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**Contact**

If you have questions about using the UWM brand identity, contact [brand-oversight@uwm.edu](mailto:brand-oversight@uwm.edu).
Authorized use of the UWM name and brand identity

You have a responsibility to:

➤ **ENSURE** that any implied association with UWM is accurate. The association and activity must be one for which UWM takes institutional responsibility.

➤ **ENSURE** that the activities with which UWM is associated maintain standards consistent with its educational purposes and its brand profile. Relevant standards of quality and appropriateness in academic endeavors and other activities will be maintained.

➤ **PROTECT** UWM’s assets by seeking a fair share of the growing economic value that the use of the UWM name and brand identity produces. Any use of the UWM name and brand identity elements that may depreciate its long-term value will be avoided.

In accordance with these responsibilities, the following general standards regulate the use of the UWM name and brand identity by schools, activities and individuals within UWM, and their use by individuals and institutions outside UWM, as authorized.

➤ **1)** A name or identification that refers to UWM as a whole may be used to identify an activity only with the approval of representatives of the University as a whole. Approval is not required for the following materials used by schools or other University units:
- Stationery and other materials used in business communication.
- Official publications and journals, including official electronic publications.
- Course materials.

➤ **2)** A name that refers to individual UWM schools, colleges or units may be used to identify an activity only with the approval of the responsible authority at the individual school, college or unit.

➤ **3)** Without prior approval, the UWM name and brand identity elements are not available to faculty, staff and students. Students may use or authorize the use of the UWM name and brand identity to identify any activity, individual, entity or publication only with the prior approval of the Dean of Students Office.

➤ **4)** In using or authorizing the use of the UWM brand identity to identify outside activities or entities, faculty and staff should assure that the UWM name and brand identity is used in a manner that does not constitute or imply University endorsement or responsibility for the particular activity, product or publication.

➤ **5)** The use of the UWM name and brand identity on merchandise for resale is authorized only with the prior approval of the Auxiliary Services Licensing Manager (lindaah@uwm.edu).

Questions concerning the interpretation of the above policies should be referred to the UWM Office of Legal Affairs.
The UWM logomark is the cornerstone of the UWM brand identity program. It serves as the immediate identification of UWM. It reflects and projects our brand profile, instantly communicating the essence of UWM.

The logomark is defined as the combination of the initials UWM with the underlining banner graphic.

Staging
To maintain optimum recognition and clarity, the logomark should be free of distortion and set apart from other competing graphic elements such as typography, photographs, illustrations, etc. A clear, protective staging space has been designated around the logomark to maintain its impact. Nothing should appear within the “x” distance (which equals the height of the letter “M”) surrounding the logomark in most applications.

Official artwork
UWM logos should always be used or applied from original, high resolution electronic or camera-ready artwork, and should never be scanned or copied from a piece of stationery, brochure or any other printed application. Electronic files can be downloaded at uwm.edu/branding. Do not modify the logos in any way or rename logo files. If the file you need is not available on the UWM Logos & Branding website, contact Print & Copy Services at 414-229-4944 for assistance.

Small size reproduction
When reproducing the logomark at small sizes, care should be taken to reproduce it at high enough resolution (300dpi for print materials). The spaces between the elements of the logomark should remain open and not filled in. In most applications, the logomark should not be reproduced smaller than $\frac{1}{4}$" wide to maintain legibility and integrity. On publication covers, the UWM portion of the preferred logo should not appear smaller than $\frac{1}{2}$" wide.
Incorrect use of the logomark
The elements of the logomark appear in a precise relationship and must not be changed or modified in any way.

**THE LOGOMARK SHOULD NOT BE:**

- Changed relative to the position of the initials and banner
- Used in any color other than the color combinations shown on page 12
- Positioned in violation of minimum staging
- Distorted horizontally or vertically
- Applied using another typeface
- Enclosed within a border
- Placed on an angle
- Applied to areas of competing graphic images
- Applied using poor quality reproduction materials
- Changed relative to the sizes of the elements
- Reproduced within a title or phrase
- Applied without all graphic or type elements
- Combined with other graphics or illustrations
- Used as part of a pattern
- Sectioned in application

Any variations from these guidelines must be approved by the office of the Vice Chancellor of University Relations and Communications.
**UWM Logos**

The UWM preferred logo is defined as the logomark (UWM with banner graphic) combined with the full name University of Wisconsin-Milwaukee. A system of logos has been developed in multiple configurations, available for use depending on the format and space available.

