



#BoothProud

125TH ANNIVERSARY STYLE GUIDE

2023-2024

PURPOSE

The purpose of this visual guide is to help ensure visual consistency in all 125th anniversary marketing communications while retaining the overall brand standards of Chicago Booth.

USE

The visual guidance in this identity guide should be used in tandem with the *Chicago Booth Visual Style Guide* and the *Be Booth Brand Toolkit*. The visual refinements offered in this identity guide are supplements to the core Booth brand standards.

CHICAGO BOOTH BRAND AND VISUAL STYLE GUIDE

The information in this visual guide is designed to help you quickly incorporate the Rebel Intellectual Booth brand into all 125th anniversary collateral. Please use it as a supplement to—rather than a replacement for—the *Be Booth Brand Toolkit*.



The *Be Booth Brand Toolkit* offers a comprehensive look at the background and evolution of the Chicago Booth brand and provides powerful messaging and visual tools that extend to all programs, centers, and departments.



The *Chicago Booth Visual Style Guide* provides a detailed look into the overall visual style and the elements necessary to be consistent across all channels and programs, including information on colors, typography, Booth-wide logos, lockups, and more.



CONTENT AND MESSAGING

STRATEGY

BOOTH MESSAGING ARCHITECTURE

The following content and messaging strategy provides a high-level platform for the content and communications related to Booth's 125th anniversary, which will be celebrated throughout 2023.

This strategy provides a framework for all communicators across Booth to leverage in order to ensure an aligned approach. At the same time, it provides flexibility for communicators to adapt as needed to their specific objectives and audiences.

GOALS

All content created for the 125th anniversary should be strategic and purposeful. We want our content to transform the celebration from a single moment in time to a holistic, phased strategy with an enduring thread that runs through all marcomms activity.

We have three goals in order to help us achieve that enduring thread throughout the content we create. Those goals are:

- **Showcase the impact** of Chicago Booth over the past 125 years.
- **Celebrate the milestone**, both internally and externally.
- **Demonstrate the power and differentiation of the Booth brand** over time and how the brand is positioned to continue to impact the future.

As you develop content for the 125th anniversary, use these three goals to guide your decision-making in the types of stories you decide to tell about the people in the Booth community, past and present.

TAGLINE

Ideas. Innovation. Impact.

The tagline for the 125th anniversary initiative will be used in concert with our logo. You can also use the tagline in your marketing and communications materials as you see fit.

THEMATIC CONTENT FOR THE 125TH ANNIVERSARY

All content created for this initiative should fit under one of these five buckets.

PRIMARY THEMES

- **Global Impact: Past, Present, and Future**
- **Groundbreaking Faculty Research and Thought Leadership**
- **Transformative Business Education and Lifelong Learning**
- **Collaborative and Diverse Community**
- **Pathbreaking Innovation and Entrepreneurship**

ADDITIONAL NOTES ON THEMATIC CONTENT FOR THE 125TH Anniversary

- For each content theme, we encourage you to create content concepts that bring each theme to life.
- As you create thematic content for the 125th anniversary, ensure that the content also fulfills one of the three goals (showcase the impact, celebrate the milestone, demonstrate power and differentiation of Booth).
- Strive for achieving a balance of past, present, and future-looking content.

KEY MESSAGES

In an effort to support Booth’s 125th messaging and narrative strategy, we have created key messages that all Booth communicators and partners can use in their marketing efforts.

To access the full list of key messages, see the following document: <https://bit.ly/3yVzUWv>.

