

SIEBEL FOUNDATION

ENERGY FREE HOME CHALLENGE BROCHURE

optionone

ENERGY-FREE HOME CHALLENGE

THE BIG CHALLENGE:

It's really big. The size alone of this brochure gives it a striking presence that cannot be overlooked. Everything is big: big pages, big vision, big ideas, big facts, big typography.

KNOW
FACTS

ENERGY FREE HOME CHALLENGE:

INSPIRING THE DESIGN AND DEVELOPMENT
OF PRACTICAL HOMES AT A ZERO
NON-RENEWABLE ENERGY FOOTPRINT
UTILIZING SCALABLE, PRACTICAL SOLUTIONS.



COVER / FINAL FOLDED SIZE: 10.75" x 16.75"

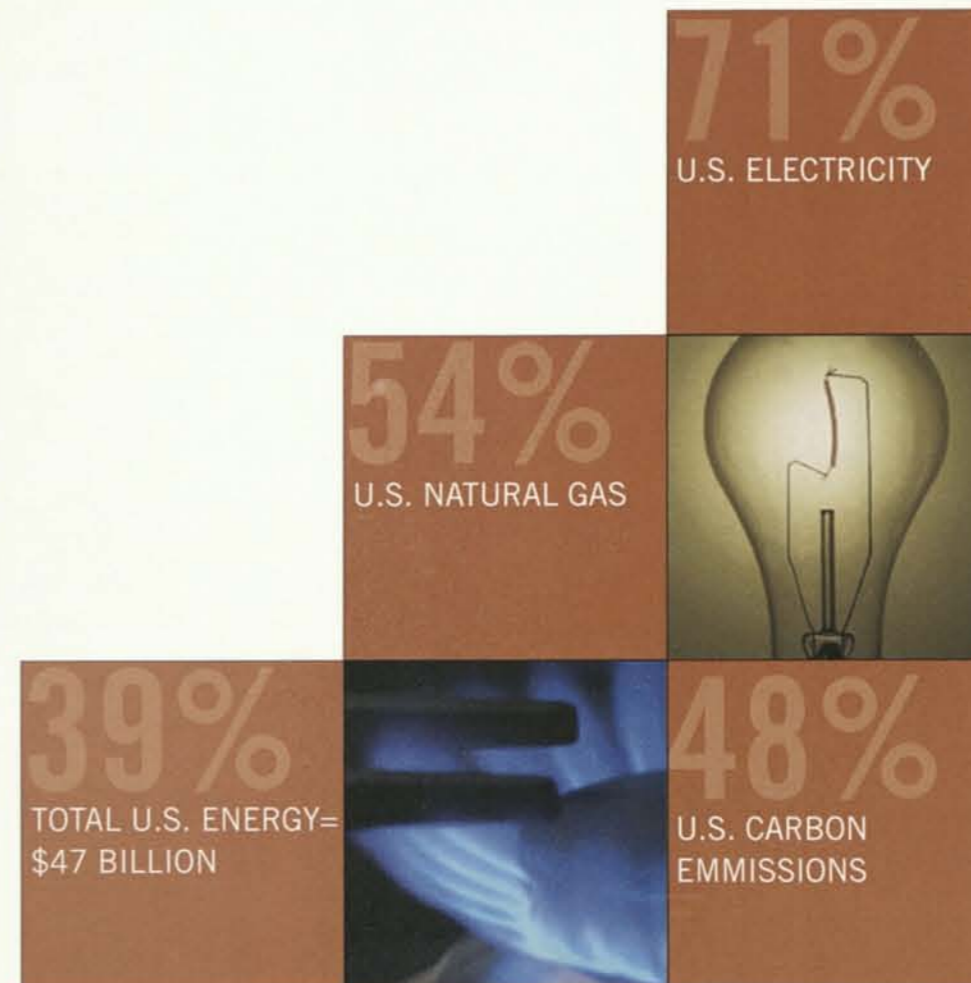
KNOW THE FACTS

Buildings consume \$47 billion of the total cost \$XXX billion in annual U.S. energy costs.



Duis magna est, sollicitudin et, sodales at, lobortis ac, mi. Vivamus rhoncus portitor dui. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Nulla ultrices, est et condimentum luctus, enim tortor hendrerit leo, a tincidunt est elit quis nisi. Aenean lorem. Vivamus fringilla risus at augue. In bibendum, urna id egestas cursus, arcu lectus elementum erat, a portitor magna dui quis nisi. Donec aliquam sapien. Cras sit amet quam rutrum tortor adipiscing hendrerit. Aliquam ullamcorper; ligula vitae sollicitudin posuere; diam sapien porta erat, in mattis justo erat eu est. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Nulla ultrices, est et condimentum luctus, enim tortor hendrerit leo, a luctus et ultrices posuere tinc.

CAPITAL



CHANGE THE WORLD

Make a significant impact on the energy-efficient building world by capturing the imagination of public policy makers and industry.



TALENT
INNOVATION
POLICY
CAPITAL

FREE
CHALLENGE



TALENT Duis magna est, soltera lictudin et, sodales at, lobortis ac, mi. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae Nulla ultrices, est et condimentum luctus, enim tortor hendre rit, a tincidunt est elit quis nisi. Vestibulum ante tus estibu lum ante ipsum primis.

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POLICY Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae Nulla ultrices, est et condimentum luctus, enim tortor hendre rit, a tincidunt est elit quis nisi. Vestibulum ante ipsum primis in ante ipsum primis. Duis era magna est et, sodales at, lobortis acumeinafi.

CAPITAL Sodales at, lobortis ac, mi. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae Nulla ultrices, est et condimentum luctus, enim tortor hendre rit, a tincidunt est elit quis nisi. Duis magna est, lum ante ipsum primis in faucibus estibu lum ante ipsum primis.



ENERGY FREE
HOME CHALLENGE



ENERGY FREE
HOME CHALLENGE

WORDMARK

optiontwo

INSPIRE A NEW GENERATION

This concept is about inspiring people to create a better world for a new generation. Using mirror images of the present implies a beautiful clean today and tomorrow. Big bold numbers and drafting line elements are threaded throughout the pages to pull together the facts.

ENERGY

FREE

HOME CHALLENGE

Cover

INSPIRE A NEW GENERATION.

Create net-zero, non-renewable energy,
carbon-neutral buildings.

Ewhao iewopv euw iowa. Feo ewm oie
towa fei wewouv woef. Owyen warew
due woie ew ewhao iewopv euw iowa.
Feo ewm oie towa fei wewouv woef.



Inside Spread 1



CHANGE THE WORLD.

Change how we use energy.

Feo ewm oie towa fei wewouv woef.
Owyen warew due woie ew ewhao
iewopv euw iowa. Feo ewm oie towa
fei wewouv woef. Ewhao iewopv euw
waiowa fo oidywaod.

f a c t s

In the U.S. buildings consume

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39% 54% 71%



of total energy:
\$47 billion



of electricity



of natural gas

option three

CHANGE THE WORLD

This is a big statement and the Energy Free Home Challenge is a big opportunity. Aspirational statements in bold, elegant typography build the story on each page. Fine line work highlighting facts and statistics are a subtle reference to architectural plans. The combination of graphic elements draws the viewer in, inviting each to rise to the challenge.

CHANGE
THE WORLD

ENERGY FREE
HOME
CHALLENGE

BROCHURE COVER (11 x 8.5)

CREATE

A NEW FUTURE

The Energy Free Home Challenge is an effort to focus significant private, public, academic, corporate, and entrepreneurial resources to apply and deploy scalable technologies to realize a dramatic reduction in building energy usage.

IMPACT

A NEW MARKET

Our goal is to inspire the design and development of 100 or more practical homes that demonstrate a zero non-renewable energy footprint utilizing scalable solutions.

ENERGY CONSUMPTION (U.S. Buildings)

39% Total U.S. Energy 71% Total U.S. Electricity 54% U.S. Natural Gas

EMISSIONS (U.S. Buildings)

48% Carbon Emissions

INSPIRE

A NEW STANDARD

With over \$20 million in prizes at stake, the Energy Free Home Challenge will serve as a catalyst for discussion, design, and breakthrough technologies that will forever change how we use energy.

EXCITE

A NEW GENERATION

Reducing the energy intensity of all new and renovated buildings by a factor of 2-3 will attain a 2050 carbon target of 80% below 1990 levels.

ANNUAL ENERGY COSTS (2003)

\$107 Billion

ELECTRICAL ENERGY CONSUMPTION (last 18 years)

Doubled

GROWTH PROJECTION (through 2030)

25%



elev**e**ight**y**five**d**esign

SIEBEL FOUNDATION

UNIVERSITY OF ILLINOIS
BRANDING CONCEPTS

LogoRefresh

ILLINOIS

Option 1

ILLINOIS

Option 2

ILLINOIS

Option 3

ILLINOIS
UNIVERSITY OF ILLINOIS
AT URBANA-CHAMPAIGN

Original Typefaces: Adobe Garamond Pro, Univers 55 Roman

ILLINOIS
UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

Typefaces: Adobe Caslon Pro, Trade Gothic Medium

ILLINOIS
UNIVERSITY OF ILLINOIS • URBANA-CHAMPAIGN

Typefaces: Bronte, Helvetica Neue 55 Roman

ILLINOIS

Option 4

ILLINOIS

Option 5

ILLINOIS

Option 6

ILLINOIS
UNIVERSITY OF ILLINOIS
AT URBANA-CHAMPAIGN

Typefaces: Utopia Std, Univers 57 Condensed

ILLINOIS
UNIVERSITY OF ILLINOIS
AT URBANA-CHAMPAIGN

Typefaces: Adobe Jenson Pro, Avenir 45 Book

ILLINOIS
UNIVERSITY | AT URBANA
OF ILLINOIS | CHAMPAIGN

Lucida Bright & Univers

ILLINOIS

Option 7

ILLINOIS

Option 8

ILLINOIS

Option 9

ILLINOIS
UNIVERSITY OF ILLINOIS
AT URBANA-CHAMPAIGN

Original Font (Garamond) & AG Book

ILLINOIS
UNIVERSITY OF ILLINOIS
AT URBANA-CHAMPAIGN

Minion Pro & Gill Sans

ILLINOIS
UNIVERSITY OF ILLINOIS
AT URBANA-CHAMPAIGN

Original Font (Garamond) & DIN

 LLINOIS

 LLINOIS
UNIVERSITY OF ILLINOIS

AT URBANA-CHAMPAIGN

 LLINOIS

 LLINOIS
UNIVERSITY OF ILLINOIS
AT URBANA-CHAMPAIGN



UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

ILLINOIS

- [text-only](#)
- ABOUT US
 - ACADEMICS
 - ARTS & CULTURE
 - ATHLETICS
 - INTERNATIONAL
 - LIBRARY
 - PUBLIC ENGAGEMENT
 - RESEARCH



brilliant futures
 THE CAMPAIGN FOR THE UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

COLLEGES & SCHOOLS ▾

A Minute With™
 literacy expert Sarah J. McCarthy

What should President Obama do with No Child Left Behind?

