THE UNIVERSITY OF WISCONSIN–MADISON
Brand Style Guide
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The University of Wisconsin–Madison brand is much more than a set of words, logos, and colors. It’s an emotion. Above all, our brand is how our many audiences—prospective, student, parent, faculty, staff, alumni, and community—react when they hear the name “UW–Madison.” What do they think? How do they feel? How do they act?

A good brand is a vehicle for storytelling. UW–Madison consistently ranks among the top public research universities in the nation. We’re fortunate that we don’t need hyperbole or cliché to tell our story. And whether you’ve been on our campus for one day or 100 years (like our friend Abe Lincoln), you know that we have a unique, compelling story to tell—one that sets us apart from our peers.

We’re a large campus with many moving parts, but we are all UW–Madison. University Marketing encourages units and affiliates around campus to leverage the tools in our brand guidelines and reinforce a consistent message to our key audiences.

Let’s tell our story together.
WHEN WE’RE SNOWED IN, WE DON’T GET RESTLESS. WE GET CREATIVE.
**UW–MADISON MISSION STATEMENT**
The mission statement for UW–Madison describes the essence of what guides our work every day:

To create, integrate, transfer, and apply knowledge through innovative programs of research, teaching, and public service.

**UW–MADISON GUIDING PRINCIPLE**
There is a subtext to our mission statement: a principle first articulated in 1905—and admired ever since:

*The Wisconsin Idea.*

The Wisconsin Idea permeates all that we do at this university. It's simple in theory, but powerful in execution. As we learn and explore and discover in classrooms or laboratories or natural areas or libraries and more, we take an important step: we share knowledge with the citizens of Wisconsin and beyond.

And then we take another important step: we become a resource to others, encouraging a give and take of ideas and opinions.

**UW–MADISON VISION**
Guided by the Wisconsin Idea, we can boldly augment our mission by addressing the future. In doing so, we create our vision:

*The University of Wisconsin–Madison will be a model public university in the 21st century, serving as a resource to the public and working to enhance the quality of life in the state, the nation, and the world.*

**BRAND POSITIONING STATEMENT**
Our Brand Positioning Statement helps guide our Brand Rationale and the development of the UW–Madison brand. This is not a tagline; it's an emotional benchmark for how we convey the brand.

*Centered on the Edge.*

UW–Madison is a haven for visionaries who see the world differently. We fearlessly sift and winnow to find today's truths. And we are unabashedly unique.

Situated on a narrow isthmus and seamlessly coalesced with the city, UW–Madison's campus is like no other place on earth. If you've ever watched the sun set over the shores of Lake Mendota or felt the earth shake as more than 80,000 Badger fans “Jump Around” at Camp Randall, you already know what we mean. We provide world-class education, but we're careful about taking ourselves too seriously. We do groundbreaking research, yet we always stay grounded. We're tenacious intellectuals, but we always remain kind and approachable. We're a sizable university, yet we consider ourselves a tight-knit family. These dichotomies define UW–Madison. They allow us to stay centered on the edge of it all.

**BRAND PILLARS**
UW–Madison’s four Brand Pillars are derived from the Brand Positioning Statement and further influence how we convey our brand. These pillars not only form the backbone of UW–Madison; they’re also what make us unique. Every day, UW–Madison students, faculty, and staff embody these values through their teaching, learning, research, and service.

*Fully Charged Engine*

We were founded with a purpose that has driven us since day one. We are dedicated to serving our fellow citizens to the best of our abilities. To this end, we consistently push ourselves forward, never satisfied with our success, and we are always recruiting new and brilliant minds to help make our collective future brighter.

*Citizens of Substance*

We are a community of doers. We attract faculty members who make a difference for the better, and we attract students who seek to improve life for everyone. We passionately believe, by building an environment where people with different identities, cultures, and backgrounds can come together and address today's issues, we can make the world a better place.

*Unparalleled Magnetism*

There’s a vibe in the air here. Some call it “The Madison Miracle,” and we like that phrasing quite a bit. It explains how a cold, low-profile, largely rural midwestern state sustains one of the finest public universities in the nation. Our campus might get cold, but it’s still a hotbed for creative and intellectual activity year-round. We have developed an attitude of inspired goofiness that combines our love of work and play to create a place that is unlike anywhere else. You can’t fully explain it, but once you’ve experienced it for yourself, there’s no mistaking it.

*Mission-Driven Culture*

The Wisconsin Idea is a cornerstone of our philosophy, and it's been guiding us since day one. We believe our success can have an impact on our state, our country, and our world. We believe in discovery for discovery’s sake, and in never being complacent with the status quo. But most of all, we believe that we can make a difference in our world, starting here in Madison.
BRANDING 101

BRAND TONAL WORDS
As we communicate to both internal and external audiences, the Brand Tonal Words help to convey UW–Madison’s Brand Pillars in a powerful, relatable way. Calling upon these words and noting how they relate to UW–Madison is a helpful step as we work together to align key messages.

