2014–15 HANDBOOK

UNIVERSITY OF WISCONSIN PLATTEVILLE
UNIVERSITY INFORMATION AND COMMUNICATIONS

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Visit us at www.uwplatt.edu/uic

Check out our Visual Identity System at www.uwplatt.edu/files/uic/VisualIdSystem.pdf
Pioneer Printing

General Information

Pioneer Printing is a service center provided by UW-Platteville to serve faculty, staff, and students.

Pioneer Printing is set up under state law as a Class C Duplicating Center. The State Bureau of Procurement Printing in Madison makes the rules and interprets the laws under which it is operated.

Please feel free to call or stop in for assistance with any printing questions. Pioneer Printing is located in the lower level of Brigham Hall and is open from 7:45 a.m. to 4:15 p.m. during the school year and from 7:30 a.m. to 4 p.m. during the summer.

EQUIPMENT

1. Xerox D125 Digital Press
2. Aficio MP 5002
3. Xerox 700i Digital Color Press
4. Espson TSeries 36” large format printer
5. Booklet maker
6. Pitney Bowes automatic folder
7. Martin Yale automatic folder
8. Hydraulic 3-hole drill punch (up to 2” thickness)
9. Semiautomatic paper cutter
10. Pitney Bowes folder inserter
11. Pitney Bowes barcode printer
12. Challenge paddy wagon (glue machine)
13. Comb Binding/Spiral Binding Machine
14. Shredder
15. Pitney Bowes W350 TABBER
16. Laminator
PREPARATION OF ORIGINAL COPY
1. Originals must be ready to print when received by Pioneer Printing. Assistance with design may be requested through the Office of Publications (608.342.1197). Electronic files work best. PDFs are preferred.

2. The ordering department is responsible for its own proofreading.

3. No duplicating will be completed without an established chargeback method.

4. No black-and-white originals will be accepted for printing that contain dark images on more than one-fourth of the page.

5. Originals should have at least one-half inch margins.

6. Remove all staples from originals.

LEAD TIME
Printing requests are scheduled on a date due and first-come, first-served basis. Some orders take longer than others to complete. The beginning and end of each semester are peak periods. If priorities are necessary during this time, classroom materials, staff memorandums, and extracurricular work will be done in that order. Exams have top priority.

While-you-wait service is usually available for one to two pages of 100 or less copies.

DELIVERY DATE
When completing a printing request form, please give an accurate date needed on the form. Do not use A.S.A.P. as a date needed. Projects with no date needed will be done after orders which are dated. If a project is needed at a specific time of day, please put that time on the request.

CARD STOCK AND POSTCARDS
Postcards are printed on card stock two or four per sheet and cut. Due to United States Postal Service regulations, red and orange are not acceptable paper colors for use as postcards.

PHOTOCOPIES USED AS ORIGINALS
Contents of originals shall not be more than 25 percent black. For best quality, avoid using boxes and line borders near the edges. Originals must be a minimum size of 8 ½” x 11”. Cleanup of originals can be made by the printing staff at your request.

PAGE NUMBERING
Multiple page originals and books must have a numbering system on either page fronts or backs. Sequence sheets are available from Pioneer Printing and on the Pioneer Printing and Postal Services webpage to help you with large projects.
UNIVERSITY ORIENTED WORK
Any person, office, department, college, or recognized university group may use Pioneer Printing. Other government agencies may use the services provided if:

1. The work is official.
2. The work done by UW-Platteville is supplemental.
3. The work does not interfere with the normal production of UW-Platteville work.

In no case may Pioneer Printing facilities and equipment be used to produce material in support of political candidates, parties or groups, or to further a particular issue, idea, philosophy, political doctrine, etc. Announcements of programs, lectures, debates, seminars, workshops, or programs which are sponsored by a recognized university group may be produced, provided that message is limited to program factors.

PRINTING FOR STUDENTS AND SCHOOL ORGANIZATIONS
Recognized school organizations are welcome to use the services of Pioneer Printing. Their work must be limited to their approved activities. If there is ever a question about any specific job requested, Pioneer Printing may seek the approval of the organization’s advisor or the assistant vice chancellor for Student Affairs.

PERSONAL WORK
Pioneer Printing offers printing for personal use for students, faculty, and staff to help the university community. Please contact them for pricing.