TOPLINE KEY MESSAGES:

125 YEARS OF IDEAS, INNOVATION, AND IMPACT

- In celebration of the 125th anniversary of Booth’s founding in 1898, the Booth community celebrates our transformative approach to business education, the innovative ideas of our faculty, our culture of diverse perspectives and collaborations, and the global impact of our entire Booth community.
- Since 1898, as part of the world-renowned University of Chicago, Booth has been a global leader in business education and research. Our groundbreaking Chicago Approach to business education has helped leaders around the globe adapt to the challenges of the day by leveraging Booth’s unique multidisciplinary, empirical approach to problem-solving and the pathbreaking research of our faculty.
- Today, with campuses on three continents, Booth is the destination for curious thinkers who are looking to develop the analytical skills and supportive network that are necessary to create bold, positive, and lasting change in the world.
- With our global presence, groundbreaking faculty, and entrepreneurial expertise, Booth is poised to train future generations of innovative business leaders, providing them with the knowledge and confidence to turn their bold ideas into enduring impact.
- With nine Nobel prize winners in our history, including three currently at Booth, our world-class faculty’s pathbreaking research continues to shape the future of the core disciplines of business.

VISUAL IDENTITY

LOGO

ANNIVERSARY MARK

The 125th anniversary celebration uses a custom logo to define itself in collateral. For more information about logos, see the *Chicago Booth Visual Style Guide*.



ACCEPTABLE USES

Here is a short list of acceptable uses. If you're concerned you're using the logo incorrectly, please contact branding@chicagobooth.edu.



Grayscale



Reversed

UNACCEPTABLE USES

The following are some examples of how not to reproduce the logo.



Never alter the colors.



Never redraw or change any element.



Never combine with other graphics.

LOCKUP

The acceptable logo examples shown here illustrate how to represent the 125th anniversary visually along with the Chicago Booth logo.

PREFERRED LOCKUP



ACCEPTABLE COLOR VARIATIONS



ACCEPTABLE LOCKUP



White

LOGO CLEAR SPACE
AND MINIMUM SIZE

The 125th anniversary mark, *when used alone*, must maintain a minimum amount of white space around all four sides. The amount of white space is equivalent to the width of the 1 in 125.



The logo, *when used with the Chicago Booth logo*, must maintain a minimum amount of white space around all four sides. The amount of white space is equivalent to the width of the top bar in the shield.



The minimum sizes for all logo versions are shown here. For legibility, do not use the logos smaller than indicated here.



1.4”
36mm
140 pixels



1”
25.4mm
96 pixels

USING LOGOS,
ANNIVERSARY
MARKS, AND
WORDMARKS:
BOOTH GENERAL
MARKETING ASSETS

The 125th anniversary celebration uses a custom logo to define itself in collateral. Logo usage should follow the following guidance for our logo hierarchy.

All anniversary logos should only be used during the celebration period. Do not apply it to items that will be used after its completion like signage and brochures.

CHICAGO BOOTH GENERAL HIERARCHY

HOW TO USE

PRIMARY



For use in general marketing assets, the Booth preferred logo is the primary and dominant logo.

SECONDARY (WHEN RELEVANT)



When used in general marketing assets, the 125th and 100th PhD anniversary logos are considered secondary marks and should be placed in a separate position from the Booth logo and one another when needed in supporting materials.

TERTIARY (WHEN RELEVANT)

#BoothProud

When used in general marketing assets, the #BoothProud hashtag may be used as a tertiary mark. It should be placed in a separate position than the logos. This should be used sparingly in collateral but may be used extensively in merchandise.

USING LOGOS,
ANNIVERSARY
MARKS, AND
WORDMARKS: BOOTH
125TH ANNIVERSARY
MARKETING ASSETS

The 125th anniversary celebration uses a custom logo to define itself in collateral. Logo usage should follow the following guidance for our logo hierarchy.

All anniversary logos should only be used during the celebration period. Do not apply it to items that will be used after its completion like signage and brochures.

CHICAGO BOOTH GENERAL HIERARCHY

HOW TO USE

PRIMARY



For 125th anniversary assets, the Booth+125th mark preferred lockup is the primary and dominant logo.

SECONDARY (WHEN RELEVANT)



When needed to be used in 125th anniversary assets, the 100th anniversary PhD logo is considered a secondary mark and should be placed in a separate position from the primary logo.

TERTIARY (WHEN RELEVANT)

#BoothProud

When used in anniversary communications, #BoothProud hashtag may be used as a tertiary mark. It should be placed in a separate position than the logos. This should be used sparingly in collateral but may be used extensively in merchandise.