- **Passionate**
  We’re driven by discovery, and are always looking for what’s next rather than being satisfied with what has already been achieved.

- **Approachable**
  We’re never pompous or unnecessarily elevated. We are welcoming and inclusive to all ideas and all people.

- **Unconventional**
  We have been doing things our own way for quite some time. Why stop now? Note, however, that unconventional does not mean unnecessarily frivolous or pointless. Our unconventionality always has a direction and point of view.

- **Catalytic**
  We are driven to make change. That means looking at problems from different angles and welcoming options that differ from our own, all with the aim of making strides toward a better future.

- **Purposeful**
  We are a land-grant university that was founded on a purpose. We do not communicate with fluff or unnecessary language. Our communication is always driven and deliberate.

- **Tenacious**
  We work tirelessly toward our goals, not stopping until we’ve reached them. And when we do finally reach them, we set our sights a little farther down the line. We are always pushing toward the future, because we know that is how we can make it brighter.

- **Grounded**
  Every day, we work within our means and capabilities to achieve tangible success. Similarly, our tone should never sound too lofty or become separate from our concrete successes and goals.

BRAND RATIONALE
The Brand Positioning Statement, Brand Pillars, and Brand Tonal Words all come together to form our Brand Rationale. The Brand Rationale, *Boundless Together*, guides brand development and execution, sets a baseline tone, and becomes the springboard for the expression of the entire brand. Here again, this is not meant to be used in copy or as a tagline; rather, it’s an emotion that resonates throughout our work. Think of it less as a template and more as a litmus test for successful communication.

*Boundless Together.* At UW–Madison, we see the impossible as an exciting dare to do what nobody else can. Because together, we are a catalyst for creation. We can transform a snow-blanketed campus into a hotbed of creativity and passion. Our spirit of adventure has inspired astronauts and space cowboys. And that same spirit turned the Statue of Liberty into the Lady of the Lake. Our feet are firmly planted as we explore our infinite potential. And we see a challenge as our chance to tilt the world on its axis. That’s what drives us forward in the lab, on the field, and one-on-one. And while a little healthy tension helps us defy limits and expectations, when we celebrate what binds us together, we can change the very definition of possible. *We are Boundless Together.*
VOICE AND TONE
Dichotomies define UW–Madison. Because what makes us different is what makes a difference.
When producing marketing and advertising materials for UW–Madison, it’s important to represent the brand in a spirited, yet professional, manner. Conveying a brand goes beyond what we say—it’s also how we say it.

UW–Madison’s tonal words—Passionate, Approachable, Unconventional, Catalytic, Purposeful, Tenacious, and Grounded—serve as a launching pad for the voice and tone of the UW–Madison brand. Think of these words not in terms of a checklist, but of a spectrum you can reference and adjust. Depending on the nature and audience of the piece, there is flexibility to emphasize some tonal elements over others.

For example, when writing for undergraduates or prospective students, the tone and style should be at its most aspirational (Passionate) while maintaining an air of achievability and realism (Approachable, Grounded). When writing for internal or alumni audiences, the tone and style should work toward one unified message (Purposeful), contain an engaging subject (Passionate, Tenacious), and remind the reader what sets UW–Madison apart (Unconventional).

You may also reference the Brand Positioning Statement, Brand Pillars, and Brand Rationale as you aim to write with UW–Madison’s voice and tone.

**SET THE TONE**

The UW–Madison voice is:

- **Passionate**: Bold and prideful, but not pretentious
- **Approachable**: Genuine and authentic, but not self-deprecating
- **Unconventional**: Creative, vivid, and witty, but not unprofessional or inappropriate
- **Catalytic**: Ambitious, forward-thinking, and achieving, but not boastful
- **Purposeful**: Active, concise, and clear; without fluff, jargon, or clichés
- **Tenacious**: Inspiring and engaging, but not hyperbolic
- **Grounded**: Curious, thoughtful, and intellectual, but not preachy or arrogant

**STYLE SPECIFICS**

**Our Name**

First reference (especially for external audiences):

- the University of Wisconsin–Madison (full, official name; note the en dash instead of a hyphen)

Capitalize The only as a formal title in a formal reference or when the phrase stands alone, such as in the headline of a program. Generally, however, lowercase the, especially when it appears within a sentence. (For example: “Some 40,000 students attend the University of Wisconsin–Madison each year.”)

Acceptable second references

- UW–Madison (no the)
- the UW (in a context that is clearly UW–Madison)
- university

**Editorial Style Guide**

The goal of the new UW–Madison Editorial Style Guide is to provide a handy reference for points of style specific to UW–Madison and the Wisconsin Foundation and Alumni Association: to detail items that university communicators use frequently, and to ensure that UW–Madison titles, locations, departments, and the like are used in a consistent manner.

