

UW-L Identity Standards & Branding

A Consistent Graphic Identity

To affirm UW-L's position as a world-class university and raise the relative position of our institution in the hearts and minds of our audience we must focus on the UW-L brand.

What is a brand?

Simply stated, it's the image or personality we wish to project. Through consistent graphic elements and messages, an effective brand strategy projects the positive attributes of a company, a product, a service — and yes, a university. Branding illustrates value. A carefully applied branding strategy will enhance our effectiveness in promoting a favorable image and reaching our goals: attracting students, recruiting faculty and staff, soliciting financial support from donors, and promoting goodwill between the university and those upon whom our success depends.

UW-L: Your distinct choice

In 2004, faculty and staff were asked to submit a list of attributes that describe UW-L. Many of them were involved in focus groups to help us identify what makes UW-L special and define our unique selling proposition.

We learned UW-L is known for: commitment to quality, reputation for academic excellence, an exceptional quality of life, the beauty of the 7 Rivers Region, the beauty of our campus, abundant recreational opportunities, commitment to fostering a diverse campus, the dedication of our faculty and staff. But the overarching premise of these conversations was that, together, these individual statements combine to make UW-L a distinct choice for students who attend our university — and for faculty and staff who work here.

Consult with the Publications Office for the proper use of the tagline on all printed materials.

University Name

Our institution's name is University of Wisconsin-La Crosse. 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. In subsequent written references it is permissible to use UW-La Crosse or UW-L.

The university's name must be written correctly whenever it appears. The phrase *University of Wisconsin-La Crosse* should have a hyphen (with no space preceding or following it) between the words *Wisconsin* and *La Crosse*. There should be one space between *La* and *Crosse* in the city name. The "C" in *Crosse* is always capitalized. *La Crosse* should not be broken into two lines (*La* at the end of one line and *Crosse* at the beginning of the next).

Examples of correct and incorrect usage of the university name.

Correct —

University of Wisconsin-La Crosse
UW-La Crosse
UW-L

(the above forms do not apply to e-mail and Web addresses)

Incorrect —

University of Wisconsin - La Crosse
University of Wisconsin—La Crosse
University of Wisconsin La Crosse
Univ. of Wisc.-La Crosse
UW - La Crosse
UW—La Crosse
U.W.-La Crosse
U. of W.-La Crosse
U.W.L.
UWL

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University Logo and Wordmark

Colors:

When possible, the logo and wordmark should appear in two colors. In its reverse application, the logo can appear in black or maroon (PMS 208). In two-color use, the wordmark should appear with the University of Wisconsin affiliation in maroon (PMS 208) and the name La Crosse in black. When the logo or wordmark cannot be printed in two colors, it should appear in black or in the darkest color available.

The logo and wordmark may be reversed from a dark background or photograph. All elements should appear in white.

UW-L Official Colors

The official colors of the UW-La Crosse are maroon (PMS 208) and gray (PMS 430 or 30% black).

Download logos at:

www.uwlax.edu/universityrelations/documents/logos.html



TM



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University Wordmark

UNIVERSITY *of* WISCONSIN
LA CROSSE

UNIVERSITY *of* WISCONSIN
LA CROSSE

Legibility:

- To preserve legibility, the logo should appear large enough for all type to be readable.
- Designs should allow for a liberal amount of white space around the logo or wordmark.
- Do not print the UW-L logo against a heavily textured or patterned background.
- Do not reverse the UW-L logo out of a complex photograph or background.
- Do not print the UW-L logo in dark colors on a dark background.
- Do not print the UW-L logo in light colors on light background.
- Do not use colors other than those specified in the style manual to reproduce the logo.

The UW-L logo must be presented as clearly as possible. Backgrounds must be controlled to assure proper contrast and maximum visibility.

Companion Typeface: Font used should be Palatino and/or Times.

Protecting Our Identity

The university's name, seal, wordmark and logo are registered marks of the Board of Regents of the University of Wisconsin System doing business as the University of Wisconsin-La Crosse. This provides protection against the manufacture, display or sale of these identifiers without the university's consent.

Protectability of the university seal, wordmark and logo is based on their unique designs; therefore, they should never be redrawn, repropotioned or otherwise modified for any special purposes.

Licensing of the name, seal, wordmark and logo will be administered by the university's director of publications in consultation with the director of University Communications.

A note about specialty items:

Items upon which the UW-L logo or wordmark appears on a three-dimensional medium are known as specialty items. Coffee mugs, apparel, duffle bags, keychains, desk clocks and padded folders are among the myriad possibilities upon which the UW-L logo can be printed, embroidered, embossed or engraved.

It is strongly recommended you ask for product samples from the vendor — preferably with the UW-L logo in place — so an informed decision can be made before placing a quantity order.