A clear space surrounding all logos should be kept free of competing typography and imagery. The “x” distance (which equals the height of the letter “E”) surrounding each logo defines this clear space.

A **preferred logo** is used on stationery and printed materials, and will appear more often than any other logo. It features the logomark directly connected to the UWM name in a horizontal format. Three additional logos have been developed for various formats. They include a vertical logo, a horizontal logo and a landscape logo.

All logos include the logomark in a **precise** relationship to the full name of the University. This relationship should not be altered in any way. The full name of the University should **never** be used alone in any of the logo configurations without the UWM logomark. No logo should be applied so that the logomark portion is smaller than 1/4” wide, except on publication covers where its minimum size is 1/8” wide.

UWM logos should always be used or applied from original, high resolution electronic or camera-ready artwork, and should never be scanned or copied from a piece of stationery, brochure or any other printed application. Electronic files can be downloaded at [uwm.edu/branding](http://uwm.edu/branding). Do not modify the logos in any way or rename logo files. If the file you need is not available on the UWM Logos & Branding website, contact Print & Copy Services at 414-229-4944 for assistance.

**The smallest logo**

The UWM preferred logo must appear on all publication covers or front pages in a prominent position and at a significant size.
Preferred School/College/Unit Logos

A series of secondary logos has been developed for use by schools, colleges, divisions, departments and offices, which incorporates the UWM preferred logo. This logo should be used as a primary identifier on brochures, advertising, Web pages, PowerPoints or other communications vehicles.

The proportion of typography to the UWM logo must be maintained and only the approved secondary logo artwork files should be used. A clear space (X) should be maintained around the logo in all applications. For longer school, college and division names, a two-line configuration is preferred, but is not used on envelopes.

UWM logos should always be used or applied from original, high resolution electronic or camera-ready artwork, and should never be scanned or copied from a piece of stationery, brochure or any other printed application. Electronic files can be downloaded at uwm.edu/branding. Do not modify the logos in any way or rename logo files. If the file you need is not available on the UWM Logos & Branding website, contact Print & Copy Services at 414-229-4944 for assistance.

Typesetting—

School name: New Baskerville Roman
90% condensed
2/3 the height of the “E” in “MILWAUKEE”
Adding Department/Office Names

Department/Office names can be added under the College/School name following the formula at left.

Name Substitution

In some situations, it is preferable that the name of the Department/Office be substituted for the School/College/Division name. Authorization from the School/College Dean or Division Head must be received before such a logo can be used.

The authorization form for name substitution can be found on the UWM Print & Copy Services website (uwm.edu/print_copy).
Limited Use Logos

This horizontal option may be used when vertical space is at a premium and the preferred logo with the school college name cannot fit.

Every reasonable effort should be made to allow space for use of the preferred school/college/unit logo.

The school/college/unit name is positioned to the right of the UWM preferred logo and should be stacked for balance. A clear space (X) must still be maintained around the logo in all applications.

If you are uncertain whether it is acceptable to substitute this logo please forward your proposed design as a PDF to brand-oversight@uwm.edu for review.

Typography—

School name: New Baskerville Roman, 90% condensed, \( \frac{2}{3} \) height of the “M” in “UWM”
A system of alternative merchandise logos has been developed for use by schools, colleges, divisions, departments and offices, in combination with the UWM logo. This logo should never be used as a primary identifier on stationery, brochures, advertising or other primary communications vehicles. It should only be used on merchandise or other secondary communications such as clothing and other premium items. The proportion of typography to the UWM logo must be maintained and only the alternative merchandise logo artwork files should be used in all applications. Artwork is available for all schools and colleges. If the artwork you need is not available on the UWM Logos & Branding website, contact Print & Copy Services at 414-229-4944 for assistance.

**Typography**

School name: New Baskerville Roman, 90% condensed, 2/3 the height of the “M” in “UWM”
Identifying joint sponsorships and activities

The UWM logo may appear in conjunction with the identifiers of one or more business partners, subject to guidelines that maintain the prominence of the UWM brand identity.

Only the UWM preferred logo is used to identify joint sponsorships. If the sponsorship features a specific school or college, any identifier associated with the school or college may not be used in place of the UWM logo. In this case, the name of the school or college must appear with the UWM preferred logo in its approved format.

When another logomark appears with the UWM logo, the two identifiers must be sized to appear of equal “visual weight,” as shown below.

Do not:

➤ Size the identifiers so that one appears larger.

➤ Position the identifiers too close together, either vertically or horizontally.