The list of rules included within the style guide is not intended to be a substitute for or re-creation of the rules of usage and spelling found in the preferred references for campus use, which should still be the primary style guides:

- the Chicago Manual of Style, 16th edition (for non-news communications)
- the Associated Press Stylebook, 2014 (for news communications and institutional websites at University Communications, although the Wisconsin Foundation and Alumni Association uses Chicago style for all communications)
- Merriam-Webster Collegiate Dictionary, 11th Edition
- Strunk and White’s The Elements of Style, 4th edition is also recommended

Visit the UW–Madison Editorial Style Guide: editorial-styleguide.ummck.wisc.edu
VOICE AND TONE

WRITING TIPS

Be consistent and professional. Follow AP or Chicago style guidelines for general rules, as well as the UW–Madison Editorial Style Guide for points of style specific to the university.

Make sure your writing is accessible to a wide, external audience; avoid internal jargon, acronyms, and overly technical terminology. Remember that your audience may have diverse backgrounds and interests and varying familiarity with your topics or units.

Establish the audience you’re targeting before you start writing. The narrower the audience, the more precise the messaging can be. Remember that effective messaging will likely be different for faculty and staff compared to, say, prospective students. (For example, a standalone photo of the Terrace may be enough to evoke affinity from alumni, but not necessarily from a prospective student.)

Always think about your audience as you write. What do they need to know? Why should they care? Your audience should guide your every word.

Tirelessly fact-check and avoid hyperbole. If you can’t confirm a statistic or back up a talking point, write around it. Accuracy and authenticity are essential.

Consider UW–Madison’s tonal words and brand voice. Capturing the essence of UW–Madison in a short space can be a considerable task, but referencing the tonal words serves as a good starting point. Read your copy aloud and ask, “Does this sound like the UW–Madison I know?”

Write clearly and concisely and avoid fluff. Read each sentence individually. If it doesn’t convey a core message when it stands alone, consider omitting it.

Use the active voice. (Passive: A world-class education is offered by UW–Madison vs. Active: UW–Madison offers a world-class education.) Strong, active verbs enhance the weight and clarity of your sentences.

Avoid using gerunds (adding an “–ing” to a verb so it functions as a noun), especially in headline copy. Not only do they often make for lazy headlines, but the meaning can be easily misinterpreted.

Craft engaging headlines, but make sure they’re also representative of the subsequent body text. An effective headline immediately breaks through the clutter and compels the audience to read further.

Provide proper context. We know that Terrace chairs are iconic, “Jump Around” is a timeless tradition, and Bascom Hill is a tiring trek, but someone who has never visited campus may not know what those things are or why he or she should care. Words and visuals should complement each other to provide necessary context and evoke positive feelings.


Edit. Spellcheck. Proofread. Repeat. Remember, your materials represent the entire university and a world-class academic institution.
INSTITUTIONAL LOGOS

- Primary Institutional Logo
- Secondary Departmental Logo
- Independent University Brands
- Other University Logos
- Usage, Buffer Zone, Minimum Size/Exceptions
- Readability in Print
- Co-branding and Co-sponsorship
THEY’RE HERE TO MOVE THE EARTH. WE GIVE THEM A PLACE TO STAND.
PRIMARY INSTITUTIONAL LOGO

UW–Madison’s institutional logo, a combination of the enduring “W” crest and “Wisconsin” wordmark, has been core to the university’s visual identity since the late 1980s. The visual inspiration traces back even farther—to 1929, when the crest was first constructed as an architectural element on the Wisconsin Field House. The crest remains a familiar campus icon and a lasting symbol of the UW’s long tradition of prestige and spirit.

Over time, the institutional logo has been refined to better accommodate readability in smaller sizes and on digital screens. To allow greater flexibility, the logo has been designed in vertical and horizontal formats, with reversed options. Full-color, black, red, and white-outline versions of the logo are available for download for print use. Full-color versions of the logo are available for download for web use.

Other versions of the logo—particularly for embroidery and specialty print needs—are available upon request. (When necessary for specialty printing, the tan gradient in the crest can be substituted with Pantone color 468c to create a flat logo.) Please contact University Marketing for other options if the crest versions available don’t fit your specific need. In limited circumstances, such as the need to use the logo in a size that would be too small to read, it is acceptable to use only the “W” crest.

Download logos for print: brand.wisc.edu/print/logos
Download logos for web: brand.wisc.edu/web/logos
SECONDARY DEPARTMENTAL LOGOS (PRINT ONLY)
Campus units may use a secondary logo that incorporates the “W” crest, official fonts and colors, and a specific configuration in keeping with UW–Madison visual identity standards. Units should not attempt to create their own version of the secondary departmental logo or alter the departmental secondary logo in any way (see following pages for usage guidelines). University Marketing will create a secondary logo for your unit free of charge upon request. University Marketing can also help units create specialized secondary logos for a specific purpose (such as an anniversary) that will be used only during a specific timeframe (such as one year). University Marketing advises against using secondary logos on the web. Contact University Marketing if you have questions.