- RESOURCES FOR:
- FUTURE STUDENTS +
 - CURRENT STUDENTS +
 - ALUMNI +
 - PARENTS +
 - FACULTY & STAFF +
 - VISITORS +

- FROM THE CHANCELLOR**
- Campus Economic Outlook
 - Diversity Web site launches
- CAMPUS ANNOUNCEMENTS**
- Make your Campus Charitable Fund Drive pledge
 - Siebel Center recognized with AIA design award

CAMPUS HIGHLIGHTS:

 Ben Bradlee awarded Illinois Prize in Journalism

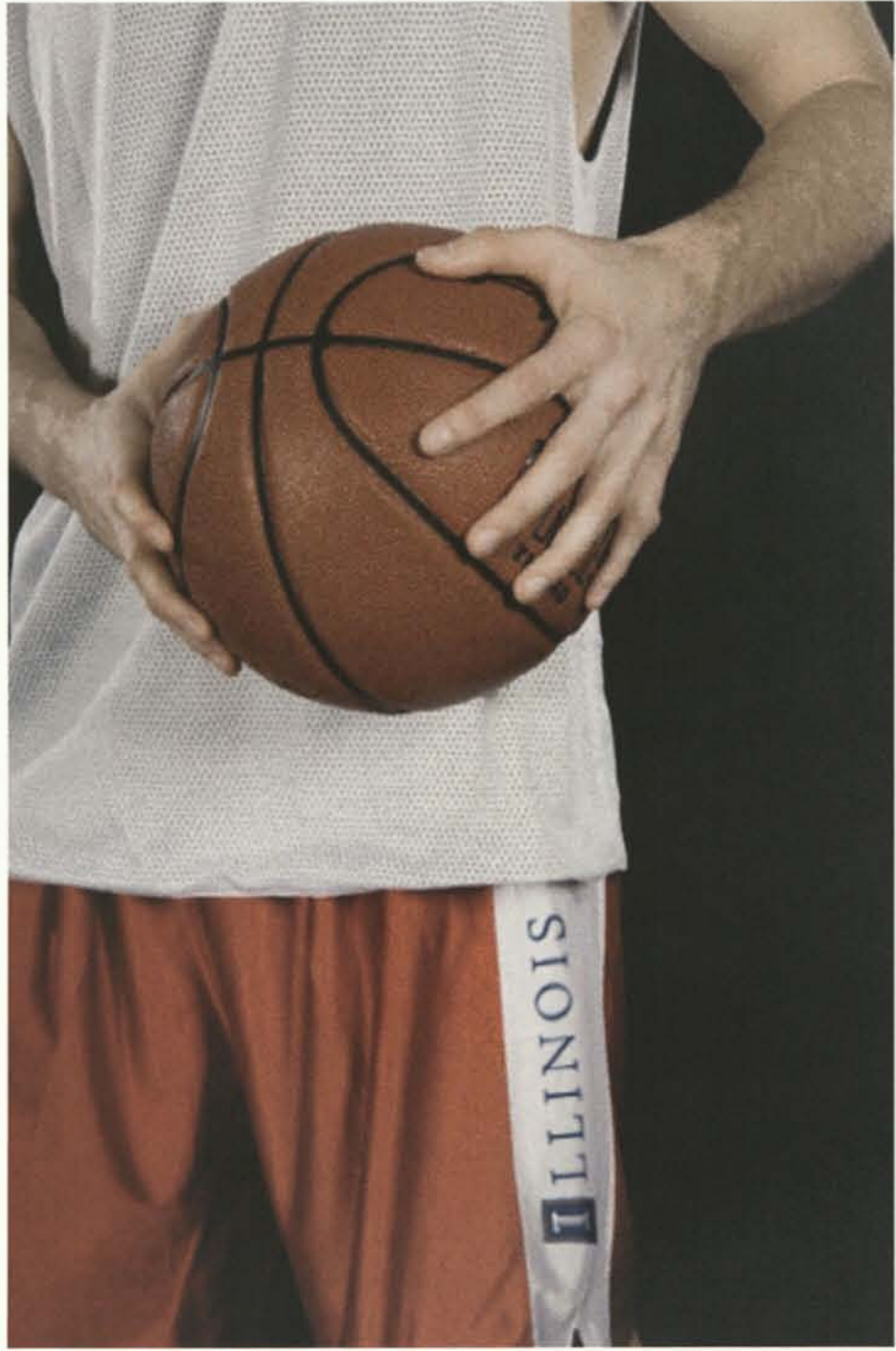
 What's so 'green' about the new Business Instructional Facility?



HERE & NOW: IMAGES OF ILLINOIS
[See all videos • See all photos • Submit a file]

- MORE NEWS & EVENTS:**
- NEWS
 - CALENDARS
 - UI NOW ?
- FEATURED RESOURCES:**
- CAMPUS STRATEGIC PLAN
 - COURSE INFORMATION
 - ALWAYS ILLINOIS
 - EMERGENCY NOTIFICATION SIGNUP





 LLINOIS

 LLINOIS
UNIVERSITY | AT URBANA
OF ILLINOIS | CHAMPAIGN

 LLINOIS

 LLINOIS
UNIVERSITY | AT URBANA
OF ILLINOIS | CHAMPAIGN



UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

ILLINOIS

- ABOUT US
- ACADEMICS
- ARTS & CULTURE
- ATHLETICS
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- RESEARCH

text-only



THE CAMPAIGN FOR THE UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

COLLEGES & SCHOOLS

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CAMPUS ANNOUNCEMENTS

- Make your Campus Charitable Fund Drive pledge
- Siebel Center recognized with AIA design award



HERE & NOW: IMAGES OF ILLINOIS

[See all videos • See all photos • Submit a file]

MORE NEWS & EVENTS:

- NEWS
- CALENDARS
- UI NOW

FEATURED RESOURCES:

- CAMPUS STRATEGIC PLAN
- COURSE INFORMATION
- ALWAYS ILLINOIS
- EMERGENCY NOTIFICATION SIGNUP





BrandConcepts

KEY ATTRIBUTES THE UNIVERSITY OF ILLINOIS BRAND SHOULD EVOKE:

To develop a clear consistent overarching brand message and visual language that will:

• Tell "The Illinois Story" better

IMPACT INCLUSIVE SCALE
CREATIVE INNOVATIVE TRUSTWORTHY
ACHIEVEMENT EDGY PUBLIC GOOD
AGENT FOR CHANGE EXCELLENCE
WORLD-CLASS WORK ETHIC FUTURE
NEW FRESH CHANGING-THE-WORLD
GRASS ROOTS COOL LEADERSHIP
SMARTER THAN AVERAGE MODERN

GOALS AND OBJECTIVES:

To develop a clear consistent overarching brand message and visual language that will:

- Tell “The Illinois Story” better
- Change the perception that “Illinois” is boring, nerdy and uncool to edgy, cool, fresh, new and modern
- Communicate that “Illinois” is excellence, is innovative and is making a positive impact on the world. “Illinois” is an agent for change and focused on issues of the future
- Communicate that being a student at “Illinois” is hip, is cool, is creative, is important, is the future
- Highlight the past and present achievements of alumni. The alumni are cool and accomplish amazing things, they are innovators, their contribution to the world makes a difference

TARGET AUDIENCE:

- Perspective students
- Students
- Faculty
- Potential faculty
- Alumni (past 5-10 years)
- Donors

COMPETITION:

MIT – Massachusetts Institute of Technology

Stanford University

University of California, Berkeley

University of Michigan

UCLA – University of California, Los Angeles

option **one**

DO YOUR DREAM

This campaign emphasizes the power of ambitious dreams, and the tools Illinois gives its graduates to make each of them become reality. Whether a student wishes to find ways of conserving energy or find new kinds of energy, Illinois prepares them for their journey. Dreams as wide-ranging as exploring space, playing with the NBA or writing the next great American novel, are real possibilities with the skills grads acquire while at Illinois. The excitement of student and alumni life is captured through a colorful collage style, which combines a variety of disciplines, people in active roles and aspirational words.

ILLINOIS

DO YOUR

DREAM

BROCHURE COVER @ 65% SIZE / FINAL FINISHED FOLDED SIZE: 11" X 5.625"



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EXPLORE
NEW
SPACE

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gravity

DEFY

harness
ENERGY

SAVE
THE
PLANET

SAMPLE INTERIOR / PANELS 1 & 2

PUSH boundaries

TAKE A GIANT LEAP

WORLD

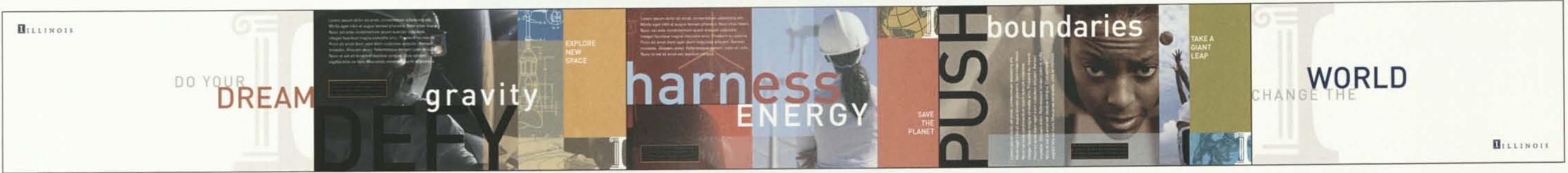
CHANGE THE

ILLINOIS

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SAMPLE INTERIOR / LAST PANEL & BACK COVER