UW-L Identity Standards & Branding

University Seal

The University of Wisconsin-La Crosse seal is the official symbol of the institution. It consists of a circle within a circle. The inner circle, with a lined background pattern, contains a shield showing the rivers and bluffs of the Coulee Region of Wisconsin, a scroll, and a figure in motion. The scroll and figure are visual representations of the Latin words “mens” and “corpusque” found on a banner below the shield. Mens, Latin for mind, and corpusque, Latin for body, express our belief in education for the whole person. The outer circle contains the name of the university.



The seal may not be redrawn, reportioned, screened or modified in any manner.

The primary usages for the university seal are for official documents, for ceremonial purposes, and for use by the Chancellor’s Office. The list at right covers appropriate and inappropriate uses. Use of the seal for any other purposes requires the approval of the Chancellor and the University Communications Office. Questions about using the seal? Contact the Publications Office staff.

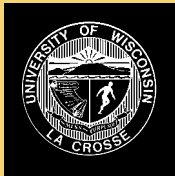
Use of University Seal

Appropriate uses:

- diploma
- transcripts
- legal documents
- university-wide policy statements
- official UW-L certificates and plaques
- commencement materials
- inaugural materials
- regent visit materials
- lecterns (especially for official matters)
- official university reports (e.g., to regents, to accrediting bodies)

Inappropriate uses:

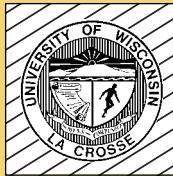
- promotional or informational brochures, flyers, posters, books, newsletters, etc.
- advertising
- stationery or business cards, specialty advertising items (e.g., clothing, glassware, ceramics, notebooks, folders, etc.)
- badges, nametags, buttons, vehicles



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The University of Wisconsin-La Crosse seal depicts the history, mission and distinctive nature of the institution. It consists of a circle within a circle.

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1. Reversing the university seal out of a dark background is permissible. Special versions are available from the University Communications Office.
2. Do not reportion or modify the seal in any manner.
3. Patterned, colored or tinted fields should be knocked out behind the seal.
4. Do not use the seal as tinted art behind typography or other art.

Athletic Team Logo

The official name of the intercollegiate athletics teams at the University of Wisconsin-La Crosse is Eagles. Their official identifiers are the “Eagle in the L” emblem and the eagle caricature.

The athletics identifiers are registered marks of the University of Wisconsin System and the University of Wisconsin-La Crosse. Their use is obtained by permission of the Athletics Department and the licensing group at UW-L.

Athletic Team Logos for Athletic Use Only



Use of Athletic Team Logo

Appropriate uses:

- uniforms
- athletics programs and brochures
- athletics posters
- other purposes related to the athletics program at UW-La Crosse

Inappropriate uses:

- university stationery (except for stationery used by units within Intercollegiate Athletics)
- on publications describing specific academic programs
- any other pieces with a non-athletic focus

UW-L Stationery

Stationery Standards

UW-La Crosse stationery includes its letterhead, envelopes, mailing labels, business cards, note cards and pocket folders.

Letterhead and envelopes may display the name of a division, college, department, unit, center or program. Already established department or unit symbols and logos are permitted on university stationery in a specified size and location. Contact the Publications Office for more information.

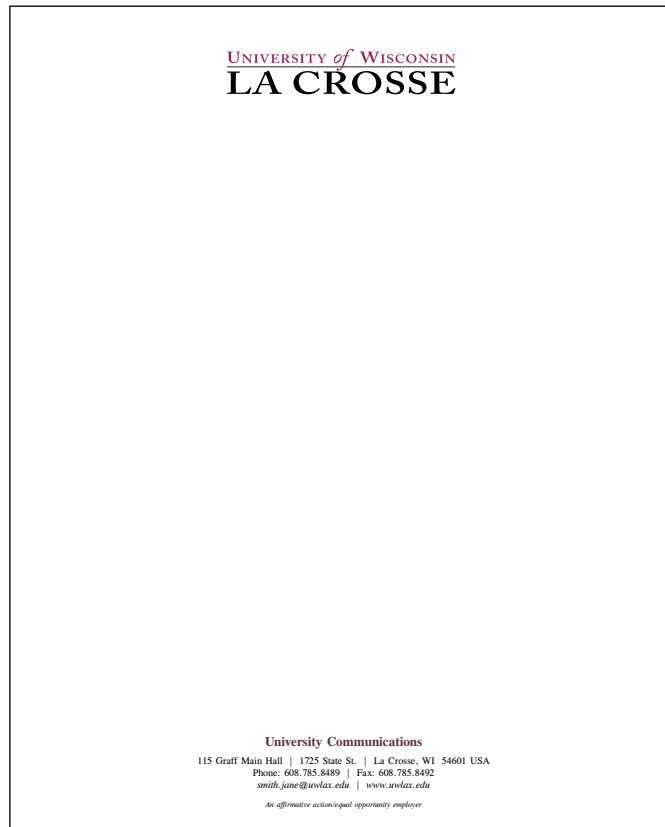
All UW-L stationery must contain at least one telephone number where the agency may be contacted, one fax number, and if available, one e-mail address and Web site. Add "USA" after ZIP code.

