

UNIVERSITY OF ILLINOIS

Chicago • Springfield • Urbana-Champaign

Office of Business and Financial Services

Purchasing Division

Request for Proposal

No. KTP008

REDESIGN AND IMPLEMENTATION OF THE UIC WEB SITE

PRE-PROPOSAL CONFERENCE DATE: December 17, 2008

PRE-PROPOSAL CONFERENCE TIME: 9:00 A.M. CST

PROPOSAL DUE DATE: January 7, 2009

PROPOSAL DUE TIME: 2:00 P.M. CST

NOTE: Proposer must complete the enclosed Appendix 4: Vendor Disclosure of Financial Interests,. Failure to complete and return this form with Proposer's response may result in its being considered non-responsive to this solicitation.

Questions regarding general proposal procedures should be directed to:

Kimberly Piper
Contract Coordinator
OBFS-Purchasing Division
(312) 966-1856
Piper02@uillinois.edu

Send or deliver Proposal to:

University of Illinois at Chicago
Office of Business and Financial Services
Purchasing Division, M/C 560
809 South Marshfield Avenue, Room 310
Chicago, Illinois 60612

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INFORMATION FOR PROPOSERS

1. INTRODUCTION

1.1. DESCRIPTION OF PROPOSAL

The Board of Trustees of the University of Illinois on behalf of the department of Facility Information Management (“the University”) is seeking Proposals from qualified firms (“Proposers”) to provide an web design and implementation services for the period April 1, 2009 through June 30, 2010 with the option to renew for one (1) additional one (1) year period at the same terms and conditions based on satisfactory performance, continuing need and availability of funds.

1.2. OVERVIEW

The University of Illinois at Chicago (UIC) is a public university and the largest university in the Chicago area, with more than 25,000 students and 12,000 faculty and staff. UIC is a vital part of the educational, technological, health care and cultural fabric of the Chicago metropolitan area. The people of the Chicago area look to UIC for leadership in teaching, health care, research and urban affairs.

It is located on Chicago’s rapidly developing near west side, within walking distance of the Loop. There is an East Campus and a West Campus that are separated by less than a mile of a residential and business district which includes single-family homes and multi-family apartments and condominiums, public and private elementary schools, public parks, small businesses, and some of the best restaurants in Chicago. The East and West Campuses together include over 90 buildings on more than 216 acres. The campus includes the University of Illinois Hospital and the UIC College of Medicine, the largest medical school in the United States.

UIC is launching a branding campaign aimed at changing misperceptions and raising UIC's visibility. Based on this endeavor, the UIC Web site, which receives approximately 30 million visits a year, needs to not only reflect the larger branding campaign but better meet the needs of its users. The current UIC main Web site at www.uic.edu was launched in December 2001. There have been no comprehensive, formalized assessments or evaluations of whether the site meets the changing needs of its users seven years later. Preliminary user surveys have indicated that UIC needs to redesign its Web site to meet the expectations and needs of new users, improve the functionality of the site, make use of new technologies and provide a framework for future growth of the site.

The Office of Marketing and Communication hopes to utilize usability studies and a comprehensive user needs analysis to inform a recommended Web communication and technology strategy which will lead to the development and launch of a modern, usable Web site which reflects UIC's three-fold mission of service, teaching and research as well as positions UIC as a leader in higher-education Web marketing.

2. CONTRACTUAL TERMS AND CONDITIONS

All terms and conditions of the Contract(s) resulting from this Request for Proposal (RFP) are provided in Appendix 3.

3. PRE-PROPOSAL CONFERENCE

3.1. PRE-PROPOSAL CONFERENCE

The University will hold a pre-proposal conference at 809 S. Marshfield Ave., 3rd floor at 9:00 A.M. CST on Wednesday, December 17, 2008 in room 308. Representatives of the University will be present to answer any questions regarding the services requested or proposal procedures. Prospective Proposers must respond to Mattie McGraw at 312-996-2850 or Kimberly Piper at 312-996-1856 or e-mailed to piper02@uic.edu on or before Tuesday, December 16, 2008 with firm name and number of attendees. A maximum of three (3) representatives from each firm may attend.

3.2. ACCESS TO THE PRE-PROPOSAL CONFERENCE

If special accommodations are required for Proposer to attend the Pre-Proposal Conference or the proposal opening, contact the Purchasing Division no later than three (3) days before the event.

4. QUESTIONS

Questions to this RFP must be received in the Purchasing Department by no later than the end of business on Friday, December 19, 2008. All questions must be submitted in writing. Questions submitted by e-mail are acceptable. The subject should reference the RFP number and Title. Questions will be addressed in the form of a written addendum that will become part of the Respondent's submitted Proposal. See Section 5.3.2. Addendum.

5. INSTRUCTIONS TO PROPOSERS

5.1. AVAILABILITY OF DOCUMENTS

All State universities in Illinois publish their competitive bid, RFP, and other procurement notices, as well as award information, at:

<http://www.procure.stateuniv.state.il.us>

Interested suppliers should note that, unless otherwise stated in the bid or RFP documents, there is no charge or fee to obtain a copy of or respond to documents posted for competitive solicitation. Suppliers intending to respond to any posted solicitation are encouraged to visit the web site above to insure that they have received a complete and current set of documents. Some procurement notices may provide a downloadable version of the pertinent documents and any amendments to them, available to suppliers after they have completed a simple registration process. Additionally, some notices may permit a supplier to submit a response to a posted requirement in an electronic format.

Any suppliers receiving a copy of procurement documents from a bid referral service and/or other third party is solely responsible for insuring that they have received all necessary procurement documentation, including amendments. The issuing University is not responsible for insuring that all or any procurement documentation is received by a supplier that is not appropriately registered with the issuing University.

5.2. CONTENTS OF PROPOSAL PACKAGE

To facilitate evaluation, submit the Proposal in three (3) parts as described below. The parts may be submitted in the same package provided the parts are clearly separated and identified as outlined in Sections 5.2.1, 5.2.2, and 5.2.3 below.

5.2.1. Technical Proposal

Submit one (1) original (clearly marked as “Original”) and five (5) copies of the Technical Proposal in a sealed package clearly marked with the RFP number and “Technical Proposal”. The following documents comprise the Technical Proposal.

- a. Response to Appendix 1: Technical Requirements. This must include the appropriate signature in Appendix 1, Section 8.
- b. Completed and signed forms of Appendix 4: Vendor Disclosure of Financial Interests.
- c. Completed and signed Appendix 5: Illinois Public Higher Education Bidder Application For.

5.2.2. Pricing Proposal

Submit one (1) original (clearly marked as “Original”) and five (5) copies of the completed and signed Pricing Proposal (Appendix 2) in a separate sealed envelope that is clearly marked with the RFP number and “Pricing Proposal.” The response to Appendix 2 should include any supplemental or renewal option period pricing schedules.

5.2.3. Contract

Submit two (2) originals of the completed and signed Contract (Appendix 3).

- a. Each Contract submitted must bear an original signature and date.
- b. Complete the Articles pertaining to Contractor name and address, notification information, and taxpayer identification number.
- c. Clearly identify any exceptions to the terms and conditions of the Contract(s) by referencing the pertinent Article in a letter submitted with the signed Contracts. Such exceptions will be considered when evaluating the Proposer’s response to this RFP.

5.3. SUBMISSION OF PROPOSAL PACKAGE**5.3.1. Delivery of Proposal Package**

The Technical Proposal, the signed Contracts, and the Pricing Proposal may be either delivered by hand or sent to the Purchasing Division through U.S. Mail or other available courier services to the address shown on the cover sheet of this RFP. Include the RFP number on any package delivered or sent to the University Purchasing Division and on any correspondence related to the Proposal. The Proposer remains responsible for insuring that its Proposal is received at the time, date, place, and office specified. The University assumes no responsibility for any Proposal not so received, regardless of whether the delay is caused by the U.S. Postal Service, the University Postal Delivery System, or some other act or circumstance. Proposals received after the time specified in the RFP will not be considered. All Proposals received after the specified time will be returned unopened.

If using an express delivery service, the package must be delivered to the designated building and office and not to the University Postal Delivery System or Central Receiving facilities. Packages delivered by express mail services to other locations might not be re-delivered in time to be considered.

5.3.2. Addendum

Any addendum issued to Proposers prior to the Proposal opening date shall include an addendum acknowledgment section. Since all addenda become a part of the Proposal, all addenda must be signed by an authorized Proposer representative and returned with the Proposal on or before the Proposal opening date. Failure to sign and return any and all addendum acknowledgments may be grounds for rejection of the Proposal response.

5.3.3. Proposal Materials

The Proposal material submitted in response to the RFP becomes the property of the University upon delivery to the Purchasing Division and is to be appended to any formal document which would further define or expand the Contractual relationship between the University and the Proposer. All of the material will be considered as part of this RFP.

5.3.4. Proposal Modification

Proposals submitted prior to the Proposal opening date may be modified or withdrawn only by written notice to the University. Such notice must be received by the Purchasing Division prior to the time designated for opening of the Proposal. A Proposer may change or withdraw the Proposal at any time prior to Proposal opening; however, no oral modifications will be allowed. Only letters or other formal written requests for modifications or corrections of a previously submitted Proposal that are addressed in the same manner as the Proposal and that are received prior to the scheduled Proposal opening time will be accepted. The Proposal, when opened, will then be corrected in accordance with such written requests, provided that the written request is contained in a sealed envelope that is clearly marked with the RFP number and "Modification of Proposal". No modifications of the Proposal will be accepted at any time after the Proposal opening date and time.

A withdrawn Proposal may be resubmitted up to the time designated for the receipt of Proposal provided that it is then fully in conformance with the requirements of the RFP.

5.3.5. Illinois Department of Human Rights Number

All responses require an Illinois Department of Human Rights (IDHR) number or a statement by the Proposer that a PC-1 Employer Report Form has been submitted to the Department. Include the IDHR number in Appendix 5: Illinois Public Higher Education Bidder Application For.

Note: If a Proposer received an IDHR number prior to July 1, 1998, the Proposer may be required to apply for a new number. Proposer is affected by this notice if the IDHR number is 89999-00-0 or lower. For more information, contact the IDHR, Public Contracts Unit, Suite 5-100, 100 West Randolph Street, Chicago, Illinois 60601, (312) 814-2431, or see the web sites below.

<http://www.state.il.us/dhr/index>

<http://www.state.il.us/cms>

5.3.6. Taxpayer Identification Number

The Proposer is required to provide its Taxpayer Identification Number (TIN) in the Contract (Appendix 3). The following instructions pertain to the TIN.

- Enter the Proposer's taxpayer identification number in the appropriate space in the Contract (Appendix 3). For individuals and sole proprietors, this is the individual's social security number. For other entities, it is the employer identification number. Federal Employer Identification Numbers (FEINs) must not be used for sole proprietorships.
- If the Proposer does not have a TIN, apply for one immediately. Individuals must complete Form SS-5, Application for a Social Security Number, which can be obtained from a local office of the Social Security Administration. All other entities must complete Form SS-4, Application for Employer Identification Number, which can be obtained from a local office of the Internal Revenue Service.

5.3.7. University's Goals for Contracting with Minorities, Females, and Persons with Disabilities

In support of the Business Enterprise for Minority, Female and Persons with Disabilities Act (MAFBE; 30 ILCS 575 et seq., as amended) the University has established the goal of 19% of its contracts to be awarded to minority (5%), female (12%), and disabled (2%) businesses. The University encourages minority, female and disabled business enterprises to compete for and participate in University contracts. The goals can be met by means of contracts let directly to minority, female and disabled business firms by the University, or indirectly by the Proposer's ordering goods or services from minority, female and disabled firms when suppliers or subcontractors are needed to fulfill the Contract.

Information about the Proposer's MAFBE status must be included in the Illinois Public Higher Education Bidder Application Form (Appendix 5) as part of the submission. The Proposer, if awarded a Contract, agrees to notify the University of Illinois of changes to its status as a minority, female or disabled business enterprise within fifteen (15) business days of the occurrence of such a change.

The Proposer agrees to identify minority, female and disabled business firms providing the Proposer with goods or services in the fulfillment of the Contract requirements, and further agrees to report, upon request by the University, the dollar value of purchases made with these firms. Upon request, the University will provide a list of certified minority, female and disabled business firms that may be contacted to fulfill the requirements of this Contract.

5.4. RFP INTERPRETATION

Interpretation of the wording of this RFP shall be the responsibility of the University and that interpretation shall be final.

5.5. PERIOD OF FIRM PROPOSAL

Prices for the proposed service must be kept firm for at least one-hundred-twenty (120) days after the last time specified for submission of Proposals. Firm Proposals for periods of less than this number of days may be considered non-responsive. The Proposer may specify a longer period of firm price than indicated here. If no period is indicated by the Proposer in the Proposal, the price will be firm until written notice to the contrary is received from the Proposer, unless otherwise specified in this RFP.

5.6. USE OF SUBCONTRACTORS

If the Proposer intends to use subcontractors to perform any portion of the work described in this RFP, the Proposal must clearly identify those subcontractors. The

Proposer's response must include a description of which portion(s) of the work will be subcontracted, the names and addresses of potential subcontractors and the expected amount of money each will receive under the Contract.

5.7. UNIFORMITY

To provide uniformity and to facilitate comparison of Proposals, all information submitted must clearly refer to the page number, section, or other identifying reference in this RFP. All information submitted must be noted in the same sequence as its appearance in this RFP. The University reserves the right to waive minor variances or irregularities.

5.8. PROPOSER'S RESPONSIBILITY TO READ RFP

It is the Proposer's responsibility to thoroughly examine and read the entire RFP document. Failure of a Proposer to acquaint itself fully with existing conditions or the amount of work involved will not be a basis for requesting extra compensation after the award of a Contract.

5.9. ERRORS AND OMISSIONS

The Proposer is expected to comply with the true intent of this RFP taken as a whole and shall not avail itself of any errors or omissions to the detriment of the required services. Should the Proposer suspect any error, omission, or discrepancy in the specifications or instructions, the Proposer shall immediately notify the University, in writing, and the University shall issue written instructions to be followed. The Proposer is responsible for the contents of its Proposal and for satisfying the requirements set forth in the RFP.

5.10. CONFIDENTIALITY

From the date of issuance of the RFP until the opening date, the Proposer must not make available or discuss its Proposal, or any part thereof, with any employee or agent of the University. The Proposer is hereby warned that any part of its Proposal or any other material marked as confidential, proprietary, or trade secret, can only be protected to the extent permitted by Illinois Statutes.

5.11. PROPOSER'S RESPONSIBILITY FOR SERVICES PROPOSED

It is understood and the Proposer hereby agrees that it shall be solely responsible for all services it proposes.

6. PROPOSAL EVALUATION PROCEDURE AND CRITERIA

6.1. ACCEPTANCE OF PROPOSALS

The University reserves the right to reject any or all Proposals or any part thereof, to waive informalities, and to accept the Proposal deemed most favorable to the University.

6.2. PROPOSER QUALIFICATIONS

In addition to any qualifications expressed elsewhere in this RFP, the Proposer must demonstrate that it has the management and operational experience, financial resources and personnel necessary to successfully perform the services specified in this RFP. A Proposer must be financially solvent.

6.3. PROPOSER PRESENTATIONS

The University reserves the right to, but is not obligated to, request and require that each Proposer provide a formal presentation of its Proposal at a date and time to be determined. If required by the University, it is anticipated that such presentation will not exceed two (2) hours. No Proposer will be entitled to be present during, or otherwise receive any information regarding, any presentation of any other Proposer.

6.4. UNIVERSITY'S RIGHT TO INSPECT

The University reserves right to inspect and investigate thoroughly the establishment, facilities, equipment, business reputation, and other qualifications of the Proposer and any proposed Subcontractors and to reject any Proposal irrespective of price if it shall be administratively determined that the Proposer is deficient in any of the essentials necessary to assure acceptable standards of performance. The University reserves the right to continue this inspection procedure throughout the life of the Contract that may arise from this RFP.

6.5. PAYMENT TERMS

The University's normal payment terms are net thirty (30) days from completion of requested services or receipt of invoice whichever is later. Alternate payment terms need to be clearly stated in the response to this RFP.

6.6. EVALUATION OF PROPOSALS

All Proposals will be evaluated by an evaluation team. Based on this evaluation the University will determine the award of the Contract.

The University will award the Contract to the responsible offeror whose Proposal is determined to be the most advantageous to the University, taking into consideration price and the evaluation factors set forth in this RFP.

The following evaluation factors, grouped by relative order of importance, will be used in determining the best-qualified offers:

6.6.1. Higher importance

- The Program Plan for performing the required services;
- The ability and qualifications of the Proposer to perform the requested services and fulfill any reporting requirements as reflected by:
 - Technical training and education;
 - General Experience as a web design consultant;
 - Specific experience developing websites which require building consensus among large, diverse audiences such as a University; and
 - Experience in integrating web design into the overall marketing and branding strategy of an organization;
- Samples of work of websites of similar content and scale (no more than four samples, including the design template, a URL link and flowchart as applicable, is acceptable)
- Compliance with the RFP specifications; and
- Pricing;

6.6.2. Lesser importance

- The proposed equipment and facilities currently available to perform the requested services or demonstrated to be available at the time the requested services are required;
- Favorable recommendations from referenced clients where similar or like services are being or have been performed;

- Adequacy of financial resources; and
- Overall quality and completeness of response.

7. AWARD OF CONTRACT

The University will award the Contract to the Proposer(s) who has, in the opinion of the University, best demonstrated competence and qualification for the type of Professional and Artistic Services required at fair and reasonable prices/compensation and whose Proposal is deemed to be in the best interest of the University.

8. POST-PERFORMANCE REVIEW

Success of the project will be determined through structured feedback from the Chancellor, Vice Chancellors, Deans, and key internal and external audiences.

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REDESIGN AND IMPLEMENTATION OF THE UIC WEB SITE

APPENDIX 1: TECHNICAL REQUIREMENTS

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This Appendix and successful Proposer's (Contractor's) response to it will be incorporated into the final Contract.

1. SCOPE OF SERVICES

1.1. SERVICES TO BE PERFORMED

The successful Proposer will be required to perform the following tasks:

1. Consulting Services

- Review and analyze the preliminary UIC user survey and perform usability testing of the current site to determine the quality of the user's experience.
- Conduct a comprehensive users' needs analysis (which may include techniques such as surveys, interviews and focus groups, card sorting, task analysis, personas, etc.), a competitive analysis of comparable institutional sites and evaluation of UIC's business and communication goals to determine the site requirements.
- Examine UIC's technology needs and resources to develop a scalable technology strategy. Make recommendations for additional technology procurement or development with attentiveness to the technological horizon.

2. Design Services

- Design, develop and implement an interactive, usable and accessible web site which:
 - o Reflects the marketing communication identity and goals of UIC;
 - o Successfully guides differing audience groups to the information they need; and
 - o Makes use of emerging technologies to deliver a rich user experience.
- The design process should include three design comps and iterative usability testing throughout development and prototyping.
- Designs must be consistent with the UIC identity and logo policies and web privacy as stated at http://www.vpaa.uillinois.edu/policies/web_privacy.cfm.
- The site must comply with the applicable requirements of the Illinois Information Technology Accessibility Act Standards as posted at <http://www.dhs.state.il.us/iitaa>.

3. Implementation and Testing

- Test the redesigned website to ensure all functions meet the expectations of the end users.
- Work with the Office of Marketing and Communications to identify roles and responsibilities for maintaining the website, its design and content,

frequency of expected updates, management, oversight and other “mechanics.”

- Assist UIC with configuring and maintaining search functionality, search engine optimization and site analytics.
- Recommend a strategy and techniques for creating a more unified user experience across UIC's many diverse college, department, unit and center Web sites.

1.2. REPORTS AND OTHER DELIVERABLES

- A report incorporating the usability testing results, user needs analysis, best practices and competitive analysis of comparable institutional sites.
- A report with site requirements and a technology plan.
- Detailed project plan with plan of work, deliverables, and expected completion dates.
- Online staging area for all project documents, schedules, timelines, design comps, etc.
- Design prototypes and at least three graphical-interface comps, beta site(s) for review, usability reports, and final site.
- Written plan for post-launch maintenance and recommendations for additional development.

2. PROGRAM PLAN

The Proposer must provide a Program Plan to support its Proposal. This Program Plan should describe the programs, assumptions, commitments, and expectations of the Proposer in providing the services required by the University. The Program Plan should also include reporting commitments and specific suggestions regarding communication, planning, and performance review.

3. PROPOSER'S QUALIFICATIONS AND OTHER REQUIRED INFORMATION

The Proposer must provide the following information.