ACCORDION FOLD / SAMPLE FORM

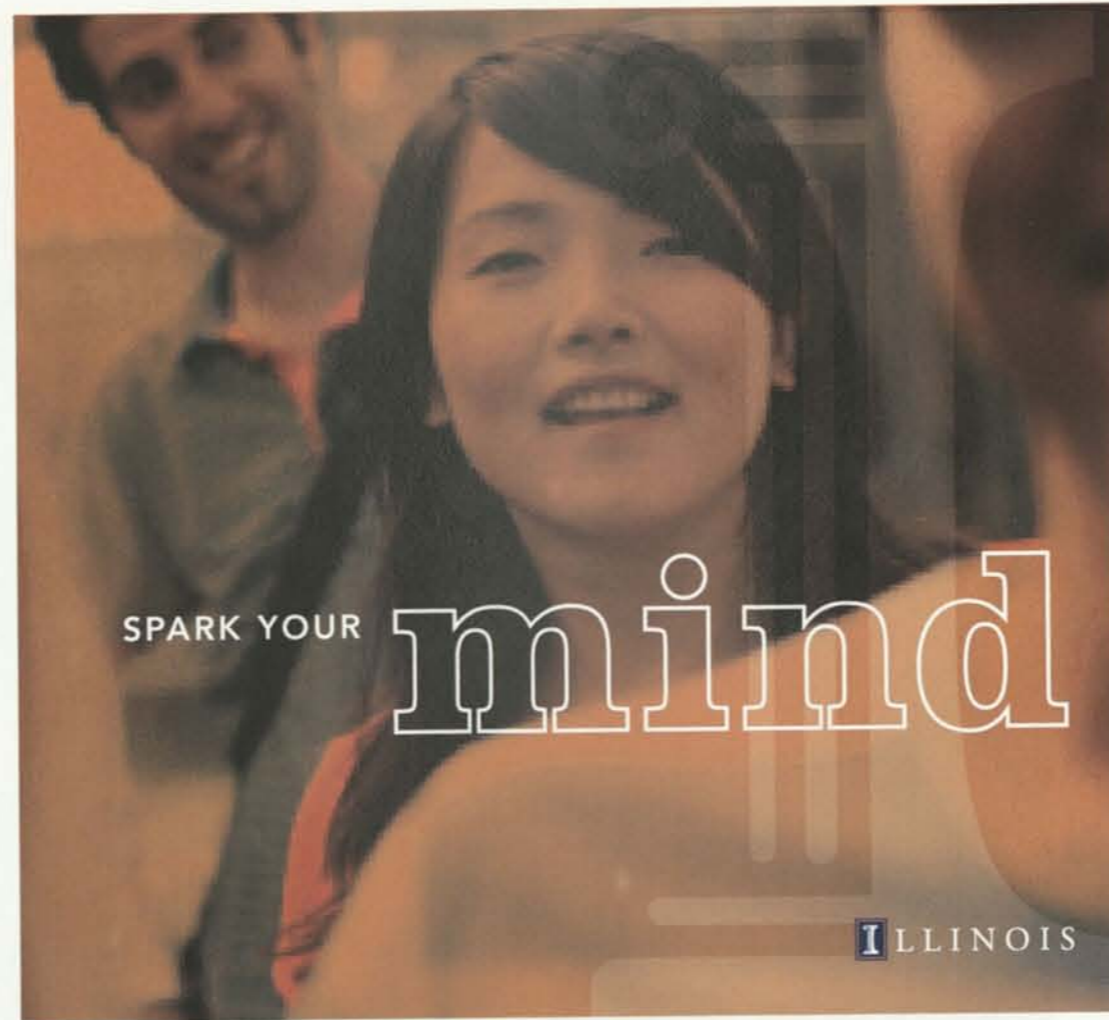




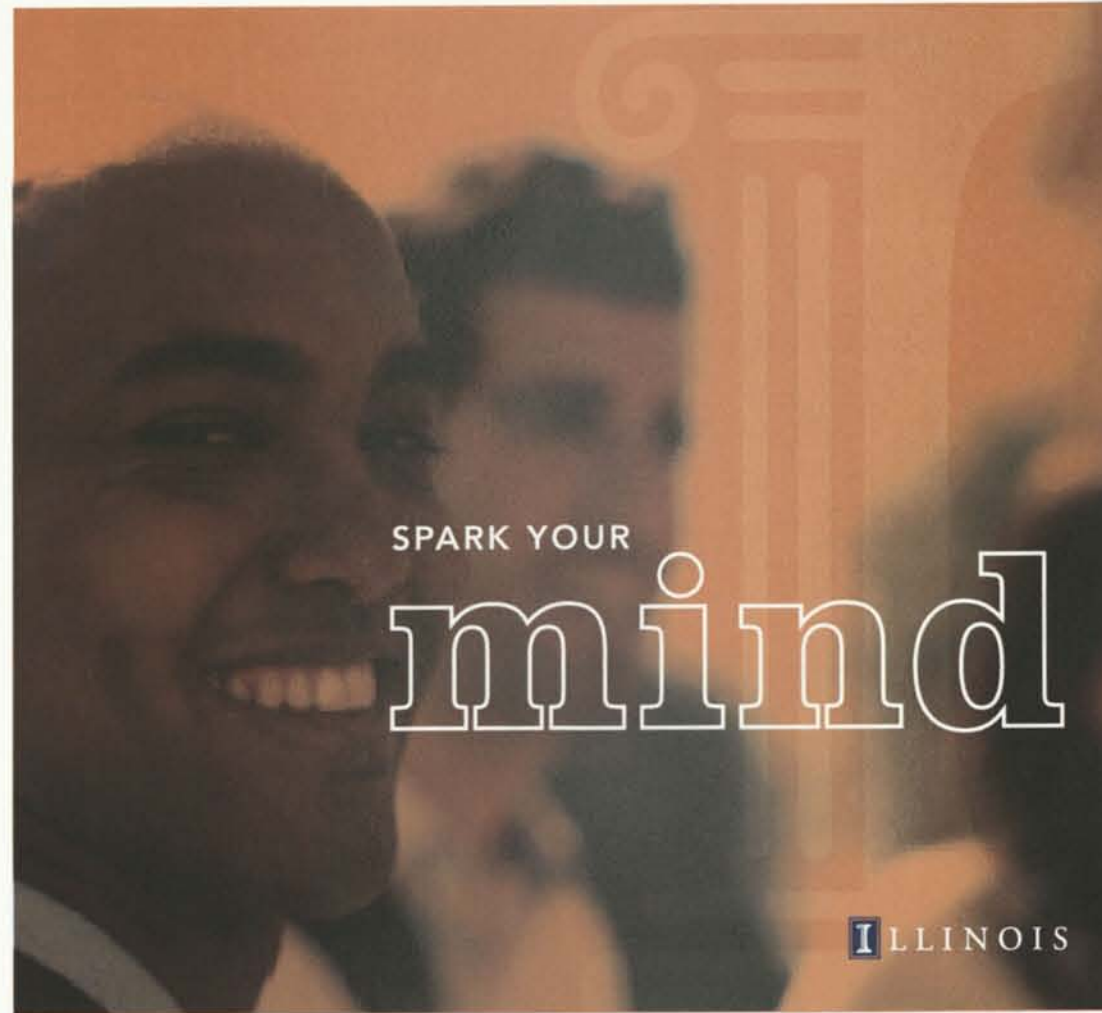
optiontwo

FINDING YOUR VOICE:

Energy and enthusiasm. Passion and insightful thinking. These are a few of the life skills the University of Illinois inspires in its students, faculty and alumni. This campaign uses the impactful words and concepts of “mind” and “voice” to explain the many unique possibilities open for exploration at the University of Illinois. Aspirational photography and a bright palette are combined with contemporary typography. Compelling statistics are presented in a subtle way as evidence of the impact the University of Illinois experience provides.



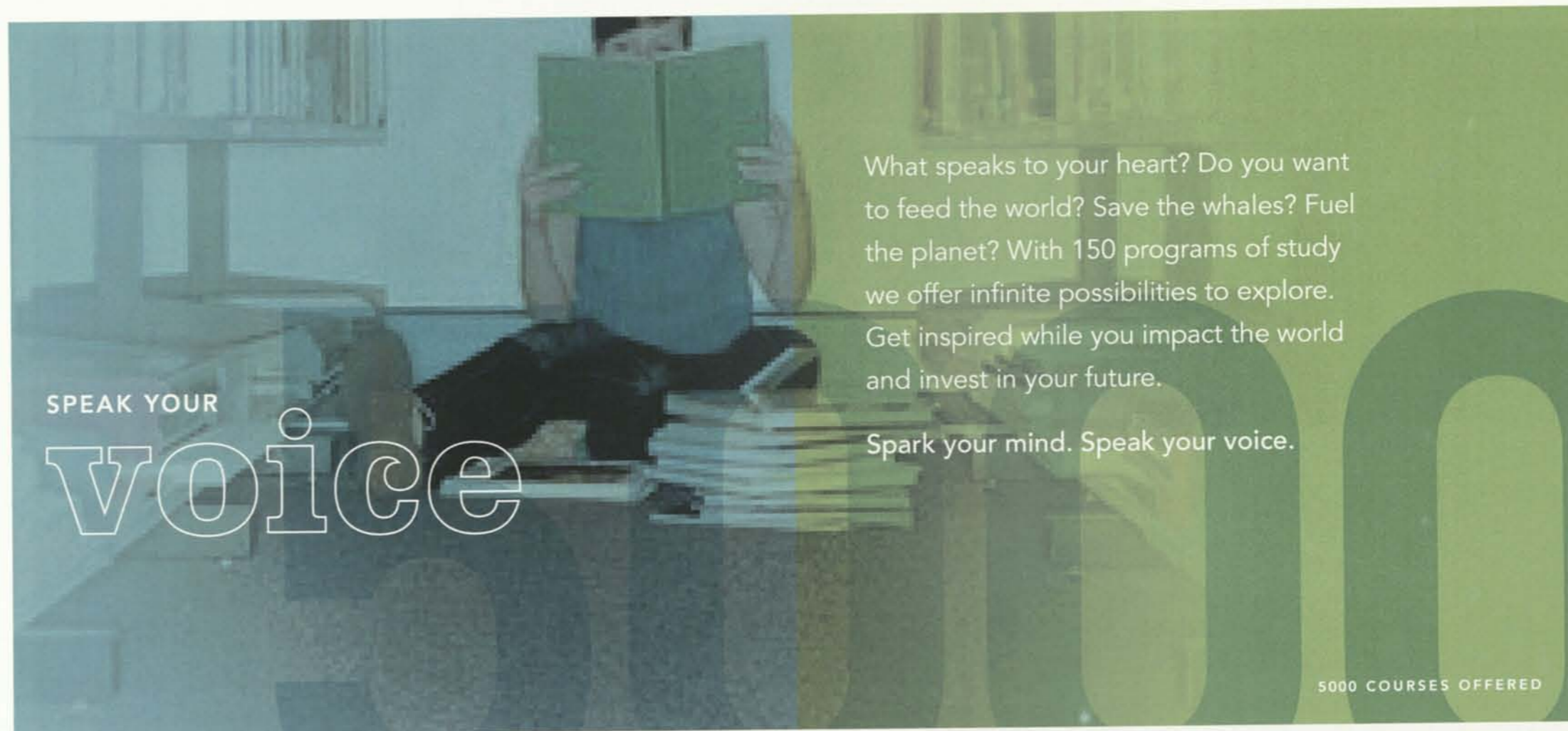
BROCHURE COVER / OPTION 1



BROCHURE COVER / OPTION 2



BROCHURE COVER / OPTION 3



SPEAK YOUR

voice

What speaks to your heart? Do you want to feed the world? Save the whales? Fuel the planet? With 150 programs of study we offer infinite possibilities to explore. Get inspired while you impact the world and invest in your future.