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

INDEPENDENT UNIVERSITY BRANDS
Entities closely affiliated with the university, such as the University of Wisconsin Foundation, are allowed to incorporate key elements of the core brand (such as the “W” crest and official fonts and colors), but are encouraged to do so in a way that establishes a more independent visual identity.

With approval and consultation from University Marketing, certain campus units may use their discretion in creating their own unique brand identity or connecting to the UW–Madison brand in an understated manner (reasons for this may include an equal partnership with multiple universities, a substantial external funding source that must be prominently acknowledged, or a mission that differs significantly from UW–Madison’s core mission).
OTHER UNIVERSITY LOGOS
In addition to the institutional logo, you may see a number of other official UW–Madison logos used around campus. All questions related to UW–Madison’s official logos, with the exception of the “W” crest, should be addressed to the Office of Trademark Licensing (608-265-1152, licensing@athletics.wisc.edu).

The Office of Trademark Licensing is the entity charged with protecting and controlling the use of UW–Madison’s indicia, and ensuring proper quality and appropriateness of products, promotions, and advertising upon which those indicia are used. Licensing of university trademarks promotes and protects the image of UW–Madison.

Campus units must receive approval from the Office of Trademark Licensing prior to use of any trademarked logos (with the exception of the “W” crest). The most common logos—the Motion W, Bucky Badger, and the Numen Lumen—are detailed below. Other examples include the Terrace chair logo and Wisconsin football helmet logo.

Motion W
The Motion W is the official logo for UW athletics and is restricted to such use. It should never appear in nonathletics materials.

Bucky Badger
UW–Madison’s official mascot, Buckingham U. Badger (better known as Bucky Badger), is represented in several logo versions that are most often used for UW Athletics or school-spirit materials. Given the Bucky symbol’s long history and the feelings of goodwill that it conveys, some nonathletic uses are allowed. The official Bucky Badger logos must not be altered in any way, such as introducing different colors or adding clothing items or symbols to customize a logo.

Numen Lumen
UW–Madison’s official seal, the Numen Lumen, is reserved for use on official administrative materials, such as certificates. It should not be introduced on materials for individual campus units.
**INSTITUTIONAL LOGOS**

**USAGE**
Campus units must follow standards that protect the integrity of official UW–Madison logos. Distorting or altering the primary institutional or secondary departmental logos in any way is strictly prohibited. The logos are graphic elements that use official type fonts and colors in specific configuration. Do not adjust the color or substitute type fonts in the logos. The logos may not be reconfigured or combined with elements of other logos. Do not include them within narrative text to replace words or attempt to re-create them in any way.

Official logos should be included on publications, materials, and websites that are developed for university entities. The logos must be used only for official university business and are prohibited from use to promote nonuniversity activities or imply endorsement of a nonuniversity activity or product.

On the web, the institutional logo must always be used in full color (except when the white-outline crest is used in the footer, as in the UW themes and templates).

In limited circumstances in print and on the web, it is acceptable to use only the “W” crest. Please contact University Marketing if you have a question about appropriate use of the “W” crest.

- Don’t adjust or replace fonts
- Don’t distort logo
- Don’t attempt to create secondary logos
- Don’t adjust or replace colors
- The words “University of Wisconsin–Madison” must appear below “Wisconsin”
INSTITUTIONAL LOGOS

BUFFER ZONE
To protect the logo’s integrity and avoid visual distractions, a minimum amount of space must be maintained between the logo and type or other graphic elements in print and on the web (including folds, trims, or edges on a page). For print, this buffer zone must match the width of the “W” crest; this will allow a proportional buffer zone as the size of the logo increases and decreases.

MINIMUM SIZE/EXCEPTIONS
For standard printing, University Marketing recommends that the “W” crest should be no smaller than a height of .5 inch. For specialty items such as pens, University Marketing recommends a minimum height of .375 inch and advises choosing a pen that has a larger image area. Graphic designers may use their discretion in circumstances that cannot accommodate this minimum height.

In limited circumstances when the shape of the UW–Madison logo or standalone “W” crest will not work (e.g., key chains, pencils), it is acceptable to use only the name of the University of Wisconsin–Madison in the official Lato font. (Lato is available for free download as a Google font.)
READABILITY IN PRINT
When placing the logo over a background color or a photograph, make certain that the background is light enough to allow the logo to be legible. Do not add a drop shadow or outer glow in an attempt to make the logo more visible on an unsuitable background. To allow greater flexibility, the logo is also available with the text lines reversed out to white. When reversing out the logo on a background color, make certain that it is legible.
CO-BRANDING/CO-SPONSORSHIP
To protect the strength of the brand and prevent visual clutter, official UW logos should never appear together. In the event of co-branding, co-sponsorships, or partnerships, see below for suggested treatments.
University Marketing recommends writing out the names of UW units in the official Lato font, but other sans serif fonts that are similar to Lato are acceptable.

