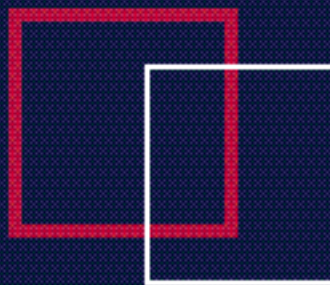
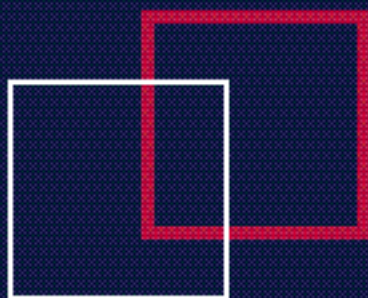
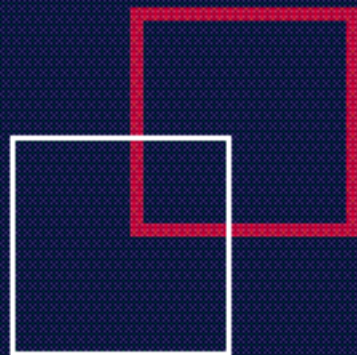




GRAPHIC STANDARDS FOR CONSISTENT LOGO USE



RESOURCES

This manual presents the guidelines for use of the University of Wisconsin System logo.

If you need additional assistance, clarification or help with special projects, please contact UW System Communications, 1746 Van Hise Hall, (608) 265-3195 or the offices listed below:

Printing	
Communications	(608) 265-3195
Use of the UW System Logo	
Communications	(608) 263-4228
Letterhead Order Questions*	(608) 263-5512
Business Card Order Questions*	(608) 263-5512
Commercial Applications	
Director of Communications	(608) 262-5061
Communications	(608) 263-4228
Web Page Development	
Web Communications	(608) 263-4228
email: webmaster@uwsa.edu	

*To order letterhead, envelopes and business cards for UW System Administration employees, please contact the program assistant of your department.

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INTRODUCTION

The UW System logo provides a strong visual identity and represents who we are.

Our logo visually supports the message that innovation, diversity and partnership are fundamental to our mission of extending knowledge to Wisconsin and the world through excellence in instruction, research and public service.

We maintain a sense of tradition by using the existing System maroon and blue colors. By using the initials UW to stand for the University of Wisconsin, we imply our connection to the State of Wisconsin, but do not limit our impact to the boundaries of the state. The wave portion of the logo, which connects the UW, serves to illustrate the interconnected benefits of the UW System by providing quality education and lifelong learning opportunities to enrich the State's economy, culture and society.

It is essential to use the logo consistently to ensure that our message is being communicated clearly. If situations or questions come up that are not addressed here, please consult the UW System Communications office.

LOGO USAGE

Consistent and correct use of the logo as outlined is important to ensure the success of clear communication and achieve maximum visual impact. In order to achieve that consistency, use of the logo must comply with these guidelines.

The visual identity guidelines will help UW System faculty and staff use the logo effectively to show their connection with the UW System. With the advent of personal computers and desktop publishing, many individuals and departments may be producing their own publications. In addition to following policies established in this booklet, persons preparing pieces for publication are encouraged to consult with the UW System Communications office to ensure that standards have been met.

Every UW System Administration publication distributed to an off-campus audience must be reviewed by the UW System Communications office prior to printing. Please contact:

Office of Communications
1746 Van Hise Hall
1220 Linden Drive
Madison, WI 53706
(608) 262-5061
(608) 262-3985 (fax)
email: communications@uwsa.edu

Color

The UW System logo color is System maroon (Pantone 215). When the logo is printed on business cards and letterhead, the logo should be printed in System maroon (Pantone 215) with the line element and text printed in blue (Pantone 289). It is not acceptable to substitute and use different colors in the logo.

System maroon (Pantone 215).



The cover of this publication is printed in blue (Pantone 289).

