

# **University of Illinois at Chicago**

## University identity: schematic design

**University of Illinois at Chicago  
College of Architecture, Design, and the Arts  
School of Design**

**DES 440/441: Design Thinking and Leadership**

**March 17–18, 2014**

## On 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 – students, faculty, scholars, researchers, clinicians, health scientists, providers, patients, administrators, alumni, donors, Chicagoans – and who therefore **embody, enrich, and extend** all that the university stands and strives for.

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### Note

The design in this document represents a first step towards a revised or new identity system for the University of Illinois at Chicago. Generated by the students of DES 440/441 Design Thinking and Leadership, the system builds upon the findings and language documents presented earlier in the academic year.

Not a final recommendation, the work is intended to be the first step in a collaborative process of defining the appropriate visual language for the university, developed and refined through collective discussions with university leadership, staff, faculty, students, and alumni.

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### **Design Thinking and Leadership students**

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Donya Hammad, Alexander Hayashi, Lauren Hecht,  
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### **School of Design faculty**

Meghan Ferrill, Instructor  
Cheryl Towler Weese, Associate Professor

Hillary Geller, Adjunct Associate Professor  
J. Brad Sturm, Adjunct Assistant Professor

## **Goals**

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### **Targeted flexibility**

We recommend incorporating brevity, an emphasis on Chicago, and a strong link to the University of Illinois system. Most importantly, we recommend developing a versatile system that can be brief or extended, energetic or refined.

### **Professionalism**

The system needs to communicate quality, sophistication, cohesion, and depth.

### **Fidelity**

We recommend investigating a range of options that feel true to the university: a variant that injects new life into the existing identity; an option that incorporates tradition and broadcasts the institution's academic excellence; and a version that incorporates a distinct, contemporary, but durable typographic vocabulary.

# Direction 5

## 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.

## Secondary identities

 **University of  
Illinois Chicago**

 **Public Health**

 **Urban Planning  
and Public Affairs**

 **Study Abroad**

## Typeface

Theinhardt Light

abcdefghijklmnopqrstuvwxyz

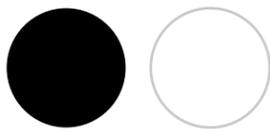
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Theinhardt Medium

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## Color



## Application