UW–Madison units—equal sponsors/partners
When multiple UW units are equal sponsors or partners, use the primary institutional logo. To the right of the logo, list the names of the sponsoring/partnering units in alphabetical order. The size of the font should be similar to that of the “University of Wisconsin–Madison” text within the logo.

UW–Madison units—primary sponsor/partner
If there is a primary UW sponsor/partner, use its official secondary departmental logo. To the right of the logo, list the names of the other sponsoring/partnering UW units in alphabetical order. The size of the font should be similar to that of the “University of Wisconsin–Madison” text within the logo.

External partners/sponsors
If a UW unit is partnering or co-sponsoring with outside companies, organizations, or institutions, it is acceptable to use both the unit’s official secondary departmental logo and the external entity’s logo. However, the UW–Madison logo must always be at least the same size and at least as prominent as the external entity’s logo. Make sure there is ample space between the logos; it must always be clear that they are two separate logos.
Avoid using multiple UW logos together by listing out the UW affiliated units under the primary UW logo. Either the horizontal or vertical logo can be used.

**Tiered Sponsorship**

There are three approved approaches to multilayered branding.

Option 1 (preferred): List all sponsors in text; don’t include any logos.

Option 2: Display logos for gold or premium sponsors only and list other sponsors in text. This will vary depending on specific sponsorship guidelines and agreements.

Option 3: Use full logo for each department. The UW logo should be proportionate to equal-level sponsors.
INSTITUTIONAL LOGOS

THANK YOU SPONSORS

GOLD

Wisconsin Union
Wisconsin Institute for Discovery

SILVER

University of Wisconsin–Madison
• Campus and Visitor Relations
• International Division

BRONZE

Discovery to Product
UW Extension

THANK YOU SPONSORS

GOLD

Wisconsin Institute for Discovery
Wisconsin Union
Experiences for a Lifetime

SILVER

University of Wisconsin–Madison
• Campus and Visitor Relations
• International Division

BRONZE

Discovery to Product
UW Extension

THANK YOU SPONSORS

GOLD

Wisconsin Institute for Discovery
Wisconsin Union
Experiences for a Lifetime

SILVER

University of Wisconsin–Madison
• Campus and Visitor Relations
• International Division

BRONZE

Discovery to Product
UW Extension

Option 1

Option 2

Option 3
PRINT GUIDELINES

Colors
Typography
Graphic Elements/Textures
Business Cards and Branded Stationery
MANY VIEWPOINTS

SHARED

FOCUS
PRINT GUIDELINES

PRIMARY COLORS
Color use is one of the most effective ways to make an immediate connection to UW–Madison. The official university colors are Badger (also referred to as cardinal) red and white. Below are the breakdowns in print:

**Badger/cardinal red**
CMYK breakdown: 3, 100, 66, 12
Closest Pantone spot color: PMS 200

**White**
CMYK breakdown: 0, 0, 0, 0

SECONDARY COLOR PALETTE
University Marketing recommends several secondary colors—shades of gray and darker red—that complement UW–Madison’s official colors. These colors work well as backgrounds, tint boxes, and other subtle design elements in print. Each color is displayed with its CMYK breakdown.

ACCENT COLOR PALETTE
When greater color variation is desired, University Marketing recommends several accent colors for subtle design elements. These should neither be used in place of the primary colors nor be the dominant colors on printed materials. Each color is displayed with its CMYK breakdown.

*Download the UW print color palette for Adobe applications: brand.wisc.edu/print/colors*
PRINT GUIDELINES

TYPOGRAPHY
In addition to logos and colors, typography plays an important role in identifying materials that represent the UW–Madison brand.

The word “Wisconsin” in the primary institutional logo is reproduced using Friz Quadrata, which has become a recognizable, nostalgic font on campus over the years. University Marketing does not recommend the typeface for other uses, such as surrounding text.

The sans serif Lato font is used within the primary institutional and secondary departmental logos, as well as on stationery items.

Two fonts, Verlag and Vitesse, have been selected to distinguish and accentuate the UW–Madison brand, particularly for prospective and student audiences. Recommended uses for the fonts are detailed below.

University Marketing holds a limited number of print licenses for the Verlag font and has made them available to campus external relations and communications units free of charge. (University Marketing also provides and hosts the Verlag and Vitesse web fonts to campus units free of charge.) Lato is available for free download as a Google font. Verlag and Vitesse print fonts may be purchased at typography.com; other fonts may be purchased from Adobe.com or any vendor offering Adobe fonts.