COPYRIGHT
You must use content, photography, and artwork generated by UW-Platteville. If you are not the author, you must have the copyright release and provide it upon request.

HOW TO ORDER
The hard copy request form that can be obtained from Pioneer Printing or the online form can be found at www.uwplatt.edu/uic/pioneer-printing-and-postal-services. Complete all areas of the form except for office use only area. Be sure that the correct account code assigned to your department is filled in, date needed is accurate, and all other pertinent information is completed. Each printed page is counted as an original. Two sheets printed on both sides equals four originals. When sending printing requests through campus mail, protect them by an envelope, cardboard, or covering and do not fold or staple.
Black Ink Printing | Xerox D125 Digital Press
The Xerox D-125 Digital Press is available for black ink printing. Below is a listing of ways to submit files.

• Hard copy originals can be scanned and printed
• Documents can be submitted electronically
• Documents can be submitted on a CD, DVD, or jump drive
• Electronic files and scanned originals can be combined into one document
• Signature booklets on 17” paper can be printed from your 8.5” x 11” originals (hard copy or electronic file)

Black Ink Printing Requests
Submit requests for printing by completing the hard copy request form or by submitting requests using the electronic printing request form. Visit the Pioneer Printing and Postal Services webpage at www.uwplatt.edu/uic/pioneer-printing-and-postal-services.

Originals may be submitted as hard copy to be scanned or as an electronic file. Pioneer Printing strongly recommends that electronic files (originals) be submitted in PDF format. Files submitted in other formats can and will be printed, but Pioneer Printing will not be responsible for text that shifts or fonts and graphics that change.

Full Color Printing | Xerox 700i Digital Color Press
The Xerox 700i Digital Color Press is available for your full color printing. Full color printing will be completed on a better quality white paper. Copy weight paper and cover stock weight paper are available in 8.5” x 11”, 9”x12”, 11” x 17”, and 12”x18” sizes.

Full Color Printing Requests
Submit requests for color printing by completing the hard copy request form or by submitting requests by using the electronic duplicating request form. Visit the Pioneer Printing and Postal Services webpage at www.uwplatt.edu/uic/pioneer-printing-and-postal-services.

Originals may be submitted as hard copy to be scanned or as an electronic file (PDF format).

Large Format Printing | Epson TSeries Printer
The Epson TSeries large format printer is available for documents larger than 12”x18”. Paper weights include the standard coated bond, satin finish, and vinyl. The maximum width of the printer is 36”. A high resolution PDF file must be submitted.

Large Format Printing Requests
Submit requests by completing the hard copy request form or by submitting requests by using the electronic request form. See the form on the Pioneer Printing and Postal Services webpage at www.uwplatt.edu/uic/pioneer-printing-and-postal-services.
Electronic Printing Request Form

Submitting the electronic Printing Request Form
The PRINTING REQUEST FORM is at www.uwplatt.edu/uic/pioneer-printing-and-postal-services. Click on the Printing Request Form link. An electronic request form may be completed to request printing that is to be done on either the 700i Digital Color Press or the D125 Digital Press.

To request printing, complete the top information on the form. If more information is to be submitted than can fit easily into the fields, use the space at the bottom of the form for special instructions. An example is when there are several file names that are part of the request.

To request full color copies from the 700i Digital Color Press, complete the box labeled Color Duplicating. The copies from the color copier are always on white paper purchased for the color copier, but you must mark the appropriate box on all three lines:

- Color copies: click to request color copies from the color copier
- Paper Size: click to choose the size of your color copies
- Paper Weight: click copy paper or cover stock

To request black ink copies from the D125 Digital Press, complete the box labeled Black Duplicating. Select the desired paper from the three columns noting that column one is copy weight 8.5” x 11” paper, column two is copy weight 11” x 17” paper, and column three is cover stock weight 8.5” x 11” paper. You may select more than one kind of paper, but please explain how you want the printing to be done in Special Instructions below.

Proceed to the finishing and folding options and special instructions. Complete as needed. Full color copies and black ink copies may be requested on the same request form, but please explain in special instructions. A project file name must be included that matches the file name of the print job that is submitted to the duplicating drop box. Complete the form and click submit.

