institution's raison d'être, and that, in turn, reflect the values and ideals of those who choose to identify themselves with it and who therefore embody, enrich and extend all that the university stands and strives for – Students, faculty, scholars, researchers, clinicians, health scientists, providers, patients, administrators, alumni, donors, Chicagoans.

The essence, themes and key messaging points described in this book should give all of our audiences a clear reason to believe in the future of The UIC Flames Athletics Department and the motivation to support us. This document will allow our community to not only observe but join our story.

COLOR PALETTE

Color is one of the most important aspects of our visual brand.

Even when logos are forgotten, there is still a recognition of colors. Our colors spark emotion and evoke a response, but only if used correctly and consistently. Consistent use of color supports visual cohesion across our communications and leverages the emotional resonance with our brand.

The colors help tell our story and communicate our personality.

When using color, always use the color values listed. They were adjusted for the best reproduction in print and on screen and may not match Pantone™ Color Bridge breakdowns.

HEX colors should be used when designing for screens or desktop printing.

CMYK color should be used when designing for 4-color printing (C=cyan, M=magenta, Y=yellow, K=black).

SPOT color is a single color created by Pantone & the most accurate representation of printed color.

COLORS

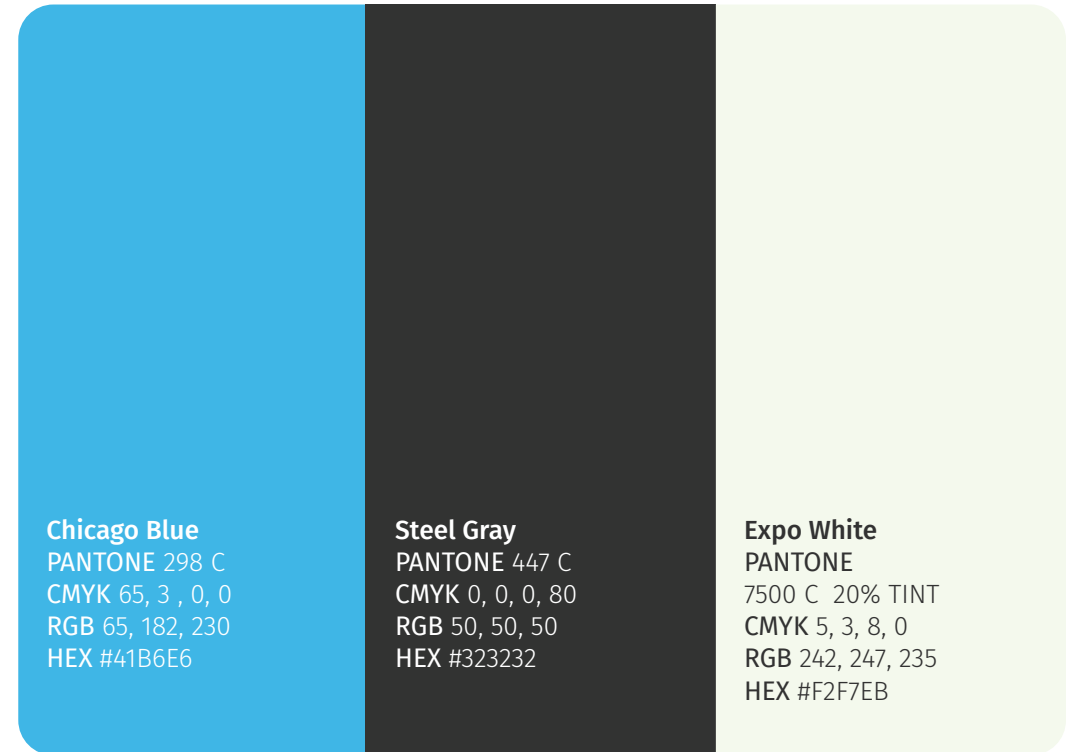
Primary Colors



Two large rounded rectangular color swatches are shown side-by-side. The left swatch is a vibrant red, and the right swatch is a deep navy blue. Each swatch contains text detailing its color specifications.