OFFICIAL FONTS
Verlag: Recommended uses: headlines, graphic elements, marketing/short copy. (Lato can be used as a free alternative for Verlag.)
Vitesse: Recommended uses: headlines, numbers, graphic elements, block quotes. (Roboto Slab can be used as a free alternative for Vitesse.)
Lato: Used within the primary institutional and secondary departmental logos, as well as on stationery items.
Friz Quadrata: Used for the word “Wisconsin” within the primary institutional logo; not recommended for other uses.

RECOMMENDED BODY FONTS
Serif fonts: Georgia, Times New Roman, Garamond
Sans serif fonts: Helvetica, Avenir, Arial

Verlag Extra Light
Verlag Extra Light Italic
Verlag Light
Verlag Light Italic
Verlag Book
Verlag Book Italic
Verlag Bold
Verlag Bold Italic
Verlag Black
Verlag Black Italic

0123456789!@#$%&?
PRINT GUIDELINES

Vitesse Thin
Vitesse Thin Italic
Vitesse Light
Vitesse Light Italic
Vitesse Book
Vitesse Book Italic
Vitesse Medium
Vitesse Medium Italic
Vitesse Bold
Vitesse Bold Italic
Vitesse Black
Vitesse Black Italic

Vitesse Medium

Lato Hairline
Lato Hairline Italic
Lato Thin
Lato Thin Italic
Lato Light
Lato Light Italic
Lato Regular
Lato Regular
Lato Medium
Lato Medium Italic
Lato Semibold
Lato Semibold Italic
Lato Bold
Lato Bold Italic
Lato Heavy
Lato Heavy Italic
Lato Black
Lato Black Italic

Lato Medium
PRINT GUIDELINES

GRAPHIC ELEMENTS/TEXTURES
University Marketing offers several graphic elements that embody the UW–Madison brand and provide a sense of fun and vibrancy to marketing materials.

These elements are to be used separately, sparingly, lightly, and for distinct audiences, primarily prospective and current students. Remember: less is often more. Keep in mind the message of the piece and its legibility when considering these elements. The graphic elements are available upon request and approval from University Marketing.

Mini Bar
This element offers an easy, clean, repeatable way to visually separate sections of copy or design.

Wave
Evoking the fluttering of a flag and the movement of Madison’s lakes, this pattern is ideal for enhancing borders.

Circle
This distinct and versatile element is ideal for accents and callouts.

Geometric Pattern
Comprising many textural components, and with several variations, this element serves as a captivating background.

Download the UW brand elements for print: brand.wisc.edu/print/elementstextures
PRINT GUIDELINES

CIRCLE

GEOMETRIC PATTERN

INSIDE TEXT
BUSINESS CARDS AND BRANDED STATIONERY

Using UW–Madison stationery—such as letterheads, name badges, envelopes, certificates, and business cards—is one of the most effective ways to convey official university business. Both a level of formality and visual consistency are achieved by using approved logos, typefaces, colors, and paper stock.

Faculty and staff members may order components of the stationery system provided that they will be used to conduct official university business.

Visual guidelines for printing business cards are available at umark.wisc.edu/branded-merchandise.

Business cards
uwdoitprintingstore.org (faculty and staff/high-volume orders), stuprint.org/services (students/low-volume orders)

Letterheads and envelopes
uwdoitprintingstore.org

Certificates
umark.wisc.edu/branded-merchandise

Name badges
umark.wisc.edu/branded-merchandise

Notecards
umark.wisc.edu/branded-merchandise

Letterhead template (for free download: brand.wisc.edu/print/letterhead-templates)
PRINT GUIDELINES

Office of the Dean, College or School
0000 Building 0000 Street or Drive Madison, WI 00000-0000 000-000-0000 Fax: 000-000-0000 email.wisc.edu
Extra line can go here
WEB GUIDELINES

Colors
Typography
WordPress Themes
HTML Templates
Minimum Standards
Google Forms
Favicon
### Official Colors

Color use is one of the most effective ways to make an immediate connection to UW–Madison. The official university colors are Badger (also referred to as Cardinal) red and white. Colors used in UW–Madison’s web themes and templates are displayed with their hex codes.

*Download the UW web color palette for Adobe applications: brand.wisc.edu/web/colors*

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>#c5050c</td>
<td>UW–Madison’s primary color. Used for design elements, navigation bars, non-linked headers, and backgrounds. Not used for links.</td>
</tr>
<tr>
<td>#9b0000</td>
<td>Accent color. Used in alternating boxes component.</td>
</tr>
<tr>
<td>#f7f7f7</td>
<td>Background color.</td>
</tr>
<tr>
<td>#dadfe1</td>
<td>Background and accent color.</td>
</tr>
<tr>
<td>#646569</td>
<td>Design element background color and accent color.</td>
</tr>
<tr>
<td>#28272b</td>
<td>Design element background color, accent color, and footer background color. Often used in place of black.</td>
</tr>
<tr>
<td>#494949</td>
<td>Used for standard text on a white background.</td>
</tr>
<tr>
<td>#0479a8</td>
<td>Used for links in standard text on a white background.</td>
</tr>
<tr>
<td>#adadad</td>
<td>Used for footer text.</td>
</tr>
<tr>
<td>#f9f9f9</td>
<td>Used for links in footer text.</td>
</tr>
</tbody>
</table>
**TYPOGRAPHY**
In addition to logos and colors, typography plays an important role in identifying materials that represent the UW–Madison brand.