Spark your mind. Speak your voice.

5000 COURSES OFFERED



great minds

SPEAK PASSIONATELY

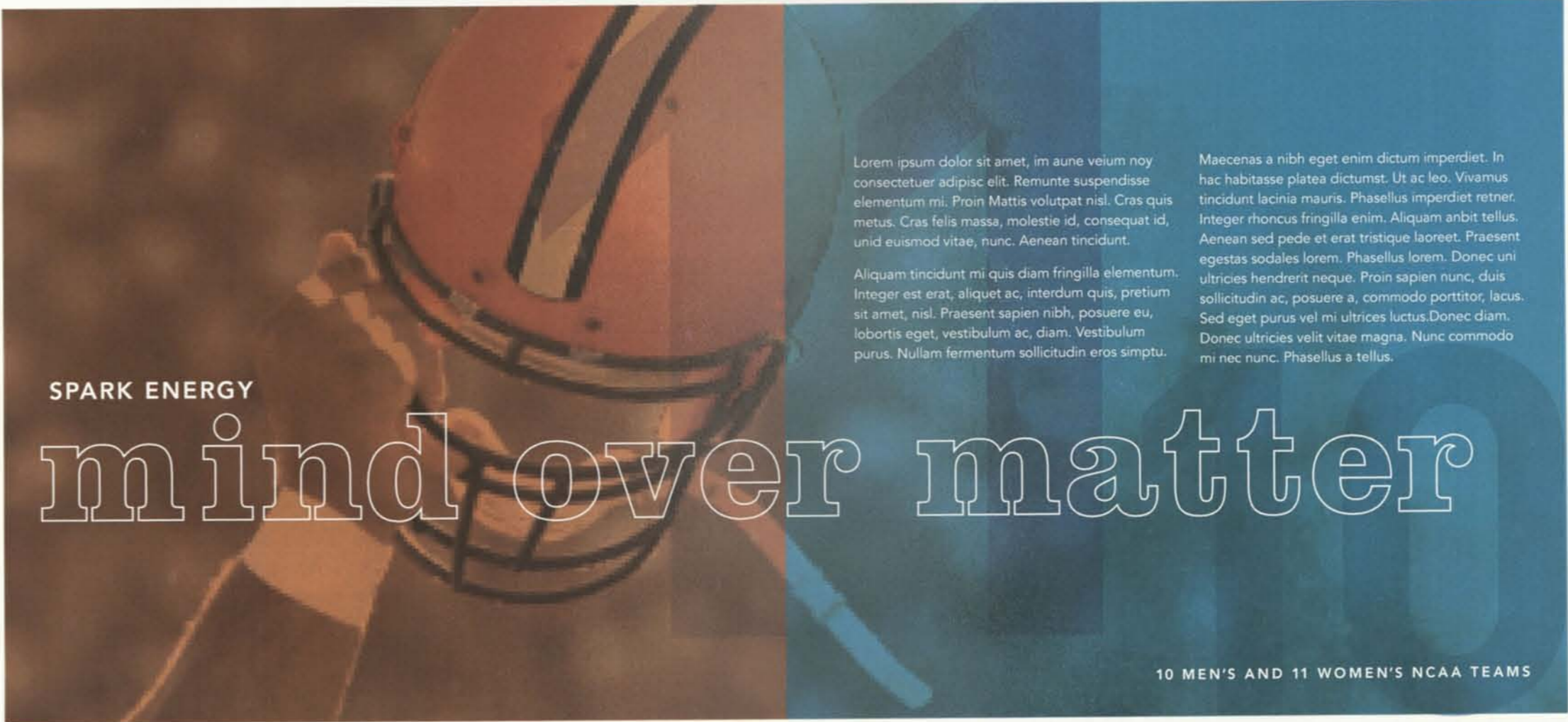
24 NOBEL PRIZES AWARDED TO FACULTY AND ALUMNI

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INSIDE SPREAD 2



SPARK ENERGY

mind over matter

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Donec ultricies velit vitae magna. Nunc commodo
mi nec nunc. Phasellus a tellus.

10 MEN'S AND 11 WOMEN'S NCAA TEAMS

INSIDE SPREAD 3

ILLINOIS

SPARK YOUR **mind**

SEE YOUR FUTURE >

\$1/day
chat plan™

unlimited text
nights & weekends
mobile-to-mobile

click for details

boostmobile

Today on MySpace

Friday, Nov 14, 2008
[Check your Horoscope](#)

Welcome **Featured** Music Videos People

Get Started On MySpace!

Join for free, and view profiles, connect with others, blog, rank music, and much more!

- Join now and be a part of the MySpace community
- Tell us about yourself and upload photos and videos
- View profiles and add friends to your network
- Discover new bands, filmmakers and comedians

Log In

Sign Up!

Email:

Password:

Remember Me

Log In

[Forgot your password?](#)

Find Friends on MySpace

Find or browse members:

Enter a name or email

Go



The New York Times

Friday, November 14, 2008 Last Update: 4:52 PM ET


 Search

Get Home Delivery | Personalize Your Weather

JOBS
REAL ESTATE
AUTOS
ALL CLASSIFIEDS

WORLD
U.S.
POLITICS
N.Y./REGION
BUSINESS
TECHNOLOGY
SPORTS
SCIENCE
HEALTH
OPINION
ARTS
Books
Movies
Music
Television
Theater
STYLE
Dining & Wine
Fashion & Style
Home & Garden
Weddings/
Celebrations
TRAVEL

Blogs
Cartoons /
Humor
Classifieds
Corrections
Crossword/
Games
First Look
Learning
Network
Multimedia
NYC Guide
Obituaries
Podcasts
Public Editor
Sunday
Magazine
T Magazine
Video
Week in Review
Weather

Crisis Spreads to Tech Sector as Sun to Cut Work Force

By ASHLEE VANCE 3:35 PM ET
Sun Microsystems has started a restructuring that could see up to 6,000 employees lose their jobs as it joins a growing list of technology companies reeling from the crisis.

Stocks Slide in Final Minutes After Seesaw Day

By JACK HEALY 4 minutes ago
After creeping into positive territory in late trading, markets did a U-turn and slid back to close down 4 percent.
• Big Drop in Retail Sales in October 11:59 AM ET
• Norris: Consumers Retreat
• Nocera: Hedge Fund Plan

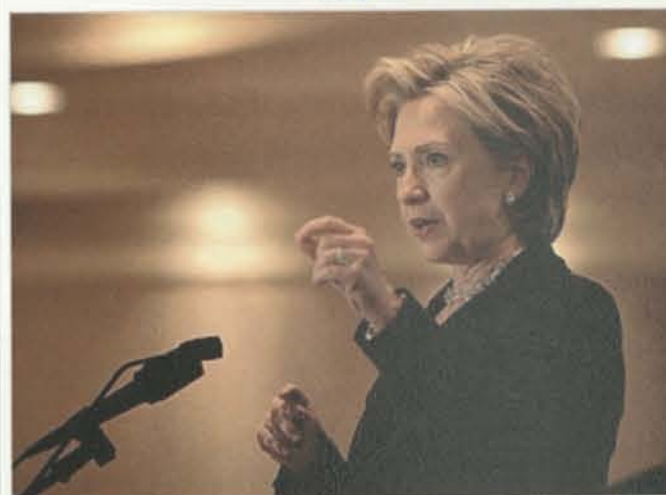
What Happens When Your Insurer Goes Under?

By RON LIEBER 53 minutes ago
A sort of low-grade fear has set in among policyholders at insurance companies of all sorts.

Billboard Going Green on the Great White Way

By GLENN COLLINS 11:45 AM ET
By generating its own electricity, a new billboard

THE 44TH PRESIDENT



Nathaniel Brooks for The New York Times

Obama Talked to Clinton About Possible Role

By JACKIE CALMES 2:41 PM ET
It was unclear how seriously President-elect Barack Obama was considering bringing Senator Hillary Rodham Clinton, pictured today in Albany, into his cabinet.
• Minnesota Senate Rivals Dig In for Recount Battle
• City Room: In Clinton Speculation, Echoes of Seward
• Magazine Preview: Questions for Karl Rove

In Israel, a Click Away From 'Yes We Can'

By ETHAN BRONNER and NOAM COHEN 28 minutes ago
The campaign Web site of Benjamin Netanyahu looks suspiciously like Barack Obama's.

Bill to Extend Russian President's Term Advances

By ELLEN BARRY 16 minutes ago
It fell to the old-timers from the Communist Party to put up a fight against the measure in the Russian legislature.
• Medvedev Speech Sparks Rumor of Putin's Return (November 6)

MORE NEWS

- Wildfire Destroys Homes in California 4 minutes ago
- 2 Journalists Shot in Pakistan 10:34 AM ET
- Rare Treatment Is Reported to Cure AIDS Patient

ON THE BLOGS

OPINION »

Judith Warner: What It Felt Like to Be Equal

Moving on from the elections is not so easy for people who lost the right to marry.



ARTS

A Weekend at the Galleries

Four art critics of The New York Times have canvassed the prime gallery neighborhoods to offer a field report.