In other print applications, when printing in one color, always use black for the logo. If black is not being printed, the logo should be used in the same color as the body copy of the piece.

Logo images can be found at

<http://www.uwsa.edu/president/communications/publicat/>.

Positive & Negative

The logo may be reproduced in either positive or negative versions.



The logo in its positive form.

When printing in one color, use black. If black is not being printed, the logo should be printed in the same color as the body copy of the piece.



The logo in its negative form.

Use extreme caution when using the logo in its negative form because problems may arise that would compromise the integrity of the UW System logo.

1. Do not use the logo in its negative form on anything except a dark background.
2. Do not use the logo in this form on faxes because the black ink will bleed into the white letters.
3. Do not use the logo in its negative form when printing on newsprint or other inexpensive papers.

Correct Usage

The unified symbol and words create the UW System logo.

It is essential to maintain the graphic standards set out in this manual.

The logo cannot be cut apart or positioned in any way that will disturb the integrity of the design.



Logo shown in black

The minimum allowable size for the logo is 3/4 inch wide. Exceptions to the minimum size may be granted for use on premiums such as pens, lapel pins and calculators. Please consult with Communications prior to ordering specialty items.



Logo shown in the minimum allowable size.

There are no maximum size limits, however, all design elements of the logo must appear intact.

Incorrect Usage

If used improperly, the logo will lose its ability to be a powerful communication tool. Please do not make any alterations to the logo.

Do not use as **background**.



Never print at an **angle**.



Never **expand** the logo.



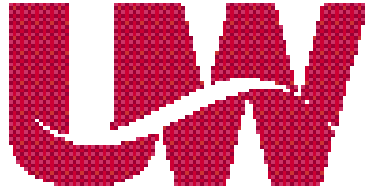
Never **condense** the logo.



Don't **change** the font size or any other element of the logo.



Do not use parts of the logo or **separate** any element from the text.



Do not **rearrange** the elements of the logo.



or



Don't size the logo **too big** so that any part of the logo could be **cropped out**.



Don't print **too small**: Logo needs to be large enough to remain legible.



TYPOGRAPHY

The following are the preferred typefaces to be used in association with the UW System logo.

The suggested typefaces should be used in association with the logo on external publications. Consistent use of these typefaces will establish a long-lasting, easily recognizable and memorable visual identity.

These typefaces are recommended for most UW System communications. Other typefaces may be used on publications of an ephemeral nature and/or those that will receive limited distribution. An event invitation, for example, may use a typeface appropriate to the season.

For answers to questions regarding type, consult the UW System Communications office at (608) 263-4228.

This is Univers Regular 12 point type
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

This is Univers Bold 12 point type
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

This is Univers Condensed 12 point type
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

This is Univers Condensed Bold 12 point type
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

This is Univers Light 12 point type
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

APPLICATIONS

University of Wisconsin System faculty and staff communicate through a variety of media, including letters, newsletters, brochures, reports, facsimiles, web pages and memoranda. The following pages provide examples of the logo used in conjunction with these applications.

Additional applications include, but are not limited to:

- large size business envelopes
- Tyvek envelopes
- memo pads
- window envelopes
- labels
- routing slips
- folders
- miscellaneous promotional materials

For information or to receive order forms for UW System printed materials, please call (608) 263-5512.

Any concerns about the appropriate use of the logo should be directed to Communications.

Office of Communications
1734 Van Hise Hall
1220 Linden Drive
Madison, WI 53706
(608) 265-3195
(608) 262-3985 fax
email: communications@uwsa.edu

Letterhead with Sample Text

It is suggested that the text of the letter be aligned to match the left margin of the printed address. *Refer to sample below.*

Example at 50%



Office of Communications

1746 Van Hise Hall
1220 Linden Drive
Madison, Wisconsin 53706
(608) 262-5061
(608) 262-3985 Fax

email: communications@uwasa.edu
website: <http://www.wisconsin.edu>

April 28, 1999

Jane Smith
1234 Street Ave.
Somewhere, OH 33333

Dear Ms. Smith,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum i enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum i enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Sincerely,

Mr. Smith

Universities: Madison, Milwaukee, Eau Claire, Green Bay, La Crosse, Oshkosh, Parkside, Platteville, River Falls, Stevens Point, Stout, Superior, Whitewater.
Colleges: Baraboo/Sauk County, Barron County, Fond du Lac, Fox Valley, Manitowoc, Marathon County, Marinette, Marshfield/Wood County, Richland, Rock County, Sheboygan, Washington County, Waukasha. Extension: Statewide.

