

Custom Mark Logo Considerations

When a custom logo is necessary for marketing purposes—by, for example, institutes, centers, or labs—a custom mark may be used. Consult with UChicago Creative for approval to use this logo format.

Custom Mark Logo Format

The size and shape of the mark should generally fit within the indicated area.



CUSTOM MARK EXAMPLES

The custom mark sits to the left of the type, and the rule must be justified to the longest line of copy.



In preparation for a conversation with UChicago Creative regarding your logo, please be prepared to discuss the following:

BACKGROUND INFORMATION

- Does your unit have an existing custom logo? If so, how long has it been in use?
- If you have an existing custom logo, are you looking to keep your existing mark or create a new mark?
- Is your unit identified by an acronym?
- Do you have an existing color palette?

PROCESS INFORMATION

- What key stakeholders need to be part of the logo input, review, and approval process?
- Have you conducted an audit of all places where your logo appears and would need to be replaced? If so, have you prioritized which replacements need to be completed first?
- Will your new logo be announced in conjunction with an event, through branding-specific communications, or without any special announcements?

CREATIVE DEVELOPMENT INFORMATION

- Who is your unit's primary audience?
- Does your unit provide a service to the University of Chicago community?
- Does your unit market to one or more off-campus audiences?
- Are there sources of inspiration that you would like us to consider?
- What adjectives would you use to describe your unit?

Note: This information—along with your portal request—will help facilitate development and approval of your logo more quickly.

To request a new logo, go to creativeportal.uchicago.edu.