



**Southern**  
Illinois University  
**Carbondale**

**University Communications**  
[www.siu.edu/~econdev/](http://www.siu.edu/~econdev/)  
[www.siu.edu](http://www.siu.edu)

May 20, 2008

MEMORANDUM

TO: Vendors

FROM: Jay Bruce, University Communications

SUBJECT: SIUC Name Drop Logo Format

Enclosed are the specifications for the SIUC name drop logo format. This new format should be used for all embroidery applications and may be used on promotional items and screen printing applications. Any member of the campus community can use the SIUC name drop format.

Also, for unit/departmental polo shirts, the official shirt color is maroon and should be worn to represent the University at events. Other approved polo colors are white, black, gray and khaki. Service departments with special circumstances should contact University Communications to discuss color options.

If you have questions regarding this new format please contact me at 453-2276 for clarification.

Jay

# Left Chest Comps: Font used = **Universe 67 Condensed Bold**



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## **Office of Research Development & Administration**

*EMBROIDERY EXAMPLES: To determine the proper size for the variable data information, the variable data (letters in lower-case format) a-e-o should be set slightly smaller than the a-e-o in the Carbondale text within the logo.*

*Spacing for horizontal line and variable data should be determined by using the height of "o" in Carbondale as a guide. Measure from the bottom of the clock tower to the horizontal line and from the line to the Capital in the college/unit or department name. (See above)*



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## **Mass Communication and Media Arts**

The font used to identify colleges/departments or units is from the same font family as the "Illinois University" in the main logo.

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## Plant & Service Operations

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## Head Start

The font used to identify colleges/departments or units is from the same font family as the "Illinois University" in the main logo.

Example of 2 color embroidery logo



## **Bull Test Station**

Example of black embroidery logo



## **Computer Science**

### *EMBROIDERY EXAMPLES:*

*PLEASE NOTE: Separation line weights are thicker in the embroidered logo compared to screen print and speciality logo usage.*

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Example of 2 color screen print or speciality item



**University Communications**

Example of black screen print or speciality item



**School of Art & Design**

*SCREEN PRINT/SPECIALITY ITEMS EXAMPLES:*

*PLEASE NOTE: Separation line weights are thinner than embroidery line weights. The line weight for the long horizontal line under the logo should be the same weight as the separation lines in the logo.*

*To determine the proper size for the variable data information, the variable data (letters in lower-case format) a-e-o should be set slightly smaller than the a-e-o in the Carbondale text within the logo.*

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