INTRODUCTION

1.1 Why a New Visual Identity System? 2
1.2 Visual Identity Policy 3
1.3 What is branding, and why is it important? 4
1.4 Why use the university’s logo? 5
1.5 Why should you consider working with UIC? 6
Why a New Visual Identity System?

Since 1866, the University of Wisconsin-Platteville has been providing quality education for southwest Wisconsin and beyond. The university is making a concentrated effort to expand its recruiting and marketing reach. In order to help reach new and existing audiences, as well as increase the visibility and reputation of the university, a clear brand needs to be established and maintained. This brand is one way to bring greater recognition and clarity, as well as aesthetic unity, to the presentation of the university.

The following pages of this visual identify system offer a usage guide to the existing visual components of the university’s brand.

A visual identity is a graphic brand representation comprised of critical components: names, logos, typography and color palettes. An identity system spells out how to present these unified visual components, allowing an individual entity to leverage the value of the respected institution.

This document is not designed to inhibit the expression of unique messaging and personalities specific to individual schools, departments or programs. Rather, it has been created to provide a comprehensive structure for presenting complex, variable information with logic and a visual rationale. Ultimately it should help all those who communicate on behalf of UW-Platteville to work more efficiently and effectively.
Since the power of a strong visual identity can only be realized through consistent application over time, it is the university’s policy that the official logos as described in these pages are the only sanctioned marks for use across the university. No other marks or symbols may be used in conjunction with or to replace the official UW-Platteville visual identity system.

The policy allows for clear communication and a unified voice, rather than confusing audiences with multiple interpretations that can be in conflict. Consistency will provide instant recognition and a way to immediately differentiate a UW-Platteville unit from a similar enterprise at any other university, thereby strengthening the university’s reputation and image.

The university recognizes the need for some units and initiatives within the university to have distinctive graphic expressions for critical marketing purposes. The guidelines in this manual are intended to be flexible enough to allow creative expression for such units while remaining true to the goals of the overall identity system.
A brand is the image and reputation of an organization as it is projected by the organization and, more importantly, how it is perceived by the audience. Brand is influenced by everything associated with an organization: commercials, publications, personal experiences and secondhand stories. An organization’s brand is important because the impressions audience members have impact the choices they make. Positive brands convert audience members into customers, while negative brands drive customers away.

Branding is the planning and actions taken by an organization to influence how an audience perceives the organization. Research confirms that a clear and consistent identity (brand) helps build and maintain reputation. Regularly used graphic symbols (logos) can convey and reinforce the strengths of an institution. A logo is visual shorthand for a brand; the logo is not the brand itself.
**Why use the university’s logo?**

The university logo represents our brand’s shorthand and subtly conveys important characteristics of our university.

The power of a strong visual identity can only be realized through consistent application over time, which is why such a visual identity system is necessary. A single logo communicates a unified voice, provides instant recognition and strengthens an individual unit’s reputation by associating it with the greater institution, leveraging an established brand’s value. Therefore, no other symbols should be used to represent the university as a whole or any part thereof.

This is good for the university because it lets the university as a whole assume marketing, trademark, legal and other branding expenses so that campus units can devote time and resources to what they do best. Developing, supporting, maintaining and growing a brand require constant attention and careful planning. The time and capital needed are best applied to branding by a unit that works continuously on such matters.
Why should you consider working with UIC to create publications, letterheads, etc.?

Reputation is built over time by each and every impression, and each printed publication, web view, display and handshake creates an impression. While handshake techniques aren’t our expertise, University Information and Communications knows integrated marketing – pushing consistent, branded messages out across a wide variety of mediums for external consumption and creating a positive image to be recognized by all.

Contact UIC if you have a need for an external-facing publication; whether that be a newsletter, business card, letterhead or some other need, UIC knows how to provide you with what you need while protecting and maintaining the university’s reputation.

Please contact UIC to obtain high resolution copies of the logo or for any further assistance. Its office is located in the lower level of Brigham Hall. You can reach this office at 608.342.1197 or publications@uwplatt.edu.
LOGO STANDARDS

2.01 Written Identity 2
2.02 Introduction to Identity Components 3
2.03 Logo 4
2.04 University Seal 5
2.05 Wordmark 6
2.06 Wordmark with Secondary Identifiers 7
2.07 Vertical and Horizontal Options 8
2.08 Primary Color Palette 9
2.09 Supplementary Color Palette 10
2.10 Logo Reproduction 11
2.11 Size Restrictions 15
2.12 Surrounding Space Requirements 16
2.13 Unacceptable Executions 17
2.01 Written Identity

UNIVERSITY NAME

Our institution’s name is the University of Wisconsin-Platteville. In most cases, the full name should be used in the first reference to the university. The word “the” may precede the full name to avoid awkward sentence structure. It is appropriate to use UW-Platteville in subsequent written references.