Fire Engine Red PANTONE 199 C CMYK 0, 100, 79, 0 RGB 213, 0, 50 HEX #D50032	Navy Pier Blue PANTONE 2758 C CMYK 100, 83, 0, 47 RGB 0, 30, 98 HEX #001E62
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Secondary Colors



Three large rounded rectangular color swatches are shown side-by-side. From left to right: a bright cyan blue, a dark charcoal gray, and a pale mint green. Each swatch contains text detailing its color specifications.

Chicago Blue PANTONE 298 C CMYK 65, 3, 0, 0 RGB 65, 182, 230 HEX #41B6E6	Steel Gray PANTONE 447 C CMYK 0, 0, 0, 80 RGB 50, 50, 50 HEX #323232	Expo White PANTONE 7500 C 20% TINT CMYK 5, 3, 8, 0 RGB 242, 247, 235 HEX #F2F7EB
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Tertiary Color



A single large rounded rectangular color swatch in a bright yellow-gold hue. It contains text detailing its color specifications.

Champions Gold PANTONE 136 C CMYK 0, 22, 83, 0 RGB 255, 191, 63 HEX #FFBF3F
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HISTORY



Fire Engine Red

Drawing from the history of the Great Chicago Fire, our red is bright and burns with energy, passion & strength.



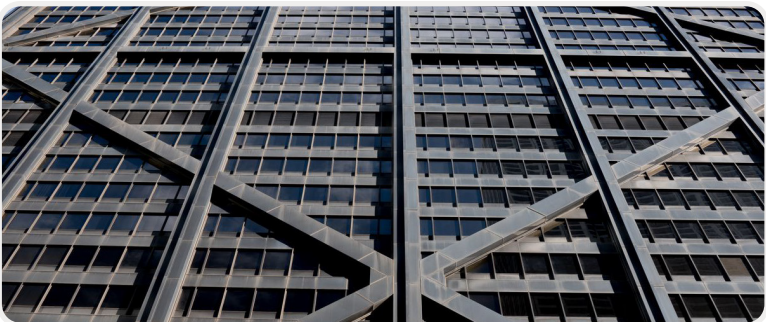
Navy Pier Blue

UIC's first campus was located on Navy Pier, and this color serves as a symbol of stability, loyalty & intelligence.



Chicago Blue

No city loves its flag quite like Chicago, and with UIC being Chicago's Public University, this blue binds our campus and teams with the city we call home.



Steel Gray

With its industrial past, elevated rail, & soaring skyscrapers, Chicago has a history of innovation. This gray serves as a reminder of the city's wisdom, hard work and poise.



Expo White

In 1893, Chicago hosted the World's Columbian Exposition, a transformational opportunity to showcase the reborn city to the world, featuring grand buildings covered in white facades, giving the area its "White City" nickname.



Champions Gold

UIC has won more than 75 league championships, creating a culture of success on and off the field of play.

PRIMARY LOGO

PRIMARY LOGO



PRIMARY LOGO

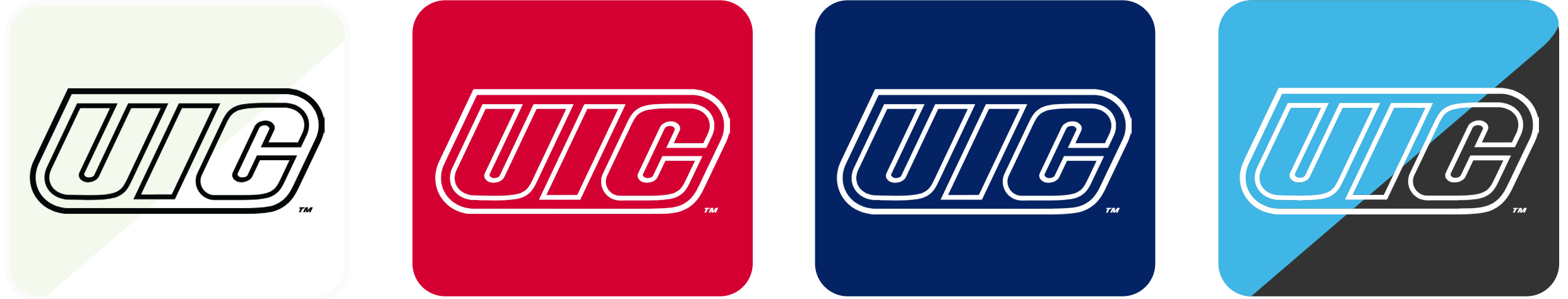
FULL COLOR - PREFERRED



The logo can ONLY be used in the color variations shown above. For one color marks, use the one color assets. Do NOT remove the outlines from the two color marks.

Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. There may be cases where it is difficult to allow the full-recommended clear space (e.g., a very small display ad), and your best judgment should prevail. It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.

PRIMARY LOGO MONOCHROME OUTLINE



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SCRIPT LOGO

SCRIPT LOGO

Flames

The word "Flames" is written in a bold, red, cursive script font. The letters are thick and have a fluid, connected appearance. Below the word is a thick, solid red horizontal bar that tapers slightly at both ends, serving as a stylized underline.

SCRIPT LOGO COLORS - PREFERRED



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MARQUEE TYPEFACE

VTF Redzone

Our department's marquee font, used for headings, banners, posters, print and digital ads & uniforms.

VTF REDZONE

A B

VTF Redzone is a modern and bold font that features strong, sharp lines, mirroring the power and growth of UIC Athletics. The spur-serif look was selected as an embodiment of the Flames spirit, reflecting the passion to persevere and win, qualities found within each member of the UIC community.

We use VTF Redzone to enhance the brand of UIC Athletics on marquee visual items, including headings, banners, posters, ads and our team uniforms.

CLASSIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

!@#\$%^&*()

CLASSIC OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

!@#\$%^&*()

123456
7890

One Tone Numerals

123456
7890

Two Tone Numerals

ONE & TWO TONE NUMERALS



A B C D E F G H I
J K L M N O P
Q R S T U V
W X Y Z

One Tone Alphabet

A B C D E F G H I
J K L M N O P
Q R S T U V
W X Y Z

Two Tone Alphabet

ONE & TWO TONE ALPHABET



JERSEYS & UNIFORMS

For our jerseys, we use a modified version of **VTF Redzone Classic (Not Oblique)**. Below, we break down the adjustments made to the font for our jerseys. Examples of possible colors are on the previous pages.

Stroke width

- Name: 1.5pt
- Numbers: 2pt

Vertical Scale:

- Name: 100%
- Numbers: 118%

Tracking:

- Name: 0
- Numbers: 25

NOTE:

White color text can be used on the primary background colors, either without a stroke or with the opposite primary color as the stroke.





SUPPORTING TYPEFACE

Metropolis

Our department's supporting font
that we use for body copy & standard information.

METROPOLIS

A b

A modern, geometric typeface that reflects our ambitions as an athletic department - forward-thinking, hard-working, and polished. It pairs excellently with VTF Redzone to create a cohesive and crisp typographic brand.

Designed for optimal readability at small point sizes while beautiful at large point sizes, Metropolis is our department's supporting font for body copy and standard information.

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()

1 2 3 4 5 6 7 8 9 0
! @ # \$ % & * ()

Numerals & Glyphs

A B C D E F G H I J K
L M N O P Q R S T
U V W X Y Z

Alphabet

H1
VTF Redzone
Classic, 44pt.

SUGGESTED FONT HIERARCHY

H2
Metropolis
Bold, 16pt.

You can easily adapt the fonts, capitalization and sizing to fit your individual design needs.

H3
Metropolis
Medium, 14pt.

This is an example of an ideal for stacking hierarchy for your project. You can easily adapt the fonts and sizing to fit your individual design needs.

Paragraph
Metropolis
Regular, 12pt.

This is an example of an ideal for stacking hierarchy for your project. The point sizes selected here are not absolute and should be adapted to your design, project or presentation while keeping these general proportions intact. Following these guidelines, you can easily adapt the fonts and sizing to fit your individual design needs.

Details
Metropolis
Light, 10pt.

Flames Brand Guidelines - Fire Up Flames!

Above, we have provided an example of an ideal font hierarchy utilizing our official, approved brand fonts “VTF Redzone” and “Metropolis”.