➤ Add any graphic device to either identifier to increase prominence.

➤ Enclose both identifiers within a shape.

Title sponsorships

Two title sponsor situations usually exist. In the first situation, UWM is the initiator of the sponsorship and has full control over the identity of the event, facility or service being sponsored. In this situation, a distinct visual identity for the event, facility or service should also clearly identify with UWM. Event names should appear in the preferred UWM typefaces.

In the second situation, the UWM logo appears with an existing identity for an event, facility or service.

In either situation, the UWM logomark should not be used within the title of the event.

In general, the following standards are maintained when using the UWM preferred logo in identifying sponsorships or activities:

➤ All usage standards for the UWM preferred logo must be maintained.

➤ The registration mark must be shown with each UWM logo.

➤ The UWM logo cannot be used as a copy element or as part of an event name.

Different postal regulations may apply when dealing with joint sponsorships. Contact Mail Services at 414-229-6102 for more information.
### Appropriate typeface families

The typography used in the UWM logos is created from the **New Baskerville** and **Futura** typeface families. They represent the **preferred typeface families** for UWM communications. A variety of weights, in both roman and italic, are available in each type family, and can be used to emphasize words or phrases.

#### Compatible supporting typefaces

Compatible supporting typefaces are acceptable for use in UWM communications. They include the following serif and sans serif typefaces.

**Serif typefaces:**
- Minion
- Times

**Sans serif typefaces:**
- Helvetica (a.k.a. Arial)
- Univers

To encourage consistent use of the recommended UWM typefaces, in August, 2008, the office of the Vice Chancellor of University Relations and Communications purchased Adobe Font Folio software for the marketing area of each School/College/Unit. Adobe Font Folio is a collection of more than 2,200 OpenType typefaces including all of the UWM preferred fonts.

The Adobe Font Folio license is for use on one computer only. Additional licenses can be purchased online, at a fraction of the retail price, from the UWM TechStore ([TechStore.uwm.edu](http://TechStore.uwm.edu)). You must purchase one license for each computer on which the Font Folio is installed.

The use of the UWM preferred and compatible supporting typefaces is a subtle, but important visual tool to strengthen UWM’s brand.
**Accent Font Acceptable Use**

**What is an Accent Font?**
An accent font is any typeface that is used in addition to the approved university typeface families and compatible supporting typefaces that are defined on the previous page.

**Acceptable Use of Accent Fonts**
The use of “accent fonts” is acceptable if the use meets the following criteria:

- Accent font serves a definable purpose (e.g. highlights a specific word, headline, event title or phrase for emphasis).
- Accent font does not overpower the official University typefaces.
- Accent font must be used as a ‘supporting’ typeface NOT as the main typeface.
- Accent font is used to promote an event, art gallery show, or program that relies on a unique identity in its promotional materials to be successful in targeting a specific audience.
- Accent fonts are limited to 1–2 fonts per project.

Exceptions to the above criteria must be reviewed and approved by the Brand Oversight Committee.

**Official & Compatible Supporting Typefaces**
Official University Typefaces: New Baskerville (serif) and Futura (sans serif)
Compatible Supporting Typefaces: Minion and Times (serif); Helvetica and Univers (sans serif)
Maintaining color standards
The consistent use and accurate reproduction of the UWM colors, along with the complementary colors, will enable our audiences to recognize UWM communications at a glance. Maintaining the accuracy and integrity of the UWM colors is one of the most important aspects of building the equity of the UWM brand identity.

The way a color will appear depends on variables such as printing inks, paper and surface finishes, printing and fabrication processes, and lighting conditions.

The UWM gold is the most critical color to accurately reproduce. The specifications included in this document cover a variety of available reproduction methods.

No matter what formula or color standard is applied, there is no substitute for the human eye. A visual color match to the corresponding Pantone color is required to maintain the integrity of the UWM gold.

Metallic gold foil is not to be used in place of UWM gold in any application.

In order to accurately reproduce the official UWM colors in all applications, the following system of color formulas is provided for use depending on the application and media.

For accurate color matching, refer to the current edition of the PANTONE Color Formula Guide. PANTONE is a registered trademark of Pantone, Inc.
**OFFICIAL UWM COLOR SPECIFICATIONS**

---

**For printing on UNCOATED paper stock**

Includes smooth or vellum finish offset, text or book, smooth or vellum finish cover (business card stock), linen, laid, 25% cotton rag bond (letterhead), writing/copy bond, envelopes.