OPINION »

- Krugman: Depression
Comments (487)
- Brooks: Bailout to Nowhere
Comments (643)
- Editorial: Rule of Law
- Editorial: G-20 Summit
Comments (62)

MARKETS » At close 11/14/2008

S.&P. 500	Dow	Nasdaq
873.29	8,497.31	1,516.85
-38.00	-337.94	-79.85
-4.17%	-3.82%	-5.00%

GET QUOTES My Portfolios »
Stock, ETFs, Funds

There's no better way to fly.
Lufthansa
Win First Class tickets & luxury accommodations.
▶▶ Enter now





BUS SIDE

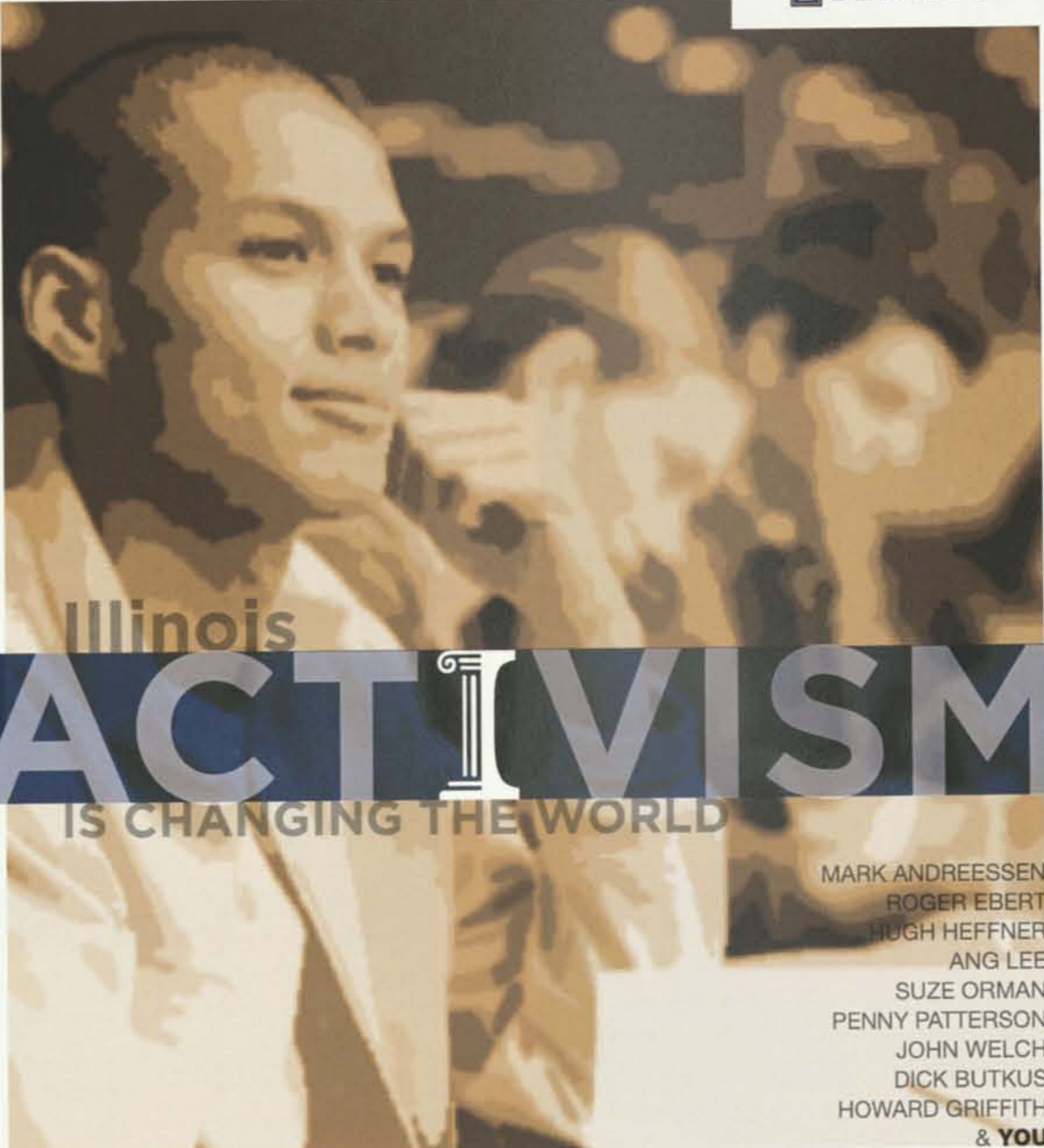


BUS SIDE / EXAMPLE 2

optionthree

ILLINOIS ACTIVISM

This concept highlights the Illinois spirit of strong world involvement and aggressive innovation. Graduates of University of Illinois have changed the world in so many ways through their unending creativity and tireless work ethic. They embody activism in every way, from Internet technology to art, from athletics to communication and publishing. Colorful alumni images are presented in a quasi-political poster style, suggesting their strong history-making impact and world-changing influence. Past and future graduates of Illinois share their desire to get involved, stay involved and change the world for the better.



ILLINOIS

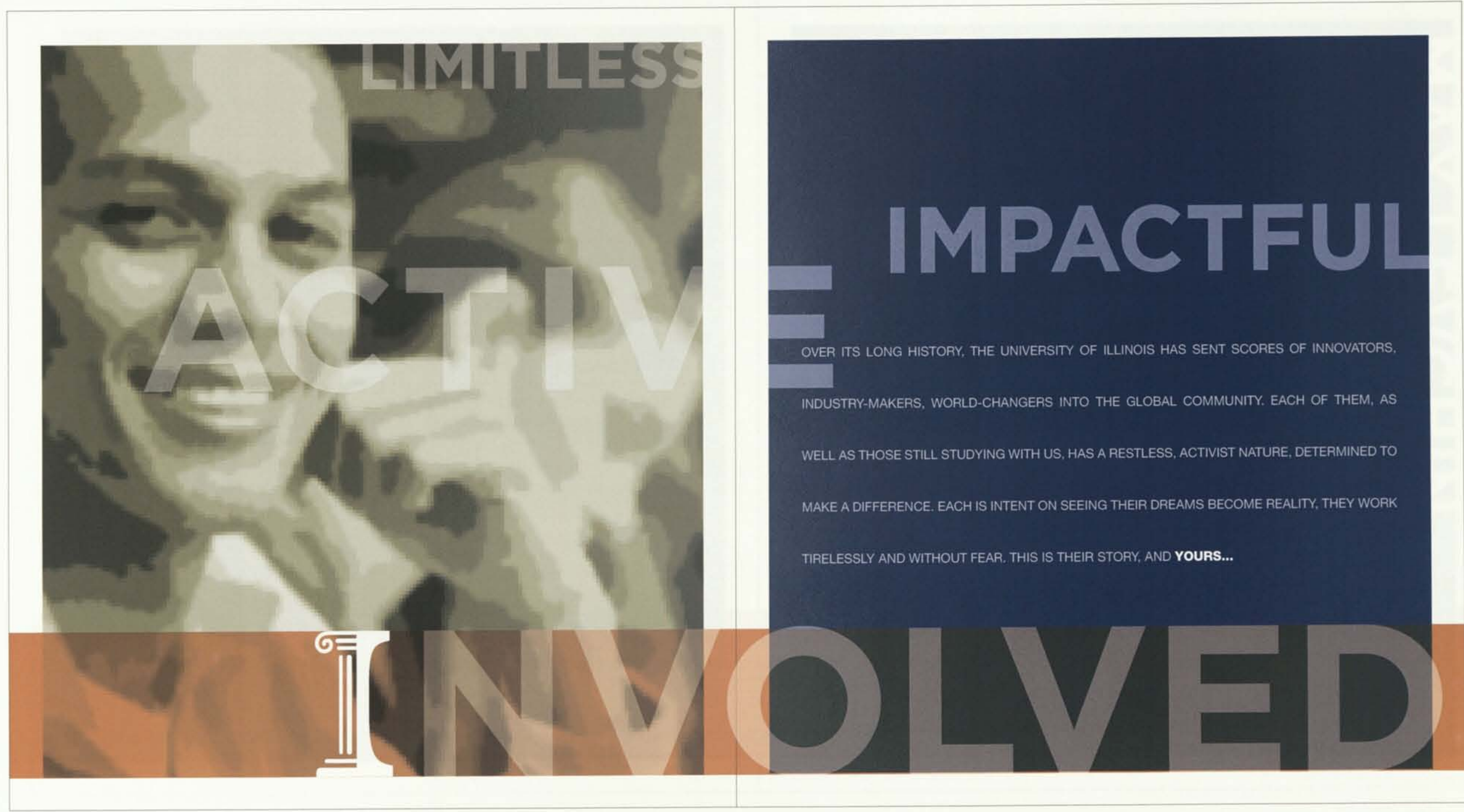
Illinois

ACTIVISM

IS CHANGING THE WORLD

MARK ANDREESSEN
ROGER EBERT
RUGH HEFFNER
ANG LEE
SUZE ORMAN
PENNY PATTERSON
JOHN WELCH
DICK BUTKUS
HOWARD GRIFFITH
& **YOU**

BROCHURE COVER



LIMITLESS

ACTIVE

IMPACTFUL

OVER ITS LONG HISTORY, THE UNIVERSITY OF ILLINOIS HAS SENT SCORES OF INNOVATORS, INDUSTRY-MAKERS, WORLD-CHANGERS INTO THE GLOBAL COMMUNITY. EACH OF THEM, AS WELL AS THOSE STILL STUDYING WITH US, HAS A RESTLESS, ACTIVIST NATURE, DETERMINED TO MAKE A DIFFERENCE. EACH IS INTENT ON SEEING THEIR DREAMS BECOME REALITY. THEY WORK TIRELESSLY AND WITHOUT FEAR. THIS IS THEIR STORY, AND **YOURS...**