The university’s name should be written in an appropriate manner whenever it appears. The phrase “University of Wisconsin-Platteville” should have a hyphen (with no space preceding or following it) between the words Wisconsin and Platteville. UW and Platteville should not be broken into two lines with the UW at the end of one line and Platteville at the beginning of the next.

In the phrase “UW-Platteville,” the UW should be written in uppercase letters with no periods and no spaces, followed by a hyphen with no space between the letter W and Platteville.

CORRECT

UNIVERSITY OF WISCONSIN-PLATTEVILLE
University of Wisconsin-Platteville
UW-PLATTEVILLE
UW-Platteville

INCORRECT

UNIVERSITY OF WISCONSIN - PLATTEVILLE
University of Wisconsin - Platteville
UNIVERSITY OF WISCONSIN PLATTEVILLE
University of Wisconsin Platteville
UW - PLATTEVILLE
UW - Platteville
U.W.-PLATTEVILLE
U.W.-Platteville
U.W. PLATTEVILLE
U.W. Platteville
U. OF W.-PLATTEVILLE
U. of W.-Platteville
UW-P
UWP

EXAMPLE OF UW-PLATTEVILLE BROKEN INTO TWO LINES
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2.02 Introduction to Identity Components

The official university logo consists of two components: the university seal and wordmark.

OFFICIAL COLORS

The official colors of the University of Wisconsin-Platteville are blue (to match Pantone® 293) and orange (Pantone® 021 for two color projects and Pantone® 1665 for four color projects). See Section 2.10 for acceptable logo color variations.

OFFICIAL FONT

The official font used in the university seal and wordmark is Palatino Nova Imperial. Substitutions cannot be made.

Contact University Information and Communications at 608.342.1197 or publications@uwplatt.edu for customized logos and letterhead templates.
The UW-Platteville logo is the primary element of UW-Platteville’s visual identity system.

The official university logo consists of the university seal and wordmark. The logo offers a complete and unified graphic identity for UW-Platteville. When communicating to an external audience, always use the logo. When your message is intended for an internal audience, you may choose to use the university seal or wordmark.

With approval from UIC, the logo may be separated due to space restrictions.

See Section 2.13 for unacceptable execution of the logo and Section 2.10 for appropriate color variations.

When the logo is placed on a blue background, a white outer ring must be added, to create a separation between the logo and background. The size of the added white ring must be equal to the size of the outer blue ring.
The university seal celebrates UW-Platteville’s founding institutions. The bell represents the Platteville Normal School, while the “M” symbolizes the Wisconsin Mining School. The “M” and bell overlap in the circle, with the founding year 1866 written across the top of the bell. The logo colors represent the two academic disciplines which are the foundation of the university: orange symbolizes engineering and blue symbolizes education.
2.05 Wordmark

The university wordmark consists of the words “University of Wisconsin” on the top line and “Platteville” on the bottom line with a thin line between “University of Wisconsin” and “Platteville,” and below “Platteville.”

The wordmark font is Palatino Nova Imperial. “Platteville” is typed in all caps. “University of Wisconsin” is typed in small caps. Use only the officially typeset “University of Wisconsin-Platteville” wordmark. Do not type it on your own.
2.06 **With Secondary Identifiers**

University units may request a logo with a secondary identifier. This identifier will be in the form of type only. Specific typographic details must be met. The unit name cannot be more than two lines. Department or unit names are typed in small caps without any capitalization.

University Information and Communications can supply you with digital art for this purpose.

**ONE LINE UNIT LOGO**

![One Line Unit Logo](image1)

**TWO LINE UNIT LOGO**

![Two Line Unit Logo](image2)
2.07 **Vertical and Horizontal Options**

The university logo is available in two formats: vertical and horizontal. In the horizontal option, the wordmark is centered next to the university seal. In the vertical option, the university seal is centered above the wordmark.
2.08 Primary Color Palette

The primary color palette should be used in print and electronic communications.

The primary colors for the University of Wisconsin-Platteville visual identity system are Pantone® 293 and Pantone® 021. When printing using a four-color process, Pantone® 1665 is substituted for Pantone® 021. Equivalent color formulas for four-color printing and digital media are provided here.

When a Pantone® color is not available, the CMYK mix may be used. The Hex values are for web and video only.

The preferred color treatment for the UW-Platteville logo are shown to the right.

### WHY

The official UW-Platteville blue and orange are key components of the brand and are the primary colors. Consistent use and careful matching are essential in establishing and maintaining a consistent and unified image.
A supplementary set of colors has been selected to complement the primary color palette. The colors within this supplementary palette are recommended, but the user is not limited to only these colors.

<table>
<thead>
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<th>Print FOUR-COLOR PROCESS</th>
<th>Digital WEB/VIDEO</th>
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<td>R 0</td>
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</tr>
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<td></td>
<td>K 40</td>
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</table>
2.10 Logo Reproduction: Four-Color

**WHAT IS FOUR-COLOR?**

Four-color refers to when four inks are used to print in color. It is often referred to as CMYK for the cyan, magenta, yellow and black ink used.