Letterhead for Graphic Design

Logo placement is .375"
from top and side margin.

Example shown at 50%



Office of Communications

1746 Van Hise Hall
1220 Linden Drive
Madison, Wisconsin 53706
(608) 262-5061
(608) 262-3985 Fax
email: communications@uwsa.edu
website: <http://www.wisconsin.edu>

Office Title: Univers 65 Bold 8.5 point type.

Address: Univers 45 Light 8.5 point type.
Leading 10 point, 5 point
white space between lines.

Colors:

Logo: Pantone 215 System maroon
Text: Pantone 289 blue
Dividing Line: Pantone 289
Bottom text: Pantone 289

Paper:

Classic Crest Recycled Bright White 70# Text

8.5 x 11"

Univers 45 Light 8 point type. Leading 9 point, 5 point.

Universities: Madison, Milwaukee, Eau Claire, Green Bay, La Crosse, Oshkosh, Parkside, Platteville, River Falls, Stevens Point, Stout, Superior, Whitewater.
Colleges: Baraboo/Sauk County, Barron County, Fond du Lac, Fox Valley, Manitowoc, Marathon County, Marinette, Marshfield/Wood County, Richland,
Rock County, Sheboygan, Washington County, Waukesha. Extension: Statewide.

Envelope & Business Card for Graphic Design

Logo placement is .375" from top and side margin.

#10 Envelope Example at 50%



Office of Communications
1746 Van Hise Hall
1220 Linden Drive
Madison, Wisconsin 53706

Office Title: Univers 65 Bold 8.5 point type.

Address: Unvers 45 Light 8.5 point type.
Leading 10 point, 5 point
white space between lines.

Colors:
Logo: Pantone 215 System maroon
Text: Pantone 289 blue
Dividing Line: Pantone 289

Paper:
#10 White envelope stock

9.5 x 4.25"

Logo placement is .25" from top and side margin.

Business Card Example at 100%



Jane Doe
Associate Title

Communications
1856 Van Hise Hall
1220 Linden Drive
Madison, Wisconsin 53706-1559
(608) 262-2000 (608) 262-3985 Fax
email: jdoe@uwsa.edu
website: <http://www.wisconsin.edu>

Name & Title: Unvers 65 Bold 8.5 point type. Leading 10 point.

Address: Unvers 45 Light 8.5 point type.
Leading 10 point, 5 point
white space between lines.

Colors:
Logo: Pantone 215
System maroon
Text: Pantone 289 blue
Dividing Line: Pantone 289

Paper:
Classic Crest Recycled
Bright White 80# Cover

2 x 3.5"

EQUAL OPPORTUNITY STATEMENTS: CONCERNING EMPLOYMENT, PROGRAMS AND/OR SERVICES

It is recommended that every publication intended for an off-campus distribution contain an equal opportunity/affirmative action statement. Suggested options for statements are:

"The University of Wisconsin System is committed to providing equal educational and employment opportunity regardless of race, color, creed, religion, sex, national origin, disability, ancestry, age, sexual orientation, pregnancy, marital or parental status."

OR

"The University of Wisconsin System provides equal opportunity in employment, programming and services."

OR, when space is at a premium,

"AA/EOE"

WEB PAGE LOGO USAGE

UW System web site developers should direct any logo use questions to:

Office of Communications
1744 Van Hise Hall
1220 Linden Drive
Madison, WI 53706
(608) 263-4228
(608) 262-3985 fax
email: communications@uwsa.edu