- a. The name, address, telephone, fax number, and primary contact person of the company.
- b. Resumes and/or background information and experience of key management and operational staff who will be assigned to provide the services outlined in this RFP, including but not limited to:
 - Technical training and education;
 - General Experience as web design consultant;
 - Specific experience developing web sites which require building consensus among large, diverse audiences such as a University;
 - Expertise with Apache, Unix, Perl (run as CGI), ASP, PHP, MYSQL, and Dreamweaver;

- Experience in integrating web design into the overall marketing and branding strategy of an organization; and
 - Qualifications and abilities to perform the services being requested.
- c. An organizational staffing plan for the personnel who will perform the services outlined in this RFP.
 - d. Demonstrated knowledge of the UIC Identity and Logo Standards (Appendix 6)
 - e. Samples of work for websites of similar content and scale [no more than four (4) samples, including the design template, a URL link and flowchart as applicable, is acceptable].
 - f. If applicable, the company's branch office addresses, telephone numbers, fax numbers, and contact persons, noting the branch office that would be used to provide the services outlined in this RFP.
 - g. Three (3) references of current clients, including company name, address, telephone number, fax number, primary contact, and type of services the company is performing for these clients. NOTE: The Proposer certifies that it is empowered to use the names of references it provides and agrees that the University may contact these references.
 - h. Three (3) recent references for contracts that were not renewed or were cancelled, if applicable, including company name, address, telephone number, fax number, primary contact, and type of services the company was performing at the time of non-renewal or cancellation. NOTE: The Proposer certifies that it is empowered to use the names of references it provides and agrees that the University may contact these references.
 - i. The company's most recent Annual Report and its financial statements for the past three (3) fiscal years, including Balance Sheets and Statements of Revenue and Expenses, or other documentation that demonstrates financial solvency.
 - j. Company background, including years in business, volume of clients, number of employees, areas of expertise, and a list of relevant services the company provides.
 - k. Description of the informational or training sessions the Proposer will conduct for the University employees being directly affected by the services being requested.
 - l. Other information the Proposer deems pertinent to demonstrating its qualifications to perform the services being requested.

4. OUT-OF-STATE PREFERENCES

If the Proposer is out-of-state (not having an establishment for transacting business within the State of Illinois) and if the Proposer's state for transacting business has a preference law favoring in-state Proposers, indicate the percentage of this preference.

5. MAFBE

If the Proposer's firm is not owned by a minority, a female or disabled person, include a plan to order supplies or subcontract for services with such firms. The plan should indicate the estimated value as a percentage of the amount proposed in Appendix 2: Pricing Proposal. The plan should also indicate the names of the minority, female and disabled businesses that will be used, the type of certification they have, and the agency certifying their status.

6. DELINQUENT PAYMENT OF DEBT

The contractor or bidder certifies that it, or any affiliate, is not barred from being awarded a contract under 30 ILCS 500. Section 50-11 prohibits a person from entering into a contract with a State agency if it knows or should know that it, or any affiliate, is delinquent in the payment of any debt to the State as defined by the Debt Collection Board. Section 50-12 prohibits a person from entering into a contract with a State agency if it, or any affiliate, has failed to collect and remit Illinois Use Tax on all sales of tangible personal property into the State of Illinois in accordance with the provisions of the Illinois Use Tax Act. The contractor further acknowledges that the contracting State agency may declare the contract void if this certification is false or if the contractor, or any affiliate, is determined to be delinquent in the payment of any debt to the State during the term of the contract.

7. CAMPUS OPTION TO PURCHASE

The Proposer should discuss its willingness to allow the other two campuses of the University of Illinois to purchase the offered services at the same prices, terms, and conditions offered in this RFP. If willing and the Proposal is considered the acceptable low offer, the Proposal will be distributed to the Directors of Purchasing at the other campuses for their consideration in purchasing the items or services offered, based on availability of funds and/or decision to exercise such option to purchase.

8. SIGNATURE

By signing this Proposal, the Proposer signifies agreement with and acceptance of all the terms, conditions and specifications shown in this RFP. Any exceptions to terms, conditions and specifications must be clearly identified in a cover letter referencing the pertinent section, and in the same sequence, as it appears in this RFP.

The person signing below represents and warrants that he/she has authority to bind his/her company. Please complete all information.

Company name: _____

Address: _____

Telephone number: _____

E-mail address: _____

Signature: _____

Name: _____

Typed or printed name of individual signing Proposal

Date: _____

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1. METHOD AND RATE OF PAYMENT

1.1. HOURLY PRICE

a. Enter the hourly rate at which Contractor will provide <u>Consulting Services</u> as specified in this RFP.	\$ _____	
b. Solely for the purpose of evaluating the Proposal, multiply the hourly rate indicated above by an estimated 300 hours and enter the result here.		\$ _____
c. Enter the hourly rate at which Contractor will provide <u>Design Services</u> as specified in this RFP.	\$ _____	
d. Solely for the purpose of evaluating the Proposal, multiply the hourly rate indicated above by an estimated 300 hours and enter the result here.		\$ _____
e. Enter the total cost at which Contractor will provide <u>Implementation and Testing Services</u> as specified in this RFP.		\$ _____
f. Add the amounts in b., d. and e. above and enter the result here. This is the estimated maximum amount of the Contract that may result from this RFP.		\$ _____

The University makes no guarantee that the services identified in this RFP will be required as of the dates or in the quantities indicated.

1.2. TRAVEL EXPENSES

Travel Expenses will not be allowed under this Request for Proposal and contract.

2. RENEWAL OPTIONS

The University desires an option to renew the Contract that may result from this RFP. Should Contractor make a renewal option offer, the University reserves the right to renew the

Contract for the periods indicated below at the Proposal prices and stated conditions, contingent upon continuing need and availability of funds. Please indicate option offer(s) in the following table.

	Do you offer a renewal option?	If renewal option is offered, will prices remain firm for the option period?	If prices will not remain firm for the option periods, indicate the maximum percent increase or decrease.
First renewal July 1, 2011 through June 30, 2012	☐ yes ☐ no	☐ yes ☐ no	+ _____% or - _____%

If the University decides to exercise its right to renew the Contract, a revised price schedule will be included with the renewal.

The revised price schedule will be based on the amounts stated in Appendix 2, 1. Method and Rate of Payment, adjusted for any increase or decrease as provided in Appendix 2, 0. Renewal Options.

3. SIGNATURE

By signing this Proposal, the Proposer signifies agreement with and acceptance of all the terms, conditions and specifications shown in this RFP, signifies that this is an accurate estimate for providing the requested services, and agrees to hold the prices firm as required in the RFP. The Proposer signifies travel costs, if allowed in this RFP, are an accurate estimate.

The person signing below represents and warrants that he/she has authority to bind his/her company.

Please complete all the information requested below:

Company name: _____

Address: _____

Telephone number: _____

E-mail address: _____

Signature: _____

Name: _____

Typed or printed name of individual signing Proposal

Date: _____

Request for Proposal

No. KTP008

REDESIGN AND IMPLEMENTATION OF THE UIC WEB SITE

APPENDIX 3: CONTRACT

UNIVERSITY OF ILLINOIS

Chicago • Springfield • Urbana-Champaign

CONTRACT BETWEEN THE BOARD OF TRUSTEES OF THE UNIVERSITY OF ILLINOIS AND

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CONTRACT BETWEEN
THE BOARD OF TRUSTEES OF THE UNIVERSITY OF ILLINOIS
AND

ARTICLE 1. INTRODUCTION

This Contract is made and entered into between The Board of Trustees of the University of Illinois, a public body, corporate and politic of the State of Illinois whose principal address is at Urbana, Illinois, on behalf of the Office of Marketing and Communications, hereinafter referred to as "University" and _____ doing business as a(an) _____ of the State of _____ with _____ principal _____ address _____ at _____, hereinafter referred to as "Contractor."

ARTICLE 2. SCOPE OF SERVICES

Contractor shall provide the services set forth herein.

2.01 Services to Be Performed

Services to be performed incorporate Appendix I of Request for Proposal (RFP) KTP008, the Contractor's reponse to RFP KTP008, and any applicable addenda.

2.02 Reports and Other Deliverables

Reports and other deliverables incorporate Appendix I of Request for Proposal (RFP) KTP008, the Contractor's reponse to RFP KTP008, and any applicable addenda.

ARTICLE 3. EFFECTIVE DATE AND DURATION OF CONTRACT

3.01 Term of Contract

The term of this Contract shall be from April 1, 2009 through June 30, 2010, or from the date of execution of this Contract, if later, unless terminated as provided herein or extended by amendment.

3.02 Renewal Option

This Contract is renewable at the option of University under the same terms and conditions for one (1) additional one (1) year period.

ARTICLE 4. TERMINATION

4.01 Termination for Convenience

University may terminate this contract for convenience upon thirty (30) days prior written notice to Contractor. In the event of termination for convenience, Contractor shall be paid for services satisfactorily performed under this contract up to the effective date of termination.

4.02 Termination for Cause

University may cancel the Contract for breach, as determined by University, for items such as, but not limited to: failure to meet insurance requirements, failure to meet required performance or progress standards as described herein, or if the quality or level of service is unsatisfactory to University. This cause for breach may include any cessation or diminution of service which, in

the opinion of University, is not in its best interest or any failure to comply with the terms of the Contract.

University shall notify Contractor in writing of any Contract breach. Contractor shall remedy the breach within ten (10) calendar days. If the breach is not remedied in ten (10) calendar days, University may cancel the Contract by giving thirty (30) days notice in writing of its intention to cancel this Contract.

Should University breach any terms or provisions of the Contract, Contractor shall serve written notice on University setting forth the alleged breach and demanding compliance with the Contract. Unless within ten (10) calendar days after receiving such notice, the allegation shall be contested or such breach shall cease and arrangements be made for corrections, Contractor may cancel the Contract by giving thirty (30) days notice, in writing of its intention to cancel this Contract.

In the event of cancellation for breach, Contractor shall be paid only for work satisfactorily performed up to the date of cancellation.

In the event of early termination or cancellation for any cause, no payment for services performed will be made until and unless any necessary reports and/or deliverables have been provided.

ARTICLE 5. NOTIFICATION

All communications hereunder shall be in writing and shall be sent by registered or certified mail, return receipt requested, or by an overnight courier service to the persons listed below. A notice shall be deemed to have been given when received at the specified notification address. Include the Contract Number (or Purchase Order Number, if applicable) in any notifications.

Notices to University shall be sent to:

Notices to Contractor shall be sent to:

ARTICLE 6. UNIVERSITY ADMINISTRATION OF CONTRACT

University Contract Representative named below shall be the University's authorized representative in all matters pertaining to procedures or the administration of the terms and conditions of this Contract. All matters of interpretation and/or approval shall be directed to the University Contract Representative who will be the primary point of contact and coordinate any necessary response.

For information purposes, a University Technical Representative may be indicated below. If listed, the University Technical Representative may be contacted directly by Contractor to discuss technical issues or schedules related to performance of duties and responsibilities in the Contract.

Any substantive changes to any term or condition or work to be performed under the Contract must be made in the form of an amendment to this Contract and signed by original signatories to this Contract.

University Contract Representative:
Kimberly T. Piper
Contract Coordinator
OBFS-Purchasing Division (M/C 560)
(312) 996-1856
Piper02@uillinois.edu

ARTICLE 7. SUBCONTRACTORS

If any Subcontractor is to be used in the performance of the services required under this Contract, Contractor has provided the name(s), address(es) and amount(s) expected to be paid to Subcontractor(s) and a description of which portion(s) of the work will be subcontracted out is listed below or in a separate Exhibit to this Contract.

Contractor may not use the services of other Contractors or Subcontractors not named herein without prior written permission of University. If at any time during the term of the Contract, a Contractor adds or changes any Subcontractor, Contractor shall promptly notify, in writing, University Contract Representative of the names and addresses and the expected payment each new or replaced Subcontractor will receive under the Contract.

ARTICLE 8. COMPENSATION

8.01 Rate of Compensation

Contractor shall receive compensation at the rate established in accordance to Appendix 2 to RFP KTP008, and Contractor's response to RFP KTP008, for the period of this contract as compensation for all work and services performed. This fee is to include all secretarial, clerical, and similar incidental services. Reasonable expenses, including travel expenses, are not allowed under this contract.

8.02 Maximum Price

Maximum price for this Contract is the total compensation for the services specified in RFP KTP008, and Contractor's response to RFP KTP008.

8.03 Method of Payment

University agrees to pay Contractor no more frequently than monthly for services rendered for the contract period in accordance with the amounts specified in this Contract. The rate of payment will be monthly. Any applicable discount will be taken if payment is processed within the stated time. Payment of interest may be available if University fails to comply with the State Prompt Payment Act (30 Illinois Compiled Statutes 540).

University may withhold or, on account of subsequently discovered evidence, nullify the whole or a part of any invoice to such extent as University may deem necessary to protect University from loss on account of: a) Unsatisfactory work performed; b) Failure of Contractor to make required payments to Subcontractors; c) Damage to University property or related liability; or d) Incomplete, inaccurate, or unauthorized billing.

Contractor is responsible for completing the scope of work specified in this Contract. University may withhold final payment until all services, reports and/or other deliverables specified herein have been completed in a form satisfactory to University.

8.04 Method of Billing

To receive payment, Contractor must submit an appropriately itemized invoice to University for services performed and allowable expenses incurred. Invoices are to be sent in duplicate to Sarah Dombrowski. The Contract Number (or Purchase Order Number, if applicable) must be included on the invoice.

8.05 Increase in Wage Rates or in Materials or Equipment Costs

For the Contract period, it is understood and agreed that should there be any increase in wage rates or in the costs of materials or equipment, or in any other of Contractor's costs, or should Contractor be compelled to pay premium wages for overtime work during the term of this Contract or prior to completion of Contractor's work thereunder, Contractor shall absorb all such increased costs within and without addition to the contract sum.

8.06 Price Escalation

If University decides to exercise any right to renew the Contract, a revised price schedule will be included with the renewal. Cost increases or decreases shall be allowed only at the time of contract renewal.

The cost shall be increased or decreased by no more than a percentage equal to the percentage by which the United States Department of Labor Consumer Price Index (CPI) of the Chicago Area for wages for the month of April 2009, for all urban consumers (computed on the same basis and by the same methods as are used on the date thereof) shall exceed or be less than the index number published as aforesaid for the month in which the original Contract is signed.

8.07 Prevailing Wage

Pursuant to the Prevailing Wage Requirements of the Illinois Procurement Code, 30 ILCS 500/25-60, Contractor certifies that the wages to be paid to its employees are no less, and the fringe benefits and working conditions of employees are not less favorable, than those prevailing in the locality where the contract is to be performed in accordance with the Illinois Prevailing Wage Rates issued by the Illinois Department of Labor for that county.

ARTICLE 9. INDEMNIFICATION

Contractor shall indemnify and hold harmless University and University's agents, servants and employees from and against all loss, damage and expense which they may sustain or become liable for on account of injury to or death of persons, or on account of damage to or destruction of property resulting from the performance of work under the Contract by Contractor or its Subcontractors, or due to or arising in any manner from the wrongful act or negligence of Contractor or its Subcontractors or any employee of any of them.

ARTICLE 10. INSURANCE

Contractor shall cause a Certificate of Insurance to be issued showing the following required coverage in no less than the minimum coverage limits listed below. The insurance companies providing coverage must have a B+:VI or better rating in the current edition of Best's Key Rating Guide. Contractor must agree to maintain such insurance for the duration of the project or the term for which services will be rendered.

A. Worker's Compensation and Occupational Diseases Employer's Liability (Part B)	Illinois Statutory Limits \$500,000 per occurrence
B.	A minimum for each occurrence:
Commercial General Liability (occurrence coverage)	\$ 1,000,000
General Aggregate	\$ 2,000,000
Products – Completed Operation Aggregate	\$ 2,000,000
Personal and Advertising Injury	\$ 1,000,000
Fire Damage	\$ 100,000
C. Commercial Auto Liability, if applicable	A minimum for each occurrence:
Combined Single Limit	\$ 1,000,000
OR	
Bodily Injury	\$ 1,000,000
Property Damage	\$ 1,000,000

Additional insurance requirements for this contract are checked below:

- | | |
|--|----------------------------|
| ☐ Professional Liability – Specialty Errors and Omissions | \$ 1,000,000 per claim |
| | \$ 3,000,000 in aggregate |
| ☐ Professional Liability – Medical Malpractice | \$ 1,000,000 per claim |
| | \$ 3,000,000 in aggregate |
| ☐ Employee Dishonesty | \$ 150,000 each occurrence |

Umbrella liability insurance may be used to meet the general liability coverage limit requirements.

Subcontractors must comply with the same insurance coverage requirements as Contractor. Subcontractors shall submit the required Certificate of Insurance through the primary Contractor.

With respect to the required Commercial General Liability insurance, The Board of Trustees of the University of Illinois shall be named as an additional insured. In order to meet this requirement, the following wording should appear on any Certificate of Insurance provided: "The Board of Trustees of the University of Illinois is an additional insured for any liability incurred by University arising from the activities of Contractor and/or Subcontractor performing work on behalf of Contractor."

If Professional Liability is required, when any professional services are performed in connection with this Contract, Professional Liability for Contractor and its employees and agents shall be maintained to include coverage for errors, omissions, and negligent acts related to the rendering of such professional services with limits not less than \$1,000,000 per claim and \$3,000,000 in the aggregate. Coverage extensions shall include contractual liability. When policies are renewed or replaced, any retroactive date must coincide with, or precede commencement of services by Contractor or sub-contractor under this Contract. A claims-made policy that is replaced or not renewed must have an extended reporting period not less than two (2) years.

Contractor shall furnish any original Certificate(s) of Insurance evidencing the required coverage to be in force on the date of this Contract, and any renewal Certificate(s) of Insurance if coverage has an expiration or renewal date occurring during the term of this Contract to the University of Illinois, Purchasing Division, 809 S. Marshfield, m/c 560, Chicago, IL 60612. The receipt of any certificate does not constitute Contract by University that insurance requirements have been met. Failure of University to obtain certificates or other insurance evidence from the vendor/contractor shall not be deemed a waiver by University. Failure to comply with insurance requirements may be regarded as a breach of contract terms.

ARTICLE 11. BONDING

Contractor is required to provide a Performance and Payment Bond or an irrevocable letter of credit in an amount equal to 0% of the maximum total cost of services stated herein. The Performance and Payment Bond shall be signed and sealed by an authorized representative of the bonding company and an authorized representative officer or representative officers of Contractor and shall be attached thereto. Facsimile signatures of company officers and facsimile seals will not be acceptable on the Bond or on the Power of Attorney forms. The Performance and Payment Bond must be submitted within ten (10) days of notification of award.

ARTICLE 12. RIGHTS IN WORK PRODUCT

12.01 Rights in Work Product

"Subject Work Product" as used herein means any and all tangible materials resulting from work first performed under this Contract including all data, documentation, reports or other information, including but not limited to computer programs, writings, sound recordings, pictorial reproduction, drawings, audio-visual materials, graphical representations, copyrights, patents, inventions or discoveries made within the scope of work, defined in scope of services.

12.02 Ownership Rights

Subject Work Product produced in the performance of this Contract shall be owned by University. Contractor represents that Subject Work Product shall be original and not infringing on any pre-existing third party rights. Contractor hereby assigns all right, title and interest in all Subject Work Product to University. Contractor understands the University shall have the exclusive right to use Subject Work Product for any purpose, including but not limited to use, reproduction, distribution, sale, licensing and sublicensing of the Subject Work Product and the development of derivative works based in whole or in part on the Subject Work Product, without further compensation to Contractor.

12.03 Pre-Existing Rights

University acknowledges that in the course of its performance under the Contract, Contractor may use products, software, materials and methodologies proprietary to Contractor ("Pre-existing Material"), and University agrees that it shall have or obtain no ownership rights in such Pre-existing Material. University acknowledges that Contractor provides similar services for a broad range of other clients and agrees that Contractor shall be free to work for other clients in matters that do not involve the use of any Subject Work Product.

Subject to the terms of this Contract, Contractor grants to University a royalty-free, nonexclusive, irrevocable, worldwide license to use, duplicate and disclose, in whole or in part, and to publish, translate, perform and otherwise utilize any such Pre-existing Material which is delivered to University.

Unless the prior written permission of University is obtained, Contractor shall not incorporate in Subject Work Product tangible or intangible property owned by third parties. If University permits third party property to be incorporated into subject Work Product, Contractor shall obtain for University, and others acting on its behalf, a royalty-free, nonexclusive, irrevocable, worldwide license to use, duplicate and disclose, in whole or in part, and to publish, translate, perform and otherwise utilize all such tangible and intangible property at no additional cost to University.

12.04 Use and Publication Restrictions on Contractor

Contractor will not publish, have published, disclose or otherwise disseminate any Subject Work Product except as may be approved in advance, in writing by University.

12.05 No Restrictive Markings

The Contractor shall not put any restrictive markings upon any Subject Work Product unless otherwise specified in this Contract.

12.06 Administrative Confidential Information

The Contractor shall not publish or otherwise disclose in any manner, except to the University and except matters of public record, any information or data obtained under this Contract from private individuals, organizations, or public agencies, whereby the information furnished by any particular person or establishment can be identified, except with the prior written consent of such person or establishment.

12.07 Patents - Inventions

Contractor agrees to furnish University promptly with complete information about any invention or discovery first made while directly working under this Contract. University shall have the sole power to determine whether or not a patent application shall be filed, and to determine the disposition of the title to and rights under any application or patent that may result. The judgment of University shall be accepted as final, and Contractor agrees to execute all documents and do all things necessary or proper to carry out the judgment of University.

12.08 University of Illinois Campus Guidelines for HTML and Graphics Logo Usage

Contractor must adhere to all guidelines provided for the use of the official local campus designation, logo, and HTML and Graphic/Logo usage for each campus of the University of Illinois. Included in the guidelines for each campus are the following:

For the Chicago campus, see: http://www.uic.edu/home/wdw/logos/uic_logos.shtml

For the Springfield campus, see: <http://www.uis.edu/mediaguides/style/> and see <http://www.uis.edu/webpolicy/guidelines.html>

For the Urbana-Champaign campus, see: <http://www.admin.uiuc.edu/cam/iii/iii-1.html> and

See <http://www.admin.uiuc.edu/log>

For the University as a whole, see <http://www.uillinois.edu/our/graphicstandards/>

ARTICLE 13. CERTIFICATIONS BY CONTRACTOR

Willfully falsifying certifications or affirmations may subject Contractor to criminal penalties including fines and/or imprisonment. Contractor shall inform University immediately if it would no longer be able to make these certifications or representations at any time during the term hereof.