USING LOGOS,
ANNIVERSARY
MARKS AND
WORDMARKS: PHD
100TH ANNIVESARY
MARKETING ASSETS

The 125th anniversary celebration uses a custom logo to define itself in collateral. Logo usage should follow the following guidance for our logo hierarchy.

All anniversary logos should only be used during the celebration period. Do not apply it to items that will be used after its completion like signage and brochures.

CHICAGO BOOTH GENERAL HIERARCHY

HOW TO USE

PRIMARY



For the PhD 100 anniversary assets, the PhD anniversary logo lockup is the primary and dominant logo.

SECONDARY (WHEN RELEVANT)



When needing to be used in PhD communications, the 125th anniversary logo is considered a secondary mark and should be placed in a separate position from the logo lockup.

TERTIARY (WHEN RELEVANT)

#BoothProud

When used in anniversary communications, #BoothProud hashtag may be used as a tertiary mark. It should be placed in a separate position than the logos. This should be used sparingly in collateral but may be used extensively in merchandise.



COLOR PALETTE

CHICAGO BOOTH PRIMARY COLORS

The Chicago Booth primary colors are Booth maroon (Pantone 202c) and Booth gray (Pantone 430c). Both of these colors are used in the full-color lockup with maroon as the most important color for Chicago Booth.

Booth Maroon
Pantone: 202c
CMYK: 0-100-70-50
HEX: #800000
RGB: 128-0-0

Booth Gray
Pantone: 430c
CMYK: 33-18-13-40
HEX: #676E73
RGB: 103-110-115

Color is a key component of the Chicago Booth brand. It reinforces our personality and helps to build greater identity recognition. This section defines our color palette and outlines its usage in print and digital materials.

APPLICATION

PANTONE
Use Pantone when using a professional print vendor and exact color matching is needed. Use the Pantone color for Booth maroon whenever possible.

CMYK
Use CMYK when designing pieces (brochures, postcards, programs) that will be printed via a print vendor or in-house printing.

HEX
Use HEX when designing websites, emails, and social media assets.

RGB
Use RGB when designing for screens and devices such as TVs, monitors, and smart phones.

TYPOGRAPHY

Our brand typeface is a key component of the Chicago Booth brand. It reinforces our personality and helps to build greater identity recognition. This section defines our typeface and outlines its usage in print and digital materials.

BRAND TYPEFACE

Name	Sample	Use for
TRADE GOTHIC LT STANDARD LIGHT	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	<ul style="list-style-type: none">HeadlinesSubheadsCallout text
TRADE GOTHIC LT STANDARD REGULAR	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	<ul style="list-style-type: none">Body textHeadlinesSubheads
TRADE GOTHIC LT STANDARD BOLD	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	<ul style="list-style-type: none">HeadlinesSubheadsSmall amounts of text when emphasis is desired
TRADE GOTHIC LT STANDARD CONDENSED NO. 18	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	<ul style="list-style-type: none">HeadlinesSubheads
TRADE GOTHIC LT STANDARD BOLD CONDENSED NO. 20	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	<ul style="list-style-type: none">HeadlinesSubheads

PHOTOGRAPHY: CURIOUS

 **Curious Emphasis**

Photos that show people engrossed in lively conversation or problem-solving convey curiosity and engagement.



PHOTOGRAPHY: COLLABORATIVE

 **Collaborative Emphasis**

Collaboration can be expressed in a variety of ways and isn't limited to classroom conversation. Collaboration can highlight the teamwork involved in a fun social activity, group activities, or classroom interactions.



PHOTOGRAPHY: ANALYTICAL

 **Analytical Emphasis**

Photos of faculty members lecturing or students or alumni deep in thought highlight the analytical aspect of the Rebel Intellectual.



PHOTOGRAPHY: BOLD

 **Bold Emphasis**

Portraits with subjects who pose confidently and look directly into the camera communicate the fearless and challenge-ready attitude that characterizes the bold.