INVOLVED

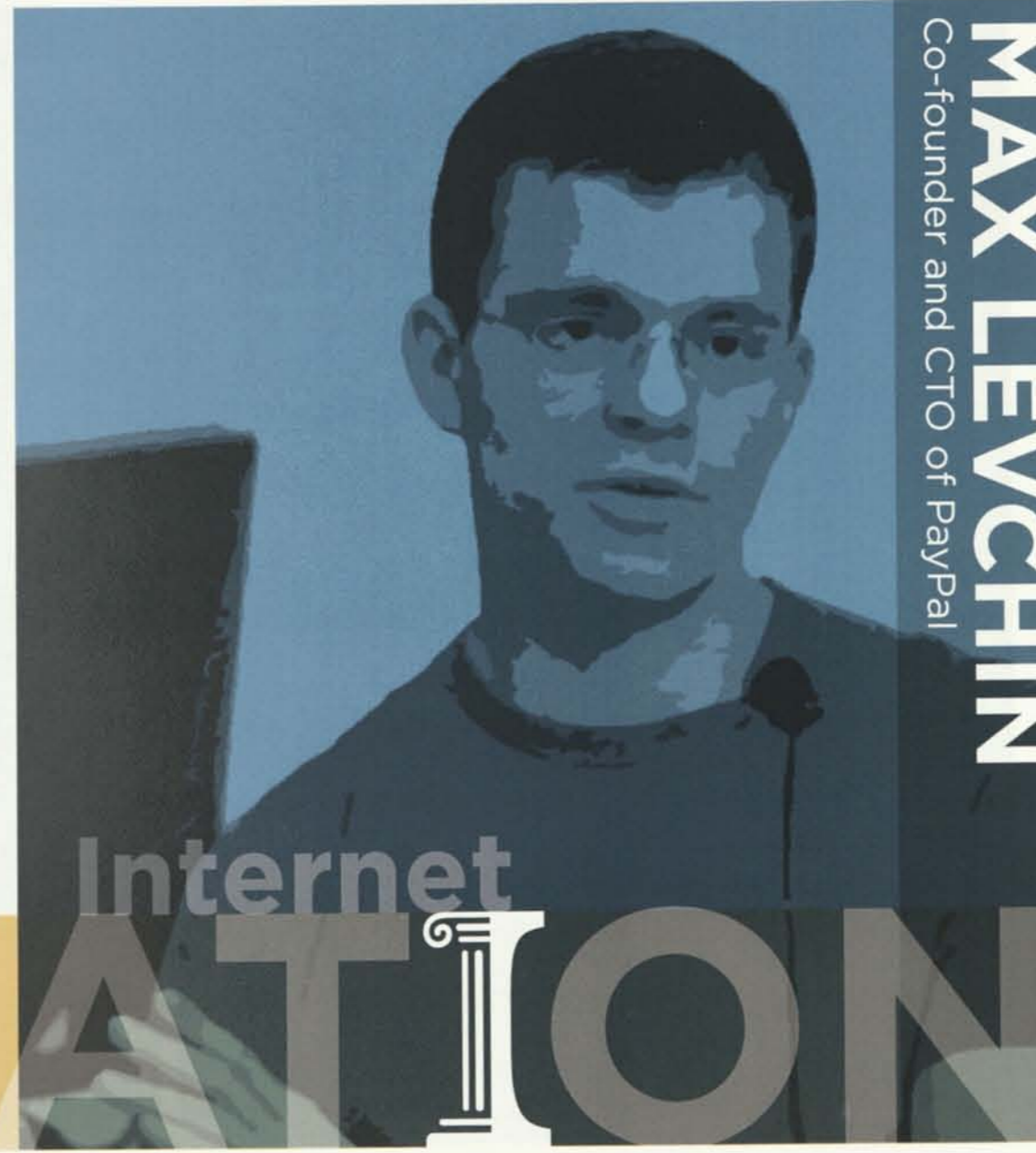
INTRODUCTORY SPREAD

COLLEGE OF ENGINEERING
1997

“My time at Illinois
taught me to seek out the
unsolvable problem and
prove it simply didn’t exist.”

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INNOVATION



MAX LEVCHIN
Co-founder and CTO of PayPal

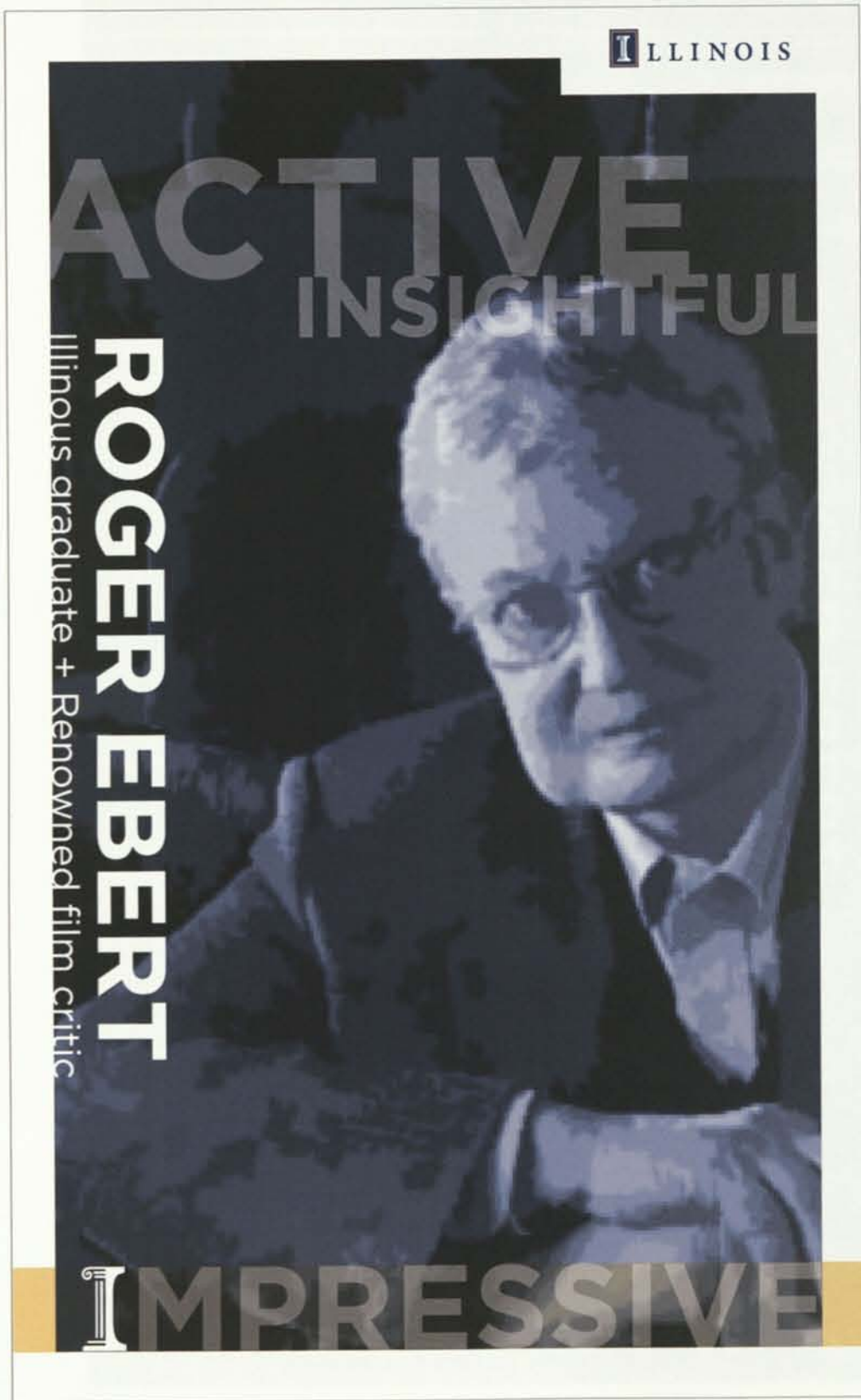
ANG LEE
Academy Award Winning Film Director



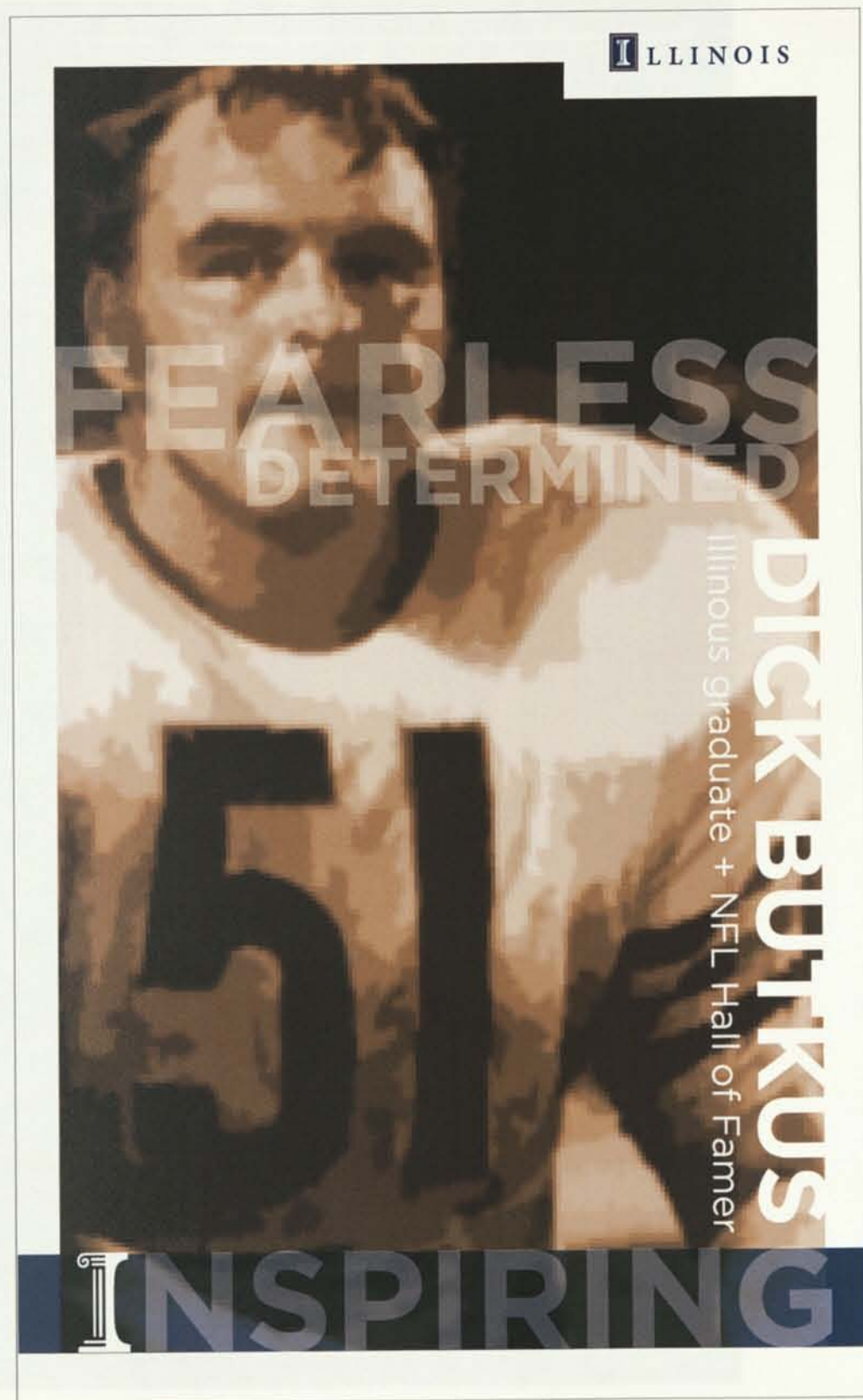
“The Illinois experience inspired me to be an activist through film by opening cultural doors and ignoring the boundaries of familiarity.”

UT ALIQUIP EX EA COMMODO, CONSEQUAT DUIS AUTEM. ESSE MOLESTIE CONSEQUAT VEL ILLUM, DOLORE EU FEUGIAT NULLA FACILISIS AT VERO EROS ET ACCUMSAN ET. ELEIFEND OPTION CONGUE NIHIL IMPERDIET, DOMING ID QUOD MAZIM PLACERAT FACER POSSIM ASSUM. PUTAMUS PARUM CLARAM ANTEPOSUERIT LITTERARUM FORMAS, HUMANITATIS PER SEACULA QUARTA DECIMA. LECTORUM MIRUM EST NOTARE QUAM LITTERA GOTHICA QUAM. BLANDIT PRAESENT LUPTATUM ZZRIL DELENIT AUGUE DUIS DOLORE. TYPI QUI NUNC.