To request large format copies, navigate to the form at www.uwplatt.edu/uic/pioneer-printing-and-postal-services and click on the plotter printing request form. Complete the top information, select the type and size of paper you would like as well as quantity and description of the file. A project file name must be included that matches the file name of the print job that is submitted to the drop box.

Hard copy request forms are available in the Print Center.
Electronic Document Files

Almost done
Please make sure you copy the file into the Pioneer Printing dropbox on the UW-Platteville network.

How to access drop box on campus
If you are logged into the UW-Platteville network on campus, please browse to:
•  S:\DropBox\Group\Duplicating
•  OR you can navigate to it by visiting: Shared1 > DropBox > Group > Duplicating

Copy your file into the correct folder (BW_Duplicating or Color_Duplicating).

How to access drop box off campus
If you are off campus, please authenticate to: UW-Platteville Online Storage.
•  Click on: Netstorage
•  > DriveS@Shared1
•  > DropBox
•  > Group
•  > Duplicating
•  Then choose the correct folder to copy your file into: BW_Duplicating or Color_Duplicating.

Just underneath the title: Location: /NetStorage/DriveS@SHARED1/DropBox/Group/Duplicating: Click on File then Upload

Browse to the file on your computer and upload the file.

Note: You must log into the UW-Platteville network in order to use the dropbox.

SPECIAL NOTE: Students DO NOT have access to the drop box.
EXAMPLES OF SOME BINDERY OPERATIONS

STAPLING
1. Staple Upper Left: Will be used unless otherwise specified.

2. Landscape Stitch: Used for copies printed landscape on the page.

3. 2 Staples Left Side: Used for books.

4. Booklet Stitch: Used for booklets with four or more pages printed on each sheet and then folded (booklet).

FOLDING
1. Due to the limitations of our folding equipment, all printed material is confined to parallel folds.

SINGLE FOLD

Half Fold

MULTIPLE FOLDS

Letter Fold

Accordion Fold

Double Parallel Fold
Postal Services

ABOUT THE U.S. POSTAL SERVICE
The U.S. Postal Service processes mail by automated equipment. It collects, processes, and delivers more than 550 million pieces of mail per day nationwide. Most of the time mail pieces are not seen by human eyes until the carrier is delivering them to the residence or business. This is why addressing is so important. If the mail piece is not addressed properly, it will be delayed. Getting mail delivered on time is the primary goal of the postal service. You may help by preparing accurate and complete addresses in ALL UPPER CASE LETTERS.

ONLY OFFICIALLY APPROVED UNIVERSITY ENVELOPES WILL BE PROCESSED THROUGH THE UNIVERSITY POSTAGE METER. THE CURRENT OFFICIAL ENVELOPE DESIGN IS BELOW: (Sample shows barcode placement for departments wanting to include barcode printing on custom envelopes. Account codes should not be printed on envelopes.)

All outgoing university mail must have a complete university return address including the department name and a barcode label for postage. DO NOT place barcode label in stamp area. It must be attached below return address.

NOT LIKE THIS
Alumni Services
Ullsvik Hall
UW-Platteville
Platteville WI 53818

DO LIKE THIS
Office of Publications
UW-Platteville
1 University Plaza
Platteville WI 53818
DUAL ADDRESSING
Dual addressing is when a piece of mail has two delivery points in the address block. This type of addressing is not recommended. If you need to use a dual address, keep in mind the mail piece will be delivered to the delivery point on the line above the city, state and ZIP Code.

*Using the correct address format will help get your letter to its destination.* Many firms have both a street address and a post office box. If you desire, you may use both in an address. However, the mail will always be delivered to the address immediately above the city, state, and ZIP Code line.

Example:

Mail will be delivered here-------------------
GRAND PRODUCTS INC
100 MAJOR ST
PO BOX 200
PORTLAND OR 97264-0200

Mail will be delivered here-------------------
GRAND PRODUCTS INC
PO BOX 200
100 MAJOR ST
PORTLAND OR 97214-1234

If you include a ZIP+4 code be certain it is correct for the delivery address.

DO NOT PRINT ANYTHING BELOW THE ZIP CODE LINE.

The non-address data line may include information such as a department, ORG code, or internal department information.