The word “Wisconsin” in the institutional logo is reproduced using Friz Quadrata. University Marketing does not recommend the typeface for other uses.

Two fonts, Verlag and Vitesse, have been selected to distinguish and accentuate the UW–Madison brand, particularly for prospective and student audiences. See the recommended uses for these fonts. University Marketing provides and hosts the Verlag and Vitesse web fonts for campus units free of charge. Campus units may purchase other fonts from Adobe online at adobe.com/type or any vendor offering Adobe fonts.

**Usage**
Only UW employees with NetIDs are allowed to download the official UW–Madison web font files.

The font files may be hosted only on websites with *.wisc.edu domains. (The fonts can also be used within UW–Madison web development environments.)

**Download**
Visit brand.wisc.edu/web/typography and fill out the submission form on the bottom of the page. Then, unzip the file that downloads after submitting the form. Inside the zip archive are two files: a .css file and a .css.gz file. You’ll use the .css file in your website. (The gzipped .gz file is optional and requires additional web server configuration to use it.)

The fonts are data-URI encoded within the CSS file. Link the CSS file as you would any other CSS file on your site. Use Verlag or Vitesse for your font-family declaration. Verlag comes in three font weights: 400, 700, and 800; specify these values using font-weight in your CSS. The 400 and 700 weights are also available as native italic. Use italic by setting font-style to italic. Vitesse comes in only the 400 weight. (You can set it to bold or italic, but these will be faux bold and italic—sufficient for most uses, but the true font variants will not be used.)

*Download the official UW–Madison web font file: brand.wisc.edu/web/typography*

<table>
<thead>
<tr>
<th>FONT</th>
<th>WEIGHT</th>
<th>DESCRIPTION/USAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Verlag Book</td>
<td>400</td>
<td>Standard body font.</td>
</tr>
<tr>
<td>Verlag Book Italic</td>
<td>400</td>
<td>Standard body font, italicized.</td>
</tr>
<tr>
<td>Verlag Bold</td>
<td>700</td>
<td>When title case or sentence case needs to be bold; e.g., news headlines. Typically not used for headers.</td>
</tr>
<tr>
<td>Verlag Bold Italic</td>
<td>700</td>
<td>Same as Verlag Bold above, italicized.</td>
</tr>
<tr>
<td>Verlag Black</td>
<td>800</td>
<td>All caps for headers, often in conjunction with the red mini bar. Verlag Black should not appear in title case or sentence case.</td>
</tr>
<tr>
<td>Vitesse</td>
<td>400</td>
<td>An accent font, to be used sparingly. Possible usages: call-out boxes to highlight statistics, as a unique subhead on a page, and for pull quotes.</td>
</tr>
<tr>
<td>Georgia Family</td>
<td>N/A</td>
<td>A common system font; a good alternative to Verlag Book for long body copy.</td>
</tr>
</tbody>
</table>
WORDPRESS THEMES
Official UW–Madison WordPress web themes are available for download at wordpress.wisc.edu. It’s easier than ever to build and design a website that leverages UW–Madison’s brand and visual identity.

UW Theme Lite
The UW Theme Lite is a simple WordPress theme well-suited for classic blog sites and other sites with simpler content and design requirements. It provides a UW–Madison look and feel, including menus and a standard header and footer.

UW Theme
The UW Theme offers everything the UW Theme Lite does—UW–Madison identity, colors, and type, as well as basic header, menus, and footer—plus the Page Builder for designing rich page layouts with a large variety of content types and components.

Download the official UW–Madison WordPress web themes: wordpress.wisc.edu

HTML TEMPLATES
Official UW–Madison web templates are available for download at brand.wisc.edu/web/templates. They include complete HTML, CSS, Javascript, fonts, and images needed to design web pages that adopt the basic elements and layouts of the UW–Madison design system.

Home page
Includes a hero image, row of featured content, a stylized pull quote, and body copy.

Classic content with right sidebar
Includes a main content area with a right sidebar menu that can also include other sidebar boxes.

Classic content with left sidebar
Same as the content with right sidebar, with a single CSS class added to switch the visual order of the main and sidebar containers.

