

Marketing

LOGO DESIGN COMPETITION

Create a logo that depicts and promotes IIT as a "green" and sustainable university.

Your design must include one or more of the following: "IIT" "Illinois Institute of Technology" or IIT's logo.

THE TOP DESIGN WINS A \$100 VISA GIFT CARD!!!

Open to all IIT students, Faculty, and Staff.
Unlimited number of submissions per person.
Please submit your designs as JPEG files to ilgreenlogo@gmail.com by **October 13, 2008**.

For more information contact us at: ilgreenlogo@gmail.com

THE TOP DESIGN WILL BE USED ON T-SHIRTS, TOTE BAGS, AND MUCH MORE!!!

- Get students involved-how they see IIT as "green"
- visual connection for IIT as a sustainable campus
- Work with Admissions to produce canvas bags featuring our logo to be sent to IIT parents, advertising all over the world



- student awareness
- student participation
- spread the word of sustainability
- forum to gather student opinions and ideas



- Promote IIT's support of sustainability on and off campus
- encourage the students to become more involved in sustainability in their daily lives

Challenges

- budget restrictions
- resources available
- Constructing a full scale solar-work station in a short period of time.
- gaining enough participation in marketing evnets such as the green lecture.
- IIT interdepartmental communication

Next Steps

- green lecture series continued
- form green student group to further obtain student input
- continue design manual content for future IPROs and the university
- create a solar workstation ENPRO spin off
- continued student competitions geared towards sustainability

Team Members

Shawn Block	Milanko Milesic
Catherine Budzinski	Vinu Mohan
Michael Chamales	Sacha Rouben
Gabriel Fontes de Faria	Nor Tanapura
John Kapecki	Melissa Toops
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Advisors

Nancy Governale-Hamill
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Special Thanks To

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John Kriegshauser
George Nassos
Susan Ask

Office of Admissions Department
Konarka Technologies, Inc.

IPRO 311

IIT Campus Branding/
Sustainability Image



Branding of Illinois
Institute of Technology as an
eco-friendly campus, promoting
sustainability to students,
faculty, and staff.



Objectives

- build IIT brand awareness and campus visibility in ways that are aesthetically pleasing, exciting, and memorable

- create an eco-friendly, self-sustained project promoting awareness among students, faculty, staff, and community

- create an IIT campus sustainability plan for future IPROs to build upon

- promote “green” innovation by designing and building a solar powered workstation

- create an IIT sustainability plan for future IPROs to build upon

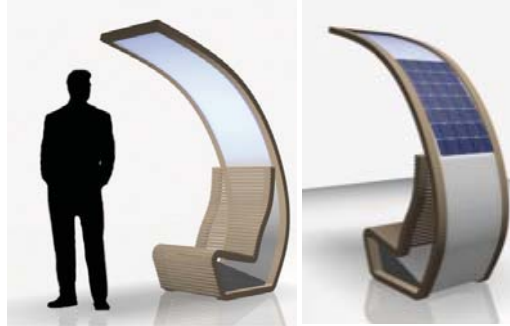
What is Sustainability?

- meeting the needs of the present without compromising the ability of future generations to meet their own needs

- nature’s resources must be used at a rate at which they can be replenished naturally

- simultaneously meeting environmental, economic and community needs

Solar Powered Workstation



- use of light, recyclable materials
- Winter light sculpture
- incorporate beauty in to sustainability and functionality

Smoke Stack Beautification



- glow in the dark IIT for year round advertising
- Ivy smoke stack can be seen from Dan Ryan, metra, and U.S Cellular field

Sprinklers



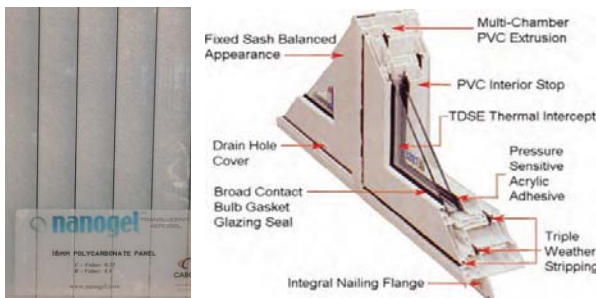
- Optimize campus lawn sprinkler system
- Time, Temperature, and rainfall sensors
- roof mounted sensor wired to each sprinkler zone control box

Main Building Marketing



- up lights for year round advertising
- seen from danryan and metra
- identify Main Building with IIT

Window Replacement



- Reduce costs of heating and cooling due to much greater insulating factor
- thermally insulated dual pane windows argon & aerogel filled

Permeable Pavement



- Reduce rainwater runoff & promote drainage of water
- test areas include, south and west of Vander Cook, and dirt path from Dearborn to Life Science and E1
- using permeable asphalt & concrete

Green Walls



- reducing heat absorbed into building from direct sunlight
- Solar powered LEDs used to light inside of green wall after dark enhancing safety