13.01 Delinquent Payments Certification

Contractor certifies that it, or any affiliate, is not barred from being awarded a contract under 30 ILCS 500. Section 50-11 prohibits a person from entering into a contract with a State agency if it knows or should know that it, or any affiliate, is delinquent in the payment of any debt to the State as defined by the Debt Collection Board. Section 50-12 prohibits a person from entering into a contract with a State agency if it, or any affiliate, has failed to collect and remit Illinois Use Tax on all sales of tangible personal property into the State of Illinois in accordance with the provisions of the Illinois Use Tax Act. Contractor further acknowledges that the contracting State agency may declare the contract void if this certification is false or if Contractor, or any affiliate, is determined to be delinquent in the payment of any debt to the State during the term of the contract.

13.02 Anti-bribery

Contractor certifies it is not barred under 30 Illinois Compiled Statutes 500/50-5 from contracting as a result of a conviction for or admission of bribery or attempted bribery of an officer or employee of the State of Illinois or any other state.

13.03 Loan Default

If Contractor is an individual, Contractor certifies pursuant to 5 Illinois Compiled Statutes 385 that he/she is not in default for a period of six (6) months or more in an amount of \$600 or more on the repayment of any educational loan guaranteed by the Illinois State Scholarship Commission made by an Illinois institution of higher education or any other loan made from public funds for the purpose of financing higher education.

13.04 Convicted of Felony

Contractor certifies that it is not barred pursuant to 30 Illinois Compiled Statutes 500/50-10 from conducting business with the State of Illinois or any agency as a result of being convicted of a felony.

13.05 Barred from Contracting

Contractor certifies that it has not been barred from contracting as a result of a conviction for bid-rigging or bid rotating under 720 Illinois Compiled Statutes 5/33E or a similar law of another state.

13.06 Drug Free Workplace

Contractor certifies that it is in compliance with the Drug Free Workplace Act (30 Illinois Compiled Statutes 580) as of the effective date of this Contract. The Drug Free Workplace Act requires, in part, that Contractors with twenty-five (25) or more employees certify and agree to take steps to ensure a drug-free workplace by informing employees of the dangers of drug abuse, of the availability of any treatment or assistance program, of prohibited activities and of sanctions that will be imposed for violations; and that individuals with contracts certify that they will not engage in the manufacture, distribution, dispensation, possession, or use of a controlled substance in the performance of the Contract.

13.07 International Boycott

Contractor certifies that pursuant to 30 Illinois Compiled Statutes 582 neither it nor any substantially owned affiliated company is participating or shall participate in an international boycott in violation of the provisions of the U.S. Export Administration Act of 1979 or the regulations of the U.S. Department of Commerce promulgated under that Act (Public Act 88-671).

13.08 Non-Discrimination and Equal Employment Opportunity

Contractor agrees to comply with applicable provisions of the Illinois Human Rights Act (775 Illinois Compiled Statutes 5), the U.S. Civil Rights Act, the Americans with Disabilities Act, Section 504 of the U.S. Rehabilitation Act and the rules applicable to each. The equal opportunity clause of Section 750.10 of the Illinois Department of Human Rights Rules is specifically incorporated herein. Contractor shall comply with Executive Order 11246, entitled "Equal Employment Opportunity", as amended by Executive Order 11375, and as supplemented by U.S. Department of Labor regulations (41 C.F.R. Chapter 60). Contractor agrees to incorporate this clause into all Subcontracts under this Contract.

13.09 Record Retention and Audits

30 Illinois Compiled Statutes 500/20-65 requires Contractor (and any Subcontractors) to maintain, for a period of three (3) years after the later of the date of completion of this Contract or the date of final payment under the Contract, all books and records relating to the performance of the Contract and necessary to support amounts charged to University under the Contract. The Contract and all books and records related to the Contract shall be available for review and audit by University and the Illinois Auditor General. If this Contract is funded from contract/grant funds provided by the U.S. Government, the Contract, books, and records shall be available for review and audit by the Comptroller General of the U.S. and/or the Inspector General of the federal sponsoring agency. Contractor agrees to cooperate fully with any audit and to provide full access to all relevant materials. Failure to maintain the required books and records shall establish

a presumption in favor of University for the recovery of any funds paid by University under this Contract for which adequate books and records are not available.

13.10 State-Appropriated Funds

If this Contract is funded from State of Illinois-appropriated funds, Contractor understands pursuant to 30 Illinois Compiled Statutes 500/20-60(b) that this Contract is subject to termination and cancellation without any penalty, accelerated payment, or other recoupment mechanism as provided herein in any fiscal year for which the Illinois General Assembly fails to make an appropriation to make payments under the terms of this Contract. In the event of termination for lack of appropriation, Contractor shall be paid for services performed under this Contract up to the effective date of termination.

13.11 Exclusions Party List Certification

Contractor certifies that neither it nor any of its employees or subcontractors who may provide services pursuant to this Contract is currently subject of an investigation or proceeding to exclude it as a provider under Medicare or Medicaid or under any other federal or state health care program or under any third party insurance program, nor is it currently excluded or debarred from submitting claims to Medicare or Medicaid or to any other federal or state health care program or to any third party insurer. Contractor represents and warrants it has checked the U. S. General Service Administration's (GSA) Excluded Party Listing System (EPLS), which lists parties excluded from federal procurement and non-procurement programs. The EPLS website includes GSA/EPLS, the U.S. Department of Health and Human Services (HHS) Office of Inspector General's (OIG) List of Excluded Individuals/Entities (LEIE), and the U.S. Department of Treasury's (Treasury) Specially Designated Nationals (SDN) list. Contractor also represents and warrants it has checked the Illinois Department of Public Aid (IDPA) OIG Provider Sanctions list of individuals and entities excluded from state procurement with respect to Contractor's employees and agents. See the following websites: <http://epls.arnet.gov> and <http://www.state.il.us/agency/oig/search.asp>. University will terminate contract without penalty to University if Contractor becomes excluded during life of this Contract.

13.12 Labor Certification

Contractor certifies in accordance with 30 ILCS 583/10 that no foreign made equipment, materials, or supplies furnished to the State under the contract have been produced in whole or in part by forced labor, convict labor, or indentured labor under penal sanction.

13.13 Child Labor Certification

Contractor certifies in accordance with Public Act 94-0264 that no foreign-made equipment, materials, or supplies furnished to the State under the contract have been produced in whole or in part by the labor of any child under the age of 12.

13.14 Felony Certification

Contractor certifies in accordance with 30 ILCS 500/50-10.5 that no officer, director, partner or other managerial agent of the contracting business has been convicted of a felony under the Sarbanes-Oxley Act of 2002 or a Class 3 or Class 2 felony under the Illinois Securities Law of 1953 for a period of five years prior to the date of the bid or contract. Contractor acknowledges that the contracting agency shall declare the contract void if this certification is false.

13.15 Environmental Certification

Contractor certifies in accordance with 30 ILCS 500/50-14 that it has not been found by a court or the Pollution Control Board to have committed a willful or knowing violation of the Civil Penalties of the Environmental Protection Act for a period of five years prior to the date of the bid or contract. Contractor acknowledges that the contracting agency shall declare the contract void if this certification is false.

13.16 Federal Funding

If this Contract is federally funded, Contractor certifies that:

- a. It is not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any federal department or agency.
- b. It has not, within a three (3) year period preceding this Contract, been convicted of or had a civil judgment rendered against if for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State, or Local) transaction or Contract under a public transaction, violation of Federal or State Antitrust Statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statement of receiving stolen property.
- c. It is not presently indicted or criminally or civilly charged by a government entity (Federal, State, or Local) with commission of any of the offenses enumerated in Part b of this certification.
- d. It has not within a three (3) year period preceding this Contract had one or more public transactions (Federal, State or Local) terminated for cause or default.
- e. No Federal appropriated funds have been paid or will be paid by Contractor to any person for influencing or attempting to influence an officer or employee of any agency, a member of Congress, an officer or employee of Congress, or an employee of a member of Congress in connection with this Federal Contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan or cooperative agreement.
- f. If any non-Federal funds have been paid or will be paid by Contractor to any person for influencing or attempting to influence an officer or employee of any agency, a member of Congress, an officer or employee of Congress, or an employee of a member of Congress in connection with this Federal Contract, grant, loan, or cooperative agreement, Contractor shall complete and submit Federal Standard Form "Disclosure Form to Report Lobbying", in accordance with its instructions.
- g. It shall require that the language of this certification be included in the award documents for all sub-awards at all tiers and that all sub-recipients shall certify accordingly.

ARTICLE 14. MEDICARE ACCESS TO BOOKS AND RECORDS

Contractor agrees to make available upon written request by the Secretary of Health and Human Services, the Comptroller General of the United States, or any of their duly authorized representatives this Contract and any books, documents and records necessary to verify the costs of services rendered under this Contract. Contractor further agrees to make said Contract, books, documents and records available until the expiration of four (4) years after the services are furnished under this Contract.

In the event Contractor subcontracts any or all of its duties under this Contract to another party and said Subcontract has a value or cost of \$10,000 or more over a twelve (12) month period, Contractor agrees that the Subcontract shall contain a clause requiring the Subcontractor to make available upon written request by the Secretary of Health & Human Services, the Comptroller General of the United States or any of their duly authorized representatives the Subcontract, books, documents and records of the Subcontractor that are necessary to verify the nature of the costs under Subcontract.

ARTICLE 15. ACCOUNT SETTLEMENT LEGAL ACTION

Contractor shall not settle or compromise any account, or initiate any form of legal action on University accounts placed for collection without prior written authority from University Office of University Counsel. In the event that approval for legal action is sought, Contractor will provide the name and address of the attorney who will be retained, and, if approved, cause the attorney to send a copy of all pleadings to University when filed in the case. Contractor will secure advance approval of University for specific amount of all court costs to be incurred. Contractor will advance all court costs. Contractor shall be reimbursed for the reasonable advances of court costs out the first monies collected from the debtor. No commission is payable on court costs.

ARTICLE 16. TAX STATUS

16.01 University

University is an instrumentality of the State of Illinois, and as such it is exempt from federal income tax under Section 115 of the Internal Revenue Code. The Internal Revenue Service also recognizes University as exempt from federal income tax under Section 501(c)(3). In addition, University is exempt from the following Illinois state and local taxes: Income Tax, Real Property Tax, Retailers' Occupation Tax, Service Occupation Tax, Use Tax and Service Use Tax. Certificates of exemption will be provided upon separate request.

ARTICLE 17. GENERAL PROVISIONS

17.01 Compliance with Laws

Contractor and/or its agents or employees agree to comply with all laws, statutes, regulations, rulings, or enactments of any governmental authority. Contractor shall obtain (at its own expense) from third parties, including state and local governments, all licenses and permissions necessary for the performance of the work.

17.02 Independent Contractor

Contractor shall independently perform all services specified in this Contract, except as provided herein. Contractor shall have sole control over the manner and means of providing the work and services performed under this Contract including the selection and use of any Subcontractors used in the performance of the required services. Contractor's relationship to University under this Contract shall be that of Independent Contractor. Contractor shall not be considered an agent or employee of University for any purpose. Contractor shall not hire University employees to perform any portion of the work or services provided for herein, including clerical, secretarial, and similar incidental services, except with the prior written approval of University.

17.03 Covenant Against Contingent Fees

Contractor warrants that no person or selling agency has been employed or retained to solicit or secure this Contract upon a contract or understanding for a commission, percentage, brokerage, or contingency fee, excepting bona-fide employees or bona-fide established commercial or selling agencies maintained by Contractor for purposes of securing business. For breach or violation of this warranty, University shall have the right to annul this Contract without liability, or, in its discretion, to deduct from the Contract price or consideration, or otherwise recover, the full amount of such commission, percentage, brokerage or contingent fee.

17.04 Delay

Neither party hereto shall be liable in damages for any delay or default in performing its respective obligations under this Contract if such delay or default is caused by conditions beyond its control. Such conditions include but are not limited to, acts of God, government restrictions,

strikes, fires, floods, or work stoppages, or acts or failures to act of third parties. So long as any such delay or default continues, the party affected by the conditions beyond its control shall keep the other party at all times fully informed concerning the matters causing the delay or default and the prospects of their ending.

17.05 Confidentiality

Any information furnished by University shall be treated as confidential. Contractor shall not disclose information unless specifically authorized and required to do so by law. Contractor is hereby advised that any part of this contract or any materials provided by Contractor and marked as confidential, proprietary, or trade secret, can be protected only to the extent permitted by Illinois Statutes.

17.06 Use of Name

Neither party shall use the name of the other in any written material, including but not limited to brochures, letters, circulars, or advertisements for commercial purposes, without the prior written consent of the other. Contractor may be required to acknowledge sponsorship of work performed under this Contract.

17.07 University's Right of Inspection

University reserves right to inspect and investigate thoroughly the establishment, facilities, equipment, business reputation, and other qualifications of Contractor and any of its Subcontractors throughout the life of the Contract.

17.08 University's Right to Have Work Executed

If Contractor should neglect to execute the work or any part or parts thereof diligently and properly or fail to perform any provision of the Contract, University, after ten (10) days' written notice to Contractor, may without prejudice to any other remedy it may have, make good such deficiencies and may deduct the cost thereof from the payment then or thereafter due Contractor.

17.09 Conflict of Interest

Contractor affirms that, to the best of its knowledge, there exists no actual or potential conflict between Contractor's family, business, or financial interests and its services under this Contract; and, in the event of change in either its private interests or services under this Contract, Contractor will raise with University any questions regarding possible conflict of interest which may arise as a result of such change.

17.10 Discrepancies and Omissions

Should anything which is necessary for a clear understanding of the work be omitted from the Contract documents, or should it appear that various instructions are in conflict, Contractor shall secure written instructions from University Contract Representative before proceeding with the work affected by such omissions or discrepancies.

17.11 Parking

University provides no free parking for Contractor, its employees, or its representatives. Contractors may contact University campus parking office for availability of parking in University's lots. All vehicles belonging to Contractor shall clearly display parking permits issued by University campus parking office.

17.12 Governing Laws

This Contract is to be governed and construed in accordance with the laws of the State of Illinois. For venue purposes, it is deemed that all obligations of the parties created hereunder are performed in Cook County, Illinois.

17.13 Waiver

The failure of either party hereto at any time or times to enforce any provision of this Contract shall in no way be construed to be a waiver of such provisions or to affect the validity of this

Contract or any part hereof, or the right of either party thereafter to enforce each and every provision in accordance with the terms of this Contract.

17.14 Assignment

This Contract may not be assigned, in whole or in part, by either party without the prior written approval of the other party, except in connection with a merger or sale of all or substantially all of the assets of such party provided, however, that the obligations of such party under this Contract shall not be extinguished or otherwise affected by any such assignment.

17.15 Amendments

This Contract shall not be amended, modified, altered or changed except by mutual agreement confirmed in writing by each party to this Contract. Contractor agrees to waive any and all claims for adjustment in regard to any services performed without prior receipt of an appropriate written amendment.

17.16 Entire Contract

This Contract, attachments, and incorporated references shall constitute the entire Contract between the parties with respect to the subject matter herein and supersedes all prior communications and writings with respect to the content of said Contract. In case of any conflict between this Contract and any attachments or incorporated references, the terms of this Contract shall prevail. No modification, renewal, extension, or waiver of this Contract or of any of the provisions of this Contract, shall be binding upon either Contractor or University unless reduced to writing and duly executed as provided for in the Contract.

APPROVAL AND EFFECTIVE DATE

This Contract shall not be binding until signed by all parties. The persons signing this contract represent and warrant that they have authority to bind their respective parties.

**The Board of Trustees of the
University of Illinois**

Contractor

By: _____
Walter K. Knorr, Comptroller

Signed

Date: _____

Type or print name

Attest: _____
Michele M. Thompson, Secretary

Title

Date: _____

**The following signatures are required on
Contracts of \$250,000.00 or more:**

Approved:

B. Joseph White, President
Chief Executive Officer

Thomas R. Bearrows, University Counsel
Chief Legal Counsel

Request for Proposal

No. KTP008

REDESIGN AND IMPLEMENTATION OF THE UIC WEB SITE

**APPENDIX 4: VENDOR DISCLOSURE OF FINANCIAL
INTERESTS**

You may use the Bidder Application and Financial Disclosure Forms in two ways:

- Enter your information online. Print the form, sign, and mail to the appropriate university.
- Print the form, enter your information, sign, and mail to the appropriate university.

Financial Interests and Potential Conflicts of Interests Disclosures

SUBMIT THIS INFORMATION WITH YOUR BID, PROPOSAL, OR OFFER.

You can use this form in two ways:

1. Enter your information on line, print, sign, and submit.
2. Print the form, enter your information, sign, and submit.

The Illinois Procurement Code requires that vendors desiring to enter into certain contracts with the State of Illinois must disclose the financial and potential conflict of interest information as specified in this form.

STEP 1 – SELECT THE DOCUMENTATION YOU ARE SUBMITTING

► Publicly Traded Entities – Select one.

- ☐ I have attached a copy of the corporate Form 10-K
- ☐ I am going to complete Step 2 for each qualifying individual.

► Privately Held Entities (with more than 400 shareholders)

- ☐ I am going to complete Step 2 for each qualifying individual and have attached information that would be included in a Form 10-K.

► Privately Held Entities (with less than 400 shareholders)

- ☐ I am going to complete Step 2 for each qualifying individual.

STEP 2– LIST INDIVIDUALS WITH FINANCIAL INTERESTS IN YOUR COMPANY OR BUSINESS

- ☐ No individuals have an ownership value or distributive income share of more than 5% or \$90,414.60. Proceed to Step 4.

- ☐ I have entered below those individuals with an ownership or distributive income share of more than 5% or \$90,414.60 in this company (use codes in blue below).

Financial Interest of Ownership*	Name (Create a separate Step 3 page for each individual.)	Address	Type of Ownership/ Distributable Income Share**	Ownership interest in the vendor (or its parent)
				☐ %
				☐ Amt
				☐ %
				☐ Amt
				☐ %
				☐ Amt
				☐ %
				☐ Amt
				☐ %
				☐ Amt

Attach additional pages if needed.

*Financial Interest of Ownership Code (Use all that apply):

- 1 = Ownership exceeding 5%
- 2 = Ownership value exceeding \$90,414.60
- 3 = Distributive income share exceeding 5%
- 4 = Distributive income share exceeding \$90,414.60

**Type of Ownership/Distributable Income Code:

- 1 = Sole proprietorship
- 2 = Stock
- 3 = Partnership
- 4 = Other (Explain)

STEP 3 – DISCLOSE POTENTIAL CONFLICTS OF INTEREST FOR EACH INDIVIDUAL NAMED IN STEP 2

For each of the individuals identified in Step 2, indicate which, if any, of the following beneficial relationships could be a potential conflict of interest. If "Yes," please use the space under the section to describe—attach additional pages as necessary.

Name of Individual _____

- | | | |
|---|---------------------------------|--------------------------------|
| a. State employment, currently or in the previous 3 years, including contractual employment of services. | Yes
☐ | No
☐ |
| b. State employment of spouse, father, mother, son, or daughter, including contractual employment for services in the previous 2 years. | Yes
☐ | No
☐ |
| c. Elective status; the holding of elective office of the State of Illinois, the government of the United States any unit of local government authorized by the Constitution of the State of Illinois or the statutes of the State of Illinois currently or in the previous 3 years. | Yes
☐ | No
☐ |
| d. Relationship to anyone holding elective office currently or in the previous 2 years; spouse, father, mother, son, or daughter. | Yes
☐ | No
☐ |
| e. Appointive office; the holding of any appointive government office of the State of Illinois, the United States of America, or any unit of local government authorized by the Constitution of the State of Illinois or the statutes of the State of Illinois, which office entitles the holder to compensation in excess of expenses incurred in the discharge of that office currently or in the previous 3 years. | Yes
☐ | No
☐ |
| f. Relationship to anyone holding appointive office currently or in the previous 2 years; spouse, father, mother, son, or daughter. | Yes
☐ | No
☐ |
| g. Employment, currently or in the previous 3 years, as or by any registered lobbyist of the State government. | Yes
☐ | No
☐ |
| h. Relationship to anyone who is or was a registered lobbyist in the previous 2 years; spouse, father, mother, son, or daughter. | Yes
☐ | No
☐ |
| i. Compensated employment, currently or in the previous 3 years, by any registered election or re-election committee registered with the Secretary of State or any county clerk in the State of Illinois, or any political action committee registered with either the Secretary of State or the Federal Board of Elections. | Yes
☐ | No
☐ |
| j. Relationship to anyone; spouse, father, mother, son, or daughter; who is or was a compensated employee in the last 2 years of any registered election or re-election committee registered with the Secretary of State or any county clerk in the State of Illinois, or any political action committee registered with either the Secretary of State or the Federal Board of Elections. | Yes
☐ | No
☐ |

STEP 4 – LIST CURRENT AND/OR PENDING CONTRACTS WITH OTHER STATE UNITS

► Current Contracts

Do you have any current contracts, leases, or other on-going procurement relationships with other units of State of Illinois government?

☐ No.

☐ Yes. List below or attach additional pages:

Unit of State Government	Project Name, Bid/Proposal Number, or Lease	Contract Total

► Pending Contracts or Proposals

Do you have any pending contracts, proposals, leases, or other on-going procurement relationships with other units of State of Illinois government?

☐ No.