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SECONDARY IDENTITY

Lockups

Sport Specific Lockups

Sponsor lockups

Icons & Marks

Icons

University vault

Trademarks

Missouri Valley Conference Marks

LOCKUPS

SPORT LOCKUPS

In order to maintain unity and consistency, we have created three (3) classes of sport-specific logos / team lockups.



Class One - Vertical Lockup:

Simplified UIC Word-mark,
Typeset Team Name Centered Below

Class Two - Horizontal Lockup:

Simplified UIC Word-mark,
Typeset Team Name Aligned to the Right

Class Three - Script Lockup:

Flames Script Word-mark,
Typeset, Shorthand Team Name Left
Aligned in Tail Below

VERTICAL LOCKUP/ CLASS ONE FULL COLOR - PREFERRED



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HORIZONTAL LOCKUP/ CLASS TWO FULL COLOR - PREFERRED



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SCRIPT LOCKUP/ CLASS THREE FULL COLOR - PREFERRED



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SPONSOR LOCKUPS

There will be times when another logo or icon will need to be shown alongside our own. In corporate sponsor lockups, we use our primary department logo.

Logos should be approximately the same size & aligned on an optical center line with and separated by a thin vertical bar.

Partner logos should be on the left hand side of the lockup and the secondary UIC Flames logo should be on the right. If in a row of multiple logos, organize them alphabetically with our logo always last on the right.

The designation language should sit centered below, or fully across the bottom of the lockup, written in “Metropolis Bold Italic” all caps.



OFFICIAL TEAM SPONSOR



OFFICIAL MERCHANDISE SPONSOR

ICONS & MARKS

ICONS

We have created a series of Icons that compliment and contextualize our main brand and logos.

These icons should never replace our main logos unless directly authorized but can be paired with them for unique designs.

In order to create visual interest and refer back to our Chicago roots we have pulled imagery from our municipal flag, skyline and athletics brand.

To build a strong, cohesive brand you must have an identity that translates well digitally and physically. Please follow the guidelines to ensure proper application of these icons.



Stars:
Always use 4 in a Row,
in Either Fire Engine Red
or White.



Flame:
This 1-Color Flame can be
Used for Design Accents.
Avoid Using in Gold.



Skyline:
Our Perspective of the
City & the Only Approved
Skyline Mark.

UNIVERSITY VAULT

UIC traces its roots back to 1859.

Since then our campus, name, and look have changed, but we are still proud of our history and traditions and want to pass UIC pride from previous generations to the next.

The University Vault allows us to keep and refer to retired logos in the future, whether to honor accomplishments and anniversaries or to design commemorative merchandise.

NOTE:

Please contact the Licensing and Branding Office before using any of these logos.



TRADEMARKS

The 'TM' or ® trademark symbol as determined by the athletics department must be visible and readable for the Flames Logos in the placements shown in these guidelines. You may not remove or obfuscate either of the TM or ® symbols in any of the Logos.

There are cases where the athletics department may choose to omit the 'TM' or ® trademark symbol (i.e, usage on uniforms, merchandise, selected internal communication and/or environmental design such as signage and play surfaces)

We have provided two examples to the right.



Example of Usage With the Trademark Symbol



Example of Usage Without the Trademark Symbol

MISSOURI VALLEY CONFERENCE

UIC has been a proud member of the Missouri Valley Conference since 2022.

To ensure a clear and consistent brand message, the Missouri Valley Conference has developed a Brand Standard Guide that contains both a written and visual representation of the proper use of league and institutional marks.

Notably, the Conference logo shall appear on all uniforms for any MVC-sponsored sport. In no instances shall the logo be on the back of any apparel. When a manufacturer or specialty logo conflicts with required or recommended placement, alternate logo positioning may be acceptable with MVC approval.



This is the acceptable version of the UIC MVC logo on a white or light background



This is the acceptable version of the UIC MVC logo on a black or dark background



BRAND APPLICATION

Logo Spacing

Logo Positioning

Correct / Incorrect Usage

Typographic Considerations

Stationery

Frequently Asked Questions

BRAND APPLICATION

When it comes to developing a brand, consistency is key. That doesn't mean everything has to look the same. Using the brand identity system in a consistent manner will build credibility for the brand, speed recognition and it also will differentiate us from the competition.