*Preferred spacing for address block.* There should not be less than 1 full character space and not more than 5 full character spaces between city, state and ZIP Code. We prefer 2 spaces between city and state and 2 spaces between state and ZIP Code.

<table>
<thead>
<tr>
<th>AUTOMATION INC.</th>
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<tbody>
<tr>
<td>WORLD TRADE CENTER</td>
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<tr>
<td>30 E 7TH ST</td>
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<tr>
<td>ST PAUL MN 55101-4901</td>
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</table>
POSTAL SIZE STANDARDIZATION
LETTERS: Letter size mail consists of those pieces with the following dimensions:

MINIMUM 3 ½” x 5”
MAXIMUM 6” x 11 ½”

First Class mail pieces weighing 1 oz. or less will be subject to a surcharge if:

1. They exceed 6” x 11 ½”
2. The length to height ratio doesn’t fall between 1.3:1 and 2.5:1 inclusive
3. Letter envelope thickness exceeds ¼”

POST CARDS: Post cards must have a thickness of at least .009”.

Minimum size for postcard rate is 3 ½” x 5”
Maximum size for postcard rate is 4 ¼” x 6”
For cards larger than regulation size, First Class letter rates will be charged.

CLASSES OF MAIL (First Class only)
Express Media Mail
First Class Library Mail
Priority Parcel Post
International Global Priority

Mail is sent the most economical way possible unless otherwise specified. If heavier mail pieces
MUST go first class, please indicate so on the mail piece. You may purchase a First Class stamp to use
on your mail pieces.

NON-MAILABLE CONTENT AND SIZES
It is the mailer’s responsibility to check the Postal Service Mailing Requirements to determine if an
item is mailable. There are sub-standard non-mailable sizes and prohibited items (i.e., matches, etc.).

Some items are non-mailable in a correspondence or letter density envelope. These include:

Desk Calendars Keys Pins, Binder Clips
Magnets Coins Rings
Ink Pens Chains Jewelry
Key Chains Pencils Candy
Audio Cassettes Diskettes CD’S

These items will damage UW-Platteville and U.S. Postal Service mail processing equipment and the
item. Postal Services can no longer meter them. These mail pieces will be returned to the sender.

The above items MUST be placed in a padded bag.
Check with Central Stores for padded envelopes and special mailers.
INCOMING MAIL – CAMPUS MAIL
Incoming mail and campus mail are sorted and delivered from Postal Services in Brigham Hall. Daily mail is delivered and picked up once per day.

Mail is sorted by department for delivery on campus. In order to have mail delivered internally, it must have the person’s NAME and DEPARTMENT. Do not use room numbers or organization names (i.e. Faculty Senate). Do not use initials for department names or organizations.

JANE WARE
PIONEER PRINTING AND POSTAL SERVICES
BRIGHAM HALL

OUTGOING MAIL REGULATIONS
1. Rubber band all mail.

2. All items shall be prepared for mailing before delivery to Postal Services. Do not use staples in outgoing mail.

3. All mail pieces must have a barcode label to process your mail. Use on top piece of mail in bundles. Remember—the account code and barcode must match. Do not place a barcode label on each piece of mail. PLACE BARCODE LABEL UNDER RETURN ADDRESS.

4. All outgoing mail must be separated into groups according to destination. Sort as: DOMESTIC, INTERNATIONAL and STAMPED. Foreign mail must have country name spelled out in upper case letters as the last line of the address. The bottom 2 ¾” of letter envelopes shall be kept free of any print except address.

5. All mail shall be left open for class determination. This does not create extra work for us as the stamping and sealing is done as one operation. Exceptions are allowed for confidential matter or bulky enclosures. Always use your department name on all mail pieces. There is no need to seal.

6. Due to U.S. Postal Service automation, folded single pieces of copy paper without envelopes as mail pieces will not be accepted.

7. There is also a limit to the number of sheets acceptable for a #10 envelope. Any more than four sheets increases the postage cost. Five sheets is the maximum without an additional surcharge.

8. If it is necessary to send Bulk Standard Mail as single pieces, please cover the bulk mail permit with a blank label so the mail pieces can be metered or it will be returned.

9. UW-Platteville is self-insured. Insurance is $500 deductible. No outgoing mail will be insured. Items to be insured may be sent by UPS.

