UWM BRAND DAY - 2016

The UWM Brand Oversight Committee is presenting the annual Brand Day on Thursday, October, 27, 2016. Sessions will be offered throughout the day, covering such topics as creating an identity for your program/department; downloading and using UWM logos; reinforcing the UWM brand through video and social media; using the University fonts and colors; branding HTML emails; applying the UWM brand to your web pages; and using UWM print and copy services to get high quality, economical print materials.

Any member of the UWM community who prepares or supervises the preparation of UWM marketing or promotional materials is encouraged to attend one or all of the sessions. No registration is required.

ALL SESSIONS WILL BE LOCATED IN THE ALUMNI FIRESIDE LOUNGE, Union W140.

Branding your Program/Department and Branding Tools to use
9:00-10:00am, Presenters: Steve Strehlow and Shelly Rosenquist, University Relations. Gain an understanding of how the UWM Brand strengthens the identity of departments and programs. Learn how to develop and use an identifier for your department or program that supports and is supported by the UWM Brand.

Learn where to find information about the UWM brand, which logo to use when, and how to download logos and other branding resources. Other topics will include using the UWM Branding website and finding help with your branding questions. (60 Minutes)

Email marketing
10:15-10:45am, Presenter: Joe Neumann, School of Continuing Education
Explore the best practices in designing and branding email layouts including how to continue the brand within sections of your message. See examples of successfully branded UWM emails. Learn what services and resources are available to have your messages professionally executed. (30 minutes)

Print & Copy Services Branding Basics and Question Session
11:00-11:30pm, Presenters: Charlie Licht and Barb Reblin, Print and Copy Services
Understand how the branding process works in relation to your print/copy orders and learn how to ensure your printed pieces adhere to the UWM branding policy. Basic policies/procedures will be covered along with basic information you need to know when preparing your electronic files and using logo files for print.

Bring your questions! The second half of the session will be open to answer your questions relating to printing/copying and branding. Bring your questions about anything related to printing, including technical questions as they relate to creating your files for print. (30 minutes)

LUNCH ON YOUR OWN
11:30-12:30pm

Large Format Printing Standards
12:30-1:00pm, Presenter: Jason Behlke, UWM Student Union
Explore how to convey your message and Brand effectively on posters, banners and other large format pieces. (30 minutes)

Web Content and Branding
1:15-1:45pm, Presenter: Steve Strehlow, University Relations
Learn how to use the UWM brand effectively with Wordpress and how to maximize the visibility of the message on your next web project. The past, present and future of the UWM brand on uwm.edu will also be discussed. (30 minutes)

Fonts and Colors
2:00-2:30pm, Presenter: Andy Reis, UWM Student Union
Learn about the fonts and colors that make up our brand identity. This session will explore the proper use of the UWM primary and secondary color pallets. We will review the University fonts and the proper use of accent fonts. (30 minutes)

Branding Social Media and Video
2:45-3:15pm, Presenters: Tina Keller and Mary Baylor, University Relations
Participating in social media provides valuable opportunities as well as challenges. Learn best practices and what assistance we can offer you using social media accounts. Explore creating videos that reinforce the UWM Brand. (30 minutes)