ACTIVISM



POSTER



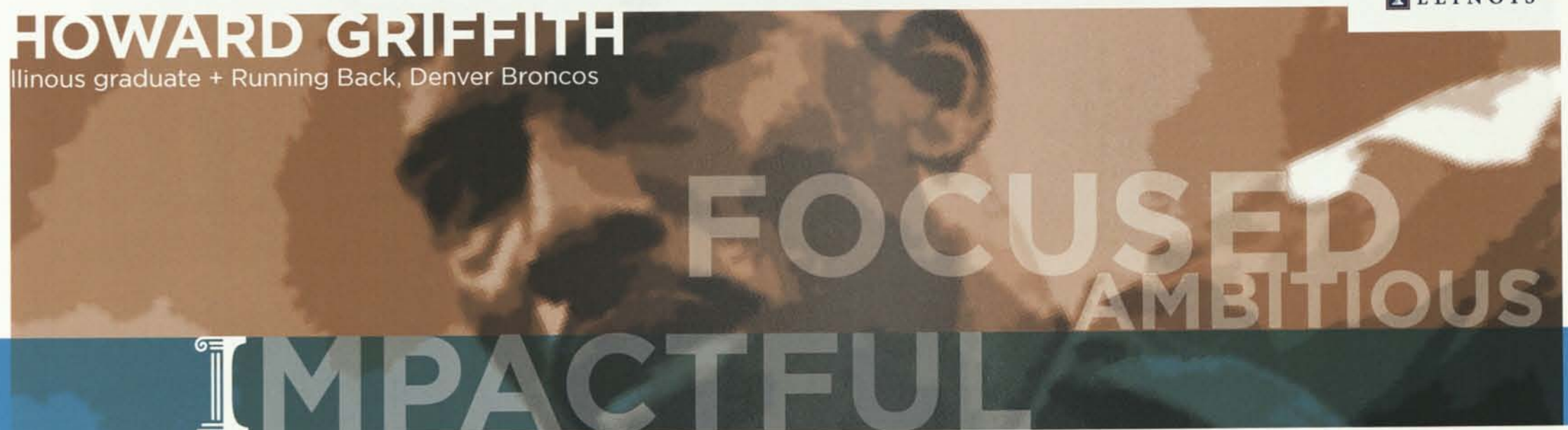
POSTER



HOWARD GRIFFITH

Illinois graduate + Running Back, Denver Broncos

ILLINOIS



BUS POSTER

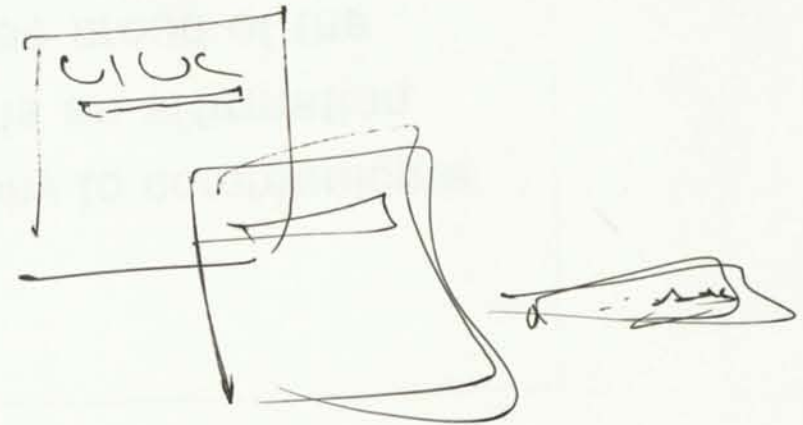
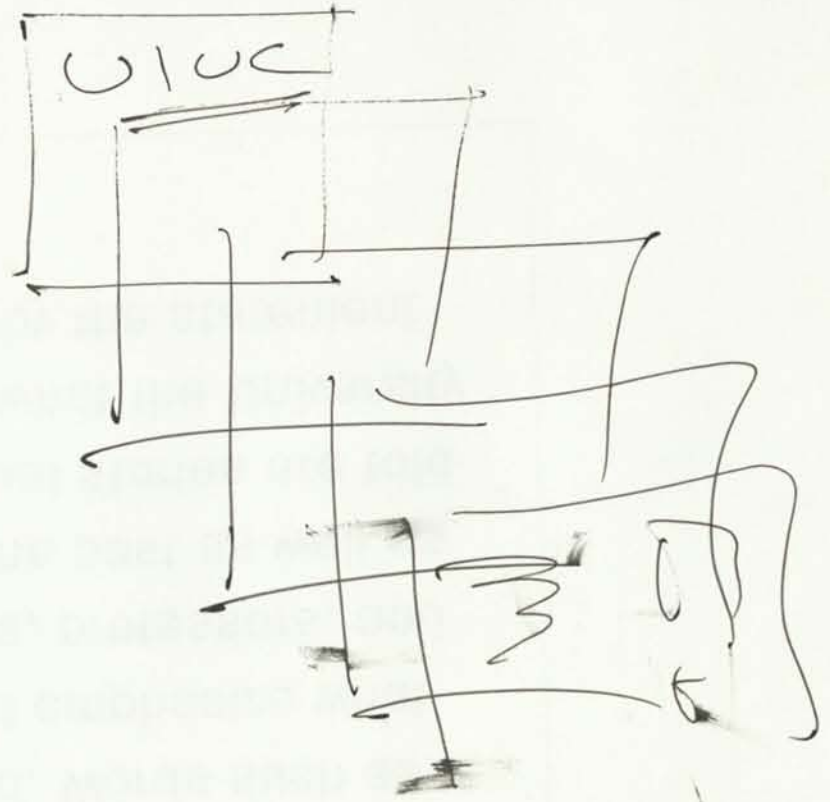
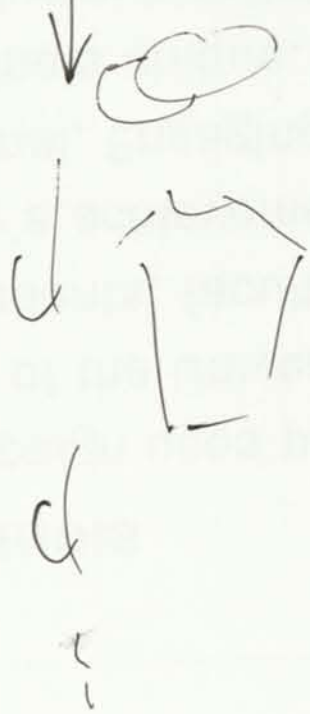


optionfour

I AM ILLINOIS

This campaign uses powerful messaging and photography to communicate the spirit of the University. The message "I Am Illinois" is an affirmation to the students, faculty, and the community at large to be proud of the University's achievements and contributions to the world. Words such as Inspirational, Engaging, Innovative, Iconic, and Impactful emphasize what makes Illinois unique. Intriguing photography of students, professors, and famous alumni highlight the impact Illinois has had on the past as well as what it will provide for future generations. These individual stories are told through personal handwritten messages that showcase what the University means to each and every individual and are punctuated by the statement "this is my Illinois."

Logo concepts



I AM ILLINOIS

IMPACTFUL. EMPOWERING. INSPIRATIONAL.

 ILLINOIS

UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

Brochure Cover (with blind emboss)



I AM ILLINOIS IN SPIRIT ING

DERON WILLIAMS <SPORTS MEDICINE//05>

*My Illinois moment came during the 2005 Final Four when we came back from 15 down in the final 3 minutes to beat Arizona. It was an unbelievable moment!
This is my Illinois*

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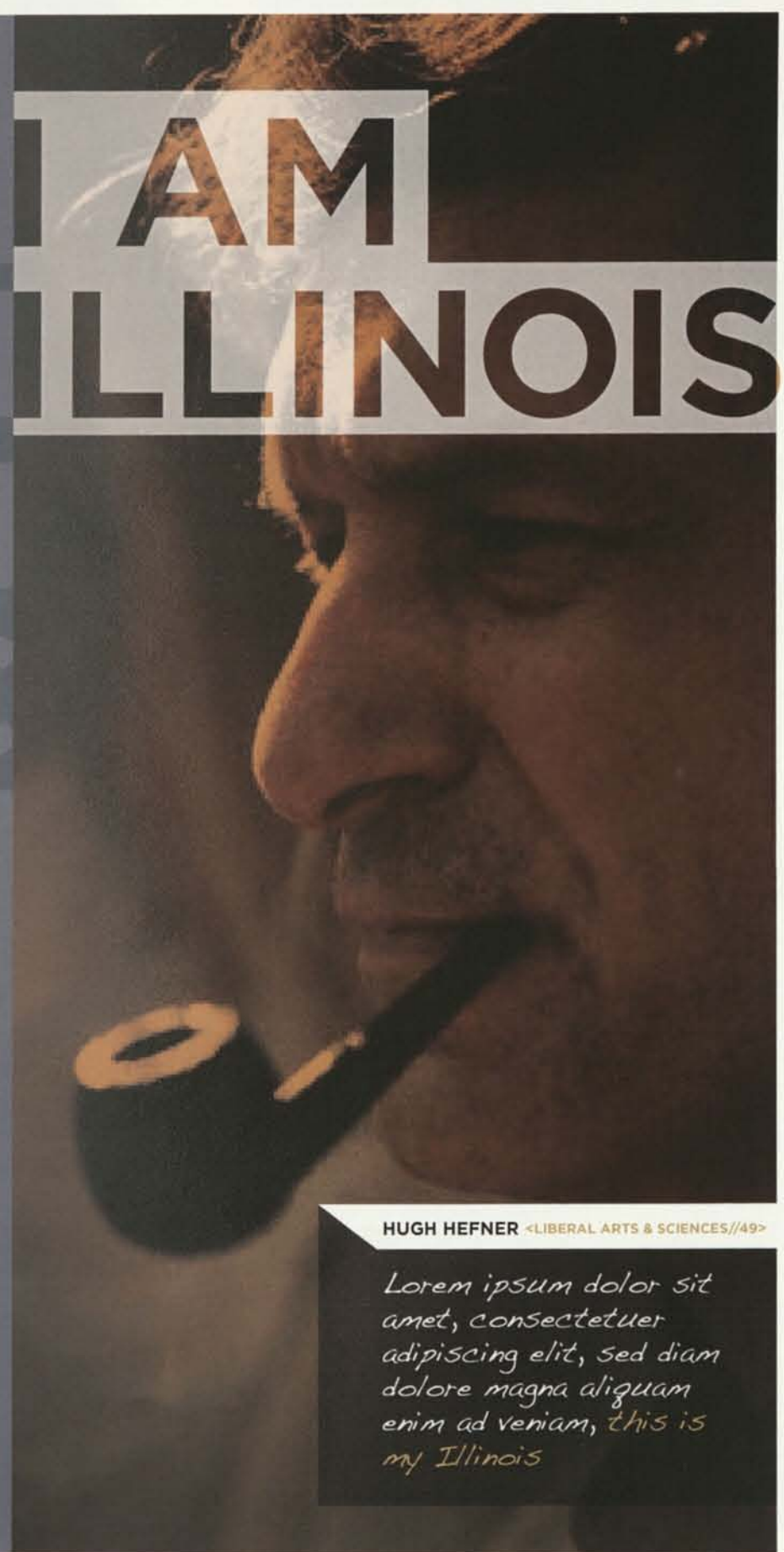
I AM ILLINOIS