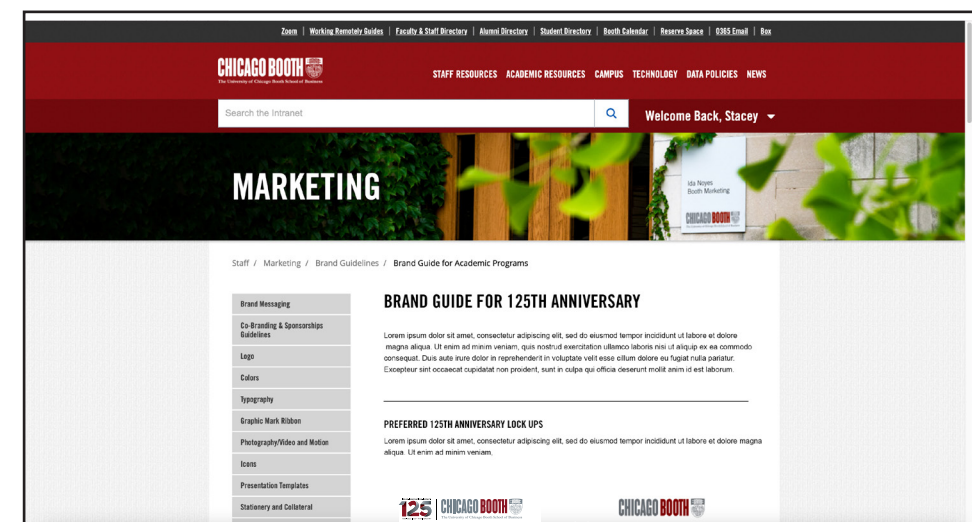
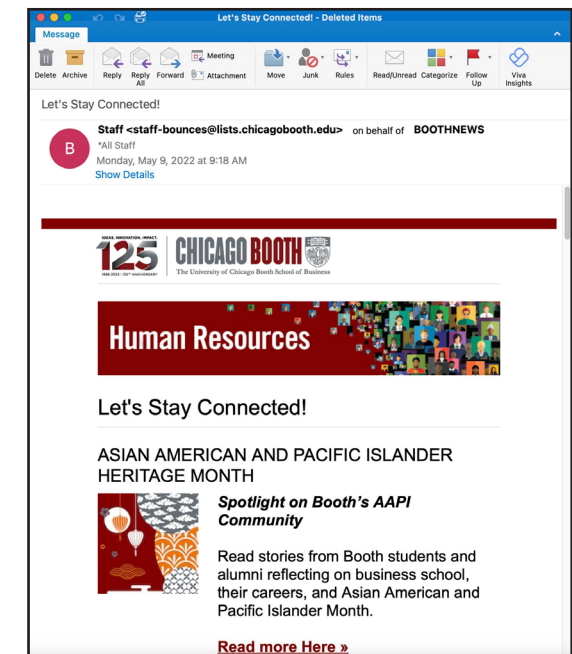




VISUAL IDENTITY

APPLICATION

DIGITAL EXAMPLES



MERCHANDISE EXAMPLES



ADDITIONAL RESOURCES

Additional branding and marketing resources are available on the Chicago Booth intranet.

Navigate to Staff Resources/Marketing/Brand Guidelines

Assets located there include:

- **Be Booth Brand Toolkit**
- **Chicago Booth Visual Style Guide**
Easily accessible guidance and assets for logos, colors, typography, photography, video and motion, icons, presentation templates, collateral, global campus identifier, and other brand assets.

Navigate to Staff Resources/Marketing/Brand Guidelines/Brand Messaging

Assets located there include:

- **Email Content Best Practices Guide**
This guide provides direction on crafting captivating, effective emails.
- **Chicago Booth Master Style Guide**
This guide's primary function is to centralize—and provide answers to—the most common uses of style for our web, print, and social media efforts.
- **Chicago Manual of Style**
For any style questions that are not addressed in the *Chicago Booth Master Style Guide*, please refer to the *Chicago Manual of Style*.
- **Merriam-Webster Dictionary**
For general spelling and other linguistic guidance, please refer to the link to the *Merriam-Webster Dictionary*.

