How can my unit maintain its individuality within the UW brand structure?

The brand guidelines serve as a campuswide framework for how to represent UW–Madison in a professional, consistent, powerful way. However, there is still creative flexibility for units to differentiate themselves. Defining your primary audience is a key starting point. Strategic messaging coupled with clean design will best serve your unit as you aim to reach and engage your audience. Visit brand.wisc.edu to learn more about how you can tune up and down the UW's voice and tone to connect with your core audience.

University Marketing
UNIVERSITY OF WISCONSIN–MADISON

While developing a unique logo for your unit may seem like an obvious way to stand out, it can actually dilute the power of the UW brand and detach the connection between your unit and the university at large. We recommend all units directly affiliated with the university to use the official secondary UW logo (see example above), which is provided at no charge.

Request secondary logo:
brand.wisc.edu/request-a-secondary-logo

Guidelines for creating a unique logo

Sometimes there are legitimate reasons for creating a unique logo. For example, an entity's mission may differ significantly from UW–Madison's core missions or an entity may rely upon an external funding source that must be prominently acknowledged. Unique logos may not include the crest or any element of the UW–Madison logo or resemble the UW–Madison logo in any way. We recommend you use the text "University of Wisconsin–Madison" to formally tie your logo to the university.

Unique logos must be approved by University Marketing to ensure they comply with brand guidelines. Email your proposed logo design to brand@umark.wisc.edu for approval.