- **UWM black**
  - CMYK = C0, M0, Y0, K100

- **UWM gold**
  - Pantone (PMS) spot color = PMS 116U
  - CMYK = C0, M16, Y100, K0

- **UWM silver gray**
  - PMS cool gray 6
  - CMYK = C0, M0, Y0, K31

---

**For printing on COATED paper stock**

Includes gloss, dull, satin, matte, digital smooth (Copy Center)

- **UWM black**
  - CMYK = C0, M0, Y0, K100

- **UWM gold**
  - Pantone (PMS) spot color = PMS 1235C
  - CMYK = C0, M25, Y100, K0

- **UWM silver gray**
  - PMS 877C (metallic)
  - CMYK = C0, M0, Y0, K35

---

Use only **Pantone spot colors or CMYK** (C=Cyan, M=Magenta, Y=Yellow, K=Black) process colors for print materials, never RGB.

---

**Other uses**

**UWM gold**

For electronic applications and reproduction, R=red, G=green, and B=blue:

- RGB = R255, G188, B0

For web site use, HTML (hexadecimal) notation for input into a text editor:

- HTML = FFbd00 (hexadecimal)

For digital billboards,

- flc830 (hexadecimal)
  - CMYK = C0, M20, Y99, K0
  - RGB = R241, G200, B48

**UWM silver gray**

For electronic applications and reproduction, R=red, G=green, and B=blue:

- RGB = R204, G204, B204

For web site use, HTML (hexadecimal) notation for input into a text editor:

- HTML = CCCCCC (hexadecimal)
Complementary Color Palette

The complementary palette of colors offers an extended range of possible combinations with UWM gold and black. The colors have been selected to harmonize with the UWM gold and are meant to be used as an accent, not a primary color.

Exceptions

Use of any accent color not included in the Complementary Color Palette is allowed only if the use meets the following criteria:

- Accent color serves a definable purpose (e.g. highlights a specific word, headline, event title or phrase for emphasis.)
- Accent color does not overpower the official University colors.
- Accent color must be used as a “supporting” color NOT as a main color.
- Accent color is used to promote an event, art gallery show, program that relies on a unique identity in its promotional materials to be successful in targeting a specific audience.
- Accent colors are limited to 1–2 colors per project.

Exceptions to the above criteria must be reviewed and approved by the Brand Oversight Committee.
Whenever possible, the logos should appear in the official UWM colors. When using the official colors, and the banner graphic appears in UWM gold, a black shadow has been added to the banner graphic to enhance its visibility when applied to white or light-colored backgrounds, and to make it more visible when photocopied.

**Official color use**
When using the official UWM colors, the logos may appear in the following combinations:

- Letters in black, banner in UWM gold (with shadow), on a white background.

- Letters in black, banner in UWM gold (with shadow), on a silver or gray background.

- Letters in black, banner in white (with shadow), on a UWM gold background.

- Letters in black, banner in black, on a UWM gold background.

- Letters in white, banner in UWM gold, on a black background.

**Multi-color and two-color use**
When colors other than the UWM colors are used in a two-color application, the logo is applied in its entirety in the darker of the colors used. Two non-official colors should never be used in the logomark. For example, the letters may not appear in a darker color and the banner graphic in a lighter color. Additionally, the banner graphic may not be screened in any color.

**Single-color use**
In single-color use, the UWM logos may appear in, or reversed out of, the single color. The elements of the logo, however, may not be reversed out or screened independently in the single color application.

Gold foil may **not** be used in place of UWM gold in the logo.
**DO NOT:**

Do not apply UWM gold to the letters in the logos

Do not substitute gray for black in combination with UWM gold (positive or reverse)

Do not apply logos in weak colors

Do not apply UWM gold to the letters in the logos

Do not apply logos to competing color backgrounds

Do not apply the logos in silver gray on any color background

Do not use both black and UWM gold in the banner graphic

Do not apply two non-official colors in the logos

Do not use a drop shadow on the banner graphic on reversed logos

Do not use a darker color with the banner graphic in a screened color

Any variations from these guidelines need to be approved by the office of the Vice Chancellor of University Relations and Communications.
UWM seal

The use of the seal is strictly limited to official documents and must not be used as a primary identifying element on any other communication.

Approval to use the seal must be obtained from the office of the Vice Chancellor of University Relations and Communications. Official reproduction artwork will be furnished for approved uses.

The UWM seal is used on official documents and in special ceremonies. It is used on diplomas, certificates, special awards, and special invitations sent under the Chancellor’s signature. It also appears at official University events and functions, and on approved merchandise.