Download the official UW–Madison HTML web templates: brand.wisc.edu/web/templates
WEB GUIDELINES

MINIMUM STANDARDS
Any website that falls within the UW–Madison brand hierarchy must meet certain minimum style standards by including:

- The words “University of Wisconsin–Madison” linked to http://www.wisc.edu/ in the top banner area.
- The UW–Madison logo linked to http://www.wisc.edu/ in the footer area.
- A link to the school, college, or division in which a unit resides, if applicable.
- The following standard footer information:
  - The email address of the person responsible for maintaining the page or responding to user feedback: “Feedback, questions, or accessibility issues: name@wisc.edu”
  - Copyright statement: “© [current year] The Board of Regents of the University of Wisconsin System”

GOOGLE FORMS
Banners designed for creating customized UW-themed Google Forms are available for download. The two versions, light and dark, both use the “W” crest and UW web colors. Instructions for use are available on the brand website.

Download Google Forms banner images: brand.wisc.edu/web/google-forms

FAVICON
Favicons are a useful branding and identification tool for websites. They appear in both a browser tab and in bookmarked lists and can provide instant recognition of a website’s identity. University Marketing has created a specific UW favicon for all websites.

Download the favicon: brand.wisc.edu/web/favicon
MULTIMEDIA RESOURCES

Photography
Videography
PowerPoint
Social Media
Email Banners
WE GROW BIG IDEAS
PHOTOGRAPHY

Photography is critical for capturing the spirit of the UW–Madison brand and the energetic vibe of campus. Without high-quality photography, even the most engaging text and designs risk falling flat. Words and visuals should work together to tell the UW’s story.

For prospective audiences, photography is a high-impact opportunity to introduce the Wisconsin experience—complete with iconic buildings, stunning natural areas, diverse campus activities, engaged learning, and a bustling campus. For audiences already familiar with the UW, photography is an opportunity to evoke an immediate sense of affinity and nostalgia.

University Communications photographers shoot and curate thousands of campus images each year—with both timely editorial and lasting promotional uses in mind. More than 17,000 high-resolution photos, with caption context and credits, are available to campus units for download on the official UW–Madison Photo Library.

UW–Madison Photo Library: go.wisc.edu/photos

Photo guidelines: go.wisc.edu/photo-guidelines

Other campus photo collections

College of Agricultural & Life Sciences
flickr.com/photos/uwmadisoncals

College of Letters & Science
flickr.com/photos/uwmadisonls

University Housing
media.housing.wisc.edu

Wisconsin Historical Society
wiscsinhistory.org

UW Athletics
uwbadgers.com/galleries

UW Digital Collections
uwdc.library.wisc.edu/collections/uw/uwmadison
VIDEOGRAPHY

Using UW–Madison’s visual identity in video is an effective way to leverage your unit’s connection to the power of the UW–Madison brand.

Several video assets, including full-screen logo files and a lower-third graphic, are available for download. Each asset is a layered Photoshop file containing outlined versions of the UW logo (and its variations). The editable lower-third graphic can be used to easily identify an individual’s name and title or a location on campus.

Contact University Communications for more information about using these files.

Download UW–Madison video assets: brand.wisc.edu/multimedia/videography

Video guidelines: go.wisc.edu/video-guidelines

Video footage

University Communications maintains a limited selection of video footage of campus locations and events that may be used by UW–Madison units for noncommercial video pieces related to the university. For assistance in accessing this footage or to discuss video projects in general, please contact University Communications.
POWERPOINT
Branded PowerPoint templates are available for use by UW–Madison faculty, staff, and students. They incorporate elements that are key to the university’s brand and are customizable to your content. Instructions for use are available on the brand website.

University facts PowerPoint
A content-rich, introductory PowerPoint—with UW–Madison facts, figures, rankings, and images—is also available for download.

Download UW–Madison PowerPoint templates: brand.wisc.edu/multimedia/presentations
SOCIAL MEDIA

Social media platforms provide a tremendous opportunity to promote the UW–Madison brand. Never before has there been such an immediate (and public) way for the university to reach key audiences and for stakeholders to access the university.

As such, university social media accounts pose many unique benefits and challenges. As with other forms of communication, content is the key. Keeping your accounts both engaging and professional requires significant time and dedication. Review the Brand Voice and Tone section for tips on how to represent the UW–Madison brand on your social media platforms. Before creating new accounts, be sure to identify your audience and establish a strategic content plan.

For questions and consultation about using social media, contact University Communications.

Join the conversation
Consider using the following UW–Madison hashtags on your campus unit’s social media profiles. Hashtags allow users to tag, filter, and engage with distinct content on Facebook and Twitter.

- General: #UWMadison
- Athletics/Spirit: #Badgers, #OnWisconsin
- Prospective students: #FutureBadgers
- Alumni/Commencement: #UWGrad

Get the look
Standardized UW–Madison social media icons are available to campus units free of charge. Contact University Marketing to request an icon.
EMAIL BANNERS
Make the UW–Madison connection obvious with words and colors.
Keep it simple, and use alt tags on all images.
Contact University Marketing to request a branded email banner.

View more email banner samples online at brand.wisc.edu/multimedia/email-banners
CONTACT US

University Marketing: brand@umark.wisc.edu
Brand Resources: brand.wisc.edu/resources