☐ Yes. List below or attach additional pages:

Unit of State Government	Project Name, Bid/Proposal Number, or Lease	Est. Contract Total

STEP 5 – SIGN FORM

Name of Vendor or Contracting Entity

Official authorized to sign on behalf of vendor:

Name _____ Title _____

Signature _____ Date _____

**If you do not complete and return this form with your response,
you will be considered as “non-responsive” to this solicitation.**

Request for Proposal

No. KTP008

REDESIGN AND IMPLEMENTATION OF THE UIC WEB SITE

**APPENDIX 5: ILLINOIS PUBLIC HIGHER EDUCATION
BIDDER APPLICATION FORM**

Bidder Application Form**Illinois Public Higher Education (IPHE)**

This requested information is required to accomplish the statutory purpose of the Illinois Procurement Code [30 ILCS 500].

Instructions: Please type or print. You must respond to all questions, sign the form, and submit it to the appropriate university. If your answer is "same," "not applicable," or "none," please write this to indicate no questions have been overlooked. It is your responsibility to notify the issuing university if the information in this application changes.

Today's date _____ This application is: ☐ Initial application ☐ Revision of previously submitted application

Submit this completed form to the university closest to you or the university with whom you intend to do the most business. Check that university below:

☐ Director of Purchases Chicago State University 9501 King Drive Chicago, IL 60628-1598	☐ Director of Procurement Services Northern Illinois University B-113 Gilbert Hall DeKalb, IL 60115-2870	☐ Director of Purchases University of Illinois at Chicago Room 312 - M.A.B. (MC-560) 809 South Marshfield Avenue Chicago, IL 60612-7203
☐ Director of Purchases Eastern Illinois University Room 113 Old Main Charleston, IL 61920-3099	☐ Director of Purchasing Southern Illinois University Bldg 108 - Miles Hall Carbondale, IL 62901-6813	☐ Purchasing Office University of Illinois at Springfield One University Plaza MS BSB 106 Springfield, IL 62703-5407
☐ Purchasing Office Governors State University University Park, IL 60466-0975	☐ Director of Purchasing Southern Illinois University Box 1012 Edwardsville, IL 62026-1012	☐ Director of Purchases University of Illinois at Urbana-Champaign Purchasing Division 616 E. Green, Suite 212 Champaign, IL 61820-5752
☐ Director of Purchases 1220 Illinois State University Normal, IL 61790-1220	☐ Director of Procurement Services SIU Medical School P.O. Box 19605 Springfield, IL 62794-9605	☐ Director of Purchases Western Illinois University One University Circle Room 227 Sherman Hall Macomb, IL 61455-1390
☐ Director of Purchasing Purchasing Department Northeastern Illinois University 5500 North St. Louis Avenue Chicago, IL 60625-4699		

If you wish to be included on the bid list for other universities, copy this form and submit it to the other universities.

1. Legal name/address to which solicitations are to be mailed:	2. Address to which purchase orders are to be mailed, if different:
3. Address to which payment is to be mailed, if different:	4. Contact person: Phone number: 800 number: FAX number: E-mail:
5. If a division of a corporation, show name and address of parent company: State of incorporation _____	6. Years in business U.S. owned business: ☐ Yes ☐ No

7. Legal and tax status – I certify, under penalty of perjury, that I/we do business as a (check one only):

- | | |
|--|--|
| ☐ Individual | ☐ Real Estate Agent |
| ☐ Sole Proprietorship | ☐ Government Entity |
| ☐ Partnership | ☐ Tax Exempt Organizations (IRC 501 (a) only) |
| ☐ Corporation | ☐ Trust or Estate |
| ☐ Not-for-Profit Corporation | ☐ Limited Liability Corporation |
| ☐ Medical Health Care Services Provider Corp. | |

8. Enter your Taxpayer Identification Number (use Social Security Number if individual or sole proprietorship):

☐ FEIN _____ ☐ SSN _____

9. **Enter your Illinois Department of Human Rights (IDHR) number.** Failure to do so will delay the processing of your application. If your IDHR number is 89999-00-0 or lower, you must re-register with the Illinois Department of Human Rights.

IDHR Contractor Registration Number _____ ☐ Exempt

If you employ 15 or more individuals and wish to bid on State of Illinois contracts, IDHR requires that you file an Employers Report Form - Form PC-1 before bid opening. You may obtain a PC-1 form through IDHR at (312) 814-2431, TDD (312) 263-1579, or www.state.il.us/cms/purchase/download. All persons (or firms) employing 14 or fewer individuals at all times during the past 365 days are exempt from the IDHR requirement and should check the "Exempt" box above.

10. Is your firm authorized to do business in the State of Illinois, as well as locally, with all necessary business licenses?

☐ Yes ☐ No If no, please explain

11. Net worth of business:

12. Bank reference - name and address:

13. Total sales and receipts (include amounts for all affiliated businesses) for most recent fiscal year:

14. Special Programs – Complete all of 14 (A – D).

The public higher education institutions of Illinois have various special programs that may be available to your company. Please check each category which applies, and complete the requested information. You may be requested to complete a more detailed form and provide additional documentation in order to ensure eligibility.

- ☐ **(A) Small business.** See 30 ILCS 500/45-45. To participate as a small business you must qualify under the following definition and criteria:

"Small business" means a business that is independently owned and operated and is not dominant in its field of operation (that is, it does not exercise a controlling or major influence in a kind of activity in which a number of business concerns are primarily engaged). To compute your size status, include your (and your affiliates') annual sales and receipts, subject to the following limitations:

Wholesale business – annual sales for the most recently completed fiscal year cannot exceed \$7,500,000

Submit a copy of the latest year's Federal and State income tax return page(s) showing total annual gross sales for the company and an Illinois address. If both a wholesaler and retailer, the combined wholesale and retail annual sales for the latest year of tax filing shall not exceed \$9 million. The retail component shall not exceed \$1.5 million and the wholesale component shall not exceed \$7.5 million. Businesses desiring to qualify under the combined status must also submit a notarized statement delineating the retail and wholesale dollar components.

Retail business or business selling services – annual sales and receipts cannot exceed \$1,500,000

Submit a copy of the latest year's Federal and State income tax return page(s) showing total annual gross sales for the company and an Illinois address. If both a wholesaler and retailer, the combined wholesale and retail annual sales for the latest year of tax filing shall not exceed \$9 million. The retail component shall not exceed \$1.5 million and the wholesale component shall not exceed \$7.5 million. Businesses desiring to qualify under the combined status must also submit a notarized statement delineating the retail and wholesale dollar components.

Manufacturing business – cannot employ more than 250 persons

Submit a copy of the latest year's Federal or State income tax return page(s) showing an Illinois address and the latest year's form IL-W-3 (Illinois Annual Withholding Income Tax Return) showing the number of Forms W-2, W-2G, and 1099-R issued (denotes number of employees at the company). If a manufacturing business has been in existence for less than a full fiscal year, its average employment shall be calculated for the period through one month prior to the bid or proposal due date. In such cases, a notarized statement to that effect and proof of when the business came into existence shall be submitted.

Construction business – annual sales and receipts cannot exceed \$10,000,000

Submit a copy of the latest year's Federal and State income tax return page(s) showing total annual gross sales for the company and an Illinois address.

- ☐ **(B) Minority, Female, Person with Disability.** See 30 ILCS 575. To participate in this you must qualify under the following criteria and be certified by one of the following:

- ☐ DCMS (Department of Central Management Services) Business Enterprise Program
☐ CMBDC (Chicago Minority Business Development Council)
☐ IDOT (Illinois Department of Transportation)
☐ WBDC (Women's Business Development Center)

The business must be at least 51% owned and controlled by one or more individuals who are minority, female, or a person with disabilities. A business owned and controlled at least 51% by any combination of minorities, females, and persons with disabilities should be checked as a business owned and controlled by the eligible group that has the largest percentage of ownership. If this block is checked, also check each of the following which are applicable:

- ☐ African American ☐ Female
☐ Hispanic ☐ Native American/Alaskan
☐ Person with disability (must be ☐ Asian American
 severe mental or physical disabilities
 which substantially limit major life activities)

- ☐ **(C) Not-for-profit, U.S. tax exempt agency for the disabled.** You must qualify under Section 501 of the Internal Revenue Code. See 30 ILCS 575/2A4.1.

- ☐ **(D) State use – Not-for-profit agency for the severely handicapped.** Must meet requirements of U.S. Department of Labor and the Illinois Department of Rehabilitation Services. See 30 ILCS 500/45-35.

15. In compliance with the Illinois Procurement Code, state the name of each person or company having a beneficial interest of more than 7½% in the bidding enterprise and each person or company, who, together with spouse or minor children, has a beneficial interest of more than 15% in the bidding enterprise (attach additional sheets if necessary):

Name and Address	Percent Owned	Voting Percentage
------------------	---------------	-------------------

If applicant is a corporation, please complete both columns:

Names of Corporate Officers	Names of Corporate Directors
-----------------------------	------------------------------

16. List equipment, supplies, and/or services you can provide. Include brand and manufacturer names or other information that will help buyers to categorize your capabilities. (Additional items may be submitted on an attached sheet.) If the issuing university has provided a separate listing of equipment, supplies, and/or services, provide requested information and return it with this form. If the services available from your firm include professional and/or artistic services (see Item #17 for listing), and you wish to be pre-qualified so you can receive direct notification of opportunities, complete Items #17-24 of this application.

Fill out this section to pre-qualify as a provider of Professional and Artistic Services

If you do not offer such services, or do not wish to pre-qualify, proceed to Item #24.

Completing this section does not guarantee that you will be pre-qualified. Being pre-qualified does not guarantee that you will be awarded a contract. You do not need to be pre-qualified to respond to a solicitation (Illinois Procurement Code [30 ILCS 500/35-15]). Consult the universities' solicitations to determine specific qualification requirements for individual solicitations.

Automatic notification – Once you have been pre-qualified you will be entitled to receive an automatic notification of Procurement Bulletin solicitations for services for which you have pre-qualified **if** you have listed a FAX number and/or e-mail address as requested in Item #4.

Do not use this section to pre-qualify for construction or construction-related professional services. Contact the university with whom you wish to do business for information regarding specific requirements for these categories.

17. Please check the professional and artistic services for which you are requesting pre-qualification. For each service you check, provide the information requested in Items #17-23 of this application.

Accounting ☐ Accountant ☐ Auditor ☐ Billing Services ☐ Collection Services Artistic ☐ Artist ☐ Entertainer ☐ Musician ☐ Sculptor Clinical Psychology ☐ Psychotherapist ☐ Psychiatrist Data Processing ☐ Consultant ☐ Network Design ☐ Programmer ☐ Systems Analyst	Dentistry ☐ Dentist ☐ Orthodontist ☐ Periodontist Environmental/Land ☐ Cartographer ☐ Environmental Analyst ☐ Environmental Engineer ☐ Geologist ☐ Hydrologist ☐ Land Appraiser ☐ Land Use Planner ☐ Meteorologist ☐ Naturalist Law ☐ Administrative Law Judge ☐ Arbitrator ☐ Attorney ☐ Court Reporting ☐ Hearing Officer ☐ Law Clerk ☐ Legal Services	Management/ Administrative Services ☐ Actuary ☐ Banking Services ☐ Consultant ☐ Economist ☐ Executive Search Services ☐ Investment Services ☐ Training and Development Marketing And Media Services ☐ Audio and Video Production ☐ Commercial Photographer ☐ Editor ☐ Graphic Designer ☐ Media Consultant ☐ Public Relations	Medicine ☐ Audiologist ☐ Chiropractor ☐ Dietician ☐ Medical Transcriber ☐ Nurse ☐ Occupational Therapist ☐ Optometrist ☐ Orthopedist ☐ Pathologist ☐ Pharmacist ☐ Physical Therapist ☐ Physician ☐ Podiatrist ☐ Radiologist ☐ Surgeon ☐ Temporary Medical Staffing ☐ Veterinarian Science/Research ☐ Archaeologist ☐ Biologist ☐ Botanist ☐ Chemist ☐ Educator ☐ Entomologist ☐ Historian ☐ Other
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18. Licenses and/or professional registration – List names of each key person of the firm. If a requested service requires a licensed/registered practitioner, you may be required to provide a copy of such license/registration to the university before an award can be made or work begun.

Name	Capacity (Owner, Partner, Etc.)	Current Licenses/Registrations (Include Certificate # if Applicable)	License/Registration Exp. Date

19. Work experience – List contracts for similar services that have been completed within the last five years:

Project	Location	Type of Service	Total Amount of Contract	Start/Completion Dates	Name/Phone # of Owner or Other Reference

20. Resume' of key personnel – Provide the requested information for key personnel who would be assigned to work on contracts awarded or who would, at a minimum, supervise such work.

Name and Title	Primary Responsibilities	Years Experience (This Firm/Other Firms)	Education (Institutions, Years, Degrees, Certificates)	Other Relevant Experience and/or Qualifications

21. Judgments and claims – Are there any judgments, claims, or suits pending or outstanding against you or your organization that could affect the ability to complete any contract awarded?

☐ Yes ☐ No If yes, please explain:

22. Receivership – Have you or your organization filed for bankruptcy, receivership, or reorganization within the last five years?

☐ Yes ☐ No If yes, please provide details:

23. Statutory qualifications – Are you or your organization disqualified, ineligible, suspended, or otherwise barred from receiving solicitations and/or awards from any State of Illinois university or agency or any agency of the Federal Government?

☐ Yes ☐ No If yes, please provide details:

24. I understand that:

Information provided in this application may be audited by any State university or verified by other means.

Provision of information in this application does not relieve me from providing the same or additional information as required in a response to a solicitation.

Submittal of this application does not guarantee pre-qualification. Pre-qualification will be given only if I meet all statutory or regulatory requirements, including any that may not be listed in this application.

I must update significant information changes within a reasonable amount of time. Significant changes include, but are not limited to: change of legal status, TIN, ownership, name, address, as well as loss of licensure or registration, filing of bankruptcy, or suspension or debarment by any Federal, state, or local governmental agency.

Failure to provide accurate and reliable information required by this form may, in accordance with any and all applicable laws, result in penalties including, but not limited to, suspension or debarment from doing business with any university and termination of contracts, and loss of profits in appropriate cases.

Under penalty of perjury, I swear or affirm that:

The information provided in this application is true and correct as of the time of signing.

I have not been barred from contracting with a unit of State or local government as a result of a violation of Section 33-E or 33E-4 of the Criminal Code of 1961.

I, along with other officers and employees, have not been convicted of bribery nor attempted bribery of an officer or employee of the State of Illinois, nor have made an admission of guilt of such conduct that is a matter of record.

I am an equal opportunity employer and in compliance with the equal opportunity requirements of applicable state and federal laws.

Signature _____ Name (type or print) _____

Date _____ Title _____

Request for Proposal

No. KTP008

REDESIGN AND IMPLEMENTATION OF THE UIC WEB SITE

**APPENDIX 6: UIC IDENTITY STANDARDS AND UIC LOGO
STANDARDS**



UIC Identity Standards

EDITION I, FEBRUARY 2006

UIC IDENTITY STANDARDS

UIC's identity is shaped by the wide variety of contact people have with the university—from private conversations to signs along the expressways. The greater our coordination of what we say about ourselves and how we present the university, the stronger and clearer the public's impression of UIC will be, which directly affects UIC's marketplace position.

The following standards address major areas of campus communications in an effort to present UIC in the best possible manner.

Adherence to these standards is expected to promote the health and ensure the longevity of the university.

CONTENTS

Editorial Guidelines

- Writing style
- Punctuation
- University messaging

Graphic and Image Guidelines

- Design principles
- Photography
- Signage
- Goods and merchandise
- OBFS-Purchasing

Web and Electronic Communications Guidelines

- Essential elements
- Graphic design
- Editorial guidelines
- Accessibility
- Domain names and URLs
- Resources

Campuswide Communications Departments

- Marketing Communications
- News Bureau
- Photo Services
- Publications Services
- UIC News
- Web Communications

EDITORIAL GUIDELINES

Consistent Communications

Independent thinking, creativity and initiative are highly valued at the University of Illinois at Chicago. Such qualities are the driving forces behind the hundreds of needed brochures, invitations, flyers, catalogs, magazines, newsletters and Web sites generated by dozens of offices on campus. Understandably, the producer of each piece has his or her own methods to address any combination of audiences: prospective and current students, students' parents, prospective faculty and staff, alumni, donors, news media, legislators, business leaders, and/or the general public.

But every UIC publication has something in common: It is most effective when it relates its message with clarity and consistency. Likewise, every *collection* of UIC publications—whether from a single unit or from various offices—will be more authoritative in a reader's mind when each piece reinforces the voice of the others with a consistent style. Readers' trust of UIC's authority is what moves them to take the action we desire: to enroll, to donate, to contact, to support, to attend an event, to apply for employment, or simply to feel more connected to UIC.

Therefore, it benefits UIC as a whole, as well as each unit individually, if every communicator uses these editorial guidelines to produce consistent writing. Doing so will infuse a harmony among the university's myriad publications and Web sites, and readers will detect a common sound and feel that tells them UIC is an integrated, authoritative and well-organized institution worthy of their attention.

The guidelines are broken into four sections: [terminology specific to UIC](#), [general terminology](#), [punctuation](#) and [university messaging](#). Italics are used to indicate examples.

Sources

The great majority of entries included in these guidelines derive from the *Associated Press Stylebook*, selected because it emphasizes simplicity and reader-friendliness. If you encounter a question that cannot be settled using the guidelines here, it is recommended that you refer to the complete *Associated Press Stylebook*, which can be ordered through most online booksellers or from the publisher at www.apstylebook.com (order a hard copy or downloadable PDF, or subscribe to have access to content online). A few entries in these guidelines recommend a departure from AP style, either because AP did not address the particular issue or because of the way the words or phrases are most often used in university communications. In such cases, sources include the *Chicago Manual of Style*, Strunk and White's *The Elements of Style*, [Merriam-Webster Online Dictionary](#), and the [Electronic Encyclopedia of Chicago](#).

Special circumstances

Writing for electronic media: When preparing text for the Web or for an e-newsletter, there are distinct style requirements to ensure universal usability as well as accessibility to people with disabilities. Review the [Web and Electronic Communications Guidelines](#) section for more detail.

Writing by the [UIC News Bureau](#): The UIC News Bureau strictly follows AP style, which is the definitive style for news writing. Consult your college's or unit's associate in the News Bureau for help on any news-related communication.

WRITING STYLE

Terminology Specific to UIC

9.4-tesla magnet: This is the world's most powerful magnetic resonance imaging machine for human studies; it is housed at UIC's Center for Magnetic Resonance Research.

ACCC: This is the acronym for the Academic Computing and Communications Center. Be mindful of the third C in the acronym.

athletics designation: UIC's teams play in Division I-AAA of the NCAA. The conference is called the Horizon League. Note that the University of Illinois at Urbana-Champaign, a member of the Big Ten Conference, has an athletics program entirely separate from UIC's.

C: The letter C in UIC is not to be used as the first letter of a subsequent word that begins with the letter C, e.g., *UICampus*. Also, always insert a space between *UIC* and the subsequent word.

campus regions: lowercase. When writing about sides of campus, use the words *the* and *of* campus: *the south side of campus*, *the east side of campus*, *the west side of campus*. Avoid using *east campus* and *west campus*, which could imply distinctly separate campuses.

Great Cities Commitment: Spell out the phrase on first reference; *Great Cities* is an acceptable abbreviation in subsequent references. Do not abbreviate with the acronym GCC.

Commitment is the correct term to describe UIC's pledge to improve the quality of life in Chicago and other cities. It is not proper to refer to it as an initiative because it has existed for more than 10 years. A hard copy of the Great Cities Commitment report is available from the Office of Public Affairs; call ext. 6-3456. See also the [UIC Great Cities Commitment](#) section.

Great Cities Institute: Serves as UIC's central point for new initiatives in interdisciplinary, applied urban research. It is structured as a research unit within the College of Urban Planning and Public Administration. Find it online at www.uic.edu/cuppa/gci.

Horizon League: This is the NCAA conference of which UIC is a member.

Jane Addams Hull-House Museum: Note there are two d's in *Addams*. Hyphenate *Hull-House*. Find the museum online at <http://wall.aa.uic.edu:62730/artifact/HullHouse.asp>.

mail code: Two words. Abbreviate as MC (capital letters, no periods or slash) and leave a space between the acronym and the number. Place the abbreviation and the number in parentheses after the department name: *Office of Public Affairs (MC 288)*. Official business cards demonstrate the correct format.

massmail, mass mail: Lowercase. As one word, it is used as a noun or verb referring to UIC's system for bulk distribution of e-mail messages. As two words, it is a generic verb phrase to describe the sending of a single piece to a large audience.

neighborhoods near UIC: Use these spellings for the most commonly identified neighborhoods surrounding UIC: *Little Italy*, *Greektown*, *Pilsen*, *the Loop*, *Little Village*, *Chinatown*, *Near West Side*.

phone numbers at UIC: Be mindful that, because there are multiple prefixes at UIC, five-digit extensions will be inadequate for anyone calling from a noncampus phone. Always include the full prefix when writing a phone number. Also, when writing a phone number in a document for external audiences, preface it with the area code, in parentheses.

Research I: The Carnegie Foundation’s classification has been abandoned and is no longer operative for UIC or any other university. For alternative positioning statements, see the first message in the [UIC Key Messages](#) section.

residence hall: This is the term used at UIC, rather than *dorm* or *dormitory*.

Sparky D. Dragon: This is the official mascot of UIC athletics. In writing for external audiences, refer to the character by its full name or as Sparky, but specify that it is a mascot: *Mascot Sparky D. Dragon will be on hand to welcome new students.*

streets around UIC: Be mindful that roadways around UIC take a variety of suffixes: *Roosevelt Road, Ashland Avenue, Halsted Street, Congress Parkway*. If you do not know a street’s official suffix, check the [U.S. Postal Services Web site](#); entering only the street name, with city and state, will deliver the appropriate suffix. Use of the abbreviations *St.*, *Ave.* and *Blvd.* are acceptable in numbered addresses; all other suffixes should be spelled out in all uses.