10. Urgent mail pieces may be sent by Express Mail through Postal Services. UPS Second Day Air, UPS First Day Air and Federal Express are also available at Central Receiving. If it’s not an emergency to receive a package using Fed Ex or UPS overnight service, using second day or ground service will save money. Make sure to include your name and department on your mailing address when filling out the paperwork.
11. Stamps may be purchased at Postal Services as single stamps, books or rolls. Cash and checks are accepted or departments may use an account code for chargeback.

12. Outgoing personal mail is handled by Postal Services as a convenience and service to faculty and staff. If you have a piece of personal mail that is 12 oz. or larger, you must take it to the Platteville Post Office and present it to the window. **Receiving personal mail on campus is discouraged** due to the quantity of incoming university mail the staff must process.

13. When a department forwards previous faculty mail, the First Class mail should be forwarded by leaving the name, lining out the old address, and writing the forwarding address to the right. Additional postage is not required when First Class mail is forwarded in this manner.

14. Outgoing mail shall be at Postal Services no later than 2:45 p.m. to ensure delivery to the Post Office at 3 p.m. Large mailings should be brought to Postal Services early in the day to allow enough time for processing. **Please have certified return receipt and express mail to the Mail Center no later than 2:15 p.m. for processing.**

15. **NO MAIL WILL BE METERED AFTER 3:30 P.M.**

16. UW-Platteville receives undeliverable mail every day. This is mail addressed to UW-Platteville without department name or persons name on it. This mail is opened at Postal Services and forwarded to the appropriate department by Postal Services staff.

17. Mail pieces on colored paper are not suitable for metering.

**INTER-CAMPUS MAIL DISTRIBUTIONS**

1. Distributions of printed information through the campus mail is acceptable from university recognized organizations. The distributions list includes:
   - faculty
   - teaching academic staff
   - non-teaching academic staff
   - classified staff
   - L.T.E.s
   - 1 per department

   An established number of copies for each category is distributed to each department depending on the requested distribution received.

2. In consideration of its responsibilities, UW-Platteville believes that the following practice is unacceptable conduct:

   Use of the university mail system for the purposes which are inconsistent with the mission, policies, regulations, or practices of UW-Platteville.
### STANDARD ADDRESS ABBREVIATIONS

#### TWO-LETTER STATE AND POSSESSION ABBREVIATIONS

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#### DIRECTIONAL ABBREVIATIONS

<table>
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<th>Direction</th>
<th>Abbreviation</th>
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<tbody>
<tr>
<td>North</td>
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<tr>
<td>East</td>
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<td>South</td>
<td>S</td>
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<tr>
<td>West</td>
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#### SECONDARY ADDRESS UNIT INDICATORS

<table>
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<td>Building</td>
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<tr>
<td>Floor</td>
<td>FL</td>
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<tr>
<td>Suite</td>
<td>STE</td>
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<tr>
<td>Room</td>
<td>RM</td>
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<td>Department</td>
<td>DEPT</td>
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<td>Alley</td>
<td>ALY</td>
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<td>Arcade</td>
<td>ARC</td>
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<td>Bayou</td>
<td>BYU</td>
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<td>Corners</td>
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<td>Flats</td>
<td>FLT</td>
</tr>
<tr>
<td>Forest</td>
<td>FRST</td>
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ADDRESS VERIFICATION
EFFECTIVE OCT. 1, 1996, ZIP CODES FOR EACH ADDRESS MUST BE VERIFIED AND CORRECTED TO BE ABLE TO SEND MAIL PIECES AT DISCOUNTED RATES. This requirement is a result of the U.S. Postal Service Classification Reform of 1996.

The following criteria are required:

• E-mail your mailing list to bulkmail@uwplatt.edu
• Please set up your spreadsheet columns with one of the following:
  Title, Full Name, Company, Addr1, Addr2, Unit, City, State, ZIP
  Title, First, Last, Company, Addr1, Addr2, Unit, City, State, ZIP
  Title, Company, Addr1, Addr2, Unit, City, State, ZIP
• Make a column for each heading. If you don’t need the column leave the field blank.

You may use one of the following file formats for mailing lists: ASCII, Excel, .dbf, or .cvs files. We do prefer Excel.