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HUGH HEFNER <LIBERAL ARTS & SCIENCES//49>

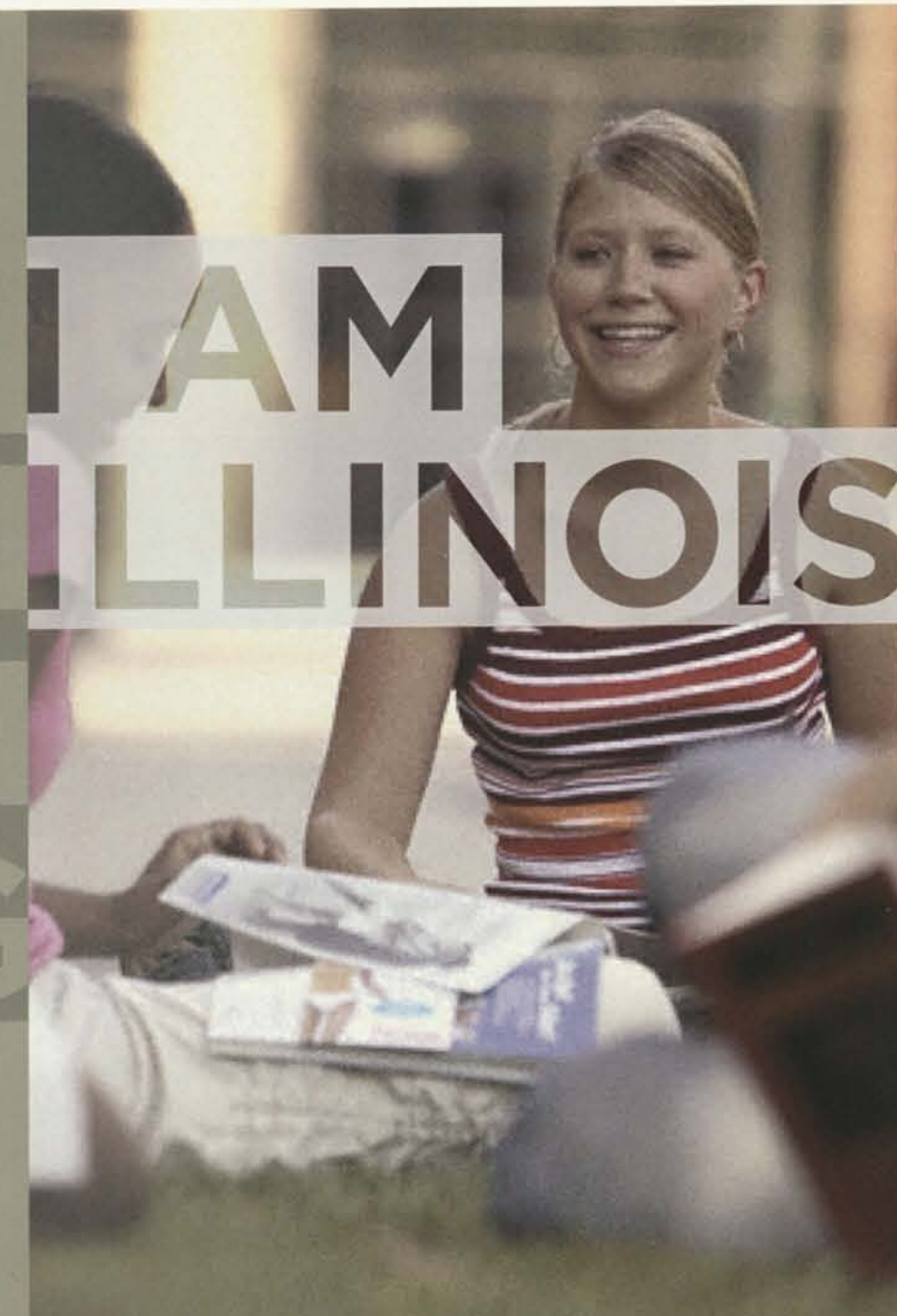
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I AM ILLINOIS EN GAGING

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KATIE BROWN <COMMUNICATIONS//11>

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I AM
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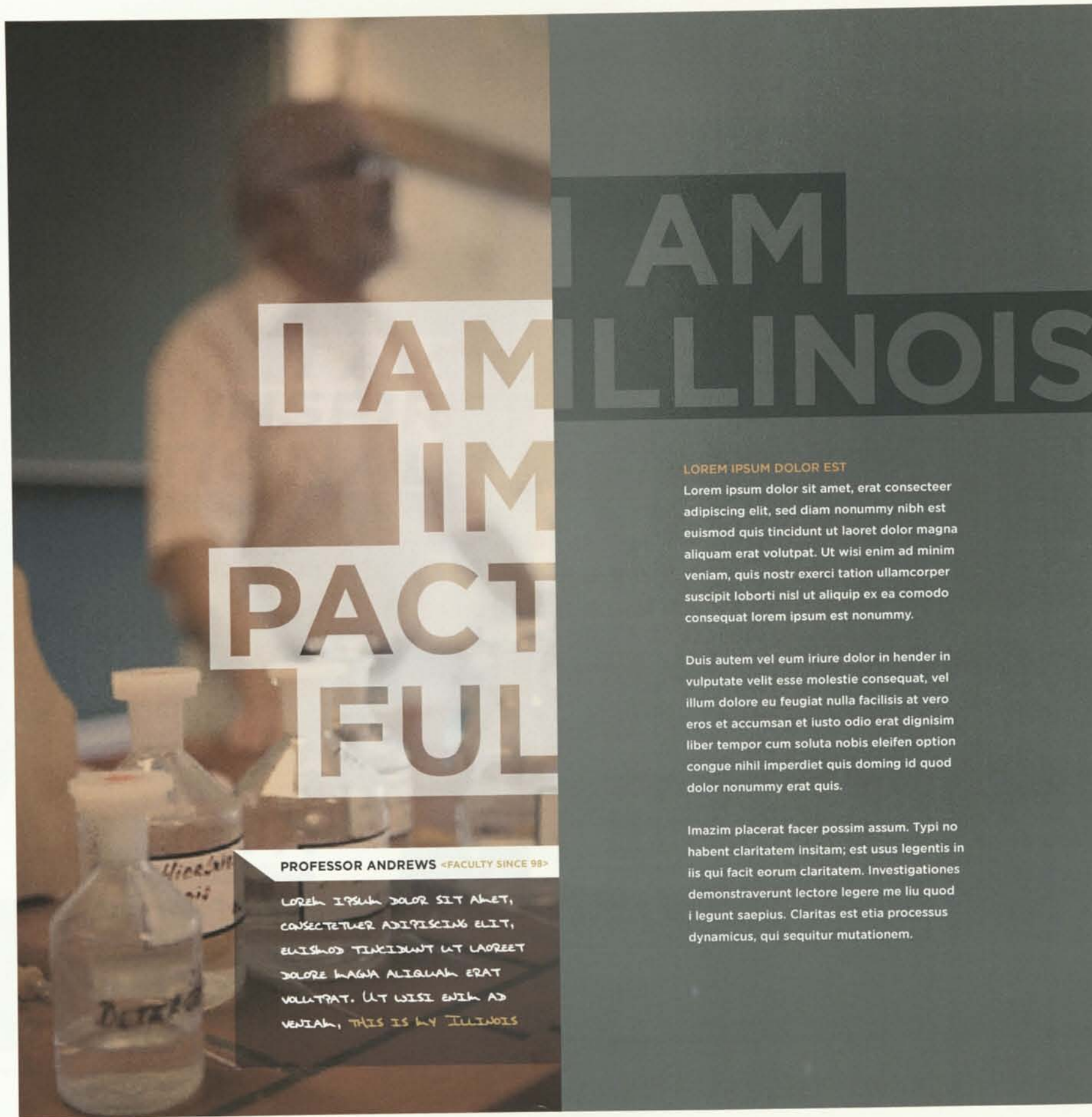
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ANG LEE <FINE & APPLIED ARTS//80>

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I AM ILLINOIS IMPACTFUL

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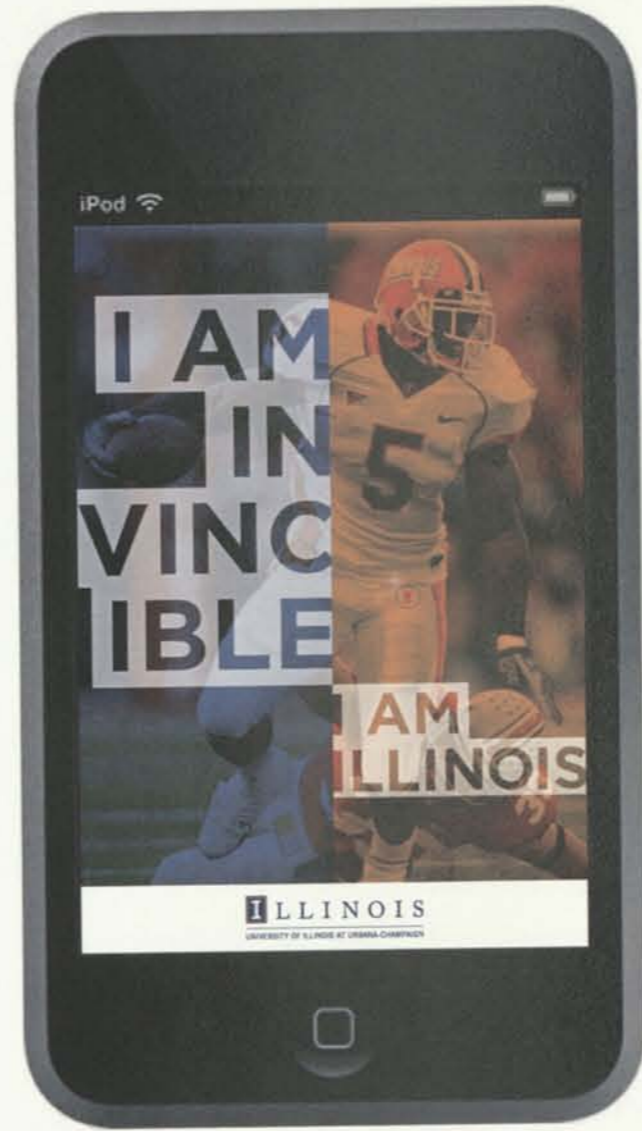
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PROFESSOR ANDREWS <FACULTY SINCE 98>

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On Campus Banners



iTouch screen



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eleven**eighty**five**design**