The seal includes the UWM logomark and name and important dates in University history—the Wisconsin State Charter in 1849, the beginnings of UWM as Milwaukee State Normal School in 1885, and the enrollment of the first class at the University of Wisconsin-Milwaukee in 1956. The nimbus, appearing behind the UWM logomark in the center, symbolizes educational enlightenment.

The elements of the seal appear in a precise relationship and must not be altered in any way.
Seal color usage standards

Official color use
The seal should be used in the official UWM colors. The banner graphic and nimbus appear in UWM gold. All other elements appear in black. The black or UWM gold should never be screened.

The seal may also be used in all black, or a screen of black. Gold is not acceptable as an official color for seal reproduction.

Use of silver gray metallic
Metallic silver may be applied in the ring enclosing the University name, with the name appearing in black. This may be done when the seal appears in just black, or when the UWM gold is used in the banner graphic and nimbus.

Multi-color, two-color and single-color use
When colors other than the official UWM colors are used in a multi-color, two-color or single-color application, the seal is applied in its entirety in the darker of the colors used. No portion of the seal should be highlighted in a second color.

Use of the UWM seal is **strictly limited** to official documents and must not be used as a primary identifying element on any other communication.

Approval to use the seal must be obtained from the office of the Vice Chancellor of University Relations and Communications. Official reproduction artwork will be furnished for approved uses.
Merchandising symbol

While the UWM logos are available for use in any particular merchandising application, the merchandising symbol is likely to be more versatile in its use and placement on UWM merchandise.

The merchandising symbol is not intended to be used in place of the UWM seal, and is not intended to be used in place of an official University logo on any piece of communication or publication. Its use is strictly limited to merchandising applications.

All merchandising applications for resale must be approved by the Auxiliary Services Licensing Manager (lindaah@uwm.edu), and must maintain the brand identity standards described in this document to achieve the UWM brand’s full merchandising value.

The merchandising symbol should always be used or applied from original, high resolution electronic or camera-ready artwork. Contact UWM Print & Copy Services 414-229-4944 for assistance.
Merchandising symbol color standards

The preferred color application of the merchandising symbol is in the UWM colors of UWM gold and black. When using the official UWM colors, the merchandising symbol may appear in the following combinations:

Do not:

➤ Apply UWM gold to the letters in the logomark or surrounding name.
➤ Use both black and UWM gold in the banner graphic.
➤ Substitute gray for black in combination with UWM gold (positive & reverse).
➤ Apply to competing color backgrounds.

Multi-color, two-color and single-color use

When other than the official UWM colors are used in a multi-color, two-color or single-color application, the merchandising symbol is applied in its entirety in the darker of the colors used. It may also be reversed out in its entirety. No portion of the symbol should be highlighted in a second, non-official color. Gold foil is not acceptable as a substitute for UWM gold.
Stationery, business cards and envelopes should be ordered online from Print & Copy Services (uwm.edu/print_copy). If you have questions about ordering stationery, contact Print & Copy Services at 414-229-4944.

If you don’t have a need for a large supply of stationery, editable MS Word templates are available for downloading (uwm.edu/branding/downloads/templates.cfm). These templates are suitable for printing from desktop printers. (The UWM preferred typeface families of New Baskerville and Futura are needed to use these templates.)

**Name Substitution:** In some situations, it is preferable that the name of the Department/Office be substituted for the School/College/Division name on stationery. Authorization from the School/College Dean or the Division Head must be received before this can be done. The authorization form for name substitution can be found on the Print & Copy Services website (uwm.edu/print_copy).

**Letterhead Specifications**

![Letterhead Specifications Diagram]

Only the UWM preferred logo in the official UWM colors, with the shadow under the banner graphic, is acceptable.

**Typography—**

- **School/Division name:** 17/18 New Baskerville Roman, 90% condensed
- **Office/Department name:** 9/11 New Baskerville Italic
- **Person’s name:** 9/11 New Baskerville Bold
- **Title:** 8.5/11 New Baskerville Italic
- **Address:** 8.5/11 Times Roman
- **Letter:** 8.5/11 Times Roman

**Standard letter margin—**
9 picas (1.5") from right edge

**Capacity letter margin—**
5 picas (.833") from right edge

**School or college tagline—**
Optional

Tagline typography:
13/15 New Baskerville Italic

Only the UWM preferred logo in the official UWM colors, with the shadow under the banner graphic, is acceptable.
Business Cards
The business card format emphasizes the school, college, division or office name adjacent to the UWM preferred logo at the top of the card. In the case of a division or office name, instead of a school or college, it can appear in the larger specified position, rather than below the person’s name at the discretion of the dean or division head. The individual name below the rule is also emphasized, with other information placed flush-left below the name as indicated. The e-mail address and as many as five phone numbers may be included in the flush-left copy block to the right. The flush-left copy block at left includes the location address and web address. The position and sizes of the typography are specified in the diagram below.