BULK MAIL SERVICES
Where is BULK MAIL SERVICES?
Bulk mail services is located in Pioneer Printing and Postal Services, Room 017 of Brigham Hall. It is there to prepare bulk mailings for all departments at UW-Platteville. At UW-Platteville all mailing addresses will be applied directly to the mail piece and barcoded.

Why use BULK MAIL SERVICES?
The advantage of Standard Mail (bulk mail) is sending quantity mail at discounted postage rates. The requirements are:

• 200 or more pieces of mailable addresses of the same size and weight
• Envelopes must have the 130 permit (non profit) on each mail piece
• Information in the mailing cannot be soliciting for funds
• Mailing list must be Cass certified, done with our software
• When mailing to students or parents please use “The Smith Family” DO NOT put the students’ name on it
• IVORY, WHITE, YELLOW, AND BLUE cover stock has been approved by the Madison Post Office for bar coding. You can have your mail pieces designed in Publications at no cost.
• Mail pieces must be approved by Jane Ware; provide sample for approval

It is an advantage to each department to have one trained person in each department do all the department’s mailings, sending lists, getting correct envelopes, contacting bulkmail person, etc.

Who can use BULK MAIL SERVICES?
Any department or organization at UW-Platteville that has a mailing that meets the requirements for a STANDARD bulk mailing may use bulk mail services. There is currently no charge to the department for processing a bulk mailing as long as it meets the requirements for a bulk mailing. There are charges for inserting, sealing, tabbing, and barcoding.
PLEASE SCHEDULE YOUR BULK MAILINGS EARLY
Bulk Mail Services asks you to schedule your mailings to allow for preparation time. A good time to schedule is when you order the printing for the mailing.

Information needed for bulk mail services from departments scheduling a bulk mailing:

- Send address file to bulkmail@uwplatt.edu as soon as you know you are planning a mailing
  - Department name
  - Account code for postage
  - Name and phone number of person making the request
  - Date to expect the mailing at bulk mail services
  - Date you want the mailing sent
  - Functions you want Postal Services to do (insert, seal, tab)
- Send supplies needed for the bulk mailing to Postal Services
- Must use an official UW-Platteville return address
- A bulkmail form is located on the Pioneer Printing and Postal Services webpage.

Discount rates are based on the number of pieces going to the same ZIP codes and on size and weight of mail pieces, barcodes, or ZIP +4 codes.

YOU MAY ALSO SEND YOUR MAILING LIST FOR FIRST CLASS MAIL. WE CAN SPRAY ON ADDRESSES FOR YOU.

Any questions,

CALL: 608.342.1848
E-MAIL: bulkmail@uwplatt.edu
LOCATION: Lower level of Brigham Hall

For more information on mail or to order mailing supplies, visit www.usps.com.
OUR DIGITAL PRESSES – Color 700i is on the left in the top photo; the bottom photo is the D125 black and white
Office of Publications

ABOUT PUBLICATIONS
The Office of Publications provides free professional design services to the entire UW-Platteville campus community. Our designers can create electronic and traditional print pieces such as business cards, envelopes, forms, HTML e-mails, invitations, programs, posters, flyers, brochures, books, booklets, catalogs, magazines, and presentation materials.

Publications oversees the usage of the UW-Platteville logo and athletic spirit marks. Publications enforces the Visual Identity System to ensure consistent and quality projects. Ultimately, it should help all those who communicate on behalf of UW-Platteville to work more efficiently and effectively.

The state mandates that all off-campus printing projects must go through the Office of Publications.

Location: Lower Level of Brigham Hall

Contact Information: 608.342.1197 | Fax: 608.342.1023 | publications@uwplatt.edu
www.uwplatt.edu/uic/publications

Free services:
Assistance in planning projects
Print estimating for on- and off-campus projects
Creative design work
Desktop layout and production work
Writing
Copy editing/Proofreading
Licensing
Marketing

Getting started:
To start a project, a job request form must be filled out. The form can be found online at www.uwplatt.edu/uic/publications. The job request form cannot be submitted electronically. It can be formatted into a PDF and e-mailed to publications@uwplatt.edu, faxed to 608.342.1023, or sent through campus mail. Another option is to come into Publications and fill out the request form there while discussing your project with a designer.

Text and photos for your project can be sent to publications@uwplatt.edu or placed in the Publications dropbox on the shared drive.