UIC Flames: Capitalize in all references to the nickname for UIC athletic teams. Use with the university acronym on first reference. It can stand alone on subsequent references: *The UIC Flames have won their first 11 games this season. Fans of the Flames are hoping to see their team go to the NCAA tournament.*

UIC Student Center East: Formerly the Chicago Circle Center or CCC. Use of the former name should be discontinued.

UIC Student Center West: Formerly the Chicago Illini Union or CIU. Use of the former name should be discontinued.

University Library: This is the formal collective name for the UIC libraries listed by their individual names below:

- Richard J. Daley Library
- Library of the Health Sciences – Chicago
- Crawford Library of the Health Sciences – Rockford
- Library of the Health Sciences – Peoria
- Library of the Health Sciences – Urbana

University of Illinois: This is the name of Illinois’ largest public university, which comprises three main campuses at Chicago, Urbana-Champaign and Springfield. Find the university online at www.uillinois.edu. Use *University of Illinois* judiciously, as the general public typically interprets an unqualified mention to mean only the Urbana-Champaign campus. Do not refer to the Urbana-Champaign campus simply as *Illinois*. On first reference, use the full name of the university rather than the acronym. On second reference, use *Urbana*, not UIUC.

University of Illinois Alumni Association: The membership organization for alumni of all three University of Illinois campuses. Find the association online at www.uiaa.org.

University of Illinois at Chicago: Not *University of Illinois-Chicago*. Use the full name rather than the acronym on first reference. Do not put *UIC* in parentheses after first mention of the full name. The acronym will be understood, and is acceptable to use, in subsequent references.

University of Illinois Board of Trustees: Capitalize all principal words. In subsequent references, use *the board* (lowercase).

University of Illinois Foundation: Spell out the full name on first reference. It is acceptable to use *the foundation* (lowercase) in subsequent references. Find the foundation online at www.uif.uillinois.edu. The corresponding department at UIC is the Office of Development.

University of Illinois Medical Center at Chicago: Use the full name in first or formal references, always including *at Chicago*. Because the context will then be clear, subsequent references may be abbreviated as *the medical center* (lowercase), *the hospital* (lowercase) or *UIC*. Do not refer to it as *UIC Hospital* or by any acronym, such as *UIMCC*.

Separating *University of Illinois* from *at Chicago* in the formal name applies only to the medical center and related clinics. All health sciences colleges remain the *University of Illinois at Chicago College of Medicine, Dentistry*, etc. Bear in mind that teaching and research are activities of the colleges only, not the medical center.

General Terminology

The following entries were selected for inclusion in this guide for one of a few reasons: they concern terminology that is frequently used in university communications; they recommend answers to common style questions that have more than one possible solution; or they concern some of the most frequently encountered errors in writing. Again, the source for the majority of these entries is the *Associated Press Stylebook*, and you are encouraged to refer to that text to answer any question not clarified by the content here.

A

abbreviations and acronyms: Do not follow the name of a college, department, organization, project, etc., with an abbreviation or acronym in parentheses. If an abbreviation or acronym would not be clear on second reference without this arrangement, do not use it. Names not commonly known by your audience should not be abbreviated.

academic year, fiscal year: In running text, it is most clear to name both years that comprise the academic or fiscal year: *During the 2005-2006 academic year, federal funding to UIC grew*, or *Federal funding to UIC grew during academic year 2005-2006*. In abbreviations, frequently preferred for charts, tables and lists, it is acceptable use *AY* or *FY* followed by the calendar year during which the academic or fiscal year ends. For example, a fiscal year beginning in July 2005 and ending in June 2006 may be abbreviated *FY 2006*.

adviser: Rather than *advisor*. Always lowercase: *A student may request a change of academic adviser*.

African-American: Note that this is a departure from AP style.

age: Always use numerals: *He is 3 years old.* Hyphenate the adjective form: *She has a 3-year-old son.*

alma mater: Spelled as two words, lowercase.

alumna, alumnae, alumnus, alumni: Use the correct word for gender and number.

- *Alumna* is feminine singular: *Michelle is an alumna of UIC.*
- *Alumnae* is feminine plural: *Michelle and Eva are alumnae of UIC.*
- *Alumnus* is masculine or gender-neutral singular: *James is an alumnus of UIC. We hope every alumnus will attend Homecoming.*
- *Alumni* is masculine or gender-neutral plural: *James and George are alumni of UIC. Michelle, Eva, James and George are alumni.*

ampersand (&): Use the ampersand when it is part of an institution's formal name: *the Bill & Melinda Gates Foundation.* It should not otherwise be used in place of *and*.

a.m., p.m.: This construction is preferable to *am* or *AM* or *A.M.* See also, **times.**

an: Use *an* before a word that begins with a vowel or that, when spoken, sounds like it begins with a vowel: *An NIH-sponsored training program will commence in January.* Use *an* before words that begin with a silent *h*: *an hour.* Use *a* before words that begin with a pronounced *h*: *a historic moment.*

Asian American: Asian alone is not acceptable to describe Americans of Asian descent.

associate (chancellor, professor): Do not hyphenate with any other word in a person's title.

Capitalization:

- Capitalize if using directly before a person's name in running text: *Our speaker today is Associate Chancellor for Public Affairs John Jones.*
- Capitalize when the person's complete name and title are standing alone: *John Jones, Associate Chancellor for Public Affairs.*
- Lowercase and set off with commas when the title follows the person's name in running text: *John Jones, associate chancellor for public affairs, is speaking today.*
- Lowercase if using generically: *John Jones is an associate chancellor at UIC.*

At UIC, the title *associate chancellor* takes the preposition *for*, rather than *of*: *associate chancellor for public affairs*, not *associate chancellor of public affairs*. See also, **capitalization of people's titles.**

awards: Capitalize the name of all awards, including the word *award* if it's part of the formal name. Lowercase *award* in generic or subsequent references: *The Dean's Scholar Award allows a student to work full time on dissertation research. The award is highly competitive.*

B

board of trustees, board of directors: Only capitalize as part of a formal name: *The University of Illinois Board of Trustees*. In subsequent references, use *the board* (lowercase).

C

campuswide, universitywide: Each is one word without a hyphen.

capital, capitol: The word *capital* (lowercase) refers to the city which serves as a seat of government: *Springfield is the capital of Illinois*. The word *capitol* refers to a physical building that houses a governmental body. Capitalize *U.S. Capitol* and *the Capitol* when referring to the building in Washington or to an identified state's capitol building: *Mayor Daley met with legislators at the Illinois Capitol this morning*.

capitalization of people's titles (occupational):

- Capitalize if using directly before a person's name in running text: *The keynote will be delivered by Dean Mary Smith. Dean Smith is a nationally recognized expert in the field.*
- Capitalize when the person's complete name and title are standing alone: *Mary Smith, Dean.*
- Lowercase and set off with commas when the title follows the person's name in running text: *Mary Smith, dean, will deliver the keynote.*
- Lowercase if using generically: *Mary Smith is a dean at UIC.*
- If a title is occupational, do not capitalize: *faculty member Kevin Johnson, movie star Nicole Kidman, astronaut Neil Armstrong.*

See also, **associate, interim, legislative titles, vice.**

capitalization of place names: Capitalize popular or legendary names. Do not place them within quotation marks: *the Windy City, the Big Apple, Honest Abe, the Big Hurt*. Capitalize directional words—and related common nouns, if applicable—when they refer to an understood region: *the Midwest, the South, the East Coast, Southeast Asia, Northern Ireland, the Western Hemisphere*. Otherwise, lowercase directional words: *northwest Mississippi*. When in doubt, lowercase.

capitalization of proper nouns: Capitalize common nouns when they are an integral part of the official name of a place or thing: *Honors College, Millennium Park, State Street*. Lowercase these nouns when they stand alone in subsequent references: *The Honors College is located in Burnham Hall. The college's main office is open daily from 8:30 a.m. to 5 p.m.* When writing the names of multiple institutions of the same type, lowercase the common noun: *The Graduate and Honors colleges are located on the east side of campus.*

chairman, chairwoman, chairperson: Capitalize as a formal title before a name: *Chairwoman Lisa Garcia will preside*. Do not capitalize otherwise: *Lisa Garcia is chairwoman of the new committee*. Avoid using *chair* or *chairperson* when the gender of the person is known, unless either is an organization's formal title for an office. See also, **capitalization of people's titles.**

chancellor: Capitalize as a formal title before a name: *Chancellor Sylvia Manning wrote the opening letter for the report*. Otherwise, lowercase: *The chancellor's letter was the opening piece in the report*. See also, **capitalization of people's titles.**

Chicago Public Schools: This is the formal name of the city’s public school district. Capitalize all words when referring to that entity, and do not place the word *the* before it: *UIC is partnering with Chicago Public Schools on the project*. It is acceptable to use the acronym *CPS* in subsequent references. Lowercase *public schools* when speaking generically: *Test scores continue to rise in Chicago public schools on the Near West Side*.

City of Chicago: Capitalize when referring to the government of the city: *The City of Chicago announced plans for a Veterans Day commemoration*. Lowercase in generic references: *UIC is located in the great city of Chicago*. When writing about Chicago, do not include *Illinois* (or any abbreviation of it) after the city name.

class levels: The terms for undergraduate students at UIC are *freshman (freshmen), sophomore, junior, senior*—all lowercase.

class year, class-year abbreviations:

- In running text, use either of the following forms to note class year: *John Jones, a 1987 graduate*; *1987 graduate John Jones*.
- When alumnus status is obvious from the context, use class-year contractions with no comma between name and year: *John Jones ’87*.
- When a person has multiple degrees, list each one, separated with commas, and include the class year after each degree: *John Jones ’87, MS ’89, PhD ’92*. Note that the first year listed is understood to indicate the year the bachelor’s degree was received.
- When writing about two or more alumni, place the name of the earlier graduate first: *Jane Smith ’85 and John Jones ’87 were recognized at the reception*.
- When an alumnus is listed with his or her spouse, place the alumnus’s name second and put the class year after his or her name: *Michael and Lisa Garcia ’92*.
- When two alumni are married, place the class year after each individual’s name, attaching the last name only to the second person’s first name: *Lisa ’92 and Michael Garcia ’93*.
- In instances of two or more alumni from the same family, refer to each with full names and place dates of graduation following each name: *Siblings Kevin Williams ’87, Joseph Williams ’89 and Lisa Williams Jones ’92 were involved in the community food drive*.
- Note the direction of the apostrophe (it is not a single quotation mark) when used with class years.

college, university: Capitalize when part of a formal name. Lowercase when standing alone in subsequent references: *The College of Pharmacy was founded more than 145 years ago. The college is still one of the nation’s leading educators of pharmacists*. When writing the names of multiple colleges or universities, lowercase the common noun: *The Graduate and Honors colleges are located on the east side of campus*. See also, **capitalization of proper nouns**.

commencement: Capitalize when referring to the annual ceremony of UIC or one of its colleges; lowercase in other usage.

committee: Capitalize when part of a formal name: *Academic Professional Advisory Committee*; lowercase in subsequent references to *the committee* and in all generic references.

company names: Use the full formal name spelled and punctuated as the company prefers. To ascertain preference, refer to the company's Web site and look for use of the name in running text, as opposed to in the logo, which may use graphic elements not functional in running text. If the company's name begins with a lowercase letter (e.g., eBay) retain that spelling, capitalizing the first letter only when the name is the first word in a sentence.

Congress: Capitalize *U.S. Congress* and *Congress* when referring to the U.S. legislature or when referring to another country's government that uses the term.

council: Capitalize when part of a formal name: *Council for Excellence in Teaching and Learning*. Lowercase in subsequent references to *the council* and in all generic references.

course names: Capitalize all principal words. Do not italicize or put inside quotation marks: *Students who enjoyed American Civilization to the Late Nineteenth Century might also be interested in Topics in Urban History*. See also, **department names**.

course work: Spell as two words, not hyphenated.

D

dates:

- Always use numerals, without *-st*, *-nd*, *-rd*, or *-th*: *May 10*.
- If writing the month, date and year, separate date from year with a comma: *May 10, 2000*.
- If writing the month, date and year in running text, set off the year with commas: *May 10, 1996, was their graduation date*.
- Write dates in the sequence month-date-year: *May 10, 2000*. Avoid the following constructions: *5/10/00*, *5-10-00*, *10 May 2000*.
- If writing a time with a date, write in the sequence day-date-time: *Tuesday, May 10, 9 a.m.*
- If writing the month and date, abbreviate *Jan.*, *Feb.*, *Aug.*, *Sept.*, *Oct.*, *Nov.* and *Dec.* Spell out *March*, *April*, *May*, *June* and *July*: *The exhibit runs from Jan. 10 through April 27*.
- If writing the name of a month without date or year, spell it out: *The exhibit opens in January*.
- If writing only the month and year, spell out the month name and do not use a comma before the year: *May 2000*.
- The current year is generally assumed. Unless clarity is at risk, omit the year when the date written is in the current year. For example, a story in a quarterly publication issued in June 2006 might say, *Commencement was celebrated on May 5*, not *on May 5, 2006*. However, if the same story appears in an annual publication issued in December, clarity might require inclusion of the year.
- To express a range of years, it is acceptable to use either *2000-2005* or *2000-05*, except in reference to the year 2000; do not use *1999-00* to mean *1999-2000*.

dean's list: Lowercase.

degrees: Lowercase and use an apostrophe in *bachelor's degree* and *master's degree*. Note that *associate degree* does not take the possessive form. In the long form construction, capitalize principal words and do not use an apostrophe: *Bachelor of Science* or *Master of Arts*.

It is recommended that degrees be abbreviated without periods: *BS, MA, PhD, MD, MBA, DDS, MPH, BSW, PharmD, PsyD, EdD*. When the degree abbreviation is extremely rare or is likely to be unfamiliar to your readers, spell out the degree. When an abbreviation is used after a name, set off the abbreviation with commas: *Jane Smith, MD, attended the event*.

Note that a sound argument can be made for either inclusion or omission of periods in degree abbreviations. If you feel compelled to depart from the guidelines, do—at a minimum—be diligent about maintaining consistency within a document.

See also, **doctor** and **capitalization of people's titles**.

department names: Capitalize a department name when it stands alone or is written as an official and formal name, which should be preceded by *UIC* (note: not *UIC's*): *The UIC Department of History received seven grants last year*. Subsequent references should be written more simply as *the department, the history department* or *the department of history* (lowercase).

Do not capitalize names of departments in other uses, except words that are proper nouns: *Robin Brown has taught in the department of history and the department of English*. Note that in describing the relationship between a department and its college, the correct phrasing is that the department is *in* the college, not *of* the college: *The department of occupational therapy in the College of Applied Health Sciences is top-ranked in its field*.

Note that the recommendations here are based on AP style and are very much the standard for news reporting and general interest writing. However, the style may contradict some units' traditional practice. If you feel compelled to depart from the guidelines, do—at a minimum—be diligent about maintaining consistency within a document.

doctor: It is the practice at UIC to avoid using the courtesy title *Dr.* before anyone's name because the title does not clarify the person's specialty, which is most important. Instead, place the individual's degree designation after the name, set off with commas: *John Jones, DDS, was honored at the ceremony*.

For people who hold PhDs, the optimal construction is: *Jane Smith, who has a doctorate in sociology* (may substitute *PhD* for *doctorate*). Again, the reason is to clarify the specialty.

dorm, dormitory: It is the practice at UIC to use the term *residence hall*.

E

e.g., i.e.: Use periods after each letter, and set off using appropriate punctuation that indicates the phrase is parenthetical to the rest of the sentence: *The judges will accept submissions in any media (e.g., print, electronic, videotape)*.

E.g. is the abbreviation of the Latin phrase *exempli gratia* (*for example*). It is used before providing an example that illustrates a statement made in the preceding phrase: *Root vegetables (e.g., potatoes, carrots, parsnips) are generally low-fat and vitamin-rich*. To remember the proper use of *e.g.*, think of it as standing for *example given*. See also, **for example**.

I.e. is the abbreviation of the Latin phrase *id est (that is)*. It is used to reword a statement made in the preceding phrase: *Root vegetables, i.e., vegetables that grow underground, are generally low-fat and vitamin-rich.* To remember the proper use of i.e., consider that its most common synonymous phrase, *in other words*, begins with the same letter, *i*.

e-mail:

- spelling: *e-mail*, or *E-mail* if it's the first word in a sentence
- format: In running text, do not set off e-mail addresses using italics, underline or angle brackets (< >). Breaking an address at a hyphen or inserting a hyphen in order to break an address can lead to a misinterpretation of the address. If you must break the address, try to do so before a punctuation mark, moving the underscore, @ or dot down to the next line. If the address is at the end of a sentence, follow it with a period as you normally would.

emeritus: Capitalize and place after the formal title: *Dean Emeritus Jane Smith*. Lowercase when it follows the name: *The speaker was introduced by Jane Smith, dean emeritus of the college*.

emoticons: Use of typographical symbols, such as :-), to indicate mood in writing should be restricted to personal correspondence.

E

fact sheet: Spell as two words, not hyphenated.

faculty: The word functions as a plural noun when used alone, and should take a plural verb form: *At UIC, faculty take time to talk with students*. However, the word functions as a singular noun when used with *the*, and should take a singular verb form: *At UIC, the faculty takes time to talk with students*.

FAQ: This abbreviation of *frequently asked questions* is acceptable on first reference. The construction here is preferred to *F.A.Q.*, *faq* or *f.a.q.*

fellow: Capitalize only in named fellow posts or fellowships: *Humphrey Fellow*, *Abraham Lincoln Graduate Fellowship*. Lowercase in general references: *Michael Reyes has been elected a fellow of the American Society of Mechanical Engineers*.

fiscal year: See **academic year**, **fiscal year**.

for example: In citing an example, either use this phrase, spelling out *example.*, or use *e.g.* Do not use abbreviations such as *ex:* to introduce an example. See also, **e.g.**, **i.e.**

foundation names: Use the full formal name spelled and punctuated as the foundation prefers. To ascertain preference, refer to the foundation's Web site and look for use of the name in running text, as opposed to in the logo, which may use graphic elements not functional in running text. If the name begins with a lowercase letter, retain that spelling, capitalizing the first letter only when the name is the first word in a sentence.

Fulbright Scholar: Always capitalize.

full-time, full time: Hyphenate only when used as a modifier: *Full-time students are eligible for the award. Interested students who are enrolled full time should apply by October 31.*

fundraise, fundraising, fundraiser: Each is one word in all cases.

G

General Assembly: Capitalize when referring to the Illinois legislature or to any identified state's legislature that uses the same title. Note that not all state legislatures take the title *General Assembly*.

governor:

- Even on first reference, use *Gov.* as a formal title before a name in running text: *Gov. Rod Blagojevich says he will support the measure.*
- In formal documents, such as invitations and event programs, it is acceptable to spell out *Governor* in a formal title.
- Spell out and capitalize before a name in a direct quotation. *The pundit added, "It's noteworthy that Governor Blagojevich was the first Democrat in 30 years to be elected to lead Illinois."*
- Spell out and lowercase in general or subsequent uses: *Gov. Rod Blagojevich has not yet announced his intention to run for re-election, but the governor will seek a second term.*

GPA: All capitals, no periods. This is an acceptable abbreviation of *grade point average*. If using the longer form, note there are no hyphens.

grades: Capitalize but do not italicize letter grades. Use apostrophes for plurals: *Frank received five A's and two B's.*

H

healthcare: One word. Note that this is a departure from AP style.

Hispanic: *Latina* or *Latino* is also acceptable; use whichever term is preferred by the subject.

Homecoming: Capitalize when referencing the annual event of a college or university; lowercase in generic usage.

home page: Two words, lowercase. Note that *home page* is not synonymous with *Web site*. Only the first page of a site is called the home page.

I

i.e.: See **e.g., i.e.**

initials: Use periods but not spaces to separate two or more consecutive initials: *George H.W. Bush.*

institution names: Use the full formal name spelled and punctuated as the institution prefers. To ascertain preference, refer to the institution's Web site and look for use of the name in running text, as opposed to in the logo, which may use graphic elements not functional in running text. If the name begins with a lowercase letter, retain that spelling, capitalizing the first letter only when the name is the first word in a sentence.

interim positions: Lowercase *interim* in running text, even preceding formal titles: *The discussion's moderator will be interim Director of Graduate Studies James Smith.* Capitalize when

the person's complete name and title are standing alone: *James Smith, Interim Director of Graduate Studies*. See also, **capitalization of people's titles**.

Internet: Always capitalize.

J

Jr., Sr.: Abbreviate as shown and use only with full names. Do not set off with a comma: *John F. Kennedy Jr.* Also, the notation of *II, III, IV*, etc., may be used if the subject prefers. Again, do not set off with a comma.

L

Latina, Latino: See **Hispanic**.

legislative titles:

- Even on first reference, use *Rep., Reps., Sen.,* and *Sens.* as formal titles before one or more names in running text: *Sens. Durban and Obama have said they will vote against the bill.*
- In formal documents, such as invitations and event programs, it is acceptable to spell out *Senator* or *Representative* in titles.
- Spell out and capitalize these titles before one or more names in a direct quotation. *The president remarked, "Senator Clinton is the only sitting senator whose portrait hangs in the White House."*
- Spell out and lowercase *representative* and *senator* in general or subsequent uses: *Sen. Barack Obama is garnering national attention. The senator has appeared on dozens of national news programs.*
- The terms *congressman* and *congresswoman* are acceptable alternates to *representative*, but are not preferred as titles.
- If necessary for clarification, use *U.S.* or *state* before the legislator's title: *U.S. Sen. Barack Obama* and *state Rep. Edward Acevedo*.

listserv: Lowercase and do not add an *e* to the end of the word.