*When using four-color, the preferred color for the UW-Platteville logo is Pantone® 293 and Pantone® 1665*

**PANTONE® 293 AND PANTONE® 1665 LOGO**

![University of Wisconsin-Platteville logo](image)

**PANTONE® 293 AND PANTONE® 1665 LOGO ON PANTONE® 1665 BACKGROUND**

(lettering and lines change to white)

![University of Wisconsin-Platteville logo](image)

**PANTONE® 293 AND PANTONE® 1665 LOGO ON BLUE OR DARK BACKGROUND**

(lettering changes to white and an white outer ring is added to the university seal)

![University of Wisconsin-Platteville logo](image)
2.10 Logo Reproduction: Four-Color Continued

PANTONE® 293 and PANTONE® 1665 Logo on a Photographic Background
(Note the photo behind the logo must be simple and neutral enough for the logo to be legible. When the logo blends into the background photograph, a white outer ring should be added to the university seal.)

Drop shadows are permissible only to increase legibility.

PANTONE® 293 and PANTONE® 1665 Logo on a Mid-Toned Background that is Not in the Primary Color Palette (Note that the background color must be light enough for blue to be legible or dark enough for white to be legible.)
**2.10 Logo Reproduction: Two Color**

**WHAT IS TWO-COLORED?**

Two-color refers to when two colors are used to print in color. Pantone® colors are usually used for two-color.

When using two-color, the preferred color for the UW-Platteville logo is Pantone® 293 and Pantone® 021.

**WHAT ARE PANTONE® COLORS?**

Pantone® colors are industry standard colors that are represented by names and numbers. The Pantone Matching System® (PMS) is an ideal way to ensure true colors when printing.

**PANTONE® 293 AND PANTONE® 021 LOGO**

![University of Wisconsin Platteville Logo](image1)

**PANTONE® 293 AND PANTONE® 021 LOGO ON A CREAM BACKGROUND**

(used on executive stationery)
2.10 Logo Reproduction: One-Color

What is One-Color?

One-color refers to when one ink is used to print entire project.

When using one-color, the UW-Platteville logo may be reproduced in black, Pantone® 293 or white.

Note the difference between the black logo on white and the white logo on black and the Pantone® 293 logo on white and the white logo on Pantone® 293. The wordmark is the only portion which changes and a white ring is added to the university seal.
The UW-Platteville logo should be produced at a reasonable size to maintain legibility. For printed materials, the university seal must never be smaller than 3/4 of an inch in diameter.

When separated, the university seal must **never** be smaller than 3/4 of an inch in diameter, and the wordmark must never be smaller than 1/2 of an inch in height.
2.12 **Surrounding Space Requirement**

The integrity of the logo demands that no words or images crowd, overlap or merge with it. All words and images used in proximity to the logo should be placed no closer than the distance equal to the width of the “U,” excluding serifs, in the word university in the wordmark portion of the logo.

When using the seal, all words and images used in proximity to the seal should be placed no closer than the distance equal to the width of the outer four rings of the seal.
2.13 Unacceptable Execution

It is extremely important for brand success that the UW-Platteville logo be displayed consistently. This includes always using the correct typefaces and the correct relative positioning and size of all elements. The examples on this and the following pages illustrate unacceptable displays.

**DO NOT CROP ANY PORTION OF THE LOGO.**

![Correct Logo](image1)

**DO NOT ROTATE THE LOGO.**

![Rotated Logo](image2)

**DO NOT STRETCH THE LOGO.**

![Stretched Logo](image3)

**DO NOT SKEW THE LOGO.**

![Skewed Logo](image4)
DO NOT REARRANGE COMPONENTS IN THE LOGO.

DO NOT REARRANGE ANY COMPONENT OF THE WORDMARK AND SECONDARY IDENTIFIER.

DO NOT ALTER THE ALIGNMENT OF COMPONENTS.

DO NOT ALTER THE RELATIVE SIZE OF THE UNIVERSITY SEAL AND WORDMARK.

DO NOT TYPE IT ON YOUR OWN. USE ONLY THE OFFICIALLY TYPESET "UNIVERSITY OF WISCONSIN-PLATTEVILLE" LOGO.

DO NOT ALTER THE TYPE STYLE (E.G., FROM ALL CAPS TO CAP/LOWERCASE).
2.13 Unacceptable Execution Continued

Do not stack multiple secondary identifiers.

Do not use a scanned, pixelated or low-resolution version of the logo.

Do not wrap text around the logo.

Do not screen the logo behind text or use it as a watermark.

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Do not use drop shadows with hard edges.

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2.13 Unacceptable Execution Continued

Do not change opacity.

Do not use gradient feathers.

Do not alter the logo with special effects or filters (such as bevel and emboss).

Do not use color combinations other than the approved Pantone® 021 or Pantone® 1665 and Pantone® 293, or black and white.