Use of the university's stationery is for official business conducted by persons under contract in officially recognized university units. Letterhead and envelopes must never be used for correspondence of a personal nature.

Units or programs with contracted partnerships outside the university may note this cooperative arrangement on standard university letterhead. No symbols and logos from these outside organizations will be used on letterhead purchased on a university account. Organizations affiliated with UW-L, such as the UW-L Foundation Inc. and the UW-L Alumni Association, may use the university logo and wordmark as long as all the policies and procedures listed here are followed.

University Letterhead

Acceptable UW-La Crosse letterhead



Letterhead

The standard letterhead format is the 8¹/₂"x11" size. It features the UW-La Crosse wordmark centered at the top with unit, address, phone and other information centered at the bottom.

All letterhead will be printed in two inks (black and PMS 208 maroon) on 24 lb. white bond recycled paper. Campus units will have two options for purchasing letterhead:

1. Basic letterhead can be purchased through Campus Stores and then personalized in black ink only at Document Services. The Publications Office will supply the camera-ready art required by Document Services.
2. Or units can purchase letterhead through an off-campus supplier which means that their personalized information can be printed in both black and maroon inks. All requests for letterhead printed off-campus should be addressed to the Publications Office.

Cost of letterhead

500 = \$62.26	2,500 = \$174.72
1,000 = \$92.23	3,000 = \$202.31
1,500 = \$119	5,000 = \$303
2,000 = \$150.88	7,500 = \$405.80

When requesting more than 7,500 the state contract is used for calculating cost.

UW-L Identity Stationery

Envelopes

Business and catalog envelopes which complement the letterhead are available from Campus Stores. All envelopes are printed in maroon and black inks on a white wove stock. Envelopes cannot be personalized for departments and units when purchased from Campus Stores. Departments or units which desire personalized envelopes should contact the Publications Office to have these specially ordered.

Envelopes are available in the following sizes:

- No.10 business envelope (regular and window)

Cost of No. 10 Envelopes

500 = \$73.53	2,500 = \$148
1,000 = \$102.85	3,000 = \$166
1,500 = \$122	4,000 = \$186
2,000 = \$134	

When requesting more than 5,000 the state contract is used for calculating cost.

Cost of No. 10 Window Envelopes

500 = \$76.08	2,500 = \$152
1,000 = \$110.71	3,000 = \$172
1,500 = \$126	4,000 = \$192
2,000 = \$138	

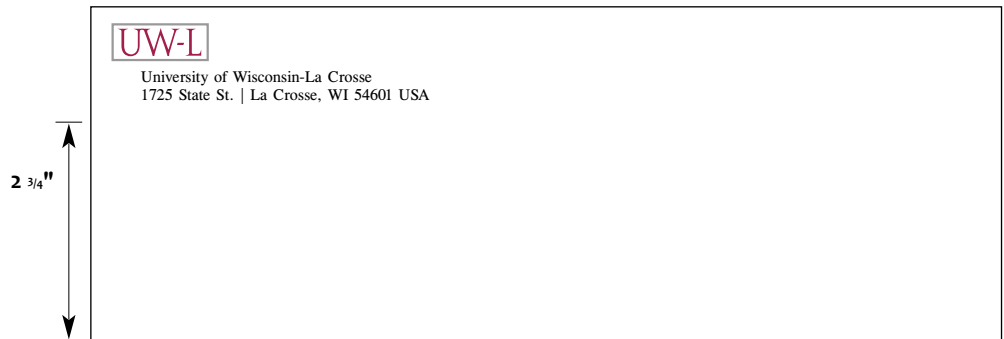
When requesting more than 5,000 the state contract is used for calculating cost.

- catalog envelopes in sizes: 7 1/2"x10 1/2", 9"x12", and 10"x13"
State contract is used for calculating cost.

The Publications Office processes requests for letterhead and envelopes twice a month

(approximately every 15 days). Submit a copy via fax (785.8492) or campus mail (115 Graff Main Hall) of your existing letterhead with changes clearly marked to the Publications Office. Specify the account number to charge, exact quantity needed, requested delivery site, contact person and phone number. We recommend ordering at least a year's supply in order to get the most competitive price.

No. 10 business envelope



BUSINESS CARD ORDERS

Business cards are ordered online at

www.uwlax.edu/budgetandfinance/purchasing/BusinessCardForms.htm

note card



Note Cards and Pocket Folders

For note card orders, contact the Publications Office. A pocket folder is available for purchase through Campus Stores.

Shipping Labels

For a template for mailing labels visit the Campus Stores Web site:

www.uwlax.edu/store

The label is designed to print on 3-1/3"x4" labels (equivalent to Avery 5164 labels).

Shipping label