M

months: When a month is used with a specific date, abbreviate only *Jan., Feb., Aug., Sept., Oct., Nov.* and *Dec.* Spell out *March, April, May, June* and *July*. Also, spell out any month name when used alone or with a year alone. See also, **dates**.

more than, over: Use *more than* to refer to quantities: *More than 24,000 students attend UIC.* Use *over* to write about spatial relationships: *The banner hangs over the entrance.*

Mr., Mrs., Ms.: The use of these courtesy titles is rarely needed. If necessary, use on first reference only, referring to the individual by last name only in subsequent references. In formal documents, such as invitations and event programs, it is acceptable to use the courtesy title with each reference to the individual.

N

nonprofit, not-for-profit: Can be used interchangeably, but in any given document, choose one word and use it consistently.

O

off-campus, off campus (on-campus, on campus): Hyphenate only when used as a modifier: *Off-campus housing is affordable, but I'd prefer to live on campus.*

online: One word, no hyphen.

P

part-time, part time: Hyphenate only when used as a modifier: *It is estimated that 400 part-time faculty teach in U.S. departments of medicine. Working part time has both challenges and advantages.*

PhD, PhDs: Note capitalization and lack of punctuation. See also, **doctor**.

phone/fax numbers: Place the area code in parentheses and put a space between the area code and the prefix: *(312) 996-7000*. For toll-free numbers, the area code alone, without the 1, is sufficient: *(800) 555-5555*. See also, **phone numbers at UIC** in the [Terminology Specific to UIC](#) section.

principal, principle: Principal refers to a person who has controlling authority or is in a leading position: *principal investigator*. Principle refers to a fundamental rule, law, doctrine or assumption.

professor: See **capitalization of people's titles**.

R

residence hall: This is the term used at UIC, rather than *dorm* or *dormitory*.

R.S.V.P.: Spell with all capitals and periods after each letter.

S

scholars, scholarships: Capitalize only in named scholar posts or scholarships: *Fulbright Scholar, University Scholar, Kerr Scholarship, Charlemae Hill Rollins Scholarship*.

semester: Lowercase references to academic periods in running text: *the fall 2005 semester*.

sexual orientation: Use this term, rather than *sexual preference*. The preferred terms are *gay*, *lesbian*, *bisexual* and *transgender*, as opposed to *homosexual*.

Sr., Jr.: Abbreviate as shown and use only with full names. Do not set off with a comma: *Martin Luther King Sr.* Also, the notation of *II*, *III*, *IV*, etc., may be used if the subject prefers. Again, do not set off with a comma.

staff: The word functions as a plural noun when used alone, and should take a plural verb form: *Staff are invited to attend.* However, the word functions as a singular noun when used with *the*, and should take a singular verb form: *The staff is invited to attend.*

I

textbook: Spell as one word.

times: Use numerals except for *noon* and *midnight*; do not write *12 noon* or *12 midnight*. Use a colon to separate hours from minutes, but do not use :00 to express even hours: *4 p.m.*, not *4:00 p.m.* To express a time range in running text, use *from* and *to*: *The luncheon presentation will run from 11:30 a.m. to 1 p.m.* A hyphen is acceptable when the time range stands alone: *Noon - 3 p.m.* See also, **a.m.**, **p.m.**

titles (occupational): See **capitalization of people's titles.**

titles of works: Titles of works always retain the spelling of the original title. Capitalize the principal words, including prepositions and conjunctions of four or more letters. Sometimes it is necessary to alter the punctuation of titles for the sake of clarity. For example, a colon may be added between a title and a subtitle.

Use unformatted type (i.e., no bold, no italics) without quotation marks when referencing the Bible (capitalized) or the title of a book series, e.g., the Lord of the Rings trilogy.

Use italics for titles and subtitles* of:

- books that have been published (Titles of book-length manuscripts that are under contract to be published may be italicized, but the fact that they are forthcoming should be noted.)
- journals
- magazines
- movies
- newspapers
- operas and other long musical compositions
- paintings
- pamphlets
- plays
- poems that are long and published as stand-alone piece
- proceedings
- newspaper sections published separately

* Note the following departure from AP style: When writing titles or subtitles in a document that will appear in plain text or may be converted to plain text, forego italics and use quotation marks. The reason is that italics cannot be displayed in plain text.

Use quotation marks, without italics, for titles of:

- articles and features in periodicals and newspapers
- chapters of books
- dissertations
- lectures and papers read at meetings

- manuscripts in collections
- poems that are short or in collections
- radio programs
- short stories and essays
- songs and other short musical compositions
- television programs
- theses

U

United States: Use the abbreviation *U.S.* when expressing an adjective: *The U.S. government produces dozens of resources on the topic.* It may be spelled out or abbreviated as *U.S.* when used as a noun: *The UIC College of Nursing is one of the top 10 nursing colleges in the United States (or U.S.).* Do not use *USA* or *U.S.A.* as the name of the country.

university, college: Capitalize when part of a formal name. Lowercase when standing alone in subsequent references: *The University of Illinois at Chicago is one of the largest employers in the city. More than 12,000 people work at the university.* When writing the names of multiple universities or colleges, lowercase the common noun: *DePaul and Loyola universities are co-sponsors of the UIC-hosted event.* See also, **capitalization of proper nouns.**

universitywide, campuswide: Each is one word without a hyphen.

universities other than UIC: When writing about the University of Wisconsin or the University of California or any other multicampus system, always specify the campus and use that system's punctuation: *University of Wisconsin-Madison* and *University of California, San Diego.* Refer to the university's Web site to determine punctuation. Do not capitalize the word *the* before the university name unless it is a part of the official name: *The Ohio State University.*

V

vice (chancellor, provost, president): Do not hyphenate with any other word in a person's title.

Capitalization:

- Capitalize if using directly before a person's name in running text: *Our speaker today is Vice President for Academic Affairs Joanne Smith.*
- Capitalize when the person's complete name and title are standing alone: *Joanne Smith, Vice President for Academic Affairs.*
- Lowercase and set off with commas when the title follows the person's name in running text: *Joanne Smith, vice president for academic affairs, will retire at the end of this year.*
- Lowercase if using generically: *Joanne Smith is one of three vice presidents at the University of Illinois.*
- At UIC, titles including the word *vice* take the preposition *for*, rather than *of*: *vice provost for faculty affairs*, not *vice provost of faculty affairs.*

voice mail: Spell as two words without a hyphen.

W

Web addresses and references:

- spelling: *Web* is capitalized, as is *World Wide Web*. Generally, *Web* stands alone, not joined with the word that follows, which should be lowercase: *Web site*, *Web page*. The exception is *Webmaster*, one word.
- format: Drop the *http://* tag for brevity's sake, unless the URL does not start with *www*: *www.uic.edu*, but *http://studentaid.ed.gov*. When a URL cannot fit on a line of text, avoid breaking it at a hyphen or inserting a hyphen in order to break it, which can lead to a misinterpretation of the URL. If you must break the URL, try to do so before a punctuation mark, moving a hyphen, slash or dot down to the next line. If the URL is at the end of a sentence, follow it with a period as you normally would.

work-study: This is a hyphenated adjective, usually modifying *program*. Lowercase general references to a work-study program, but capitalize official references to Federal Work-Study (the program for undergraduates) and Federal Graduate Work-Study (the program for graduate students).

PUNCTUATION

The rules governing punctuation are extensive and complex. In this document, only the most common errors are highlighted and explained. For comprehensive details on the use of virtually all punctuation marks, consult the “Punctuation Guide” in the *Associated Press Stylebook*.

colon: Use a single space after a colon. When using in running text, capitalize the first word after the colon if it is the beginning of a complete sentence: *We must remember one thing: The project will fail unless we secure complete funding in advance*. When using the colon to introduce a list, do not capitalize the first word after the colon unless it is a proper noun: *Our success will depend on our ability to secure fundamental resources: time, funding and space*.

commas in a series: Use commas to separate elements in a series, but do not place a comma before the conjunction in a simple series: *The American flag is red, white and blue*. If one of the elements in the series contains its own conjunction, then do place a comma before the final conjunction: *The required courses are Building Design Studio IV, Design and the City, and Cooperative Education*.

dash: The most common dash, accurately called the em dash, has three widespread uses within sentences:

- To denote an abrupt break in thought: *In the country's first election, some people stood in line for hours—and the waiting was no small feat for many who were elderly or ill—just to exercise their hard-fought right to vote*.
- To set off a series: *He listed the qualities—humor, compassion, consistency—that he believes make a good professor great*.
- To expand upon a phrase in order to add emphasis or explanation: *To feed, clothe and shelter the poor—these are admirable achievements*.

When using em dashes, do not leave spaces on either end. Note that this is a departure from AP style.

Avoid using em dashes in documents that will be transmitted electronically or converted to electronic format. The reason is that dashes might be converted into plain characters, usually hyphens. This will make it difficult for the reader to interpret your message.

ellipsis: Use an ellipsis to indicate the removal of one or more words in condensing quotes and text.

For example, take this passage: *Anne Winters, professor of English, has been named winner of the 2005 Lenore Marshall Poetry Prize for her work, “The Displaced of Capital.” The award will be presented Nov. 3 at the Academy of American Poets’ annual awards ceremony.*

- To remove text within one sentence, insert the ellipsis with no other punctuation: *Anne Winters ... has been named winner of the 2005 Lenore Marshall Poetry Prize for her work, “The Displaced of Capital.” The award will be presented Nov. 3 at the Academy of American Poets’ annual awards ceremony.*
- If the passage before the ellipsis constitutes a grammatically complete sentence, either in the original or in the condensed version, place a period at the end of the last word before the ellipsis: *Anne Winters, professor of English, has been named winner of the 2005 Lenore Marshall Poetry Prize. ... The award will be presented Nov. 3 at the Academy of American Poets’ annual awards ceremony.*

exclamation point: It is rarely necessary to use an exclamation point, especially in professional and academic communication. It is never acceptable to use two or more exclamation points consecutively.

hyphen: The hyphen has two common uses within sentences:

- To join words that, if not joined, might lead to ambiguity: *The course is designed for small-business owners.* (The businesses, not the owners, are small.)
- To join two or more words that function together to form an adjective phrase that describes another word: *The administration maintains a zero-tolerance policy for steroid use.* (Zero-tolerance describes policy.)
 - Do not use hyphens when the words are not used as an adjective phrase to describe another word: *The administration has zero tolerance for steroid use.* (Zero alone describes tolerance.)
 - Do not use a hyphen to join the word *very* or any adverbs that end in *-ly* to other words in the modifying phrase: *It was a very hot surface. It was an extremely hot surface. It was a white-hot surface.*

possessives: Follow these guidelines to form possessives:

- Singular nouns
 - To singular common nouns not ending in *s*, add *'s*: *professor's study guide.*
 - To singular common nouns ending in *s*, add *'s* unless the next word begins with *s*: *class's professor*, but *class' syllabus.*

- To singular proper nouns not ending in s, add 's: *UIC's neighborhood*.
 - To singular proper nouns ending in s, add only the apostrophe: *Achilles' heel*.
- Plural nouns
 - To plural common nouns ending in s, add only the apostrophe: *states' rights*.
 - To plural common nouns not ending in s, add 's: *women's rights*.
- To nouns that are plural in form but singular in meaning, add only the apostrophe: *mathematics' rules*, *United States' policy*.
- To two or more nouns
 - Add 's only to the last noun if ownership is joint: *Mom and Dad's house*
 - Add 's to each noun if ownership is separate: *Mom's and Dad's jobs*

quotation marks: Only use single quotation marks (' ') to denote quotes within quotes. Use double quotation marks (" ") for every quote. Double quotation marks can also be used when using a word in an ironical sense or when introducing an unfamiliar term. In the latter case, do not continue using quotation marks on subsequent references to that unfamiliar term.

To use quotation marks with other punctuation, follow these rules:

- The period and the comma always go inside the quotation marks: *"This recognition is the greatest honor of my life," he said. "It doesn't get any better than this."*
- The dash, semicolon, question mark and exclamation point belong inside the quotation marks when they apply to the quoted matter only. They belong outside the quotation marks when they apply to the whole sentence: *She asked, "What are you reading?" Can you believe he responded by saying "none of your business"?*

spacing between sentences: Use a single space after a period at the end of a sentence. The practice of putting two spaces at the end of a sentence is a carryover from the days of typewriters that afforded every character the same width. Today, with the prevalence of proportionally spaced fonts, the practice is no longer necessary and even detrimental to the appearance of text.

UNIVERSITY MESSAGING

UIC Key Messages

Three key messages have been composed to describe the university as a whole. They speak to who we are, and they highlight what differentiates UIC from other institutions. They are broad themes that, over the years, have come to define the university. They also speak to a variety of audiences, including the general public and legislators who approve the university's funding.

Note: These are not intended as slogans or boilerplates for public dissemination, but rather as guidance for campus communicators in shaping messages:

- UIC is a major public research university of growing national and international stature.
- UIC's hallmark is its Great Cities Commitment, combining research excellence with dynamic community engagement.
- UIC plays a critical role in providing healthcare to Illinois. UIC is a principal educator of the state's healthcare professionals, operates the state's major public medical center and conducts path-breaking research in the health sciences.

These messages are communicated by discussing the achievement of the campus and its faculty, students and staff. For example, the first key message can be demonstrated by discussing rapid growth of federal research funding, research breakthroughs, and major awards and honors won by faculty and students.

While individual colleges and units should bear these messages in mind when creating their own key messages or when creating documents that promote or describe any aspect of UIC, it is understood that each unit will have messages of its own that speak to its excellence and unique mission. The university as a whole benefits when our various publications reinforce key themes that are broad expressions of the work being done every day by thousands of people at UIC.

UIC Fact Sheet

The marketing communications department in the Office of Public Affairs created a fact sheet to articulate and illustrate UIC's key messages. View it online at www.uic.edu/index.html/images/UICFactSheet.pdf. Any UIC unit can order printed copies for its own use by contacting Publication Services at 996-3562 or publications@uic.edu.

UIC Boilerplate

For those communicators desiring to use standardized language, here is a boilerplate, i.e., standardized text useful in nearly any situation to describe concisely an institution or a product. If you want or need to include a brief description of UIC in a publication or document, the best and simplest option is to use the boilerplate, below:

UIC ranks among the nation's top 50 universities in federal research funding and is Chicago's largest university with 25,000 students, 12,000 faculty and staff, 15 colleges and the state's major public medical center. A hallmark of the campus is the Great Cities Commitment, through which UIC faculty, students and staff engage with community, corporate, foundation and government partners in hundreds of programs to improve the quality of life in metropolitan areas around the world.

When placed on hard copy documents, it is useful to add the following as the final sentence:

For more information about UIC, visit www.uic.edu.

UIC Great Cities Commitment

The Great Cities Commitment is frequently referred to as the hallmark of UIC—the defining element of the university. The commitment is manifest in every one of UIC's 15 colleges. As the subject of one of three key messages defining UIC, the Great Cities Commitment should be understood by all representatives of the university. Communications that promote and support individual colleges should contain messages that substantiate UIC's pledge to civic engagement through the Great Cities Commitment.

Five Fundamental Points

The Great Cities Commitment:

- was founded in 1993;

- is anchored by partnerships between UIC and civic, community, governmental and philanthropic organizations;
- goes beyond the traditional concept of service to a level of vital engagement with neighbors and the greater metropolis;
- is addressing complex problems facing not only Chicago, but large cities all over the United States and the world;
- is the channel through which UIC engages its wealth of research capacity and human creativity to mitigate or solve challenges facing great cities everywhere.

The following boilerplate is also available for your use:

The Great Cities Commitment engages UIC's extensive teaching and research resources with hundreds of community, civic, corporate, governmental and philanthropic partners and international organizations. Great Cities creates new knowledge to improve communities in the 21st century.

Accessibility

Alternative formats of publications (e.g., large print, audiocassette tape, CD, electronic file, etc.) must be provided upon request. Please include the following statement on printed materials:

This publication can be made available in alternative formats for people with disabilities. Direct requests to [name of person, unit offering material, address, phone number].

Note: Invitations, registration forms and event announcements should include the following statement:

To request disability accommodations, please contact [name of person, unit hosting event, address, phone number, e-mail].

Contact the UIC Disability Resource Center at 413-2183 for referral information about Braille, tape and other accessible formats. For HTML/XHTML accessibility best practices, reference <http://cita.rehab.uiuc.edu/html-best-practices/standards/>.

UIC Nondiscrimination Statement

UIC has a brief official statement it uses to express its policy of nondiscrimination in admissions, employment, and participation in university programs and activities. It is required that this statement appear in accessible formats on all communications offering programs or services. The statement does not need to be included on external communications unrelated to programs, such as an annual report or a college magazine. The statement itself should not be altered. Find the latest complete text at www.uic.edu/depts/oae/Nondiscrimination.htm.

GRAPHIC AND IMAGE GUIDELINES

To project a professional and unified image of the university, UIC strives to create communications vehicles that are tailored to target audiences and yet visually related—a family of publications and visual communications. The coordination of a consistent look and feel to campus communications is essential to be competitive in the marketplace.

Note: A publication or Web site is only as good as its weakest element—poor photography, design or writing cannot be overcome.

DESIGN PRINCIPLES

In addition to UIC's logo and logo system being featured prominently on all communications vehicles, designers should be alerted to the following preferences.

Encourage designers to:

- Use strong colors rather than pastels
- When appropriate, emphasize our campus colors of red and blue; refrain from using orange in a dominant fashion as it is closely identified with UIUC
- Use strong lines rather than rounded or blurred edges
- Incorporate generous white space
- Use only professional-quality, active images that reflect UIC's diverse campus community; poor quality and/or contrived photos should not appear in any UIC publications or Web sites
- Avoid the use of clip art, which tends to make a piece look amateur and generic—qualities that do not represent UIC even if the publication, document or Web site is being produced on a small budget

Share with designers the following UIC qualities to be communicated visually.

UIC is:

- Urban
- Current
- Active
- Engaged
- Strong
- Progressive
- Diverse
- Bold
- Authentic

Please also share with designers the logo standards located at www.identity.uic.edu.

PHOTOGRAPHY

Photography Standards and Services

Photographs are an integral part of any communication vehicle. It is important that all campus communicators perpetuate the quality and standards of UIC by utilizing only professional-quality

photographs in print and electronic communication. Photographs and illustrations should project a consistent and positive image of the campus, its diverse students, faculty and staff, and its academic and research endeavors. The most effective images convey human interaction rather than place emphasis on the institution itself.

Guidelines: When selecting photographs, choose people over buildings, action over still life, and authenticity over that which appears contrived. Images should be clear and focused, and digital photography should not be pixilated.

As previously noted, a publication or Web site is only as good as its weakest photo; poor photography cannot be overcome with good design and/or writing. To be competitive in the marketplace, all UIC communications need to use professional photography provided by Photo Services, outside vendors or stock photography houses.

Photo Services

UIC Photo Services is a fee-based operation available to assist with securing UIC images for publications and Web sites. Services include:

- Studio and location portraiture
- Event photography
- Editorial photography
- Commercial photography
- Architectural and scenic photography
- High-resolution scans from original art, x-rays, slides and negatives
- Photographic reprints from film and digital files
- Slides from artwork or digital files
- Film processing
- Digital file conversions, retouching and compositing

To best work with Photo Services, first work with the designer to develop a specific list of images desired, photography style and required format (resolution and size). It is extremely helpful for the designer to provide samples of the desired style or look that will work with the project for the photographer to replicate. Next, schedule a photo shoot by contacting Photo Services at photolab@uic.edu or 413-7463.

Additional information on Photo Services and samples of events documented by Photo Services are available at <http://photo.lib.uic.edu/cgi-bin/store/imageFolio.cgi>.

Copyright Issues–Outside Vendors

Photographers contracted outside of the university retain copyright of the photographs they take unless otherwise stated in a contract. Make sure that all contracts with outside vendors specify that UIC will own exclusive rights to the use of the images. This will allow the images to be used for current and future projects, including Web sites, without having to purchase additional rights. If a photographer does not want to agree to this, choose another vendor.

Photography Consent

Other than those photographed for news coverage by independent news organizations, photography subjects who may be identified by their image must sign a photo release form before

they are photographed for a project. The release gives UIC permission to use the photo in any university communication vehicle, or any outside medium used to represent the campus. It acknowledges that the signatory understands that the information may be published and shown in public, and that there will be no compensation provided for its use.

Note: Obtaining a completed consent form is the responsibility of the project manager, not the photographer, unless specified in the contract or business agreement.

The law requires that subjects under 18 years of age have a parent or guardian sign their consent. A general photo release consent form can be obtained from the department of marketing communications by e-mailing communications@uic.edu.

Much more restrictive federal privacy laws apply—with severe penalties for their violation—to the depiction of patients. News media must not be allowed into patient care areas or put in contact with patients except under the mediation of the UIC News Bureau. For publications or promotional, marketing or fundraising materials, obtain an Authorization for Release of Patient Information for Publication or Broadcast form from the News Bureau.

Stock Photography

Historical photographs are available to the campus community for a fee through the University Archives located in both the Richard J. Daley and Health Sciences libraries. The archives house thousands of photographs of UIC's campus, as well as the university's faculty, students and staff. These include more than 100 years of photographs covering the development of the Health Sciences Center, the Chicago Undergraduate Division at Navy Pier, Chicago Circle Campus and the University of Illinois at Chicago campus. To request images and fee structure, contact the Special Collections and University Archives at lib-spec@uic.edu or 996-2742.