As you evolve the design elements of current design systems, remember one of the cornerstones of a memorable brand experience is our continued, consistent expression of that brand. The Flames Athletics Brand Identity System is designed to support a range of creative expression, from the calm to the dynamic. You can now infuse any expression with precisely the right tone to support the right marketing message for your audience. No matter what expression you choose, your communications will be supported by a foundation built on design integrity and quality.

LOGO PROTECTED SPACE

The minimum protected space is equal to 25% of the height of the logo. At least this amount of clear space must surround all Flames logos in all applications.

Minimum Size (Height):

0.40 inches - Print minimum preferred

30 Pixels - Digital Minimum

50-70 Pixels - Digital Preferred Range



When you place our logo in a design, please make sure you give it room to breathe; we call this “Protected Space.” The protected area around the logo ensures that no other graphic elements interfere with clarity and integrity. To protect the logo from visual interference, this space is required around all of its sides. Protected space is the specified minimum area of isolation surrounding the logo. Protected space also includes the edges of applications (i.e., the edge of a letterhead or Internet browser window).

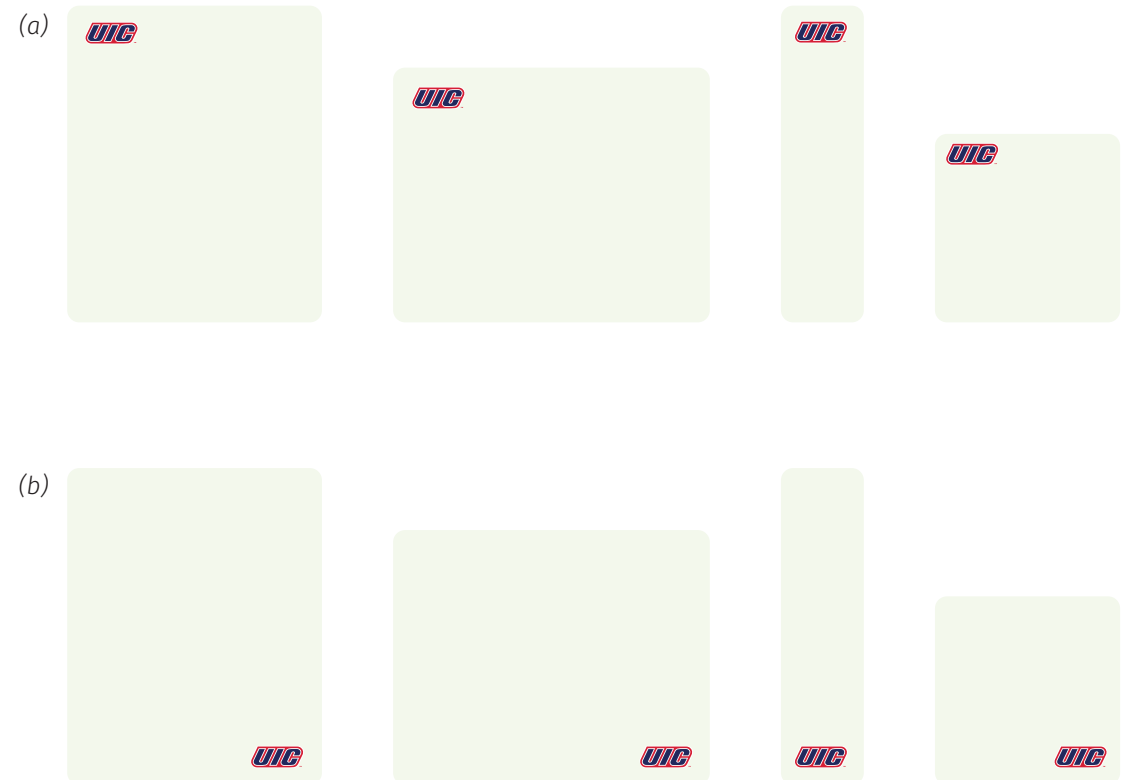
LOGO POSITIONING

Our logo can be placed in different positions across our documents, depending on context.

Our preferred **position (a)** is the top left corner, to lead with our brand.

Our secondary **position (b)** is the bottom right-hand corner, acting as a sign-off when the audience is familiar with the Flames (e.g. as a sign-off where it is clear that the communication is coming from the Flames).