Timeline:
The timeline of a project varies depending on the complexity of the project and Publications’ current job load. Please call Publications if you are looking for a timeline on your specific project. Including printing, on-campus projects on average take one to three weeks, and off-campus projects on average take three to six weeks.

Significant alterations may cause production delay and missed deadlines.
Proofing:
All projects are proofread according to the approved UW-Platteville style guide and AP style. The ordering department is responsible for final approval.

All mail pieces must be approved by Postal Services before completion. This will be handled by Publications.

Visual Identity System:
The Visual Identity System applies to all materials produced by UW-Platteville. In particular, it focuses on printed projects and the use of the logo within them. The Visual Identity System can be found online at www.uwplatt.edu/uic/visual-identity-system.

Logo usage:
When departments are communicating to an external audience, they must always use the entire UW-Platteville logo. When your message is intended for an on-campus only audience, you may choose to use the university seal or wordmark alone. Contact Publications for a list of what projects and documents the logo must go on.

Student clubs and organizations are not allowed to use the UW-Platteville logo or trademarked verbiage. They are allowed to use the athletic spirit marks: Pioneer Pete or pickaxes.

Athletic spirit marks can only be used for recruitment of prospective high school students and by the Athletic Department and Alumni Association.

Disability statement:
The phrase “To request disability accommodations, contact (name of campus faculty, staff, or advisor) at (campus e-mail or campus phone number)” must be included on all registration forms, program announcements, application materials, and marketing pieces advertising services, programs, or events, on or off campus, that are held by a department or group from UW-Platteville.

Verbiage for CLUBS AND ORGANIZATION sponsored events:
To request disability accommodations, contact Jane Doe, advisor, at 608.342.000 or doe@uwplatt.edu. Clubs and organizations need to list their advisor’s name and contact information in their disability statements. A UW-PLATTEVILLE PHONE NUMBER AND E-MAIL ADDRESS MUST BE INCLUDED. The contact for handling accommodation requests should be prepared to address the request immediately to ensure that access is provided in a timely manner.

Copyright:
You must use content, photography, and artwork generated by UW-Platteville. Images and content copied from the Internet cannot be used unless you are the author or have copyright release (which must be provided upon request). Another option is to purchase stock photos.

Purchasing of merchandise:
All merchandise must be purchased through a licensed vendor when using trademarked UW-Platteville logos, verbiage, and athletic spirit marks. Publications handles licensing of vendors and supplying artwork. Please call 608.342.1197 or e-mail blindertdi@uwplatt.edu with questions and a list of licensed vendors.
Office of Public Relations

The Office of Public Relations helps faculty, staff, and students promote their activities and accomplishments. Story ideas include faculty or student awards, service learning projects, classroom innovations, field trips, publishing efforts, and applied learning experiences—just to name a few. The staff writes news and feature stories and distributes them to regional media outlets and publishes them on the UW-Platteville website, and/or promotes them via social media.

Faculty and staff may also call upon the campus photographer and writers to take pictures or write stories in conjunction with school projects. People use photographs and stories to promote their projects in a variety of ways:

- News Releases
- Flyers
- Websites
- Brochures
- Publications
- Posters
- Promotions

CONTACT INFORMATION
The contact for all University Information and Communications services is Paul Erickson, Director, 608.342.1194 or ericksop@uwplatt.edu. For news stories, contact Dan Wackershauser at wackersd@uwplatt.edu, and for web content contact Alison Parkins at parkinsal@uwplatt.edu.

PHOTOGRAPHY
To schedule an appointment, call 608.342.1195 or e-mail mcneill@uwplatt.edu. See the photo gallery at www.uwplatt.edu/photography/gallery/. The photography office is located in the lower level of Brigham Hall.

WEB EVENTS CALENDAR
University Information and Communications oversees the events calendar on the new website. To post items to the calendar, go to www.uwplatt.edu/events. For questions concerning the calendar, contact pr@uwplatt.edu.

PIONEER PETE
Pioneer Pete, the official university mascot, may be requested for athletic, university, nonprofit organization, corporate, and private events. The mascot request form must be filled out and returned to University Information and Communications. It is located at www.uwplatt.edu/uic/pioneer-pete. If you have questions, e-mail pioneerpete@uwplatt.edu.