Note: Stock photography from outside vendors can be costly. Discuss use and price at the beginning of a project.

SIGNAGE

Campus Signage

All permanent campus signage is coordinated through Facilities Management. Forward requests to Facilities Management via their service Web site, FMweb (www.fm.uic.edu), e-mail ServDesk@uic.edu or call the service desk at 996-7511.

Banners

Following project approval from the Office of the Vice Chancellor for External Affairs and design approval from the department of marketing communications, the installation of semipermanent banners on the UIC campus must be scheduled through Facilities Management.

The requesting department is responsible for all negotiations and costs of banner design, production, installation, removal and fixtures. The requesting department is also responsible for the maintenance of all installed banners and brackets. All external banners must have wind holes in their all-weather fabric.

For banner specifications and/or to schedule banner installation, e-mail ServDesk@uic.edu or call the service desk at 996-7511.

Advertising

All UIC advertising and advertising campaigns must adhere to logo and editorial standards. For broadcast-ready UIC logos, contact marketing communications at logo@uic.edu.

GOODS AND MERCHANDISE

Items Featuring UIC Logo

Goods and merchandise incorporating the UIC name and/or logo fall into two categories:

- Commercial Use: To sell goods and services using UIC's name and/or logo, a licensing agreement must be secured through Retail Operations.
- Noncommercial Use: Use of the UIC name and/or logo on noncommercial items is to follow official UIC logo standards. Noncommercial use includes official documents and stationery, university organizations, marketing communications materials and UIC-related Web sites.

UIC Athletics Graphic Standard

The official athletic logo and mascot (Sparky D. Dragon) was developed in 1996 to reflect an image of energy and enthusiasm. Use of the official trademarked logo and mascot is limited to UIC Intercollegiate Athletics and legally registered groups. University units and external audiences may not use the logo or mascot without permission from the director of athletics. The logo and mascot may not be modified without authorization of the office of the athletics director, and are not available for downloading.

OBFS–PURCHASING

For information regarding contracting regulations and to obtain forms, please visit the Office of Business and Financial Services–Purchasing at www.obfs.uillinois.edu/uic/purchasing.

WEB AND ELECTRONIC COMMUNICATIONS GUIDELINES

UIC's Web site often serves as the first point of contact that prospective students and others have with the university. While many users may begin their journey on the main UIC site at www.uic.edu, any site in the UIC Web can serve as an entry point. By setting standards and guidelines for these sites, we can ensure that the user—and, consequently, UIC—benefits from a satisfying and successful experience on the UIC Web.

The guidelines here are expected to apply to any site or page that is hosted on a UIC-owned server or that could reasonably be interpreted to represent UIC.

ESSENTIAL ELEMENTS

The following elements are essential to establishing a consistent identity across all UIC Web sites:

Logo Use and Placement

As the primary identifier of UIC, all sites need to use the appropriate logo from the UIC logo system prominently at the top of every Web site. In addition to reinforcing UIC's identity, clearly associating the site with the university assists users in navigating through the greater UIC Web.

UIC administrative units are to be identified by the UIC logo in any of its approved forms. Colleges and units are to be identified by official unit logos from the UIC logo system. See the UIC Logo System Standards (www.identity.uic.edu) for more information on using the logo.

Link to UIC.edu

The logo should be configured to link to the main UIC site at www.uic.edu. Also, a clearly identified link should appear on the site. For example, use the *UIC Home* navigation button available on the Web Development Workshop (www.uic.edu/home/wdw).

Contact Information

All UIC Web sites must have easy-to-find contact information for the unit. This contact information should include a general information phone number, a general information e-mail address and the unit's postal address. The best way to handle this is with a *Contact Us* link on every page. While a list of department faculty or staff can also be very helpful, make it clear whom a user should contact for general information.

Copyright

Material on official UIC Web sites is the property of the university and should be identified as such to protect copyright. The approved format for copyright is as follows: *Copyright © 2006 The Board of Trustees of the University of Illinois.*

Privacy Policy

As part of its commitment to maintain the privacy of users of university Web sites, the University of Illinois has developed a privacy notice that applies to all domains within the university Web. UIC Web sites must allow users to read the policy via a link that reads *Web Privacy Notice* and leads to www.vpaa.uillinois.edu/policies/web_privacy.asp.

GRAPHIC DESIGN

There is no single template for UIC Web sites. Each department or unit may determine what design best meets the needs of both the user and the department. However, to help provide a more consistent, less confusing user experience, sites need to follow the general graphic identity standards as outlined in the [Graphic and Image Guidelines](#) section. By following these standards, units can create sites that are unique and, at the same time, fit the UIC look and feel.

EDITORIAL GUIDELINES

Web sites should follow the [Editorial Guidelines](#) of the UIC Identity Standards. The following additional information is specific to Web sites.

Writing for the Web

Writing for the Web is different than writing for printed publications because of the expectations and needs of the user. Because Web site users typically scan content rather than read it word for word, the most important guideline is to write concisely.

Web users are most often trying to complete a task on a site or looking for introductory information to a program. Offering longer documents is acceptable as long as more concise copy introduces the long-form content. For example, give a brief overview of a program with specifics about dates, times, contact information, etc., and then offer a link to more detailed information.

Also, Web site users are more sensitive to content that is overly hyped or blatantly promotional. Keep the tone simple, direct and objective. Be careful of using humor in your writing. Tone of voice does not translate well into the written word and could be misinterpreted.

Other suggestions:

- Use an active voice and strong verbs.
- Don't save the best for last. Lead by summarizing the information that will be most important to your audience. Use subsequent paragraphs to elaborate on that information. This is known as the "inverted pyramid" structure common to newswriting.
- Break up long sections of content with headers and enumerated or bulleted lists to help users find the content they seek when they are scanning the page.
- Choose graphics and text that complement one another.

ACCESSIBILITY

All UIC Web sites must comply with the Americans with Disabilities Act and be accessible to users who have disabilities. Web site designers should refer to the HTML/XHTML Accessibility Best Practices at <http://cita.rehab.uiuc.edu/html-best-practices/standards> for the standards to use in building all UIC Web sites.

Click Here

Use of *click here* as link text is unsatisfactory to any user because the phrase does not provide enough information to understand where the link leads. Moreover, such usage is particularly challenging for users with visual impairments who utilize screen readers, i.e., hardware and software which produce synthesized voice output for text displayed on the screen. It is better to use

as links meaningful words or phrases that (1) provide some information when read out of context; (2) explain where the link leads; (3) do not refer to site mechanics; and (4) are not verb phrases. For example, you might write *View the calendar of events*, rather than *Click here for the calendar of events*. Contextual links are also better for search engine indexing.

UIC in ALT Text Tags

When using *UIC* in ALT tags for images, put a space between each letter: *U I C*. This allows screen readers to recognize and read each individual letter rather than trying to read *UIC* as a word.

The UIUC Best Practices for User Centered Web Design (<http://cita.rehab.uiuc.edu/uiuc-web-best-practices.htm>) will give you further Web design strategies for usability and provide tips on testing for accessibility.

DOMAIN NAMES AND URLS

Domain names and Web site URLs, particularly those with *UIC* in them, are also identifiers for UIC and are to be used consistently and in accordance with UIC policy, available for review at www.uic.edu/depts/accc/policies/domain.html. A URL is a full Web address, for example, <http://www.uic.edu>. The domain name identifies the server on which the site resides; in this example, the domain name is *uic.edu*. UIC and the University of Illinois Board of Trustees owns the *UIC.edu* domain name.

The Academic Computing and Communications Center has established a file naming system which sets URLs for sites residing on UIC Web servers. This system gives a URL of www.uic.edu/depts/yourdepartment. ACCC also provides the option of using a shortened, easy-to-remember URL, such as www.identity.uic.edu. You can read more about how to request a shorter URL at www.uic.edu/depts/accc/webpub/webalias.

To protect the university's trademark rights and identity, all domain name registrations must be coordinated and approved through ACCC and the Office of Public Affairs. To request a domain name that includes *UIC* or the name of a university unit or program, contact www@uic.edu. Registration of these domain names by anyone other than those authorized to do so requires approval by the Office of University Counsel. Unrestricted registration of domain names can adversely affect the university's trademark status.

Domain names that end in *.com* or *.biz* may not be registered for use as the URL of a UIC department, unit or program. Those domain names imply for-profit status. In some instances, the campus may register domains, including those that end in *.com*, to protect the UIC trademark or for other special circumstances. These domain registrations will be owned by the university, but not used as the URL of a university site. Domain names used in connection with UIC programs, departments or units must be registered in the name of the Board of Trustees of the University of Illinois, not in the name of an individual.

RESOURCES

Academic Computing and Communications Center

ACCC provides Web server space for all official departments, classes and student organizations to publish Web sites. The department maintains the servers and is responsible for keeping sites operational. ACCC staff will work with outside vendors or in-house staff to check log files or other technical server issues, and vendors may contact ACCC at the start of a project with any questions regarding the recommended platforms and technologies. All other aspects of creating, editing and programming Web sites are the responsibility of units and their vendors.

While ACCC's Instructional Technology Lab does not create entire Web sites, it can assist units with many aspects of Web design, including working with images and other multimedia elements, creating HTML and Dreamweaver templates, and creating PDF documents. See a complete list of services provided at www.uic.edu/depts/accc/itl/about.html.

Guides

The director of Web communications in the Office of Public Affairs can provide a number of helpful guides for successful production of Web communications. Guides include:

- Web Project Checklist
- Creating Accessible Sites
- Technical Specifications for UIC Web sites
- Usability Testing

Additional Campus Resources

- Guide to Web publishing at UIC:
www.uic.edu/depts/accc/index.html/SERVICES.html#SERV-WEB
- Web Developers Workshop: www.uic.edu/home/wdw
- List of ACCC Computer Training Workshops (includes Web topics):
www.uic.edu/depts/accc/workshops
- Instructional Technology Lab's List of Accessibility Resources:
www.uic.edu/depts/accc/itl/accessibility/

CAMPUSWIDE COMMUNICATIONS UNITS

There are a number of on-campus units that can inform your communications projects. Following is a summary of the major campus communications units, the services they offer and how to best work with them.

DEPARTMENT OF MARKETING COMMUNICATIONS

The department of marketing communications, part of the Office of Public Affairs, was restructured in 2004 to help individual colleges improve communications and to help unify the campus image and messages. Through voluntary partnerships, deans are provided with a communications audit and annual work plans to provide department assistance on major, high-impact communications projects.

The department is also responsible for campuswide communications such as identity standards, UIC's annual report and fact sheet, UIC Community Connections newsletter, campus image videos, Great Cities publications, chancellor presentations, and special projects.

Marketing communications coordinates the Communicators Council comprised of more than 200 campus communicators. The group meets twice a year and participates in a listserv to share information on campus communications. If you would like to participate in the Communicators Council, please e-mail communications@uic.edu. All communicators are welcome.

The department does not offer à la carte services, but does have a number of helpful guides for successful production of communications for UIC. Guides include:

- Print Project Checklist
- Internal Communications Vehicles
- Campus Communications for External Organizations
- Web Project Checklist
- Creating Accessible Web Sites
- Event Checklist
- Photo Consent Form
- Printed Program for Events Checklist

NEWS BUREAU

The News Bureau, part of the Office of Public Affairs, seeks to inform the public about the activities and accomplishments of faculty, staff and students of UIC. Through the various media, the News Bureau staff informs key audiences about UIC's strengths in teaching, research, public service and economic development. The News Bureau works closely with national and local news media while ensuring that privacy and disclosure laws affecting students, patients and employees are followed.

The UIC News Bureau is organized on a "beat system," with staff members assigned to cover different areas of the university. For a list of News Bureau associate directors and their areas of responsibility, click on the "Contact News Bureau Staff" link on the News Bureau Web site, www.news.uic.edu.

While the Office of Public Affairs speaks for the campus on administrative matters, the News Bureau generally relies on faculty and other campus administrators to serve as primary sources for the news media. To help prepare for interviews, the News Bureau can provide the following assistance:

- Brief tips or advanced media training
- Message refinement and tailoring for target audiences
- Help with scheduling and negotiating the ground rules of an interview
- Help obtaining news clips or tapes

The News Bureau seeks to publicize events or activities that are newsworthy to all or most of UIC's key audiences—current students, prospective students, alumni, Illinois citizens, elected officials, visitors and colleagues from other institutions. News that is of interest primarily to internal audiences may be reported in [UIC News](#). The News Bureau generally does not publicize events solely sponsored by student groups, both because of staff constraints and to avoid creating confusion as to what constitutes an official event or activity of a public state university.

Contact the News Bureau during the earliest planning stages of an event so that external and internal publicity goals can be built into the plan. If publishing or presenting research findings, notify the News Bureau as soon as the paper has been accepted for publication. The News Bureau will help ensure that embargoes are enforced and public release timelines are kept.

For more information about working with the media, click on the “Using the News Bureau” link on the News Bureau Web site, www.news.uic.edu.

PHOTO SERVICES

UIC Photo Services is a fee-based operation available to assist with securing UIC images for publications and Web sites. Services include:

- Studio and location portraiture
- Event photography
- Editorial photography
- Commercial photography
- Architectural and scenic photography
- High-resolution scans from original art, x-rays, slides, and negatives
- Photo reprints from film and digital files
- Slides from artwork or digital files
- Film processing
- Digital file conversions, retouching, and compositing

To best work with Photo Services, first work with the designer to develop a specific list of images desired, photography style and required format (resolution and size). It is extremely helpful for the designer to provide samples of the desired style or look that will work with the project for the photographer to replicate. Next, schedule a photo shoot by contacting Photo Services at photolab@uic.edu or 413-7463.

To arrange for event photography, obtain stock photos and request any other service listed above, use the same contact information.

Additional information on Photo Services and samples of events documented by Photo Services are available at <http://photo.lib.uic.edu/cgi-bin/store/imageFolio.cgi>.

OFFICE OF PUBLICATIONS SERVICES

The Office of Publications Services, a unit of Campus Auxiliary Services, offers professional printing that is both cost-effective and efficient.

Specializing in lithography, digital offset printing and digital printing, the Office of Publications Services produces approximately 5,000 pieces per year, serving nearly every unit on campus and offering a full range of products. The volume and breadth of material it produces gives the department a knowledge of the university and its goals and initiatives.

In cases when work must be sent off campus, Publications Services, as the largest print buyer in the university, is able to negotiate the best possible prices by obtaining volume discounts. Working closely with its vendors, the department ensures high quality and adherence to all campus standards.

In addition to printing and copying services, the Office of Publications Services operates a full-service creative department. Its graphic designers and editors are experts on campus identity standards and are committed to the positive and consistent representation of the campus and its units.

The Office of Publications Services also offers UIC Copiers, a full line of state-of-the art digital copiers for rental at competitive prices by UIC departments.

Office of Publications Services (MC 291)

847 W. Jackson Blvd., 9th Floor

Chicago, IL 60607

(312) 996-3562

Fax (312) 996-0633

E-mail publications@uic.edu

www.uicprint.uic.edu

UIC Copying

209 Student Center East

750 S. Halsted St.

Chicago, IL 60607

(312) 996-6868

E-mail uiccopying@uic.edu

UIC NEWS

UIC News is the weekly newspaper for the UIC community published by the Office of Public Affairs.

The newspaper covers news, issues and events of interest to the general campus community. It also highlights the accomplishments of UIC faculty, staff and students. *UIC News* offers free listings in an events calendar and its “Campus News” section, along with fee-based advertising.

UIC News welcomes news and ideas from its readers. The most efficient way to contact *UIC News* is through e-mail:

- Sonya Booth, editor, soboorth@uic.edu, 996-7758 (campus news, newspaper distribution, general questions)
- Sabryna Cornish, associate editor, sabrynac@uic.edu, 996-0662 (campus news)
- Lisa Stodder, assistant editor, lstodder@uic.edu, 413-7620 (events calendar)
- Jenny Fontaine, advertising manager, loerzel@uic.edu, 996-2216 (advertising)

Although *UIC News* may send a photographer to take photos of a UIC person or campus event, the paper does not employ a staff photographer. To arrange photo coverage of your event, contact [UIC Photo Services](#) or hire a freelance photographer.

WEB COMMUNICATIONS

The director of Web communications in the Office of Public Affairs is responsible for the main UIC Web site at www.uic.edu and the Web Development Workshop at www.uic.edu/home/wdw. Serves as a resource to colleges, departments and units on matters of university policies and guidelines, the director is available to assist with Web and electronic communication projects. The director can provide assistance with planning and managing a Web site project, selecting vendors, incorporating technical specifications and accessibility, and understanding usability practices and testing.

Contact the director at the beginning of a project to discuss whatever assistance you need.

###

logo system standards

UIC

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UIC logo system standards

The UIC logo anchors the new logo system—a system that reinforces UIC’s identity by presenting the university as a multi-layered institution that remains unified, organized, logical and progressive. The new logo system is the basis for a renewed understanding and appreciation of UIC. Using the logo system strengthens UIC’s image and position, from which the entire UIC community benefits.

The logo system grows out of a process initiated by the Provost in early 2004, in which the campus sought to reach a consensus on proper use of the UIC logo and logo system. All UIC deans were involved in a process of consultation, and the new system was unanimously approved by the deans in fall of 2004.

Following are the updated standards for logo use and a detailed explanation of the logo system. Logos can be downloaded from www.identity.uic.edu. If you have logo-related questions not addressed in the standards, please e-mail logo@uic.edu.

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the UIC logo and logo system

The UIC Identity

The UIC logo and the logo system are critical components of the overall UIC identity. This logo and logo system are the primary identifiers on all materials and communications issued by UIC. Through the consistent application of this system, UIC's audiences can clarify their understanding of the university, its colleges and the many units that compose the campus.

The logo system includes the federally protected trademarks and service marks "UIC" and the UIC logo, the full campus name and the formal names of all campus entities.

Administrative units of UIC are to be identified by the UIC logo or campus portion of the logo system.

LOGO

The campuswide mark comprised of the letters U, I and C.

LOGO SYSTEM

The extension of the logo to include the full university name, libraries, colleges and units.

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the UIC logo and logo system

UIC

The UIC Logo as the Foundational Element

UIC benefits from an easily identifiable mark, which has been successfully established as a highly recognizable logo. Rational, clear and direct, this logo reflects the modern values of the university.

The UIC logo is a trademark of the University of Illinois at Chicago. Under federal law, trademark strength and value can be maintained only by consistent and uniform use of the exact mark.

UIC COLLEGE OF
ARCHITECTURE & THE ARTS

UIC COLLEGE OF
ENGINEERING

UIC COLLEGE OF
MEDICINE

UIC SCHOOL OF
PUBLIC HEALTH

UIC COLLEGE OF
URBAN PLANNING
& PUBLIC AFFAIRS

Logo System

The logo system developed by the university extends this logic into a system that addresses the needs expressed by the individual colleges. The system employs rationality, clarity, modularity and consistency as the guiding principles in its development.

The logo system simply and effectively visualizes the relationships among the university, colleges and libraries and departments. Using the UIC mark as the central pivot around which to place all other information, this “grid” accommodates an array of formal and departmental names.

The system functions logically and clearly. Most important, it capitalizes on the current effectiveness of the UIC logo.

The proportions have been carefully established, the spacing between the letters carefully considered, and the relationship between all the elements balanced. For these reasons, the logo and logo system must be used exactly as prescribed and never re-created.

College Logos

The formal name of each college always appears to the right of the UIC, in all capital letters. In its two-color version, it is the only element in the system which appears in red.



Colleges with Full University Name

The colleges may choose to identify themselves with or without (*see page 4*) the full university name.

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the UIC logo and logo system



Colleges + Units and Units + Colleges

Specific units may choose to identify themselves with either version of the college + unit or unit + college logo. Logo choice should be based on strategic use of foregrounding to emphasize either the unit or the college.

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the UIC logo and logo system

Libraries

UIC RICHARD J. DALEY LIBRARY

The formal name of each library always appears to the right of the UIC, in all capital letters. It is only to appear in blue, black or white.

UIC LIBRARY OF THE HEALTH SCIENCES

UIC SCIENCE LIBRARY

Approved Configurations of UIC
Logo with Full University Name

UIC UNIVERSITY OF ILLINOIS
AT CHICAGO

UIC
UNIVERSITY
OF ILLINOIS
AT CHICAGO

UIC UNIVERSITY OF ILLINOIS
AT CHICAGO

FOR PRINTED MATERIALS**On coated paper:**

PMS 289
UIC BLUE



PMS 200
UIC RED

On uncoated paper:

PMS 289
UIC BLUE



PMS 1797
UIC RED

**Four-color process, Cyan (C), Magenta (M),
Yellow (Y) and Black (K), applications for print
on uncoated paper:**

UIC BLUE: C=100% M=60% Y=0% K=56%

UIC RED: C=0% M=100% Y=70% K=5%

CMYK on coated paper:

UIC BLUE: C=100% M=60% Y=0% K=56%

UIC RED: C=0% M=100% Y=90% K=5%

FOR COMPUTER-BASED APPLICATIONS

UIC BLUE: 00 00 33

UIC RED: CC 00 00

Official UIC Colors

These are the colors UIC uses to identify itself as a cohesive university; they are critical to the UIC trademarks. Colleges and other units are asked to refrain from choosing separate [unique] colors as an identifier.

Specific ink colors were selected from the Pantone Matching System (PMS), a universally recognized ink formula system. Web-safe colors have also been specified for computer based applications.