Internal items that scroll should use the primary position in order to ensure that the logo is not missed. Narrow (width or height) ads can be centered in the primary or secondary position.



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INCORRECT USAGE



Do not recolor the logo or elements of the logo.



Do not deconstruct or add elements, outlines or effects to the logo.



Do not alter the orientation of the logo without direct, written permission.



Do not combine logos or wordmarks in an overlapping pattern nor lay text over the logo.



Do not crop portions of the identity elements or logos in any way.



Do not alter proportions, (i.e. stretch, bend, shrink, warp) disproportionately.



Do not use the logo to replace “UIC” or “FLAMES” or any other words in text without permission.



Don't use old and incorrect versions of the logo.

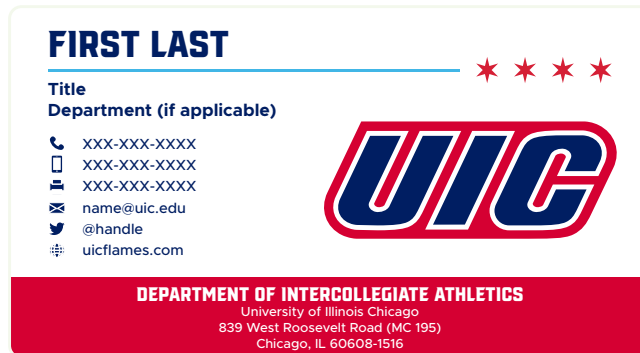
Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. There may be cases where it is difficult to allow the full-recommended clear space (e.g., a very small display ad), and your best judgment should prevail. It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such “second-generation” art will degrade the quality of the image and may alter the scale of the various elements.

BRAND APPLICATION

STATIONERY

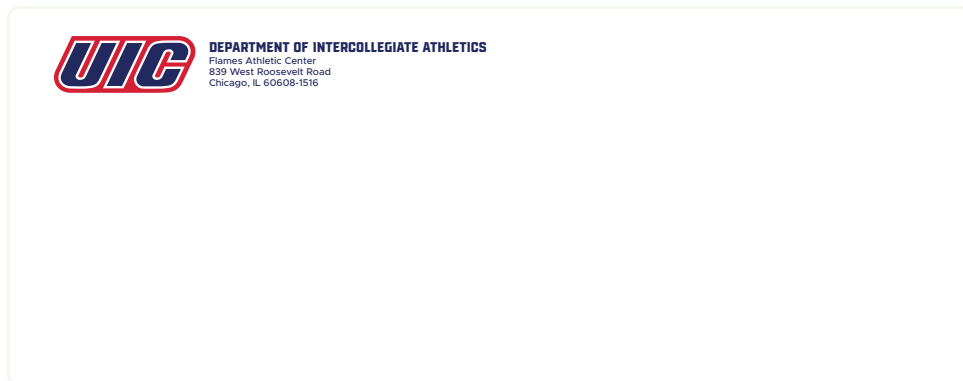
Business Card

Front Shown Here



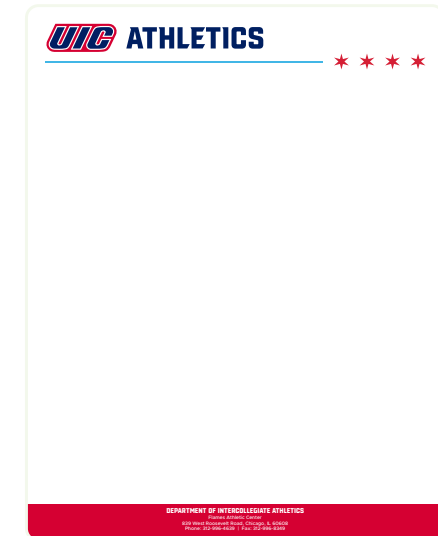
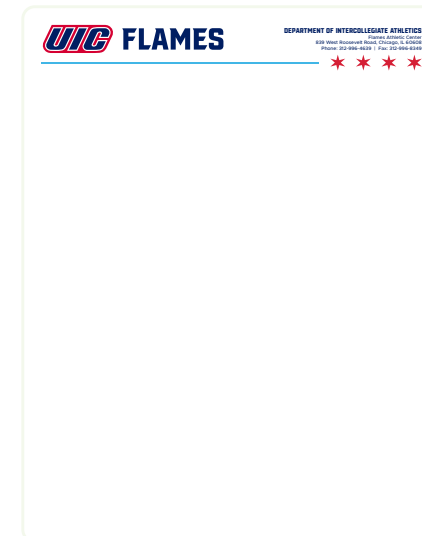
Envelopes