Business Card Specifications

<table>
<thead>
<tr>
<th>Typo</th>
<th>School name</th>
<th>10/9 New Baskerville Roman, 90% condensed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Person’s name</td>
<td>10/7 New Baskerville Bold</td>
<td></td>
</tr>
<tr>
<td>Phonetic spelling</td>
<td>7/9 Futura Light</td>
<td></td>
</tr>
<tr>
<td>Title</td>
<td>9/10 New Baskerville Bold Italic</td>
<td></td>
</tr>
<tr>
<td>Office name</td>
<td>9/10 New Baskerville Italic</td>
<td></td>
</tr>
<tr>
<td>Location and web address</td>
<td>7.5/8 New Baskerville, 90% condensed</td>
<td></td>
</tr>
<tr>
<td>Phone numbers</td>
<td>8.5/8.5 New Baskerville, 90% condensed</td>
<td></td>
</tr>
<tr>
<td>E-mail address</td>
<td>8/8.5 New Baskerville, 90% condensed</td>
<td></td>
</tr>
<tr>
<td>* The phonetic spelling is optional.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

There is an alternate business card layout that accommodates multiple UWM social media addresses. Contact Print & Copy Services for more information (uwm.edu/print_copy).
#10 Envelope Specifications

The School, college or division name appears on one line. The placement of information is consistent with the United States Post Office regulations for a clear space of 2-3/4” from the bottom edge of the envelope to the last line of the return address. This spacing must be maintained.

Typography--

School/Division name:
12.5/13.5 New Baskerville Roman
90% condensed

Office/Department name:
8.5/9.5 New Baskerville Italic

Address:
8.5/9.5 New Baskerville Roman

.543” (3p3) logomark width
Television, video and electronic presentations and formats

The UWM logos play a prominent role in all UWM television and video productions and in all UWM electronic presentations, and should conform to the usage standards outlined in this document.

The UWM logos should be used, whenever possible, in a two-color format, using UWM gold and black. For maximum impact, they should appear on a black background, with the letters appearing in white, and the banner graphic appearing in UWM gold. Dramatic impact may also be achieved with the logos appearing on a UWM gold background, with the letters appearing in black, and the banner graphic reversed to white, with the shadow.

For most accurate color reproduction in television and video, a visual match to the RGB formula (R255, G188, B0) for UWM gold should be used.

When another logo is displayed together with the UWM logomark on screen, they should be separated by enough space to appear distinct, following the dual sponsorship guidelines described on page 9.

The UWM logomark (especially when used small) may also appear in just black, white, or other non-University color, as long as the logomark does not appear in a split color format where the letters appear in one color and the banner graphic appears in another.

Formatting Guidelines

When the logomark is used as an identifying element of screens with other information, it should be placed in the lower third of the screen, at the right.

The logomark may also be applied as a “bug” in the lower right corner of a screen using an embossed effect.
Website home pages

UWM’s brand identity program considers internet home pages to be the electronic equivalent of a publication’s cover and must follow similar design parameters. This requires that the UWM preferred logo be placed at the top of the page and that it take prominence over the identification of the page’s unit, group or activity.

The following guidelines will unify the use of the UWM brand identity elements on all home pages:

➤ The use of the UWM brand identity elements must follow the application standards outlined in this document.

➤ The UWM preferred logo must be displayed prominently at the top of the page.

➤ The UWM brand identity colors should follow the web safe color hexadecimal formulas found on page 13.

Questions about using the UWM brand identity on Web pages can be directed to webdev@uwm.edu.
Personal name tags and table cards

**Version 1**
The preferred format for name tags and table cards emphasizes the UWM individual’s first name and places the full name, title and affiliation below, with the preferred logo at the bottom. The banner graphic may be used as a background element, and the components may be produced in UWM colors or just black.

**Version 2**
A more generic format is offered for individuals needing name tags and table cards who are not from UWM. This format features the emphasized first name, full name, title and affiliation, with the logomark at the right. The banner graphic may not be appropriate as a background element in this case.