Periodically colors need to be updated to reflect current sensibilities. For this reason UIC's red has changed, as recommended by UIC's deans, moving it toward a richer red, leaning less toward the orange. The new red retains its energy and intensity. UIC's blue remains the same. It is the same blue shared by the other two University of Illinois campuses.

Please note the PMS and CMYK reds have been specifically selected for coated versus uncoated paper. Please make certain that you are using the appropriate ink color or formula.

CMYK colors close to UIC's official colors are permissible, but no other Pantone colors are acceptable.

Paper

The use of paper with high recycled content is strongly encouraged. Paper should complement the color palette of your piece. Please look to your communications team for advice as to whether to use coated or uncoated paper stock.



Acceptable Color Use for Logo

The UIC logo may appear in the following colors:

RED
BLUE
BLACK
WHITE



Acceptable Color Use for Logo System

The UIC logo system may appear in the following colors:

BLUE + RED
BLACK
WHITE



For the BLUE + RED unit logos, the college name must always be red and the unit name always blue.

Two-Color Use

When producing two-color documents, the UIC logo and logo system still must appear in one of the approved logo colors. Reverse the logo and the logo system out of a color block or a photograph so that the logo remains white. Where this is impossible or compromises the integrity of the communication, use the darker of the two colors for the logo and/or logo system.

The logo system must never appear in any other two-color configuration apart from the approved red and blue.

One-Color Use

When producing one-color documents, the UIC logo and logo system still must appear in one of the approved logo colors. Reverse the logo and the logo system out of a color block or a photograph so that the logo remains white. Where this is impossible or compromises the integrity of the communication, use the one color for the logo and/or logo system at 100 percent tint and opacity.

Placement

To build a strong, unified image, UIC's official logo or logo system must appear in a prominent position on all communications vehicles. Publications and Web sites must use the official logo rather than a re-creation.

The UIC logo or logo system must be the sole logo and dominant mark on all university publications—positioned so it clearly and prominently identifies the publication as coming from UIC. Please see the section on **Use with Non-UIC Logos** for how to join UIC trademarks with other institutions' marks.

The logo or logo system must appear on all UIC Web site home pages in order to clearly identify the page as part of the greater UIC Web. The logo image should be placed prominently near the top of the page and be an active hyperlink to the UIC home page (www.uic.edu).

The use of unapproved logos identifying colleges, units, libraries or the campus on UIC publications, stationery or Web sites is not permitted. They generate confusion and weaken UIC's identity.

Logo System Fonts

The UIC logo and logo system have been developed using the Helvetica font family.

HELVETICA NEUE 95 BLACK

HELVETICA LIGHT CONDENSED

HELVETICA MEDIUM CONDENSED

Originally called, Haas Grotesk, Helvetica was designed by Max Miedinger in 1957 for the Haas Type Foundry in Switzerland. In 1960, the name was changed to Helvetica, the Latin name for Switzerland. One of the most popular typefaces in the world, Helvetica embodies the commitment to clear, honest expression and functional design expressed by Swiss graphic designers in the 50s and 60s. Neutral and unassuming, Helvetica nevertheless exhibits flexibility and an ability to adapt to a variety of communications needs: corporate identities to experimental design to simple table cards. Employed by designers and non-designers alike, it is one of the most adaptable and widely used sans serif fonts due to its clean forms and the range of the font family.

The Helvetica family consists of 34 different font weights and the redrawn Helvetica Neue family has 51 font weights.



Minimum Size

The logos must always be resized in proportion.

The UIC logo must never be smaller than .325". The smallest allowable size of the UIC system logo is determined by the size of the UIC within the logo. The UIC logo within the system logo must never be smaller than .325".

The minimum size of the approved configuration of the UIC logos is also determined by the size of the UIC within the logo. The UIC logo in these instances should never be smaller than .5".



Area of Isolation

No other graphic elements can overlap, touch or be combined with the UIC logo and logo system. A specified minimum area of isolation surrounding the logo and logo system ensures the integrity of the mark.

X = 1/2 CAP HEIGHT OF THE "I" OF THE UIC LOGO

2X = CAP HEIGHT OF THE "I" OF THE UIC LOGO

For the UIC logos, the area of isolation = X

For the system logos, the are of isolation = 2X



File Formats

The logo is offered in the following three file formats. They are:

ADOBE ILLUSTRATOR EPS FOR PRINT: This vector-based file format offers crisp clean lines at any size. Best for print publications and large format applications where the size needs to be increased.

JPG FOR PRINT: A pixel-based file format ready for print use in page layout or word processing programs. Please use it at the size created or at a reduced size. This file format should not be enlarged.

GIF FOR THE WEB: A file ready for electronic application on the Internet or in PowerPoint presentations. Please use this file without any size scaling and on a white background.

For applications requiring another background color or a file format not currently offered, please contact **logo@uic.edu**.



Use With Photos

When using the UIC logo system on top of a photograph or other graphic element, the placement should be in an area where the logo can be read clearly and in its entirety. Ensure that there are no distracting patterns or elements and that there is adequate contrast between the logo and its background. For example, if the logo is to be placed on a light background, use the logo in black or in its two-color version.





Use with Non-UIC Logos

UIC and its colleges often partner with outside organizations. When materials are created for joint initiatives, the prominence of the logo should be proportionate to UIC's contribution to the partnership. For example, as in the first illustration, UIC's logo should be of equal size and prominence with a single equal partner. The second example demonstrates the contribution levels of a college and two partners.

In all agreements with outside entities, make sure that the UIC's logo will not be altered in any way.



Taglines

The UIC logo system is not to be combined with a tagline. As a matter of campus practice, taglines are not employed. They dilute the strength of UIC's identity and trademarks, and research shows they produce little to no measurable added value.



DO NOT TILT OR ROTATE THE LOGO IN ANYTHING BUT A 90 DEGREE ANGLE



DO NOT SEPARATE THE LOGO ELEMENTS OR CHANGE THE ORIENTATION OF ONE TO THE OTHER



DO NOT CHANGE THE RELATIVE SIZE OF THE MODULAR ELEMENTS—PROPORTIONS MUST BE MAINTAINED



DO NOT DISTORT THE SHAPE



DO NOT BLEED THE LOGO OFF THE PAGE OR CROP IT



DO NOT PRINT TYPE OR IMAGES OVER THE LOGO OR USE THE LOGO AS A BACKGROUND ELEMENT



DO NOT USE A DIFFERENT TYPEFACE



DO NOT CHANGE THE COLORS



DO NOT PLACE ON A DISTRACTING BACKGROUND



DO NOT COMBINE WITH OTHER GRAPHICS



DO NOT SCAN THE LOGO FOR USE IN PUBLICATIONS



DO NOT CREATE SPECIAL EFFECTS (DROP SHADOW, OUTLINING, ETC.)

Unacceptable Use

The UIC logo and logo system should never be modified, customized or re-created. Such unacceptable uses include, but are not limited to the following:

- ▶ *Tilting or rotating the logo unless it's at a 90 degree angle (the logo must never be upside down)*
- ▶ *Separating the logo elements or changing the orientation of one to the other*
- ▶ *Changing the relative size of the modular elements—proportions must be maintained*
- ▶ *Distorting the shape*
- ▶ *Bleeding the logo off the page or cropping it*
- ▶ *Printing type or images over the logo or using the logo as a background element*
- ▶ *Using a different typeface*
- ▶ *Changing the colors*
- ▶ *Placing the logo on a distracting background*
- ▶ *Combining the logo with other graphics*
- ▶ *Scanning the logo for use in publications*
- ▶ *Creating special effects (drop shadow, outlining, etc.)*

Requesting Additions to the Logo System

If your college establishes a new center or department, or if you have dissolved a center or department, please contact the OFFICE OF PUBLIC AFFAIRS production manager to request the addition or removal within the logo system at **logo@uic.edu**.

Electronic Applications Rules

The logo and logo system guidelines also apply to the Internet and other electronic applications. Only official UIC logos and system logos may be used on UIC college, department and unit Web sites. No additional marks or logos are permissible.

The UIC logo files are available in browser-safe colors at 72 dpi in gif format for maximum usability on the Web. As in publications, the UIC logo may only appear in Web-safe black, white, red or blue. The gif file format allows for placement on a white background only. To obtain a white logo or placement on another color or image, please contact the OFFICE OF PUBLIC AFFAIRS production manager at logo@uic.edu. Please include the specific background color with your request.

It is unacceptable to alter the logo or logo system to appear:

- ▶ *As a watermark*
- ▶ *As a screen*
- ▶ *In a different color palette*
- ▶ *Outlined*
- ▶ *Tilted*
- ▶ *Broken apart or reassembled in an alternate configuration*

PowerPoint presentations can use both gif or jpg file format. Both these file formats only allow placement on a white background. To obtain a white logo or placement on another color or image, contact the OFFICE OF PUBLIC AFFAIRS production manager at logo@uic.edu. Please include the specific background color with your request.

Campus logos and college logos are offered in two sizes—small and large. They are to be used at the specified size to avoid any degradation of the image or distortion due to disproportionate sizing.

The logo must appear on all UIC Web site home pages in order to clearly identify your page as part of the greater UIC Web. The logo image should be placed prominently near the top of the page. You should link to the UIC home page (www.uic.edu) from the logo as well as include an obvious link to the “UIC home” elsewhere in your navigation or page footer.

UIC

Favicons

Favicons, or “favorites icons,” are small graphics which appear next to a Web site’s URL in the browser address bar or next to site names in a favorites or bookmarks list.

UIC has developed a favicon that is associated with any UIC site that is hosted on the same server and in the same directory structure as the main UIC home page at www.uic.edu. If your site is located there, you do not need to do anything to activate this function (if you are not sure if this applies to your site, go to your site in your browser and see if the UIC favicon appears in the address bar).

If your site is on another server and you want to include the favicon on your site, see the following instructions.

This graphic is the only official UIC favicon for use on UIC Web sites. The favicon, in much the same way as the UIC logo, marks a Web site as an official site of UIC and helps us to present a consistent appearance to visitors to the UIC Web. The favicon also serves as a navigational aid to visitors who are maneuvering through the many layers of the UIC Web. As long as they can see the favicon in the browser’s address bar, they will know that they are still on a UIC site.

The graphic may not be altered. Unique favicons for departments, colleges or units are not permissible.

UIC Favicon Use

1. If your site is not on the same server as the UIC home page, you need to download the favicon.gif file [] and rename it favicon.ico
2. Upload this file to the same directory of your Web site where your index (home) page is located.
3. Add the following HTML code in the <HEAD> portion of your index file: <link REL=“SHORTCUT ICON” HREF=“http://YOURSITEURL/favicon.ico”> replace YOURSITEURL with the URL of your Web site.

UIC



UNIVERSITY OF ILLINOIS
ALUMNI ASSOCIATION



The use of unapproved logos identifying campus entities and units on UIC publications, stationery or Web sites is **not** permitted. Approved university identifiers include:

The **UIC LOGO** is the visual symbol used to represent UIC and to distinguish it from other institutions. The UIC logo and UIC names are registered trademarks and service marks under the Lanham Act and the Illinois Trademark Act and are legally protected against unauthorized use. The logo must have the trademark symbol ® following it in superscript when it is reproduced on a commercial product. The ® is not necessary on letterhead and other official university stationery.

The **UIC FLAMES LOGO** is the visual symbol used to represent the UIC athletics program. The UIC Flames logo and Flames name have been registered as trademarks and service marks under the Lanham Act and the Illinois Trademark Act and they are legally protected against their unauthorized use.

The **UNIVERSITY OF ILLINOIS SEAL** is reserved for official institutional use and is also used to validate certain legal instruments, diplomas and official University of Illinois documents. The Board of Trustees and the Secretary of the Board of Trustees (in whose custody the seal is placed by Illinois statute) must grant permission for its use. As a matter of long-standing practice, the Board of Trustees has not granted permission for the use of the seal for commercial or personal purposes.

The seal represents the University of Illinois as a whole and is not to be used in any other manner. The university seal should never be used for decoration, on letterhead or for general use.

The **UNIVERSITY OF ILLINOIS ALUMNI ASSOCIATION** uses the trademarked **RICKER LOGO** for all three campus associations.

The **UNIVERSITY OF ILLINOIS MEDICAL CENTER AT CHICAGO LOGO** represents the hospital. This logo and other hospital marketing tools are managed and controlled by the Medical Center. All of UIC's health science colleges and units use the UIC logo, not the Medical Center logo.

Trademark Explanation

A trademark is any name, symbol, figure, letter, word or logo adopted and used by a company or organization to designate goods manufactured or sold and to distinguish them from those manufactured or sold by others.

Typically, a TM or ® is used to indicate a trademark. The TM is used when registration has been applied for with the U.S. Patent and Trademark Office, but not yet been granted. A symbol marked with the ® notice has been registered with the U.S. Patent and Trademark Office.

If you are using an external vendor to create a product—other than an ad or publication—that will use the university logo (e.g., a T-shirt, mug, or sweatshirt), you must follow trademark licensing guidelines available through OFFICE OF UNIVERSITY COUNSEL (312-996-7762). Products created solely for internal use at the university (such as banners and signs, complimentary clothing for staff and students) may be exempted.

Official university stationery is to be ordered from the OFFICE OF PUBLICATIONS SERVICES via the Web at www.uicprint.uic.edu. For stationery information call PUBLICATIONS SERVICES at **312-996-3562** or e-mail publications@uic.edu.

On UIC stationery, unit divisions are listed from smallest to largest, with the mail code in parentheses at the end of the first line (without a slash and in upper case):

Division/Office
Department (MC 000)
College
Street Address
Chicago, Illinois zip code

As the logo is used in combination with campus addresses on all university stationery, the university name is omitted in the address block so as not to be redundant (see UIC business cards).

All three campuses of the University of Illinois have a standardized format for letterhead, envelopes and business cards as required by the University of Illinois Board of Trustees. The official format provides a unified appearance for all university correspondence. As UIC's logo remains the same, UIC's stationery is not impacted by the new logo system.

To ensure printed stationery materials are used effectively, the following guidelines must be followed:

- ▶ *Paper, inks and typefaces used will be standard on all stationery materials.*
- ▶ *Unit logos or illustrations are not permitted.*
- ▶ *Body text for university correspondence should be in Times New Roman and of a size that is readable by a universal audience. Correspondence text must be flush left and ragged right, not justified; centered text is generally limited to use on invitations.*
- ▶ *These standards apply to all campus units and all printed stationery materials charged to university funds, including state, institutional, auxiliary enterprise, self-supporting, contract, grant, gift or personal.*
- ▶ *Units will not be reimbursed for direct expenditures made through personal funds, petty cash, etc., for printed materials that do not meet campus standards.*
- ▶ *Publications Services will not supply stationery or business cards differing in design or content from the standard format.*

These standards are all-inclusive for the UIC campus.

Official UIC font families

UIC's primary font families are Helvetica and Times New Roman. They have been chosen, in part, because of their versatility and the diversity of weights. Either can be used in their expanded, condensed, bold and other versions. Helvetica is used in the university's name as it appears in the logo system. Times New Roman is the approved typeface for university correspondence.

Body text in all UIC publications should be of a size that is readable by a universal audience.

Helvetica

Helvetica Light
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Helvetica Light Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Helvetica Light Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Helvetica Light Condensed Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Helvetica Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Helvetica Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Helvetica Medium Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Helvetica Condensed Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Helvetica Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Helvetica Bold Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Helvetica Bold Condensed
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Helvetica Bold Condensed Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Helvetica Black
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Helvetica Black Oblique
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Helvetica Black Condensed
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Helvetica Black Condensed Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Times New Roman

Times New Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Times New Roman Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Times New Roman Bold
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Times New Roman Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Color

COLOR PALETTE: The family of colors used within a logo, brochure or other visual material.

GRAYSCALE: Series of shades from white to black.

HUE: Designation of a color via a specific wavelength and its position in the color wheel. The range of colors between primary colors; there are an infinite number of hues.

FOUR-COLOR PROCESS/CMYK: (C) Cyan, (M) Magenta, (Y) Yellow, (K) Black. The four colors used by conventional offset printing presses to create images that, to the naked eye, appear to be full color. The printing process itself is referred to as four-color process.

ONE-COLOR/TWO-COLOR/SIX-COLOR, ETC.: Indicates the number of inks mixed or used at different values (tints) in a printed piece, and, often refers to the number of PMS colors used. (Ex. a two-color print piece may use black ink and a PMS spot color; a three color print piece may use black ink and two PMS spot colors; a six-color job may be four-color process with two additional PMS spot colors.) For full-color work, four-color process is the minimum required. The more inks used, the larger the color gamut available.

PANTONE MATCHING SYSTEM/PMS: A standardized system for color matching and specification.

SATURATION (INTENSITY): The vividness of hue; the purity of a color; high saturation colors are rich and full, low saturation colors are dull and grey.

SCREEN: A color or image used at a percentage of its full value, often used to create a subtle texture behind type or images.

SHADE: The degree of vividness of a color, as modified by the addition of black.

TINT: The degree of vividness of a color, as modified by the addition of white.

VALUE: The lightness or darkness of a color.

Identity

IDENTITY/BRAND IDENTITY: The collective aspect of characteristics (including all perceptual and emotional affiliations) by which an organization is definitively recognizable or known; the core meaning of an organization.

BRAND: Often used interchangeably with identity and often used to refer simultaneously to both the logo and the identity.

LOGO: A name, sign or symbol used to identify an organization. UIC's logo is the UIC letters set in Helvetica Neue 95 Bold.

CO-BRANDING: The affiliation (often by legal agreement) of two or more organizational identities.

MARKETING/ADVERTISING: The method of shaping and controlling an audience's perception and reception of an organization's image.

Images

BITMAP: Pixel-based artwork. Higher dots per inch (dpi) result in a crisper image, whereas lower dpi result in pixelated images.

BLEED: An image, color or text which abuts the edge of the printed page.

FILE FORMAT: The way in which digital information is saved. Graphics files often use jpg, tif, eps and gif formats. Today, pdf (Portable Document Format) files are common to send files for viewing, ensuring their fidelity to an original document.

RESOLUTION: The number of dots per inch in a graphics file. For optimum reproduction, files should be 300 dpi at the size at which one intends to use it (ex. A photo to be reproduced at 5" x 7" should be scanned at 300 dpi at 5" x 7"). Low resolution (low-res) files have smaller files sizes and can be used for the Internet (72 dpi) or as placeholders.

VECTOR-BASED ART: Mathematically-based images which offer crisp clean lines at any size. Best for print publications and large format applications where the size needs to be increased. Eps files are vector based.

Campus Identifiers

LOGO: A name, sign or symbol used to identify an organization. UIC's logo is the UIC letters set in Helvetica Neue 95 Bold.

LOGO SYSTEM: The fixed graphic relationship between the UIC logo and the names of its colleges and departments.

LOGOMARK/WORDMARK/LOGOTYPE: A typographic logo; one that relies solely on letterforms for its identifiability. UIC's logo meets this definition; however, the university will use the terms logo and logo system.

AREA OF ISOLATION: The area surrounding a logo in order to ensure its legibility and integrity.

FAVICON: Favicons, or "favorites icons," are small graphics that appear next to Web site's URL in the browser address bar or next to site names in a favorites or bookmarks list.

IDENTIFIERS: The family of symbols and markers used to signal UIC and its identity. This includes the athletics logo and other approved marks, as well as the approved UIC colors and typefaces and so forth.

SEAL: A design or emblem belonging exclusively to the user; affixed to a document to prove authenticity. The University of Illinois seal is reserved for official institutional use as well as for the validation of legal instruments, diplomas and other official University of Illinois documents. It is not used for commercial or personal purposes.

SYMBOL: A thing, word or image that represents something else by association, resemblance or convention.

TRADEMARK: A name, symbol or device identifying an organization or service officially registered and legally restricted to the use of the owner.

UNIT: Any department, center or institute located within a college. The term unit can also refer to administrative offices when grouped with other campus entities.

Paper

COATED PAPER/UNCOATED PAPER: Coated sheets of paper have a surface layer of material to produce a smooth finish on the paper and increase the sharpness of reproduction. This surface gives images and graphics a very crisp, sharp look. Uncoated paper generally has a softer appearance; a lack of surface coating allows the ink to be absorbed by the paper and spread slightly, giving images and graphics a less severe look. Both of these types of paper come in different finishes (e.g., vellum, laid, matte, velvet, silk).

PAPER WEIGHT/BASIS WEIGHT: The basis weight of a paper is the designated fixed weight of 500 sheets, measured in pounds, in that paper's basic sheet size. It is important to note that the "basic sheet size" is not the same for all types of paper.

COVER WEIGHT PAPER STOCK: Typically, for offset press publications, this rigid paper stock comes in 65 lb., 80 lb. or 100 lb. The heavier the weight, the more rigid the paper. Appropriate for invitations, covers of brochures and so forth. Usually denoted in the following manner: 80 # C.

TEXT WEIGHT PAPER STOCK: Typically, for offset press publications, this flexible paper stock comes in 70 lb., 80 lb. or 100 lb. The heavier the weight, the more rigid the paper. Appropriate for the inside of brochures or posters. Usually denoted in the following manner: 80 # T.

Typography and Fonts

FONT: A set of type (individual letters) unified by its face (the way the type looks). Many fonts at different weights and styles but unified by specific type characteristics are known as a font family.

TYPOGRAPHY: The art of arranging selected letterforms to enhance and convey the meaning of the text.

COPY: The text of a document.

UIC LOGO SYSTEM REQUESTS

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UIC WEB STANDARDS

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UIC IDENTITY STANDARDS AND

GENERAL COMMUNICATIONS QUESTIONS

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