#10 Shown Here



Letterheads

Department Layout (L) - Team-Specific Layout (R)



Post Cards

Back Shown Here



TYPOGRAPHIC CONSIDERATIONS

Names In Copy:

It is important to make a clear distinction between what is a lockup or word-mark and what is general information or copy.

When referring to a product or program name within a block of copy, write the name with spacing rules applied but keep the text weight consistent with the copy style. Do not use logos or lockups (which can change and disrupt text weight) in headline or body copy.

Visual Importance:

It is important to organize typography in a hierarchical system according to relative importance. In order to establish a hierarchy, use consistent scale, color and function throughout any given material.

The hierarchy assigned and applied will affect how viewers interpret your materials, info and/or designs. It helps when there isn't too much content on the page.

Combining Typefaces:

When you must combine multiple typefaces on a design, they should coexist comfortably.

Avoid two different faces that are too similar. When using a decorative typeface for a header, always pair it with a simple sans-serif for maximum readability. For body text, it is always advisable to use a legible and formal typeface. Please do not alter the typeface/font you have chosen by altering the vertical or horizontal scale (e.g. do not stretch the font).

FREQUENTLY ASKED QUESTIONS

FREQUENTLY ASKED QUESTIONS

What information should I know about UIC?

- Location: Chicago, IL
- Conference: Missouri Valley Conference
- Mascot: Sparky
- Founded: 1965
- Enrollment: 33,747
- Websites: uicflames.com

Why does UIC care who uses its marks or how?

- **UIC must control and monitor the use of its Marks or risk losing its right to use them as unique University identifiers.**
- **The University has a strong interest in controlling use of its Marks for several reasons:**
 - Ensuring that any products or services that bear University Marks are of high quality and are used only in connection with products and services with which the University has chosen to be identified with; preventing misleading or inaccurate portrayals of the University's relationship to others or to activities and preventing others from taking advantage of the good will the University has developed and which is symbolized by its Marks; and ensuring that products and services bearing University Marks protect the integrity and reputation of the University, maintain and build upon the good will of the University, and promote support and increase awareness of the University.

Who can produce products using UIC trademarks?

- Only those who have been approved through the CLC licensing process. Visit the Collegiate Licensing Company's website <https://clc.com> for more information on that process.

FREQUENTLY ASKED QUESTIONS

What happens if I mistakenly used a vendor that is not approved by the university?

- You can avoid this problem from the start by only working with licensed vendors, which can be found on Licensing and Branding's website or by emailing the department. Requests for one-time exceptions for unique orders can be made in writing via email to the Department, prior to placement of the order, and will be considered on a case-by-case basis.

Can I create a unique logo for my department?

- No, by using the UIC brand, including logos and lockups, in a consistent manner, you strengthen the value of the brand and, in turn, elevate the reputation of your department. Having multiple competing logos for colleges, units and offices creates brand dilution and confusion to our key stakeholders.
- The overall goal of our department-wide branding effort is to align dozens of individual identities with our UIC core brand. For several years UIC (both campus and athletics) had a significant problem with brand fragmentation. Creating individual logos only adds to that problem. There are many things that can be done with graphics, colors, typography and messaging to give any group its own identity, while staying true to the UIC brand and without the need for a new, standalone logo.

Where can I find vector graphics of the UIC logos?

- Please contact Phil Bergman or Nina Goodhue, to request any files.
- **pbergman@uic.edu or ngoodhue@uic.edu**





Phil Bergman

Associate Athletics Director - Creative Services & Broadcasting
UIC Athletics
pbergman@uic.edu

Nina Goodhue

Associate Athletics Director - Marketing and Ticket Sales
UIC Athletics
ngoodhue@uic.edu