



## Writing Style FAQ

### Universities of Wisconsin Branding Project

#### **What is the purpose of the project?**

- The project set out to develop new brand positioning that supports all the Universities of Wisconsin to increase general awareness of public higher education and its value in Wisconsin. It also addresses the need for greater public understanding of how our unique and individual universities are part of a collective network and brand.

#### **How did we determine the new brand identity?**

- We conducted data-driven research on the current public perception of our universities and the value they provide. This research helped identify the pride that the people and communities of Wisconsin have in our Universities of Wisconsin. It also reinforced the role our Universities of Wisconsin have in providing a network of opportunities to make a difference.

#### **What is the new brand identity?**

- “Universities of Wisconsin”

#### **How do we describe the collective, what previously was called the University of Wisconsin System (UW System)?**

- The Universities of Wisconsin, a system of 13 public universities with campuses across the state
- The UWs

## **What is University of Wisconsin System Administration (UWSA) now called?**

- Universities of Wisconsin Administration (UWSA)
  - With use of “the UWs” as an abbreviation for the Universities of Wisconsin, the acronym for the administration will remain UWSA. This is largely a matter of convenience.

## **What is the new brand description?**

- The Universities of Wisconsin are a constellation of 13 public universities that provide a network of opportunities to help make Wisconsin future ready, for all.

## **How is the President referred to?**

First reference:

- Jay Rothman, President of the Universities of Wisconsin
- Jay Rothman, President, Universities of Wisconsin
- Jay Rothman, Universities of Wisconsin President
- Universities of Wisconsin President Jay Rothman
  - Exception: Jay Rothman, President of the University of Wisconsin System, will be used where legally required by statute, rule, or policy. See below.

Second reference (when distinguishing from Board President):

- Universities’ President Rothman

## **Is this an “official” name change?**

- This is a change to our brand identity. An official name change would require statute rule and policy change. Our legal name remains University of Wisconsin System (Wis. Stat. s. 36.05(12)) and the Board of Regents of the University of Wisconsin System (Wis. Stat. s. 36.07(1)).
- Avoid using University of Wisconsin System or UW System, except where legally required by statute, rule, or policy.
  - Circumstances in which the University of Wisconsin System should continue to be used include local, state, and federal court and administrative hearing filings and communications, all real estate documents, all contracts (including federal and state grants), Memorandums of Understanding (MOUs), legal signature or other relevant delegations of authority, and formal correspondence with state and federal regulatory bodies.

- Official documents such as diplomas will continue to use the official University of Wisconsin System name.
- No current plans exist to amend the Board, System, or campus policies to use the new name.
- The Office of Public Affairs & Communications (OPAC) will work with the Office of General Counsel to develop more comprehensive and detailed guidelines related to the legally required use of the University of Wisconsin System name.

### **Does the name change apply to the Board of Regents?**

- No. The Board of Regents will continue to use University of Wisconsin System Board of Regents.
- Usage examples:
  - Meeting agendas will acknowledge both names. Agendas will be topped with the Universities of Wisconsin logo, followed by the header, “University of Wisconsin System Board of Regents Agenda”
  - The president of the Board of Regents is referred to as:
    - Karen Walsh, President of the University of Wisconsin System (or UW System) Board of Regents
    - President of the University of Wisconsin System (or UW System) Board of Regents Karen Walsh
    - Second reference: Regent President Walsh

### **How is the new name used?**

- The Universities of Wisconsin are... (*subject-verb agreement*)
- The UWs are...
- First reference: Universities of Wisconsin
  - Subsequent references: Either Universities of Wisconsin, the UWs, or UW universities (*lower-case ‘u’*)
  - UW system (*lower-case ‘s’*) is acceptable, but not preferred
- Universities of Wisconsin may be described as UW universities (*lower-case ‘u’*)
- Usage examples:
  - Universities of Wisconsin Institute of Business & Entrepreneurship
- Possessive examples:
  - The UWs’ focus on...
  - The focus of the Universities of Wisconsin... (*or the UWs*)
  - The Universities of Wisconsin’s focus... (acceptable but not preferred)
  - The UW universities’ focus...

### **Will the UW System logo still be used in certain circumstances?**

- No.
- The UW System seal, however, may still be used by the President's office or the Board of Regents.

### **How do individual universities apply the new brand?**

- Names of individual universities do not change.
- Usage examples with new brand:
  - University of Wisconsin–Eau Claire (or UW-Eau Claire), part of the Universities of Wisconsin, a system of 13 public universities with campuses across the state.
  - University of Wisconsin–Eau Claire (or UW-Eau Claire), part of the Universities of Wisconsin, a system of 13 public universities with campuses across the state with a shared mission to help make Wisconsin future ready, for all.
- Groups of individual universities may be described as UW universities (*lower-case 'u'*)

### **How are the Universities of Wisconsin described on the wisconsin.edu website?**

- **Top of page:** The Universities of Wisconsin, a constellation of 13 public universities with campuses across the state, are home to world-class public education, research, and outreach.
- **Footer (lower left on homepage):** The Universities of Wisconsin, 13 public universities with campuses across the state, are home to world-class education, research, and outreach.

### **How is the new brand applied and distributed?**

- OPAC is creating a new style guide and is applying the new Universities of Wisconsin branding to resources and products on a rolling basis. The guide will also clarify and provide further examples of usage.

*Revised: 11-27-2023*