

## Direction 1

### Primary identity

UIC is a place of intersection. It exists as a hybrid of various academic disciplines, cultural backgrounds, and idiosyncratic passions. To honestly represent the dynamism and hybridity that distinguishes UIC, a flexible, contemporary identity system is called for; one that allows for individuality and interdependency. Such is the quality of this amorphous mark, punctuated by a diagonal line that acts as the meeting point between two intersecting spatial planes, mimicking, as it were, the intersections occurring and recurring, literally and figurative, throughout the university and beyond.



UIC

### Secondary identities



**UIC** University of Illinois  
Chicago



**UIC** University of  
Illinois Chicago



**UIC**  
University of Illinois Chicago

Secondary identities

**UIC Business**

**UIC Business**  
Managerial Studies

**UIC Urban Planning**  
and Public Affairs

**UIC Urban Planning**  
and Public Affairs  
Great Cities Institute

**UIC Urban Planning**  
and Public Affairs  
Great Cities Institute

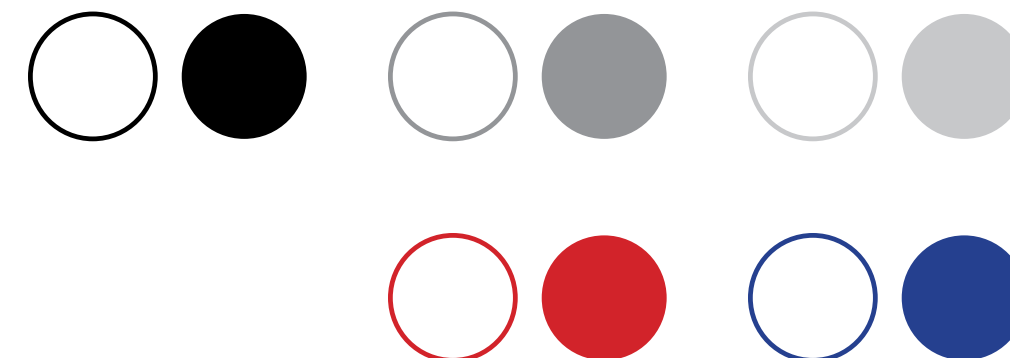
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DIN Regular  
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DIN Medium  
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Color



### Application — Letterhead, Business Card, and Envelope

Dr. Michael Redding  
Executive Associate Chancellor  
Public and Government Affairs  
University of Illinois Chicago

312.999.9999  
mredding@uic.edu  
601 South Morgan Street  
Chicago, IL 60607

Dear Sir/Madam,

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Sincerely,

Michael Redding

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Executive Associate Chancellor  
Public and Government Affairs  
University of Illinois Chicago  
  
312.999.9999  
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654 North Halsted Street  
Chicago, IL 60609

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Application — Signage

Front



Back

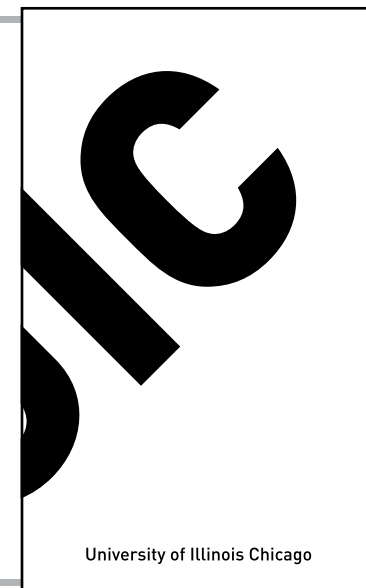


Application — Banners

Front



Back



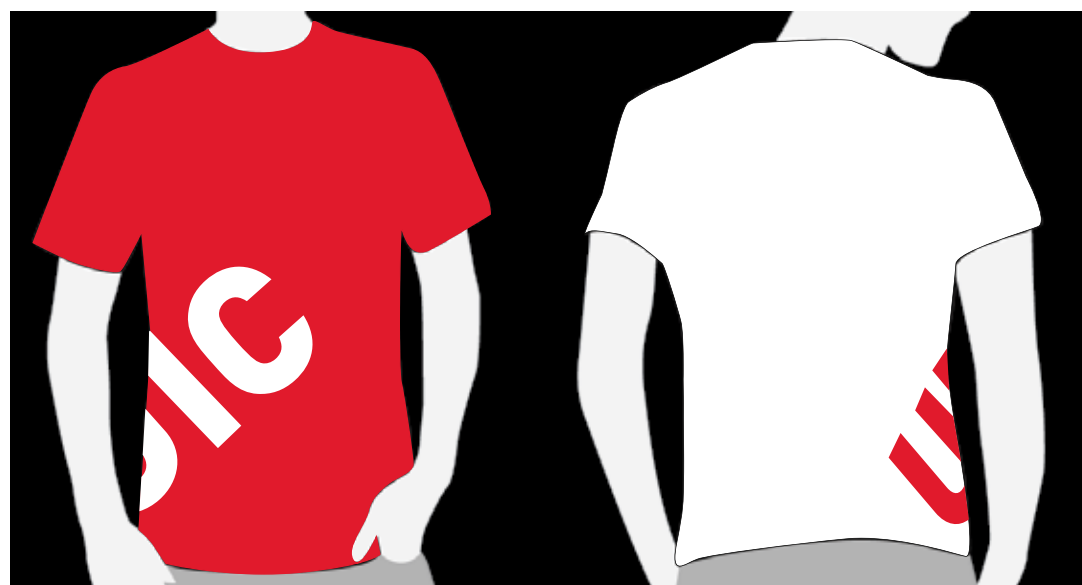
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Application — Apparel



Application — Alumni Magazine

